WHO IS IOWA’S FAVORITE RADIO STATION FOR NIGHTTIME LISTENING!

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO</td>
<td>44.2%</td>
</tr>
<tr>
<td>WMT</td>
<td>20.5%</td>
</tr>
<tr>
<td>KRNT</td>
<td>9.0%</td>
</tr>
<tr>
<td>WOW</td>
<td>5.8%</td>
</tr>
<tr>
<td>KXEL</td>
<td>4.6%</td>
</tr>
<tr>
<td>KGLO</td>
<td>4.5%</td>
</tr>
<tr>
<td>KMA</td>
<td>3.9%</td>
</tr>
<tr>
<td>KICD</td>
<td>3.4%</td>
</tr>
<tr>
<td>WGN</td>
<td>3.2%</td>
</tr>
<tr>
<td>WAX</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

The figures above are an excerpt from the 1954 Iowa Radio-Television Audience Survey — one of the advertising industry’s best-known and most widely-accepted audience studies.

The 1954 Survey proves, for the 17th straight year, the effectiveness of top-notch broadcasting facilities, outstanding programming, deeply conscientious Public Service, energetic audience promotion. WHO believes in radio, and the Iowa audience believes in WHO.

Ask Free & Peters, or write us, for your complimentary copy of the 1954 Survey. It will help you in your understanding of this entire area.
Climaxing a YEAR of COLOR operation...

In a demonstration of ingenuity, typical of WKY-TV operation, an electric fork-lift was employed to permit the rapid transition from low-angle to high-angle shots and the mobility necessary to follow the whirling pace of America's top square dance specialists.

WKY-TV's SQUARE DANCE Festival

... a 30-minute network telecast in full compatible color from the studios of WKY-TV, carried coast-to-coast by NBC-TV!

With the colorcast of the "Square Dance Festival" on April 23, 1955, WKY-TV staff members once again demonstrated the know-how that has made WKY-TV the leader in Oklahoma Television!

From coast-to-coast, viewers watched the best exhibition groups of the National Square Dance Convention in the first full-length color program to be led an entire network by an independent TV station!

WKY-TV employed only its own staff and facilities to produce a network calibre show, the same production know-how which is responsible for Oklahoma's most popular programming on a day-to-day basis.

So, whether your plans call for color or black-and-white TV... let the leadership of WKY-TV in Oklahoma TV... born of experience and cumulative know-how... work for you as it has for others in reaching the largest Oklahoma audience for your TV dollar.*

*ARB Metropolitan Area Report of March, 1955, reveals that 23 of TOP 25 TV shows are on WKY-TV.
NOW...a NEW LOOK in Colorado...

KIMN

COLORADO'S NEW RADIO CENTER
DENVER KEY STATION OF THE INTERMOUNTAIN NETWORK

New KIMN Studios, Edgewater Beach, Denver
...Denver Headquarters of MOUNTAIN MIKE

* New Personalities
* New Programming
* New Studios
* Finest AM Facilities in the West

Cover the vast* and prosperous intermountain market with KIMN and the Intermountain Network—52 hometown stations located where people live, listen and BUY!

InterMountain Network

Salt Lake City, Utah — 144 South Main
Denver, Colorado — Radio Station KIMN

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

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

*Salt Lake City is one-fourth of the total area of the nation, the nation’s fourth largest market.
EXCITING! so exciting—
your sales potential in this $5\frac{1}{4}$ billion market!

You find that your product sales rise quickly—when you use WGAL-TV to advertise your product. This super-powered station's 316,000-watt signal sends your message from its mountaintop transmitter location to the vast, rich

**CHANNEL 8 MIGHTY MARKET PLACE.**
The one station that reaches this wealthy market, WGAL-TV sells your product to more than three million people who have $5\frac{1}{4}$ billion to spend every year. For sales that grow by leaps and bounds, buy WGAL-TV.

**STEINMAN STATION**
Clair McCollough, Pres.

**Representatives:**

**MEEKER TV, INC.**
New York Chicago
Los Angeles San Francisco
Radio, meet annual reappraisal of ANOTHER RATE TOLL TV AT CONVENTION? advertisers, including discounts. Studied this month to affiliates plus benefits in rates to advertisers, including discounts. Studied effort is being made to avoid calling it rate reduction, but rather "simplification" to put network on paying basis.

TOLL TV AT CONVENTION? Hot one tossed at FCC is letter from WMAL-TV seeking 30-day temporary experimental authorization to demonstrate Zenith Phonevision in Washington for edification of FCC interested members of Congress and (perhaps principally) NARTB convention. Sets would be placed at vantage points at convention hotels, FCC and presumably Capitol. FCC staff will present plan at this week's meeting with action anybody's guess.

IRRESPECTIVE of what may happen on WMAL-TV request, Zenith plans to demonstrate closed-circuit paid tv at its suite at Sheraton-Park Hotel and is inviting small groups of broadcasters to attend scheduled showings, perhaps three or four per day, to groups of about 40.

LOG JAM • Reception that greets new 88-page, radio-tv section published for first time yesterday (Sunday) by New York Herald Tribune will be studied carefully for signs that program log, radio-tv fan magazines, such as TV Guide, are in for competitive struggle. Tribune's book is in handy digest size and contains logs for week plus features on broadcast media, slick paper and color being used. If this presages trend among Sunday newspaper supplements in large metropolitan tv markets, national circulators such as TV Guide may find their "wide-open" field suddenly narrowed.

WTVR (TV) Richmond, ch. 6, last Tuesday entered interim affiliation with CBS whereby advertiser's desiring market will be cleared. Heretofore basically N3C, Havens & Martin station June 1 severs affiliation with NBC which moves to new WXEX-TV Petersburg, ch. 8, now scheduled to begin program operation in August. CBS, it's understood, would not sign regular affiliation contract because of "moral obligation" to WRVA, its am affiliate in Richmond, which holds informal decision (examiner's report) for ch. 12 over WRNL.

Rate for current advertisers on WTVR (TV) is $800 for class A hour base but increases to $950 effective August 14 in light of station's full power and new facilities.

STARS WEREN'T RIGHT • Vigorous effort to have Television Code Review Board amend code to permit astrology tv-film series featuring astrologer Carroll Righter was unceremoniously rejected by board at its meeting in Washington May 3-4, it is learned. Righter column is syndicated in many leading newspapers, and tv-film counterpart would be handled by Lou Snader, pioneer in field. Two previous efforts had been made to eliminate astrology from code ban which also covers fortune-telling, phrenology, palmreading and numerology. One high government personage, it's reported, impounded board to approve Righter-editor request.

DESPITE current reports, there has been no basic change in Pittsburgh outlook as far as CBS affiliation is concerned. Agreement to purchase WSTV-TV ch. 9 Steubenville for $3 million and move transmitter closer to Pittsburgh still stands but could be terminated by mutual consent. FCC has indicated necessity of hearing with "McFarland letter" extension already authorized to June 10. Meanwhile, reports continue on imminent merger of applicants for both chs. 4 and 11 Pittsburgh.

PRIVATE RELAYS • Considerable Congressional support for station-owned-and-operated microwave systems is being generated. Under present FCC regulations, common carrier facilities (AT&T and associated Bell companies) must be used. Number of stations, however, have complained to their Congressional delegations about costs, notably uhf operations seeking relay service from cooperating vhf outlets in larger markets.

BIGGEST contingent at NARTB convention next week will be RCA-NBC—about 300 strong. Group will be almost evenly divided between NBC radio and tv and RCA-Victor. Nearly one-fourth of display space will be occupied by RCA for such equipment and services.

TOLL RADIO, TOO? Edgar Kobak, president of ARF and business consultant, will pose one to FCC this week to further compound and confound overall problem on toll tv. Why not toll radio, too, he will ask in formal communication to FCC? He has not made up his mind whether he's for or against subscription broadcasting at this stage but feels there should be no discrimination as between broadcast media. He also wants to know what will happen to World Series and Metropolitan Opera on radio if toll tv's buy up visual rights.

NEW TECHNIQUE in using radio to keep both its members and public informed during strike was used by National Congressional Committee of Cooperating Railroad Labor Organizations in Louisville & Nashville strike, which terminated last week. Two five-minute reports were keyed from WMAL Washington to some 75 stations in L&N area at cost of roughly $600 a day, described as "cheaper than buying spots." Plan, evolved by Morris Novik, broadcast consultant, utilized volunteered services of five labor writers, with announcing handled by Joe McCaffrey, Washington commentator. Mr. Novik left last Thursday for Europe on Queen Mary to attend UNESCO Conference in Vienna as delegate. He also goes to Israel for meeting of Israeli Radio Council and to Italy to consult on television.

PAY-SEE PUSHERS • Extent to which subscription tv issue is being agitated is reflected in volume of mail received by FCC from members of Congress. Inquiries generally ask when FCC will act, appear to be preponderantly in favor of introduction of gadget-tv. FCC Chairman McConnaughey has also received quantities of pro-pay-see mail from personal friends who have been individually urged to write him by Zenith representatives.

ROBERT K. RICHARDS, former administrative vice president of NARTB and now its public relations consultant, has been retained by TelePrompter Corp. No formal announcement was made but disclosure came in release, through Mr. Richards' office, of letter from TelePrompter Chairman Irving Kahn to Senator Richard Neuberger (D-Ore.) protesting his proposed new bill to require disclosure to audience of use of props in political campaigning on tv (story page 118).

DOUBLE EXPOSURE • Irony of battle between WTRI (TV) Albany which went dark Feb. 1 when it lost its limited alternative CBS affiliation to WROW-TV Albany is this: Stanley-Warner Theatres owns 50% of WTRI. Lowell Thomas, principal in WROW-TV, is even now making new Cinerama "Seven Wonders of the World"—for Stanley-Warner exhibition.

MUCH has been said about plight of small market tv stations—uhf or vhf. In about month, facts may be known whether same red ink is used by vhf station in small city as uhf station in same type of area. That is when FCC's economists are expected to complete latest financial study of post-freeze stations up to October 1954.
There's unanimity in Kansas City:
No matter how you count the audience the no. 1 station is

WHB

10,000 WATTS, 710 KC

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEx—give WHB the top daytime spot with all-day average ratings as high as 49.5% (Hooper). So no matter what ratings you buy by, your best Kansas City buy is WHB. Talk to the man from Blair or WHB General Manager George W. Armstrong.

HERE IS THE WHB LEADERSHIP LINE-UP:

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

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

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

Mid-Continent Broadcasting Company
President: Todd Storz

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

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

WKB, Kansas City
 Represented by John Blair & Co.
Tape TV Color Success 'Beyond Dreams,' Says Mullin

BING CROSBY Enterprises Inc., working on tv tape recording, reports "success of this project is exceeding our wildest dreams," according to John T. Mullin, research director, at dedication of Minnesota Mining & Mfg. Co. research center in St. Paul (story, page 40).

He said Crosby officials were very impressed with recording of NBC-TV "Desert Song" and described it as "nearly perfect in every detail." Mr. Mullin revealed firm's delivery of radio recorder with color tv principles under govern-ment contract scheduled for September.

Crosby representatives, including Frank Healey, executive director, attended two-day show- ing of RCA transcontinental color telecast by video tape from New York. Minnesota Mining officials predict home type-units may sell for less than $500 when home video tape becomes reality. Estimated cost of VTR (video tape recording) equipment in commercial production, perhaps by fall, ranges from $50,000 to $150,000. Problems being solved and com- mercial output pegged six to 18 months away.

Progress also is being made by Armour Re- search Foundation, Masson, Brust Development Co., Ampex Corp., Magnetone Inc. and other firms "not too far behind either RCA or BICE," he stated.

Limited Color Foreseen In Near Future By Kalmus

LIMITED amount of "tv product" will be color film next year and use of video magnetic tape for color recording also will be limited and probably first in kinescoping perhaps by end of this year, Dr. Herbert T. Kalmus, pres- ident and general manager, Technicolor Inc., said Friday in New York.

Increased amount of color tv transmitting and receiving equipment will mean more tv shows turning to color, he said, noting that "ultimately" great percentage of tv programs will be in color. Dr. Kalmus said majority of tv films now are being made in black-and-white with only "moderate" number of com- mercials being filmed for current colorcast although small amount being produced for agency and client experimenting. He said ad- vantages in color filming of commercials now lie in helping determine proper use of color. Video magnetic tape will not replace color film for some time to come either in tv or in motion pictures, he said.

Agencies to See NBC Color

ALMOST 2,000 key advertising agency execu- tives in 13 different cities throughout country have been invited by NBC to attend luncheon May 25 and view premier showing, via closed circuit, of two hours of NBC's $250,000 sur- vey, "Strangers Into Customers," which de- scribes tv's impact on "typical" city of Ft. Wayne, Ind., both on buying habits of resi- dents and on everyday living habits. Study made for NBC by W. R. Simmons Co., at suggestion of advertising executives and covers periods before and after tv came to Ft. Wayne 18 months ago. Film will be shown May 26 at NATB convention.

TIME FOR TAPE

AMERICAN TUCK Co., distributors for Electronic Magnetic Products Div., through its agency, Grey Adv., New York, has offered to match every dollar spent by radio stations for its recording tape with equal amount for purchase of spot announcements on those stations, as means of increasing its distribution among stations.

AAAA Says Federal Suit Is Repeat of 1923 Case

JUSTICE Dept.'s complaint against American Assn. of Advertising Agencies, part of civil antitrust suit against five media associations and AAAA (see early story, page 33), deal with "essentially the same activities" covered in Fed- eral Trade Commission action launched in 1923 and dismissed seven years later, George Link Jr. of McKercher & Link, AAAA counsel, said Friday.

He said throughout Justice Dept.'s current investigation AAAA's stated position has been that "if the law as currently interpreted re- quires any change in AAAA activities, the AAAA will adjust its activity to fit the law." This, he added, will continue to be AAAA policy. He noted that since dismissal of 1923 FTC action "there have been no changes in the activities of the AAAA in the field covered by the Dept. of Justice complaint."

"The action of the Dept. of Justice relates solely to alleged collective agreements by the associations concerned and their members," Mr. Link said. "It does not in any way request any change in the individual arrangements be- tween agencies and their clients or agencies' individual arrangements with individual media."

Stanley N. Barnes, Assistant Attorney Gen- eral, told House Judiciary Subcommittee for- merly Antitrust Div. is studying problem of newspaper merger which have left some cities with only one newspaper.

WJRT (TV) to Join CBS-TV

PRIMARY affiliation of WJRT (TV) Flint, Mich. (ch. 12), with CBS-TV, effective Sept. 1, announced Friday by John F. Patt, president of WJR, The Goodwill Station Inc., Detroit, licensees, and Herbert V. Akerberg, CBS-TV vice president in charge of station relations. Worth Kramer is vice president and general manager and A. Donovan Faust, operations director.

OMNIBUS' RETURNS

OMNIBUS, People award-winning show produced by radio and tv workshop of Ford foundation, will return to CBS- TV early in October in same time period, Sun., 5-6:30 p.m., Robert Sauder, work- shop director, announced Friday. This will mark fourth successive year that Omnibus has been presented. Four ad- vertisers will once again be offered spon- sorship of series.

• BUSINESS BRIEFLY

SWIFT LOOKING • Swift & Co., Chicago, re- portedly shopping for new network tv prop- erty this fall in 8:30-9 p.m. (EST) slot imme- diately following new Perry Como show. Swift's Show Wagon with Horace Heidt being dropped in that period but may be retained in another segment perhaps under Swift sponsorship. Dis- cussions now underway involving NBC-TV, J. Walter Thompson Co. and Swift executives.

MINUTE RICE RETURNS • General Foods Corp., N. Y. (Minute Rice), will sponsor pro- gram featuring Sunshine Boys Gospel Singers on 83 ABC Radio stations in South (Mon.- Fri., 12:25-12:30 p.m. EST), starting May 30. Sponsorship said to mark return to network radio by Minute Rice after absence of more than four years. Agency, Young & Rubicam, N. Y.

CERTAIN-TEED ADDS • Certain-Teed Products Corp., Ardmore, Pa. (roofing), will intro- duce new product line to representatives with closed-circuit telecast to 10 cities today (Mon.). Program will be produced by Box Office Television Inc., N. Y., in cooperation with ABC-TV, originating in Philadelphia.

SUN OIL RADIO • Sun Oil Co., through Ruthrauff & Ryan, New York, placing 16-week radio campaign in about 30 markets, effective today (Mon.).

Organization Committee To Plan Film Association

PLAN for organization of trade association among tv film distributors to be developed by committee headed by Dave Savage, Guild Films. Committee was named following meeting held last week by representatives of 30 major dis- tributors.

Dwight Martin, General Teleradio, who pre- sided at meeting, named organization commit-tee. Other members are Ralph Cohn, Screen Gems; Frank Reel, Ziv-Tv; Arche Mayers, Unity Television; Herbert Gellspan, Hal Roach Studios, and Mr. Martin.

AFTRA, L.A. Stations Settle; Union Wins Pay Increases

CONTRACT AGREEMENT between 16 in- dependent Los Angeles radio stations and Amer- ican Federation of Tk & Radio Artists settled Friday. Earlier story, page 22. Two-year impact, effective May 1, provides $5 weekly pay increase for first year and $2.50 increase second year.

Additionally, stations agreed not to broad- cast programs or announcements of producers or agencies declared unfair by AFTRA. Stati- ons won stipulation of 30-day "cooling-off" period before ban becomes effective on pro- grams, 14-day period on announcements.

WABC-TV Post to Wynn

APPOINTMENT of Lawrence L. Wynn as sales manager of WABC-TV New York, was announced Friday by Ted Oberfelder, vice presi- dent and general manager. Mr. Wynn, account executive on station sales staff, succeeds Late J. Trevor Adams [B+T, May 9].

May 16, 1955 • Page 7
Putting the auto dealer on the map...

Hardcastle Motor Company of Goodlettsville, Tenn., decided recently to take an experimental flyer on Channel 4 daytime advertising—"just to see what would happen." Purchased: the 12:15 p.m. news program with Ralph Christian, one day a week.

So what did happen? Here's what Owner-Manager Dock Hardcastle reports:

"After just our first and second broadcasts we received calls, letters and showroom visits from people all over Middle Tennessee and Southern Kentucky. After the second broadcast alone, our salespeople were answering telephone calls for more than thirty minutes. One customer purchasing a car on an outright sale said he didn’t know we existed before he saw our program on television. We are amazed at the action we have obtained with this limited schedule on a daytime TV news presentation, and as a result we have extended our contract indefinitely."

For further proof of the daytime selling power of Channel 4, contact WSM-TV's Irving Waugh or any Petry man.

CHANNEL 4 WSM-TV
Clearly Nashville's #1 TV Station!
MULTIPLEX PLEA PROTESTED

CALLING for immediate enforcement of FCC's new rules on fm multiplexing and functional music operations, WAGMS-AM-FM Washington petitioned Commission Friday protesting bid of WWDCC-FM there for modification of rules. WWDCC-FM won stay of rules pending reconsideration of provisions which would restrict simplex functional music programming and cause economic hardship in view of current contracts with advertisers and clients. WAGMS claims that WWDCC-FM, by telling FCC only 18% of its $27,000 1954 income came from general broadcasting while rest came from functional music, showed that "beep" programming is not broadcasting and sought to simplify operation. WGMF said WWDCC-FM modification would prejudice pay-tv battle.

TRADE COMMISSION CHECK COVERS RADIO-TV QUARTERLY

SPECIAL task force of Federal Trade Commission that screens radio-tv commercials will spot check 2,800 radio stations and 600 tv stations four times yearly, FTC Chairman Edward F. Howrey told meeting of National Industrial Advertisers Assn. last week in Washington.

He said stations will be asked to submit advertising more often for one-half hour period. Actual times of year will be determined by new "scientific sampling technique" designed to give FTC continuous and representative cross-section.

Chairman Howrey said revised procedure will "reduce the requests" by FTC for advertising continuities and thus lessen stations' burden. At same time, he indicated, station cross-section will be improved.

UPCOMING

May 22-26: NATB Convention, Shoreham and Sheraton-Park hotels, Washington.
For other Upcomings see page 151.

PEOPLE

MEREDITH M. DAUBIN, since 1938 in law firm of Dow, Lohnes & Albertson as tax attorney, has become associate with Gene E. Sutton, Washington communications attorney.

JOSEPH SANTLEY, recently producer-director with NBC-TV, appointed producer-director of Screen Gems' Patti Page Show, quarter-hour tv filmed series to be presented in 175 markets starting in July, under sponsorship of Oldsmobile.

MARVIN H. HULT, assistant manager, named manager of WMBD Peoria, Ill., by Charles C. Caley, president. ROBERT O. RUNNER-STROM, formerly manager of WLOK-AM-LaT敕, joins WMBD in executive capacity.

CHARLIE V. PHILLIPS, manager of ABC, has resigned to join WTVH-TV Peoria as sales manager.

STEVE GILBERT, formerly of Radio-Tv Representatives Inc., N. Y., to New York sales staff, WAAT (TV) Newark.

GIL TURNER, formerly animator at Walter Lante, has joined United Productions of America, Burbank, Calif., assigned to "Near-Sighted Mister Magoo" series.

JAMES W. BEACH, sales manager of ABC-owned WBKB (TV) Chicago, promoted to director of ABC-TV Central Div. He succeeds GERALD VERNON, who resigned.

EDWARD J. MONTAIGNE named Friday as supervisor of film production for WGN-TV program department. He will be associated with Nat Hiken, producer-director on new Phil Silvers' show, You'll Never Get Rich. He formerly was executive producer with William Esty Co.

WTRI (TV) HEARING COMPLETED

FCC hearing on protest by WTRI (TV) Albany to Commission approval of purchase of WROW-TV Albany by CBS commentator Lowell Thomas and associates (see earlier story, page 116) was completed Friday with testimony by Mr. Thomas and H. V. Akerberg, CBS-TV station relations vice president. Both supported testimony of CBS President Frank Stanton and others that CBS affiliation for WROW was greatest among best interests of CBS and not because of CBS debt to Mr. Thomas. Parties were given to June 30 to file proposed findings with Chief FCC Hearing Examiner James D. Cunningham.

LEVER STUDIES TIME PERIODS

LEVER BROS., currently sponsoring Big Town Wed., 10:30-11 p.m., on NBC-TV, studying other time periods and expects to take over Tunes, 10:30-11 p.m. period, also on NBC-TV, next season when Chrysler and It's A Great Life will be forced out of that time because of sponsor conflict with Pontiac, moving into 9-10 p.m. spot. Lever Bros. also switched affiliated for Big Town last week, moving from McCann-Erickson to Sullivan, Stauffer, Colwell & Bayles, New York.

WBKB (TV) INCREASES RATES

WBKB (TV) Chicago, ABC odo outlet, announced new rate card (No. 8) with increases covering programs, announcements and station breaks. Program charges run from $2,200 for new one-hour Class AA time to $825 for one hour Class D time on same basis, all classes downgraded for more frequent usage. Class A hourly rate up from $1,650 to $2,000. Top on announcements and breaks is $400 for 20 seconds in Class A time (one to 12 times) and lowest is $150 for 20 seconds of Class C. Rates are retroactive to April 1, 1955.

May 16, 1955 • Page 9
MORE EVIDENCE FOR RADIO
New Politz study shows high am penetration in tv markets 31
ABC reports cites effectiveness, low cost of network radio 32

U. S. CHARGES ANTI TRUST
Justice Dept. files complaint against AAAA, ANPA and other printed media associations 33

NINE MAP FALL TV BUYING
Major advertisers take new shows, renew old ones as network plans take shape 34

A COLOR TV TAPE FIRST
RCA, NBC join Minn. Mining & Mfg. in New York-to-St. Paul closed circuit relay 40

THE NARTB CONVENTION
It's a week away, and advance registration points to a record 46
The non-agenda activities 46
The equipment exhibit 73
The program exhibits 90
The technical papers 106

DOES RADIO GET RESULTS?
RAB conducts an annual contest to find out. Winners announced in 13 advertiser categories 52

FLANAGAN TO RESIGN FROM SRA
Station Representatives Assn. director will step down from active management. Successor expected soon 62

THE WEEK IN BRIEF

MORE EVIDENCE FOR RADIO
New Politz study shows high am penetration in tv markets
ABC reports cites effectiveness, low cost of network radio

U. S. CHARGES ANTI TRUST
Justice Dept. files complaint against AAAA, ANPA and other printed media associations

NINE MAP FALL TV BUYING
Major advertisers take new shows, renew old ones as network plans take shape

A COLOR TV TAPE FIRST
RCA, NBC join Minn. Mining & Mfg. in New York-to-St. Paul closed circuit relay

THE NARTB CONVENTION
It's a week away, and advance registration points to a record
The non-agenda activities
The equipment exhibit
The program exhibits
The technical papers

DOES RADIO GET RESULTS?
RAB conducts an annual contest to find out. Winners announced in 13 advertiser categories

FLANAGAN TO RESIGN FROM SRA
Station Representatives Assn. director will step down from active management. Successor expected soon

* BROADCASTING TELECASTING
THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters
Broadcasting & Television Bldg., 1725 DeSales St., N.W., Washington 6, D. C.
Telephone: Metropolitan 8-1022
EDITOR & PUBLISHER
Sol Taishoff
MANAGING EDITOR
Edwin James
SENIOR EDITORS
Rufus Croter (New York), E. Frank Bre Voy, Robert W. Bartlett
NEWS EDITOR
Fred Fitzgerald
SPECIAL PROJECT EDITOR
David Glickman
ASSOCIATE EDITORS
Earl B. Albright, Lawrence Christopher
ASSISTANT NEWS EDITOR
Don West
ASSISTANT EDITOR
Harold Hopkins
STAFF WRITERS
Ray Ahern, John D'Allessandro, Louis Rosenman, Peter Panico
LIBRARIAN: Norma Weston

EDITORIAL ASSISTANTS
Joan Ball, Kathryn Ann Fisher, Elly Trits, Joan Weston
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS
VICE PRESIDENT & GENERAL MANAGER
Maury Long
SALES MANAGER
Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Wilson D. McCrady
AUDITOR: William M. Smith
ASSISTANT AUDITOR: Eugene Weston

CIRCULATION & READERS SERVICE
MANAGER
John F. Grogan
FRANK N. Gentile, Joel H. Johnson, Shariene Cappella, Jean Weston, George Notizar, William Phillip

NEW YORK
444 Madison Ave., New York 8-333

EDITORIAL
SENIOR EDITOR
Rufus Croter
AGENCY EDITOR
Florence Small
ASSISTANT NEW YORK EDITOR
David W. Berlin
NEW YORK FEATURES EDITOR
Patricia Kitchell
NEW YORK ASSIGNMENTS EDITOR
Barbara Kolar

SOUTHERN
310 Michigan Ave., New York 6-617

SALES MANAGER
Winfield R. Levi
SALES SERVICE MANAGER
Eleanor R. Manning

EASTERN SALES MANAGER
Kenneth Cowan

CHICAGO
310 N. Michigan Ave., New York 6-617

SALES MANAGER
Winfield R. Levi
SALES SERVICE MANAGER
Eleanor R. Manning

HOLLYWOOD
625 Hollywood Blvd., Los Angeles 3, Calif.

WESTERN SALES MANAGER
Wallace H. Engelsberg

SUBSCRIPTION INFORMATION
Annual subscription is $7.00. Annual subscription including BROADCASTING Telecasting Yearbook (536 pages) $9.00, or TELECASTING Yearbook (376 pages) $9.00. Annual subscription including BROADCASTING Telecasting, $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 350 per copy; 532rd and 4th issues: $3.00 per copy. ADDRESS CHANGES: Please send requests to Circulation Dept., Broadcasting & Telecasting, 1725 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Please note out forward issues.

BROADCASTING TELECASTING was founded in 1931 by Broadcasting Publications Inc. Using the title: BROADCASTING—The News Magazine of the Fifth Estate.


BROADCASTING TELECASTING
1955 by Broadcasting Publications Inc.
NARTB Convention Visitors:

(This is an advertisement about advertising)

If you like the station advertising for WMT, KGNC, WFBM, WLAC-TV, WTIX, WHB, KOWH, WCHS (in order of our appearance on their respective scenes), perhaps, while you’re in town, you’d like to visit their agency.

Object: Matrimony

The agency believes at least two things about station promotion:
1. It should be readable, even entertaining, if possible.
2. It should be believable.

Henry J. Kaufman & Associates
Advertising & Public Relations
1419 H Street Northwest, Washington, D.C.

Phone District 7-7400. Ask for Henry Kaufman, Jeff Abel, Ted Mandelston, or Harry London.

We do not handle stations whose territories overlap. We spend more time on a station’s advertisements than the commission allowed by a trade magazine can adequately compensate for. Therefore, we charge service fees. We think they are reasonable.
WBC RADIO STATIONS—
DELIVER 26%* MORE HOMES
THAN ANY OTHER COMBINATION
OF STATIONS IN THESE
MARKETS

WBC TV STATIONS—
FIRST IN 4 OF THE 9
MILLION-SET
MARKETS IN THE U.S.

That's why no selling campaign is complete without the WBC stations. Put WBC in your plans. Call any station, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

* Nielsen Coverage Service—nighttime
CAMPAIGN IS COMPLETE
THE WBC STATIONS

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.
WHAT has happened in the decade since VE Day, May 8, 1945, when the European part of World War II came to a victorious end for the Allies? Where do we stand now? What lies ahead?

Those questions, asked by editors and reporters of the Washington Post & Times Herald and answered by 10 military, scientific and political leaders, a small boy and a cartoonist, made up an hour-long tv show originated at the paper’s tv station, WTOP-TV Washington, and broadcast over the CBS-TV network on the 10th anniversary of VE Day, May 8, 1955.

The answers, elicited in succinct, to-the-point filmed interviews, were to some extent reassuring to the families watching on that Mother’s Day afternoon. Peace will continue for the foreseeable future, the military and scientific men agreed. (Only the cartoonist, Bill Mauldin, anticipated war.)

But the peace they foresaw is a cold war peace, a peace based not on a mutual desire of the Communist and Western powers to live in harmony but on a mutual fear to unleash the new weapons of war. Peace through U.S. military strength too great for the Communists to dare to challenge—that’s the way we shall stay out of war, they said. If we’d been stronger—and wiser—in the period immediately following World War II, we’d be better off today—Harry S. Truman, President when Germany surrendered; Gen. Walter Bedell Smith, who accepted the surrender; Gen. Omar Bradley, field commander of more troops than any other general in our history; Adm. Alan G. Kirk, in charge of getting our troops to Europe; Gen. Carl Spaatz, whose airmen dropped a million and a half tons of explosives on Germany; Dr. Vannevar Bush, coordinator of wartime science; Dr. Werner von Braun, developer of the V-2 rocket—were all of one mind: military strength, atomic weapons too terrible to use, will insure peace.

Our need for moral strength was urged by Averell Harriman, Ambassador to Russia on VE Day and now governor of New York, and by Secretary of State John Foster Dulles, who stated: “Peace and justice are goals which cannot be achieved without sacrifice and without dedication. Surely people ought to be willing to sacrifice as much for peace as they would be able to sacrifice if there were a war and they were striving for victory.”

Mark Berch, who was born on VE Day and wants to be an astronaut when he grows up, said he thinks that “now is a satisfactory time to live in.” President Eisenhower expressed the sentiments of many a viewer when he said: “I wish that in this cold war we could now get some victory that would make us feel as good as we felt that day of May 1945.”

Although the interviews were filmed individually, they were skillfully blended together by the intervening remarks of Philip Graham, publisher of the Washington Post & Times Herald and narrator of VE-10. A rapid recap, with just a glimpse of each participant as he uttered his key phrase, gave an unusually satisfactory conclusion to the thought-provoking hour.

Broadcast on CBS-TV, May 8, 2:30-3:00 p.m., originating at WTOP-TV Washington.

Producer-director: Larry Beckerman; co-producer and news editor: Alfred Friendly; coordinator: WTOP-TV: Thomas Jones.

Filmed by: Hal Saylor and Ralph Schultz.

Narrator: Philip L. Graham.


LET’S TAKE A TRIP FOR ALLING penguins with sore throats the treatment is rest and an injection of what probably is just plain vaccine of a type long known to penguins.

For the overstuffed—with peanuts, that is—lumas, stomach aches can be straightened out by a careful diet, and, of course, a rationing of peanuts.

This new knowledge was imparted in a visit Sunday (May 8), via CBS-TV, to the animal hospital in New York’s Bronx Zoo.

Let’s Take a Trip (Sunday, 3:30-4 p.m. EDT), primarily a children’s show, should rate as tops for adult watchers as well. During the few weeks it’s been around the program has been at sea on a real live tugboat and aloft in a whirling helicopter. Back on land on May 8, it visited the animal hospital. Journeying is by live tv camera which follows the footsteps of two children—Ginger MacManus and Brian (Pud) Flanagan—and the host and guide, Sonny Fox, a personable and natural children’s “companion.”

The visit to the zoo hospital excellently illustrates the program’s format and its attraction as a television show.

Telecast on CBS-TV, Sun., May 8, 3:30-4 p.m. EDT, sustaining.

Stars: Sonny Fox, host and guide; Ginger MacManus and Brian (Pud) Flanagan, young travelers.

Production by CBS Public Affairs with producer Bill Weinstein (who alternates weekly with Stephen Fleischman).

Director: Roger Engleland; technical director: Verne Cheeseman and Sandy Bell.

Writer: Selig Alkon (who alternates weekly with Bob Allison).

***

BOOKS


SCRIPTS from telecasts of Johns Hopkins Science Review, Jackie Gleason Show, See It Now, March of Medicine, Kraft Television Theatre, Goodyear Television Playhouse, Camel News Caravan, What’s My Line?, Meet the Press and Home make up this interesting anthology, unusual in that it includes other than purely dramatic tv shows.

Not the least interesting aspect of the book is Mr. Settel’s statement of the method of selection of the “top” programs. “With the cooperation of producers from the major networks and stations, and advice from a group of distinguished persons vitally interested in the subject, standards were devised to meet the various aspects of the problem,” he writes in his introduction. “It was decided, for example, that television, being a new medium, must be judged as such. It was agreed that true tele- vision should be considered on the basis of live performance—with its sparkle, its spontaneity, its immediacy . . . One concession was permitted. The live program which utilized film portions to broaden its scope, would qualify, for this was true television technique.” The italics are the author’s.

BROADCASTING • TELECASTING
GET TO THE HEART OF YOUR SALES PROBLEM

with wfmy-tv

You get to the heart of your sales problem—fast, with WFMY-TV. Telecasting to some 325,000 TV homes in the Prosperous Piedmont section of North Carolina and Virginia, WFMY-TV has the true pulse of this mighty industrial area. No station or group of stations completely covers the Prosperous Piedmont as does WFMY-TV.

Too, WFMY-TV is the only CBS television affiliate serving this $2.3 billion market where there are over 2 million customers for your product. With full 100,000 watts power ... plus nearly 6 years experience programming to this 46 county gold mine ... WFMY-TV gets to the heart of your sales problem—fast!

To get your share of sales in the Prosperous Piedmont, call your H-R-P man today.
Free-for-All
EDITOR:
I see that some people now want radio and tv to give "free" time to candidates. There is no such thing as "free" time, it all costs money, and the Hatch Act makes it illegal for a company or corporation to make a contribution of money or anything of value to a candidate for federal office.

Now, however, since some big minds think that companies and corporations should give something to candidates, perhaps they should get further and state that Murray and Wise think they offer top sports programming, let them look to their laurels. Here is the line-up at WESB, a 250-watt MBS outlet located in a city of 18,000 in the heart of Pennsylvania's oil fields:

13 Catholic high and Catholic high school football games (local). 28 public high and Catholic high school basketball games (local). 106 Bradford Phillips Pony League baseball games (local). Saturday, Sunday, holiday games of N.Y. Yankees (Empire Network). 11 Notre Dame football games (Irish Network). Pro basketball, college basketball, ice hockey from Madison Square Garden (7-4-both) and World Series (MBS). 31 local sports casts yearly. Network sports casts from Harry Wissner, Jack Brickhouse and others. Cleveland Browns football network and St. Bonaventure basketball network (in former years—both now defunct). What the foregoing all adds up to is close to 2,000 play-by-play broadcasts and studio sportscasts per annum here at WESB. If that doesn't top the WFOB record, may I be imprisoned in the Polo Grounds for the next five seasons. (Fate worse than death for a Brooklyn fan!)

John Laffin, Sports Director, WESB Bradford, Pa.

Yearbooks Useful to Agencies
EDITOR:
... the 1955 Broadcasting Yearbook-Marketbook. I am sure that this will be as useful as ever throughout the year.

C. E. Midgley Jr., Asst. Vice President Ted Bates & Co., New York

EDITOR:
I have found many occasions in past years to refer to the yearbook. I am glad to have a new one on hand...

Lorraine V. Ruggerio Young & Rubicam, New York

EDITOR:
... it may interest you to know that our back file of this series is constantly referred to, inasmuch as the history of a particular market is often an important tool in estimating future trends. I would like to add my congratulations to the others I am sure you have received on this
IN CONJUNCTION WITH THE NARTB CONVENTION

THE DAYTIME BROADCASTERS ASSOCIATION
URGES ALL MEMBER STATIONS
(AND INTERESTED NON-MEMBERS)
TO ATTEND THE MAY 23rd MEETING
TO BE HELD IN THE SHOREHAM HOTEL
MONDAY—MAY 23rd—4:30 P.M.

A NATIONAL ASSOCIATION
OF OVER 200 MEMBERS
ORGANIZED TO SERVE
THE INTERESTS
OF ALL DAYTIME & LIMITED TIME STATIONS

OUR PRINCIPAL OBJECTIVES

1
Seek fixed hours daily the year-round for Daytime stations.
5:00 AM to 7:00 PM daily.

2
Limit interference-free primary contour protection for
ALL stations to .5 millivolt per meter daytime.

3
Represent the interests of Daytime and Limited stations so
that the broadcast services of “Daytimers” can more
adequately serve in the public interest.

ONE-THIRD (900) OF THE NATION’S 2700 "AM" BROADCAST STATIONS
ARE DAYTIME ONLY. TWO-THIRDS OF THESE (574) ARE IN COMMUNITIES THAT ARE WITHOUT FULLTIME "AM" SERVICE.

If you are one of these Orphans of the Radio Spectrum, we urge you to make plans now to attend this meeting. It’s vital to your welfare!

Ray Livesay, President, DBA
WLBH (WHOW), Mattoon, Illinois

Alf M. Landon, Vice Pres.
(KSCB, Liberal, Kans.)
Topeka, Kansas

George Volger, Secretary
KWPC, Muscatine, Iowa

Jack Younts, Treasurer
WEEB, Southern Pines, N. C.
OPEN MIKE

wonderful annual you publish. Please be assured the YEARBOOK has been put to use quite a bit so far and will be referred to constantly.

Thomas J. Glynn
J. Walter Thompson Co., New York

EDITOR:

... The value of this book to a timebuyer is inestimable. Actually, I cannot exaggerate its utility. In the few days that I have had the book, I have had recourse to use information included therein no fewer than on three separate occasions. It is really a wonderfully unbiased source of comprehensive radio information—which I need not tell you how difficult it is for a timebuyer to come by.

Elaine Schachne
Emil Mogul Co., New York

EDITOR:

... I won't say it has replaced my large store of comic books, but I do find it very helpful—especially the section dealing with the agencies...

Jenne Jaffe
Lennen & Newell, New York

WAPA Not for Sale
EDITOR:

With reference to your news story May 9, page 78, I wish to state unequivocally that WAPA-AM-TV San Juan, Puerto Rico, is not for sale.

Jose Ramon Quinones
President & Owner
WAPA-AM-TV San Juan, P.R.

Teacher's Pet
EDITOR:

Although the education section in B*T is necessarily rather brief, it has become the best regular source of news in the area of educational broadcasting. Thank you for this service.

Gale R. Adkins, Dir. of Radio-Tv
U. of Texas, Austin

Cheers for Fellows
EDITOR:

Congratulations on the fine interview with Hal Fellows [B*T, May 2]. The picture series was very good, too...

Ray Livesey, President
Daytime Broadcasters Assn.

Good Relations
EDITOR:

That was a very good article on the Scott Paper Co. and its relationship to television [B*T, April 4]. I appreciated the kind things you had to say about their sponsorship of Omnibus...

Robert Saudek, Executive Producer
Tv-Radio Workshop
The Ford Foundation, New York

We Want Sweeney
EDITOR:

... Please enter an order for us for 250 reprints of the interview with Kevin Sweeney of RAB that appeared in the March 28 issue of B*T. We plan to distribute same to our member stations and have a few copies in reserve...

Charles W. Fenton, Sales Dir.
Canadian Assn. of Radio & Television Broadcasters
Toronto, Ont.

[EDITOR'S NOTE: To meet the demand, B*T has made a second reprinting of the interview with Mr. Sweeney. Copies are available at 25 cents apiece, $15 a hundred.]
with WAVE

you don't buy the hog—

YOU BUY THE BACON!

WAVE and only WAVE gives you the real meat of Kentucky . . . at the right price, without waste.

BIGGEST MARKET
The rich Louisville Trading Area accounts for 42.5% of Kentucky’s total Effective Buying Income! The borders of this area coincide almost exactly with those of WAVE’S 50% BMB daytime area.

TOP SELLING
Listeners are sold on WAVE programming . . . and no wonder.
WAVE is the only NBC station in or near Louisville. As for local programming, WAVE has 62 good people on radio only, 44 of them exclusively for on-the-air radio activities.

Don't go whole hog. Bring home the bacon . . . with WAVE. NBC Spot Sales has the figures.

WAVE
LOUISVILLE • 5000 WATTS
NBC AFFILIATE

NBC SPOT SALES
National Representatives
RESERVE THESE IMPORTANT SELLING DATES:

September 11  Premiere
October 9    Fall Season
November 6   Pre-Thanksgiving
December 4   Pre-Christmas
January 1    New Year's Day
             and Winter Travel
January 29   Cold Weather Items
February 26  Pre-Spring, Lent
March 25     Pre-Easter
April 15     Spring Items
May 6        Pre-Mother's Day
June 10      Pre-Father's Day
             and Graduation
July 8       Summer Season
August 5     Summer Travel
September 2  Back to School

out of the NBC-TV Spectacular comes
Now for the first time the excitement and power of the Spectaculars is within the budget of any national advertiser!

COLOR SPREAD, a new series of 90-minute color extravaganzas, will be introduced this fall and will be sold on a participation basis. It will be seen in the primest of prime evening time, 7:30-9:00 PM, NYT, approximately every fourth Sunday.

SPECTACULAR SCHEDULE: On color spread you will be able to place a full 90-second commercial immediately before every major merchandising event throughout the year. Note the key dates at the left, buy as many participations as you need—on the dates you need them most.

SPECTACULAR AUDIENCE: Based on the performance of the NBC Spectaculars this past season, an audience of over 30,000,000 viewers is expected for every color spread commercial.

SPECTACULAR SALES IMPACT: The Sunbeam Corporation reports that more than a million Sunbeam Fryers have been sold, at $25 each, following its commercials on NBC-TV's Spectaculars. Color Spread is something that your salesmen can crow about. Its gigantic nation-wide promotion and publicity can be merchandised to the hilt.

Call your NBC representative while choice selling dates are still available.
Even in our wildest dreams we didn’t believe we were so good, but Mr. Pulse put his fingers on the collective wrists of 22 Middle Georgia counties a few weeks ago and reports that the heart of the state really beats for our TV.

Yessir, 65% to 73% share of audience on week days; 72% to 76% on Saturdays; 64% and 71% in the two Sunday breakdowns. Four other stations and “mice” had rather lean pickin’s on what was left.

When it came to the “top fifteen once a week shows” they were all on WMZA-TV, as well as all of the “top ten multi-weekly shows,” and those ten included five of our own 13 daily five productions.

Yep, we don’t take off our hat too much around these parts, as you can easily find out by asking Avery-Knodel to show you the latest Pulse which brought out the above facts.

We know we can be a good salesman for you, and we think a good salesman should always ask the prospect to buy.

So, Mr. Advertiser, how about buying Georgia’s Lucky 13 station?

WHAT manner of man is he, this McCon-naughy who runs the FCC? And runs it does, perhaps as no man has since the days of James Lawrence Fly.

Three thousand broadcasters who will attend the NARTB convention in Washington next week will make their own appraisal of the FCC’s new chieftain when he addresses them at the May 24 luncheon, and afterward operates in the cross-fire of the FCC panel quiz.

George Carlton McConnaughy says he learned two things when a boy in Hillsboro, Ohio. One was that to earn a dollar one has to work. The other, a passionate love for his native state and that for which it stands. Add his Scottish ancestry and an adult lifetime devoted to law, and you have a man with strong convictions about free enterprise and states’ rights.

George McConnaughy hasn’t been on the communications scene long enough to earn either the brickbats or the bouquets of the regulated body-politic. He has demonstrated that he doesn’t intend to brook any interference with his prerogatives as chairman. But he has also given evidence of a quiet sense of humor in his conversations and speeches.

A life-long Republican, he was appointed by President Eisenhower last fall to succeed former FCC Comr. George E. Sterling, whose term runs to June 30, 1957. Mr. McConnaughy is noted for his administrative ability and has 30 years experience in corporation law, utility regulation and business dealings.

He has made six speeches prior to next week’s address to the NARTB. Throughout these talks, one thread has been repeated and emphasized.

“My firm conviction is that government should exert a minimum of interference with the lives and fortunes of its citizens,” Mr. McConnaughy said at Light’s Diamond Jubilee banquet in Cleveland last October.

“If there is any way to do FCC, possibly and only those that are justified and basically necessary in the public interest,” he told the National Assn. of Educational Broadcasters in New York last October.

“Government should not exercise controls over the free enterprise system except when it is definitely in the public interest,” he said to the Institute for Education by Radio-Television in Columbus last month.

Mr. McConnaughy was born in Hillsboro, the county seat of Highland County, Ohio, June 9, 1896. Hillsboro, population 5,000, is about 50 miles from Cincinnati. The son of a country doctor, he took care of his father’s horses and earned spending money selling milk from the family’s cows. He entered Denison U. in Granville, Ohio, and in his junior year enlisted in the Army for World War I service. As a field artillery lieutenant, Mr. McConnaughy saw combat overseas in the Meuse-Argonne and Vosges battles.

It was at officer training camp that he met and became fast friends with a fellow Ohioan, John W. Bricker. Sen. Bricker (R-Ohio) is hader Republican at the Senate Commerce Committee, which oversees FCC matters.

Returning to Denison after the armistice, Mr. McConnaughy completed his schooling there, with a Ph.B. in 1920, and went on to Western Reserve U. Law School in Cleveland, receiving an LL. B. in 1921.

At Denison, the young McConnaughy was what is termed today a big wheel. He pitched for the varsity baseball team. He was the Ohio intercollegiate pole vaulting champion. He also ran the low hurdles and the 50-yard dash. He was president of his junior class, a member of the dramatic society and sang second tenor in the glee club.

In college he was Sigma Chi and in law school Phi Delta Phi, the legal fraternity. For 16 years after law school, Mr. McConnaughy practiced law in Cleveland. During this time he also served for two years as assistant law director for the city. His specialty was corporation law.

In 1939, Ohio’s then Gov. Bricker appointed Mr. McConnaughy to be chairman of the Ohio Public Utilities Commission in Columbus, the state capital. He served for six years.

In 1945, Mr. McConnaughy resumed his law practice in Columbus—corporation and utilities representation.

After eight years of private practice, Mr. McConnaughy was again called to public service. President Eisenhower appointed him in the fall of 1953 to be chairman of the Federal Renegotiation Board. This is the agency which oversees the settlement of government contracts. It was from there he was chosen to be FCC chairman last October. He was confirmed last March.

One year after Mr. McConnaughy became a lawyer, he married Nelle Louise Morse. Both had been students at Denison. The McConnaughys have two sons, George C. Jr., a Columbus attorney, and David C., an Air Force lieutenant.

Mr. McConnaughy is a Presbyterian and a Mason. He is a member of the American Legion, the Columbus Athletic Club and the Scioto Country Club. He is also a trustee of his alma mater, Denison U.

His philosophy about broadcasting was summed up for B’T two weeks ago:

“Broadcasting,” he said, “must be kept as an open, free, private enterprise. There must be a minimum of government control. Broadcasting is not in the public utility category.”

Broadcasting • Teletcasting
H-R REPRESENTATIVES, INC.
TELEVISION INC.

invite you
to make
Foot Prints
to our suite
in the

STATLER HOTEL
Washington, D. C.
during the
NARTB Convention
MAY 22-26

GOOD FOR ONE
Hearty Handshake
with all the trimmings
H-R REPRESENTATIVES INC.
STATLER HOTEL

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARL E. FRECH, Vice President
PAUL WEEKS, Vice President
ETHEL: You didn’t ask the price.

LUCY: Ethel, you don’t ask the price in a place like this.

ETHEL: You don’t?

LUCY: Of course not. You wait till they turn their backs
and then you sneak a look at the price tag.

If there are still some advertisers who are intimidated by
Television’s dimensions, we’d like to put them at their ease.

Despite the obvious impact of the medium, its tremendous
audiences, and its hold on the attention of the average family
for over five and a half hours a day, today’s television
advertiser is a shrewd shopper.

He wants to know if he is getting consistent, cumulative
sponsor identification. He’s no longer dazzled by mere size
of audience. Like any other shopper who likes to know what
things cost, he looks very sharply at television’s price-tag
— its cost per thousand customers reached.

And the values of television easily bear inspection.

The average cost of reaching customers with an advertising
message on network television is $1.23 per thousand.

This is at least 54% less than any combination of printed
media would cost to deliver a message to the same number
of people. And television reaches larger audiences than any
other mass advertising medium.

We’d also like to report that the average cost per thousand
is 8% lower on CBS Television than on any other network.

More viewers for less money is implicit in the cost of an
advertiser’s message on CBS Television — a price-tag that is
manifestly attractive to advertisers since they commit more
of their advertising investment to CBS Television than to
any other single medium in the world. CBS TELEVISION
A GEOGRAPHY LESSON . . . One of a Series

In case you suspect we've become rusty in our geography, we hasten to say we are aware that Baltimore and Norfolk are NOT in Washington State. We're merely pointing out that the sum of the populations of these two eastern cities is less than the population served by KTNT-TV in its "A" contour.

Within the "A" contour boundaries of KTNT-TV there are more than 1,200,000 able-to-buy people . . . almost half the population of Washington State. And, in addition, KTNT-TV's INFLUENCE AREA extends throughout Western Washington and into Canada to the north and into parts of Oregon to the south.

The Puget Sound area . . .
the KTNT-TV area . . .
has a Per Capita Income greater than the U.S. national average.

In Washington State, Advertise Where the PEOPLE are . . . Buy KTNT-TV.

KTNT TV
316,000 WATTS
CHANNEL ELEVEN
CBS Television for Puget Sound

Antenna Height
1000 FT. ABOVE SEA LEVEL

Represented Nationally by Weed Television
KTNT-TV, TACOMA, WASHINGTON

"The Word Gets Around...Buy Puget Sound"

CAROL SLEEPER

on all accounts

AN AFFINITY for mathematics persuaded Carol Sleeper, radio-tv timebuyer for Geyer Advertising Inc., New York, to abandon a projected career in publishing and enter the advertising field.

Miss Sleeper finds her mathematical bent a most useful tool in performing her duties for such accounts as Tetley tea, Kiwi shoe polish, American Home Foods Div. of American Home Products Corp., Kelvinator Div. of American Motors Corp., Olivetti Corp. of America, Paul Masson Wines and Boyle Midway Inc.

Timebuying duties at Geyer are shared by Miss Sleeper with a colleague, Betty Powell, who handles American Motors Corp. and Nash Motors Div. exclusively. Since the agency's radio-tv billings are roughly about $8 million (out of total billings of about $20 million), Miss Sleeper spends a busy day at her chores.

She was born in Burlington, N. J., and attended the local elementary school and Burlington High School. After graduation, she studied at the Pierce College of Business Administration in Philadelphia for three years. Before plunging into the business world, Miss Sleeper relaxed for five months in Florida and three months on the Jersey shore, and then headed for New York and a job (she hoped) in the publishing field.

But her plans were quickly changed. She was recommended for a position as a secretary with Doherty, Clifford & Shenfield (now Doherty, Clifford, Steers & Shenfield) and accepted when she learned that the job involved "working with figures." She remained there for four years and advanced to research assistant, assistant buyer and finally timebuyer. Before joining Geyer two years ago, she spent two years as timebuyer for N. W. Ayer & Son.

Miss Sleeper's background has been exclusive-ly in radio-tv and she is convinced they can produce "wonderful results" for clients if used properly. She is particularly impressed with the use of spot radio, and notes that Geyer's campaigns on behalf of Burnett's Extracts rely exclusively on eight-second ID's. Miss Sleeper also has a good word for the daytime package spot plans that many tv stations offer.

A phase of Geyer's method of operations that impresses her most favorably is the close working relationship between the account executives and timebuyers. She believes that the background acquired on the sales and distribution problems of a client provides a valuable measuring-rod for the timebuyer.

Miss Sleeper lives in an apartment in mid-Manhattan. For relaxation, she likes sailing and cooking. She enjoys semi-classical and "rhythm and blues" music and mystery-thriller books.
You get the finest, most thoroughly tested broadcast transmitter available today when you select Collins. Careful attention to detail, from engineering to production, guarantees reliability and economical operation. There are many factors behind Collins outstanding quality — the final test of every transmitter on the broadcaster's frequency and load condition is only one of the valuable “extras.”

Your assurance of trouble-free installation and outstanding performance is the record of hundreds of satisfied Collins owners. For over 20 years Collins has designed and built broadcast equipment of matchless quality for your individual requirements.

Visit The COLLINS Exhibit at the NARTB Convention and See the latest in Transmitters, Consoles, and Audio Units.

COLLINS RADIO COMPANY
CEDAR RAPIDS, IOWA

261 Medion Avenue, NEW YORK 16
1932 Hi-Line Drive, DALLAS 2
2700 W. Olive Avenue, BURBANK
Dogwood Road, Fountain City, KNOXVILLE
222 W. Pensacola Street, TALLAHASSEE

COLLINS RADIO COMPANY OF CANADA, LTD.
74 Sparks St., OTTAWA, ONTARIO
WORLD INTRODUCES AT THE

"RADIO'S BIG LITTLE MAN"

THE GREAT NEW IDEA THAT OPENS A BRIGHT NEW FUTURE FOR RADIO!
The greatest spot selling and merchandising plan ever devised for radio stations!

SEE AND HEAR RADIO'S BIG LITTLE MAN in SUITE B 201 & 203 Shoreham Hotel, May 22-26
Narragansett Lager Beer, brewed in one of America’s great breweries and largest purchaser of New England TV time, is “sold” on WJAR-TV, Channel 10. In addition to sponsoring a home-and-away schedule of Boston Red Sox major league baseball games, Narragansett has pioneered in spot video by maintaining across-the-board adjacencies to key network and live local programming.

The first King-Size bottle, originated by Narragansett, was introduced in the Southern New England market on Channel 10 and from then on 'Gansett sales have been just that — King-Size!

Client: Narragansett Brewing Company
Agency: Cunningham & Walsh, New York City

Represented Nationally by WEED
RADIO'S PENETRATION, in all parts of the home and all places outside the home, its unique ability to entertain and inform individuals while they are engaged in some other activity, have made it the "constant companion of the American people," even in areas of tv saturation, according to a study made by Alfred Christal Research Inc. in areas served by WJR Detroit, WHAS Louisville and WGY Schenectady.

But radio's strength has never been properly measured, the report notes. "Once the patterns of the radio audience as a companion are clearly understood—how it reaches almost everyone, how it penetrates while people are also doing other things, how it follows people as they move about from room to room in the house and everywhere they go outside the home, how it is an individual, personal medium—it becomes more and more apparent how difficult and prohibitively costly it would be to trace out a reliable approximation of the audience for any one quarter-hour program pinpointed in the long broadcast day.

"Radio," the report averrs, "has long been underestimated because there have been no companion rating methods for the companion medium."

This new Politz study, made last November and released today (Monday), is a sequel to an 11-market study published in 1953 under the title, "The Importance of Radio in Television Areas Today" [B&T, July 27, 1953]. That survey, conducted by the Politz organization for 11 radio stations represented by Henry J. Christal Co., found that nearly everyone in those tv areas was still a radio listener.

The current study, made for three stations represented by Christal, confirms this earlier finding and translates it from a general conclusion into terms of individual stations and their audiences. "The individual station, after all, is the entity the advertiser buys and to which the listener actually tunes," Mr. Christal comments in his foreword to the report. Titled "Radio Today," the three-area study "reaffirms, two years later, the continuing vitality of radio—the companion medium," Mr. Christal declares. "But, further, it reveals how selective and discriminating listeners are in choosing their favored companion, and, in this discovery, provides advertisers with new, significant yardsticks for their use of radio.

Five conclusions of the 1953 national study are substantiated by the new area studies:


More than half of the adult population in each area listen to the radio on an average day (55% in the WJR area, 55% in the WHAS area, 58% in the WGY area). More than three-quarters listen in an average week (WJR-76%, WHAS-83%, WGY-81%). More than 80% listen in an average month (WJR-84%, WHAS-89%, WGY-87%).

"Audience figures of these dimensions," the report points out, "clearly demonstrate the continuing importance of radio to the people. The similarity of the weekly audience (76%-83%) in areas of markedly differing television saturation (WJR, 83%; WHAS, 50%; WGY, 82%) makes it plain that, whatever the effects of television on radio, television definitely does not replace radio."

2. "Such Universal Listening to Radio Is Possible Because of Another Unique Companion Characteristic—Radio's Mobility Within the Home."

Most of the early morning at-home listening occurs in the kitchen, then shifts to the living room, where most people do their radio listening in the afternoon and evening hours, and finally late in the evening moves into the bedroom (see table on next page). "The dimensions of this out-of-home audience, for too long casually dismissed as an immeasurable

<table>
<thead>
<tr>
<th>Turn on Radio</th>
<th>Turn on Television</th>
<th>Turn on Radio or Television</th>
<th>Call Radio or Television Station</th>
<th>Call Newspaper</th>
<th>Call Police, Fire, Civil Defense</th>
<th>Call Neighbors, Relatives, Friends</th>
<th>Ask Neighbors</th>
<th>Buy Newspaper</th>
<th>Miscellaneous</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJR Area</td>
<td>WHAS Area</td>
<td>WGY Area</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55.3%</td>
<td>60.5%</td>
<td>59.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.2%</td>
<td>13.5%</td>
<td>11.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.3%</td>
<td>3.7%</td>
<td>5.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.9%</td>
<td>3.4%</td>
<td>5.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.4%</td>
<td>3.4%</td>
<td>3.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.7%</td>
<td>2.5%</td>
<td>6.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.5%</td>
<td>3.2%</td>
<td>3.0%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1%</td>
<td>3.3%</td>
<td>1.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2%</td>
<td>1.2%</td>
<td>1.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.7%</td>
<td>2.1%</td>
<td>2.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.5%</td>
<td>5.5%</td>
<td>2.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Survey Question: Suppose you were at home and heard a sudden rumor that war had broken out, what would you do to find out if the rumor was true?

Possible Because About Everyone Owes One or More Radios.

Of the total adult population in the WJR area, 97% own at least one home radio, 86% live in households with at least one passenger car and 74% of those households have at least one car equipped with radio. In the WHAS area the set-ownership figure is 95%, the car ownership figure 73% and the car-owning households with auto radios 67%. In the WGY area, 98% of adult own home radios, 83% have cars in the family and 65% of those families have auto radios.

3. "...and Because of a Unique Advantage Enjoyed by No Other Medium—People Can "'plus,' are large enough to contribute a powerful medium in itself," the report states.

Radio is also the medium to which people would turn first in time of emergency, the Politz surveyors found. Asked how they would go about verifying a rumor of war, Well over half of those interviewed replied that they would tune on their radios (see table above).

Noting that, "as a pioneering study, this survey introduces new techniques and new concepts of radio measurement," the report warns that "there is no comparability" between its findings and "traditional" rating measurements. The areas measured—92 counties in four states
NETWORK RADIO’S LOW COST, IMPACT COMPARED TO OTHER MEDIA IN NEW STUDY RELEASED BY ABC

Despite the post-tv slack-off, network radio—like radio as a whole—is reaching more people today and can do it more economically for the advertiser than in the days before television came on the screen.

These are key conclusions of a 67-page study, “What’s Happened to Network Radio?” released by ABC last week (B* T, May 9).

The study, based on Nielsen figures, also stresses ABC’s new “saturation radio” nighttime concept for delivering “more different homes per dollar than any of the top-budget top-rated shows of 1946,” and outlines advantages of ABC daytime periods over other advertising media.

Although network radio’s annual gross time sales have fallen $32 million or 17% over the past nine years, the study notes, they still are “50% greater than 13 years ago, three times greater than 20 years ago,” standing at $159 million in 1953 and with the decline now perhaps leveling off.

Conceding that “today many programs and prime time periods are available” where they were sold out nine or ten years ago when advertisers “took for granted radio as the basic medium,” the presentation stresses that, even so, the 32.5 million radio homes of a decade ago have now grown to 46,646,000, a gain of 44%, and that instead of the eight million radio-equipped cars of 1943 there are now 29 million—“a number greater than the total number of automobiles just 10 years ago.”

“Radio’s coverage is greater than ever before,” ABC points out: “44% greater in the home and 263% greater on the road than just 10 years ago.”

But what about radio use?

“The percent of homes using radio during the average minute of the night has declined 59% since 1946, down 27% in the afternoon, down only 17% in the weekday morning,” the presentation notes. “While sets-in-use have declined for all time periods, the greatest decline has come at night—the smallest decline has come on weekday mornings.”

“But, as we have seen, the number of radio homes has increased.

“There are 43% fewer homes tuned to nighttime radio today than in 1946—virtually the same number tuned in on the average minute of the weekday morning.”

Comparison With 1946

Where the average morning radio advertiser in 1946 could expect to reach 4.4% of all U.S. radio homes with a single broadcast, the study continues, he can expect today to reach only 3.2%—a rating decline of 27%. But because of the increase in number of radio homes, the morning advertiser today can expect to reach 1,493,000 homes per broadcast as against 1,488,000 in 1946.

“Calling the last two years the critical years” when “morning television first became serious radio competition,” ABC says it has bucked the trend with its morning programs registering a 5% gain in rating and a 15% increase in number of homes reached, with the result that “today over 230,000 more homes tune to ABC’s morning than before.”

“In January 1952,” the study continues, “ABC’s morning was third in terms of Nielsen

THE AUDIENCE IN MOTION: Outside the Home

% of Total Listeners in Each Time Segment Listening Outside Home

<table>
<thead>
<tr>
<th>Before</th>
<th>7 AM</th>
<th>7-10</th>
<th>10-1</th>
<th>1-4</th>
<th>4-7</th>
<th>7-10</th>
<th>10 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJR Area</td>
<td>53</td>
<td>48</td>
<td>67</td>
<td>13</td>
<td>36</td>
<td>9</td>
<td>19</td>
</tr>
<tr>
<td>WHAS Area</td>
<td>19</td>
<td>15</td>
<td>18</td>
<td>5</td>
<td>4</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>WGY Area</td>
<td>11</td>
<td>17</td>
<td>15</td>
<td>6</td>
<td>6</td>
<td>10</td>
<td>4</td>
</tr>
</tbody>
</table>

THE AUDIENCE IN MOTION: At Home

% of total audience in each time segment of average day listening in:

<table>
<thead>
<tr>
<th>KITCHEN</th>
<th>LIVING ROOM</th>
<th>BEDROOM</th>
<th>DINING ROOM</th>
<th>OTHER PLACES</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJR</td>
<td>WHAS</td>
<td>WGY</td>
<td>WJR</td>
<td>WHAS</td>
</tr>
<tr>
<td>Before</td>
<td>7</td>
<td>10</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>7-10</td>
<td>53</td>
<td>48</td>
<td>67</td>
<td>13</td>
</tr>
<tr>
<td>10-1</td>
<td>11</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>1-4</td>
<td>35</td>
<td>24</td>
<td>54</td>
<td>35</td>
</tr>
<tr>
<td>4-7</td>
<td>9</td>
<td>10</td>
<td>24</td>
<td>65</td>
</tr>
<tr>
<td>After 10</td>
<td>37</td>
<td>32</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>
rating—behind both CBS and NBC. In June 1954, ABC's morning was first in terms of Nielsen Rating—reaching more homes than any network.

Additionally, the study contends, ABC Radio's morning programs reach the "quality market homes"—those with children—with ratings higher than in 1946.

The network cites three "secrets" of morning success as drama programming, complete-in-a-week programming and block programming. With this combination, the study says, ABC Radio is reaching not only the non-tv homes but also "homes that own television—"the homes most difficult for most radio to reach."

"Further," the study stresses, "radio's flexibility—the flexibility we took for granted not too long ago—is greater today than ever before," applying to selection of programs, selection of coverage and commercial cut-ins.

On ABC Radio this flexibility lets the advertiser buy the full network of 352 ABC stations, the minimum network of 200 stations or as few as 50-odd stations in tailored regional networks. The circus, which only 29 of ABC's 352 stations make a special charge, enable the advertiser to promote one product in one section and another product in another section the study points out.

To show that costs have gone down, ABC cites two of its programs as examples, When a Girl Marries and My True Story. Because they reach more homes, the former has dropped 38% in cost per thousand and the latter 77%, as compared with pre-tv competition days of 1952, it is pointed out. Additionally the study calls attention to the participations system of selling whereby a sponsor shares the total cost with other advertisers.

Comparing radio with other media, the study cites figures to show that "tv may be growing, but not necessarily faster than tv advertiser"—that while the audience of "the average nighttime [tv] program has increased from 9 to 11%, the audience of the average daytime tv program has decreased by from 3 to 16% due to the increase in programs and stations available."

Where the cost per 1,000 homes reached per commercial minute is $7.39 in the case of NBC-TV's Home, $5.72 for NBC-TV's Today, and $7.17 for CBS-TV's Morning Show, the presentation maintains, ABC Radio's My True Story reaches the same number for 94 cents.

As against women's service magazines, ABC says My True Story—which the network says it cites as an example because it is typical of the morning drama block, though not necessarily the highest rated—"reaches 6,500,000 different housewives in a month, while its nearest rival, a women's magazine field, Ladies' Home Journal, reaches only 4,734,000."

The study points out: "My True Story costs $2,800 per day, reaches 1,795,000 housewives per day, so it costs $1.56 per 1,000 housewife homes delivered. Ladies' Home Journal costs $14,600 for one page black and white, reaches 4,734,000 housewives a month, so it costs $3.08 per 1,000 housewives delivered."

Turning to nighttime radio the study emphases that despite the decline of "big nighttime radio programs of yesterday," still, "in just one week, 76% of all homes and 67% of all television homes listen to nighttime radio" now.

To meet changing listening habits, the presentation continues, ABC Radio devised its "saturation radio" plan, based on "the fact that different people tune to radio at different times on different days."

One such saturation plan, Weekend News, consists of 22 newscasts distributed throughout the Saturday-Sunday broadcast hours and has a cost per thousand homes of $1.71, ABC reports.

As against spot radio, the study says, "in the top 25 markets rated by Pulse, you would need to spend $24,854 buying Class A spots on the top-rated stations to equal the rating of ABC's ["super saturation plan," involving 24 broadcasts a week], which costs only $8,584 in these same top 25 markets."

---

**ADVERTISERS & AGENCIES**

U. S. FILES RESTRAINT OF TRADE SUIT AGAINST ANPA, AAAA, 4 OTHER ASSNS.

Advertising practices of printed media under scrutiny by the Justice Dept. in antitrust action begun last week. ANPA President Slocum attacks government's move.

The Dept. of Justice last week filed its long threatened civil antitrust suit against the American Assn. of Advertising Agencies, American Newspaper Publishers Assn. and four other printed media associations (B&T, May 2, 9).

No radio or tv association was named in the complaint.

It charged that the operation of the advertising agency recognition system, with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and its refusal to recognize "house" agencies, constituted restraint of trade in violation of Sec. 1 of the Sherman Act.

The attorneys for an immediate blast by ANPA President Richard W. Slocum, executive vice president of the Philadelphia Bulletin (WCAU-AM-FM-TV).

The attitude of "some Dept. of Justice underlings," to haul the press into court "has concerned us more than any others. . . ." Mr. Slocum said. He said the ANPA has been willing for more than a year to cooperate with the Justice Dept.

But, Mr. Slocum charged, the "only basis on which the Justice Dept. was willing to discuss their position was if we would agree in advance to a consent decree to be entered against us in court, a continuing injunction against us. . . . It is not true that discussion on any other basis was available to us."

This last sentence was in response to a statement by Attorney General Herbert Brownell Jr. that Mr. Slocum was mistaken about the Justice Dept.'s attitude. Mr. Slocum's statement that the Justice Dept. refused to discuss the case with ANPA unless it agreed to a consent decree was a "complete misrepresentation," Mr. Brownell said in Des Moines. Mr. Slocum also made that statement earlier in the week when he addressed National Newspaper Promotion Assn. of Chicago.

A warning that the Justice Dept. was studying another complaint regarding the fixing of fees in concert was sounded by Assistant Attorney General Stanley N. Barnes before a House anti-monopoly subcommittee. The anti-trust division chief refused to amplify his statement, saying there were "all sorts of brokers."

Mr. Barnes, before the same committee, referred to the advertising-newspaper recognition system as a "veritable private government."


The AAAA represents 300 member advertising agencies, the Justice Dept. complaint stated. ANPA has 787 members; Publishers Assn. of N. Y. C.; 13 New York daily newspaper members; Periodical Publishers, four national magazine members (Crowell-Collier, Curtis, Hearst and McCall), and Agricultural Publishers, 34.

Charge that the defendants combined and conspired in restraint of trade was based on the recognition system, the government said. This meant that credit was extended only to recognized agencies, that the 15% commission was standard and that agencies agreed not to rebate any of its commission. The standards also prohibited the payment of commissions to house agencies.

Each of the media associations, the government charged, required agencies to demonstrate that they place advertising with members of the association, have a specified minimum capital, furnish a financial statement with the application for recognition and a current financial statement each six months, and agree to use standard conditions and order blank.

Some of the associations, the Justice Dept. said, also required an advertising agency to sign a written contract with the association furnishing a list of advertiser clients, with the amount spent by each for advertising, certifying that clients are paying, and will pay, gross card rates, and agreeing not to place advertising for non-recognized agencies. These agreements also provide, the government said, that the contract may be cancelled if the recognized agency splits commissions or charges more than the medium's card rates.

"Failure of an advertising agency to secure

May 16, 1955 • Page 33
Nine advertisers slate fall TV

Five major buyers sign for new network shows; four renew but shift schedule.

AT LEAST nine major advertisers figured in important negotiations last week in stepped-up action that saw the fall network television pattern slow down and change.

Among the sponsors that signed new contracts last week were Liggett & Myers, Johnson & Johnson, Wildroot Co., Whitall Tatum Co. and P. Lorillard & Co. Those which have retained their programs but have changed time periods are General Foods, E. I. du Pont de Nemours, Schlitz Brewing Co. and J. R. Reynolds Tobacco Co.

Liggett & Myers, New York, which has had an option on the tv version of Gunsmoke, has exercised its priority and will sponsor the program on CBS-TV in the Saturday 10-10:30 p.m. time, through Cunningham & Walsh, New York.

Johnson & Johnson, New Brunswick, N. J. (baby products and surgical dressings), through Young & Rubicam, New York, and Wildroot Co., Buffalo (Wildroot Cream Oil), through BBDO, New York, will alternate sponsorship of a new weekly series, Mondays, 7:30-8 p.m. EDT, effective Sept. 26 on CBS-TV. The series is distributed by Official Films, New York. The productions of the program feature an all-English cast and are being made by Sapphire Films in Sherwood Forest and other locales of Robin Hood days.

Whitall Tatum Co., New York, will sponsor Name That Tune, Tuesdays, 7:30-8 p.m. EDT on CBS-TV. Biow-Bein-Toigo, New York, is the agency.

P. Lorillard & Co., New York, through Lennen & Newell, New York, is planning to put its Truth or Consequences in the Friday, 8:30-9 p.m. period on NBC-TV. The client was forced out of its priority NBC-TV period, Tuesday, 10:10-10:30 p.m., by the Pontiac Theatre.

General Foods, New York, in order to get its hourly contiguous rate, will move its Our Miss Brooks down from 9-9:30 p.m. to the 8:30-9 p.m. period on Friday night on CBS-TV, thus placing it back to back with Mamma, also sponsored by General Foods.

Chevron, New York, (Schlitz beer and ale), currently sponsoring Schlitz Playhouse of Stars Fridays at 9-9:30 p.m. on CBS-TV, will move back one half hour and appear in the 9:30-10 p.m. time on the same evening. Lennen & Newell, New York, is the agency.

R. J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes), currently sponsoring alternate weeks of Topper, Friday 8:30-9 p.m. on CBS-TV, will take over the Friday 9-9:30 p.m. time vacated by the Our Miss Brooks move. The firm will replace Topper with the Crusades. Procter & Gamble, the alternate-week sponsor, has dropped its option but other advertisers are said to be actively interested in the new Mickey Spillane series. William Esty Co. is the agency for Reynolds.

E. I. du Pont de Nemours & Co., through BBDO, New York, will replace Scalade of America from Tuesday at 7:30-8 p.m. up to 9:30-10 p.m. on the same evening. The advertiser also plans to change the format of the program next season. The 9:30 p.m. time currently is sponsored by Elgin National Watch Co., which drops its Elgin Hour to move to CBS-TV as a sponsor on the Ed Murrow Person to Person show, Fridays, 10:30-11 p.m. (see story below). Elgin is handled by Young & Rubicam, New York.

Alcoa Drops Murrow, Seeks Other TV Show

THE ALUMINUM Co. of America announced last Wednesday that it would not renew its sponsorship of Ed Murrow’s See It Now (Tuesdays, 10-10:30 p.m. on CBS-TV), effective next fall.

The company said the inauguration of its new advertising and sales promotion program prompted its decision not to renew the contract. While Alcoa has made no definite television plans for the fall, it said it would study the possible use of programs with broad audience coverage to support the new promotion effort.

An executive of Fuller & Smith & Ross, New York, agency for Alcoa, told BWT that the firm is in the market for a television program similar to a Toast of the Town or Robert Montgomery Presents series for new fall, which would appeal to a larger audience for its new "hard sell" promotion. The executive pointed out that the Ed Murrow show averaged about a 13 to 14 rating, with the last Nielsen rating at a 12.8 on 53 stations and attracted a select audience whereas Alcoa was now anxious to get a wider spread and extra audience.

Alcoa has sponsored the program since December 1951 and will continue until the last telecast on this season on July 5 when the show goes off the air for the summer. CBS-TV hopes to use the program, effective next fall, to another advertiser.

During the summer a new show, Music, 1955, with Stan Kenton, will be presented in the Tuesday night period but Mr. Murrow and See It Now are expected to return in the fall.

Alcoa stood fast as a sponsor on the See It Now show during the controversial battle that Mr. Murrow had with Sen. McCarthy last year. At that time I. W. Wilson, Alcoa president, said he had been "disturbed" by letters from Mc-
Calif. Used Car Dealer In Court for 'Bait' Ads

TV COMMERCIALS of Farmer Jack's used car lot were filmed and tape-recorded at Los Angeles police headquarters for later introduction as evidence of fraudulent "bait" advertising.

This was disclosed during the current trial of the Lynwood, Calif., firm in Los Angeles Municipal Court, in which the car firm is charged with two violations of the state business and professional code.

The trial is an outgrowth of joint investigations by the Los Angeles Better Business Bureau and the police department. KCP (TV) Hollywood, which carried the commercials, refused to renew the contract with Farmer Jack's after BBB disclosed the discrepancy between sales pitches and performance.

On trial are Jack Tankersley, proprietor, and Gene King, salesman. Complaints against Allen Slate, announcer, and A. J. Victor, agency owner, had been dismissed.

A prosecution witness testified on several deals with Farmer Jack's, including one in which a 1953 Chevrolet advertised on TV at $999 finally cost $1,300.

Another prosecution witness, formerly a Farmer Jack's saleswoman, testified she was instructed to tell commercial respondents that cars displayed on TV were gone or that prospects had misunderstood the offer.

Defense Attorney Robert W. Armstrong maintained that no law requires the Lynwood firm sell cars at the advertised price to someone who may not have responded directly to the TV offer.

Auto Credit Men Decry Misleading Advertising

OFFERS of "wild and impossible" credit in the sale of new cars on radio, TV and other media were condemned last week as not being in the public interest.

Such offers were termed "confusing" and "crazy" by a group of 32 bankers, finance company executives and members of the National Automobile Dealers Assn., who last Tuesday attended a conference in Washington called by the NADA.

The conference looked with alarm on any new terms that extended beyond 30 months. The auto industry executives asserted that false and misleading advertising, which was confusing the public, had to be stopped. They said that when the public knew that low down payments and long terms were not possible, such advertising would lose whatever "pulling power it now has."

Brinckerhoff, Williams Form New Orleans Agency

TWO VETERAN New Orleans advertising men—F. V. Brinckerhoff and Aubrey Williams—have announced the formation of Brinckerhoff & Williams Agency, handling all media.

Mr. Brinckerhoff for the past seven years operated his own agency in New Orleans and for the past six years Mr. Williams has been radio-TV director for Fitzgerald Advertising Agency in that city.

Brinckerhoff & Williams will handle all advertising for Mr. Tichener's Antiseptic Co.; all radio, TV and theatre advertising for Brown's Velvet Dairy Products, Brown's Velvet Ice Cream and Brown's Velvet Frozen Foods, and all advertising for Sweet-Smoke Products and A&M Pest Control Co.

Mary Lou Hopkins, who has been with the Brinckerhoff agency for the past five years, will continue in a key position with Brinckerhoff & Williams. The new agency is located at 928 Gov. Nichols St., New Orleans.

Citrus Commission to View Six Agency Presentations

THE FLORIDA Citrus Commission last Wednesday selected five leading New York advertising agencies to make presentations in Lakeland, Fla., June 1 and 2, in competition with the J. Walter Thompson Co. for the $3.5 million account which Thompson has serviced for the past five years.

Invited to make two-hour presentations on June 1 are: Dancer-Fitzgerald-Sample; Cunningham & Walsh Inc.; Batten, Barton, Durstine & Osborn Inc., and Grant Advertising Inc. To be heard on the morning of June 2 will be Benton & Bowles Inc., with the Thompson agency to wind up the series of presentations that day.

Several other agencies were eliminated by the commission because of competing accounts, inadequate facilities or lack of food advertising experience. Some companies invited to bid for the account declined to submit proposals because of other commitments, lack of time to prepare presentations or other reasons.

Robin Retains Action Agency; Ray Cormier Adv. Established

PARTNER Leonard H. Robin has purchased the stock of President Ray Cormier and will continue to operate Action in Advertising, Los Angeles advertising agency, with offices at 270 S. Alexandria Ave., Mr. Robin announced last week.

Meanwhile, Mr. Cormier has formed his own agency, Ray Cormier Adv., with offices at 588 N. Larchmont Blvd., Los Angeles. He has acquired the San Francisco and San Diego offices of Action in Advertising and incorporated them into his new firm.

The San Francisco office of Cormier Adv., under John Allen, is located in the Hearst Bldg., and the San Diego office, headed by Lyle Shoemaker, former executive assistant to Los Angeles Daily News publisher Clinton McKinnon, is in the Sprockels Bldg.

Two Grant Vice Presidents Named in Hollywood, Chicago

OPERATIONAL realignment within the Hollywood office of Grant Adv. Inc. has been announced by Paul Bradley, vice president in charge of the West Coast. John Gauti, radio-TV director has been named vice president in charge of radio-TV for that office. L. W. (Bill) Brown, agency news bureau head, has been promoted to director of public relations, succeeding J. L. (Les) Kaufman, who has been named a vice president and transferred to Detroit as promotion director on the Dodge account.

New additions to the Hollywood office include:

John M. Cady, account executive with the Caples Co., Los Angeles, to Grant as account executive on the Dr. Pepper and Southern California Dodge Dealers accounts; Bruce Kerr, automotive editor on the former Los Angeles Daily News, to handle public relations for the Dodge account, and Harriet Snelling, associated with the former NBC-TV
AMERICAN BEER’s new trade character, the little Indian maid, is introduced to the public by (l to r): Robert V. Walsh, director of radio and tv, VanSant, Dugdale, Baltimore advertising agency; R. Leiter FitzSimons, vice president, American Brewery, Baltimore; Jane Murray, and William H. Shriver Jr., American Brewery director of advertising. The Indian maid is appearing in various advertising media and is “brought to life” in tv where she sings commercial jingles.

I Married Joan film series, named coordinator of women’s promotion and publicity.

In Chicago where Grant is headquartered, Carl M. Post, Chicago advertising agency executive, has been appointed vice president and account supervisor, Will C. Grant, agency president, has announced. Previously Mr. Post was vice president of Erwin, Wasey & Co., Chicago, and Foote, Cone & Belding.

C&W’s Reydel to AAAA Post In U. S. Chamber of Commerce

APPOINTMENT of William Reydel, senior vice president of Cunningham & Walsh, New York, as national counselor in the Chamber of Commerce of the U. S. for American Assn. of Advertising Agencies was announced last week by the association. Mr. Reydel is also chairman of the AAAA committee on chamber referenda. Agency executives who have been appointed to the committee are Thomas D’A. Brophy, chairman of the board, Kenyon & Eckhardt, New York, and Fairfax M. Cone, president, Foote, Cone & Belding, Chicago.

Guy C. Smith, secretary-treasurer, Brooke, Smith, French & Dorrance, Detroit, is continuing on the referenda committee. All are members of the AAAA advisory council, made up of the association’s former chairman.

Duckwell Promoted at FC&B

PROMOTION of Gene Duckwell, business manager, Foote, Cone & Belding, Los Angeles, to vice president in charge of media and research has been announced by Don Belding, chairman of the FC&B executive board. Mr. Duckwell joined Lord & Thomas, Hollywood, predecessor of FC&B, as a radio time-buyer 21 years ago. He has been active in the American Assn. of Advertising Agencies, serving as Southern California Council chairman, and also was prominent in the former Broadcast Measurement Bureau.

Out-of-Home Listening Boosts Audience—Roslow

OUT-OF-HOME radio listening during the past winter added 22% to the at-home audience, according to Dr. Sydney Roslow, director of Pulse Inc. The percentage figure was obtained in home studies conducted by Pulse in 25 major markets throughout the country.

An average of 4% of all radio families reported listening to radio in cars, at work, or in other places away from home between 6 a.m. and midnight, Dr. Roslow said. “If these results are projected nationally,” Dr. Roslow said, “the out-of-home audience during the past winter added an average of over 1.3 million to the listening audience during any given quarter hour of the day.”

Because of the importance of the out-of-home audience segment, Pulse will proceed with plans to present a combined at-home and out-of-home report in place of two separate studies. Currently the combined report is available in New York, Miami, Seattle and Memphis. Plans are to extend the report to other markets, Dr. Roslow said.

Lowell Thomas Considers TV Under Colgate Sponsorship

FIRST Lowell Thomas tv show may be on NBC with Colgate-Palmolive Co. as sponsor, it was revealed last week by Frank Smith, Mr. Thomas’ business manager. Mr. Smith made his statement in Washington while testifying in the FCC protest hearings brought by WTRI (TV) Albany against the Lowell Thomas and associates purchase of WROW-AM-TV Albany (see story, page 116). Mr. Smith said that Colgate had made an offer to Mr. Thomas for the 8-9 p.m. segment on NBC-TV and that the noted newscaster was “seriously” studying it.

Mr. Thomas appears on CBS Radio five times a week, 6:45-7 p.m. EDT, sponsored by Delco Batteries. He has appeared on CBS Television during the political conventions and on election night, but has not had his own show.

Quaker Oats Is Tv Shopping

QUAKER OATS Co. (Ken-L-Products Div.) last week was reportedly shopping for a new network tv property to replace Zoo Parade, which it dropped on NBC-TV effective May 8.

At the same time the company was mapping advertising plans for a campaign to introduce a new product, Ken-L-Treats, in selected national markets. Possibility was held out for use of spot radio. The agency for Ken-L-Products is Needham, Louis & Brotby Inc., Chicago.
TO REACH THE HEART OF PHILADELPHIA  
READ ITS "PULSE"  

Latest survey reveals total rating increase of 25.9 for WPEN over this time last year  

When it comes to the Philadelphia Market—Pulse makes it easy for time buyers.  

Compare January and February 1955 with the same time last year.  

Of 72 quarter hours—from 6 a.m. to midnight, Monday through Friday—WPEN shows an increase in 68, remains even in 4. In other words, a rating increase in 94.4 percent of this total time.  

...and WPEN increased its SHARE OF AUDIENCE for the same period, more than any other Philadelphia station.  

NOW WPEN IS A BETTER BUY—DELIVERING MORE LISTENERS, MORE OFTEN THAN EVER BEFORE.  

THE STATION OF PERSONALITIES  
WPEN  
950 on your dial  

Represented nationally by Gill-Perna, Inc. • New York — Chicago — San Francisco — Los Angeles
Completely Dominates Tulsa!

46 out of 50 of the most popular once weekly shows.

25 out of 25 of the most popular multi-weekly shows.

67 percent of the viewing audience.

(7 day average)

Source: Telepulse Feb. 21-27
Two Advertisers Pay Lone Ranger Inc. $5.2 Million

A FOUR-YEAR deal has been consummated between General Mills (breakfast foods, cake mixes, etc.), the American Bakeries Co. and the Lone Ranger Inc., in which LR is to be paid $5.2 million for air rights. The pact also involves LR license royalties.

General Mills and American Bakeries control $12 million in radio-traffic. for the four years during which the LR contract runs. The pact ends Sept. 6, 1958, and does not include the two-year radio-traffic agreement with General Mills of Canada for Lone Ranger sponsorship there. Upcoming in the production plan for the Lone Ranger on ABC-TV-CBS-TV, according to Jack Warriner, LR president, are 52 black-and-white half-hour films and 39 color half-hour films during the next two years.

General Mills also confirmed reports it will drop sponsorship of Betty Crocker on ABC Radio effective the end of this month. This makes the third General Mills cancellation on ABC in recent months. No negotiations are underway with another network.

SPOT NEW BUSINESS

Carnation Co. (Albers Div.), L. A., will sponsor Annie Oakley, half-hour CBS-TV Film Sales syndicated package in 45 major markets on alternating weeks. Time now being purchased on individual market basis. Agency: Erwin, Wasey & Co., L. A.

SPOT RENEWALS

Nordic Canners Assn. of Sardines for Norway, N. Y., placing annual radio campaign to run through end of year in 14 markets, effective May 24. Agency: McCann-Erickson, N. Y.

NETWORK NEW BUSINESS


Scott Paper Co., Chester, Pa., buys Thurs., 10-10:15 a.m. EDT and Fri., 10:15-10:30 a.m. EDT periods on Garry Moore Show, effective June 9, 10, respectively, and Thurs., 3:45-4 p.m. EDT period on Bob Crosby Show, effective June 23. Agency: J. Walter Thompson Co., N. Y.

General Mills Inc., Minneapolis, through Dan- cer-Fitzgerald-Sample, N. Y., and American Bakeries Co., Atlanta, through Tucker Wayne & Co., same city, will sponsor The Lone Ranger on NBC Radio (Mon.-Fri., 5:30-5:55 p.m. EDT), starting May 30. Series currently on ABC Radio, Mon.-Wed.-Fri., sponsored by General Mills.

Borden Co., N. Y., will sponsor Make the Connection as summer replacement for Justice on NBC-TV (Thurs., 8:30-9 p.m. EDT), effective July 7. Agency: Young & Rubicam, N. Y.

Toni Co., Chicago, buys Dollar a Second on NBC-TV (Tues., 9:30-10 p.m. EDT) for July and August, starting July 5. Program Comes under sponsorship of Mogen David Wine Corp., Chicago, Sept. 2 on ABC-TV (Fri., 9-9:30 p.m. EDT). Agency for both: Weiss & Geller, Chicago.

NETWORK RENEWALS

Sterling Drug Inc. (Bayer aspirin, Phillips' milk of magnesia, Phillips' tablets), N. Y., renews

The Vise on ABC-TV (Fri., 9:30-10 p.m. EDT) for 52 weeks, effective Sept. 30. Agency: Dancer-Fitzgerald-Sample Inc., N. Y.

General Foods Corp. (instant puddings, Gaines dog food), White Plains, N. Y., renews Roy Rogers Show on NBC-TV (Sun., 6:30-7 p.m. EDT) for 52 weeks, effective July 3. Agency: Benton & Bowles, N. Y.

Bristol-Myers Co., N. Y., renews Four Star Playhouse for 52 weeks on alternate week basis with Singer Sewing Machine Co. on CBS-TV (Thurs., 9:30-10), effective Sept. 22. Agency for both: Young & Rubicam, N. Y.

AGENCY SHORTS


Martin K. Khitno, L. A., moves to Transport Indemnity Bldg., 3670 Wilshire Blvd.; telephone remains Dunkirk 7-8395.


A&A PEOPLE

Ted Gutelski, in charge of new business, Julian Archer, art director, and Harold Bates, group head, Fuller & Smith & Ross, N. Y., elected vice presidents; Ralph Nicholson, vice president and office manager, named director.

G. B. McDermott, president; KBUR Burlington, Iowa; executive vice president, WQIL Gales- burg, Ill., and vice president, KOLN Lincoln, Neb., elected vice president, National Research Bureau, Chicago.


William M. Spliter, formerly sales promotion art director, Fuller & Smith & Ross, N. Y., to Ethyl Corp., same city, as sales promotion manager.


Julian P. Brodie, senior vice president, Lewin, Williams & Saylor, N. Y., named creative director.

Ross Mason, advertising and sales promotion manager, Philco Corp., L. A., to Clifford Gill Agency, same city, as creative chief and production supervisor.

Lester Krugman, advertising director, Bulova Watch Co., resigns, effective June 30.


Howard Ed Walpert, sales manager, WHUM- TV Reading, Pa., to Arndt, Preston, Chapin, Lamb & Keen, Phila., as account manager, effective today (Mon.).

Marvin Astrin appointed account manager, Tatham-Laird Inc., Chicago; Tom Casey named merchandising manager.

Robert Larson, Marvin Gordon & Assoc., Chi- cago, and Nell R. Salami, national advertising manager, Olson Rug Co., Chicago, to Schwim- mer & Scott, same city, as account executives.

CAKE-CUTTING ceremony, marking the start of the third year of Music 'til Dawn over WEEI Boston (daily, midnight-down) is participated in by (I to r) Harvey J. Struthers, WEEI general manager; Jack Loring, host of the program, and W. Nel- son Bump, New England regional vice president of sponsor American Airlines.
**ADVERTISERS & AGENCIES**


Richard N. Confer, former account executive, Campbell-Mithoff Inc., Minneapolis, to McCann-Erickson, L. A., as account executive and marketing services specialist.

Robert M. Dore, advertising and merchandising consultant, to Weiss & Geller, N. Y., as account executive.

Philip Brooks, formerly with Scheideler, Beck & Werner, N. Y., to Doherty, Clifford, Steers & Shenfield, same city, as account executive.

Charles O. Morgen, public relations assistant, Asn. of American Railroads, Washington, promoted to special studies manager, succeeding Lloyd J. Kiernan, who moves to Boston & Maine Railroad as executive vice president; Douglas R. Stephenson, research assistant, succeeds Mr. Morgen.

Franklin B. Satterwaite to Colgate-Palmolive Co., Jersey City, N. J., as manager, newly-formed soap and household products research section, market research department.


George Lannan, co-owner, Lannan & Sanders Inc., Dallas and L. A., sells interest to partner J. M. Sanders. L. A. branch will close.

Robert W. Bode, formerly executive art director, Maxon Inc., N. Y., to Kundner Agency, N. Y., as senior art director.

Theod Ziesner, formerly with Lennen & Norris, N. Y., to Vanguard, Dugdale & Co., Baltimore, as art director.

Robert W. Douglas, Leo Burnett Co., N. Y., to Morey, Humm & Johnstone, same city, as associate art director.

George Berkowitz, formerly with Doyle Dane Bernbach, N. Y., has formed own agency, George Berkowitz, 202 W. 40th St., N. Y.; telephone: Pennsylvania 6-8915.

Mildred Gibbons, formerly with Biow-Beirn-Toigo, N. Y., to radio-television dept., Fuller & Smith & Ross, same city, as casting director and stylist.

Faye Hanger, formerly with Rhodes & Davis, S. F., to radio-television dept., Brisacher, Wheeler & Staff, same city, as theater manager; Edgar Cooper, formerly with Rhodes & Davis, to Brisacher, Wheeler & Staff as copywriter; Margaret Waldron, formerly with California Food Research Institute, S. F., to agency as home economist.

Richard Mohr, vice president and copy chief, Motl & Siteman Adv., L. A., to Foote, Cone & Belding, same city, as copywriter.

Tom Allen, formerly copywriter, Ruthrauff & Ryan, N. Y., to copy staff, Scheideler, Beck & Werner, same city.

Genevieve Boyd, market analyst, research dept., Foote, Cone & Belding, Chicago, to similar dept., Earl Ludgin & Co., same city; M. J. Pulver, formerly copy chief, Calkins & Holden, Chicago, to Ludgin creative staff.


Henry Obernreiner, executive vice president, Burson & Jacobs; Samuel Youngheart, vice president, Warwick & Legler, and Harold Duchin, Doherty, Clifford, Steers & Shenfield, all N. Y., induced into Baruch School Chapter, Alpha Delta Sigma, May 11.

---

**COLOR TV TAPE PUT ON NETWORK**


**FIRST transmission of a color tv program recorded on magnetic tape was reported by RCA and NBC last Thursday over commercial television network facilities.**

The tape, recorded March 27th, originated with the prototype RCA tv tape recorder installed for field testing at the NBC studios in New York, was transmitted by closed circuit from New York to St. Paul as part of dedication ceremonies for a new Minnesota Mining and Mfg. Co. Research Center [CLOSED CIRCUIT, May 2].

The demonstration made use of magnetic tape produced by Minnesota Mining. Over 200 business leaders and scientists were on hand in St. Paul for demonstration.

The pre-recorded program included remarks by Gen. David Sarnoff, RCA-NBC board chairman, who hailed the opening of the new Research Center. "This is a great occasion," he added.

It also included a brief explanation of the system by Dr. Harry F. Olsen, director of the acoustical and electromechanical research laboratory, RCA Laboratories, and an entertainment program featuring Eddie Fisher, Bambi Linn, Rod Alexander, and Al Kelly. The telecast was sent to St. Paul over the microwave relay facilities used for NBC commercial programs.

**First Shown in 1953**

The RCA television tape recording system was first demonstrated under laboratory conditions on Dec. 1, 1953, at the David Sarnoff Research Center. Gen. Sarnoff described the system as the first major step into an era of "electronic photography," in which motion pictures in color or black-and-white "will be produced quickly and economically, eliminating most of the time and all of the chemical processing involved in photography."

The magnetic tape recorder is said to be similar in its basic principles to the conventional tape recorders used today for sound. Electrical signals—the broadcast video and audio signals of tv—are impressed through recording head onto the magnetically treated surface of a plastic tape. As the tape is drawn across the recorded head the head continuously changes the magnetic polarity of the magnetic particles on the tape so that they become a compact code of the original signal. This pattern will remain indefinitely on the tape during subsequent playback, until it is desired to "erase" the signals electronically and use the tape again to receive another set of signals.

For playback, the tape is drawn across the same head or a similar one. The magnetic code on the tape causes an alternating current to flow in the windings around the reproducing head, creating a duplicate of the original signal.

RCA's objective in developing the tv magnetic tape recording system was to achieve a swift, economical and efficient means of recording color tv programs for storage, playback or rebroadcast. RCA also expects the system will have value in the future as a "convenient and versatile means" for making electronic motion pictures, particularly in business, industry and in the home, and in an all-electronic chain, comprising camera, tape recorder, tv receiver.

Hailing the dedication of MM&M's new plant, Gen. Sarnoff expressed gratification on behalf of RCA that "the scientists and engineers in our laboratories have built and are now field testing the first television magnetic tape recorder with which this message and other portions of this program are being brought to you in Minnesota . . . . It is most fitting that you who developed and made the tape and we who developed and built the recorder should share in this great achievement."

Gen. Sarnoff's Dr. Oliver said that "some problems remain to be solved. These involve both the machine and the tapes. We are certain that these problems will be solved. We value the cooperation of the scientists of Minnesota Mining & Mfg. Co. We are confident that electronic photography will be an important tool first in television and later in industries and in the home."

**CBS-TV Film Executives Hold National Sales Meet**

CBS-TV Film Sales will open a three-day national sales meeting in New York today (Monday) to brief personnel on all areas of the operation, including advertising, merchandising, sales policy and new programming.

Merle S. Jones, CBS vice president in charge of owned stations and general services, and Sig Mickelson, vice president in charge of news and public affairs, will speak during luncheons today (Monday) and tomorrow. Jack L. Van Volkenburg, CBS-TV president, will attend the meeting.

CBS-TV Film Sales headquarters staff in attendance will include Leslie Harris, vice president and general manager; Fred J. Mahlstedt, director of operations and production; Wilbur S. Edwards, general sales manager; Walter A. Scallon, merchandising manager; Eugene Moss, assistant sales promotion manager, and account executives John Howell, Gil Johnston, James Orchard, and James Victery.

Out-of-town members who will attend are William Perkington, manager of the Chicago office, and Chicago account executives Donald R. Goldsmith and Barr Sheets; Thomas Moore, manager of the Hollywood office; Glenn H. Ticer, manager of the San Francisco office; Carter Ringlep, Dallas manager; John W. Wiedmer, St. Louis manager; James McEorchard, Atlanta manager; H. Roy Marks, Boston manager, and George U. Lyons, Detroit manager.

Others who will be present are Spence Caldwell of S. W. Caldwell Ltd., CBS-TV Film Sales distributor in Canada, and G. Norris Mackenzie and Richard Shephard of his executive staff.

**CONTRACT FOR PLYMOUTH DEALERS OF SOUTHERN CALIFORNIA TO RECEIVE THE HALFWAY HOLLYWOOD PREVIEW FILM SERIES ON KCOP (TV) HOLLYWOOD FOR 52 WEEKS IS APPROVED BY (L to r) Glenhall Taylor, Hollywood manager, N. W. Ayer & Son; Amos Baron, KCOP sales manager, and David L. Wolper, vice president, Flamingo Films, that city, distributor of the package.**
especially people like Miss Sydney Smith

Pretty as Springtime is WRCA’s Miss Sydney Smith. And she’s that rarest of women—the kind other women believe. That’s why she keeps getting fan letters like this one from Leslie Dunier of the Emil Mogul advertising agency, for Ronzoni Macaroni Products:

"It takes a minor miracle to get women to switch from one spaghetti to another. But I think that’s what we’ve got in your commercials for Ronzoni. Your ‘woman-to-woman’ talk has the kind of believability that accomplishes selling miracles. We plan to be on BY-LINE for a long time."

New York women listen regularly to BY-LINE WITH SYDNEY SMITH, 9:35 to 10:00 a.m. weekdays. And just as regularly they buy the varied products—food, drugs, appliances, even "the movie for tonight"—which Sydney describes so warmly and persuasively.

To sell BIG in the nation’s biggest market, it takes "counter intelligence"—a specialty of WRCA radio personalities, like Tex & Jinx, Al Collins, Jim Coy, and Jimmy Powers. And like Miss Sydney Smith.
SERUTAN, through Kletter Assoc., its agency, will sponsor the Liberace film series on WPTZ (TV) Philadelphia for 52 weeks. L. to r.: seated, Alexander W. Dannenbaum Jr., WPTZ commercial manager; Ed Kletter, president of the agency; Fred Apt, representing Serutan; standing, Robert E. Bailey, Free & Peters account executive, and Herbert Gruber, business manager of radio-tv department, Kletter Assoc.

Sales of Filmed 'Opry' Reach 50, Flamingo Reports

TOTAL SALES of the half-hour Flamingo Film series, Grand Ole Opry, have reached 50, it was reported last week by Sy Weintraub, executive vice president of the company. Latest sales, he said, have been to the Ford Dealers in Baton Rouge and Swift & Co. in Dallas.

Mr. Weintraub told BT that he expects the series to be shown in 200 markets by the end of this year. He reported that Flamingo currently is negotiating a regional sale with a major beverage company that plans to place the series in 33 markets.

J. Don Alexander Sr. Dies, Co-Founded Film Company

J. DON ALEXANDER Sr., 70, president and co-founder of Alexander Film Co., Colorado Springs, Colo., died of a heart attack May 6.

Mr. Alexander organized the film company in 1919 in Spokane, Wash., later moving the firm to Denver and in 1928 to Colorado Springs. During its 36 years of operation the Alexander Film Co. has gone to the forefront in the production and distribution of film commercials for television and theatre display.

Mr. Alexander is survived by his brother, Don M., and two sons, J. Don Jr. and John H. All three are members of the film company.
The Voice of the South
is the CHOICE of the South

FIRST in popularity seven days a week

FIRST in more quarter-hour periods than
any other Atlanta radio station every week

THIS is the same status that has prevailed
in Atlanta for 33 years

6 a.m. to 12 noon, 12 noon to 6 p.m., 6 p.m. to midnight
PULSE, March – April, 1955

wsb

Georgia's only 50,000 watt
clear channel station.
Atlanta, Georgia

Month to Month listening can change materially—and does, depending on the season: baseball, football, heavy promotions, contests and other things, which can temporarily affect listening—and ratings.

But—

when—month in and month out, year in and year out, a station shows a consistent top share of audience, the alert advertiser swings to that station.

Yes—

the fact is>alert advertisers national, regional and local have swung to WCKY in ever increasing numbers, with ever increasing shares of budgets.

Because—

WCKY's business is as good as its Pulse—and as steady.
is Strong
Steady Too!

Average Share of
in-home
Audience
6 am - 6 pm: Mon. thru Sun.
May '54 thru Feb. '55

WCKY . . . . . 21%
Net. Sta. A . . . . . 16%
Net. Sta. B . . . . . 25%
Net. Sta. C . . . . . 13%
Net. Sta. D . . . . . 16%

Average Share of
out-of-home
Audience
6 am - 6 pm: Mon. thru Sun.
Summer '54 - Winter '55
28%
20%
14%
7%
12%

* Pulse Cincinnati
Surveys.

If you have a product which
needs pulse strengthening
Buy WCKY

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK
REGISTRATION SETS RECORD AS NARTB CONVENTION NEARS

Washington hotel facilities strained. Advance registration is about 25% ahead of 1954; indications are that at least 3,000 will attend.

President Eisenhower to address Tuesday morning session.

NARTB approached its annual convention with an advanced registration fair ahead of any past year and a housing problem that is keeping the staff busy as Washington hotel facilities are being strained to the limit.

The May 22-26 meeting has drawn an advance registration of 1,060 (as of Thursday night) for the Management Conference, nearly 25% ahead of 1954, and 233 for the Engineering Conference, also about 25% ahead of last year.

Advance registration indicates that at least 3,000 persons will take part in proceedings and unofficial events connected with the industry’s annual meeting. The problem is complicated because two hotels are about 200 rooms apart. B.T. will house delegates at the Shoreham Hotel, principal meeting place and site of the equipment and programming exhibits.

Other delegates will be housed at the Shera-ton-Park Hotel, about two blocks walk from the Shoreham, but some of these suites are to include displays.

The annual exposition of equipment and services will set a record (see exhibit summaries starting page 73). Heavy equipment will be displayed in the large Shoreham garage, not far from the main lower-level meeting room. Light equipment exhibits will be located on the main floor wings and the floor immediately above. Exhibits open at 9 a.m. Sunday. Most of the hospitality suites are located in the Sheraton-Park Hotel, about two blocks walk from the Shoreham, but some of these suites are to include displays.

B.T.’s Hospitality Suite

B.T. will have a hospitality suite in the Franklin Room of the Sheraton-Park.

The main convention luncheons, including both management and engineering delegates, will be held in Sheraton Hall, new addition to the Sheraton-Park that will hold 3,000 for a meeting and 2,000 diners. The lower level of Sheraton Hall will house the industry’s Special Project Exhibit depicting the role of radio and tv in developing public support for non-commercial and non-partisan national campaigns.

NARTB and The Advertising Council are joint sponsors of the special projects display, with over two-score organizations and federal agencies cooperating to show how their campaigns operate. Selected audiences will view the exhibits at evening receptions.

Two NARTB business meetings are scheduled Monday. Ben Strouse, WWDC-FM Washington, will preside at a 10 a.m. pm membership meeting as Fm Committee chairman. Taking part will be Donald K. DeNeuf, World Radio Network, Ithaca, N. Y.; Raymond S. Green, WFTM (FM) Philadelphia, and Lloyd Jacquet, WGHP (FM) New York.

An afternoon tv business meeting will be held, with Judge Justin Miller, former NARTB board chairman, presiding at the election of new directors.

President Eisenhower will address the convention at the opening management session Tuesday morning. His greeting to delegates and remarks on the relations of broadcast media with federal operations will be heard at 11:30 a.m. in Sheraton Hall. NBC-TV and CBS Radio will carry his talk live, with CBS-TV planning to carry it later via film. All networks are asked to film or tape the address for broadcast.

A minor miracle in hotel operation is scheduled at 11:45 Tuesday morning after the President has finished his address. At that time the hotel staff is to clear the 3,000-seat auditorium and set it up for the 12:30 noon luncheon at which FCC Chairman George C. McConaughy will be principal speaker.

A feature of the Tuesday morning meeting will be the keynote address by Mark Ethridge, publisher of the Louisville Courier-Journal and Times (WHAS-AM-TV). NARTB President Harold E. Fellows will present the keynote award to Mr. Ethridge, third broadcaster to receive this honor.

Clair R. McCollough, Steinitz Steiner, chairman of the 1955 convention committee, will preside at the opening session. The Rev. Dr. Clayton T. Griswold, radio-tv director of the Presbyterian Church of the U. S. A., will deliver the invocation.

Henry Clay, WKWQ Shreveport, La., the other convention committee co-chairman, will join Mr. McCollough in escorting President Eisenhower to the platform.

Mr. Clay will preside at the Tuesday luncheon and at the afternoon joint management-engineering session. Ralph W. Hardy, NARTB vice president, will introduce Rep. J. Percy Priest (D-Tenn.), House Interstate & Foreign Commerce Committee chairman, first speaker at a program devoted to government relations and regulatory problems.

FCC Panel Planned

President Fellows will moderate a panel discussion that will include all seven members of the FCC. The Engineering Reception winds up the official agenda for the day.

Labor relations and wage-hour problems will be discussed at informal breakfast meetings to be held Wednesday and Thursday mornings.

Mr. Clay will preside at the management Wednesday, Radio Day. The engineering sessions open at 7:30 a.m. (see summary of engineering papers page 90).

Highlighting the radio program Wednesday will be a talk, “Radio in 1955,” by David J. Mahoney, head of the New York agency bearing his name. E. R. Vadeboncoeur, WSYR

CONVENTION NON-AGENDA ACTIVITIES

8T golf tournament Sunday starts round of meetings, dinners, luncheons, breakfasts and special events.

SERIES of meetings, dinners, luncheons and breakfasts will be held during NARTB Convention Week, along with other special events. Opening the series of non-agenda convention activities will be the annual NARTB Convention golf tournament for the B.T. trophies, to be held Sunday, May 22, at Goose Creek Country Club, Leesburg, Va.

Two networks—MBS and ABC—will hold Sunday afternoon meetings. Non-network stations have scheduled breakfasts. The state association presidents luncheon will be held Monday.

Not yet announced are a number of other receptions and dinners as well as informal meetings. The list of non-agenda events made available at the weekend by NARTB follows:

SUNDAY—MAY 22, 1955

9 a.m.—Broadcasting-Telecasting Golf Tournament, Goose Creek Country Club, Leesburg, Va.

10 a.m.—MBS Affiliates, Hall of Nations, Washington Hotel.

11 a.m.-3 p.m.—Quality Radio Group, Louis Seize Room, Shoreham Hotel.

12 noon-9 p.m.—ABC Affiliates, Park Room, Shoreham Hotel.

12 noon-3 p.m.—B.T. Board, Woodner Hotel.

5 p.m.-6 p.m.—Cocktails—ABC Affiliates, Louis Seize Room, Shoreham Hotel.

7:30 p.m.—TV Pioneers Dinner, Willard Hotel.

8 p.m.—UHF Industry Coordinating Committee, Washington Hotel.

MONDAY—MAY 23, 1955

10 a.m.—Louisiana State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Film Breakfast, Blue Room, Shoreham Hotel.

9 a.m.-12 noon—Clear Channel Broadcast Service, Green Room, Shoreham Hotel.

11 a.m.-4 p.m.—CBS Affiliates Advisory Committee, Louis Seize Room, Shoreham Hotel.

12 noon-2 p.m.—Community Broadcasters Assn. Luncheon, Park Room, Shoreham Hotel.

12:30 p.m.—State Association Presidents Luncheon, Blue Room, Shoreham Hotel.

12:30 p.m.—Ladies Entertainment Committee Luncheon, West Room, Shoreham Hotel.

4:30 p.m.-6 p.m.—Daytimers Broadcasters Association, Park Room, Shoreham Hotel.

6 p.m.—Cocktails—B.B., Woodner Hotel.

6 p.m.-8 p.m.—Cocktails—MCA, Terrace, Shoreham Hotel.

7 p.m.—SMI-NARTB Dinner, Woodner Hotel.

TUESDAY—MAY 24, 1955

7:30 a.m.—Heavy Exhibitors Breakfast, Park Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—West Virginia State Broadcasters Breakfast, West Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Tennessee State Broadcasters Breakfast, Louis Seize Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—South Dakota State Broadcasters Breakfast, Green Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Michigan State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—North Carolina State Broadcasters Breakfast, Blue Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Wisconsin State Broadcasters Breakfast, Terrace Room, Shoreham Hotel.

9 a.m.-9:30 a.m.—California State Broadcasters Breakfast, Adams-Hamilton Room, Shoreham-Park Hotel.

12:30 p.m.—Ladies Luncheon and Fashion Show—Blue Room, Shoreham Hotel.

WEDNESDAY—MAY 25, 1955

7:30 a.m.—Room Exhibitors Breakfast, Park Room, Shoreham Hotel.

5 p.m.-8 p.m.—Cocktails—Meredith Publishing Co., Louis Seize Room, Shoreham Hotel.

5:30 p.m.-9:30 a.m.—Texas Association State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.
The Best
SEAT
In The House

The best seat in the house is reserved for those who watch full length movies on television. In the Northern California market, the best of these films are shown on KRON-TV.

That's right—KRON-TV has long been the leader with the BEST of the FIRST RUN movies available. And there's plenty more in store because smart film buying requires know-how that improves with use.

There you have just one more reason why KRON-TV is the leader among television stations in the Northern California market... and one more reason why your sales message on KRON-TV will reach the people you want to talk to.

Ask Free & Peters about double feature movies on the new GOLDEN GATE PLAYHOUSE, 1:00 to 3:00 PM, Monday through Friday

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

No. 2 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.
The Divot-Diggers Get Their Chance Sunday

B&TV will award silver trophies to the low gross and low net winners of the annual NARTB-B&T blind bogey golf tournament to be held Sunday, May 22, at the Goose Creek Country Club, Leesburg, Va.

Starting time is 8:30 a.m.; final tee-off time is 10:30.

Washington stations also are donating prizes: WRC-AM-TV an RCA portable radio; WDCC an Emerson portable; WTTG (TV) a 17-jewel Certina wristwatch; WTOP-TV a dozen golf balls; WJAY a golf bag; WMAL-AM-TV a golf jacket; American Airlines a martini mixer.

A bus will, NBC diector-Park Hotel at 8:45 a.m. for those needing a ride. Contact your nearest B&TV office for further information.

THE B&TV TROPHIES

of Marble Collegiate Church, New York, as speaker.

The usual convention business session, at which resolutions are adopted, will wind up the luncheon.

Television Bureau of Advertising will have its program Thursday afternoon. Norman Cash, PB&V director, will speak on "$400,000 to ?." Richard Moore, KTTV (TV) Los Angeles, has the topic, "The Bureau Is Yours." Mr. Moore is co-chairman of TBV.

Windup feature is the annual convention banquet, which will be preceded by a reception.

NARTB's Station Relations Dept., headed by William K. Trenor, will have a booth across from the main Shoreham registration desk to receive phone calls and messages and answer questions about tours of the city and local stations. He will operate relay stations outside the main building in the Shoreham, where convention meetings will be held, and outside Sheraton Hall.

Arney in Charge

Directing general convention activities is C. E. Arney Jr., NARTB secretary-treasurer and general manager. He is aided by Barry Freer, exhibit manager, and Ella Nelson, administrative manager. Mr. Arney already is headquartered at Room F1018-20 in the Shoreham and can be reached from the NARTB switchboard. Mr. Freer is in Room F117. William Walker, NARTB auditor, will be in charge of the registration desk. Joseph Sitrick, manager of the News Dept., will be flanked by Frank Riley, editor; Sally Kean, news; LaRue M. Grosvenor, production manager, and Don Frifield, promotion. The news groups will head-quarter in F1010-1012 of the Shoreham.

A. Prose Walker, as NARTB Engineering Dept. manager, is directing plans for the Engineering Conference, with Ruth Brewer as administrative assistant.

The Special Projects Exhibit is a new convention feature. A preview for newsmen will be held Monday, May 23. Tuesday includes a reception for registration attendees. Wednesday, "Government Evening," will honor officials of government agencies, including members of the legislative, executive and judicial branches. Thursday evening will be centered around the annual pre-banquet reception.

The list of special projects exhibitors follows:

American Cancer Society Inc.; American Diabetes Assn.; American Hearing Society; American Heart Assn. Inc.; American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America Inc.; Boy Scouts of America; Boys' Clubs of America; Camp Fire Girls Inc.; CARE: Common Council for American Unity; Community Chests & Councils of America Inc.; Crusade for Freedom (American Heritage Foundation); Department of Defense; Engineering Manpower Commission; Federal Civil Defense Administration; 4-H Clubs; Forest Fire Prevention; Girl Scouts of the U. S. A.; Ground Observer Corps; Joint Committee on Educational Television; National Assn. for Mental Health Inc.; National Citizens Commission for the Public Schools; National Citizens Committee for Educational Television; National Conference of Christians & Jews; National Education Assn.; National Foundation for Infantile Paralysis; National Guard; National League for Nursing Inc.; National Safety Council; National Society for Crippled Children & Adults Inc.; National Society for the Prevention of Blindness; National Tuberculosis Assn.; President's Committee on Employment of the Physically Handicapped; Religion in American Life; Star Spangled Banner Flag House Assn.; United Cerebral Palsy; United Negro College Fund; United Service Organizations; U. S. Air Force; U. S. Army; U. S. Coast Guard; U. S. Committee for UN Day; U. S. Information Agency; U. S. Marine Corps; U. S. Navy; U. S. Savings Bonds Div., Treasury Department; YWCA.

Among public service organizations having displays in the Shoreham exhibit rooms will be the Army (Room F106), National Guard (F120), National Citizens' Committee for Educational Television (F110), Air Force Recruiting (E106), Navy Recruiting (E206) and U. S. Savings Bonds (F116).

Pioneers' Yearly Dinner

Set in Washington May 25

ANNUAL DINNER of Radio Pioneers, organization of veteran broadcasters, will be held May 25 at Washington's Hotel Shoreham. The banquet has been announced as "speechless," but acceptance talks may be expected from the recipients of Radio Pioneer citations: Sylvester L. Weaver, NBC president; John J. Karol, CBS Radio vice president; Fred Allen and Jack Benny, and perhaps from Herbert Hoover, to
Made in Michigan
...to move the world

Family car—locomotive—jet plane... all rely on important precision parts created by the men and women who work at Grand Rapids' General Motors Diesel Equipment Division: Fuel nozzles for jet planes, unit fuel injectors for diesel engines, hydraulic valve lifters for GM cars. These products, and many others, are manufactured thousand-upon-thousand to keep a multitude of engines operating smoothly and surely... on land... on sea... in the air.

GM's gigantic pace of progress in the precision parts industry is a stimulant to the Western Michigan area. Continuing growth and progress are prominent characteristics of the many successful industries which flourish in WOODland-TV. And big-time production throughout the area makes this a big-time market... always on the go to even greater capacity and achievements. WOOD-TV's program of expansion is right in step with the thriving market it serves so well. First station in the country to deliver 316,000 watts from a tower 1000' above average terrain, WOOD-TV gives you the primary trading center of Grand Rapids, plus important communities like Muskegon... Battle Creek... Lansing... and Kalamazoo. For top coverage of this rich, growing Western Michigan market, schedule WOOD-TV... Grand Rapids' only television station!

WOODland-TV is big territory!

WOOD-TV GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DU MONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WDFD, FLINT, MICH., WEGA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY
WFBC-TV proudly displays its brand new, functionally-designed station building on Rutherford Street in Greenville, South Carolina. This modern structure symbolizes the importance of WFBC-TV in the area it serves.

Already the dominant (VHF) station in a 69-county market in S. C., N. C., Ga. and Tenn., WFBC-TV now has the advantage of location in its new building with WFBC-AM and FM. Now more than ever, WFBC-TV, "The Giant of Southern Skies", can give you coverage of one of America's great markets in the Southeast. Ask us or WEED for rates, market data and assistance.

1204 Feet Above Average Terrain
100 KW (Maximum) Power

"The Giant of Southern Skies"

Page 50 • May 16, 1955

TRADE ASSNS.

whom a special citation will be presented. The Hall of Fame award this year goes to Joseph Henry, early American physicist, for whom the Henry unit of inductance was named.

Raymond F. Guy, NBC director of radio frequency engineering and senior Pioneer vice president, will preside at the dinner in the absence of President Arthur Church, now in Europe. Pioneer John Charles Thomas, now part owner of KAVR Apple Valley, Calif., will provide the musical part of the program.

Mr. Guy automatically becomes president of the Pioneers for the next year. Official nominees for other offices are: John F. Patt, president, WJR Detroit, senior vice president; Merle S. Jones, vice president in charge of CBS-owned tv stations, vice president; Lewis H. Avery, president, Avery-Knodel Inc., vice president; Carl Haverlin, BMI president, executive committee chairman; William S. Hedges, NBC vice president, executive committee member. Terms are two years, except senior vice president, one year.

Coulter Joins NARTB
As Assistant to Meagher

THOMAS B. COULTER, news-public relations director of KYSM-AM-FM Mankato Minn., has joined NARTB as assistant to John P. Meagher, radio vice president. Mr. Meagher was KYSM general manager before accepting his NARTB post.

A graduate of U. of Minnesota with business administration degree, Mr. Coulter had managed WMMR, campus station, while an undergraduate. He was a second lieutenant in the Army, 1951-53, handling radio, tv and other media as a public information officer. In Japan he managed two commercial-type broadcast stations beaming state-side programs to American troops and civilians in the area, supervising a staff of 35 military and civilian personnel. The Army awarded him a citation for his supervision of a $250,000 radio station project.

Uhf Broadcasters Group Plans Convention Eye Meet

THE UHF Industry Coordinating Committee, formed to present the uhf telecasters' case to the Potter subcommittee last spring, will hold a meeting at the Willard Hotel in Washington May 22, on the eve of the NARTB convention.

In a letter to uhf broadcasters issued last week by Harold H. Thoms, chairman, and Fred Weber, vice chairman, the committee said it was important to develop a specific plan of action in the light of recent developments in the uhf field. It referred to such things as deintermixture, five-mile rule, subscription tv and the Senate tv investigation.

Among other items on a tentative agenda are (1) methods of relieving uhf broadcasters of "the heavy financial burden" of meeting equipment obligations, (2) reductions of uhf power, antennas and mileage separations and the use of directionals, (3) reduction of cable and microwave relay costs, (4) receiving set standardization and the elimination of cost differentials for all-band sets.

Mr. Thoms is the owner of ch. 62 WISE-TV Asheville, N. C.; Mr. Weber is vice president-general manager of ch. 46 WFPQ-TV Atlantic City, which suspended last year.
YOU MIGHT STEAL 4 BASES IN 1 INNING*—

BUT . . . YOU NEED WKZO-TV TO DRIVE SALES HOME IN WESTERN MICHIGAN!

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. WKZO-TV telecasts with 100,000 watts from a 1000' tower, serves over 540,000 television homes in 29 Western Michigan and Northern Indiana counties—one of America’s "top-25" TV markets!

The February, 1955 American Research Bureau Report for Grand Rapids-Kalamazoo shows that WKZO-TV is the BIG favorite, morning, afternoon and night! Your Avery-Knodel man has all the facts.

(100,000 WATTS • CHANNEL 3 • 1000' TOWER)

* Josh Devore of the New York Giants set this record in a National League game on June 20, 1912.
'RADIO GETS RESULTS' CONTEST WINNERS NAMED BY RAB IN THIRTEEN CATEGORIES

Radio Advertising Bureau's 1955 competition shows the results wise timebuying can bring. Entries provide quantities of promotional material for broadcasters organization.

RESULTS of Radio Advertising Bureau's 1955 Radio Gets Results contest were announced last week, with first, second and third prize winners, plus an honorable mention, chosen in each of 13 categories.

RAB sends certificates of merit to all contestants. From RAB's point of view, the contest accomplishes a dual purpose. It supplies the promotional organization with quantities of material for further promotional purposes and at the same time offers the station and its clients national recognition and prestige in the radio industry.

A glance at the prize-winning success stories announced last week shows that businessmen in little towns and big cities with tight budgets or advertising dollars unlimited have made profitable investments in buying radio time. In many instances, radio surprised the advertiser by producing results far beyond his expectations.

"Never have we had results like this from any other advertising." That was the comment made by Millard Smith, owner of Standard Radio & Record Co., Seattle, on his store's campaign on KXA Seattle which took first prize in the specialized services classification. Of the $5,900 that Standard spends annually in advertising, 75% goes into radio with the intention of outselling heavy competition in the Seattle market. Mr. Smith uses a minimum schedule of four one-minute spots daily on KXA seven days a week throughout the year. The spots are broadcast during the day when music is the featured programming. Using this format, Mr. Smith's business during 1954 enjoyed a sales increase of 39% despite the fact that the major record companies lowered prices of their records by the same percentage. As a result of the 1954 increase, Standard plans to increase its radio budget by one-third.

After giving direct mail a try in promoting Visco-Wipe Tea Towels, a new product made of rayon viscose cloth used previously for cleaning optical and precision instruments, John W. Black of Pittsburgh, who discovered the new use for the cloth, bought a spot schedule on KDKA there. Mr. Black's success in the use of the medium won a first prize in the miscellaneous category.

In the mail promotion, 70,000 homes in the area received product samples. Only 5,000 orders were placed and they drifted in over a prolonged period. When Mr. Black turned to radio, he bought a $100 per week announcement schedule. Sales immediately picked up. After two months in radio, 120,000 towels had been sold to the tune of $40,000. Mr. Black's entire operation expanded. The two mills supplying the towels added 16 employees. The radio budget was ultimately increased to $750 weekly on KDKA and $1,000 monthly on 27 radio outlets in different markets. "I went into this with the idea that it was a gamble," Mr. Black recalls. "So far as I am concerned now, gambling on radio is pretty nearly betting on a sure thing."

WCAU Philadelphia earned a first prize in the grocery products division with a story on B. E. Glick & Sons, Comings, Calif., a small olive and olive oil packager. The company's campaign on WCAU was designed to promote ripe olives as an everyday food. The $200 per week schedule was placed on John Trent's Housewives Protective League shows, airing two spots from 4:30-4:55 p.m. and one from 10:30-11 p.m. weekly, alternating the following week with one afternoon and two evening spots, all Monday through Friday. As a result, Glick's ripe olives are now the top seller in the Philadelphia market, despite competition from nationally advertised brands.

An increase in deposits by 10% the first year, 21% the second year, 23% the third year and 24% the fourth year has been attributed by Shelby Street Federal Savings & Loan Assn., Indianapolis, an RAB first prize winner in the financial category. In 1951, the association signed for a campaign on WFBM which amounted to a $6,000 annual expenditure. Since that time, when savings deposits were at a $325,000 level, the association has reached the $1.5 million class. It has more than doubled its office space and number of employees. When the original radio schedule was purchased it provided for six weekly announcements. The firm now uses 20 one-minute and 20-second spots each week.

In the furniture classification, RAB's first prize went to WROW Albany for a campaign

---

PEG OF YOUR HEART

Almost ever since the day WNCT went on the air, Peggy Kyle has been winning the hearts of Carolina housewives and participating sponsors alike.

Produced in WNCT's completely equipped modern studio kitchen, Peggy Kyle's cooking show has an enviable record of contract renewals. Cost? About $1.00 per 1,000 viewers! Get the Peggy Kyle story now from Pearson, Ayers, or direct from "Hart" Campbell.

PRIMARY CBS WNCT

AFFILATE

100,000 watts full time

Greenville, N.C.

A. Hartwell Campbell, Gen. Mgr.

JOHN E. PEARSON CO., NAT'L. REP. • JAMES S. AYERS, S. E. REP., ATLANTA

Page 52 • May 16, 1955
WMBV-TV

Biggest, Most Powerful TV in Green Bay Packerland!

OVER TWICE THE POWER

WAS 110,000 WATTS

NOW 240,000 WATTS

50% MORE TOWER

WAS 583 FEET

NOW 825 FEET

TWICE

THE STUDIO FACILITIES

COMPLETE Studios and Offices in GREEN BAY and MARINETTE

WMBV-TV CHANNEL 11

CHERRY & MASON STS., GREEN BAY, WIS. RADIO-TELEVISION PARK, MARINETTE, WIS.

Represented Nationally by VENARD, RINTOUL & McCONNELL
placed by Standard Furniture Co. of that city. "It cannot be claimed as a mere coincidence that as our radio budget has expanded so has our business," according to Chester L. Fienberg, general manager of the company, which operates retail outlets in four cities within the WROW coverage area. It is significant that three highly competitive furniture chains operate in the same market, Mr. Fienberg pointed out. In 1954, Standard spent about $20,000 on an average of 90 radio announcements a week. Since the company went on the air in 1947 it has been a steady advertiser. Since then, too, the company has grown out of its one store into a four-store operation. It is currently the second largest furniture operation in its own market and one of the largest in the state outside of the New York-metropolitan area. Mr. Fienberg says that radio has produced as many as 8,000 persons for special sales events, and that "we believe the most effective advertising we can do in radio is spot advertising with a saturation schedule. We believe that such a schedule will produce more customers for less cost per dollar than any other media which can be used to produce large volume."

George T. McLean Industries, Portsmouth, Va., allotted $6,000 for advertising to sell 79 houses priced at $8,500 each. More than half the amount went into a 17-week campaign on WAVY Norfolk, an RAB first prize winner for submitting the McLean story in the household materials and supplies category. The advertiser gives radio credit for directly selling 25 houses for a total of $212,500. The radio campaign cost the advertiser $3,366. Said Richard J. Davis of McLean Industries: "I appreciate your suggesting radio advertising to us and notice that since you did, other builders and real estate developers are hopping on the bandwagon. . . . Just as soon as we get started on other housing developments which we plan, we promise to return to WAVY."

WWDC Washington earned an award in amusements for its story on Super Music Enterprises, Washington, D.C. which had its origin 14 years ago as a sideline in a drug store owned by Irving and Israel Feld. As a means of stimulating business the Feld brothers bought $15 worth of records and played them near the lunch counter. The following year they bought a 20-minute segment of a disc jockey show every week for $75 on WWDC. Today Super Music, which spends about two-thirds of its advertising budget on radio, has a schedule on WWDC which includes eight hours weekly of disc jockey programming Monday through Friday, a two and a half hour show on Saturday, two Negro spiritual broadcasts on Sunday as well as another hour-long record show, and 72 spots a week. Radio is credited with promoting Super Music into a $2 million annual operation.

Cy Jacobs, owner of Cy's Campus Sport Shop, Pullman, Wash., has been on KOFE in that city since he took over the store in February 1954. His experiences with radio advertising merited an award for the station in the apparel classification. Mr. Jacobs' radio use, aimed at Washington State College and U. of Idaho students, involves spots on record shows to coincide with special promotions. In two specific cases, KOFE has carried 95% of the apparel advertising. The first such campaign was for Angeles Peggers, men's denim slacks priced at $4.94, and it sold 1,200 pairs in 11 months, starting a campus craze. Ninety-five per cent of all advertising for a Lancer sport shirt also was carried by KOFE and about 500 of them have been sold in 11 months—as many as 40 in two hours with only one salesman to handle the customers.

$1 of $5 on WDZ

Linn & Scruggs Department Store, Decatur, Ill., spend $1 out of every $5 on WDZ Decatur, an RAB prize winner for the store's story. The store is in its fifth year of sponsorship of Something to Talk About, a homemaking quarter-hour Monday through Friday. General results run something like this: two radio mentions, with no other advertising, sold five gross of imported straw handbags at $1 each; in one day, four dozen handmade shirts were sold after one mention and no other promotion; a single mention sold 30 out of a stock of 36 "grease monkey" suits.

An original musical jingle with a transcribed minute sales message aired nine times daily on WEMP Milwaukee makes up the radio schedule of Gardner Buick of that city, which won the station an RAB first prize in the automotive field and is credited with selling more than 300 cars a month. This campaign accounts for 75% of the company's advertising. Saturation radio of this kind has been used by the firm since January 1954 when it was only a year old. At the end of its first three months on radio, Gardner was the biggest Buick dealer in Wisconsin and it has maintained that position for more than a year.

Basis of a radio schedule used by Zink's Super Market, Salem, Ind., is a 15-minute show Monday through Saturday which features a quartet singing musical favorites along with a local giveaway segment. The show is heard
I'm changing the double-billion dollar, two-station Houston market every day—with top adjacencies to basic ABC and other net shows—top local artists—top syndicated film features—top power (316,000 watts)—and daily local color too!

Quite a lot of changes for this cat—lucky for Houston—lucky for you—the best buy I—KTRK-TV—Channel 13—Houston.

BLAIR-TV.

KTRK-TV

THE CHRONICLE STATION
CHANNEL 13
National Representatives: BLAIR-TV
150 E. 13rd St., New York 17, N. Y.

P. O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC
Houston Consolidated Television Co.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
NEW—RAYTHEON

Dependable, versatile, low cost, convenient

FEATURES OF THE KTR

1. Meets or exceeds all FCC and RETMA specifications
2. Highest quality color or monochrome transmission
3. Audio multiplex built-in
4. Quickly, easily tunable
5. Convenient packaging and serviceability
6. Highly resistant to extreme weather conditions
7. Simple, rugged, miniaturized design
8. Multiplex audio-video range to 25 miles for single hops; greater distance using repeaters
9. Excellent signal-to-noise ratio
10. Proven performance in leading TV stations

"HEART" OF THE KTR

Within the transmitter RF head are located a tunable reference cavity, wave guide, antenna feed and a klystron in a thermostatically controlled oven. The tunable reference cavity is accurate to ±½mc over an ambient temperature range of −30° to +50°C. The klystron is rugged, reliable and built for exceptionally long life.

This "heart" of the Raytheon KTR typifies the simplicity, dependability and versatility of these microwave links—designed to offer broadcasters outstanding service at lowest cost.

See Raytheon's exhibit at booth 31, NARTB show, May 22-27, Shoreham Hotel, Washington, D.C.

Produced by the world's leading maker
TV MICROWAVE LINKS

First link for the 13,000Mc Band, video and audio

KTR-100 F
Here is the long-awaited link for the uncrowded 13,000mc band. Ideal for transmitting high quality signals over relatively short distance, this equipment can be used for remotes or as a STL. Exclusive frequency assignments have been available in the 13,000mc band and all that has been lacking was the equipment. NOW—Raytheon supplies the missing link.

First and only link for field-sequential color

KTR-100 B
Available at 6,000, 7,000 and 13,000mc bands.
This important new unit provides the ultimate in versatility. It may be used for high quality transmission of G.E.—C.B.S. field sequential color signals, with the compatible color system, and with monochrome by merely turning a switch.

New link for common carrier band, video and audio

KTR-100 E
(6,000mc band)
Another new link in this famous series is the KTR-100E. Designed for use in the 6,000mc band it offers the quality of performance telecasters have come to expect from Raytheon... another instance of Excellence in Electronics.

Time proven for color and monochrome, video and audio

KTR-100 A
(7,000mc band)
In use by leading television stations (names on request) across the nation, the KTR-100A has proven itself in thousands of operating hours in a variety of installations of all kinds. Famous for reliability and flexibility, this outstanding unit has an enviable reputation for low initial, maintenance and operating costs.

Cuelink model ACL-3
This 26mc narrow band FM radio communications system provides audio-cuing for lining up microwave installations and for permanent two-way voice communication between broadcast or microwave sites. Furnished with hand sets and antennas. Packaged for portable or rack mounting.

RAYTHEON MANUFACTURING COMPANY
Equipment Marketing Division
WALTHAM 54, MASSACHUSETTS

Excellence in Electronics
SIGMA DELTA CHI
AWARD FOR
DISTINGUISHED
SERVICE IN
THE FIELD
OF JOURNALISM
TO
SPENCER ALLEN, News Director of WGN, Inc.

Award for distinguished service in the field of TELEVISION REPORTING.

The Award was based on WGN-TV's emergency coverage of the October, 1954 Chicago flood—one of the many EXCLUSIVE television news stories seen on WGN-TV.*

In the words of the Judges: "The ingenuity, perseverance and organization involved is an exemplary example of how television may serve the public."

* Top News Programs Currently Available on WGN-TV
10:55 A.M. News—Monday thru Friday
Chicagoland Newsreel—6:45-7:00 P. M. Tuesday & Thursday
Late News with Leslie Nichols—following WGN-TV high rated feature films—Sunday thru Friday

WGN-TV CHICAGO'S TOP TELEVISION STATION

441 N. Michigan Avenue
Chicago 11
Illinois
Case History No. 8

Jason Pate, General Manager of WASA, Havre de Grace, Maryland, had just finished a sandwich at his desk when the call came shortly after 1 p.m.

A plane had crashed near town—no details.

Pate yelled to News Director Bob Gray to get ready with the portable transmitter. Then he called The AP bureau in Baltimore.

"Plane down," he reported. "On my way to find it."

By 1:25 p.m., WASA had aired the first spot broadcast that a plane, apparently blinded by ground fog, had crashed into the Susquehanna River just off Havre de Grace.

Twenty minutes later, searchers made their first find. Pate hurried to the nearest telephone.

"They've found a C.A.P. cap floating in the river, and several tickets to an air show we had up here," he told The AP. "It could be the C.A.P. plane that was searching for another plane that disappeared yesterday."

Small boats dragged the river for hours. The light was beginning to fade when one of the craft dragging the bottom hooked the wreckage.

Pate called The AP while Gray kept WASA's listeners informed.

A crane hauled the twisted mass near the surface but was unable to hoist it clear of the water. Even so, two persons could be seen strapped in the open cockpits of the two-seater. The victims were identified tentatively by C.A.P. personnel.

Pate called The AP, and Gray broadcast another bulletin.

Then, a floating derrick lifted the craft from the water, and positive identification was made.

By 6 p.m., WASA had the story wrapped up for its listeners and, through The AP, in the hands of every other AP member in the area.

Jason Pate and Bob Gray are two of the many thousands of active newsmen who make The AP better... and better known.

Those who know famous brands... know the most famous name in news is AP
AT LAST!

A commercial, public service, award-winning program which will add prestige and profits to every station and sponsor

SCIENCE

EXCITING!

AWARDS - "for demonstrating an ideal situation between public service and commercial sponsorship."

FAVORITE local television program, for five successive years.
**Ideal program—**
for hard-to-suit prospects like banks, public utilities and institutional advertisers.

**A proved success—**
continuously sponsored for the past 5 years in San Francisco by the American Trust Company.

Produced in association with the famed California Academy of Sciences, "Science in Action" is a program which wins unanimously enthusiastic endorsement of viewers, educational groups, stations and sponsors.

It boasts an eye-popping rating history—as well as a most impressive collection of awards and citations. It's a tremendous asset for any station, any sponsor, anywhere.

Call, write or wire for full details.

Television Programs of America, Inc.

477 Madison Avenue, New York 22, N. Y.

FLANAGAN TO LEAVE SRA DIRECTORSHIP

THOMAS F. FLANAGAN, managing director of Station Representatives Assn. for the past seven years, plans to retire from active direction of the organization’s national spot work within the next few months.

His retirement plans, motivated by his desire to devote part of his time to personal business interests, are being announced today (Monday) by Adam J. Young Jr., of Adam J. Young Jr. Inc., president of SRA. Mr. Flanagan’s successor as managing director has not been designated, but Mr. Young said he hoped to announce one in the near future.

Although relinquishing the managing directorship, Mr. Flanagan will continue to work with SRA on a long-term, active consulting basis. He will have offices at SRA’s New York headquarters and will carry out special assignments for the association, according to Mr. Young.

SRA has carried out a wide assortment of projects under Mr. Flanagan’s direction. It has been especially active in concern with what it regards as improvements on the spot advertising field, including network “quickie” announcements and the various multiple-message plants. It set up and obtained wide compliance with the eight-second minimum standard on radio announcements and similarly put across standards for shared ID’s in television.

It established the Crusade for Spot Radio, which operated for two years for the promotion of spot radio as a sales tool, and it stimulated the formation of the Television Bureau of Advertising. It also conducted regular studies, for the use of members’ salesmen, of advertising in such major fields as cigarettes, beer and automobiles.

In addition to his active role in these functions and other informational services furnished by SRA to its members and trade newsmen, Mr. Flanagan makes frequent speeches on behalf of the organization and for spot radio generally before broadcasters, advertising and similar groups throughout the U. S.

AWRT BACKS APPEAL FOR INDUSTRY HELP

AMERICAN Women in Radio & Television Inc. elected five directors-at-large at the close of its fourth annual convention in Chicago’s Drake Hotel May 8 (Sunday). Jane Dalton, WSPA Spartanburg, S. C., starts her second year as national president and other officers also remain in office.

The new directors-at-large, who represent the only election held during the convention, are Montez Tjaden, KOMA and KWTV (TV) Oklahoma City; Helen Parker Broege, WBEI Boston; Lillian Lang, BBC New York; Hilda Ballrosto, Evaporated Milk Assn., Chicago, and Lorane Cooley, California Foods Research Institute, San Francisco. Growth of membership from 358 in 1921 to the present total of 1,072 was reported during the closing business meeting.

The AWRT also adopted a resolution designed to keep members “better abreast of developments within the broadcasting industry,” as urgently suggested by NARTB President Harold E. Fellows in his address to AWRT May 6. Text of the resolution follows:

“Whereas it is a basic responsibility of this organization to concern itself with the preservation of the American System of Broadcasting as we know it now and have contributed to its development;

“Be it therefore resolved that we appoint an Industry Information Committee of not more than seven or less than five members to further cooperate with ownership and management for the purpose of gathering and disseminating information which would contribute to the preservation and the progress of this American free

From their farms alone, each Kansas farm family wound up the year with $8,830 in the bank—after taxes! That’s 52% above the national average!*

What’s more, WIBW delivers this entire market—all tied up in a single package. Year in and year out, every Whan survey consistently shows that these big-income farmers listen more to WIBW than any other radio station.

We’ve got the listeners. They’ve got the cash. Give us the word and we’ll give you the sales.


TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKH in Kansas City
Rep: Capper Publications, Inc.
WWTV...NOW on its new tower

1282 FEET HIGH

2,985 FT. ABOVE SEA LEVEL

The TALLEST TOWER IN MICHIGAN!*

DOMINATING
42 MICHIGAN COUNTIES

POPULATION - 1,338,525
HOMES - 397,696

WITH

$1,475,284,500 in RETAIL SALES
288,000 SETS

SOURCE - CONSUMERS MARKET
SETS - RETMA, DEC. 1954

CALL YOUR WEED MAN NOW... FOR THE FACTS ON

The "BIG SELL" IN MICHIGAN!

WWTV

Sparton Broadcasting Company
VHF Channel 13 From Cadillac

*THE SECOND TALLEST TOWER IN THE WORLD

Broadcasting • Telecasting

May 16, 1955 • Page 63
A spirited panel discussion on ratings commanded widespread interest at the AWRT convention, led by Raymond E. Nelson, national spot sales director of Television Bureau of Advertising, and Hugh Beville, NBC research and planning director. Mr. Nelson cited ratings evaluation as the "chief problem area of national spot" [AT DEADLINE, May 9]. Generally, the panel seemed to agree that ratings are "not the real payoff."

Mr. Beville felt lack of understanding and knowledge of ratings handicaps their use. He urged delegates not to "fight ratings" but to "gain a better understanding of them," particularly with respect to trends and audience characteristics.

Herbert Evans, vice president, Peoples Broadcasting Co., Columbus, Ohio, noted that na-

ditional advertisers buy women's shows, attesting to their sales ability. He suggested more emphasis on community programming and service.

Following NARTB President Harold E. Fellows' talk [BT, May 9], Bea Adams, Gardner Adv. Co., spoke at a general session on "What's Your Hurry?"

The value of public relations and publicity releases was debated at a May 7 morning session under Mrs. L. S. Schwartz, The Advertising Council, including as participants Edythe Fern Melrose, WXYZ-AM-TV Detroit; Spencer Allen, WGN-AM-TV Chicago; Alice Wayman, WFBC Greenville, S. C.; Charles A. Miller, WMBD Peoria, Ill., and James Sloan, Robinson-Hannagan Assoc.

A session on the daytime audience was spearheaded by Maurice B. Mitchell, Encyclopaedia Britannica Films Inc., who spoke out against too much variety in those women's shows as a substitute for ability. He scored the "buckshot format," claiming it is utilized by most women commentators. Mary Merryfield, WMAQ Chicago, strongly disagreed with Mr. Mitchell's views.

Delegates to sessions included Myrtle Ladd, CKLW Windsor (Detroit), and Josephine McCarthy, WRC-TV New York.

Sessions on women—behind-the-scenes production and educational TV programming completed the AWRT's regular convention agenda, followed with a reception by the Coca-Cola Co. and the McCull's magazine awards banquet [BT, Dec. 7, 1954]. A Sunday session was devoted to organization business.

**ATAS Re-elects Don Defore, Names Officers, Directors**

DON DEFORE, who portrays "Thorny" on ABC-TV Adventures of Ozzie and Harriet, last week was re-elected president of the Academy of Television Arts & Sciences. Other officers for a 3-year term are: Johnny Mercer, featured on upcoming NBC-TV Musical Chairs, first vice president; Robert Longenecker, head of Robert Longenecker Agency, second vice
STEINMAN STATIONS

Top management and engineering executives both chose Stainless for their 480-foot mountaintop tower.

WGAL-TV
LANCASTER, PENN.:

NBC • CBS • DuMont

Stainless, inc.
North Wales, Pennsylvania

Clair McCollough
President
WGAL-TV

J. E. Mathiot
Technical Director
WGAL-TV
New York Ad Club Elects Thomas Haire as President

THOMAS B. HAIRE, president, Haire Publishing Co., was elected president of the Advertising Club of New York last Tuesday. Elected vice president was Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., and treasurer, James A. Brewer, chairman of the board, Brewer-Cantelmo Co.


New Jersey Broadcasters Meet

BASIC broadcast problems were discussed at the management level last Monday by the New Jersey Broadcasters Assn., meeting at the Claridge Hotel, Atlantic City. Besides off record debate, the program included a sales panel following a talk by Joseph Blume, president of Forjoe & Co. Maj. Ranulf Compton, owner of WKDN Camden, reported on his 40-day trip through 17 European nations. Full meeting of the association will be held at Bridgeport in October. Paul Alger, WSNJ Bridgeton, was named chairman of the arrangements committee. Everett Redloff, WILK Asbury Park, NJBA president, was elected at the Monday meeting.

TRADE ASSN. PEOPLE


John B. Allison, sales manager, KGMB Honolulu, elected secretary, Sales Executives of Hawaii, effective July 1.


Louis Edelman, producer, ABC-TV Make Room for Daddy film series, elected third vice president, Screen Producers Guild.


Genevieve T. Raymond, assistant manager of farm equipment mail order advertising, Montgomery Ward & Co., Chicago, elected president, Women's Adv. Club of Chicago, succeeding Besse Covert.

J. Franklin Jones, tv script writer, signed to write thirteen 15-minute tv programs for Toy Guidance Council's member stores, featuring Paul Winchell and Jerry Mahoney and planned for late fall.

John W. Davis, media director, Honig-Cooper Co., S. F., named to committee on broadcast media, American Assn. of Adv. Agencies.

OSTBY ELECTED SCBA PRESIDENT

NORMAN J. OSTBY, vice president in charge of station relations, Don Lee Broadcasting System, Hollywood, has been elected president of the Southern California Broadcasters Assn., succeeding Robert J. McAndrews, commercial vice president of John Poole Broadcasting Co. there.

Lloyd Sigmon, vice president and chief engineer, KMPC Hollywood, was elected vice president; Thelma Kirschman, associate manager, KFJ Hollywood, was re-elected treasurer; Howard Gray, general manager, KOIL San Fernando, was elected the new post of secretary.

Frank W. Crane continues as SCBA managing director.

Elridge to Address Closing AFA Session

CLARENCE ELDREDGE, vice president in charge of sales, advertising and marketing research, Campbell Soup Co., will be featured luncheon speaker at the Wednesday closing session of the 31st annual convention of the Advertising Federation of America in Chicago, June 5-8, it was announced last week by Wesley R. Nickerson, president, AFA chairman and manager, advertising department, Standard Oil (Indiana).

The meeting of the Quarter Century Club at the convention has been set for the evening of June 5, with Homer J. Buckley as chairman. Mr. Buckley is chairman of the board, Robertson, Buckley & Gotech Inc., Chicago agency, and is the only known survivor among charter members of the first Chicago Advertising Club.

Williams, Baylor Open Radio-Tv Management Firm

A NEW radio-tv station management firm called Telerad Inc. has been formed, offering on a commission basis a complete management service and general business administration. Telerad reports that it can handle up to 10 am and tv outlets simultaneously and has announced the signing of KGA Spokane, Wash., and KCSI-AM-TV Pueblo, Colo.

The management firm is headed by Ray J. Williams, president, with 15 years in the industry, and Dave Baylor, vice president, with 24 years radio-tv experience in New England.

Describing part of Telerad's operation, Mr. Williams said, Telerad?"can effect substantial savings, through volume buying of equipment, film, program material and supplies." "It is inconceivable," he added, "that a single station manager can perform as effectively as a controlled combination of qualified specialists." Members of Telerad's planning committee and stockholders are N. M. Michaels, investment attorney and business management authority, and C. L. Little, president of a major hotel chain and vice president of investments for Bankers Life & Casualty Co. of Chicago, which owns KGA and KCSI-AM-TV.

Telerad has headquarters at 2226 Television Lane, Pueblo, but offices are planned for all major cities. Mr. Michaels will operate out of 4800 N. Kenneth Ave., Chicago.

Battison Reactivates Tv Consultancy Office

JOHN H. BATTISON, Washington consulting engineer who recently returned from Canada where he helped put CHCT-TV Calgary on the air, has announced the reactivation of his television consulting service.

Among Mr. Battison's clients is the U. of Georgia at Athens, which is planning a new educational tv station on ch. 8. In addition to engineering services, Mr. Battison offers consultation in general station operation, particularly tv film and production.

His office at present is located at 4515 Saul Rd., Kensington, Md.; telephone: Olympic 7-5953. The opening of a downtown Washington office will be announced shortly, Mr. Battison said.

PROFESSIONAL SERVICE SHORTS

KOLD Yuma, Ariz., has named Tierney-Ross (public relations), Hollywood.

Helen Edwards & Staff, L. A. employment agency specializing in advertising and creative personnel, moves to 3105 Wilshire Blvd.; telephone: Dunkirk 8-0493.

Burns W. Lee Assoc. (public relations), L. A., changes name to Burns W. Lee-Patrick O'Rourke Inc., with Mr. Burns, president; Mr. O'Rourke, vice president; Robert R. Scrim, secretary; George D. Scrim, treasurer, and Lyman B. Johnson, board member.
Cordially invites you to visit their display at the Convention of the National Association of Radio and Television Broadcasters at the Shoreham Hotel, Washington, D. C., starting on May 22, where will be displayed a completely new line of broadcasting equipment carrying the trade-mark.

Among the new items with the "Hi-Watter" seal of advanced designs includes:

— a new 5KW transmitter
— a new 1KW transmitter
— a new remote control (unattended operation)
— a new speech input equipment
— a new 2-channel remote amplifier
— a new 100 watt TV transmitter
— and,

for 250 watt broadcasters a new 250 watt transmitter that may be stepped up to 1000 watts without one penny premium and in less than 2 hours' time!

Gates Means Leadership!
GOVERNMENT

JUSTICE DEPT. GIVES UP MAJOR COUNT IN PERJURY ACTION AGAINST NATVIG

Government counsel drops charge that Mrs. Natvig lied in saying ex-FCC attorney Powell coerced her into false testimony against Edward Lamb. Two other minor counts also are withdrawn.

THE JUSTICE DEPT. last week abandoned its charge that FCC turnaround witness Marie Natvig committed perjury when she said former Commission attorney Walter R. Powell Jr. "coerced" her to give false testimony against broadcaster-publisher Edward Lamb in the Commission's hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa., before Examiner Herbert Sharfman. Mr. Powell now is on the legal staff of NARTB.

Justice Dept. counsel J. Frank Cunningham told U. S. District Court Judge Alexander Holtzoff in Washington it is virtually impossible for the government to prove its charge without the testimony of Mr. Powell, even though other witnesses from FCC told the court Mr. Powell did not coerce Mrs. Natvig. Mr. Cunningham dropped the charge while summing up the prosecution case Tuesday.

Mr. Powell was excused from testifying because of his health. He suffered a heart attack earlier this year, shortly before Mrs. Natvig returned to his witness stand before Examiner Sharfman and said her initial testimony in the WICU hearing last fall—identifying Mr. Lamb with communist ties—was not true.

Mr. Cunningham's withdrawal of the principal count, plus two other minor counts, leaves only three out of a total of nine counts cited in the grand jury's original perjury indictment against Mrs. Natvig. Her defense counsel, John and Jean Dwyer, rested their case Thursday after questioning a number of witnesses, including FCC Comr. John C. Doerfer and Examiner Sharfman. Judge Holtzoff excused the jury until today (Monday) when the defense summary and presentation of the case to the jury will occur.

The remaining counts pertain to the government's charges that Mrs. Natvig originally told FBI and FCC representatives that she had been a member of the Communist Party in the mid-1930's, knew Mr. Lamb in that capacity and had attended communist meetings with him, then testified during her recant that she had not so informed these government representatives. Judge Holtzoff frequently advised counsel on both sides that the truth of the matter is not in issue, but rather only whether the defendant told the FBI and FCC about them and then testified under oath she did not.

The court prohibited Mrs. Dwyer from questioning Comr. Doerfer Thursday about how and why he and other Commissioners decided to set Mr. Lamb's renewal application for hearing or whether he had talked with Mr. Powell about the WICU case.

Mrs. Dwyer explained she was attempting to show that the FCC hearing is not "legally constituted," but Judge Holtzoff ruled this would have to be argued on the basis of the formal Commission documents designating the WICU bid for hearing. Although she also had subpoenaed Comr. Frieda B. Hennock early last week, Mrs. Dwyer did not call her to the stand.

John F. Reilly, head of the Justice Dept. Subversive Activities Section, and Rex A. Collins Jr., attorney in the department's Criminal Division, testified Tuesday Mrs. Natvig returned to the witness stand Feb. 21, a week after her recant testimony at FCC, and told them this repudiation was false and that her original story about Mr. Lamb was true. They told the court Mrs. Natvig said she recanted to escape further cross-examination by counsel for Mr. Lamb and that her story of coercion by Mr. Powell had been made up.

Late Monday afternoon, in a preliminary hearing with the jury absent, the court heard evidence by the defense that before and during the time of her visit to Justice Dept. Mrs. Natvig was ill, under medical treatment and taking large doses of a half-dozen prescription medicines, some of which contained narcotics. A physician testified overdosage could cause her to become "sort of groggy."

Mrs. Natvig testified she took the medicines continually and without reading the labels. She claimed Joseph M. Kittner, now chief FCC counsel in the Lamb hearing, told her to go see Mr. Reilly and say her charge against Mr. Powell was false. She claimed Mr. Kittner told her Mr. Powell's condition became worse when he learned of her switch in testimony about Mr. Lamb.

Mr. Kittner denied Mrs. Natvig's allegation, recalling she did not talk to him until two days after she voluntarily went to the Justice Dept.

Earlier on Monday, Judge Holtzoff criticized the leaning Examiner Sharfman had allowed Lamb attorney Russell Morton Brown in his cross examination of Mrs. Natvig in the FCC hearing. When the court learned from testimony by FCC attorney Thomas B. Fitzpatrick that he believed Mrs. Natvig was "hampered" by cross examination concerning the identity of her children, Judge Holtzoff called a bench conference of all counsel about the matter.

"I am perfectly willing to state on the record and in open court," Judge Holtzoff said later, "that I do not believe the hearing examiner in the FCC should not have permitted that kind of inquiry because it is irrelevant to the issues and it is not the kind of inquiry that the Federal Rules of Evidence permit on the issue of credibility."

During the defense case later in the week, Mrs. Dwyer tried unsuccessfully to introduce the complete FBI files on Mrs. Natvig to show

FCC August 'Vacation'

TO ENABLE orderly vacation planning by its staff as well as industry attorneys and engineers in Washington, FCC has announced it will not schedule any hearings or oral arguments before the Commission en banc or its hearing examiners during August. No regular Commission meetings will be held from July 28 to Aug. 30, as well, FCC said, although individual Commissioners will be present during that month to handle emergency matters and routine actions.

LOOK FOR THIS BANNER

BOOTH No. 10

AT THE CONVENTION OF THE NARTB

Here you can see

in Action...

- Low power and satellite/booster TV transmitters.
- Electronic video switch gear featuring color performance, plug-in modular construction, printed circuits, remote controls and custom colorbar arrangements.
- Low-cost master monitor.
- New stabilizing clamp amplifier and printed circuit plug-in distribution amplifier.
- Standard TV regulated power supply.

ADLER COMMUNICATIONS LABORATORIES
and its TV Station Equipment Subsidiary ACL PRODUCTS, INC.
One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620

Page 68 • May 16, 1955

Broadcasting • Telecasting
The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate • and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.
that she was never a communist." Calling Assistant FBI Director Alan H. Belmont to the stand, Mrs. Dwyer began to examine the wit- ness but was stopped by the court of on the ground it was not relevant to the perjury issue.

Other witnesses called by the defense included Russell Brown and ex-U. S. Attorney General J. Howard McGrath, counsel for Mr. Lamb, Paul E. Schissel, and Andrea Shae- ni, and Edward Schissell; J. Smith Henley, assistant general counsel of the Commission; and Phyllis Segal, Mr. Powell's former FCC secretary. Edward Brown, FCC attorney, and Robert Leach, FCC investigator, both identified with the Lamb hearing, also were among witnesses called by the government.

MORE ABOUT LAMB

POWER TO REGULATE
POWER TO DESTROY—LAMB

The power to regulate is the power to destroy, according to the Republican Edward Lamb said Tuesday in a talk before the U. of Michigan at Ann Arbor.

"If the members of a political group get control of an administrative agency and seek to follow their own desires, there's a danger," he said, "they can well accomplish their purpose by holding up the renewal of radio or television licenses. The power to intimidate or shake down individual licensees, especially those in an opposite political party, thus constitutes a sizable temptation."

Reviewing the history of his effort to win renewal of license for WICU (TV) Erie, Pa. (adjacent story), Mr. Lamb pointed out that after the Republicans took over FCC in January 1953, there were "new faces" named to the Commission, including Comr. John C. Doerfer, "a friend of Sen. Joseph McCarthy.

Mr. Lamb charged that "soon there were rumbles that the FCC would be out to get that howl-in group, Edward Lamb.

The trade papers were full of the threats. It was not long before my general counsel, J. Howard McGrath, former Attorney General of the U. S. and witness, told us we should obtain a certain Republican law firm or suffer severe consequences before the FCC. We refused to believe that the forces of government would lend itself to a shakedown. We agreed to rest every offer to 'settle' this matter."

Claiming FCC used "professional witnesses" against him, he cited the turnabout testimony of the Commission's "prize" witness, Mrs. Marie Natvig, and noted the perjury indictment pending against her (story page 68).

Mr. Lamb contended Attorney General Her- bert Brownell undertook the indictment against Mrs. Natvig "not because she lied, but as a warning to any other professional witnesses who might want to retract."

"I call your attention to the phenomenon and ask that legal scholars tell us of another such case which has occurred in the history of jurisprudence. Where else, even in Hitler's Germany, has there been a situation where the government, in the conclusion of its own case, indicted its own witness for perjury?"

Criticizing the White House for failing to admit that one of its federal agencies "is involved in suppressing the freedom of a great communication medium," Mr. Lamb claimed individual broadcasters in the U. S. are on his side "but they, too, have federal licenses and they dare not speak lest they too get sacked."

MACK APPOINTMENT TO FCC IMPENDING

Florida Railroad & Utilities commissioner would succeed Frieda Hennock, whose term expires June 30.

WHITE HOUSE announcement of the appointment of Richard A. Mack, member of the Florida Railroad & Utilities Commission, to membership on the FCC replacing Frieda Hennock, whose seven-year term expires June 30, is expected momentarily. Whether President Eisenhower will nominate Mr. Mack formally or merely announce his intention of making the appointment sometime prior to June 30 appeared to be the question.

Mr. Mack, reached by BTV in Tallahassee last Thursday, said he had been in Washington the preceding week and had visited the White House. He would not discuss his visit, however. It is understood that he had conferred with Sherman Adams, chief Presidential assistant, and Charles F. Willis Jr., assistant in Mr. Adam's office handling independent agency liaison.

Mr. Mack asserted he could not state au- thoritatively that he knew he would receive the FCC appointment, but added that he would be "very honored to accept it, if offered." He said he had visited FCC Chairman George C. McCon- naughy on April 4 at the latter's behest, ex- plains that he had known the chairman for several years in connection with the activities of the National Assn. of Railroad & Utilities Commissioners, of which Mr. Mack currently is president. Mr. McConnaughy, while chair- man of the Interstate & Foreign Com- mission, had served as chairman of NARUC.

The president, under the statute, can nomi- nate Miss Hennock's successor, since the law does not explicitly provide for nomination of the expiration of the term of an incumbent. The nomination is subject to Senate confirm- ation, and automatically would be referred by the Senate to the Interstate & Foreign Com- mission. By statute, the Commission is auto- matic. Mr. Mack is a Democrat and would succeed Miss Hennock, a New York Democrat.

Mr. Mack said he had not exerted "too much effort" to procure the FCC appointment. He was aware of the names of the two Democratic senators—Spessard Holland and George S. Smathers—who went all out. An- other southern senator, who supported an un- named constituent, had been advised by the White House that Mr. Mack had been selected and that announcement would be made forthwith.

Previously Mentioned

It is understood that Mr. Mack previously had been suggested for appointment to the Fed- eral Power Commission and the Interstate Commerce Commission, as well as for the FCC. His name was on a list submitted by NARUC for vacancies on any of the three commissions.

Sens. Holland and Smathers, in recommend- ing Mr. Mack's appointment to the FCC, said: "Mr. Mack brought a tremendous amount of energy and ability to the Florida Railroad Commission and we understand that he is now recognized throughout the country as one of the most vigorous and progressive state utility regulators in the country."

It is understood also that Mr. Mack had the endorsement of Sen. Harry Byrd (D-Va.), among others.

Mr. Mack, 44, is a graduate of the U. of Florida, 1932, with a degree in business ad- ministration. He had a distinguished Army career in the Infantry and holds a reserve com- mission as a lieutenant colonel. He was ap- pointed in 1947 as a member of the state com- mission and served a two year term as chair- man. He was in real estate and ended last year in a system. Before receiving his appointment, he was general manager of the Port Everglades Rock Co. He resides in Coral Gables, but as a commissioner spends five days a week in Tallahassee, the state capital.

(continues on page 114)
Watch RCA's latest Color Camera Chain, with revolutionary Processing Amplifier in action. See the new RCA RK-4 Color Camera pick up live studio scenes from the floor. Watch the new Vidicon Color Film system in operation. See how color signals are switched and fed to outgoing lines and color monitors. Inspect the new high-power Color Microwave equipment. Here's a show within a show—That's a color spectacular in itself!

You'll also want to see RCA's new Black-and-White Vidicon Film equipment and Multiplexer set-up. And inspect the new RCA high power UHF Transmitters, new RCA AM Ampliphase Transmitter, new RCA Microphones, new Turntables.

You'll see that RCA equipment has really been on the move in the last year. You can operate the equipment yourself while you are here and talk about it with RCA Broadcast and Television Specialists. Let them give you the most up-to-date slants, equipment-wise, first-hand.

Color Television Headquarters Comes to NORTB Convention, May 22-26
NOW READY...

An Indispensable Guide for Color Planning

In its 108 pages, this catalog provides just about everything the station man wants to know about color TV planning. First, its 28-page explanatory section contains the most timely, factual and authentic discussion of color planning ever written. Entitled "How to Plan for Color" it includes up-to-the-minute considerations of network programming, film programming, live studio programming. Second, the catalog describes and illustrates all the latest RCA equipments for color television to fit these plans—immediately.

This informative catalog is fundamental to color station operation—the only book of its kind! And it's ready NOW.

For your copy of this new RCA catalog on Broadcast Color Equipment for Television ask your Broadcast Sales Representative. Or write Section 503, RCA Engineering Products Division, Camden, N.J. on your station letterhead.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
EXHIBITORS WILL SHOWCASE LATEST WARES FOR NARTB

EQUIPMENT ON DISPLAY: EVERYTHING FROM TUBES TO TOWERS

PROGRESS again will keynotc NARTB's annual convention exhibits of equipment and technical services. Displays of heavy items will be centered in the Exhibit Area of the Shoreham Hotel, where the large garage is being evacuated to provide the needed floor space. Lighter gear and technical services will be found in the room areas. The entire display is in charge of Barry Freer.

Aural broadcast equipment will include new lines of fm transmitters. Automation techniques will be shown in operation, some of them permitting many hours of automatic programming.

As was the case at the 1954 convention, color telecasts will highlight the Exhibit Area. Associated equipment, with color conversion apparatus, will be demonstrated. Delegates will have a chance to observe the production methods and equipment used for colorcasts.

Automatic programming will include tv as well as aural broadcast operation. One slide projector can be loaded with 100 slides and preset. An exhibit will show an alarm system that checks equipment at remote relay points.

Multiplexing of fm broadcast service will be shown in operation. This technique will permit fm stations to carry more than one signal in the band, permitting such services as functional music.

A new microwave relay unit to be on display will operate in the high 13,000 mc band. Many types of communication links will be exhibited.

The exhibits will include signal generators, many types of cameras, tower sections, cables, tubes, film systems, camera chains and tower lamps. A small broadcast receiver in one display includes transistors instead of tubes and is said to be good for 2½ years operation on a single set of tiny batteries.

Studio lighting equipment is to be demonstrated as well as new color multi-scanners and terminal-test apparatus.

Details of program service exhibits will be found starting on page 90.

Adler Communications Labs

EQUIPMENT for low power television transmitting, satellite and booster systems will be displayed by Adler Communications Labs in Exhibit Area 10. Components are designed for assembly and integration in accordance with the broadcaster's specific requirements.

The 150 w uhf transmitter on exhibition has three distinct units, each in a harmonizing cabinet with a front metering panel. Cabinet 1 contains the UST-20 linear amplifier, rated at 20 w peak visual power. Cabinet 2 contains the UST-210 aural and visual exciter-driver unit producing the uhf modulated-carrier signals.

This identical equipment, less the translator, would be used to provide the uhf modulated-carrier signals. Cabinet 3 contains the UST-150 linear amplifier rated at 150 w peak visual power.

In addition, a new exclusive printed circuit electronic crossbar switcher, featuring plug-in modular construction, will be on display. A 12 input by three output video switching system using these modular units is in operation, including momentary contact push-button switching, lap dissolve and fade effects and preview arrangements.

The operating equipment includes the ACL master monitor, a new plug-in printed circuit distribution amplifier, a new clamp amplifier and a 600 ma 280 v dc regulated power supply. The specifications for all of this equipment take into account the standards for color signal transmission.

Personnel: Ben Adler, general manager; Carmen J. Auditore, sales manager; Thomas B. Friedman, manager-broadcast systems engineering; Joseph Malin, manager, development engineering; Henry J. Shapiro, development engineer, and Louis Katz, development engineer.

Alford Mfg. Co.

ALFORD will exhibit a part of its new Type 1046 Streamlined Antenna which results in lower windage and allows many towers to support a four-bay array.

Personnel: Andrew Alford, president; David P. Flood, engineer; Harold H. Leach, engineer.

Altec Lansing Corp.

ALTEC LANSING Corp. will exhibit in Rooms F102 and D104, adjoining the Graybar Shoreham Suite, F100-2-4. Graybar is Altec's distributor.

Microphones, speakers, amplifiers, consoles, and other radio-tv equipment will be available for viewing. The miniature microphone, the Lipstik, and the 671 velocity microphone, plus various cardioid types will be on display.


Amperex Corp.

AMPEREX will exhibit in Suite B312-314 at the Sheraton-Park and also in the Standard Electronics Corp. booth. The display will be a show of transmitting and power tubes and rectifiers for tv, am and fm broadcasting. Promotion in conjunction with Standard Electronics is a contest giving away prizes for questions answered on tubes used in equipment.

Personnel: Sam Morris, president, and Arnold Peterson, salesman.

Amplex Corp.

MAIN FEATURE of Ampex Corp.'s exhibit will be its new Automatic Programming System. The system, which allows over a ten-hour broadcast schedule to be aired without any kind of human assistance, underwent a six-weeks' field test early this year at KEEN San Jose, Calif. Under the automation system, two electronically interlocked tape playback units are utilized alternately. One unit is capable of playing eight hours of recorded material from a single tape and the other is capable of up to four hours. On the first machine is placed program material from a station's library or from a network or transcription service. Spots, local programs and station breaks are recorded on the second machine. After each segment of program material and each local announcement on either unit, a sub-audible tone is

Broadcasting • Telecasting

May 16, 1955 • Page 73
recorded. At the conclusion of a program segment on one unit, the tone is registered on an electronic "brain" which starts the integrated material on the second machine.

Other exhibits: Ampex 620 amplifier speaker, a portable hi-fi sound system incorporating a specially-designed loudspeaker in a correct acoustical enclosure and a high caliber 10 w amplifier; Ampex 600 portable magnetic tape recorder-reproducer, weighing less than 28 pounds and operating at a tape speed of 7 1/2 inches per second, available as a full track recorder for editing ease or as a half track recorder for maximum recording time and tape economy; Ampex 350 magnetic tape recorder-reproducer, available to operate at 3 1/4 and 7 1/2 ips and 15 ips.

Personnel: Russell J. Tinkham, audio sales manager; Robert Miner, field sales manager, audio division; William Carr, professional products manager, audio marketing division; Forrest J. Beard, assistant manager, advertising and sales promotion. Shoreham E202-4.

AUTOMATIC programming system to be shown by Ampex.

Andrew Corp.
IN Exhibit Area space (No. 26), Andrew Corp. will show its line of coaxial transmission lines for uhf, vhf, fm and am, as well as antennas, waveguides and accessories.

Personnel: Dr. Victor J. A. Andrew, Robert P. Lamons, John S. Brown, Henry F. Miller, Robert C. Bickel, Charles R. Lane, Ernest A. Heitech, Robert A. Grager and John W. McLeod.

AT&T Long Lines Dept. and Chesapeake & Potomac Telephone Co.
THE BELL System in Exhibit Area 11 will show its latest equipment serving the radio and tv industry.

On the floor will be a pickup truck equipped to establish facilities for originating programs at remote locations. Other exhibits feature a new alarm system designed to check equipment performance at remote radio relay stations, and an automatic channel switching system to correct fading or failure.

Also to be shown is an illuminated map pointing up the additional of 20,000 channel miles of tv facilities to the network—an all-time yearly high—during the past year.


EXHIBIT plan of AT&T for convention are reviewed by (l to r) Carl W. Floyd, eastern area commercial manager, and M. G. Wallace, headquarters commercial operating engineer.

Berlant-Concertone
NEW line of Berlant Series X magnetic tape recorders and accessories will be displayed by Berlant-Concertone, Audio Div. of American Electronics. The new line includes the BAX-1 automatic recorder, BRX-1 broadcast recorder and SBX-4 stereo-monaural recorder.


Blaw-Knox Co.
BLAW-KNOX Co. will exhibit photographs of its newest type towers for tv, am, fm and microwave installations. It will also use sections of actual towers to show features of interest to prospective users. Shoreham G104.

Personnel: Robert A. Troman, tower sales; A. H. Jackson, engineering director; Paul F. Vollmer, assistant advertising manager; William Roscoe, Robert Kuhn, John Cummings.

Caterpillar Tractor Co.
IN Exhibit Area 30 Caterpillar will display its new portable diesel-powered electric set, the Caterpillar D318, available in nine engine models ranging from 30 kw to 315 kw, for standby or permanent installation.

Each unit includes cooling system, fuel tank, skid mounted or with four-wheeler trailer: An automatic start-stop display will show how electric sets shoulder the load automatically. Photos will show radio and tv installations, depicting ways the emergency or standby equipment provides insurance against lost time.

Personnel: Ralph Bradley, Robert Bardick and James Hoak.

NEW portable diesel-powered electric set to be shown by Caterpillar Tractor Co.

Century Lighting
CENTURY LIGHTING will display in the Main Exhibit Hall of the Shoreham a rear screen projection unit (5 kw), which produces an image of 1¼ units to 1 unit of projection or throw; a system of intensity control (magnetrol)—light control, employing use of magnetic amplifiers and operational control features, 1 kw-20 kw; a complete line of Fresnel; a C-Lector—system of non-dim pre-set, master switching control possible to engage any number of non-dim circuits to any one of 10 master preset controls; also the Prot-O-Vox—a low voltage wireless microphone.


Collins Radio Co.
COLLINS will occupy Space 34 and is planning to exhibit its 21 E/M broadcast transmitter, 2 OV-2 1 kw broadcast transmitter with remote control system; 212A-1 studio console; 212B-2 studio console; 212Y-1 remote amplifier; 212U-1 remote amplifier; 12/2 four channel remote amplifier; new tv microwave relay equipment, and miscellaneous items of rack mounted speech equipment.

Personnel: R. H. Hollister, industrial sales manager; H. O. Olson, broadcast sales manager; T. W. Sharpe, regional sales manager; J. D. Fehan, regional sales manager; F. W. Wallin, broadcast sales engineer; J. F. Stanbery, broadcast sales engineer; R. D. Sidwell, broadcast sales engineer; M. N. Oebbecke, broadcast sales engineer; R. I. Hancock, broadcast sales engineer; T. E. McConnell, broadcast engineering; R. A. Powell, broadcast sales engineer; C. M. Lowder, field service engineer; E. W. Pappenfus, broadcast engineering; Paul Wulfsberg, asst. director engineering; E. S. Gagnon, sales engineer; L. O. Embree, broadcast sales engineer; K. Caldwell, broadcast engineering.

Conrac Inc.
MAKER of the Fleetwood line of tv receivers on the West Coast, Conrac will exhibit three models of its tv monitor and its featured AV12 off-the-air tuner. Tuner is used for monitoring and rebroadcasting applications.


MR. HOLLISTER

CLOSEUP showing construction details of WWJ-TV Detroit tower from Blow-Knox.

BROADCASTING • TELECASTING
Continental Electronics Co.

Continental Electronics Co. will demonstrate a 250 w am transmitter, type 312, with built-in remote control equipment. The remote outfit features a power system in which no tubes, toneit, dial, or oscillators are used.

Complete control and metering facilities are available for the operation of two transmitters, the regular plus a standby or fm transmitter.

A new 1000/500 w transmitter, type 314-3, will also be shown. Exhibit Area 19.

Crouse-Hinds Co.

CROUSE-HINDS Co. will exhibit tower lighting and wiring equipment for tv, radio and microwave towers at Room F213, Shoreham Hotel. Complete kits, beacons, obstruction lights, control equipment and wiring devices will be displayed.


Dage Electronics Div. of Thompson Products Inc.

DAGE will feature the vidicon color camera with special emphasis being placed on a convertible monochrome to color system, costing $8,000. The company's color for film programming consists of a three vidicon system, costing $15,000 for the camera, camera control console and rack mounted power supplies. For those not yet ready for color, the same camera can be added with one vidicon system for monochrome reproduction, $8,000.

Dage will also display a complete low power tv station, illustrating the possibility of equipping a tv station for less than $52,000.

Personnel: James L. Lakey, general manager; Neff Cox Jr., district sales manager; J. W. Alinsky, chief engineer; George H. Fatdauer, chief development engineer; H. E. Crow, project engineer; H. Garbs, design engineer; Charles Abney, sales engineer; Harold Ennis, systems engineer; Cliff Schmidt, engineer; Mort Zimmerman, district sales manager; Wynne Stewart, district sales manager; John Mullen, district sales manager; Joseph Farnum, district sales manager. Exhibit Area 3.

Dresser-Stacey Co. (Idec0)

IDECO's exhibit suite E 102-104, Shoreham Hotel, will feature caricatures of Mr. Redman, former Walt Disney animator, who caricatured hundreds of NARTB members and guests at last year's Chicago convention.

Mr. Redman will work on a projector so his audience can watch each pencil stroke. Formerly on the faculties of the Art Institutes in Chicago and New York, he currently heads a Chicago advertising cartoon studio.

Backdrop for Mr. Redman's activities will be giant murals of the Idec0 tv and radio towers, with pictures and drawings of Idec0's recently announced Type 40 and Type 50 guyed tv towers. Scale model of an Idec0 self-supporting tower will be on display in the RCA Broadcast Equipment Division exhibit.

Personnel: Joe M. Hogan, general sales manager; J. Roger Hayden, industrial sales manager; Dan Byrd, advertising and sales promotion manager; K. H. Brust, Los Angeles branch manager; Stu E. Wilson, contract administrator; George Ills and John McVey, representatives.

Allen B. DuMont Labs

COLOR will keynote the DuMont display in Exhibit Area 9, with "the most complete color programming equipment facilities ever offered in one package at an amazingly low cost." Included in the exhibit will be the new DuMont Color Multi-Scanner, which features "new and revolutionary advantages" with "greater operating economies and simple operation."

A complete line of control terminal equipment and test equipment for handling incoming color signals from network, film and other pickup sources also will be shown. Other color equipment to be shown includes monitors, stabilizing amplifiers, masking equipment, switching and mixing equipment, nine-channel switch unit and video control equipment, for both monochrome and color. New tv transmitters on display will range from a 25- or 50-kw unit to a new 50-w transmitter designed for use in limited, small service areas. The high-powered systems feature "low-cost operation, low initial cost, simple dual-tube final amplifiers, simple component and circuitry design, open construction, complete accessibility, quiet operation and small size. Rounding out the DuMont presentation will be the transmitter control console."

Personnel: Communication Products Div.: R. E. Kessler, division manager; G. S. Gregory, engineering manager; F. S. Newman, advertising and promotion manager; D. Christie, assistant to division manager; H. McCrae, manager, development engineering; H. Mate, senior electronic engineer; D. Quinlivan, engineer.

Television Transmitter Dept.: J. B. Tharpe, national sales manager; K. F. Petersen, marketing manager; C. E. Spicer, sales operations manager; H. Bloomberg, central sales representative; L. C. Radford Jr., southeastern sales representative; R. J. Myers, western sales representative; B. J. Kindworth, midwest, midwestern sales representative; F. A. O'Connell, northeastern sales representative; G. Winston, southern sales representative; L. Keys, northwestern sales representative; E. G. Gramman, industrial sales representative; P. P. Gallagher, industrial sales consultant; D. Stewart, sales representative; J. Shearer, sales engineer; G. Wagner, sales engineer; F. Bonvouloir, sales engineer; F. C. Grace, sales engineer; H. M. Muro, sales engineer; N. Ritter, sales engineer; R. Rolen, sales engineer; L. Litchfield, sales engineer; J. Sims, sales engineer.

Research Div.: R. Cavanagh, circuit research director; R. Tingley, color and video techniques manager; J. Haines, senior electronic engineer; R. Deichert, senior electronic engineer.

International Div.: J. Morrissey, transmitter sales manager.

Dresser Stacey Showroom Exhibit

$8,000 for the camera, camera control console and rack mounted power supplies. For those not yet ready for color, the same camera can be added with one vidicon system for monochrome reproduction, $8,000.

Dage will also display a complete low power tv station, illustrating the possibility of equipping a tv station for less than $52,000.

Personnel: James L. Lakey, general manager; Neff Cox Jr., district sales manager; J. W. Alinsky, chief engineer; George H. Fatdauer, chief development engineer; H. E. Crow, project engineer; H. Garbs, design engineer; Charles Abney, sales engineer; Harold Ennis, systems engineer; Cliff Schmidt, engineer; Mort Zimmermann, district sales manager; Wynne Stewart, district sales manager; John Mullen, district sales manager; Joseph Farnum, district sales manager. Exhibit Area 3.

Electro-Voice Inc.

TELEVISION and broadcast microphones and accessories will be displayed, including the new 665 and 666 super-cardioids. Other items: phonograph cartridges and monitor speakers.


Elgin Metalformers Corp.

NEW Emcor modular enclosure system, said to allow the electronic industry to avoid high cost custom construction with standard units which can be tailor-fitted to individual requirements and considerable savings, will be displayed by Elgin Metalformers Corp. New Emcor system consists of nearly 200 components. Exhibit Area 4.

Emsco Mfg. Co.

PRINCIPAL feature of the Emsco Mfg. Co. exhibit will be a mockup model of one of the company's towers, Model 10RTA. P. M. Davis, manager of industrial sales, will be in attendance. Shoreham F-220.

Foto-Video Labs

FOTO-VIDEO LABS, in Suite F-115 at the Shoreham, will show precision tv and test equipment including keyed composite video generator, color and monochrome sync generators, color and monochrome picture distribution amplifier, power supplies, amplitude linearity testers, linearity and convergence dot generator, tv waveform monitor, high power video amplifiers and staircase generator. They also will display precision photo products for tv including: resolution, linearity and color registration 2" x 2", 3/4" x 4", 4" x 5", and 8" x 10" slides and opales; gamma test slides, light boxes for 8" x 10" color and monochrome fault transparencies and 16mm test films.

Personnel: Albert J. Baracket, president and chief engineer; J. J. McMahon, engineer; C. E. Underwood; sales manager, and A. R. Fiore, vice president.

Gates Radio Co.

GATES RADIO CO. will feature its Hi-Watt line, comprising a complete new line of broadcast transmitters, remote control system and audio equipment. Exhibit Area 5.

The am transmitter line runs from 250 w to 5 kw. Of particular interest to the Class IV

GATES BT 100A 100 w vhf tv transmitter.

May 16, 1955 • Page 75
<table>
<thead>
<tr>
<th>THE GPE PRODUCING COMPANIES</th>
<th>KEARFOTT COMPANY, INC.</th>
<th>INTERNATIONAL PROJECTOR CORPORATION</th>
<th>BLUDEWORTH MARINE DIVISION</th>
<th>GENERAL PRECISION LABORATORY INCORPORATED</th>
<th>THE GRISCOM-RUSSELL COMPANY</th>
<th>LINK AVIATION, INC.</th>
<th>THE HERTZLER ELECTRIC COMPANY</th>
<th>THE STRONG ELECTRIC CORPORATION</th>
<th>J. E. MAULEY MFG. CO.</th>
<th>ASKANIA REGULATOR COMPANY</th>
<th>AMPRO CORPORATION</th>
<th>LIBRASCOPE, INCORPORATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nucler Power Components and Controls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aircraft and Missile Guidance, Control, Simulation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automatic Guidence and Components and Controls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electrical Equipment and Components</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liquid Processing, Heat Exchange</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aircraft, Marine, Nuclear, Industrial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Precise Guidance, Control, Simulation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automatic Computers and Components</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radar, Microwave, Ultrasound</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motion Picture and Audio Equipment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power Components and Controls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Systems Engineering</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Building Blocks

Connecting industry through coordinated precision technology.
advanced techniques & resources

The producing companies of General Precision Equipment Corporation are engaged in the development, production and sale of advanced technological products. Each of these companies specializes in particular areas of advanced competence and possesses highly developed techniques and resources in its particular field or fields. These are the building blocks of GPE Coordinated Precision Technology, through which GPE serves more than a dozen important industries.

The chart at the left shows the areas in which each GPE Producing Company works. But it cannot show the high degree of specialization and the important position each GPE Company occupies in its field or fields.

Take TELEVISION, for instance, and the work of General Precision Laboratory Incorporated, the GPE leader in the field. GPL's research, development and manufacturing activities in TV are concerned with quality equipment for theatre, studio, business, industrial, institutional and military TV and do not relate to the home TV field.

GPL equipment was used for all video recording of the Coronation, both U. S. and Canadian. It is used by 90% of the studios equipped for video recording.

The first appearance of a President on closed-circuit TV—President Eisenhower speaking from the White House to distinguished guests at the dedication of the Ford Research Center in Dearborn—was projected on GPL theatre equipment, producing fine quality pictures up to 65 feet wide.

The same large-screen GPL equipment—and high quality, portable, intermediate size projection equipment newly developed by GPL—enabled guests assembled in several separate ballrooms of the Waldorf-Astoria to see and hear the Queen Mother at two New York dinners last Fall; made possible the historic 53-city TV hook-up which was a feature of GM's fifty-millionth car celebration. Both these types of GPL projection equipment also played key roles in the nationwide "heart-video-clinic"—the largest meeting of its kind ever held—attended by over 20,000 specialists in 35 cities. This GPL equipment is rapidly making closed-circuit TV a practical, everyday business and institutional meeting medium.

Many broadcast studios, including CBS's famous TV 61—the largest in the East, are exclusively equipped with GPL cameras and control equipment.

New uses are developing steadily for GPL's "Bullet," the new, portable, easily operated, industrial television camera: in banks to speed service, eliminate congestion and reduce personnel costs; in railroads to better control and speed train make-up and freight car loadings; in industry to monitor and improve manufacturing processes, for surveillance and security, and to view hazardous operations.

GPL is a leader in military TV with its special and exacting requirements for airborne, shipboard and under-water uses and is also at work on color TV. A color film camera chain of high quality, for studio use, is in production and additional color equipment will be announced in 1955.

A broad description of the work of GPL and the other GPE Companies is contained in the GPE brochure, "Serving Industry Through Coordinated Precision Technology." For a copy, or other information, address:

General Precision Equipment Corporation
92 GOLD STREET, NEW YORK 38, NEW YORK
NEW COST-CUTTING IDEA!

Automation in TV...

HOW IT WORKS!...

Camera 1, in scene above, is a GPL or other standard make, plus GPL-Watson Vari-focal lens with zoom and focus run from Control Room.

Camera 2 is a GPL full remote control: pan and tilt, lens change, focus and iris run by remote, plus a "memory" of 6 pre-set positions switched by push-button to correct aim, lens, iris and focus.

In typical sequence, station's day begins with newscast. Announcer is covered by 1 from close-up to full set, allowing optional use of wall maps, props or guest interviews.

Camera 2 covers active area and switches automatically by push-button to any of 6 easels or displays for advertising commercials.

Opening live news is followed by film and entire first program is run with only two men in building.

...with station-tested GPL studio technique!

This is a typical pattern of what you can do with equipment planned for quality with economical operation. There are many variants. Add a GPL-Watson 3"-30" focal length lens to any make black and white or color camera—operate one camera only for most shows.

These are not dreams; smart station operators developed these techniques with GPL equipment. You can share in their savings.

GPL will be glad to analyze your present operations and give you engineering recommendations for a cost reduction program. For complete literature on remote control units and for engineering studies, at no obligation, write, wire or phone.

GENERAL PRECISION LABORATORY
Incorporated • Pleasantville, New York

(315) 767-9500

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION
local 250 w stations will be a brand new BC-250L, designed so that it can be increased in power at any time to 1 kw. This transmitter will be displayed to meet the future FCC ruling permitting Class IV stations to operate at 1 kw. Also to be displayed is Gates' new 5 kw BC-5E transmitter which does not have any external components. Another new transmitter is a 1,000-500 w unit designed for high fidelity performance, small in size, simple in operation and modern in styling. It is the BC-11J. A companion model, BC-500K is capable of being increased in power from 500 w to 1 kw at any time.

The new remote control system has 19 metering and 42 control functions. It was designed with the possibility that remote control of directional radio stations will be permitted.

Among the new audio products are two-channel, lightweight remote amplifier and the Gateways studio control console.


General Communications

THIS firm's Broadcast Division Inc. in Exhibit Area Space 37 will show a complete line of studio video and audio control equipment. The units are designed to provide maximum facility control with a minimum of manpower. Devices are described as automatic and main- tenance-free. New and expanded line of power supplies, individual voltage regulators, master power supplies, complete video and audio switching equipment for encoded color and monochrome, program line and camera switching, dial operated monitor switching and pre- set lighting controls for tv will be included.

Personnel: Earl D. Peterson, sales manager; Bill L. Dunbar, broadcast equipment sales; L. G. Fumroy, broadcast engineering sales; D. A. Puerner, and J. C. Hein.

COMPLETE line of studio video and audio control equipment is to be shown by General Communications.

General Electric Co.

GENERAL ELECTRIC will demonstrate its new equipment for color tv programming [B+T, May 9]. Also included in the GE exhibit will be a new 10 kw vhf transmitter, color trans- mitter terminal equipment, a new vhf helical antenna and a self-powered uni-level amplifier. A brochure, Film Center for Color Tv, will be available in Exhibit Area 2.

Personnel: William J. Morlock, Technical Products Dept. general manager; Paul L. Cham- berlain, broadcast equipment general manager; Frank P. Barnes, broadcast equipment marketing manager; C. Graydon Lloyd, broadcast equipment manager of engineering; Charles J. Simon, broadcast equipment manager of prod- uct planning; Albert F. Wild, broadcast equip- ment manager of sales, and the complete staff of broadcast equipment district sales managers.

General Precision Lab

GENERAL PRECISION Lab, in Room F204, and Exhibit Area I, will show a new 3-Vidicon Color Film Chain along with new, low cost idea of making use of two cameras. One camera utilizes the GPL Watson Vari-Focal Lens with zoom and focus run from the control room and the second is mounted on a complete re- mote control pedestal providing remote control of pan and tilt, lens change, iris and plus a memory of six pre-set positions switched by push button to correct aim, lens, iris and focus. All of the GPL-Wlic'es line will be on display, including color gear.


GRAY Telop, with new features, that will be demonstrated.

Gray Research & Development Co.

REMOTE CONTROL will feature the presenta- tion of Gray Research, which will be dis- played in Room F114 at the Shoreham. Head- ing Gray's exhibit will be the new Gray auto- matic, remote-controlled 2" x 2" transparency slide projector which has a capacity of 72 slides. Also included will be the Gray Telop III, automatic opaque projector, and the 3B Telex projector along with transcription arms and equalizers. Shoreham F114.


Graybar Electric Co.

GRAYBAR ELECTRIC Co. and a number of its suppliers will demonstrate a variety of equipment at the convention. On the main exhibit floor, Continental Electronics, a Gray- bar supplier, will demonstrate its new 1 kw am transmitter. Macklett, another supplier, will show, in addition to its present tubes, new de- signs created during the year. In the Graybar suite, Shoreham F100, 102, 104, complete multiplexing gear, automatic programming equipment and the Magne-Tronics music library service for the new multiplexed fm service will be demonstrated. Altec Lansing will display audio consoles, microphones and amplifiers in the Graybar suite in conjunction with the multi-plex demonstration. The Diamond Power Specialty Corp. will have on hand its completely redesigned industrial tv camera, Other Gray- bar suppliers who will be present at or near the Graybar headquarters are Blaw-Knox Co., Am- pex Corp. and Prodelin Inc.

Harwald Co.

HARWALD Co. will have the following prod- ucts on display in Room C-201 at the Shore- ham: Inspect-O-Film Model H automatic film inspecting machine; Inspect-O-Film Editor Model K; Protect-O-Film cleaner and film con- ditioner, and Protect-O-Case, round, heavy-duty shipping case. The Inspect-O-Film Editor Model K is especially designed for use in tv stations which not only want the normal elec- tronic inspection, cleaning and measuring proc- ess of the standard Inspect-O-Film machine, but, in addition to this would like to have an editor and sound reader incorporated into the unit.

Personnel: Robert Grunwald, president; John L. Remke, sales manager.

Houston Fearless

HOUSTON FEARLESS Div., Color Corp. of America, will feature the new Houston Fearless Model PD-7 Pedestal and the Labmaster Processing Machine, both recently added to the line. They will be on display in Space 22, Ex- hibit Area. Houston Fearless also manu- factures tv and motion picture, studio equipment, including automatic film processing machines, tv camera pedestals, dollies, cranes, tripods, tripod dollies, friction heads, cradle heads and microwave mounting equipment.

Personnel: K. B. Elliott, sales vice president; A. J. Kjorvedt, sales engineer; J. B. Olsson, sales engineer; J. L. Hirzuska, eastern regional sales manager; R. T. Smith, eastern region sales engineer.

GRAY Research & Development Co.

REMOTE CONTROL will feature the presenta- tion of Gray Research, which will be dis- played in Room F114 at the Shoreham. Head- ing Gray's exhibit will be the new Gray auto- matic, remote-controlled 2" x 2" transparency slide projector which has a capacity of 72 slides. Also included will be the Gray Telop III, automatic opaque projector, and the 3B Telex projector along with transcription arms and equalizers. Shoreham F114.


Graybar Electric Co.

GRAYBAR ELECTRIC Co. and a number of its suppliers will demonstrate a variety of equipment at the convention. On the main exhibit floor, Continental Electronics, a Gray- bar supplier, will demonstrate its new 1 kw am transmitter. Macklett, another supplier, will show, in addition to its present tubes, new de- signs created during the year. In the Graybar suite, Shoreham F100, 102, 104, complete multiplexing gear, automatic programming equipment and the Magne-Tronics music library service for the new multiplexed fm service will be demonstrated. Altec Lansing will display audio consoles, microphones and amplifiers in the Graybar suite in conjunction with the multi-plex demonstration. The Diamond Power Specialty Corp. will have on hand its completely redesigned industrial tv camera, Other Gray- bar suppliers who will be present at or near the Graybar headquarters are Blaw-Knox Co., Am- pex Corp. and Prodelin Inc.

Harwald Co.

HARWALD Co. will have the following prod- ucts on display in Room C-201 at the Shore- ham: Inspect-O-Film Model H automatic film inspecting machine; Inspect-O-Film Editor Model K; Protect-O-Film cleaner and film con- ditioner, and Protect-O-Case, round, heavy-duty shipping case. The Inspect-O-Film Editor Model K is especially designed for use in tv stations which not only want the normal elec- tronic inspection, cleaning and measuring proc- ess of the standard Inspect-O-Film machine, but, in addition to this would like to have an editor and sound reader incorporated into the unit.

Personnel: Robert Grunwald, president; John L. Remke, sales manager.

Houston Fearless

HOUSTON FEARLESS Div., Color Corp. of America, will feature the new Houston Fearless Model PD-7 Pedestal and the Labmaster Processing Machine, both recently added to the line. They will be on display in Space 22, Ex- hibit Area. Houston Fearless also manu- factures tv and motion picture, studio equipment, including automatic film processing machines, tv camera pedestals, dollies, cranes, tripods, tripod dollies, friction heads, cradle heads and microwave mounting equipment.

Personnel: K. B. Elliott, sales vice president; A. J. Kjorvedt, sales engineer; J. B. Olsson, sales engineer; J. L. Hirzuska, eastern regional sales manager; R. T. Smith, eastern region sales engineer.

GRAY Research & Development Co.

REMOTE CONTROL will feature the presenta- tion of Gray Research, which will be dis- played in Room F114 at the Shoreham. Head- ing Gray's exhibit will be the new Gray auto- matic, remote-controlled 2" x 2" transparency slide projector which has a capacity of 72 slides. Also included will be the Gray Telop III, automatic opaque projector, and the 3B Telex projector along with transcription arms and equalizers. Shoreham F114.


Graybar Electric Co.

GRAYBAR ELECTRIC Co. and a number of its suppliers will demonstrate a variety of equipment at the convention. On the main exhibit floor, Continental Electronics, a Gray- bar supplier, will demonstrate its new 1 kw am transmitter. Macklett, another supplier, will show, in addition to its present tubes, new de- signs created during the year. In the Graybar suite, Shoreham F100, 102, 104, complete multiplexing gear, automatic programming equipment and the Magne-Tronics music library service for the new multiplexed fm service will be demonstrated. Altec Lansing will display audio consoles, microphones and amplifiers in the Graybar suite in conjunction with the multi-plex demonstration. The Diamond Power Specialty Corp. will have on hand its completely redesigned industrial tv camera, Other Gray- bar suppliers who will be present at or near the Graybar headquarters are Blaw-Knox Co., Am- pex Corp. and Prodelin Inc.

May 16, 1955 • Page 79
LIGHTWEIGHT Kay camera with five-inch electronic viewfinder shown by Jan Galus, current Miss San Diego.

switcher and "A" scope. The RETMA sync generator features the new "phantastron" circuit which is noted for exceptional stability. The equipment, in suitcase-type housings, features light weight, portability and low cost. Also to be exhibited is a complete studio chain, including a slide projector and a film projector, operating into a multiplexer, and a single low cost vidicon camera small enough to be held in the palm. Exhibit Area 12.

Personnel: Richard T. Silberman, president and general manager; Richard H. Applin, factory manager; John P. Day, chief television engineer; Joseph S. Szwuk, television engineer; Frederick L. Hornan, Robert E. Putton and Martin F. Whitcomb, field representatives.

Kliegl Bros.

Kliegel's show in Exhibit Area 14 will feature the new 3/2 Fresnel Spotlight, 750 Fresnel, 3 kw Klieglight and Slide and Effects Projector. Other products shown will be its complete line of tv lighting fixtures, accessories, wiring devices and lighting, and switching and dimming equipment.

Personnel: Herbert A. Kliegel, vice president; Herbert More, tv sales representative.

Machlett Labs Inc.

MACHLETT Labs Inc. will be located in Space 20 of the Shoreham Exhibit Area and will show high-power tubes for transmitting and communications applications and will feature a new line of coaxial communications triodes.


Magne-Tronics Inc.

MAGNE-TRONICS Motivational Music, a new background music service for fm multiplex transmission, will be unveiled for the first time to broadcasters. Magne-Tronics Inc. will demonstrate its service at the Graybar Electric Co. exhibit in Rooms F-100-102-104 at the Shoreham. The Magne-Tronics repertoire consists of 5,000 selections "never before available for public performance." This library is augmented at the rate of 500 selections per year, including new titles, current hits and modern versions of standard favorites. Percy L. Deutsch, president of the firm, said that franchise applications are now being screened and exclusive territories are being allotted on the basis of non-conflicting signal coverage.

Personnel: Roger L. Thaxter, representative.

At WLAU, 250 watts, Laurel, Mississippi

"EVERYONE IS SOLD ON THE AMPEX 600"

"If the Ampex 600 were paid a salary, the figure would run into the over-time column every week. It is used by the salesmen, announcers and the sports men. Everyone is sold on its performance and it's especially popular because it is so light and easy to handle. Since the success of a small station greatly depends on good local programs with the personal touch, we feel the Ampex 600 is the practical and economical answer to a real need."

Mrs. Norma R. Loggatt, Manager Radio Station WLAU, Laurel, Mississippi

The new Motorola portable includes swivel handle that serves as antenna.

Motorola Inc.

NEW line of all-steel portable radios will be exhibited by Motoroll, plus current line of auto receivers and clock radios. New steel portable is said to be rust-proof and break-proof, features high power battery, printed circuit and swivel handle which contains antenna. Exhibit Area 5A.

Multiplex Development and Multiplex Service Corp.

FEATURED for the first time anywhere Multiplex Service Corp. in Suite F-118 at the Shoreham, will offer those attending the NARTB communication an opportunity to see a brand new equipment designed for fm multiplexing. On display, will be models of both transmitting and receiving equipment for multiplexing. Demonstrations of multiplexing will be given and recordings played of receptions of sub channel transmitters in the fringe area of WGHP (FM) New York. Full information on new revolutionary products possible, technical details, methods of conversion and aspects of multiplexing will be available.


Broadcast stations of 250 and 1000 watts are today discovering that for them too the Ampex Standard of Excellence pays for itself.

Ampex 600 portable tape recorder

Weighs just 28 pounds and has the Ampex standard of quality, reliability and durability throughout. Prices are $498 unmounted or $545 in portable case.

Ampex 620 portable amplifier-speaker

The perfect monitoring and demonstration unit, matches the 600 in quality, size and appearance, costs $149.50 in portable case.

Ampex 350 studio tape recorder

"The big Ampex" — versatile, adaptable and durable, uses large or small reels, 7½ and 15 ips/sec. tape speeds and connections for ten controls. Prices are $1205 rack mounted and $1315 console.

For full performance specifications on these machines, write Dept. D-1882

AMPEX CORPORATION 324 CHARTER ST. REDWOOD CITY, CA.

DISTRIBUTORS IN PRINCIPAL U.S. CITIES

CANADIAN DISTRIBUTION BY CANADIAN GENERAL ELECTRIC COMPANY

Page 80 • May 16, 1955
...1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower... with insulated base and sectionalizing insulators at the 640 foot level... does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation... plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX ANTENNA TOWERS
Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.
SEE WHAT'S NEW IN THE TELEVISION INDUSTRY

See Booth 2, G-E Exhibit

NARTB CONVENTION

Washington, D.C.

New! 10 KW VHF TRANSMITTER

... joins General Electric's full Line of Station Power Packages. See the industry's newest transmitter refinements. Study the G-E 10 KW in the flesh—satisfy yourself on cost, design, and performance features.
SEE G-E's array of the finest new items for today's—and tomorrow's—television stations.

SEE one-tube color cameras shooting live skits and commercials.

SEE the complete Color Film Center in action. See the solution to flicker, jitter, weave, smear and registration problems.

SEE new plug-in studio gear, new color amplifiers, new color monitors, and many other new items.

SEE the men you know for the answers to your questions. Our district managers, top-notch engineers and headquarters staff will be on hand with the information you need.

Progress Is Our Most Important Product
Multiplex Services Corp.

MODELS of new equipment designed for fm multiplexing, "featuring for the first time anywhere," will be demonstrated in Room F118 at the Shoreham by Multiplex Services Corp. Models of both transmitting and receiving equipment for multiplexing will be shown in addition to demonstrations and recordings played of actual reception of subchannel transmissions in the fringe area of WGHF (FM) New York. Fm station owners, managers and engineers will be provided with "full information on new revenue producing possibilities, technical details, methods of conversion and other aspects of multiplexing." Shoreham F118. Personnel: William S. Halstead, president; Gordon B. Halstead, general manager.

Musicolor Inc.

INNOVATION called Colorobot, which permits a montage of color to be superimposed on tv screens, will be exhibited by Musicolor Inc. at Room C202 of the Shoreham. Also to be displayed are Telecolor models of "The Light That Dances." Musicolor's exhibit will include rear screen projection and direct to camera or on film apparatus and devices that decorate walls and ceilings of studios and reception rooms.

Nems-Clarke Inc.

FIELD intensity meters, phase monitors, tv re-broadcast receivers and a line of video jack strips and patch controls will be exhibited. Personnel: James Gilbert, Raymond Rosenberg, Allen Clarke, Ralph Grimm, K. B. Redding. Shoreham Room F-206.

Pheps Dodge Copper Products Corp.

PHELPS DODGE Copper Products Corp. will exhibit its Styroflex and its new Spirafil coaxial cable in Room F-113, Shoreham Hotel. Spirafil is a semi-flexible, aluminum sheathed coaxial line which is designed to eliminate radiation, has unlimited life, low attenuation and maintains relatively constant electrical properties over wide ambient temperature variations. Phelps Dodge also will show insulated wire and cable, bare and weatherproof wire and cable, magnet wire, copper and copper alloy pipe and tubing, condenser and heat exchange tubes and rod and bus bar. Personnel: F. W. Lemly, manager, high frequency cable dept.; V. Clune, Washington district manager; J. B. Lynch, sales engineer.

Philco Corp.

PHILCO will exhibit two complete operating 16mm and 35mm tv film systems. The display also will include newly-developed crossbar switches for local and remote video switching, a color processor, a pedestal gamma assembly featuring remote control and noise clipping circuitry, a new dual light source unit for standby use and several new items of color test equipment. Exhibit Area 27. Personnel: J. D. McLean, vice president; G. A. Hagerty, industrial sales manager; P. F. Bartlett, supervisor, broadcast sales; J. B. DeWolf, supervisor, communication sales; J. R. McKenna, industrial product manager; K. C. Moritz, regional manager; W. F. Tail, assistant industrial sales manager—export; M. A. Williams, regional manager; J. F. Dawson, regional sales engineer; L. J. Boss, regional sales engineer; G. L. Ashby, regional sales engineer; R. A. MacDonald, regional sales engineer; J. J. Johnston, regional sales engineer; L. Kendall, regional sales engineer; C. M. Volklund, regional sales engineer; S. H. Wright, regional sales engineer; M. L. Gaskill, advertising and sales promotion manager; J. W. Mintzer, advertising department.

Prodelin Inc.

I'PRODELIN Inc. in Booth 29 at the Sheraton-Park will show for the first time its new low-power Cover-Loop uhf antenna, a fiberglass tube 12 inches in diameter which acts as support, housing and weatherproofing of the inside radiating elements. It is designed to operate on all uhf channels, has voltage standing wave ratio of 1.1 to 1 or better over several channels, power rating of 500 w, is omnidirectional. Price said to "fit comfortably" with that of low-power, low-cost broadcast and satellite stations. Three models of the Cover-Loop will be shown. Personnel: L. A. Bondon, president; R. G. Maddox, vice president in charge of sales; R. F. Lewis, vice president in charge of engineering; J. F. Cosgrove, sales manager; W. C. Cobron, product planning manager, and G. A. Chadwick Jr., Washington representative.
At last! A low-cost premium that everyone on your advertiser and agency mailing list will appreciate and keep.

**IT'S BRAND NEW**
If you've despaired of finding a "different" premium, ECONO-TRAY is your answer. There's nothing else like it!

**IT'S USEFUL**
Made of strong, durable plastic and 12 1/2" in diameter, ECONO-TRAY has a copyrighted design with the words BOURBON, SCOTCH, RYE impressed in white on the tray with marked-off spaces for correct positioning of the drinks.

**IT'S SMART**
ECONO-TRAY is beautifully styled in maroon, brown or green, or in transparent red, blue or amber. It's fun . . . it's a conversation piece . . . it's a gift they'll be proud to take home and show their friends!

**IT REALLY BUILDS GOOD WILL**
Your call letters and address (or message) will be imprinted on the blank half of ECONO-TRAY . . . a constant and pleasant reminder because this tray will be constantly in use at happy moments.

BE THE FIRST TO PROMOTE BUSINESS WITH ECONO-TRAY . . . CALL OR WRITE FOR PREMIUM QUANTITY PRICES TODAY! SELECTION OF ANY ADDITIONAL COLORS IN QUANTITY.

**ECONO-TRAYS INC.**

161 Canal Street, New York 13, N. Y.
WOrth 6-1899
RCA Engineering Products Div.
THE LATEST engineering progress in decreasing equipment size and cost and improving performance will be shown by RCA in its exhibition of a completely equipped color television broadcast studio. Exhibit Area 24-25. The studio will be in continuous operation during the trade show, demonstrating equipment for studio presentations and motion picture films and slides. It will be a major part of the overall RCA display, which also will include:

1. A new type RCA color TV camera chain (TK-41) made possible by RCA's recently developed all-in-one color signal processing amplifier, and which, RCA says, represents a 25% reduction in the price of color TV camera equipment; (2) "Ampliphase" am broadcast transmitter (available late this year), a 30-kw, maximum power type using phase modulation principles to produce standard broadcasting signals; (3) A high-power broadcast microwave system (TVM-1A) designed for color telecasting requirements and for stronger and more stable TV signals over greater distances than comparable equipment, with 20 times the power margin of previous RCA equipment, capable of up to 10 kw ERP and producing 1-w power output on any frequency between 3580 and 7125 mc; (4) RCA color effects equipment enabling monochrome broadcasters to originate color commercials, program titles and station identification with color effects from black-and-white slides and art-work; (5) RCA Universal Multiplexer for color TV broadcasting (TP-15) permitting multiplexing of both single-V monochrome and 3-V color film camera chains so the same projectors can be used for both color and monochrome film projection.

Other RCA products will include studio three-speed turntables, tape recorders and audio consoles, broadcast microphones, transmitters and antennas and other equipment.

Personnel:
RCA—W. W. Watts, executive vice president, technical products; Theodore A. Smith, vice president and general manager, RCA Engineering Products Division.
RCA Engineering Products Division—M. C. Batsel, chief engineer; A. R. Hopkins, manager, broadcast equipment marketing; J. P. Taylor, advertising manager; V. E. Trouvant, chief product engineer, broadcast engineering; E. C. Tracy, broadcast sales manager; M. A. Trainer, broadcast studio equipment manager; Henry Duszak, broadcast transmitting equipment manager; W. B. Varnun, broadcast equipment sales manager; Dana Pratt, broadcast field sales manager, and broadcast field sales representatives.

Raytheon Mfg. Co.
RAYTHEON'S Equipment Marketing Division exhibit will be in Space 31 at the Shoreham Hotel. Raytheon will unveil a high-power companion to its KTR-100 series color microwave television relay system. Exhibit Area 31.

The new system, the KTR-1000-A, Raytheon says, has 10 times the power but retains the portability and adaptability of the KTR-100. The KTR-1000-A is equivalent to 11 kw ERP, which gives it 10 db more signal strength and greater reliability for simultaneous transmission of audio and video on TV studio to transmitter links, remote pickups and intercity and network connections, Raytheon says.

Raytheon also will show its KTR-100-B, said to be the first microwave relay equipment adapted to the 13,000 mc band; a low-cost, two-way narrow-band fm communications link, the ACL-3 cuelink; a color monitor giving studio quality on a 15-inch picture tube suitable for rack mounting; a transistorized portable radio capable of running 2½ years without changing batteries.

Personnel: Daniel J. Webster, marketing manager; Albert E. Keleher Jr., communications products manager; Richard G. McLaughlin and Edward Alpert, assistant communications products managers; George A. Hinckley, field application engineer; Wilber G. Small, exhibits manager; William J. Monroe, Harold L. Henderson and Emile J. Rome, New Orleans, Cleveland and San Francisco district managers.

Rust Industrial Co.
REMOTE control equipment for broadcast transmitters will be shown in operation by Rust Industrial Co. in Space 6 of the Exhibit Area. A TV lighting panel for studio use will be shown. The remote equipment will dominate the exhibit. Operation of a dummy transmitter by means of a remote setup will be demonstrated. Some 30 accessory units will be shown.


Schafer Custom Engineering
SCHAFER exhibit in Shoreham G201, G202 will highlight the Harkins Fm Multiplex equipment, which will be demonstrated in action with actual broadcasts of a multiplex subcarrier on WWDC-FM Washington. Also shown will be Schafer's remote control systems.

Personnel: Paul Schafer; Tom Wallace Jr., national sales director; Dwight (Red) Harkins of Harkins Multiplex.

Standard Electronics Corp.
STANDARD ELECTRONICS, a Claude Neon subsidiary, will occupy Rooms F-101, 103 and 105 at the Shoreham. It will also display in Space 33 its new model TH-614-2 television transmitter. The TH-614-2 is a newly-developed 10 kw unit which makes possible "more savings than ever before in initial investment, space requirements, power consumption, operation, replacement and cost" without a sacrifice in "efficiency, obsolescence or ease of operation." Included in the display is a line of

SCALE model of the RCA exhibit is examined by (l to r) A. R. Hopkins, manager, broadcast equipment marketing; Theodore A. Smith, vice president and general manager, RCA Engineering Products Div., and John F. Taylor, manager, advertising and sales promotion.

S E S A C , I N C .
Serving the Entertainment Industry Since 1931
is happy to announce
the 10th birthday of

THE SESAC TRANSCRIBED LIBRARY

You are invited to Open House
May 22 - 26
Suite D 208-210

The SESAC Family

Shoreham Hotel NARTB Convention Washington, D. C.

Page 86 • May 16, 1955

Broadcasting • Telecasting
OVER 40%
of all TV towers over 1,000 feet tallare towers by

IDECO

Of the companies who have built TV towers over 1000 feet tall throughout the country . . . IDECO has produced twice as many as the second company's total . . . more than all the other companies combined.*

Look to experience you can see . . . dozens of successful television stations all over the country who now depend on the very best, towers by IDECO. IDECO pioneered tall tower construction . . . built the country's first TV tower over 1000 feet . . . has built over 40% of the country's high TV towers over 1000 feet tall. Then, too, IDECO has built the tallest TV tower in the world . . . KWTV's 1572-footer in Oklahoma City. From the birth of broadcasting . . . IDECO has been building towers of all types and all heights . . . pioneering and perfecting the triangular tower . . . gathering experience in both guyed and self-supporting tower designs and construction to fit your demands.

*Tower height data from TV Factbook, spring 1955 edition.

Put this unparalleled record of tower experience to work for you. Under one contract, IDECO engineers will assume responsibility for your entire tower job. From initial planning through final inspection . . . place your confidence in IDECO. Get the facts . . . write IDECO, or contact your nearest RCA Broadcast Equipment representative.

Only Towers by Ideco offer this combination of structural safeguards: no indeterminate stresses caused by eccentricity at guy cable attachment points . . . no loose gusset plate bolts caused by vibration induced by reversal of stresses on girts and diagonals . . . no cracked welds on leg splices, caused by reversal of stresses on those welds.

Visit IDECO at the Shoreham . . . NARTB, May 22-26

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

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower “know-how” keeps you on the air
TENNESSEE ERNIE SHOW

LOST LISTENERS

VIDICON camera with 5-inch viewfinder will be shown by Sarkes Tarzian Inc.

RADIOZARK ENTERPRISES, INC.

SPRINGFIELD, MISSOURI • PHONE 2-4422

NEW YORK Chrysler 1-5366

CHICAGO State 2-7499

MINNEAPOLIS Lincoln 5689

DALLAS Los Angeles San Francisco

Prospect 3723 Dunkirk 74388 Sutter 5548

Amperex tubes featuring the AX904R vacuum tube. The transmitter incorporates exclusive S.E. “patch over” and “add-a-unit” features.

Personnel: William H. Zilliger, vice president; Harry R. Smith, manager, tv engineering; William H. Rappolt, manager, customers service, and midwestern district sales engineer manager; Stanley L. Chalkid, manager, marketing; Harry Craig, engineer, tv division, and district sales engineer managers James T. Campbell, mid-Atlantic; S. Perry Jenkins, southern, and Lewis E. Pett, western.

Sarkes Tarzian Inc.

COMPLETELY new line of television broadcast equipment, including microwave, will be shown by Sarkes Tarzian Inc. Packaged studio with live camera and vidicon film equipment will be demonstrated in Exhibit Area 35.

The firm has a new 16mm film projector designed specifically for tv. Unit incorporates all features of the more expensive projectors, the firm says, with 3-2 pulldown and 67% light application which makes it particularly suitable for Videicon camera use.

New 2x2 slide projector, fully automatic and able to run 100 slides sequentially or individually, will be exhibited. A pre-set panel is available for use with the projector which will allow pre-setting of complete commercials.

Tarzian will demonstrate its Vidicon camera, suitable for studio or remote, which features resolution of 600 lines and 5-in. viewfinder. Other equipment to be shown includes video converting stations to network color, station and field color test instruments and measuring equipment. From more than 150 different units, color facilities may be seen and integrated with existing station equipment.

Other featured equipment will be the automatic balance control for colorplexers, the Chromoscope (vector display) which provides differential phase measurements to .01", video transmission test equipment and the newest station color test and signal certification gear.


TelePrompTer National Sales Corp.

EXPANDED USE of its equipment at tv stations will be highlighted at the TelePrompTer National Sales Corp. display, Space 23 in the Exhibit Area and Shoreham Rooms D215-217.

TelePrompTer also expects to show cueing equipment, a rear screen projection unit, automation devices and several developments in the field which the firm says are still confidential.

Personnel (TelePrompTer National Sales Corp.): Herbert W. Hoabler, sales vice president; James Blair, assistant national sales manager; Selma Wickers, director of sales service, and Raymond Hagen, Chicago representative.

(TelePrompTer Corp.) Irving B. Kahn, chairman of the board; Hubert J. Schaffly, vice president for engineering; Rudy Vlaska, chief technician, Hollywood office, and Joe Kovalchik, chief technician, Chicago office.

Tel-Instrument Co.

TEL-INSTRUMENT Co. will display a new line of color equipment as well as its associated line of test equipment in Space 8 of the Exhibit Area. Type 2401 color monitor and Types 1312, 1314 and 1315 distribution amplifiers, video, subcarrier and sync, respectively, providing tv stations all the necessary test signals for internal use and local origination of color signals, are the latest additions to the firm’s line. Tel-Instrument also will show Type 1105 10 mc video sweep generator; Type 2123 color RF picture signal generator; Type 2203 color sync generator; Type 2302 monochrome monoscope camera; Type 1315 differential gain and phase measuring set, Type 2610 summation and encoder equipment; Type 2011 color bar generator; Type 2700R phase equalizing filter; Type 1311 distribution amplifier; Type 14015 one ampere plug-in regulators, and assorted regulated power supplies.


Tower Construction Co.

FIVE-FOOT sections of various types of towers will be shown, along with passive reflectors for microwave transmission. Models of microwave towers will be on display. Attending will be M. M. Lasensky, president; Allen C. Tilton, manager; Frank J. Little and Charles Wright, sales engineers. Exhibit Area 7.

Vandivere Labs

EQUIPMENT demonstrations of Vandivere Laboratories Inc. will be shown in the Gates Radio Co. exhibit in Space 36 in the Exhibit Area. Gates Radio is marketing the equipment for Vandivere. Automatic programming of radio-tv stations through use of the Model 5-203 automatic sequencer, which “permits the preparation in advance of aural program material and subsequent automatic playback” will be demonstrated.


BROADCASTING • TELECASTING
Low cost
FM MULTIPLEXING is here!
on air demonstration at the convention.

HEAR THE HARKINS MULTIPLEX SYSTEM IN OPERATION AT THE SHOREHAM HOTEL IN THE SCHAFER REMOTE CONTROL SUITE

MANUFACTURED BY HARKINS AND HERSHFIELD, DISTRIBUTED BY PAUL SCHAFER CUSTOM ENGINEERING
EXHIBITORS WILL SHOWCASE LATEST WARES FOR NARTB

PROGRAM SERVICES: FROM ABC TO ZIV, ALL WILL BE THERE

ABC Film Syndication

EACH DAY of the convention ABC Film Syndication Inc., in Room C-200, Shoreham, will offer a special attraction, including personal interviews with famous stars, special pre-release screenings of upcoming series and unusual souvenirs for every member of the family. Products to be displayed include: Passport to Danger starring Cesar Romero; Douglas Fairbanks Jr. Presents, featuring a complete line of sales aids including two new merchandising items; Sheena, Queen of the Jungle, filmed on safari in Africa; Rocket Squad, with a record 90% renewals; The Playhouse, with its 52 Hollywood and Broadway stars on exhibit, and John Kieran's Kaleidoscope.

Personnel: George T. Shupert, president; Don L. Kearney, vice president in charge of sales; John Burns, midwest manager; Lee Francis, promotion manager, and Nat V. Donato and Malcolm J. Kipp, both New York office account executives.

Associated Artists Productions

ELLIOTT HYMAN, president of Associated Artists Productions, will conduct film forums with visiting delegates in Room F218 at the Shoreham, where its hospitality suite will be.

Associated Press

THE ASSOCIATED PRESS feature exhibit at the NARTB convention will be the Photofax unit by which television stations can be linked to the Associate Press wirephoto network.

Atlas Television Corp.

SCREENINGS of new TV film offerings will be made on request by this firm, which also will have continuous showings of its children's series, Captain Z-Ro, which combines history with science fiction. Full line of merchandising aids, including toy robots and turbo-jets, will be displayed. Request shows include quarter-hour musical variety Notes & Nonsense, featuring Alan Able as m.c.; half-hour Family Theatre, starring Joan Fontaine, Raymond Massey and others, and quarter-hour Hollywood to Broadway, interview show with John Conte. Shoreham F200.

CBS Television Film Sales

ALL present programs plus several new properties will be shown by CBS Television Film Sales in its exhibit rooms, which will occupy Shoreham Rooms A200-A207. Stars Gene Autry of The Gene Autry Show, Gale Davis of Annie Oakley and Dick Jones of Buffalo Bill Jr. will greet visitors. A CBS color TV set will be given away as door prize. As at last year's convention, CBS Newsfilm studios will film station executives with top stars, for shipment to the respective stations the executives represent, and as this year's convention is in Washington, congressmen and other government personalities also will appear with visiting station people. Material will be displayed on the following CBS Television Film Sales shows: Annie Oakley, Amos 'n Andy, The Gene Autry Show, Fife & Drums, Cases of Eddie Drake, The Range Rider, Holiday in Paris, The Whistler, Newsfilm, etc. The Whistler, Newsfilm, etc. The Whistler, Newsfilm, etc. On the World and Buffalo Bill Jr., in addition to the new series to be announced at the convention.

Personnel: Leslie Harris, vice president-general manager; Fred J. Mahlstedt, director of operations and production; Wilbur S. Edwards, general sales manager; Walter A. Scanlon, sales promotion manager; Howard L. Kany, manager; Jack Bush, manager of production.

Broadcasting • Telecasting
Here's the turntable professionals want in their own Hi-Fi setups

...and here's the 16" version for home or professional use!

**PRESTO T-68 TURNTABLE**

The first completely professional 16" turntable that's moderately priced — thanks to PRESTO's streamlined shift design. Like all PRESTO units, T-68 offers the reliable performance that is vital in 24-hour-a-day transcription work. It's ideal for disc programs, sound effects, client auditions, dozens of jobs... and it's wonderful for the home with a fine hi-fi collection.

T-68 specifications: turntable speeds — 33½, 45, 78 rpm • weight — 7 lbs. • panel size — 8" x 11" • speed accuracy — max. variation 0.25% • clarity — 50 db below 7 cm/sec. signal • $79.50 with hysteresis motor, $134.

Nobody knows better than the hi-fi expert how good the T-18 turntable really is. T-18 fills your every requirement for performance and value... is a natural choice for your home, as well as your studio and control room.

The most exciting feature of PRESTO's T-18 is its revolutionary 3-way shift — the flick shift. A simple sideways motion of the single control lever selects any speed — 33½, 45, 78 rpm. Complicated up-and-down motions are eliminated because the 3 idlers are mounted on a single movable plate. Just a flick automatically engages the proper idler for the desired speed! There are no troublesome arms or shift cams. The mechanism is streamlined down to essentials — without sacrificing a decibel of quality.

Other advantages — extra heavy weight wide-beveled table, precision deep-well bearing, built-in 45 rpm adapter, and smart modern styling in brushed chrome and telephone black. A remarkable hi-fi instrument!
Small or tall, Emsco TV Towers have the advanced design and superior structural features that assure greater strength and dependability. Each tower is custom engineered to meet individual requirements for height, weight loads and weather conditions.

Emsco towers incorporate a unique beam leg section. This inherent geometric pattern affords a substantial saving in weight...a relative increase in strength...a reduction in foundation costs.

Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs...insures long structural life. Rigid RETMA or AISC standards are met.

For guyed or self-supporting towers unequalled for safety...structural rigidity...and economy, specify Emsco. Prompt delivery assured.

* Patent Pending

Cheryl Tv Corp.

EXHIBIT of Cheryl TV Corp., in Room F-202 at the Shoreham, will feature 20 post-war feature films including "A Walk in the Sun" and two 1953 Technicolor productions. In addition, the firm will display 52 Wrestling From Canada hours and 104 Wrestling From Canada half hours. All have been filmed in 1953 and will be available June 20. Cheryl also will show Melodrome, an hour-long drama series designed for daytime use. Each program is 54 minutes long, with eight commercial breaks.

Personnel: Si Lipson, president; John A. Eitlinger, national sales manager, and Roland Beaudry, Canadian Div. manager.

Flamingo Films


Personnel: Sy Weintraub, president; Ray Hamilton, New York; Dave Wolper, Los Angeles; Ken Roswell, Dallas; Charles McGregor, Chicago; Ken Israel, Pittsburgh; Ira Gottlieb, Boston.

General Teleradio Film Div.

DISPLAY of General Teleradio Film Div., in rooms D-204 and D-209 at the Shoreham and a hospitality suite at Sheraton-Park's Rooms 774-6-8, will include Uncommon Valor and Gangbusters series; G.T.'s 30 major feature-length "A" films; a new package of "A" feature length movies, Greatest Drama series, Exclusive with Fulton Lewis jr., and the General Teleradio Film Library.

Personnel: Thomas F. O'Neill, president; Dwight Martin, vice president and director; Peter M. Robeck, sales manager; Robert A. Schmid, vice president; Robert Elliott, advertising director; Sumner Moulton, promotion director; Arnold Roston, associate director of advertising and promotion; Francis X. Zuzulo, publicity director; Wade Barnes, account executive, southwest division; Max Bradbard, northeast division; Richard B. Buch, southern division; William Finkeldey, eastern division; Charles Morin, western division; Richard Witter, middle western division, and John Begley, Arnold Kaufman and Robert Manby.

Harry S. Goodman Productions

NEW tv and radio properties will highlight the exhibits of Harry S. Goodman Productions in Rooms D-211-213 of the Shoreham. Among new shows to be shown is A Word From the Stars, described as "a new concept in live film packages," with each program featuring four Hollywood stars and a contest for viewers "that produces store traffic for the sponsor." Each visiting agencyman will receive a little "Oscar" and each day a drawing will be held for an original oil painting.

 Guild Films Co.

UNVEILING and special showings of its new tv film properties, The Goldbergs and Confidential File, will highlight the Guild Films exhibit in Shoreham D-200. The Goldbergs, on which production was launched in New York early this spring, is based on the human interest and family theme which characterized it for 25 years on radio and tv. Documentary series Confidential File, starring columnists Paul Coates, presents interviews with actual persons involved in the country's social problems. It's Fun to Reduce, released recently, will be screened for delegates and guests. Guild's newest shows, I Spy, Brother Mark and The Ina Ray Hutton Show, will be screened if prints are available in time.

Personnel: Reub Kaufman, president; Aaron
Welcome
N.A.R.T.B.
TO THE NATION'S CAPITAL

Capitalize On Your Trip
COME AND SEE US

“One of the Most Complete Service Facilities in the East”

STUDIOS
105 11th St., S.E.
Lincoln
6-8822

CAPITAL • FILM LABORATORIES, INC.
Formerly McNeary-Smith Laboratories, Incorporated

1905 FAIRVIEW AVENUE, N. E. • WASHINGTON 2, D. C.
Telephone: LAwrence 6-4634

Scotch Track Process • RCA Sound Recording • Scientific Processing
Creative Editing • Matchless Printing
Hollywood Television Service Inc.

IN SUITE G-204 of the Shoreham Hotel, Hollywood TV Service will offer its new package known as the Diamond group and Bill & Coo. This series of features costs upwards of $20 million to produce, the firm says. Other products offered will include its "Emmy" award winner Stories of the Century, products Katz, Co., This series includes action features.

Personnel: Robert H. Reid, tv sales manager; John D. Langlois, sales manager and secretary; Winnie O'Keefe, vice president; Hugh Allen, west coast representative; Bob Hall and Ed Gardiner, salesmen, and Spence Caldwell, Canadian representative. Shoreham, Suite E100.

MCA-TV Ltd. Film Syndication Div.

CONVENTION exhibit of MCA-TV Ltd., Film Syndication Div., will be built around "Operation A-W." Described as a "top secret" project, MCA-TV revealed, however, that it will include Guy Lombardo and orchestra, Thomas Mitchell and Preston Foster. Shoreham B 200.

Muzak Corp.

HOSPITALITY suite will be maintained in the Shoreton Park, B 411-15, by Muzak, functional music organization. Attending will be Charles C. Cowley, Muzak executive vice president, and Ed Hochhauser Jr., vice president and director of merchandising.

Keynote Broadcasting System

COVERAGE MAPS and tv overlays will highlight the exhibit of the Keynote Broadcasting System with headquarters at the Sherman Park Hotel A 711-15. Additionally, a bulletin board will display advertising done by Keynote, and B&T show sheets which the network sends regularly to agencies and its 835 affiliates.

Personnel: Noel Rhys, vice president; Edwin R. Peterson, vice president; Blanche Stein, director of station relations, and Charles Hammarstrom, account executive.

Lang-Worth

LANG-WORTH will display a new copyrighted commercial spot service, expressly tailored for local sponsors.

Personnel: C. O. Langlois, president; John D. Langlois, sales manager and secretary; Winnie O'Keefe, vice president; Hugh Allen, west coast representative; Bob Hall and Ed Gardiner, salesmen, and Spence Caldwell, Canadian representative. Shoreham, Suite E100.

National Telefilm Assoc.

"WHAT'S COOKING at NTA!" is the theme of the National Telefilm Assoc. Inc. exhibit at the NARTB convention. Shoreham F 203, 205.

"Fabulous Forty" — group of feature films released for tv and starring internationally-famous stars — will be introduced. The availability of two new syndicated series — Police Call, 26 half-hour dramas of cases taken from police files of various countries, and The New Adventures ofChina Smith, 26 episodes starring Dan Duryea in the sequel to The Adventures of China Smith — also will be announced.

Personnel: Ely A. Landau, president; Oliver A. Unger, vice president; Harold Goldman, vice president in charge of sales; Edythe Rein, assistant to the president, and Martin Roberts, director of promotion and sales service.

MCA-TV Ltd. Film Syndication Div.

CONVENTION exhibit of MCA-TV Ltd., Film Syndication Div., will be built around "Operation A-W." Described as a "top secret" project, MCA-TV revealed, however, that it will include Guy Lombardo and orchestra, Thomas Mitchell and Preston Foster. Shoreham B 200.

Muzak Corp.

HOSPITALITY suite will be maintained in the Shoreton Park, B 411-15, by Muzak, functional music organization. Attending will be Charles C. Cowley, Muzak executive vice president, and Ed Hochhauser Jr., vice president and director of merchandising.

Keynote Broadcasting System

COVERAGE MAPS and tv overlays will highlight the exhibit of the Keynote Broadcasting System with headquarters at the Sherman Park Hotel A 711-15. Additionally, a bulletin board will display advertising done by Keynote, and B&T show sheets which the network sends regularly to agencies and its 835 affiliates.

Personnel: Noel Rhys, vice president; Edwin R. Peterson, vice president; Blanche Stein, director of station relations, and Charles Hammarstrom, account executive.

Lang-Worth

LANG-WORTH will display a new copyrighted commercial spot service, expressly tailored for local sponsors.

Personnel: C. O. Langlois, president; John D. Langlois, sales manager and secretary; Winnie O'Keefe, vice president; Hugh Allen, west coast representative; Bob Hall and Ed Gardiner, salesmen, and Spence Caldwell, Canadian representative. Shoreham, Suite E100.

MCA-TV Ltd. Film Syndication Div.

CONVENTION exhibit of MCA-TV Ltd., Film Syndication Div., will be built around "Operation A-W." Described as a "top secret" project, MCA-TV revealed, however, that it will include Guy Lombardo and orchestra, Thomas Mitchell and Preston Foster. Shoreham B 200.

Muzak Corp.

HOSPITALITY suite will be maintained in the Shoreton Park, B 411-15, by Muzak, functional music organization. Attending will be Charles C. Cowley, Muzak executive vice president, and Ed Hochhauser Jr., vice president and director of merchandising.

Keynote Broadcasting System

COVERAGE MAPS and tv overlays will highlight the exhibit of the Keynote Broadcasting System with headquarters at the Sherman Park Hotel A 711-15. Additionally, a bulletin board will display advertising done by Keynote, and B&T show sheets which the network sends regularly to agencies and its 835 affiliates.

Personnel: Noel Rhys, vice president; Edwin R. Peterson, vice president; Blanche Stein, director of station relations, and Charles Hammarstrom, account executive.

Lang-Worth

LANG-WORTH will display a new copyrighted commercial spot service, expressly tailored for local sponsors.

Personnel: C. O. Langlois, president; John D. Langlois, sales manager and secretary; Winnie O'Keefe, vice president; Hugh Allen, west coast representative; Bob Hall and Ed Gardiner, salesmen, and Spence Caldwell, Canadian representative. Shoreham, Suite E100.

MCA-TV Ltd. Film Syndication Div.

CONVENTION exhibit of MCA-TV Ltd., Film Syndication Div., will be built around "Operation A-W." Described as a "top secret" project, MCA-TV revealed, however, that it will include Guy Lombardo and orchestra, Thomas Mitchell and Preston Foster. Shoreham B 200.

Muzak Corp.

HOSPITALITY suite will be maintained in the Shoreton Park, B 411-15, by Muzak, functional music organization. Attending will be Charles C. Cowley, Muzak executive vice president, and Ed Hochhauser Jr., vice president and director of merchandising.

Keynote Broadcasting System

COVERAGE MAPS and tv overlays will highlight the exhibit of the Keynote Broadcasting System with headquarters at the Sherman Park Hotel A 711-15. Additionally, a bulletin board will display advertising done by Keynote, and B&T show sheets which the network sends regularly to agencies and its 835 affiliates.

Personnel: Noel Rhys, vice president; Edwin R. Peterson, vice president; Blanche Stein, director of station relations, and Charles Hammarstrom, account executive.

Lang-Worth

LANG-WORTH will display a new copyrighted commercial spot service, expressly tailored for local sponsors.

Personnel: C. O. Langlois, president; John D. Langlois, sales manager and secretary; Winnie O'Keefe, vice president; Hugh Allen, west coast representative; Bob Hall and Ed Gardiner, salesmen, and Spence Caldwell, Canadian representative. Shoreham, Suite E100.

MCA-TV Ltd. Film Syndication Div.

CONVENTION exhibit of MCA-TV Ltd., Film Syndication Div., will be built around "Operation A-W." Described as a "top secret" project, MCA-TV revealed, however, that it will include Guy Lombardo and orchestra, Thomas Mitchell and Preston Foster. Shoreham B 200.

Muzak Corp.

HOSPITALITY suite will be maintained in the Shoreton Park, B 411-15, by Muzak, functional music organization. Attending will be Charles C. Cowley, Muzak executive vice president, and Ed Hochhauser Jr., vice president and director of merchandising.

Keynote Broadcasting System

COVERAGE MAPS and tv overlays will highlight the exhibit of the Keynote Broadcasting System with headquarters at the Sherman Park Hotel A 711-15. Additionally, a bulletin board will display advertising done by Keynote, and B&T show sheets which the network sends regularly to agencies and its 835 affiliates.

Personnel: Noel Rhys, vice president; Edwin R. Peterson, vice president; Blanche Stein, director of station relations, and Charles Hammarstrom, account executive.

Lang-Worth

LANG-WORTH will display a new copyrighted commercial spot service, expressly tailored for local sponsors.

Personnel: C. O. Langlois, president; John D. Langlois, sales manager and secretary; Winnie O'Keefe, vice president; Hugh Allen, west coast representative; Bob Hall and Ed Gardiner, salesmen, and Spence Caldwell, Canadian representative. Shoreham, Suite E100.
In Monochrome!

Top quality monochrome reproductions provided by single camera channel. Console has built-in power supply and single scope for monochrome use...
ident and sales director; Herman Rush, vice president and head of western division; Jack Garrison, midwest sales manager; Frank O'Driscoll, eastern sales manager; John Newman, director of advertising and publicity; Jeff Davis, Art Breecher; Jay Williams; Jerry Lee; Dave Abbott.

Screen Gems Inc.
BLOW-UPS of stills from Screen Gems network and syndicated film series will be on display in Shoreham Hotel Suite D-219-221. Merchandising items available for use in connection with some of the programs also will be shown.

Besides promotional material on each of the series, a 16mm projector, mounted inside a 21-inch tv set, will be in use showing a 10-minute clip of the openings and closings of SG programs. Screenings of SG properties will be made on request.

Personnel: John H. Mitchell, vice president in charge of sales; Ben Colman, eastern syndication sales manager; Henry W. White, advertising director; Frank Young, press director, and Henry Gillespie, southern sales manager.

SESAC Inc.
SESAC Inc. will have available at its exhibition in Shoreham Rooms D-208, D-210 auditions from its Catalog of Bridges, Moods & Themes. Other transcribed SESAC selections also may be heard.

Personnel: Alice J. Heincke; Evarard S. Prager, assistant to the president; Robert Stone, director of program services; Jim Myers, director of station relations; Max Lerner, legal department; Louis E. Tappe and Sid Guber, station relations; David R. Milten, western counsel and Harold Fitzgerald, M. K. Vickrey, and Glenn Ramsey, field representatives.

Standard Radio Transcription Services
OVER 5,000 musical selections plus 400 commercial aids will be among the exhibits of Standard Radio Transcription Services, which will show its libraries and services in Room E-103 at the Shoreham. The company's monthly service of 20 popular selections in 1½-minute arrangements, called "Shorty-Tunes," will be on hand, as well as "Super Sound Edicts" recorded from film, and the "Mood Music Library," with over 150 cuts of openers, closers and bridges.

Personnel: Milton M. Blink, president; Wallace E. Stone, vice president.

RCA Thesaurus
RCA "THESAURUS" 20th anniversary will be the theme of the firm's participation in the convention at suite G-100 of the Shoreham. Visitors to the display rooms will receive souvenir gifts, described as "something so personally significant there is nothing to match its individual meaning for the owner." Seven major prizes, including an RCA air conditioner, a high fidelity phonograph and a clock radio also will be awarded. Schedule of new "20th platinum anniversary features" will be announced, including the Granland Rice Story, Frank Luther Fun Hour, Great Days We Honor and Do It Yourself. These shows, officials say, mark an extension which "starts an entirely new library programming concept."

Personnel: Emanuel Sacks, vice president and general manager, RCA Victor Record Div.; H. L. Letts, assistant general manager, RCA Victor Record Div.; James P. Davis, manager, Custom Record Div.; A. B. Sambock, manager, recorded program service sales; Ben Selvin, artist and repertoire manager; Frank J. O'Donnell, advertising and promotion manager; Donald Axt, manager, commercial research, William F. Kelly, central sales manager, Chicago; William C. Garlant, western sales manager, Hollywood; George Field, northeastern sales representative, New York; Wallace Cochran, southeastern sales representative, Chicago; Hugh Grauel, central southwestern sales representative, Chicago; Gus Hagenah, central northeastern sales representative, Chicago; Robert Fender, southwestern sales representative, Dallas.

Sterling Television
STERLING Television, in Shoreham's Suite C-204 will feature around-the-clock programming, with emphasis on Movie Museum and Tales of Tomorrow.

Personnel: Saul J. Turrell, president; Bernice Cox, sales vice president; Carl Russell, in charge of Chicago office; Ted Perch, in charge of Atlanta office, Elliott Abrams, in charge Cincinnati office, and Alan Gleitsman, Northeast region.

Television Programs of America
THEME of the Television Programs of America Inc. exhibit, in Rooms B-202-204 at the Shoreham, will be "Hats Off to TPA Winners," keying a giveaway of hats of all descriptions, which represent the various TPA series. Special prizes consisting of certificates for Stetson hats also will be awarded. TPA will review facts and figures of seven of its top syndicated series: Losie (Emmy winner); Halls of Ivy, Rumar of the Jungle, Captain Gallant of the Foreign Legion, Edward Arnold Star Showcase, Adventures of Ellery Queen and "Edward Small Features."

A new series, the name of which is not yet revealed, will be introduced. It will link entertainment with the station's public service responsibility. TPA merchandising items, promotion and point-of-sale material will be shown.

Science in Action, award-winning series produced by California Academy of Sciences on KRON-TV San Francisco, will be made available to local stations and advertisers on a syndicated basis. The series shows through dem-
A SENSATIONAL NEW PROCESSOR!

at a sensational low price!

ALL NEW
HOUSTON FEARLESS
LABMASTER

16mm Motion Picture
Film Processor

Never before has there been a motion picture film processor so easy to operate . . . so completely dependable in quality results . . . so reasonably priced! The New Houston Fearless Labmaster has been specifically designed for TV and film studio use where fast, quality processing must be achieved on a small budget. Daylight operating. Completely self contained. In-line design. Small, compact, can be operated against a wall. All parts accessible for easy maintenance. This is, without question, the greatest processor value ever offered. Send the coupon now for full details!

See us in Space 22, Main Exhibit Floor
N.A.R.T.B. Convention, Washington

HOUSTON FEARLESS DIVISION
11801 W. Olympic Blvd. • Los Angeles 64, Calif.
Send information on ( ) Labmaster Film Processor
( ) Cinemobile ( ) Panoram Dolly ( ) Camera Cranes
( ) TV Pedestal ( ) All Metal Tripod ( ) Camera Heads
( ) Parabolas ( ) Film Processors.

Name
Firm
Address
City  ___  Zone  ___  State

HOUSTON FEARLESS DIVISION
• WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE FILM PROCESSING AND TV STUDIO EQUIPMENT
A RECENT COMPARISON of transmitter equipment manufactured by Standard Electronics and by Manufacturer “B” showed that if you bought S-E high power VHF transmitting equipment your savings in initial cost and operating expenses over 10 years would amount to:

**total savings approx. $293,000.00**

NOW . . . Operating information is available to compare S-E equipment with manufacturer “C’s”. Examine the detailed “proof of economy” presented here.

AGAIN, S-E can show substantial savings! The chart at right illustrates the overall savings you can realize in 10 years when you buy S-E, as compared to operating costs of equipment by Manufacturer “C”.

**total savings approx. $169,000.00**

AND to further accentuate this saving, note that Manufacturer “C” rates his high band transmitter at 20 KW compared to S-E’s rating of 25 KW.

**you get 25% additional transmitter power output . . . AND FOR LESS MONEY, TOO!**

FOR INSTANCE, TUBE COSTS: The chart at the right is a tabulation of all tubes having a list price of over $100.00 each, used in Transmitter “C” and in the S-E transmitter.

The total list price of these tubes is shown in the chart to the right. It is evident that the replacement cost of the high priced tubes is almost 200% greater for Transmitter “C” than for S-E . . . resultant

**savings of approx. $5,000.00**

All the figures used in this presentation are based on the latest available information for High Band VHF Transmitting Equipment.
**THIS MEANS** your operating cost for tubes alone, based on 6,000 hours per year with an S-E 25 KW transmitter will SAVE YOU (compared to Transmitter “C”) a 10 year total

**savings of approx. $145,000.00**

**IN ADDITION** substantial savings in your power bill are yours when you purchase S-E transmitting equipment. A comparison of published data for an S-E 25 KW and Manufacturer C’s 20 KW transmitter operated at black level with a 90% power factor, indicates a 10 year

**savings of approx. $24,000.00**

**SUMMARY:** From this information, savings in operating costs over a period of 10 years would indicate that YOU can

**SAVE APPROX. $169,000.00**

**with economical, dependable S-E Transmitters!**

**PROOF** once again that with S-E TV Transmitting equipment you **SAVE IN EVERY WAY!**

<table>
<thead>
<tr>
<th>Operating Tube Cost</th>
<th>HOURLY COST DRIVER</th>
<th>HOURLY COST AMPLIFIER</th>
<th>HOURLY COST S-E</th>
<th>HOURLY SAVINGS WITH S-E</th>
<th>10 YEAR SAVINGS WITH S-E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver</td>
<td>$1.28</td>
<td>$0.15</td>
<td>$1.13</td>
<td>$67,800</td>
<td>$67,800</td>
</tr>
<tr>
<td>Amplifier</td>
<td>$1.51</td>
<td>$0.22</td>
<td>$1.29</td>
<td>$77,400</td>
<td>$77,400</td>
</tr>
<tr>
<td>Total Transmitter</td>
<td>$2.79</td>
<td>$0.37</td>
<td>$2.42</td>
<td>$145,200</td>
<td>$145,200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Power Cost</th>
<th>DRIVER KW</th>
<th>AMPLIFIER KW</th>
<th>TOTAL TRANSMITTER KW</th>
<th>YEARLY DEMAND CHARGE ($ @ $5 PER KW)</th>
<th>YEARLY POWER COST ($ @ 1c PER KWH)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitter “C”</td>
<td>22</td>
<td>85</td>
<td>87</td>
<td>$1,132</td>
<td>$5,220</td>
<td>$8,352</td>
</tr>
<tr>
<td>S-E</td>
<td>15</td>
<td>47</td>
<td>62</td>
<td>$2,232</td>
<td>$3,270</td>
<td>$5,502</td>
</tr>
<tr>
<td>Savings with S-E</td>
<td>7</td>
<td>18</td>
<td>25</td>
<td>$900</td>
<td>$1,300</td>
<td>$2,400</td>
</tr>
<tr>
<td>10 Year Savings</td>
<td></td>
<td></td>
<td>$9,000</td>
<td>$15,000</td>
<td>$24,000</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Savings in Operating Costs (10 Years)</th>
<th>TUBE SAVINGS</th>
<th>POWER SAVINGS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$145,200</td>
<td>$24,000</td>
<td>$169,200</td>
</tr>
</tbody>
</table>

Standard Electronics high band 25 KW transmitter gives you these extra ECONOMY PLUS features . . . economical installation . . . less floor space . . . integral air cooling . . . no complex plumbing and water pumps . . . “Add-A-Unit” permits expansion to higher power with no obsolescence of present equipment . . . ability to handle color is engineered into every S-E transmitter.

**Compare S-E** with any other make of transmitter for ECONOMY...QUALITY...PERFORMANCE!

For specifications and a copy of the “PROOF OF ECONOMY REPORT” write, wire, or phone Standard Electronics.

standard electronics corporation
A SUBSIDIARY OF CLAUDE NEON, INC.
255-289 EMMETT ST. • NEWARK 5, N. J. • Blgelow 3-5540

Operating costs are determined on the basis of 6000 hours of operation per year. Detailed comparison available on request.
TELEVISION Programs of America will present conventioneers with hats, samples shown here by (l to r) Mickey Sillerman, TPA executive vice president; Pete Zannphir, advertising consultant, and Martin Stane, merchandising consultant, demonstration how science affects the average person. In five years it has won over a score of awards. In San Francisco it has been sponsored since its inception by American Trust Co. and has been shown on several western stations.

Personnel: Michael M. Sillerman, executive vice president; Bruce Eells, western division vice president; Kurt Biumberg, assistant vice president; Hardie Friebeg, eastern sales manager; Vincent Melzac, account executive; Jerry Franken, publicity director, and Fluff Blome, promotion coordinator.

UM&M and Minot

UM&M and Minot will be located in Suite D-203-5-7 at the Shoreham. Activities will center around films handled by the companies, including 12 MPTV films, the Hank McCune show, New Orleans Police Dept., Television Court, the new Gabby Hayes Show and Do You Know Why?

Personnel: Charles Amory, president; Sy Donegam, vice president, and Neale Oliver and Don Schuler.

Unity Television Corp.

UNITY TELEVISION Corp. will occupy Shoreham E107, showing sales and promotion material of its catalogue features and other types of motion pictures.

Personnel: Arche A. Mayers, general manager; Len Firestone, sales manager; Vic Bikel, southwestern division manager; Noah Jacobs, eastern division manager; Jerry Weisfeldt, west coast manager, and Bill Young, north central division manager.

World Broadcasting System

IN RADIO, "The time has come for a revolution, and World has decided to light the fuse." That's what Pierre Weis, general manager of World Broadcasting System, says on the eve of the convention (Shoreham B 201, 203).

According to Mr. Weis, World executives have been developing new approaches for selling and building radio to stimulate new growth and attract more listenership and more advertisers in each community. Showmanship, new selling ideas and teamwork on the part of those who adhere to the concept radio has come of age will bring the industry a future brighter than even its successful early years, Mr. Weis believes.

Personnel: Robert Friedheim, vice president; Pierre Weis, general manager; Dick Lawrence, sales manager; Jim Weathers, western division manager; Ken Joseph; Robert Montgomery; Greg Reser; Herb Gross.

EXTENSIVE promotion projects are being developed by World Broadcasting System. Listening to a new feature are Pierre Weis (r), general manager, and Dick Lawrence, sales manager.

Frederic W. Ziv Co.

SUCCESS STORY and the heavy penetration of The Eddie Cantor Show will be emphasized by Frederic W. Ziv Co. The radio package consists of five half-hour programs per week with Mr. Cantor in songs, comedy routines and sketches, interesting tales about show business and personal observations about current matters. The program presently is sold in 237 U. S. and Canadian markets with a single sponsor in some locales and multiple or alternate sponsor arrangements in others.

Personnel: Alvin E. Unger, vice president in charge of sales; Ben Philly, sales promotion manager. Shoreham A 208.
Amazing New IT&T development

will revolutionize aircraft navigation

Gives position of aircraft instantly, automatically, and with accuracy never before attained.

TACAN (tactical air navigation) provides both distance and bearing information in a single "package" about the size of an ordinary shoe kit. This has never been done before!

By integration of functions, and miniaturization into one small unit, TACAN represents a giant stride in aircraft navigation equipment. Add extreme accuracy, and adaptability to varying installation conditions such as on shipboard or for mobile land equipment, and you know why TACAN is described by military and civil aviation officials as one of the most significant advances in many years.

TACAN is the result of a series of development programs sponsored by the U.S. Navy and the U.S. Air Force at Federal Telecommunication Laboratories, a division of IT&T. It is another of the outstanding IT&T research and engineering "firsts," and major contributions to safer, more dependable flying.

A light, simple, comprehensive TACAN airborne unit can be made available for private flying.
PHILCO 16MM CineScanner

**FEATURES**

- Provides preview—exclusive with Philco.
- Available in 16MM and 35MM models.
- Quiet, continuous film motion—no intermittent mechanism to cause film wear and damage.
- Cold light source—no burning or discoloring of film.
- Instantaneous run-up with provision for quick starts, stop and reversal.
- Highest quality reproduction in monochrome and color.

**PHILCO REGIONAL OFFICES**

- Chicago 11, Illinois
  666 Lake Shore Drive
- San Francisco 4, Calif.
  650 Russ Building
- Los Angeles 25, Calif.
  10589 Santa Monica Boulevard
- Dallas 1, Texas
  201 Southland Life Bldg.
- Washington 6, D.C.
  744 Jackson Place, N. W.
- Dayton 2, Ohio
  Talbott Bldg., 1st & Ludlow Sts.
CineScanner

...film "star" of network color shows!

Over and over, the Philco CineScanner continues to prove itself the star performer on top-notch network shows: Transforming scenes-on-film to bright, crisp, steady pictures in rich full color... with unequalled simplicity and dependability!

CineScanner employs the simplest film telecasting technique known. There are no problems of shading or color registration. In fact, color registration insurance is actually built in!

Here's how CineScanner works:

A dependable cathode ray tube projects bright "cold" light through the film on to low cost, non-synchronous pickup tubes. Simultaneously, these tubes generate signals for the red, green and blue images—all from a single scanning tube! Operation is simple and direct. Costly camera tubes are eliminated. Perfect registration is assured.

CineScanner has other exclusive advantages. A continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Company eliminates mechanical shutters and noisy film-damaging intermittents. The film can be started, stopped—run forward and backward—instantaneously!

Install the Philco CineScanner and enjoy this simple, practical way of film telecasting. You can start today in monochrome... convert tomorrow to color with a simple conversion kit.

For complete information write Dept. BT

PHILCO CORPORATION

GOVERNMENT AND INDUSTRIAL DIVISION
PHILADELPHIA 44
PENNSYLVANIA
Ziv Television Programs

PLANS for a greatly-accelerated schedule of merchandising and promotion aids which will be made available to sponsors and audiences will be announced by Ziv Television Programs at the convention, according to John L. Sinn, president of the firm. Mr. Sinn explained that the merchandising and promotional program for top-rated shows like Eddie Cantor Comedy Theatre, Mr. District Attorney, I Led Three Lives, Meet Corliss Archer and others have been drawn up to aid advertisers in more closely tying in their products to the programs. The new merchandising and promotion aids, he says, will enable TV stations to work with sponsors in achieving added penetration in local audiences.

For the convention, Ziv has prepared surveys and studies on audience composition and telecast time evaluations of many programs, including District Attorney, Cantor and Science Fiction. In addition, comparative rating surveys on all shows are being prepared for general use in guiding the development of merchandising and promotional campaigns to help maintain a constantly improving rating picture.

Personnel: Frederic W. Ziv, chairman of the board; John L. Sinn, president; M. J. Rифkin, vice president in charge of sales.

OTHERS ON DISPLAY

American Research Bureau Inc.

INFORMATION and sample copies of work done by the American Research Bureau Inc. will be available at Sheraton Park, 356,358,360. Items covered will be national tv audience measurement; metropolitan area tv rating reports, separately for 80 major markets; metropolitan area coverage studies in 140 markets showing tv penetration, stations received, frequency of viewing and v/hf conversion; tv set distribution by brands, and ARB facilities available for special surveys and tabulations.

Personnel: James W. Seiler, president; Roger N. Cooper, western division manager; Jack L. Gross, manager, N. Y. office, and Lorin S. Myers, manager, advertiser service department.

Bonded Tv Film Service

BONDED TV Film Service will present a visual demonstration of film services in Suite F-407 at the Shoreham.

Personnel: E. Center M. Ross, president; Emanuel Kandel, operating vice president; Alan Rhone, Tele-Shippers (subsidiary); Marty Ross, west coast representative, and Don McClure, general sales manager.

Hufty, Eubank & Russell

ENDORSED by NARBT, this insurance underwriter carries a line of group tower insurance providing complete coverage and what is described as inexpensive full-risk protection at special rates.


National Affiliated Television Stations

NATIONAL AFFILIATED Television Stations will show a demonstration of the vast possibilities of aid to uhf and vhf stations, financial, managerial and program aids, in Suite F-201 at the Shoreham.

Personnel: Dick Doherty, director of managerial services; Berman Swartz, secretary-treasurer; Joseph Justman, chairman of the board; Ely Landau, executive vice president, and Oliver Unger, vice president.

Community Club Services

COMMUNITY Club Services Inc. will be in Suite 217-219, Shoreham Hotel, one room to be used as a hospitality room and the other to contain information about the company's sales expansion and merchandising service known as the Community Club Awards Campaign. Door prizes ranging in value from $20 to over $1,000 will be offered.

Personnel: Joseph B. Matthews, president; William Carpenter; Jack Siegel; Victor C. Diehm; Richard H. Harvey; John C. Gilmore; Ben Gilmore, and Lawrence Welch.

Community Club Services

COMMUNITY Club Services Inc. will be in Suite 217-219, Shoreham Hotel, one room to be used as a hospitality room and the other to contain information about the company's sales expansion and merchandising service known as the Community Club Awards Campaign. Door prizes ranging in value from $20 to over $1,000 will be offered.

Personnel: Joseph B. Matthews, president; William Carpenter; Jack Siegel; Victor C. Diehm; Richard H. Harvey; John C. Gilmore; Ben Gilmore, and Lawrence Welch.

Hospitaility Suites

ALSO on tap, in addition to the exhibits described on pages 73-112, will be hospitality suites of various firms. Following are the room locations (numbers are for the Sheraton-Park, except where the Shoreham is specifically mentioned): ABC, B 300; American Research Bureau, C. E. Hooper Inc., 358-360-356; American Telephone & Telegraph Co., Long Lines Department, Electronic Corp., B 312-14; AF, Madison Suite; Avery-Knodel Inc., 489; John Blair & Co., C 200; The Bolling Co., A 611-15-07-09; Bonded TV Film Service, F 407 (Shoreham); The Brasham Co., A 211-215; Broadcast Music Inc., 657-661; Broadcasting • Telecasting Magazine, Franklin Suite; Henry L. Christal Co., 655-660-56; CBS Radio, signal preference, H 409-02-04; CBS Television, H 600-02-04; Dale Television Div. of Thompson Products Inc., E-406-08; Allen B. DuMont Laboratories Inc., G 600 (Shoreham); DuMont Television Network, H 311; General Electric, G 500 (Shoreham); General Television, H 774-72-76; Oliver Gramling, E 311; Guild Films Co., D 800-802 (Shoreham); Harrington, Righter & Parsons Inc., B 500; Headley-Reed Co., E 400-01-04; George P. Hollingbery Co., C 100; Hollywood Television Service Inc., A 402 (Shoreham); Kay Lab Inc., A 111-15; Keystone Broadcasting System Inc., A 711-15; Joseph Hershey McGillivray Inc., A 311-15; Meeker Ty Inc., Robert Meeker Assoc. Inc., A 500; MBS, A 200; Muzak Corp., B 411-15; NBC, D 200-03-04; A. C. Nielsen Inc., 690-92; Edward Petry & Co., G 200; Prodelin Inc., H 100; Pulse Inc., 291-93; RCA Broadcast Marketing Div., C-400-03-11; Screen Gems Inc., A 406-02-01; Sponsor Magazine, F 603-05 (Shoreham); Standard Rate & Data Service Inc., 684-86-86; Television Bureau of Advertising Inc., A 502-500 (Shoreham); Television Digest, D 615-17 (Shoreham); Television Magazine, G 400 (Shoreham); Television Magazine, D 502-500 (Shoreham); Venard, Raitoul & McConnell Inc., B 508-10; Vitapix Corp., B 100; Ziv Television Programs Inc., C 211-15.
BILLBOARD says: Bullseye Among Men. "For 22 basic markets... Police Call—ranks 2nd among Men per 100 viewing homes."

BILLBOARD says: Bullseye Among Women. "For 22 basic markets... Police Call—ranks 4th among Women per 100 viewing homes."

BILLBOARD says: Bullseye Among Teens. "For 22 basic markets... Police Call—ranks 5th among Teens per 100 viewing homes."

POLICE CALL

NTA’s newest TV film adventure series.

A shot in the dark... a man falls to the ground clutching a wisp of cloth. A phone rings at headquarters and a police sergeant answers. It’s the French Surete, Scotland Yard, the Royal Canadian Mounted, the Italian Carabinieri, the famous police forces of the world, all rolled up into a gripping series of thrills and chills!

The stories are developed from actual case histories in international police files. Each show is steeped in the rich atmosphere of the foreign locale in which the case occurred. This is a colorful human interest series, presenting people from every walk of life—a pulsing, fever-pitch of excitement.

Audition Prints upon request.

26 half-hour dramas ready for regional and local sponsorship.

Call Your NTA Man Today! He’s Only Minutes Away!

NTA National Telefilm Associates, INC.
625 Madison Avenue, New York 22, N. Y. • Plaza 5-8200
NARTB's Ninth Annual Engineering Conference will take broadcasters into the newest techniques and apparatus developed by industry scientists in the last year. It will be held Wed.-Thurs. (May 25-26) at the Shoreham.

The discussion is "geared to reality," according to Ross Beville, WWDC Washington, chairman of the conference program committee. A. Prose Walker, NARTB Engineering Dept. manager, said the papers cover such topics as fm multiplexing, bandwidth proposals, remote control of high-power transmitters and directional systems, along with ways of modernizing equipment to save both space and money.

Opening day of the conference will be devoted to radio. Raymond F. Guy, NBC director of radio frequency engineering, will preside. The engineers will join the main NARTB management group at the two luncheons. An engineer reception is planned Tuesday evening.

Wednesday Morning
OPENING TECHNICAL SESSION
Presiding: Raymond F. Guy, Director of Radio Frequency Engineering, NBC

Remote Control of High Power Transmitters and Directional Antenna Systems—A Progress Report
By: A. Prose Walker, Manager of Engineering, NARTB

CHANGING economics of radio broadcasting have produced increased demands for extension of FCC remote control rules to all classes of stations, including directional antenna systems. This paper is a report on the project NARTB is now conducting to enable submission of such a petition to the FCC. Reliability of existing remote control equipment, percentage of off-air time existent at stations now using remote control, economic factors involved, and considerations required in an extension of this authorization to high power and directional antenna systems will be discussed. A resume of experimental work now in progress will be presented, together with expected date of filing petition with FCC.

An Automatic Programming System
By: Philip Smaller, Research Engineer, Ampex Corp.

DISCUSSION of a programming system which will provide as much as 15 hours of completely automatic musical selections and local announcements. Each half-hour interval in the 15-hour program will start and break with required accuracy. The system requires two long-playing play-back machines, with extension of this project in the half-hour interval and stops itself. The system corrects itself every 30 minutes for any accumulated timing errors. At the end of the station break, the announce machine shuts itself off, and at precisely the proper time, the synchronous timer starts the program machine for the beginning of the half-hour. The above procedure is automatically repeated every half hour.

Improvements in Broadcast Audio Equipment Design
By: Norbest L. Jochem, Director of Engineering, and John Birch, Audio Project Engineer, Gates Radio Co.

IT is the intent of this paper to present a broad analysis of audio equipment and audio techniques employed at the present time in the broadcasting industry. Because of the large
By recent action of the FCC, the long awaited green light is on for multiplexing — simultaneous non-interfering distribution of one or two programs, in addition to the existing public broadcast, on an unlimited time basis.

INCREASED REVENUE POTENTIAL — This action of the Commission opens wide new fields of revenue to FM stations for point to point and other non-broadcast services such as store-casting, background music, and others. Stereophonic Sound Transmission can also be provided.

FULLY TESTED SYSTEMS — In anticipation of the Commission's decision, Multiplex Development Corporation, under its President, William S. Halstead, has been engaged in a seven-year development program, based on principles established by the late Major Edwin H. Armstrong. This program has included extensive field tests in metropolitan, rural and fringe areas, culminating in more than eight months of successful test service at WGHF, New York.

IMPROVED QUALITY — By means of a replacement modulator of advanced design, performance of the public broadcast channel is substantially improved.

ECONOMICAL EQUIPMENT CONVERSION — Every effort is being made to keep prices within the capacity of any FM station. Two leading firms have started priority programs for the immediate production of multiplex equipment, to the specifications of and in close collaboration with Multiplex Services Corporation. Gates Radio Company, leading broadcast equipment manufacturer, is producing multiplex transmitting equipment, adaptable to any standard FM transmitter; Browning Laboratories, producers of fine FM receivers, is producing both complete receivers and Multicast adapters for existing receivers.

EQUIPMENT DELIVERY — Equipment will be available as rapidly as possible. Delivery schedules will be furnished upon request.

Be sure to see us at the NARTB Convention . . . ROOM F118 . . . See and hear equipment in operation . . . Displays and information also at exhibits of Graybar Electric Company and Gates Radio Co. . . . If you can't make it . . . write, wire, phone for further details and informational booklet.

MULTIPLEX SERVICES CORPORATION
Sales . . . Installation Service . . . Engineering
25 Vanderbilt Avenue, New York 17, New York, Telephone ORegon 9-0254

May 16, 1955 • Page 107
amount of material to be covered, no attempt will be made to single out specific components such as transistors, or individual units, such as amplifiers, for extensive analysis.

In its scope, the paper will discuss the present day methods employed in the design and the use of consoles, mixing systems, distribution systems, equalizers and automatic devices, such as automatic fade systems and automatic programming methods.

Through the analysis of equipments and methods employed at the present time, a plan for satisfying future requirements will be formulated. The discussion of future requirements will be finalized into actual specifications which must be satisfied for future audio broadcast equipment.

**A Transistorized Remote Amplifier**

By: Paul G. Wulfsberg, Assistant Director of Research & Development, Collins Radio Co.

ONE of the first invasions of transistors into the broadcasting field has come in the form of a four-channel remote amplifier. A unit is described which permits a weight reduction of over 50% and a corresponding reduction in volume. Features include long battery life, absence of microphones, high-level mixing, AC or battery operation with automatic cut-over, built-in test oscillator, etc. General performance and noise figures of transistors are discussed together with possible applications of transistors to other broadcast equipment.

**Tape and Disk Recording—How To Do It**

By: Thomas J. Merson, vice president, Audio-Video Recording Co.

HOW tape and disk recording complement each other to yield the recording quality we enjoy today. Some of the techniques employed in the recording of commercial jingles are examined with an emphasis on multi-track recording. Suggestions for recording at remote locations will be given. How a variable speed recording machine augments the standard studio facilities and gets new sounds to the listener. Some additions in the studio consoles are suggested which yield greater flexibility of operation. Credit is given to the tape editor for his contributions to the fine records available today and some examples of his work are pointed out.

The proper handling and storing of tapes and disks, with a brief discussion of tape printing and a listening demonstration of some jingles and their construction will be given.

**The Engineer-The Builder**

By: Everett S. Lee, Manager, Technical Public Relations, General Electric Co.

IN BACK of every product we have there is a story of engineering development, design, application, operation and production. In every one of these stories you will find the hand, the head and the heart of the engineer.

The scientist brings us new knowledge from nature. The engineer moulds that knowledge into products and services for all of us to have and to use.

When we consider all of the wonderful things we have brought to us from industry, we can say with Solomon: ..."It is the Glory of God to conceal a thing, but to the honor of man to search it out." That search is carried on by the scientist and the engineer.

**Wednesday Afternoon**

Presiding: Comr. E. M. Webster, FCC

**Studio Re-design**

By: Dr. Leo L. Beranek, President, Bolt, Beranek & Newman Inc.

A REVIEW is made of psycho-acoustic and audience-opinion information of recent and older sources from which criteria for studio design are drawn. Examples of three types of existing studios that need revision are discussed. Their physical properties and acoustic data are presented and the manner in which they do not meet the criteria is discussed. Various alternatives for adapting these studios to meet the criteria are then presented. Emphasis is placed on achieving the desired results with the minimum outlay of money.

**Defense Alerts**

YOU DON'T HAVE MAXIMUM PROTECTION FOR A DEFENSE ALERT UNLESS YOU HAVE A "WARE" CONELRAD SYSTEM

Designed to be triggered by carrier break of key station.

Clock stops to indicate time of break, built-in eye pilot light glows, and alarm sounds if desired when receiver is removed. Push button to reset.

Adaptable time delay to prevent false indication. Will operate reliably on less than 1 volt A.V.C. F.O.B. Ware 885.00

Write for further particulars

WARE ELECTRONICS

Ware Coupling & Nipple Co.—Ware, Mass.

D. W. HOWE, JR.—ENGINEER
Benjamin Franklin’s observation that he saw more people die from eating than from starvation is certainly pertinent today. For, if you weigh more than you should, the chances are better than 9 out of 10 that your extra pounds are due to overeating.

When you store up weight, you are also likely to store up future troubles. These could include diabetes, gall bladder and kidney disorders, heart disease or high blood pressure, to mention a few.

In fact, the death rate from all causes is 22 percent higher for people who are from 5 to 14 percent overweight than for people of normal weight. Among people who are 25 percent overweight, mortality is about 75 percent higher.

If you are overweight, why delay the obvious advantages of reducing? Before you start to reduce, however, there are some pitfalls you will want to avoid.

First are the drastic dietary fads, and second is the indiscriminate use of so-called “reducing pills.” Only when overweight is accompanied by a serious disease may quick reducing be desirable.

The safe and sane diet is the one that reduces you slowly, two to three pounds per week, and that permanently keeps you at your best weight. Throughout adult life it is a good rule to keep your weight at slightly below the level that is normal for your age and body build.

It is always wise to let your doctor decide what you should weigh and, equally important, let him plan your reducing diet. He will see to it that your meals are properly balanced.

Do not expect too much too soon when you start dieting. It took a long time to acquire those surplus pounds, and it will take time to lose them. If you want to check on your progress, weigh yourself weekly, rather than daily. If you stick to your diet, your weekly weighings will eventually show how much you are losing.

Once your weight is down, try to avoid any return to your old ways of overeating, and gaining. For permanent weight control usually brings a rich reward—better health and added years in which to enjoy it.
Will FCC Bandwidth Proposals Increase Your Operation Costs?—A Panel


FCC Docket 11233 proposes to limit off-channel radiation from both am and fm broadcast transmitters to a drastically low level (50 micro-watts). Top engineering panelists from manufacturing, broadcasting and consulting engineering fields will discuss the ramifications of these proposals. Measurement data and cost factors indicating whether the proposed limits are practicable or achievement will be presented. Measurement techniques and equipment required to insure compliance will provide an index of operating expenditure should these values be incorporated into the Rules.

Thursday Morning

Presiding: Glenn C. Boundy, Director of Engineering, Storer Broadcasting Co.

Mr. Boundy Mr. Bartlett

Advancements in Color Film & Slide Programming

By: Fred F. Bartlett, Headquarters Supervisor of Sales Engineers, Philco Corp.

THE studio origination of color film and slide programs has shared conspicuously in the success of color television to date and has pointed the way to the increasingly important role that this program source will play in the future of color telecasting. Equipment of this category is described in this paper. The continuing use of these systems for network color origination has demonstrated their versatility in the handling of both color and monochrome film, their adaptability to widely varying contrast and dye characteristics of color stock, and trigger action cueing and preview.

Adaptation of the Iconoscope Equipment to the Vidicon Pick-up Tube

By: Weld S. Carter Jr., Associate Staff Member, General Precision Labs.

THE recent availability of a vidicon suitable for high quality pick-up of film and slides, combined with the present very widespread use of equipment designed for use with the iconoscope tube, raises the question of the practicability of a conversion of these facilities for use with the new tube. In response to field requests, an investigation of the optical, electrical and operational requirements and advantages of such a conversion has been undertaken. A discussion of some of the results of this investigation into the practical aspects of making the conversion in the field will be presented. Mr. Carter's co-author was William E. Smyth of the General Precision Lab.

Mr. Monroe Mr. Monroe

A Visit to CBS-Television Color Studio 72

By: Robert B. Monroe, Senior Project Engineer, CBS Television

TELEVISION studios designed to originate all types of network color programs must be large, flexible and well equipped. This paper describes the technical facilities as well as the general design philosophy of CBS Color Studio 72 in New York City.

The paper is followed by a colored motion picture film, introduced by Mr. William B. Lodge, CBS vice president in charge of engineering, showing studio rehearsals, cameras, lighting equipment, control room facilities, and on-the-set activity in this large, modern CBS color studio.

The Integration of Color Equipment and Existing Monochrome Installations

By: Anthony H. Lind, Manager, Broadcast Audio and Ty Projector Engineering; Lannes F. Anderson, Ty Systems Engineering, and Nils J. Oman, Development Engineer, Broadcast Transmitter Section, RCA

THE tv broadcaster faces many questions as he takes the necessary steps to enter color telecasting. A number of helpful considerations are discussed that will aid him in planning for an efficient transition to combined monochrome and color operation. A logical step-by-step approach is described, including preparatory work to ready existing monochrome facilities to...
ZENITH PUTS THE WORLD AT YOUR COMMAND

Tune in the world from your easy chair with the Zenith TRANS-OCEANIC® portable short wave radio. It gets stations from all over the world! Covers standard broadcast; international short wave bands; marine, weather and amateur short wave coverage bands; plus ship-to-ship and ship-to-shore reception! No wonder the list of owners of this fabulous radio reads like an international "Who's Who."

It is the world's only 14-year-proved short wave portable radio. Tropic treated to prevent loss of sensitivity. With its patented detachable Wavemagnet® antenna, it plays on trains, planes and in steel buildings. Operates on AC, DC, or long-life batteries. 12" high; 17¾" wide, 8" deep. The TRANS-OCEANIC radio shown is in durable Black Stag, model T600, $139.95*. It is also available in luxurious top-grain cowhide, model T600L, at $159.95*.

Zenith Quality...meaning the best of everything in everything Zenith makes.

Backed by 36 years of Experience in Radionics Exclusively • ALSO MAKERS OF FINE HEARING AIDS

Zenith Radio Corporation, Chicago 39, Illinois

*Manufacturer's suggested retail price not including batteries. Slightly higher in far West and South.
handle color signals and dual color-mono-chrome usage of color camera equipment when it is placed in service. Also included is a discussion of considerations that apply to the handling of color signals by the tv transmitter.

A review will be given of the various circuit configurations available to perform the functions shown in block form.

Attention will be given to Q, I and Y Matrix circuitry, bandwidth limiting filters and delay lines, balanced modulators and output circuits. Of particular interest will be descriptions of newly developed highly-stable, double-balanced modulators employing germanium diodes.

A summary in chart form will provide the means for quickly reviewing and bringing the broadcaster up to date on recent developments and the present state of the art of color encoding equipment.

Design, Construction and Operation of Television Boosters and Satellites

By: Dr. George H. Brown, Director, Systems Branch Laboratory, RCA; Eugene E. Overnier, Manager, Commercial Engineering Dept., Sylvania Electric Products Inc., and Benjamin Adler, Owner, Adler Communications Labs.

RECENT proposed rule makings of the FCC look toward the authorization of low power television stations (vhf, uhf), in accordance with channel assignments of the Sixth Report and Order, as well as "boosters" to improve coverage of uhf stations within the predicted service area. Design, construction and operation of such stations, together with practical problems of coverage and interference, will be explained with the view of assisting any broadcaster entering this field of operation should it be authorized.

Thursday Afternoon

Presiding: James L. Middlebrooks, Engineering Director, KING-TV Seattle

A Review of Color Encoding Principles


THE major function of color encoding equipment will be discussed in block diagram form.

Proof of Performance Measurements of Vhf Stations


Since the advent of FCC Docket 10353, the permissible levels of "spurious emissions" and harmonic radiation have been specified. It is the intent of this talk to illustrate several methods whereby low level measurements can be made. Specific emphasis will be placed on harmonic radiation measurements, using available test equipment and as illustrations—measurements taken at a particular vhf station and at the General Electric factories will be compared.

Achieving One Megawatt ERP at UHF

By: Frank J. Bias, Supervisor of Uhf Transmitter Engineering, General Electric Co.

Experience with uhf television transmitting stations radiating up to 250 kw ERP has demonstrated the desirability of reaching the maximum of 1,000 kw ERP allowed by the FCC. Analysis of the factors involved shows the need for uhf television transmitters at both the 23 and 45 kw ratings. In the General Electric 23 and 45 kw uhf television transmitters these power levels are achieved by combining field-proven elements of the 12 kw transmitter in such a manner that failure of one of the amplifier tubes does not disable the transmitter.

These transmitters offer unusual flexibility in that the cubicles may be arranged in any manner to meet the space requirements of each installation. Also the transition from the existing 1 kw or 12 kw transmitter to 23 or 45 kw operation may be made in easy pre-tested stages without reduction in power output or loss of air time.

A Low Power Television Station for $50,000

By: Joseph W. Alinsky, Chief Engineer, Dage TV Div., Thompson Products Inc.

Good television service can be provided to small communities with low power and antenna heights. Actual ERP and antenna heights vary according to specific circumstances (layout and terrain), but with modern receivers and antennas they can be much less than presently allowed by FCC for cities under 50,000 population. For the proposed low-power installations, service for area television sets should compare favorably with that presently provided in low power am installations for area radio sets.

Attention is invited to the fact that modern "hot" receivers (built-in boosters) give Grade A pictures with Grade B signals in many instances (FCC curves based upon "average" receiver existing 1946).

Equipment, transmission lines and antennas are described and Tables of Predicted Coverage are presented for several ERP's and antenna heights.
"Great is TRUTH. Fire cannot burn, nor water drown it"...DUMAS

What Is Chiropractic?

Here Is the TRUTH about America's Second Largest Healing Profession

There is ONE first and basic study for ALL those entering ANY of the healing professions. The study is the structure of the human body—the book is Gray's Anatomy. It is profoundly significant that on the nervous system this book agrees with the chiropractic principle with classic simplicity. Gray says:

"The nervous system is the mechanism by which ALL, save the lowest forms of animal life, are enabled to re-act to their environment. In addition, the nervous system CONTROLS and regulates the activities of ALL other systems of the body and determines their harmonious co-operation, for the benefit of the organism as a whole."

Chiropractic therapeutics restores normal function of the nerve system in these ways:

1—Specific adjustive therapy to correct anatomical disrelationship, restore normal nerve function.
2—Clinical nutrition and dietary guidance to restore normal chemical balance in the body and correct disorders resulting from faulty nutrition.
3—Physical therapy, using light, water, heat, cold, exercise and certain precision instruments, to restore the normal physiological functions.
4—Psychosomatic counsel to effect a balanced inter-relationship between mental, emotional, physiological and mechanical aspects of the body.

The truth of chiropractic cannot be denied... in results, in public service... in every ethical way it has established itself as the second largest healing profession.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic." NATIONAL CHIROPRACTIC ASSOCIATION, Inc., NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW!

550 Insurance Companies Recognize Chiropractic.
1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.
4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

*One of a Series of Reports
SARNOFF CALLS FOR MASS SCALE USE OF RADIO-TV FOR COLD WAR VICTORY

High on the recommendations of the Sarnoff Plan, submitted to the President in a memorandum, is that lightweight radios tuned to American signals be made available to areas behind the Iron Curtain. He also asks for expansion of mobile film units and suggests the use of mobile big-screen TV units in black-and-white and color.

AGGRESSIVE use of radio and TV on a mass scale is a keypoint in Brig. Gen. David Sarnoff's blueprint to win the cold war and thus lessen the possibility of a “hot war.”

Gen. Sarnoff, board chairman of RCA-NBC, presented his program in a memorandum to the White House, made public last Tuesday.

At his Wednesday news conference President Eisenhower said he had discussed the recommendations with Gen. Sarnoff, adding he believed thoroughly in them since he considered it unthinkable to limit the nation's activity in this information field.

To direct this “political offensive,” Gen. Sarnoff recommended the creation of a Strategy Board for Political Defense. The board, operating on the cold war equivalent of the joint chiefs of staff on the military side, would be drawn from the top policy levels of the State Dept., Defense Dept., Central Intelligence Agency and the U.S. Information Agency (includes Voice of America).

The board, functioning directly under the President, would have a chief with cabinet status.

The Sarnoff Plan bears the title: “Program for a Political Offensive Against World Communism.” It encompasses a vastly enlarged “propaganda effort.” Communications media, along this line, would shoulder a greater responsibility.

The broadcast media portion of the Sarnoff Plan includes:

- Re-appraisal of the U. S. Information Agency “with a view to improvement and expansion.” Gen. Sarnoff said the Voice of America program “has tasks to perform in many nations of the free world second in importance only to those in the unfree world.” The Voice's name would be extended to include the words: “—for Freedom and Peace.”
- Expansion of mobile film units (which, he noted, are already penetrating backward areas). In this connection, Gen. Sarnoff recommended mobile big-screen television units in black-and-white and in color—“their very novelty will guarantee large and attentive audiences.”
- Availability of millions of mass-produced, cheap and lightweight radio receivers tuned to pick up American signals. These would go to listeners “in critical areas behind the Iron Curtain” at receiver cost or free of any charge.
- Because millions of persons in the world do not have electrical and mechanical devices available in the U. S., “a simple, hand-operated phonograph device costing no more than a loaf of bread, could be produced in quantities and supplied gratis.
- Unbreakable, intelligible records, made of cardboard and “costing less than a bottle of Coca-Cola” could carry U. S. messages. These could be dropped from the air like leaflets, thus getting across messages which “could not be jammed.”
- Enlistment of broadcasting facilities for U. S. use in European and Asian countries as a supplement to regular overseas propaganda and as a means of intensifying American broadcasting on a world-wide scale.

Gen. Sarnoff said the case of Finland points up the "inadequacy of our present effort." That country, he said, located on the very edge of the Red Empire and "under the most concentrated Soviet propaganda barrage," receives more than 43 hours of Soviet broadcasts weekly and "a million potential viewers" will be available for "the right kind of listening" in Soviet Estonia, near Finland. The Voice of America, however, in 1953 "was compelled to discontinue its daily half-hour broadcast to Finland to save $10,000 annually," he asserted.

As summarized by Gen. Sarnoff, the reason for his detailed 42-page memorandum lies in his feeling that "insufficient funds and inadequate tools" have scaled down U. S. efforts to "strikingly little compared with the enemy's and presently inadequate to achieve victory." He said: "We must meet the political-psychological challenge of world Communism fully and on a scale geared to winning the struggle."

The "decision to win the Cold War," he said, should be communicated to the entire world as a fixed goal of U. S. policy. And the American public should be made "promptly and fully aware" of (1) the nature of the cold war, (2) the importance of the U. S. winning it and (3) costs and sacrifices this effort may entail.

Gen. Sarnoff said, "This significance and urgency of the problem should be conveyed to the American people, through discussion over radio, TV, and print." The Sarnoff memorandum treats in great detail the methods used by the Communists in waging the cold war, including tactics of propaganda, infiltration and subversion, fifth columns and false fronts, sabotage and terror, civil strife, preparation of "cadres" and reserves and "treacherous diplomacy." Other topics discussed are reasons why the U. S. "clare not lose the cold war," why it must be won to prevent a hot war, a clarification of the global issues and the organization "toward cold war victory" as envisioned by the general.

Gen. Sarnoff warned that this country's "political-counter-strategy has to be as massive, as intensive, and as comprehensive." He said the question "is no longer whether we should engage in the Cold War. The Soviet drive is forcing us to take counter-measures in any case. The question now, he said, is "Is the United States prepared to do a political job in the world, with the idea of using all the means deemed essential, by governments and by private groups, to win the contest?"

Gen. Sarnoff explained that his memorandum was prepared after a talk on the subject with President Eisenhower March 15 and then announced by White House Press Secretary James Hagerty.

In a report of that meeting [B*T, March 21], B-T had noted that the President was "so impressed by Gen. Sarnoff's discussion that a normal 15-minute, pre-luncheon appointment was stretched out into a 45-minute session."

Gen. Sarnoff said that the same afternoon, at Mr. Eisenhower's request, he conferred with Nelson Rockefeller, Special Assistant to the President on psychological warfare, and U. S. Information Agency and CIA officials. At the meeting's end, Gen. Sarnoff "undertook to submit his views on the subject and a suggested program of action," according to RCA. The result was preparation of the memorandum.

Gen. Sarnoff's plan calls for "dramatic victories as swiftly as possible." Along this path, the general saw possibilities for encouraging and guiding "passive resistance," for keeping supplied with information, slogans and leadership "pockets of guerrilla forces... in Poland, Hungary, the Baltic states, China, Albania and other areas." Among specific activities discussed by the general, in addition to communications, were collaboration with emigres and escapes and special schools to train personnel for political-psychological warfare.

Sarnoff Plan Lauded

SENATE Majority Leader Lyndon B. Johnson (D-Tex.) last week praised RCA-NBC Board Chairman Gen. David Sar- noff's "Program for a Political Offensive Against World Communism" (see adjacent story). Sen. Johnson called the document "particularly impressive" and entered it in the Congressional Record. He said Gen. Sarnoff "belongs to that great group of Americans who are always on call when their government needs them. He has always been willing to set aside his personal affairs, however important, when his services can advance his country's welfare." Sen. Johnson described RCA as a "key element in our defense structure."

James Roosevelt (D-Calif.) last week proposed that Gen. Sarnoff be made chairman of the strategy board he proposed. He inserted in the Record an editorial from the New York Journal-American praising Sarnoff as head of the strategy board.

broadcasters quiet on pay-see issue

DEADLINE for comments on whether the FCC should authorize the operation of subscription television is only 30 days away (June 9), and still no major broadcast entity has put its position in writing.

But the public has taken to pen and paper with an outpouring that has turned the FCC's mail and docket clerks into muttering letter openers.

As last week drew to a close, the Commission had 25 volumes of pay-tv correspondence in its docket section. Proponents of toll TV still predominated.

Among the "big" names writing in favor of subscription TV during the last week were Mrs. Eleanor Roosevelt, Cecil B. DeMille, Carl Sandburg (poet), Robert Sherwood (playwright), and Tom Hamilton, U. of Pittsburgh athletic director.

Also on the favorable side was Vincent M. Gaughan, Buffalo, N. Y., attorney and vice president of ch. 27 WSTV (TV) Stamford, Conn., not yet on the air.

Polls were being taken by such dissimilar publications as the Chicago Daily News and
Maynard Reynolds
or what model gasoline for your 1958 model car?

"You've probably heard it said that competition in an industry brings the customers better products ahead of time.

"If you ever doubted it, you should have been looking over my shoulder lately.

"I'm a research chemist for Union Oil. That's why, back in 1951—when Union was selling all the gasoline it could refine—the boss called me in. He said management wanted to know what kind of gasolines we'd have to be able to market in 1958 to satisfy cars then.

"After studying trends in engine design, we set to work on our '58 model gasolines. We pushed octane right to the ceiling for the highest practical power and knock-rating. But we wanted more than power.

"We wanted gasoline that wouldn't vaporlock. So we drove down into the desert and tested blends till we had one that would perform in an oven.

"Well, when we had all the vital statistics we showed 'em to the men on the 12th floor. They took a long look at the facts, okayed $70,000,000 for a refinery expansion program.

"As a result, we were able to introduce our 1958 model premium and regular gasolines in 1955—three years ahead of schedule. And man, are the customers taking them away from us!"

* * *

Maynard's true story points up again the big advantage of being a customer under America's free enterprise system.

Because we compete with every other oil company for your business, we con-

stantly have to introduce improved products to please you.

But if—as in Russia today—government had a monopoly on all business, there would be no incentive to bring you anything better.

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.
CBS PICKS WROW-TV AS THIRD CHOICE

President Stanton tells FCC network would rather affiliate with WRGB (TV) or the station pending in Vails Mills, N. Y., than with the uhf partly owned by CBS newscaster Lowell Thomas.

IF CBS had its choice, it would affiliate with ch. 6 WRGB (TV) Schenectady, N. Y., CBS President Frank Stanton told an FCC hearing examiner last week. WRGB is an NBC primary affiliate.

Mr. Stanton, testifying in the protest hearing brought by ch. 35 WTRI (TV) Albany, now dark, against last year's FCC action approving the sale of ch. 41 WROW-TV Albany to CBS newscaster Lowell Thomas and associates for $298,800.

Failing that, Mr. Stanton said, CBS would like to affiliate with whatever applicant secures the grant for ch. 10 in Vails Mills, N. Y. This is a vhf drop-in which is the subject of an FCC rule-making proposal. Third choice would be a uhf station, Mr. Stanton said.

Hearing on WTRI's protest began last Monday and was scheduled to continue Friday with Mr. Thomas and H. V. Akerberg, CBS-TV station relations vice president, testifying. It is being heard by Chief FCC Hearing Examiner James D. Cunningham.

Nub of WTRI's protest is that Mr. Thomas is a high ranking employee of CBS and his ownership of a broadcast facility violates FCC policy regarding station ownership by network employees. It also claimed that there was a secret agreement between Mr. Thomas and CBS regarding the tri-city network affiliation. This is an antitrust violation, WTRI claimed.

Mr. Stanton emphasized that his decision to change the CBS affiliation to WROW-TV was based on its superior facilities, compared to WTRI, and on his knowledge of the "aggressive" management capabilities of Frank M. Smith, CBS' show business manager, who has agreed to manage the station and live in Albany.

The CBS newscaster said he gave no weight to Mr. Thomas' connection with the prospective purchase. Nor did he, he said, feel impelled to make the change because Rep. Dean P. Taylor (R-N. Y.) was involved. Rep. Taylor was one of the original stockholders in WROW-TV grant. He and Louis Gross, Troy banker, re- mained with the new owners when the transfer was approved.

Mr. Stanton said he also knew others in the pursuing group. He named Alger Chapman, New York attorney who handled tax matters for CBS; Edward Elliott, broker, and others. The fact that this affiliation was not handled by the station relations department was "not unusual," Mr. Stanton said.

At one point, there was talk between Mr. Smith and Mr. Stanton of establishing a satellite operation on Amsterdam's ch. 52 to serve the Albany-Schenectady-Troy area.

In addition to Mr. Stanton, the week's witnesses included Harry C. Wilder, WTRI president; Richard B. Wheeler, WTRI manager, and Mr. Smith.

The CBS radio affiliation, now held by WTRI, owned by Mr. Wilder, will be shifted to WROW, Mr. Stanton said.

WROW-TV is now owned by the original buying group plus the following, among others: H. V. Kaltenborn, NBC newscaster; Rep. Leo W. O'Brien, (D-N. Y.), and Roger Strauss, president of American Smelting Co. and president of the New York State Board of Regents.

On Tuesday, the FCC upheld Mr. Cunningham in denying WTRI's request that it be permitted to bring into the case CBS affiliation practices in places other than Albany. The examiner ruled that if it was outside the scope of the hearing. The Commission upheld this viewpoint. Comr. Frieda B. Henneck dis-sented.

Representing WTRI was Paul A. Porter; WTVW, Duke M. Patrick, and CBS, Seymour Lewis.

Storer Miami Ch. 10 Bid Hits Opposition From WKAT

OPPOSITION to Storer Broadcasting Co.'s application for Miami's ch. 10 [WAT, May 9] was voiced last week by WKAT Miami Beach, Fla., which is favored by an initial decision for that facility.

WKAT claimed that Storer has no right to have its application accepted by the FCC, since it has failed to make any move to try and get into the Miami ch. 10 hearing. Instead, WKAT said, Storer bought a uhf station in Miami—now WGBS- TV on ch. 23.

Storer's appeal to the appellate court was on the question of the FCC's multiple ownership rules, WKAT said. The decision on that point—declaring that the Commission's maximum limitation on single tv station ownership was illegal—has no bearing on Storer's right to re-apply for Miami's ch. 10, the Miami Beach station said.

WKAT said that it considered as dicta—not part of the decision—that part of the appeal court's opinion which expressed the belief that the FCC would accept Storer's application if it should be tendered again.

Pointing to Storer's ch. 10 application and its simultaneous petition to make Miami a permanently uhf city, WKAT criticized that these moves were for the purpose of delaying ch. 10 operation in that city. It called on the Commission to deny the Storer application.

Storer's application for Miami's ch. 10 was accompanied by a petition that it be made a party to the ch. 10 hearing and that the hearing be reopened.

It also said that if its petition for deinter-
mixture was granted, it would withdraw its ch. 10 application.

Early last month, Storer asked the FCC to make Miami an all-uHF city by deleting chs. 4, 7 and 10. Two weeks ago, it amended its petition to ask only that chs. 7 and 10 be withdrawn from Miami. Ch. 4 is occupied by WTVJ (TV) Miami.

Echoes of Storer's purchase of the WMIE-TV Miami construction permit, approved by the FCC last December, were heard last week when the FCC officially denied the protest of WINZ-WMFL (TV) Miami.

The Commission said that the protesters had failed to sustain the burden of proof. FCC Commissioner Frieda B. Hennock dissented.

WINZ-WMFL claimed that Storer bought the WMIE-TV permit and the facilities of WFTL-TV Fort Lauderdale in order to secure the NBC-TV affiliation. The complaint also charged that Storer planned to promote what is now ch. 23 WGBS-TV Miami by underwriting a one-channel converter campaign. Storer denied the allegations, charged in rebuttal that WINZ-WMFL (TV) offered to withdraw filing the protest if it could share the 1,000-ft. WGBS-TV antenna tower in the Miami antenna farm [BT, March 7].

U. S. Antitrust Group Sees Favoritism Charge

CHARGES that the Attorney General's committee to study the antitrust laws (BT, April 4) was stacked in favor of big business were made last week before the House Antitrust Committee.

Rep. Wright Patman (D-Tex.), co-author of the Robinson-Patman Act establishing the anti-price discrimination law, claimed that half of the attorneys who were members of the Attorney General's committee were representing clients in pending antitrust suits. He also said he had been told that some of the patent recommendations in the report would favor RCA in its suit against Zenith.

The Texas Democrat said he had made inquiries to determine how many members of the 61-man committee were employed by RCA and how many by Zenith. The following five members represented RCA, Mr. Patman said: Hammond E. Chaffetz, Edward R. Johnston, Whitney North Seymour, Jerrold G. Van Cise and Laurence I. Wood. No member of the committee is employed by Zenith, Mr. Patman said.

Rep. Henry S. Reuss (D-Wis.) told the committee that the Attorney General's committee report favored weakening rather than strengthening the antitrust laws. It did nothing in the area where monopoly is in the ascendency, he said. One of these is television, the Wisconsin Democrat declared. He said:

"In no field is monopoly more threatening today than in that of television, where increasing numbers of radio and newspaper organizations are acquiring a stranglehold on the industry. The Federal Communications Commission has accelerated this trend. In television, as elsewhere, the big get bigger and the independent gets left far behind. In the last few months, independent uhf stations in Milwaukee, Oshkosh, and elsewhere have given up the ghost and gone off the air. The four major television networks and the 16 stations they own received 53.5% of the audience in 1963. In the early years of the television industry in 1953, the other 318 stations, comprising 95% of the total number, received only 46.5%.

"Two months ago, Milwaukee had four local television stations, all of them independent and all of them locally owned by Milwaukee businessmen. Today, as a direct result of the Federal Communications Commission's policies, we have one locally-owned television station, WTLM. Of the other local independent stations, Columbia Broadcasting System has acquired WOKY (TV), now WXIX (TV); Hearst Newspaper Inc., is in the act of acquiring WTVW; and the remaining station, WCAN (TV), finding its franchise canceled by CBS, has gone out of business. As the number of stations diminishes, their advertising rates go up and up, and soon the small businessman finds that he cannot afford to pay their rates for television advertising. Where is it going to end?"

The Dept. of Justice antitrust division chief objected to both characterizations in testifying before the Judiciary subcommittee last week.

Assistant Attorney General Stanley N. Barnes told the subcommittee that only 22 of the study committee's 61 members had ever represented defendants in a government antitrust suit. Many of these had at one time or another served in the Antitrust Division of the Justice Dept., Mr. Barnes said. The other two-thirds, Mr. Barnes said, comprised "outstanding" law professors, economists and citizens.

Mr. Barnes also demurred to the charge that the recommendations weakened rather than strengthened the antitrust laws. He urged the Congressional subcommittee to consider the recommendation that the fair trade law be repealed. He also proposed legislation that would force a businessman to open his books to the government in a civil antitrust suit. This also was recommended by the anti-trust study committee.

FCC Majority Abstains From Free Time Issue

FCC Comr. Frieda B. Hennock's testimony before a Senate Elections Subcommittee—in which she advocated free radio and TV time for political candidates (BT, May 2)—does not represent the views of the Commission's other six members, FCC General Counsel Warren Baker told the subcommittee last week.

Testifying on the majority views of the FCC concerning a bill (S 636) to revise federal election control laws and raise the limits on campaign expenditures, Mr. Baker said that since the present language of S 636 makes no provisions affecting the Communications Act's Sec. 315 (equal time provisions), the FCC majority does not wish to advise the Senate group regarding election laws.

Mr. Baker said that although the "trade press" has estimated the two major political parties spent upward of $5 million during the 1962 presidential election campaign, the FCC has no official figures on the amount being spent in the two media.

He said the FCC majority does not want to take a position "until you determine what you propose to do" about free time proposals.

Some of the problems brought up by free time proposals, he said, are: (1) Should radio-TV be paid for by candidates, the federal treasury or the stations themselves? (2) For what elective offices would time be furnished? (3) How much time would be left for a station's other obligations to the public? (4) Would the time be distributed evenly among all parties? (5) Since Sec. 315 applies only to candidates, should provisions be made for time for speeches by spokesmen for a candidate?

Sen. Carl T. Curtis (R-Nebr.), who presided
at the Tuesday hearing by the subcommittee headed by Sen. Thomas C. Hennings (D-Mo.), described a letter he had received from a broadcaster, whom, he said, he had not yet received permission to identify.

This broadcaster, he said, was head of an 11-station shortwave network operation in San Francisco during World War II, when political broadcasts to troops overseas were "measured out to five parties equally." Troops in the Pacific, Alaska and Central and South America, the broadcaster said, received broadcasts in the 1944 elections by not only the Democratic and Republican parties, but also "socialists, labor and prohibition parties." He indicated servicemen listeners did not resist favorably to this arrangement.

Sen. Curtis also described the BBC's political broadcast plan for the British elections this month, under which the BBC divides a total of 5 hours and 15 minutes radio and tv time equally between the Labor and Conservative Parties. No other parties will receive time.

Mr. Baker replied that it would be "interesting" to compare this with the amount of time given free by British television to political parties in the U. S., indicating the latter would outstrip by far the BBC allotment.

Sen. Curtis said BBC is keeping off the air all other programs likely to influence the election.

HOOVER RECOMMENDATIONS PUT INTO HOUSE PROPOSALS

TWO House Bills, implementing some of the legislative recommendations made by the Hoover Commission and its Task Force on Legal Services for separating administrative and judicial functions of the FCC and other federal agencies, (B*T, April 11), were introduced last week.

HR 6115, introduced by Rep. Frank Thompson Jr. (D-N. J.), provides for development of a legal career service for civilian attorneys in government, with an office (Office of Legal Services & Procedures) created within the Justice Dept. to administer it.

HR 6114, also introduced by Rep. Thompson, would establish a three-judge panel of the Administrative Court of the U. S. to number 18 judges of which one three-judge group, the Trade Section, would have jurisdiction over cases involving violation of antitrust and related laws.

Under the Administrative Court would be all hearing examiners now serving in the various agencies. They would be redesignated as hearing commissioners and would be be under a chief hearing commissioner appointed by the President, with Senate consent, for a 12-year term. He would be guided by a five-man advisory board appointed by the President from the judiciary, interested agencies and attorneys of administrative law.

HR 6114 also would:
1. Require "precise and complete" (affirmative) definition in enabling legislation for attorney-delegates sent by Congress to federal administrative agencies.
2. Extend the requirements for public participation in agency rulemaking, apply principle of separation of functions in areas now excepted by the Administrative Procedure Act, and provide for review by a board or superior agency officer of decisions based on tests and examinations.

At the request of the Hoover Commission and Task Force also had recommended:
1. That the legal staffs of each department, agency or regulatory body be integrated under an assistant secretary or general counsel.
2. That Congress study the feasibility of transferring to existing courts of general jurisdiction certain judicial functions of government agencies "such as the imposition, remission or compromise of money penalties, awarding of reparations or damages, and issuance of injunctive orders, wherever this can be accomplished without harm to the regulatory process."

AMERICA BAR UNIT BACKS AMENDMENT OF SEC. 309 (c)

SUPPORT for the FCC's request to have the protest provisions of the Communications Act amended was voiced last week by the Communications Committee, Administrative Law Section, American Bar Assn.

In a special report on Senate and House bills to amend Sec. 309(c), the law group urged Congressional enactment with clarifying amendments. The report was signed by Arthur W. Scharfeld, chairman of the Communications Committee.

Both bills (S 1648 and HR 5614) were introduced last month by the chairman of the respective Senate and House Commerce Committees at their hearings. Both Sen. Warren G. Magnuson (D-Wash.) and Rep. Percy J. Priest (D-Tenn.) have promised hearings on the bills.

A request for a hearing and to be heard was submitted to both committees a few weeks ago by the Federal Communications Bar Assn. FCBA has not yet taken a position on these two bills.

Sec. 309(c) was included in the Communications Act in the McFarland amendments of 1952. It provides that any party in interest may for 30 days protest an FCC grant made without a hearing. The Commission is then required to appoint a protestant to the antitrust is a party in interest, and if so to grant a hearing, and to stay the grant involved.

The FCC-proposed amendments—required because of "abusers" in the use of the protest rule, the Commission alleged—would permit the FCC to use its discretion regarding the issuance of a stay order, to deny the protest without a full hearing if in its judgment the facts alleged, even if true, make no difference in its decision, or that the Commission redraft the protest issue.

The basic objectives of the protest rule are good, the ABA committee declared, but the "liberal interpretation of 'parties in interest' ... together with the mandatory stay and the absence of any effective limitations upon the scope of protest hearing, has resulted in the Section's use primarily as a competitive device for delaying purposes by existing interests against new services."

TelePrompTer Takes Issue With Neuberger Proposal

A PROPOSAL by Sen. Richard L. Neuberger (D-Ore.) that tv audiences be informed when a political candidate is using make-up or prompting devices while being telecast (B*T, May 9) drew criticism last week from the manufacturer of one of the devices—TelePrompTer Corp., New York.

Irving Kahn, board chairman of TelePrompTer, said he is writing Sen. Neuberger that what the senator proposes may foreclose from consideration some of the nation's "most competent political talent" because they are afraid of the difficulties of speech-making on radio and television.

He said TelePrompTer would be glad to demonstrate its device for the benefit of senators—even at hearings on the bill.

Better Living Attributed To Advertising by Magnuson

THE American family lives better, is better informed and is happier than it was a generation ago because of modern advertising tools, Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, told the Seattle Advertising Club last Wednesday.

With the right to direct people in their buying habits goes the obligation of sincerity, he said. He cited among other things the public's right to buy a tv set that tunes in both vhf and uhf signals and touched on the Communications Act of 1934, which deregulated agreement from set manufacturers to make all-channel sets so the consumer will not be "penalized through the loss of part of the channels he would otherwise get."

"We're hopeful," he said, that set manufacturers will agree to install uhf in every set "if we, in Congress, will remove the excise tax that the federal government now collects."

AT&T OFF-AIR PICKUP PLAN QUESTIONED IN CBS COMMENT

BOOST for privately owned interest relays was made to the FCC last week when CBS questioned the ability of the AT&T's proposed off-the-air pickup service (B*T, Feb. 28) to help tv stations in remote areas.

The AT&T off-the-air pickup service would limit the re-transmission station in its choice of programs, CBS said, since it would make it dependent on the sending station.

In addition, CBS said, AT&T asked for three-year contracts for the off-the-air service, whereas network contracts only run for two-year periods. This is inequitable, the network said.

The CBS comments were filed in response to the FCC's call for additional remarks regarding its pending proposal to permit tv stations in distant communities to build their own interest relays in order to bring network programs to their communities. AT&T's new off-the-air service was announced shortly after it filed its statement in opposition to the proposal. Most comments have been in favor of the FCC's proposal and in opposition to the requirement that the AT&T service be used (B*T, May 9).

Deadline for comments on this subject is May 20.

WAHR DROPS HANDICAPPER, DENIES FCC IMPLICATIONS

ALTHOUGH contending its ex-jockey Jimmy Grant is a licensed racing handicapper in both city and state and neither local authorities nor listeners have ever complained about his race tip show, WAHR Miami Beach a fortnight ago advised FCC that in view of "serious implications" contained in a pre-hearing McFarland notification prompting the FCC to look into the matter, it "will not carry Mr. Grant's program or a similar program by anyone else in the future."

WAHR said Mr. Grant sold his race selections for $10 and promised refund if horse failed to win. He said it is careful, fully, adding that the FCC complaint was first ever received (B*T, April 11). FCC also has written WPEC and WMIE Miami and WMBM Miami Beach.

WMBM answered FCC's charges by stating that the AI Laurence program named by the Commission, was removed from the station's programming shortly after the Rousavilles took over the station early in 1953. In December...
ber 1954, the Laurence program was permitted to resume, but it continued only until Jan. 24, 1955. The program, the station said, did not give horse race info, but was on behalf of a handicapper's guide published by Mr. Laurence. The station checked with the Better Business Bureaus and the chiefs of police in the various communities which it serves, WMBM said, and none objected to the program or the subject matter of the advertising.

'Play Marco' Agency Seeks To Prove Legality of Show

FCC ACTION against KTLA (TV) Hollywood which forced cancellation of its tv-bingo show Play Marco [B&T, May 9], indicates that "for the sake of the record, the Commission would like a legal decision on the show," Pat Cooney, radio-tv director of The Caples Co., said last week. Caples is the Los Angeles advertising agency which syndicates Play Marco in 28 markets across the U.S.

"We are seeking a method of bringing it into court and clearing it once and for all," Mr. Cooney explained. "We are confident that Play Marco comes within the scope of the U.S. Supreme Court decision of April 5, 1954 (ABC-TV vs. FCC), the case in which Stop the Music was declared legal."

Mr. Cooney pointed out that not only was the program cleared by state and local authorities before it was first presented 10 months ago by KTLA, but that it has use of the U.S. mails. Moreover, he said, "the Justice Dept., whose duty it is to enforce federal, has raised no objection to its legality."

Klaus Landsberg, KTLA vice president, said his station's dropping of the show "in no way" concedes the correctness and validity of the program. He said KTLA cancelled Play Marco because of FCC's attitude, which impeded renewal of the station's license.

Meanwhile, WGN-TV Chicago, which formerly carried Play Marco and was to renew it last Tuesday under sponsorship of the National Tea Co., announced it has withdrawn the program in the light of FCC's ruling. Station officials and representatives of Caples and National Tea visited FCC Monday about the problem, it was reported. WGN-TV advised viewers to retain their Play Marco cards, indicating hope of "some possibility that the issues of difference may be resolved in the near future."

Diversification Issue

Key to Sacramento Case

What may be an historic legal battle is scheduled for this Thursday when the Sacramento ch. 10 case is scheduled to be argued before a three-judge panel of the U.S. Court of Appeals in Washington.

Key is the FCC's policy regarding diversification of the media of communications.

At issue is the Commission's grant of the Sacramento vhf channel to Sacramento Telecasters Inc. (KBET-TV) and its denial of the application by McClatchy Broadcasting Co. (KBK-Sacramento Bee) for the same facility.

McClatchy appealed that decision when the Commission favored the non-newspaper owned station on the ground that it promoted diversification. Joined with McClatchy is the American Newspaper Publishers Assn. Both have asked the court to rule specifically on the Commission's right to discriminate against newspaper broadcast applicants.

Webster Cites 'Trafficking' in Thomasville Sales

ISSUE of Commission policy toward trafficking in permits was raised last week in opposition to the FCC approval of the sales of WKTG and WCTV (TV) Thomasville, Ga.

Ch. 6 WCTV (TV) was sold by E. D. Rivers Sr. to John H. Phipps, owner of WTAL Tallahassee and WTVS Marianna, Fla. Mr. Phipps pays $88,700 to Mr. Rivers for tv expenses and equipment and assumes GE equipment obligations of $331,464. Mr. Phipps also pays Mr. Rivers $38,000 for Mr. Rivers' contract to purchase WKTG Thomasville for $62,000 from Southern Broadcasting System Inc.

Approving the sales were Comrs. Hyde (Acting Chairman), Doerfer and Lee. Comrs. Webster and Bartley dissented, favoring a hearing, with Comr. Hennock not voting. Chairman McConnaughey, on a Defense Dept. tour, was not present.

In dissenting from the majority action, Comr. Webster stated in part:

"I do not take the position that the Commission should or could promulgate a hard and fast rule under which it would determine what payments can legitimately be made where the assignment or transfer of a bare permit is concerned. But I think the Commission should now pause long enough in its consideration of construction permit assignments and transfers to enable it to determine whether it proposes to abandon the Commission's long-standing policy against trafficking in frequencies, and, if not, to set up some general guide for determining what constitutes trafficking of that nature. For I contend that the Commission can set up a general policy in this connection which would at least permit us to achieve a certain degree of consistency."

At the same time the FCC authorized WCTV to change its transmitter from 2.7 miles north of Thomasville to 18 miles southwest of that city and 16 miles northeast of Tallahassee, Fla. WCTV also was allowed to boost its effective radiated power to 100 kw visual and 50 kw aural.

Brush-Moore Newspapers Seek Low Power Vs, Canton Ch. 12

PETITION for rule making to authorize low power vhf stations and the assignment of ch. 12 to Canton, Ohio, was filed with the FCC last week. Ch. 12 there was never assigned because too much interference with other operations was feared.

The petition was filed by Brush-Moore Newspapers Inc., owner of WHBC-AM-FM Canton, and WPAY-AM-FM Portsmouth, also Ohio.

Brush-Moore requested the Commission to permit allocation and operation of vhf community stations without regard to mileage separation requirements. The stations are to operate with reduced power and antenna heights so that interference to existing channels or stations would not exceed that allowed under existing rules, the petition said.

Brush-Moore said that under this plan ch. 12 can be utilized to provide a new, first and only local vhf service to Canton by permitting operation on that channel at Canton with effective radiated visual power of 5.4 kw and antenna height of 300 ft. above average terrain. Brush-Moore said that in event ch. 12 is assigned to Canton it will file an application for that station.
WMAL-TV Asks Power Hike To Average ERP of 252 Kw

WMAL-TV Washington, Evening Star station, Thursday asked the FCC for permission to increase its effective radiated power from its present 22 kw to a new high of 252 kw. The transmitter will be located on the American U. campus in Washington, site of the present plant (B&T, May 2).

A contract for 25 kw amplifying equipment was signed Thursday with Standard Electronics Corp. by John W. Thompson Jr., president of the Evening Star Broadcasting Co.

Fred Houwink, station manager, said an egg-shaped signal pattern will be directed so that the strongest signal is carried into the densely populated metropolitan area with 400 kw strength.

Latrobe Grant Made Final

FCC last week made effective immediately an Examiner’s initial decision and granted the application of Latrobe Broadcasters for a new daytime AM station at Latrobe, Pa., on 1640 kc, 500 w.

Meanwhile, FCC Examiner Hugh B. Hutchinson issued an initial decision proposing to grant Charles M. Morgan, trading as Port Broadcasting Co., a new fulltime 250 w standard station on 1230 kc at Wilmington, N. C. The Examiner also proposed to grant the bid of WSIP Kingsessing, N. C., to change from 100 w to 250 w, operating fulltime on 1230 kc. The Examiner found that under the facts both applications should be granted and that the relative slight mutual interference between the applicants does not constitute a bar to a grant of both.

KWGB Gets Ch. 10 Grant

KWGB Goodland, Kan., last week was granted ch. 10 there by FCC. The new station will operate with effective radiated power of 30 kw visual and 110 kw aural with antenna 580 ft. above average terrain. KWGB is owned by James E. Blair, general manager.

KTV (TV) Again Asks FCC For Own Intercity Relay

KTV (TV) Tyler, Tex., last week petitioned the FCC for reconsideration of its application to construct a private TV intercity relay system between Tyler and Dallas. The FCC had denied KTV’s petition last month on grounds that its rules do not permit private relay systems where common carrier relays are available.

The KTV petitions said it was requesting authority to operate its own facilities because common carrier facilities do not permit private relay for its limited operation requirements. KTV told the Commission that the common carrier cannot provide the service on order, since the carrier has not constructed off-the-air facilities to serve Tyler, and it will not construct the facilities until KTV orders. The petition continued that the 24-hour service proposed by the common carrier at $2,670 per month does not meet the station’s specific needs.

The KTV petition contained a copy of an order it had placed with the common carrier in accordance with its need. KTV wants a one microwave unit to render service five hours a day for three years, with the charge for this service not to exceed $800 per month.

Simultaneously with the filing of its petition, KTV wrote similar letters to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Rep. J. Percy Priest (D-Tenn.), chairman of the House Commerce Committee, and Rep. Martin Dies (D-Tex.), telling of its right to obtain its own microwave relay link.

WLAQ Transfer Cited

PREHEARING McFarland letter was sent by FCC last week to WLAQ Rome, Ga., concerning its applications for renewal of license and for transfer of control from the estate of B. H. Mooney to B. A. Mooney Jr., the latter described as already consummated. FCC’s letter noted that since 1951 has “consistent disregard” of Commission rules requiring prompt filing of applications and reports and noted the transfer took place a year ago.

KHTV (TV), WTHS-TV Delay

FCC last week granted the application of ch. 10 KHTV (TV) Hibbing, Minn., for a six-month extension of time to complete construction. The application was granted without hearing. Comms. Webster and Bartley dissented.

In a separate action, the FCC granted a similar six-month extension of time to complete construction to noncommercial educational ch. 2 WTHS-TV Miami, Fla.

WGNS License in Jeopardy

ORDER to show cause why the license of WGNS Murfreesboro, Tenn., should not be revoked has been issued by the FCC, which charged that WGNS had violated sec. 3.181 of the rules by failing to keep the required operating and program logs. The FCC further charged that despite previous cease and desist orders of March 1953, WGNS had violated the rules on two occasions. The Commission also charged that WGNS had been operated with power calculated by the indirect method of 269 w in violation of sec. 3.57 of the rules. Hearing on the order was set for June 13.
NLRB Steps Out of AFTRA-AFM Dispute

National Labor Relations Board says it cannot rule on whether AFM should be allowed to represent some network TV performers. Earlier ruling held AFTRA as bargaining agent. NARTB declines decision not to decide.

Despite one of the longest hearings on record, costing the parties an estimated half-million dollars, National Labor Relations Board last week handed a technicality to avoid deciding the jurisdictional problem centered around union musicians who appear on TV in nonmusical roles.

The case arose in April 1954 when the ABC network asked the board to clarify a prior ruling that certified American Federation of Television & Radio Artists as bargaining agent for network TV performers. This ruling left the parties confused, with ABC asking the board to clear up the situation.

AFTRA issued a press release voicing pleasure at the NLRB's decision, saying it vindicated the AFTRA stand against "an attempted raid" on their jurisdiction by the American Federation of Musicians. The union also said the board has prevented a displacement of AFTRA personnel in Chicago by combination musicians-performers who belong to AFM and would have worked as musicians-performers for lower fees than provided by the AFTRA performance contracts.

NARTB had filed a letter April 26, 1954, asking to intervene in the ABC motion to clarify. A brief was filed later. NLRB decided to reopen the record and held extensive hearings in Chicago and New York.

Charles H. Tower, NARTB employer-employee relations, told Btv:

"The decision of the Board denying the original motion, coming as it does after all this elaborate proceeding has been held, completely negates the parties to peacefully resolve the issue. The parties are left with nothing whatsoever in the way of guidance from the agency of the government which is supposed to prevent industrial strife by resolving representation case disputes through peaceful procedures. To me, this decision seems incredible."

He added, "If the board was going to deny the ABC motion, the denial should have been made in May of last year before the parties spent large sums on a fruitless hearing."

NLRB's decision contended this ABC petition was not the appropriate place to decide the three-way issue between the network and the two unions. It added, "The issue as to these employees is so inextricably woven with the broader problem that its resolution could not be accomplished without what would amount to a reconsideration of the unit itself."

Mr. Tower, in commenting on the decision, said "all relevant facts were set forth in the minutest detail during the hearings held last year from June 29 to Oct. 14.

Writers Seek Extension Of Minimum to Radio-Tv

WGAW will vote at annual meeting on a proposal to extend basic rules in theatrical film writing to broadcasting.

Extension to TV and radio of minimum basic agreement rules already in use for several years in theatrical film writing will be voted upon by the membership of Writers Guild of America West this Wednesday at the annual meeting in Beverly Hills.

WGAW spokesmen also were hopeful that completion of negotiations on live TV and freelance radio contracts with major networks, currently in progress in New York, would permit a membership vote at the meeting. WGAW East, New York, will hold its annual meeting Thursday, at which negotiation contracts, if ready, and rule extension to the radio-TV field, also will be on the agenda.

A letter from WGAW Executive Secretary Frances Ingles to the membership outlined the rule proposals. It states that ratification would not only establish ethical and professional standards for entire guild membership, but would also "fortify members against the unscrupulous producer who might otherwise cajole or coerce the individual writer into substandard practices."

The letter continues: "Because the TV field has not yet stabilized...a confusion exists concerning freelance employment in TV staff writing—i.e. just how much (service) a freelance writer can be expected to contribute...without undertaking staff writer functions."

WGAW TV board has ruled if a writer is required to keep regular office hours or consult with producer or other writers on another writer's work (unless he is hired to revise other writer's work for a fee), the writer may not consider this freelance TV work, but the offer of free collaboration, the letter notes.

Also to be considered a violation of TV freelance rules are the viewing of stock film more than one calendar day per assignment, or multiple submissions, oral or written, of stories on a single assignment.

Further, the WGAW TV board defines a "polish" assignment to consist of dialogue changes only; a "rewrite" assignment to consist of changes not involving a third of the existing script, and changes beyond this consists of writing an entire new script, with appropriate compensation (i.e. $700 minimum for a half-hour script, instead of approximately $205 minimum).

Other proposals include:

Members must file a copy of their employment contracts with WGAW within two weeks when the guild tells them no such contract is
on file, or within one week after signing a contract.

No member shall do any work, including
stock film review, before assignment to project under a contract.

No member shall sign a contract violating minimum basic agreement.

Members must report violations of WGAW working rules or contracts, for appropriate
guild action.

Writers may not work for producers on the
WGAW "unfair" list, unless the producer first posts a bond guaranteeing compensation.

No member shall "ghost write."

No "speculation" writing will be permitted, or any arrangement in which pay is subject to
either material approval or producer's ability to pay. Members may discuss thoughts or re-
actions on material with producers, but WGAW then recommends the writer register it with a memorandum on suggestions submitted.

Writer-producers, to obtain collaboration
credit, must notify WGAW and the other writers on the project of this intent before they start writing the work.

Writers must use their own names in credits, unless they already have established pseudonyms, or register one before starting assign-
ment, or before final rights to material are disposed.

AFTRA Strike Threatens
In Los Angeles Area Stations

LAST-MINUTE attempts to avert a strike by American Federation of TV & Radio Artistas against 16 Los Angeles independent radio sta-
tions were underway last Thursday.

Claude McCue, AFTRA Hollywood execu-
tive secretary, told B&T he will ask a strike vote at a May 18 membership meeting if negotiations do not get results.

Major issues are wage scales, employer con-
tributions to AFTRA's welfare-pension fund and establishment of severance pay. Negotiations
have been in progress since last March with the last two-year contract expiring April 30.

AFTRA demands are for a $10 weekly wage increase over the current $85 to $118 scale, which Mr. McCue states is "far below prevailing rates in comparable markets."

Additionally, the union wants a one year contract only; one week's severance pay for each year's employment to a six-year maximum, and a 5% employer contribution over the salary, to AFTRA's welfare-pension fund.

Station negotiating committee, headed by Calvin J. Smith, general manager, KFAC Los
Angeles, has offered a $5 first year and $3.50 second year weekly pay increase, and no fund contributions. Mr. McCue terms this "wholly unacceptable."

Involved are 75 employees of stations KALI, KKWK and KKLA, all Pasadena; KBIG Aval-
on; KFAC, KFVD, KGER, KPOL and KKKD, all Los Angeles; KFXX; Long Beach; KGFI, KLAC and KMPC, all Hollywood; KGIL San Fernando and KOWL Santa Monica.

KIEV Glendale, with whom AFTRA has a tentative agreement, is not involved.

KBET-TV Votes for NABET

NATIONAL Assn. of Broadcast Employers &
Technicians has been the usual bargaining agent
for 19 employees at KBET-TV Sacramento. The
election, held May 2, involved engineers, technicians, cameramen, news and production personnel. The vote was 12 in favor of NABET, seven for the International Brotherhood of Electrical Workers and none for International Alliance of Theatrical & Stage Employes.
Mutual affiliates, and KEX Portland, Ore., an affiliate of ABC. The identity of the San Francisco member of QRG has not been disclosed, Mr. Ryan said, but will be a 50 kw outlet.

According to Mr. Ryan, QRG offers 36 "power-prestige stations" that will provide the advertiser "national audience, through planned coverage; lowest cost; distinctive programming with maximum flexibility." In addition to Quality programs at best available times and the use of local personalities to deliver the sales messages, he said, the QRG plan includes merchandising, on-the-air promotion, and integrated advertising campaigns to build audience throughout each station's coverage area.

Mr. Ryan said QRG stations "reach 19 million at a cost less than for any other group of radio or television stations—or any national magazines—with comparable coverage, audience or acceptance."

He said QRG's decision to sell programs but not spot announcements should not be construed as minimizing the importance of announcements but that the radio advertiser needs "elbow room" to do a planned, effective selling job.

"The advertiser who buys cheaper-by-the-hundred 'packages' under the impression that the program—or editorial content—of the network or stations will hold up to high listener standards is going to be disappointed," he said. "The very nature of sponsored programs permits the advertiser to help plan programs which will best serve as a setting for his commercials."

Pointing up the strength of radio, Mr. Ryan stressed that 11 million radio sets were bought last year ("as many radios have been bought in the last three years as tv sets since tv started"); that seven out of eight radio sets are in non-tv locations; that 15.5 million radio homes have no television ("a radio-only market nearly as large as all the states west of the Mississippi"); that there are more than 30 million radios in automobiles, adding audiences measured at from 14 to 33% to the in-home audience at various times of the broadcast day; that on a typical weekday evening 56,250,000 persons over 10 years of age listen to the radio.

Eiland Succeeds Dennis
As WJNO-TV General Mgr.

TED EILAND, general manager of WTPA (TV) Parkersburg, W. Va., has been named general manager of WJNO-TV West Palm Beach, Fla., succeeding Walter L. Dennis who has resigned to return to Lansing, Mich., where he will serve as Lansing Merchants Assn. promotion director.

Mr. Dennis was manager of WILS-TV (now WOTM-TV) Lansing before moving to Palm Beach. He also has served as radio-TV director for Allied Stores Corp., New York, and held posts with WHN (now WMMG) New York; KVOD Tulsa, Okla., and the National Assn. of Broadcasters (now NARTB).

Two WBC Executives
Named to New Offices

Swartley elected vice president-Boston and Baudino named vice president-Washington. McCannon to board.

AS PART of a realignment of responsibilities at Westinghouse Broadcasting Co., W. C. (Bill) Swartley, general manager of the company's WBC-TV Boston, last week was elected to the new office of vice president-Boston of WBC.

This development was announced by Chris J. Witting, president of WBC, who also revealed that Joseph E. Baudino has been named vice president-Washington, and Donald H. McCannon, vice president and general executive of WBC, has been elected a member of the board of directors [CLOSED CIRCUIT, April 11].

The realignment, Mr. Witting said, also will result in the moving of WBC headquarters from Washington to New York about June 1. Headquarters will be established in the Chanin Bldg., 122 E 42nd St., New York. WBC, he added, will continue to maintain its Washington office at 1625 K St., N.W., with Mr. Baudino in charge.

Mr. Witting explained that the changes stem from the need to reassign responsibilities arising from WBC's growth in "an ever-changing industry," and added:

"Mr. Swartley's and Mr. Baudino's new assignments are part of a plan to assign responsibility, when appropriate, on a regional basis."

Mr. Witting pointed out that in less than two years, WBC had acquired three tv properties—WPTZ (TV) Philadelphia, KPIX (TV) San Francisco and KDKA-TV Pittsburgh. These acquisitions plus increased activities by the company's five radio properties have increased WBC's sales volume and accelerated headquarters work, according to Mr. Witting.

Aside from Mr. McCannon, the directors of the company are: Gwilym A. Price, president of Westinghouse Electric Corp., of which WBC is a wholly-owned subsidiary; E. V. Huggins, vice president-corporate affairs of Westinghouse Electric and chairman of the WBC board; G. H. Bucher, chairman of the board of Westinghouse Electric International Co.; C. E. Headlee, comptroller of Westinghouse Electric; Ralph N. Harmon, vice president of engineering of WBC; John W. Steen, WBC attorney, and Mr. Witting.

WMAK Names Phelps

APPOINTMENT of Edwin P. Phelps Jr. as manager of WMAK Nashville, Tenn., has been announced by Emil J. Popke Jr., vice president and general manager of licensee Volunteer State Broadcasting Co.

Following his appointment, Mr. Phelps named Joe Allison as WMAK's program director.

MR. BAUDINO  MR. SWARTLEY

non, vice president and general executive of WBC, has been elected a member of the board of directors [CLOSED CIRCUIT, April 11].

The realignment, Mr. Witting said, also will result in the moving of WBC headquarters from Washington to New York about June 1. Headquarters will be established in the Chanin Bldg., 122 E 42nd St., New York. WBC, he added, will continue to maintain its Washington office at 1625 K St., N.W., with Mr. Baudino in charge.

Mr. Witting explained that the changes stem from the need to reassign responsibilities arising from WBC's growth in "an ever-changing industry," and added:

"Mr. Swartley's and Mr. Baudino's new assignments are part of a plan to assign responsibility, when appropriate, on a regional basis."

Mr. Witting pointed out that in less than two years, WBC had acquired three tv properties—WPTZ (TV) Philadelphia, KPIX (TV) San Francisco and KDKA-TV Pittsburgh. These acquisitions plus increased activities by the company's five radio properties have increased WBC's sales volume and accelerated headquarters work, according to Mr. Witting.

Aside from Mr. McCannon, the directors of the company are: Gwilym A. Price, president of Westinghouse Electric Corp., of which WBC is a wholly-owned subsidiary; E. V. Huggins, vice president-corporate affairs of Westinghouse Electric and chairman of the WBC board; G. H. Bucher, chairman of the board of Westinghouse Electric International Co.; C. E. Headlee, comptroller of Westinghouse Electric; Ralph N. Harmon, vice president of engineering of WBC; John W. Steen, WBC attorney, and Mr. Witting.

WMAK Names Phelps

APPOINTMENT of Edwin P. Phelps Jr. as manager of WMAK Nashville, Tenn., has been announced by Emil J. Popke Jr., vice president and general manager of licensee Volunteer State Broadcasting Co.

Following his appointment, Mr. Phelps named Joe Allison as WMAK's program director.

Florida Station Leased

WBRD Ft. Lauderdale, Fla., unable to rebuild after a destructive fire, has been leased for 15 years at $4,800 per year to WIL-AM-TV St. Louis.
WNOX Holds Formal Opening
For New Studio-Auditorium

FORMAL OPENING of the new studios and 1,250-ft. auditorium-studio of WNOX Knoxville, Tenn., was held last Thursday. It featured a dedication address at 9:05 p.m. by Lt. Gen. Leslie Groves, World War II head of the Manhattan (atom bomb) Project, which was fed to the CBS Radio network.

A public invitation to visit the six-acre radio center and meet the staff had been extended by B. Westergaard, general manager of WNOX and vice president of Scripps-Howard Radio Inc., which owns the station. George R. Dempster, mayor of Knoxville, has officially proclaimed May 12 to 18 as "Greater WNOX Week."

A special Radiorama exhibit will feature the latest model table radios and portable sets.

The new studios, other than the newly-built auditorium-studio, are housed in the former 70,000-sq. ft. Whistle Springs Hotel. A modern studio plant is located in the north wing on the first floor. Program and production department offices are on the second floor of the north wing. Executive, sales and business quarters are located on the third floor of the main section of the former hotel.

The modern auditorium-studio building contains 20,000 sq. ft. The stage is 56 ft. wide and 40 ft. deep, described as large enough for a Broadway musical, automobile shows or a 125-piece symphony orchestra.

Simmons Assoc. Formed
To Represent Radio Only

FORMATION of Simmons Assoc., Inc., New York, as a national sales representation firm exclusively in the radio field is being announced today (Monday) by David N. Simmons, president.

Mr. Simmons, who resigned recently as vice president of John Blair & Co., said that the creation of this company indicated "increased confidence in the future of radio." It is upon this premise, he said, that the new agency will devote itself solely to the representation of radio stations. He pointed out that "concentration of effort by able salesmen on a small, compact group of stations will obviously lead to increased billings for these properties."

A headquarters office has been established at 270 Park Ave., New York. Mr. Simmons reported that sales offices will be established in other major cities as activities expand.

KNX First Quarter Up 23.6%

LOCAL BILLINGS for KNX Hollywood, Calif., CBS odo station, for the first quarter of 1955, exceeded the similar 1954 period by 23.6%, Bert S. West, general sales manager of the station, has announced. William D. Shaw, station general manager, noted the increased use of radio by many advertisers new to the medium and he cited "increasing expenditures by leading department stores and automotive concerns."

Cott Plans 'New Looks'
At DuMont Stations

STRATEGY to revitalize DuMont-owned WABD (TV) New York and WTTG (TV) Washington will concentrate on programming moves to give the stations the "New York Look" and the "Washington Look," respectively.

This formula was advanced in a B&T interview last week by Ted Cott, recently appointed general manager of the two stations. He is convinced that the answer to the fierce competition in these two markets from network-owned stations is to build personalities of their own for WABD and WTTG, reflecting the character of these cities and tapping the reservoir of material and talent available in each. In essence, Mr. Cott said, they will become "really local stations, which are non-existent now." Mr. Cott has worked out these plans with George L. BarenBregge, WABD station manager, and Leslie G. Arries, WTTG manager.

In his first move toward acquiring the "New York Look," WABD last Thursday presented a one-hour version of the off-Broadway show, "Shoestring Revue" (7:30-8:30 p.m.). Mr. Cott expects to extend this pattern by putting about a dozen off-Broadway plays on WABD and, when necessary, will present two or even two and one-half hour versions.

One of his more ambitious undertakings is Featureama, a late evening program based on the belief that many viewers want to go to bed at a reasonable hour. It will start on WABD May 23 and is slotted at 11:10 p.m. on weeknights, and 11 p.m. on Saturday and Sunday and will continue until midnight. The program will feature cartoons, short subjects, a daily DuMont newscast made of film clips supplied by United Press. The order of the slating of each segment will be rotated, so that persons who retire early may see the entire show by the end of the week. Mr. Cott claims there is a variety of short subject material of odd time lengths which tv never has used because it does not fit the arbitrary quarter-hour or half-hour time periods.

Other new programs that Mr. Cott envisages for WABD are expanded local news coverage, with live interviews with people who make news; a program based on cartoons from newspapers and magazines around the world; a live program of concerts from New York's art museums, with cameras occasionally trained on paintings and sculptures; a "live" show on peculiarly New York institutions, such as an auction one week, a sidewalk art exhibition another, etc., and a Tuesday evening program featuring Alec Templeton, 9-9:30 p.m., starting tomorrow.

Bone Named General Manager
By Sir Walter Television Co.

JOHN H. BONE, former general manager of WNEM-TV Bay City, Mich., has been appointed general manager of Sir Walter Television Co., owner and operator of WNAO-AM-TV Raleigh, N. C. John W. English, president of the Raleigh stations, announced the appointment. Mr. Bone succeeds Charles G. Tarkkervo, who has resigned.

Mr. Bone, following his appointment, announced that Richard J. Hallwood has been named to the newly created post of general manager of WNAO-AM. Mr. Hallwood formerly was sales manager of the Flint, Mich., office of WNEM-TV Bay City and for two years before that was general manager of WSAM Saginaw, Mich.

WKLY Owner Morris Dies

LOUIE MORRIS, 61, owner of WKLY Hartwell, Ga., and editor and publisher of the Hartwell Sun, died last Tuesday night of a heart attack. He returned home two days before his death from Washington where he testified before the Senate Appropriations Committee in asking for more funds for the Hartwell Dam, a project he had been actively promoting. Mr. Hartwell was a past president of the Georgia Press Assn. He is survived by two daughters.
CBS RADIO SPOT NAMES ALLISON

Becomes assistant to the general sales manager; Nelson and Whitelaw appointed in San Francisco office.

PROMOTION of Milton F. Allison to the post of assistant to the general sales manager of CBS Radio Spot Sales was announced last week by Henry R. Flynn, general sales manager.

For the past two years, he has been eastern sales manager of CBS Radio Spot Sales, which he joined in July 1949 as an account executive. In his new position, Mr. Allison will direct his efforts at special sales projects, in addition to servicing certain leading advertising agencies.

Appointments of Byron Nelson as manager of the San Francisco office of CBS Radio Spot Sales, and of Seymour Whitelaw as an account executive in the same office were also announced by Mr. Flynn.

In his new post, Mr. Nelson succeeds Roland Kay, who has been named director of sales and advertising for CBS-owned KCBS San Francisco [B*T, May 9]. Mr. Nelson has been an account executive with KCBS since July 1953. His appointment was effective last week.

Mr. Whitelaw moves to his new post today (Monday) from that of KCBS eastern sales representative, which he has held since November 1953.

Storer Announces Annual, Quarterly Stock Dividends

STORER Broadcasting Co. last week announced a $1.40 annual dividend on its common stock and declared a quarterly dividend of 35 cents payable June 14 to stockholders of record June 1.

The regular annual dividend is $1.20. Storer's last quarterly dividend was 30 cents. Class B common stock dividend was declared as 3½ cents per share.

Storer also announced that it had called for redemption on July 1, 1955, of all its outstanding preferred stock, which is 7½% owned by Jefferson Standard Broadcasting Co. [B*T, Feb. 21].

CBS stations are: WBKB-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta; WBC-AM-TV Birmingham; WJJ and WXEL (TV) Cleveland; WWVA-AM-FM Wheeling, W. Va.; WBKB-AM-FM-TV Miami, and KPTV (TV) Portland, Ore.

Avco Denies Intentions To Sell Crosley Stations

A FLAT and prompt denial was issued last week by Victor Emanuel, chairman and president of Avco Mfg. Corp., to curb reports that all four of the television stations of its subsidiary Crosley Broadcasting Corp. were up for sale.

Nor does Avco plan to sell its radio station, 50 kw WLW Cincinnati, he made clear.

Declaring the reports "completely unfound-
ed," Mr. Emanuel said Thursday:

"Avco has no intention whatsoever of selling any of its present properties, either radio or television. Avco is not negotiating for their sale at present, has not done so in the past and has no intention of selling any of these properties at any time in the foreseeable future. Indeed, Avco is in the market to build or buy another television station and has had an application pending in Indianapolis for some time."

The Crosley television stations are WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta.

Gates Rushes Transmitter; Fire-Gutted WNXI Resumes

PROMPT shipment of a new transmitter by Gates Radio Co. of Quincy, Ill., enabled WNXI Springfield, Vt., to launch program tests just three days after a fire had destroyed its transmitter.

The fire broke out at 4:57 p.m. on May 5. Later that evening Dean Finney, WNXI president and general manager, phoned in the urgent request for a new 1 kw transmitter to Larry Cervone, Gates sales manager. The following morning a Gates model BC-1 F was loaded on a United Airlines cargo plane enroute to Boston. From there it was trucked to Springfield.

WNIX began regular operations the morning of May 9 after holding program tests the night before.

KVOO-TV Boosts to 100 Kw

INCREASE to maximum power, 100 kw, has been announced by ch. 2 KVOO-TV Tulsa, Okla. The increase, which took place May 4, was made possible by completion of a new tower and six-bay antenna located on top of Big Heart Mountain, north of Sand Springs. The tower is 1,330 ft. above average terrain. Reports of a better picture were received almost immediately, the station said. The new power will make possible coverage in over 31 counties in Oklahoma, eight in Kansas, three in Arkansas and one in Missouri, the station said.

KVOO-TV, which is affiliated with NBC, went on the air Dec. 5, 1954.

CEREMONIES opening the new studios of WLIB New York take place with Queens Borough President James A. Lundy snipping the ribbon as WLIB General Manager Harry Novik looks on. The new studios and office building at 3030 Vernon Blvd., Long Island City, cost $75,000 and make WLIB the only commercial radio station in New York to have its transmitting facilities located within the heart of the city.

ugh (YES) ... IN SALT LAKE CITY, UTAH

IT'S KNK SALT LAKE'S ONLY 24 HOUR INDEPENDENT

PARDON OUR Smoke Signals . . . . . . but INjun love-um happy smoke signals. Spellum "heap good listening on KNAK"

Make braves happy. Make squaws happy.

Make-um white-man much happy!

(Make-um only competitors sad)

Chief Ne-Bell says:

Iron Horse speaks much truth.

KNK has heap-big keep-operating. All squaws know.

Get big story from forjoe man. Him know much, tell meh!

Happy story for Paleface Time-buyer.

HIIIIIIIIIIIIIIIII KNAK

You're on the right track with KAY-NAK

Broadcasting • Teletcasting

May 16, 1955 • Page 125
FOODETOWN STORES, grocery chain operating in the southern parts of Alabama and Mississippi, approves sponsorship of the Betty Grable-Harry James Show 10-11 a.m. across-the-board on WABB Mobile, Ala. Looking over what WABB terms the biggest local grocery-radio contract in the 27-year history of Mobile radio are (l to r): seated, H. F. Holladay, Foodtown Stores vice president, and J. Earl McDonald, Foodtown general manager for stores standing, Dewey Long, WABB general manager; Jay Troutman, WABB sales representative, and H. S. Summers, Foodtown markets manager.

WBT-WBTV (TV) New Home Toured by CBS Radio Spot

INTRODUCTORY tour of the new facilities dedicated April 13 for WBT-WBTV (TV) Charlotte, N. C. (B*T, April 18), was made a fortnight ago by a group of 14 CBS Radio Spot Sales managers and account executives who also heard a report on the stations' present and future.

The day-long meeting, held May 2, included a greeting by J. Robert Covington, vice president in charge of sales and promotion; a report on the Charlotte market by Charles Reed, vice president of Duke Power Co.; reports by station staff and department heads, and a review of the station's local talent.

The building was designed by Thomas E. Howard, vice president, under the direction of Jefferson Standard Broadcasting Co., licensee of the station, and Charles H. Crutchfield, vice president and general manager.

Coleman Takes New Post With Chicago NBC Stations

PROMOTION of Howard W. Coleman from assistant manager of NBC Central Div.'s press department to manager of advertising, promotion and merchandising at WMIAQ and WNBO (TV) Chicago was announced last Wednesday by Jules Herbuveaux, general manager of the network's coo stations.

Mr. Coleman will report to John M. Keys, who recently was appointed from that position to sales director of the stations (B*T, May 2). Simultaneously other promotions were announced within the advertising, promotion and merchandising department. Other appointments include Stephen Krasula, senior promotion writer, to merchandising assistant, replacing Frank Downs; H. William Smutzer, to senior promotion writer; Gene DuDan, to promotion assistant, and Mauren Hugdin, to on-air promotion writer.

STATION PEOPLE

P. A. Wilson appointed manager, WGIL Galesburg, Ill.; Robert Frudeger, WGIL vice president and general manager, resigns and has purchased KOLN Lincoln, Neb., contingent on FCC approval.

Lewis F. Riebstahl, formerly with WRDW Augusta, Ga., appointed news director, WLAY Muscle Shoals, Ala.

Mr. Frudeger

E. F. Shadbourn, formerly with sales staff, KKT V (TV) Colorado Springs, Colo., named station manager, WCIP Cumberland, Ky.

David H. Steine, sales manager and assistant manager, KBUR Burlington, Iowa, appointed manager.

Galen Blackford, former sales manager, Foster & Kleiser (outdoor advertising), Seattle, appointed sales manager, KJIR there.

Henry Nicholson, commercial manager, WBNF Binghamton, N. Y., appointed sales manager, WNDF there.

Ed Menke, formerly with WSJS Winston-Salem, N. C., to WAIR there, as program director and sports director.

Bill Ward, announcer, WBT-WBTV (TV) Charlotte, N. C., appointed sports director; William L. Steele, WBT sales dept., promoted to WBT-WBTV night administrator; Albert R. Munn succeeds Mr. Steele.

Bob Patterson, former scenic designer, ABC, to WITV (TV) Ft. Lauderdale, Fla., as manager, art and scenic department.

Bob Emery, sales staff, KWBB Hutchinson, Kan., to KGAR Garden City, Kan., as manager, effective today (Mon.).

Bob Bacon, announcing staff, WTC Hartford, Conn., transfers to copy dept. as continuity editor, succeeding James Hopkins, who starts own advertising business.

Irene Moran, publicity unit, DuMont Television Network, to WOR-AM-TV New York as press editor, succeeding Mary Jan MacDougall, resigned.


Archie J. Grinalds Jr., former manager, WMOB Mobile, Ala., and WNEX-TV Macon, Ga., to WBIA Augusta, Ga., as sales director.

Mr. Grinalds

Mario Rey, personell manager, KQED City, to KOWL Santa Monica, Calif., as host-m.c. of daily Mexican-American program.

Mr. Emery

Edward John Klemm, freelance announcer, to WPIX (TV) New York as announcer.


Mr. Phillips

Harold V. Phillips, sales manager, WMBD Peoria, III., appointed sales manager, WTVH-TV there.


Mrs. Doug Knuston, advertising manager, SQR Dept. Store, Anaheim, Calif.; John Magnus, formerly with WGY Schenectady, and Gordon Hittennark, formerly with NBC Washington, to KWIZ Santa Ana, Calif., as sales and merchandising dept. member, disc m.c. and sales representative, respectively.
Dumont Live TV Headed for Pasture; Film-Type Network Likely Successor

As it stands now, the network's live tv service will be chipped away until contractual obligations run out. At the time its new Electronicam system was demonstrated last month, DuMont had only five hours of sponsored live telecasting per week.

THE DuMont Television Network as a live operation may not be dead, but by design it is fading away.

Current "network" commercial hours on DTN show a steady and continuing decline, according to a B*W check.

Summarized, this is the DuMont picture:

- There is no known project in existence for "reviving" the "live" DuMont Television Network.
- Rather than kill off the "live" network immediately, its owners are permitting the operation to chip itself away—letting contractual obligations run their course, a process considered the more economical in the long run.
- The film operation of Allen B. DuMont Labs (DTN's owner), which is being built around the new live-film camera system (Electronicam), will be advanced. But the path for this project is still uncertain.
- DuMont's two owned and operated stations, WABD (TV) New York and WTTG (TV) Washington, will be retained so long as they are profitable. That DuMont intends the stations to bring in revenue can be seen by new program moves underway by former NBC executive Ted Cott who now heads the stations' programming policies (see story page 124).
- Contrary to some speculation, WTTG is not on the "block" for the highest bidder. But, it is said, this does not rule out sale of the station in the future should the sale promise to be at once profitable and to the best interests of the parent company.

Apparently, policymakers at Allen B. DuMont Labs now have pretty much committed themselves to a broadcast operation that will not resemble today's definition or description of a tv "network," although film activities, if launched nationally, could approach a film-type "network" as opposed to a "live network."

Cited are:
- 1. DuMont negotiations with a minority stockholding group. Among the keys to these talks, which appear to have gained some headway, is the demand by the minority shareholders to eliminate any broadcast activity that is milking earnings and profits—not to mention dividends. The network operation admittedly has been a drag on DuMont's profit-and-loss statements. Minority stockholders last week won a seat on the DuMont board of directors.
- 2. Statements by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, including a prediction that by the middle of this year he expects the broadcast arm to be "operating as a network only with such programs and in a way which will return a profit."
- 3. Views of Ted Bergmann, DTN's managing director. Among them, an expectation that the Electronicam system "does . . . form the basis for a sound new growth along the lines of an entirely new concept of network television."

The scoresheet on DTN's programming:

- As of the time the Electronicam system was demonstrated only a month ago [B*W, April 18], DuMont had five hours of sponsored live telecasting per week. As of last week, that total had shrunk to four hours and 15 minutes per week (see accompanying table). After May 20 another 15 minutes of commercial time per week will be whittled away when Western Union Telegraph drops its alternate-week sponsorship of Down You Go (Friday, 10:30 p.m. EDT). Of the four hours then left, 1½ hours consist of a boxing program that is sold on a co-op basis.
- As of February 1955, according to Publishers Information Bureau data, the largest number of stations on which any of the current DuMont programs were carried that month totaled 29 (Life Begins at Eighty, Sunday, 9:30-10 p.m., sponsored by Serutan). The totals provided, however, do not necessarily indicate that all stations telecast the programs live.

(Mr. Bergmann has stated that DuMont in 1954 had been able to make use of only 125 station hours of live time per week, representing less than 5% of total contract purchase. He also had said that added to 125 live station hours per week, the network had 250 kinescope hours, thus breaking down the network operation to two-thirds kinescope and one-third live.)

- On April 6, DuMont terminated commitments for all cable, except for connection between WABD and WTTG. Cable used for other stations is rented and will continue on the rental basis or occasional use only when

<table>
<thead>
<tr>
<th>Program</th>
<th>Sponsor</th>
<th>Number of Stations</th>
<th>Gross</th>
<th>Day</th>
<th>Time (EDT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life Begins at 80</td>
<td>Serutan</td>
<td>29</td>
<td>$80,675</td>
<td>Sun.</td>
<td>9:30-10 p.m.</td>
</tr>
<tr>
<td>Boxina</td>
<td>Co-op</td>
<td>5</td>
<td>1,250</td>
<td>Mon.</td>
<td>9:30-11 p.m.</td>
</tr>
<tr>
<td>Studio 57</td>
<td>H. J. Heinz</td>
<td>13</td>
<td>10,560</td>
<td>Tues.</td>
<td>8:30-9 p.m.</td>
</tr>
<tr>
<td>What's the Story</td>
<td>DuMont Labs</td>
<td>3</td>
<td>21,750</td>
<td>Wed.</td>
<td>8-8:30 p.m.</td>
</tr>
<tr>
<td>All About Baby</td>
<td>Libby, McNeil &amp; Libby</td>
<td>10</td>
<td>13,750</td>
<td>Thurs.</td>
<td>1:45-2 p.m.</td>
</tr>
<tr>
<td>All About Baby</td>
<td>Swift &amp; Co.</td>
<td>21</td>
<td>37,250</td>
<td>Fri.</td>
<td>10:10-10:30 p.m.</td>
</tr>
<tr>
<td>Chance of a Lifetime</td>
<td>Emerson Drug</td>
<td>24</td>
<td>37,650</td>
<td>Fri.</td>
<td>10:10-10:30 p.m.</td>
</tr>
<tr>
<td>Down You Go</td>
<td>Western Union</td>
<td>27</td>
<td>36,975</td>
<td>Fri.</td>
<td>10:30-11 p.m.</td>
</tr>
</tbody>
</table>

* As of February 1955 from Publishers Information Bureau

When you or your agents buy radio time after you have reviewed ratings, surveys, coverage claims and everything else, what you are after is SALES. It's been proven time and again WHAM Radio's personalities deliver a market-package to you that includes Western N.Y. and Northern Pennsylvanina, where more than a million and a half people live and spend two billion each year, you're sure to make sales.

The low-cost way to let this mass purchasing power know of your product or service is on WHAM Radio. Give WHAM Radio an opportunity to make more sales for you. Call the Hollinger representative nearest you.

50,000 watts . . . clear channel . . . 1180 KC
the program involved "produces adequate revenue to cover the cost," according to Dr. DuMont. Cable and microwave connections and 3,000 Class A stockholders to $3 million for which a return of no more than 5% was realized.


At a stockholders meeting a fortnight ago, Dr. DuMont described the shipping away process of the network in this way: "Our annual report explained that network losses last year, before taxes, cut our other profits by $5 million. We told you we had made decisions which would cut down and eventually eliminate those operating losses which had been sustained in lesser amounts in all of the operating years preceding 1954.

"But you just can't cut down an operation of that character overnight. Television networking is a complicated business, with hundreds of contractual obligations and commitments, very few of which mature or run out at the same time. Cancellation of such contracts at one time would have cost our company millions of dollars. The only sound and economical way is the slow way."

Last week, DTN moved along its Electronic Chairman path by announcing the creation of a staff to handle live-film production of programs. At its head, according to Mr. Bergmann, will be James L. Caddigan, network director of programming and production. James Graham, formerly DTN's operations department, will head up business affairs connected with the camera system.

**Personnel Move**

Another DuMont move last week toward separation of network and station: announcement by Mr. Bergmann that "several members" of the network's program department have been shifted to operate under David Lowe, newly named director of programs for WABD.

Meanwhile, as predicted by B* last week, a threatened uprising by a large minority bloc of Allen B. DuMont Labs minority shareholders was tempered for the time being by a feeling that the company is committed to be effective with the DuMont management.

Dr. DuMont Monday announced that Allen, partner of former DuMont, was re-elected a director. Mr. Erpf succeeds Bruce T. DuMont, brother of Allen B. DuMont and general superintendent of Allen B. DuMont Labs. Bruce T. DuMont, who had been re-elected to the board a fortnight ago, resigned his directorship.

During the stockholders meeting, Loeb, Rhoades, and New York investment bankers, had been elected a director. Mr. Erpf succeeds Bruce T. DuMont, brother of Allen B. DuMont and general superintendent of Allen B. DuMont Labs. Bruce T. DuMont, who had been re-elected to the board a fortnight ago, resigned his directorship.

Dr. DuMont's formal statement said that an "aggressive and progressive course of company action was agreed upon." He said that Mr. Erpf will assist the DuMont management in developing company objectives which are expected to result in substantial expansion of equipment and development facilities for manufacturing for consumer, industrial, broadcast and government markets.

The DuMont board is made up of eight directors, five elected by Class A stockholders and three Class B stockholders. All 500,000 shares of Class A are owned by Paramount Pictures Corp.

Class A directors, in addition to Mr. Erpf, now include: Dr. DuMont; Thomas T. Goldsmith Jr., vice president for research; Stanley F. Fatten, vice president, and Percy M. Stewart of Kihm, Loeb & Co. Class B directors: Barney Balaban, chairman, Paramount Pictures; Paul Rabourn, vice president, Paramount, and Edwin L. Weil, Paramount's legal counsel.

With Mr. Erpf on the board, attempts now will be applied to (1) strengthening the DuMont management (including a division in management policy between manufacturing and merchandising as contrasted to research and development), (2) relieving Dr. DuMont of most of the load of administrative details and releasing him for creative work in the electronics field and (3) simplifying capitalization.

(For example, constructing a way to eliminate the existing division of Class A and B stock.)

Wrapped up in the original objectives of the Loeb-Rhoades group, of course, was the financial DuMont Television Network. Feeling is now that DuMont-owned stations will be considered "on their own" by stockholders.

**’Perry Como’ Sold Out**

For $8.4 Million, Says NBC

NBC-TV's new Perry Como Show, a Saturday night hour series scheduled for the fall, was reported last week completely sold out, with gross annual billings estimated at about $8.4 million. Exact time of the show has not been disclosed but it is expected to go into the Saturday, 8-9 p.m. period or, perhaps, the 7:30-8:30 p.m. spot.

Sold in one-thirds, the program has been bought by Warner-Lambert, which will sponsor a full one-third each year; by Gold Seal Co. (Glass Wax) and Noxema, which will share one-third on an alternate-week basis, and by Dormeyer Electric Appliance and Kleenex, which will share one-third under a formula whereby Dormeyer takes 16 weeks and Kleenex 36.


**DISCUSSION of agency-station relationships was the main item of business at a San Antonio, Tex., luncheon attended by members of Texas Spanish Language Network and Ted Hasbrouck, BBDO Dallas office, who addressed the group. At the meeting were (standing): L. E. Richards (l), KIWW San Antonio manager, and Mr. Hasbrouck. Seated (l to r): Lola Spitz, KIWW assistant manager; Joe Harry, TSN local representative; E. J. Horple, KOX-Uvalde-Budgedale, Tex.; Bob Pinkerton, XEO-XEOR Motomar-Reynosa, Mexico; Mrs. Harry, Mrs. Hasbrouck; John Mayberry, KUNO Corpus Christi, Tex.; Pedro Meneses Hoyos, XEJ El Paso, and Mrs. Pinkerton.**

**MAAC, MBS Affiliates Meet in D. C. May 21, 22**

MUTUAL's Affiliates Advisory Committee will meet May 21 and its affiliates generally will hold a session on May 22, both in Washington, before the opening of the NARTB convention, it was announced last week by Earl M. Johnson, Mutual vice president in charge of station relations.

The Saturday session will be held in the headquarters suite of the Sheraton-Park Hotel and the Sunday session in the Hall of Nations Room of the Washington Hotel. It is expected that more than 300 station executives will hear MBS President Thomas F. O'Neill and other network executives report on activities and future plans of Mutual.

In addition to Mr. O'Neill, speakers will include John B. Poor, executive vice president; Robert Monroe, recently named vice president for programming; Robert A. Schmid, vice president for advertising, promotion, public relations and research, and Roy Danish, director of co-op programs.

Included on the agenda for the 14-man Mutual Affiliates Advisory Committee session will be a review of the policies of the network's management and a discussion of network-affiliate problems. John M. Walter, station manager, WIPG Green Bay, and chairman of MAAC, will preside. Other members of the committee are Ray Butterfield, general manager, WLOX Biloxi, Miss. (vice chairman); J. W. Beets, general manager, WFTM Maysville, Ky. (secretary); M. C. Watters, general manager, WCPO Cincinnati; Collin Lowder, general manager, KIMN Denver; Boyd Kelley, KTRN Wichita Falls, Tex.; Carter C. Peterson, president, WCCP Savannah, Ga.; Frank Ford Jr., station manager, KENT Shreveport; Roy Thompson, president, WRTA Altoona, Pa.; Harold P. Kane, president, WJOC Jamestown, N. Y.; Robert M. Wallace, president, WOHS Shelby, N. C.; George T. Frechette, general manager, WFFR Wisconsin Rapids, Wis.; Jack Hawkins, president, KIUN Pecos, Tex., and Ken Nybo, general manager, KBMY Billings, Mont.
CBS-TV Affiliates
Set 2-Day Meeting

THE FIRST of an expected 300 station executives were beginning to arrive in New York late last week for the first general conference of owners and key management officials of CBS Television affiliates with top officials of the network.

The meeting is slated this Thursday and Friday at the Waldorf-Astoria. It is expected to encompass a review of all fall programming plans, sales, promotion, publicity research and small market affiliates—probably with special emphasis on programming, as a subject which led CBS-TV to call a small group of selected affiliates into a top-secret session two months ago [B&T, March 14].

At that time, it was reported that plans for basic changes in programming concepts, designed to put up a more formidable array against future competition, had been canvassed.

Five Radio Stations Affilite With ABC

AFFILIATION of five radio stations with ABC Radio was announced last week by Charles W. Godwin, network director of station relations.

They are WOWL Florence, Ala.; KIRK Kirksville, Mo.; KSYC Yreka, Calif.; KBLF Red Bluff, Calif., and WTTB Vero Beach, Fla.

WOWL, which joins the network Aug. 15, is owned and operated by Radio Muscle Shools Inc. It will replace WJOI as ABC's Florence affiliate. General manager is Richard B. Biddle.

KIRK is owned and operated by North Missouri Bstg. Co. A. S. Burk is general manager. The station's ABC affiliation was effective May 1.

Licensee of KSYC is Siskiyou County Bstgt. Co. President and general manager is Jack Mitchell. It became affiliated with the network April 24. KBLF, which also joined the network April 24, is owned by Hal K. Shade, president and general manager. WTTB, which affiliated with ABC on April 3, is owned and operated by Tropics Inc. Jim Howe is general manager.

WDBJ-TV, KJEO (TV) Sign For CBS-TV Affiliation

AFFILIATION agreements with CBS-TV by WDBJ-TV Roanoke, Va., and KJEO (TV) Fresno, Calif., were announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

WDBJ-TV (ch. 7) will become a secondary, interconnected affiliate, effective Oct. 1. Ray P. Jordan is general manager of the station, which is owned by the Times-World Corp.

KJEO (ch. 47) joins as a primary, interconnected affiliate, effective yesterday (Sunday). The station is owned by O'Neill Broadcasting Co. Joe Drilling is general manager.

CBS Radio Promotes Henry

PROMOTION of Dudley Henry, sales service department representative for CBS Radio in New York, to Pacific Coast sales service manager for the network and the Columbia Pacific Radio Network was announced last week by Eric Salline, manager of sales service for CBS Radio. Mr. Henry, who will assume his new post on June 6, has been with CBS since 1947 in various posts including mail room supervisor, assistant to the traffic manager and an administrator in CBS Radio's sales service department.

More Light in Chicago

A THREATENED disruption in midwest network radio-television network pickups from New York was averted last Thursday when the Chicago City Council passed an ordinance extending daylight saving time an extra month this fall. Standard time will go into effect Oct. 30—four weeks later than usual—in Chicago, to coincide with broadcast time schedules in New York in regard to the customary one-hour time lag between those cities.

The proposal was adopted without objection—but had it failed, Chicago listeners and viewers would have received eastern originated programs an hour earlier than is customary for any time of the year—for at least one month. Additionally, local program schedules would have had to be adjusted for network stations.

Monitor at 3/4 Million Mark

NBC RADIO last Thursday reported gross billings for sponsorship already firm for its weekend Monitor show, debuting June 12, at the more than three-quarter million dollar mark.

New sales included 36 participations weekly by Chevrolet Motor Division of General Motors Corp., through Campbell-Ewald (also see story, page 34), and a "heavy schedule" by Gruen Watch Co., through Grey Adv.

Gruen's contract is for 13 weeks, including 10-second announcements to be on the show June 12-June 26, resuming Oct. 15-Dec. 18.

ABC-TV Affixes 'Luxury' Label on Spectaculars

ABC-TV claimed last week that the average spectacular on NBC-TV has proved to be a "luxury item" for advertisers, judging by cost-per-thousand and cumulative audience.

This conclusion was reached by ABC-TV after preparing a special research report, based on data compiled in the Nielsen Television Index from September 1954 through February 1955. In cost-per-thousand, ABC-TV said, the spectacles have delivered an average of 1,000 homes for each commercial minute at a cost of $4.42, as compared with $2.99 for the average, weekly half-hour evening TV program, and $1.91 for ABC-TV's hour-long Disneyland.

Cost efficiency is not the only advantage the average every-week program has over the once-a-month spectacular, according to ABC-TV.

That network stated that with respect to cumulative audience of the above program categories over a four-week period, the average spectacular, because of its infrequent "frequency," is able to reach only 40% of the audience potential over a four-week period. During the same period, ABC-TV said, the average half-hour program reaches about 48% of the potential audience and ABC-TV's Disneyland about 66.4%.

In the number of telecasts viewed per home reached over a month's period, ABC-TV pointed out, the average half-hour evening program has a decided frequency advantage, with the spectacles contacting each home reached only once during a month and the average half-hour show reaching each home contacted in the month on an average of 2.2 times.
Richard Schacht, Dan Bloom, assistant city editor, William P. Mullen, Lee Cooley, and producer-director, Johnny Grant, have been named by NBC Radio as the new executive producer of "The Grand Ole Opry" in Chicago.

ABC-TV, in announcing the move, said that the Opry will be on television in the Chicago area on July 6, the day of the 20th anniversary of the Opry's radio debut. The announcement was made by John DeWitt, president of WSM-AM, who said the program will be picked up by the studio's radio network, NBC Radio, and the program will be carried through the studio's network, NBC-TV, with a half-hour period of programming.

"Grand Ole Opry" was first presented on NBC-AM on July 6, 1939, and has been broadcast daily since then. The Opry is the oldest and one of the most popular entertainment programs in the country, and has been a feature of NBC Radio and NBC-TV since its inception.

The Opry program is a 30-minute broadcast, with a half-hour of music and entertainment. The Opry is a combination of recorded music and live performances, with a variety of talent being featured. The Opry is broadcast live from Opryland, a farm near Nashville, Tennessee, and is produced by the Opry's parent company, Opryland, Inc.

ABC-TV said that the Opry program will be broadcast on a weekly basis, and will be featured on ABC-TV's network, ABC-AM, which is the studio's network for television.

The Opry program will be broadcast on ABC-AM from 8:00 to 9:00 p.m. (EDT), Sunday evenings, and will be repeated on the following Monday at 6:00 p.m. (EDT). The Opry program will be broadcast on ABC-AM in Chicago, and will also be broadcast on ABC-AM affiliates in other cities.

The Opry program is produced by Opryland, Inc., and is distributed by ABC-AM. The Opry program is also distributed by the Opryland network, which distributes the program to local stations throughout the country.

ABC-TV said that the Opry program will be broadcast on a weekly basis, and will be featured on ABC-AM, which is the studio's network for television. The Opry program will be broadcast on ABC-AM from 8:00 to 9:00 p.m. (EDT), Sunday evenings, and will be repeated on the following Monday at 6:00 p.m. (EDT). The Opry program will be broadcast on ABC-AM in Chicago, and will also be broadcast on ABC-AM affiliates in other cities.

The Opry program is produced by Opryland, Inc., and is distributed by ABC-AM. The Opry program is also distributed by the Opryland network, which distributes the program to local stations throughout the country.

ABC-TV said that the Opry program will be broadcast on a weekly basis, and will be featured on ABC-AM, which is the studio's network for television. The Opry program will be broadcast on ABC-AM from 8:00 to 9:00 p.m. (EDT), Sunday evenings, and will be repeated on the following Monday at 6:00 p.m. (EDT). The Opry program will be broadcast on ABC-AM in Chicago, and will also be broadcast on ABC-AM affiliates in other cities.

The Opry program is produced by Opryland, Inc., and is distributed by ABC-AM. The Opry program is also distributed by the Opryland network, which distributes the program to local stations throughout the country.

ABC-TV said that the Opry program will be broadcast on a weekly basis, and will be featured on ABC-AM, which is the studio's network for television. The Opry program will be broadcast on ABC-AM from 8:00 to 9:00 p.m. (EDT), Sunday evenings, and will be repeated on the following Monday at 6:00 p.m. (EDT). The Opry program will be broadcast on ABC-AM in Chicago, and will also be broadcast on ABC-AM affiliates in other cities.

The Opry program is produced by Opryland, Inc., and is distributed by ABC-AM. The Opry program is also distributed by the Opryland network, which distributes the program to local stations throughout the country.
**CBS NETS $3.9 MILLION IN FIRST QUARTER**

Earnings are highest in company history, 36% above 1954. Murphy resigns formally as vice president and director of the company.

CBS INC.’s consolidated net income for the first three months of 1955 aggregated $3,892,677, the highest first-quarter earnings in the company’s history, Board Chairman William S. Paley reported at a board meeting last Wednesday.

At the same meeting Adrian Murphy, former president of CBS Radio, resigned as vice president and director of CBS to retire from active business, and Arthur Hull Hayes, who succeeded him as president of CBS Radio [B&T, April 23], was elected a CBS vice president and director.

### CBS STATEMENT

<table>
<thead>
<tr>
<th>Three Months Ended</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2, 1955 (13 Weeks)</td>
</tr>
<tr>
<td><strong>GROSS REVENUES AND SALES</strong></td>
</tr>
<tr>
<td>Less, Discounts, agency commissions and returns</td>
</tr>
<tr>
<td><strong>Deduct:</strong></td>
</tr>
<tr>
<td>Operating expenses and cost of goods sold</td>
</tr>
<tr>
<td>Selling, general and administrative expenses</td>
</tr>
<tr>
<td>Provision for depreciation and amortization of fixed assets</td>
</tr>
<tr>
<td><strong>GROSS PROFIT</strong></td>
</tr>
<tr>
<td>Miscellaneous income, less miscellaneous deductions</td>
</tr>
<tr>
<td><strong>INCOME BEFORE FEDERAL TAXES</strong></td>
</tr>
<tr>
<td>Provision for federal taxes on income</td>
</tr>
<tr>
<td><strong>NET INCOME FOR PERIOD</strong></td>
</tr>
<tr>
<td>Earnings per share (Note 1)</td>
</tr>
</tbody>
</table>

*Italics denote red figures*

**Notes:**

1. The 1955 earnings per share are calculated on 2,438,900 shares, the average number outstanding during the three months ended April 2, 1955; earnings per share for 1954 are based on the 2,340,896 shares outstanding during the first three months of that year. At the Annual Meeting of Stockholders held April 20, 1955, a 3 for 1 stock split-up was approved. The stock certificates for the additional shares will be mailed to Stockholders on or about May 20, 1955. Adjusted for the stock split-up, earnings per share for the respective three month periods were $.53 in 1955 and $.41 in 1954.

2. The 1955 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

**SAMUEL R. DEAN, Treasurer**

May 11, 1955

---

**3M Sales Increase 17%**

FIRST-QUARTER sales of Minnesota Mining & Mfg. Co. (recording tape, other products), St. Paul, rose 17% from the first three months of 1954—from $54,088,789 to $63,382,846, the company reported last Tuesday. Stockholders also were told by Herbert P. Buetow, 3M president, that earnings amounted to $7,452,170 (or 91 cents per share) compared to $5,259,281 (64 cents a share) for a similar period last year. Net income before taxes was placed at $15,296,170 as against $11,069,886 a year ago. Mr. Buetow attributed increased earnings to more volume and greater operating efficiency.

**New RCA Rectifier Tube**

RCA announced May 6 that its Tube Div. has introduced new vacuum rectifier tube, designed for rectification of high-voltage pulses produced in scanning systems of black-and-white and color tv receivers. Tube (RCA-3B2) is double-ended, glass-octal type of half-wave rectifier, using indirectly heated cathode.

May 16, 1955 • Page 131
RADIO, TV WITHSTAND 'OPERATION CUE' BLAST

Communications are usable after blast, except for minor damage. Radio transmitter not harmed and radiation proves to be no problem.

RADIO, television and other types of communication systems withstand effects of the May 5 "Operation Cue" shot at Yucca Flats and, generally, nearly all items tested either were operable after the blast or needed only about an hour's repair to put them back in condition.

This was the summary of a report issued after the blast by project officers Raymond H. Williamson, General Electric Co., and John E. Young.

The project was designed to answer such questions as: What will be the effect of the nuclear blast, radiant heat, missiles, debris, and how much will equipment be shielded from these effects by the structure in which it is housed?

No broken tv picture tubes were observed as a result of the blast. The 250-kw am broadcasting transmitter operated on 1240 kc, recommended for use in civil defense emergencies (Conelrad), did not return to the air three minutes after the blast as hoped for, but the project officers indicated that this was probably due to breakage of wires carrying ordinary 60-cycle alternating current into the building housing the transmitter.

Observers noted that there was little, if any damage to the transmitter and even the tape spools were not jarred from their mounts.

Three of the steel antenna towers were standing, although an unguyed 120-ft. antenna tower at the 4,700-foot line was severely cramped and unusable. A guyed 150-foot tower at the same line had a kink at the top due to extra tension on one set of guy wires caused by a fallen structure but otherwise was not damaged and could be operable.

The most severely damaged item noted was one of the cars containing mobile equipment. A chimney had fallen on it, crushing the entire car against the ground.

The project officers reported that radiation was not a problem at the location chosen for the test and that thermal damage was insignificant, being confined to a small amount of burned or scorched insulation on wire and coaxial cable.

While flying missiles—window glass, pieces of broken furniture and doors—would have taken a lethal toll on station personnel, they did little damage to test equipment.

W. R. Torn, chief engineer for the Du Kane Corp., Lake Charles, Ill., reported after the detonation that it was his opinion that practically every unit showing damage, with exception of the unguyed 120-foot antenna, could be put into operation in less than an hour.

He added that damage to equipment was a

Transmitting Equipment

<table>
<thead>
<tr>
<th>Station</th>
<th>Transmitter Shipments</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA</td>
<td></td>
</tr>
<tr>
<td>KNTV (TV) San</td>
<td></td>
</tr>
<tr>
<td>Antonio, Tex.</td>
<td></td>
</tr>
<tr>
<td>KGBR-TV San</td>
<td></td>
</tr>
<tr>
<td>Antenna, Tex.</td>
<td></td>
</tr>
<tr>
<td>General Electric Co.</td>
<td></td>
</tr>
<tr>
<td>WAGD-Tv Marketers</td>
<td></td>
</tr>
<tr>
<td>KDSC San</td>
<td></td>
</tr>
<tr>
<td>Antenna, Tex.</td>
<td></td>
</tr>
</tbody>
</table>

TOP photo shows the Conelrad station before the blast; at bottom is the same area after the explosion.

matter of placement in the building, pointing out that anchored equipment was virtually undamaged, while that left "loose" showed some signs of damage.

The transmitter and a variety of other radio equipment were installed in a one-story house of reinforced masonry blocks, which showed little damage with exception of broken windows.

The industry sponsor of this project was the Radio-Electronics Television Mfrs. Assn., with 30 members of the RETMA participating and supporting the test.

Zenith Radio Corp. Names Ruppel Advertising Counsel

APPOINTMENT of Louis Ruppel, veteran newspaper and magazine executive and formerly associated CBS, as advertising consultant was reported by Zenith Radio Corp. last week.

The nature of Mr. Ruppel's duties was not spelled out precisely but it was presumed he would serve as counsel on Zenith's Phonlevision and other activities.

Mr. Ruppel recently resigned as editor of the Philadelphia Daily News and has had a varied career in printed media.

From 1939 to 1941, he was publicity director of CBS and became assistant to the publisher of Crowell-Collier Publishing Co. in 1942. He was executive editor of the Chicago American in 1945 and editor of Collier's magazine from 1949 to 1952.

Mitchell Sees Electronics $20 Billion Industry in '64

PREDICTION that electronics will become a $15 billion industry in five years and a $20 billion industry by 1964 was made by Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., in an article in the May issue of The Exchange magazine, official monthly publication of the New York Stock Exchange.

Calling electronics "the world's fastest-growing industry," Mr. Mitchell said sales and revenues of the field currently are running at an annual rate of about $9 billion but predicted the figure will reach $20 billion in 1964. He based his optimistic outlook for the industry on the conviction that it is a "growing, dynamic and revolutionary field."

Concentrating on one phase of electronics, which he described as "entertainment electronics," Mr. Mitchell offered the following projection of dollar volumes for television sets, home radio sets, auto radios and records and phonographs in 1964 as compared with 1955. Television, from $1 billion this year to $1.5 billion in 1964; home radios, from $147 million to $162 million; auto radios, from $108 million to $140 million, and records and phonographs, $120-$140 million to about the same.

Mr. Mitchell said color tv is "still something of a question-mark to the industry." He believes that about 75,000 color sets will be produced this year and about 90,000 sold. It will be several years before sales of color sets will outstrip black-and-white sets, Mr. Mitchell continued, and in about ten years color will account for about 60% of all sets sold.

Meadows to Tarzian Post

F. DAN MEADOWS, formerly general sales manager for the Dage Tv Div. of Thompson Products Inc., has been appointed commercial manager, Broadcast Equipment Div., Sarkeis Tarzian Inc., Bloomington, Ind.

Mr. Meadows will be responsible for the merchandising and sale of a complete line of tv studio equipment, including vidicon film cameras, vidicon studio cameras, relay switching equipment, tv audio control equipment, 16mm film projectors, automatic slide projectors, long-range and portable microwave equipment and low-power vhf-uhf transmitting equipment.

Motorola Sales Up Over '54

MONOCHROME tv set sales accounted for the "principal improvement" in Motorola Inc.'s financial position during the first quarter of 1955, with sales and earnings topping figures for the same period last year, according to Paul V. Galvin, Motorola president.

Mr. Galvin simultaneously revealed Motorola's entrance into the transistor radio field, with plans for a new $1.5 million plant in Phoenix, Ariz. Motorola plans to announce its first transistorized car radio models early next year.

In a letter to shareholders, Mr. Galvin reported sales of $51,878,179 compared to $48,066,800 for Jan.-April 1954 and earnings of $2,153,018 against $1,644,084.
Tv Tube Output Soars
SALES of tv picture tubes by manufacturers total 882,268 units, highest for any 1955 month, according to Radio-Electronics-Tv Mfrs. Assn. The March figure (five-week work month) brings the first quarter sales to 2,608,735 picture tubes compared to 1,962,864 in the first quarter of 1954. Sales of receiving tubes total 41,080,881 units in March, bringing the first-quarter total to 117,557,439 tubes.

Emerson Splits Engineering
ENGINEERING Div. of Emerson Radio & Phonograph Corp., New York, has been split into two separate units, Dormann D. Israel, executive vice president, announced last week. The units are the commercial engineering division and the government projects engineering division. Head of the commercial unit is R. T. Capodanno, vice president in charge of engineering. Dr. Werner A. Auerbacher has been appointed director of the newly-formed government projects engineering division.

Claude Neon Changes Name
CHANGE IN NAME of Claude Neon Inc., New York, to Dynamics Corp. of America has been announced by David T. Bonner, chairman of the board. Mr. Bonner said the change was decided upon to portray more accurately the range of activity of the company, which currently produces radio-television transmitters, home appliances, air conditioning equipment and various electronic devices.

MANUFACTURING SHORTS
Lambda-Pacific Engineering Inc. (micro-wave link equipment), L. A., moves manufacturing facility and general offices to 14725 Arminta St., Van Nuys, Calif.; telephones: State 6-1801, Stanley 7-0779; mailing address: P. O. Box 105, Van Nuys.
Premier Electronic Labs, N. Y., has available new hi-fi professional-type three-speed tape recorder, "Tapesonic" Model 70-B, offering three separate heads to provide instantaneous monitoring from tape while recording and A.B. switch permitting comparison between original and recorded program, according to company. Unit is dual track with 4½" VU meter. Unit has push button operation using seven electronically interlocked DC relays and one solenoid. Three speeds: flutter and wow, 0.1% at 15"/sec.; 0.2% at 7½"/sec., and 0.3% at 3½"/sec., playing four hours at 3½"/sec., company claims. Unit contains 10-tube 12 w push pull amplifier.

Emerson Radio & Phonograph Corp., N. Y., is producing radio described as smallest, longest-lasting pocket radio on market, weighing less than pound, six inches wide, one and one-quarter inches deep and containing two transistors and three vacuum tubes. Radio is $44 including batteries.


Standard Electronics Corp., Newark, N. J., has appointed Canadian Westinghouse Co. Ltd., Hamilton, Ont., as Canadian sales engineering representative.

Cornell-Dubilier Electric Corp., South Plainfield, N. J., has announced publication of Printed Circuity, 8½ x 11-in. illustrated booklet describing in detail application and uses of printed circuits in various electrical products and equipment as well as technical information to aid in design and planning of printed circuitry.

MANUFACTURING PEOPLE
Miryam Simpson appointed by board of directors, Mark Simpson Mfg. Co. (tape recorders, automatic all-channel and tunable rf boosters), Long Island City, N. Y., as president, with Mark Simpson, vice president-secretary; Bernard Zisman, vice president-treasurer; George Watson, vice president, distributor sales div.; Phillip S. Optner, vice president, manufacturing div., and Ralph Ausen, engineering vice president. Robert K. Stephens retained by firm as consultant.

Arthur L. Milk, government relations director, Sylvania Electric Products Inc., N. Y., elected vice president, headquarters in Washington.


Howard Gross, formerly eastern states regional sales manager, Motorola Inc., Chicago, appointed general manager, CBS-Columbia Distributors Inc., factory distributing branch in N. Y. City area for radio-tv receivers of CBS-Columbia, Long Island City, N. Y.

Daniel Newman, assistant product service director, CBS-Columbia, Long Island City, N. Y., appointed product service director, succeeding Harold J. Schulman, who has been appointed assistant to president.

John M. Miller Jr., Bendix Aviation Corp., Baltimore, appointed to newly-created position, engineering director, tv and broadcast receiver div.; Stanley R. Scheiner, tv engineering staff, appointed assistant engineering director.

N. J. Litherland, formerly treasurer, Servel Inc. (appliances), Evansville, Ind., appointed comptroller, Magnavox Co., Ft. Wayne, Ind.


Kenneth Koenig, formerly public relations manager, Pratt & Whitney aircraft div., United Aircraft Corp., East Hartford, Conn., appointed Washington public relations representative, General Dynamics Corp., N. Y.

Lester Creaser and Wayne Pallisco to Cambridge Thermonics Corp. (frequency check service), Cambridge, Mass., as sales engineers.

E. Margaret Patt Shilzony, formerly technician, RCA Communications, L. A., and sister of John Patt, president, WIR Detroit, died April 28 in S. F.
Regular Programming Begun By Educational WGBH-TV

WGBH-TV Boston (ch. 2) started regular telecasting May 2, making an entrance as New England's first and only educational tv station. The station until at least this fall will operate on a 5:30-9 p.m. EDT, Monday through Friday, schedule. No programs will be aired on the weekends. It is the 12th noncommercial, educational station to begin operations.

WGBH-TV is being operated under the auspices of the Lowell Institute Cooperative Broadcasting Council (which also operates WGBH-FM). Members of the council include the Lowell Institute, Boston College, Boston Symphony Orchestra, Boston U., Brandeis U., Harvard U., Massachusetts Institute of Technology, Museum of Fine Arts in Boston, New England Conservatory of Music, Northeastern U. and Tufts U.

Parker Wheatley, director of the council, said initial programming will be modest and experimental. Early evening programming will be devoted to children.

Learning the Longhorns

TEXAS, which prides itself on being there first with the most, is making big strides in educational television—on commercial channels. Baylor U., located at Waco, reports it is now airing seven educational and promotional shows each week on three local tv outlets, in addition to three regular radio programs on commercial stations. The tv total is 2½ hours of educational programming a week, of which ch. 10 KWXTV-Waco carries five programs weekly totaling two hours, and ch. 6 KCEN-TV Temple and ch. 34 KANG-TV Waco each carry one 15-minute show. Although no academic credit is offered with the programs, the school is reported to be considering such possibilities. KWXTV has requested university-credit shows and has offered full use of its studios and facilities for a Baylor Tv Workshop where credit may be earned, according to the university.

CONTRACT for complete General Electric studio and transmitter equipment for the forthcoming educational WTTW (TV) Chicago [8F, May 9] is signed by Edward L. Ryerson, chairman of the board, Chicago Educational Tv Assn. At the signing are (l to r): Glenn E. Webster, GE broadcast equipment district sales manager; Duone Weiss, WTTW chief engineer, and Dr. John W. Taylor, WTTW executive director. A 5 kw transmitter and 12-bay antenna are planned for July.

WCBS-TV's 'America' Goes to 10 Educational Tvs

FILM RECORDINGS of WCBS-TV New York's 26-week educational series America in the Making will be distributed to 10 educational tv stations by the Educational Radio & Television Center, Lansing, Mich.

The series, which has been presented as a public service by WCBS-TV in cooperation with the Metropolitan Museum of Art, New York U. and the Educational Radio & Television Center, ended its circle on WCBS-TV last Saturday. Stations, which will receive the film recordings of each program, are KUHT (TV) Houston, KCET (TV) Seattle, WQED (TV) Pittsburgh, WBA-TV Madison, Wkar-TV East Lansing (Mich.), WCET (TV) Cincinnati, KETC (TV) St. Louis, WGBH-TV Boston, KUON-TV Lincoln (Neb.) and KQED (TV) Berkeley-San Francisco.

AWARDS

B'nai B'rith Awards Given CBS, Westinghouse Corp.

ANTI-DEFAMATION League of B'nai B'rith, Jewish men's organization, May 1 awarded one of its annual America's Democratic Legacy awards to CBS and Westinghouse Electric Corp. for the Studio One presentation, "An Almanac of Liberty."

The awards were made to Jack L. Van Volkenburg, president of CBS-TV, and J. M. McKibbin, Westinghouse vice president. Awards also were made to the Carnegie, Ford and Rockefeller Foundations. Associate Justice William O. Douglas, author of the book, An Almanac of Liberty, on which the Studio One play was based, spoke at the League's luncheon in New York.

Radio News Wins Five Of Seven So. Calif. Awards

RADIO NEWS programs, newscasters and writers captured five of seven trophies presented by the Radio & TV News Club of Southern California at the award ceremonies in Hollywood on May 6. Winners are:

Best radio news presentation, NBC Radio (Western Div.) Richfield Reporter; newscaster John Wald, writer Wayne Miller.


Best radio or tv news writing, KABC Smogboard (review of Los Angeles smog situation); Bill O'Halloran and Jim Bull.

Most enterprising radio reporting, KBIG Avalon GCA Landing (special program from Point Mugu, demonstrating control approach procedures); newscaster Larry Burrell, ad lib.


Best women's news program, Columbia Pacific Radio Network The Women's News Desk; newscaster Ruth Ashton.

Best consistent enterprise in radio or tv news reporting KNXT (TV) Hollywood "special assignment" segment of Big News program; news commentator Bill Stout.

Faculty and students of graduate department of journalism, UCLA, judged the entries. For fourth consecutive year, Bing Crosby's Minute Maid Corp. furnished the "Golden Mike" awards for winners.

L. A. Congress of PTA Gives Radio-Tv Awards

AWARDS commending the outstanding educational and entertainment radio and tv programs in the Los Angeles area were selected by the Los Angeles 10th District, California Congress of Parents & Teachers, during the group's 56th annual convention.

Over 11,000 individual votes were tabulated in balloting on tv programs and over 5,800 on radio programs by the Congress, an organization of 310 local PTA groups.

Awards were made on the basis of service to the community, rather than popularity, congress executives noted.

Radio awards went to CBS Let's Pretend (children's entertainment), ABC World We Live In (children's education), and ABC Paul Whiteman's Teen-Age (youth entertainment), NBC Youth Wants to Know (youth education), CBS Our Mist Brooks (family entertainment), NBC Meet the Press (family education), CBS Invitation to Learning (adult education).
Bronze Awards Presented To Christopher Winners

BRONZE MEDALLIONS were presented last week to 23 producers, directors and writers who won Christopher awards for outstanding contributions in the radio, television, motion picture and song-writing fields for the six-month period which ended March 31. The semi-annual awards were announced by Father James Keller, founder of the Christophers, an organization which stresses the importance of personal responsibility in raising standards of education, government, labor relations, literature and entertainment.

Television awards were presented to Eugene B. Roden, producer, William D. Russell, director, and Roswell Rogers, writer, for "Lessor in Citizenship," telecast on Father Knows Best on CBS-TV; Tom Lewis, producer, Harry Keller, director, and Marian Thompson for "Something About Love," telecast on Letter to Lorelta on NBC-TV; William Walsh, producer, Norman Foster, director, and Thomas Blackburn, writer, for the Disneyland series of "Davy Crockett," on ABC-TV, and Fred Coe, producer, Clark Jones, director, and Sumner Locke Elliott, writer, for "Peter Pan" on NBC-TV's Producer's Showcase.

The radio award went to Bob Siegrist for his Christmas broadcast of Bob Siegrist Views the News on WEAS Decatur, Ga.

‘World Understanding’ Awards To WLs News Director, WBBM

BILL SMALL, news director of WLS Chicago, and WBBM that city were among recipients of "World Understanding" awards by the Chicago Council on Foreign Relations at its annual awards luncheon in the Congress Hotel Thursday.

Mr. Small received a citation from Melvin Brokry, Needham, Louisa & Brokry and council president, lauding him for "outstanding achievement in radio." CBS & WBBM Chicago was honored for its international documentary series, The Seventh Continent.

Another award was given to the Chicago Daily News for its foreign news coverage, while actor Danny Kaye was given a special citation for a film on underprivileged children overseas.

Small Gets Second Award

AN Award of Merit has been presented on behalf of Illinois Gov. William Stratton to William Small, news director of WLS Chicago, in recognition of outstanding service for production of a five-part series of radio programs devoted to civil defense. The programs, entitled Fallout, will be aired by the station this week starting today (Monday).

The certificate was tendered to Mr. Small at a preview of the series in Chicago last week. It was signed for the governor by Gen. Robert M. Woodard, director, and Gen. John L. Homer, executive director, respectively, of the Illinois Civil Defense Office.

The programs will be offered by Illinois officials for use by other stations and copies have been submitted to the Federal Civil Defense Administration in Washington.

AWARD SHORTS

WJAG Norfolk, Neb., presented award from American Heart Assn. for "outstanding voluntary service" to 1955 Heart Fund. received citation from U. S. Treasury Dept. for Savings Bond campaign and cited by Oldtimers Baseball Assn. for helping Oldtimers "Talk League."

Fred Coe, NBC executive producer, presented Medal award of Art Directors' Club of Boston....
GREETINGS: NARTB MEMBERS

Convention Headquarters
SHERATON PARK HOTEL
WASHINGTON, D. C.
M A Y 22 — 26

HOWARD E. STARK
RADIO AND TV STATION BROKERS • FINANCIAL CONSULTANTS
50 EAST 58th St., New York 22, N. Y.
EL 5-0405

BUSHNELL TELLS ACA COLOR NOT READY

Assn. of Canadian Advertisers, at 40th annual convention, elect Seagram's Schneckenburger president.

COLOR TV, daytime tv and better tv commercials highlighted the television sessions of the 40th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 5 [847, May 2].

To officials of the Canadian Broadcasting Corp. color tv as it is today is not yet ready to be brought to CBC tv stations, Ernest Bushnell, CBC assistant general manager, stated during the afternoon panel session. While the audience of advertisers and agency executives had applauded the NBC color kinescope shown at the meeting, Mr. Bushnell stated it "didn’t satisfy" him and a lot more work will have to be done on color tv before the CBC will spend money on it.

Mr. Bushnell also told advertisers that next year CBC will not expect independent Canadian tv stations to carry network programs between 6 and 8 p.m., to enable them to offer these two peak hours for selective sponsorship.

Wood's Talk on Color

Barry Wood, NBC executive producer of color tv, told Canadian advertisers about development in the medium and what it would do for their product sales. Based on U. S. experience, he informed Canadian advertisers that color commercials have received as much press comment as have the programs. He pointed out that color costs are not as proportionately high compared to black-and-white, as is color in magazines. He reported on participation advertising in color productions, on developments in U. S. color receivers, on impact of color tv on the packaging industry, on color tv for travel and department store promotion and on work being done on the microwave link between Buffalo and Toronto to prepare it for color tv programs.

In the panel discussions which followed Mr. Wood's luncheon address, there was much stress on commercials and tv problems for the sponsor. Responsibility for tv network commercials in Canada should be in the hands of the advertiser and agency, rather than in the production department of the CBC, agency men pointed out. Bob Spence, advertising manager of Lever Bros. Ltd., said that most of the direction for tv network commercials in Canada still comes from the sponsor and the advertising agency.

Advertisers were advised that they should still continue to use radio, even though there are tv stations in the markets they want to use. As an example, Paul L'Anglais, Radio-Video Programme Producers, Montreal, pointed to the increased radio ratings for the French language show La Famille Tanguy since the program has appeared as a weekly half-hour tv show.

Growth of multiple sponsorship on tv programs in Canada was detailed by Hugh Horler, radio-tv director of MacLaren Adcv. Co., Toronto, and Murray Brown, general manager of CFPL-TV London. The latter also reported on the effect of daytime tv since CFPL-TV began telecasting daily at 1:30 p.m.

Fairfax M. Cone, president of Foote, Cone & Belding, Chicago, told the Canadian advertisers that good, sound advertising copy has not been superseded as a means of selling and that new media have helped to reach more people. He stated that good tv copy will be a standard for all advertising one day.

M. M. Schneckenburger, vice president of Joseph E. Seagram & Sons Ltd., Montreal, was elected president for 1955-56, with R. R. McIntosh, vice president of General Foods Ltd., Toronto, as executive vice president. Mr. Schneckenburger and J. Scott Feggans, advertising manager of Dominion Stores Ltd., Toronto (eastern Canadian grocery chain), were awarded ACA gold medals for their contributions in 1954 to the advertising industry.

Color tv in Europe near; Swiss urge one standard

COLOR TV in Europe is not so far off, according to reports. The Monte Carlo tv station, one of the few commercial tv organizations in Europe, is presently being equipped for color transmissions. The Italian tv system is prepared to introduce color tv before 1957. Sir Georges Barnes of the BBC has announced that color tv may start in Britain soon after April 1, 1956. Latter dateline has been set for final acceptance of color standards for Britain.

The Swiss government is planning to urge other European governments not to introduce differing color tv standards. In the black-and-white field presently four different technical standards are in effect in Europe.

In Europe, 50% of the tv stations are presently using the CCIR standards, 40% are using the French standards and 10% are believed to be using the two different Belgian standards. As a consequence, West German manufacturers have started production of four-standard tv receivers with much more complicated circuitry than the usual one-standard sets, but which can be exported and operated in all of Europe.

Oslo tv to start tests

In OSLO, Norway, a provisional tv studio is presently under construction and the Norwegian Radio System has announced it will start tv test transmissions before the end of this year.

INTERNATIONAL
French Stamp Honors Tv

TELECLUBS have played a role in helping to popularize television in France. In fact, the country has officially paid tribute to the medium by issuing a 15-franc stamp, Admiral Corp. has reported. The new stamp shows the Paris skyline sprouting tv antennas, according to James R. Oberly, president of Admiral International Corp. The lower right hand corner has a tv screen with the letters RTF (Radio-Television France), government-operated network. Each teleclub owns a receiver purchased by its members in school rooms, town halls and recreation centers.

MORE PRIVATE TVS URGED BY CANADIAN POLITICOS

CBC's Chairman Dunton answered that revenues necessary for government's own tv plans would be hurt by added competition from privately-owned stations in some markets.

TELEVISION featured hearings of the Canadian Parliamentary Committee at Ottawa on May 6, with western Canadian members asking for more independent tv stations.

Tom Goode, Liberal member for Burnaby-Richmond, a Vancouver electoral area, said a privately-owned tv station should be licensed in the Vancouver area to supply an alternative program to the CBC's CBUT (TV) Vancouver. Only competition is from the United States, Mr. Goode told the committee.

To this proposed change in government policy, CBC Chairman A. D. Dunton replied that private stations could not afford live programs and would have to import film programs at a fraction of the cost of a live show. This would put the station in the position of taking advertising revenue from the CBC station, which is needed by the CBC to carry out its costly assignment of producing and distributing Canadian programs.

Mr. Goode charged that many Canadian advertisers were being penalized by CBC's refusal to allow the establishment of a second station, while at the same time CBC could not give the advertiser time on its own stations. This made many Canadian advertisers buy time on nearby U. S. stations, he claimed.

Stand is Supported

His arguments were corroborated by another Parliamentary Committee member, Roland Beaudry, Liberal member for Montreal St. James, an advertising executive and former station operator. Beaudry pointed to a waiting list of more than 50 advertisers for spot announcements on CBFT (TV) Montreal, French-language station of the CBC.

Regarding color tv, Mr. Dunton said that the CBC could not afford color programs three or four times weekly for a limited number of color receivers. He stated that "CBC believes the sensible time to move into color will be when the manufacturers can turn out sets of assured performance at a price people can pay, about $400 or $500."

Mr. Dunton also told the committee that, at the request of independent tv stations, CBC will study the use of liquor, beer and wine advertising on tv in provinces where such advertising is allowed. Committee members had asked Mr. Dunton if a change was contemplated in CBC policy on beer, liquor and wine advertising on tv, in keeping with newspaper practice, which provide the brewing and distillery industries with space for public service advertising campaigns. Currently such advertisers buy time on nearby U. S. tv stations to reach Canadian audiences.

CBC Draws Criticism

For 'Hamlet' Expenditure

CANADIAN Broadcasting Corp. was criticized by the Parliamentary Radio Committee at Ottawa on April 29 for spending $30,000 on a one-time, two-hour production of Hamlet on Canadian television stations on April 24.

Committee members also queried A. D. Dunton, CBC chairman, about selling Canadian tv productions outside Canada, and the possibility of filming such shows for further use in schools and repeat performances. Mr. Dunton told the committee the problems of tv productions, especially in regard to extra costs under union agreements for making such productions for more than one-time use. Actor and musician unions were criticized by committee members for their stand in connection with special tv non-revenue producing cultural programs.

Canadian Artists Leave AFL

To Set Up Own Organization

CANADA'S UNION of radio and television artists, now affiliated with the American Federation of Labor, plans to withdraw from that body sometime this year and form a nationwide all-Canadian organization. This decision was announced at the annual meeting of the Assn. of Canadian Radio & Television Artists, consisting of five Canadian local chapters, held at Toronto on April 29. Major reason was the 60 cents a month per capita tax paid to the Washington AFL headquarters. The Canadian union will remain with the Trades & Labour Council, Canadian counterpart of the AFL. Alan King was elected president of the Canadian union, succeeding Bernard Cowan, both of Toronto.

CBC Football Plans Set

ARRANGEMENTS have been completed between Canadian Broadcasting Corp. and the Canadian Big Four football clubs for telecasting the games this fall. Home games of all teams will not be broadcast or telecast for hometown fans, and there will not be rebroadcast of the televised game for hometown viewers the following day, as was done last year. Announcement of the arrangements was made by Vic Obeck, vice president of the Montreal Alouettes.

New European Tv Relay

A NEW, shorter relay line for tv transmissions between Britain, France and Belgium on the one side and Germany on the other side has started operations. The line uses a new, powerful relay station with full receiving and transmitting facilities built by Institute National Beige de Radiodiffusion (INR) near Liege, Belgium, at a place 866 ft. above sea level. The new line replaces the previous relay through the Netherlands, which was considerably longer.

BIG VOICE IN SPORTSLAND

WJPG

People in Northeastern Wisconsin like Action
Buying Action! Sports Action!
Green Bay's 5,000 watts day-time (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG ... the area's top Sports Station!

5,000 Watts Daytime
500 Watts Night
MBS • GREENBAY, WIS.

Represented by Burn-Smith Company

IN DETROIT

You Sell More
on CHANNEL

WWJ-TV

NBC Television Network

DETROIT

Associate AM-FM Station WWJ

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGSBURY CO.
West German Mfrs. Plan To Sell 350,000 Tv Sets

WEST GERMAN manufacturers plan to sell 350,000 television sets this year and believe they can boost sales to one million sets during the next year, it has been reported. There are now slightly more than 120,000 tv sets in operation there. Radio sales (table sets) went down in West Germany last year from an annual total of 2.2 million to 1.9 million, according to latest statistics. The loss is reportedly more than compensated by larger sales of consoles.

Table set sales are expected to decrease during this year, too, down to 1.7 million annually in 1956.

West German tube exports are sky-rocketing. Manufacturers exported 8.2 million tubes last year which is 4.4 million more than the year before. Total annual tube production in West Germany is now at 30.2 million units valued at the equivalent of $19 million. Production the year before was 25.8 million.

Parties Seek Radio-Tv Time In Ont. Provincial Election

A PROVINCIAL election in Ontario on June 9 has all four political parties looking for time on radio and television stations. The Progressive Conservative party has appointed McKim Adv. Ltd., Toronto; the Liberal party has appointed Walsh Adv. Ltd., Toronto, and the Cooperative Commonwealth Federation (socialist) has appointed Margaret Pennell Adv. Co. The Labor-Progressive party (Communist) has not yet appointed an agency.

French Allocate $8.2 Million For Tv Construction Plan

THE FRENCH National Assembly has allocated a sum equivalent to about $8.2 million for a new construction plan for the French television system on the Continent. An additional sum of $604,000 will go into a separate construction plan for the French network in North Africa. A total of 20 new transmitters are to be constructed under both of the plans in 1955 and 1956.

Carlton Films for Guild

CARLTON Films, Munich, West Germany, a major European producer of theatrical films, has started production of a series of tv films for Guild Films, New York, titled Brother Mark, and starring Richard Kiley. Anthony Z. Landi is supervising the project. It is the only tv series presently before the cameras in Germany, the firm states.

German Commercial Tv Rates

COMMERCIAL TV in Germany is not yet in existence but advertisers already are screening possible costs of future commercial tv programs. According to estimates, time on future German commercial tv outlets will cost about $5,000 for 30 minutes with an audience totaling 150,000 and $10,000 for 30 minutes when the total audience passes the one million mark.

INTERNATIONAL SHORTS

West Germany's number of tv sets as of April 1 was 126,774, with number increasing at rate of 13% per month.

Canadian Broadcasting Corp. altering part of Toronto program headquarters to provide additional tv studio, with plans being provided by chief architect D. G. McKirnstry.

CFJC Kamloops, B. C., planning to apply for tv station license soon, according to Ian G. Clark, station manager.

RCA-Victor Ltd., Montreal, planning new tv parts factory at Renfrew, Ont., to provide 50,000 sq. ft. of factory space.

INTERNATIONAL PEOPLE

Deryk Upton, commercial manager, CFJB Brampton, Ont., to CKPC Brantford, Ont., as general manager.

R. P. Beadon appointed advertising manager, Proctor & Gamble Co. of Canada Ltd., Toronto, succeeding P. B. Smith, who has been named director, Proctor & Gamble S. A., Paris, France.

Jonathan Dunham, formerly with Walt Disney Studios, Burbank, Calif., to Associated Screen News Ltd., Montreal, as general production manager.

Sydney Banks to S. W. Caldwell Ltd. (film producers, distributors), Toronto, as film production and labs executive producer.


Jack McCabe named assistant supervisor of outside radio-tv broadcasts and special events, Canadian Broadcasting Corp., Ottawa.

Adele Hunt, formerly with WPAT Paterson, N. J., to CHCH-Tv Hamilton, Ont., as program personality.

Al Davidson, news editor, CKY Winnipeg, Man., selected by Canadian Dept. of External Affairs to make tour of Netherlands, Belgium, and Luxembourg as only Canadian in group of NATO reporters touring those countries this spring.

George Townsend Trowhill, 65, pioneer in setting up network facilities for radio broadcasting in Canada, died May 4 in Toronto.
**KMON NEW PROGRAMS**

KMON Great Falls, Mont., is airing three new programs featuring station personalities. *Breakfast at the Rainbow* is broadcast three days a week from the Rainbow Hotel in downtown Great Falls with Mel Hallock at the mike, discussing events of the day and items of special interest with local, state and Canadian dignitaries participating. Scott Warden handles *The Old Music Maker* each Thursday evening, featuring modern, contemporary and traditional music. *Midnight Downbeat* also features Mr. Warden, assisted by Allen Smith. This program airs records and unusual commercials.

**KITE FLY SWATTER**

KITE San Antonio, Tex., has distributed a fly swatter with the words, “There ain’t no flies on KITE, San Antonio’s No. 1 radio station,” written on the handle.

**KELO-TV’s ‘HAMLET’**

TELCAST of a locally-filmed version of *Hamlet* was staged by KELO-TV Sioux Falls, S. D. The station’s production staff shot a two and one-half hour film of Shakespeare’s play as presented by the players of the Augustana College Theatre. Only slightly restaged for smoother shooting, the drama was filmed as an actual stage presentation of the group. A special camera ramp was built over the front rows in the Augustana Theatre to acclimate the camera and make it possible to move in and out without the necessity of breaks in action. An extensive promotion campaign by both KELO-TV and the college preceded the telecast. The idea originated by Evans Nord, station general manager, and the film was directed by Murray Stewart, KELO-TV program director, in collaboration with Prof. Earl Mundt, director of the play.

**‘TRAFFIC COURT’**

NEW live series, *Traffic Court*, featuring dramatizations of traffic violations, will premiere on WMAL-TV Washington May 19 as an evening show. The series will be presented in cooperation with the Commissioners Traffic Advisory Board of the District of Columbia, Metropolitan Police Dept., Municipal Court and the Dept. of Vehicles & Traffic. The program will be conducted over by a judge from Municipal Court and a court bailiff, court reporter and arresting officers will appear in person. Professional actors will portray witnesses and, in cases where the actual defendant is unwilling to appear, will portray defendants. Names, places and dates of all defendants and violations will be changed. Cases will be selected from District records and any recognizable information which might invade the privacy or injure the reputation of anyone will be omitted. Approximately five cases will be covered on each program and will be enacted exactly as they would happen in court.

**WLIR PROMOTES SHOPPING**

TO HELP promote K & I (Kentucky and Indiana) Days, a shopping promotion, WLIR New Albany, Ind., took its *Openhouse show*, conducted by disc m.c. Keith Reising, to a busy downtown corner for three and one-half hours April 29. The time, broken into 15-minute segments, was bought “like hotcakes” by participating merchants and Mr. Reising ad libbed commercials, punching each sponsor’s specials. Some merchants reported record breaking sales, exceeding even the heaviest days of Christmas, according to WLIR. The station was commended by the local chamber of commerce for helping to make the promotion a success.

**WORDS OUT OF WORDS**

CONTEST to list all the words which could be made out of “Hawkeye Hits,” the name of a record program conducted by disc jockey Ford Roberts on WMT Cedar Rapids, Iowa, pulled 1,700 entries. The total possible was 257 with Webster’s Collegiate Dictionary serving as authority. Slang, plural and foreign words were not allowed. The winning entry listed 242 words and another carried 1,040, of which only 180 were valid.

**A DOZEN EGGS**

BOXES containing a dozen eggs with the sticker, “Watch us HATCH into Washington’s Most Independent Station—10,000 w,” were distributed last week as a promotion by WPGC Morningside, Md., in Prince Georges County, suburban area adjacent to Washington, D.C.
HOSPITAL FUND MEET COVERED

FIFTEENTH annual meeting of the United Hospital Fund, conducted at the Sheraton Astor Hotel in New York, was carried by WRCA-AM-TV New York. On WRCA, portions of the meeting of approximately 2,500 volunteer hospital workers were heard on the Tex and Jinx Show. TV coverage was provided on Jinx’s Diary. Hamilton Shea, vice president in charge of WRCA-AM-TV, was presented a citation from Henry Brunie, president of United Hospital Fund, for public service rendered to New York hospitals by the stations.

WHOT CAMPAIGN

WHOT South Bend, Ind., U. of Notre Dame radio outlet, has started a promotion-publicity campaign on behalf of its local personalities, Chicago White Sox baseball broadcasts and other features. The station is being promoted in billboards, bus panels and movie trailers as “The New WHOT” with the slogan “Wherever You Go, the Radio...” according to Bob Laffoon, sales promotion manager.

ANOTHER OHIO SPORTS STATION

THERE’s more than one sports station in the Ohio area, according to WIOO Ironon, Ohio, referring to the claim of WIOB-AM-FM Dayton, Ohio [B&T, April 25]. Styling itself as “The Sports Spot for the Tri-State,” Ohio, Kentucky and West Virginia, WIOO reports it broadcasts, in addition to nighttime and weekend Cincinnati Reds baseball games and every feature on MBS’ Parade of Sports, including college and professional basketball games, the complete football and basketball schedules of Ironon High School, an annual invitational tournament, WIOO, the Northeastern Kentucky Conference Basketball Tournament from Russell, Ky., and every game of the Lawrence (Ohio) County Basketball Tournament. Last season whenever an open date appeared in a regular season schedule, the station filled it with a broadcast of a County League game, football or basketball, it reports. It also followed the city’s two Class A high schools in sectional tournay play until eliminated. Whenever the station’s schedule permitted, it aired the Marshall College (Huntington, W. Va.) football and basketball games.

WABC REVAMPS PROGRAMMING

NEW “block programming” format goes into effect on WABC New York on May 30, according to Michael A. Renaault, WABC general manager. A feature of the schedule revamp will be a three-hour disc jockey, audience participation show handled by Ernie Kovacs (Mon.-Fri., 6-9 a.m. EDT). An orchestra and the Buddy Weed Trio in addition to five-minute newscasts before the half-hour and hour will be incorporated into the Kovacs show.

FEGRE CVERS NEWS FLIGHT

VIC FERGIE, newsmen and special events director of CHUB Nanaimo, B. C., has been selected by the British Columbia Assn, of Radio & TV Broadcasters to represent all private B. C. radio stations on the inaugural flight of the new Canadian Pacific Air Lines service between Vancouver, B. C., and Amsterdam, Holland, over the polar route. The flight will leave Vancouver June 3 and return June 13, after stops in London, Paris, Amsterdam, and Paris. While on the continent and in the British Isles, Mr. Fergie will airmail tape recordings to all radio stations in the province.

LIVE COURT CASES

NEW PROGRAM. Traffic Court, on WEAW—AM-FM Evanston, Ill., which has been broadcasting on a limited basis as it is in progress at the local Municipal Court. Broadcast each Wednesday, the program gives listeners first hand information of cases being held that day. Participating in the court sessions are the police officers investigating traffic accidents, parties involved in the proceedings and witnesses.

WFIL PROMOTION

WFIL Philadelphia has issued a promotion piece on behalf of its “Rise and Shine” program featuring Phil Sheridan, who is described as “the salesman who makes 2,104,178 calls per day.” The brochure stresses that Mr. Sheridan meets and talks to more than 100,000 fans a year and receives almost 50,000 letters annually from listeners who tune in his show and buy the products he advertises. John Blair & Co. is national representative for WFIL.

WABB CONTINUES RECORD WAR

EDITORIAL (follow-up to an advertisement in the Mobile (Ala.) Press Register which objected to what was called “disguised smut” in the lyrics of some recorded tunes [B&T, March 28], was aired by WABB there and reprinted by the Press Register, its newspaper affiliate. The editorial, titled “More About The Music You Don’t Hear on WABB,” cited many favorable comments received by the station since it denounced and banned offensive records which are passed off under the guise of rhythm and blues. The editorial went on to point out that at least three broadcasters in other cities have adopted the WABB policy, and assured that the station would continue, in the best public interest, to make what it considers to be off-color tunes, “The Music You Don’t Hear on WABB.”
THE BIGGEST spot contract in the history of WNEM-TV Bay City, Mich., has been purchased by Morley Bros., Saginaw, Mich., appliance distributor. Looking over the agreement, which calls for 1,200 spots at a cost of $26,000, are Bill Lefback (l), WNEM-TV sales executive, and Tom Morley Jr., representing the sponsor.

GRANVILLE CARREL (seated), vice president of National City Bank of New York, inks contract for sponsorship of Sun.-Fri. Eleventh Hour News, now beginning its fourth year on WRCA-TV New York. At the signing were (l to r): Kent Patterson, WRCA-TV account executive; John K. M. McCaffery, featured newscaster; Hamilton Shea, NBC vice president in charge of WRCA-AM-TV, and Bayard Pape, vice president of BBDO, bank agency.

JOHN J. FELIN Co. (meat packer), Philadelphia, has become a co-sponsor of the Phillies baseball games on WIP Philadelphia. Present as final details were worked out were (l to r): Warner J. Evans, Lewis & Gilman Adv. Agency, for Felin; Wells E. Hunt, Felin’s representative, and Ralf Brent, WIP vice president.

OFGANT-JACKSON Chevrolet Inc. of Roxbury, Mass., approves a $1,725 pact with WVDA Boston for on-the-spot coverage of the Indianapolis Speedway Race on Memorial Day. With car dealer Edwin Ogant as he signs the contract are (l to r): Robert J. Seamsans, WVDA account executive; Len Hornsby, WVDA station manager, and Daniel F. Sullivan, Daniel F. Sullivan Advertising Agency.

THIRD-YEAR renewal of Hopalong Cassidy on KTVH (TV) Hutchinson (Wichita), Kan., is agreed to by Herb Curnutt (l), executive vice president at Hyde Park Dairy, Wichita, and (l to r) William Boyd (better known as Hopalong Cassidy); Paul Lago, Lago & Whitehead Adv. Agency, Wichita, and Ernie Dallier, sales manager of the ch. 12 Wichita station.

NEW YORK GIANTS baseball and its sponsorship on WMMW Meriden, Conn., by an automobile dealer and a dairy were discussed at this luncheon meeting by (standing l to r): G. A. Kruttschnitt, WMMW manager, and Bill Golder, station commercial manager. Seated: Jack and Bob Gilmartin, Dodge-Plymouth dealers (co-sponsor of the games), and Frank and Al Guida, proprietors of the Guida-Siebert Dairy, New Britain, Conn., the other co-sponsor of the Giants games on WMMW.

May 16, 1955 • Page 141
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B•T) May 5 through May 11

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, synch. amp.—synchronous amplifier. uhf—very high frequency. uhf—ultra high frequency. ant.—antenna. sur.—sural. vis.—visual. kw—kilowatts. mc—megacycles. d—day, n—night, lb—local sun-
set, mod.—modification. test.—transmitter. un.—unlimited hours. kc—kilocycles. SBA—special service authorization. STA—special temporary authorization. (FCC file and hearing dockets numbers given in parentheses.)

Television Station Grants and Applications Since April 14, 1952
Grants since July 11, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>uhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>281</td>
<td>330</td>
<td>611</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>17</td>
<td>18</td>
<td>35</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>uhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>455</td>
<td>406</td>
<td>861</td>
</tr>
<tr>
<td>Noncom. Educ. on air</td>
<td>9</td>
<td>12</td>
<td>21</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>uhf</th>
<th>uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>337</td>
<td>283</td>
<td>620</td>
</tr>
<tr>
<td>Noncom. Educ.</td>
<td>38</td>
<td>30</td>
<td>68</td>
</tr>
</tbody>
</table>

Total | 1,020 | 377 | 563 | 1,560 |

1. One hundred-forty-one CP's (29 uhf, 112 uhf) have been deleted.
   One applicant did not specify channel.
   Includes 35 already granted.
   Includes 638 already granted.

Existing TV Stations...

Existing TV Stations...

Hattiesburg, Miss.—Dave A. Matison Jr., Harold M. Matison and Milton J. Fine 4/6 as Lion TV Co., granted vhf ch. 9 (186-192 mc): ERP 28.2 kw visual, 16.3 kw aural; antenna height above average terrain 400 ft., above ground 571 ft. Estimated construction cost $190,409, first year operating cost $144,000, revenue $160,000. Post office address % Dave A. Matison Jr., Pine Bros-Matison Co., Hattiesburg. Studio location to be determined. Transmitter location U. S. Hwy 11, approximately 1.2 miles N of Eastabouche. Miss. Geographic coordinates 31° 07' 46" N. Lat., 89° 11' 09" W. Long. Transmitter DuMont, antenna RCA. Legal counsel—Collins & Scheiner, Washington. Consulting engineer George P. Adams Engineering Co., Washington. Principals include Dave A. Matison Jr. (1/2), 25.3% owner WAML Laurel and WABO Waynesboro, Miss.; 50% owner WXYX Bogalusa, La., WNYX McComb, Miss., and WXYX Hatties-
burg; Harold M. Matison (1/2), 25.3% owner WAML and WABO, and Milton J. Fine (1/2), clothing store owner. Granted May 4.

New TV Stations...

New TV Stations...
New Am Stations

ACTIONS BY FCC

Jasper, Fla.—John A. Boling granted 1,500 kc, 250 watts, change in address from Panama City, Fla. to Panama City, Fla. granted.

New Existing Am Stations

ACTIONS BY FCC

KXUM Eureka, Calif.—Carroll R. Hauser granted CP to change from 1,200 kc to 900 kc, 5 kw, direction. Granted May 4.

WQRA Atlanta, Ga.—Glennkarens Associates Inc. granted CP to change from transmitter-location to 140 Peachtree St., Atlanta. Granted May 4.

WTAP La Grande, Ore.—Chattahooschee Bcstg. Co. granted CP to change from 500 kc to 300 kc, 1 kw, direction, night. Granted May 11.

WGGH Marion, Ind.—The Marion Bcstg. Co. granted CP to change from 1,600 kc to 2,500 kc, 5 kw, day and evening. Granted May 11.

WLCB Port Jervis, N. Y.—Port Jervis Bcstg. Co. granted CP to change from 1,400 kc to 1,200 kc, 2 kw, day and night. Granted May 11.

WJLW Lima, Ohio—Lima Bcstg. Co. granted CP to change from 1,200 kc to 1,500 kc, 5 kw, direction. Granted May 11.

KOLS Bryan, Texas—Area Bcstg. Co. granted CP to change from 1,390 kc to 1,570 kc, day. Granted May 11.

WTOW Madison, Va.—Charles P. Blackley granted CP to change from 1,400 kc to 1,200 kc, 10 kw, for standard satellite station. Granted May 11.


Applications

Seaford, Del.—Elizabeth and W. Courtney Evans applied for 2,200 kc, 30 kw, fulltime. Granted May 4.

The Public Service Commission (PSC) of Oklahoma has announced that program tests on another frequency. Granted May 9.

KWWB Rutland, Vt.—Central Vt. Bcstg. Co. granted voluntary transfer of control through sale of approximately 98% interest for $15,000. Granted May 9.

Ownership Changes

WLBX Muscle Shoals, Ala.—Muscle Shoals Bcstg., Ltd., of Mobile, Ala., and Donald B. Childers, both of Muscle Shoals, Ala., have changed names of partner from WLBX to WLYM. Granted May 4.
APPLICATIONS

WCNU Crestview, Fla.—H. French Brown & W. E. O'Neal, administratitve estate of B. Grady O'Neal, deceased, d/b/a Gulf Shore Bestco, Cc, seeks voluntary assignment of interest to Yegge & McElroy, 505 Market St., Pensacola, Fla., through purchase of remaining 50% interest from H. N. O'Neill, deceased, d/b/a Gulf Shore Bestco. Filed May 4.

WBRD Ft. Lauderdale, Fla.—Broward Bestco. Cc, seeks voluntary assignment to Missouri Bestco. Corp, through 15 year lease paid at $4,000 per year. Missouri Bestco is operator of WAC-AM-TV St. Louis, Mo. Filed May 4.


KWWL-AM-TV Waterloo, Iowa—Black Hawk Bestco. Cc, seeks voluntary relinquishment of negative control by N. A. Ben洲 and administrative sale of stock in 1955. Mr. McElroy will now own 47.5% interest. Filed May 4.

KWPC-AM-FM Muskogee, Okla.—Charles A. Hendron, George J. Volgar & Thelma M. Volger d/b/a as Muskogee Radio, 501 E. Main St., Muskogee, Okla., seek voluntary assignment to George J. Volger and Thelma M. Volger d/b/a as Muskogee Radio, 501 E. Main St., Muskogee, Okla., through purchase of 95.5% interest of Charles A. Hendron. Filed May 4.

WSIP Painesville, Ky.—Ted Arnold Silvert & Reed Chandler d/b/a as Big Sandy Bestco. Cc, seeks voluntary assignment of interest to Mr. Silvert, d/b/a as Big Sandy Bestco. Cc, through purchase of all stock for $25,000. Mr. Silvert, stockholder of WSMC Somerset, Ky., now will be sole stockholder. Filed May 4.

WHIR Danville, Ky.—Commonwealth Bestco. Corp, seeks voluntary transfer of control to W. T. Isaac and David B. Johnston through purchase by corporation of 36.3% interest of John L. Carter, d/b/a as Commonwealth Bestco. Filed May 4.

WLBI-AM Bowling Green, Ky.—The Bowling Green Telegraph & Courier, Inc., seeks involuntary transfer of control to Mrs. Mary Tapp Jenkins, 1917 W. 2nd Street, owner of the estate of L. B. Jenkins (51.5%), deceased. Filed May 4.

WPKE Pikewa, Ky.—East Ky. Bestco. Corp. seeks voluntary transfer of control to Jack L. Hatcher through purchase of 92.4% interest for approximately $10,000. Mr. Hatcher, president of Coca-Cola Bottling Co, will now own 95.5%. Filed May 5.

WLSF Crookley, La.—Alex B. Craig & Morgan J. Craig d/b/a as Craig Bestco. Cc, seek voluntary assignment of interest to Mr. Craig, d/b/a as Craig Bestco. Cc, through purchase of stock by Mr. Craig for $36,000. Principals include Pres. Hirsch H. Scholl (12.1%), bag manufacturer; Vice Pres. Jacob Brandt (12.1%), radio furniture; Treas. Edmund H. Scholl (12.1%), attorney; Sec. Louis Baso (11.2%), announces KBIL and 7 others. Filed May 5.


KNCY-AM Knoxville, Tenn.—Yale Radio Bestco. Cc, seeks voluntary transfer of control to Jeanie P. Thurman and 35,000 Southwest Blvd., Knoxville, Tenn., Filed May 5.


KQXR-AM FM Saratoga, Wyo.—KQXR-AM FM, Inc., seeks voluntary assignment of control to H. McElroy, 3511 South Broadway, Denver, Colo., through purchase of 50% interest of W. H. Wren Jr., 423 West Market St., Roanoke, Va.,Filed May 5.

KGNK Amarillo, KFYO Lubbock, Tex.—Plains Radio Bestco. Cc, seeks voluntary transfer of control of Globe-New Space Pub, Inc., major stockholder, to Ray A. Sneed Jr., 1519 Magnolia Ave., Amarillo, Texas, and Virgiline R. Early, trustees of Ed Fagg Trust, and members of the Fagg family, through purchase of 64.5% additional shares of stock for $3.5 million. Also involved is control of KFI AM and KFYO Lubbock. Tex. Filed May 5.

KQRC-AM Roanoke, Va.—Radio Roanoke Inc. seeks involuntary assignment of interest to W. H. Wren Jr., 423 West Market St., Roanoke, Va., filed May 5. Filed May 5.


WLSD Big Stone Gap, Va.—W. H. Wren Jr., 423 West Market St., Roanoke, Va., seeks involuntary assignment of interest to W. H. Wren Jr., 423 West Market St., Roanoke, Va., through purchase of 20% interest of W. H. Wren Sr. for $5,000. Mr. Wren Jr. and Jean Wren now will each own 50% interest. Filed May 5.

WLSJ Big Stone Gap, Va.—W. H. Wren Jr., 423 West Market St., Roanoke, Va., through purchase of 100% interest of W. H. Wren Sr., 423 West Market St., Roanoke, Va., now will own 100% interest. Filed May 5.

KGLM Chehalis, Wash.—Mid-State Bestco, Cc, seeks voluntary transfer of control to Donald F. Whitman, Harold C. Singleton and Centralia Printers, 901 Railroad Ave., through sale of all stock for $36,000. Principals include Donald F. Whitman (60%), publisher and owner, Harold C. Singleton (20%), owner and 50% interest in Centralia Printers, and Centralia Pub, Co. (20%). Filed May 6.


WTKM Hartford, Wis.—The Kettle-Moraine Bestco, Cc, seeks voluntary transfer of control to Walter G. Zastrow through purchase by corpo- ration of 39.5% interest of Leo M. Durnall for $33,000. Mr. Zastrow and other owner will now own 50% each. Filed May 6.

Hearing Cases...

INITIAL DECISION

Wilmington, N. C.—New am, 1200 kc. FCC hearing examiner, G. M. Hutchinson issued initial decision look ing toward the approval of applications of Charles M. Morgan, tr/aas Post Bestco, for new station license to operate on 1230 kc., day and night, using power of 500 watts, un limited time. In Wilmington, N. C., and Citizens Co., and AM (AM) Inc., dissent. Filed May 5.

OTHER ACTIONS

FM Allocations—FCC by order, the Commission amended the Revised Tentative Allocation Plan for Class B fm stations, effective immediately, and exchanged ch. 281 for ch. 294 at Jackson, Tenn., and deleted ch. 282 from Memphis, Tenn. Action May 5.

Kendallville, Ind.—Nohe-Key-DeKalb Bestco. Cc, designated for hearing applications (FP-9006) for new fm station to operate on 1750 kc., 250 w., daytime only; made WPTW Piqua, Ohio party to proceeding. Action May 5.


Rule Change—Keeping of Records. FCC adopted new standard for keeping of records and its rules, effective immediately, establishing periods for keeping various records by broadcast stations. Existing rules require program and ope rating data for a period of three years. The new rule extends this period to five years for all records maintained by broadcast stations. These records are kept as evidence of performance measures, and also serve as means for keeping records of programming during the station’s technical examination period. Action May 5.

Television—FCC by Report and Order, pur sued voluntary rule making on application for additional tv ch. 3 from Montgomery to Burlington, Vt., and amended Nov. 3, 1964, and adopted to adopting new standards and rules for designating tv channels in tv areas of two or more transmission stations. Action May 6.

V. T. of the Grant—FCC by Memorandum Order, to the effect that application for a license to operate a tv station at Keene, N. H., filed by Ne-Y kto, Ltd., Inc., was denied by the Commission by virtue of Section 309 of the Communication Act of 1934, as amended, and is hereby terminated. Action May 6.

V. T. of the Grant—FCC by Memorandum Order, to the effect that application for a license to operate a tv station at Kittery, Me., made by WMTZ, Inc., was denied by the Commission by virtue of Section 309 of the Communication Act of 1934, as amended, and is hereby terminated. Action May 6.
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline—Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted $1.00 per word—$1.00 minimum • Help Wanted $2.50 per word—$3.50 minimum. All other classifications 40¢ per word—$4.00 minimum • Display ads $15.00 per inch. No charge for blind box number. Send box replies to
BROADCASTS • TELECASTING, 1736 Delaware St. N. W., Washington 6, D. C.

APPENDIX: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward service separately please). All transcriptions, poetry, etc., sent to box numbers are sent at owner’s risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO
Help Wanted

Managerial


Salesmen

Wanted: Man or woman salesman. $50 a week plus 25% commission. Box 176A, B-T. Major market southeast network top power and Independent medium seeks a salesman or local sales manager of proven quality, ability and experience. I’ll guarantee you a figure of $15,000 a year upward. Box 454A, B-T. Experienced salesman, best references, Minnesota area. Box 540A, B-T.

Salesman

Wanted: Experienced salesman, salary plus commission. List experience, references. Box 364A, B-T.

ANNOUNCERS

Wanted dependable, married, night duty experienced, staff announcer. ABC Network, Texas. Send resume. Box 312A, B-T.

RADIO
Help Wanted—(Cont’d)

DJ for midnight-6 a.m., qualified, high calibre only. Complete charge of show, board, remote. Box 451A, B-T.

Announcer at least two years experience for eastern station. Must be cooperative and willing to follow station policy. Excellent working conditions. Vacations and paid holidays. $70.00. Box 450A, B-T.

3 experienced announcers, network station in large city near New Orleans. Permanent to right persons. Box 454A, B-T.

2 experienced announcers with first rate. Must be good. Box 455A, B-T.

Production-minded announcer. Air salesman. Must have infectious personality, and be able to sell merchandise over the air and sell himself—audience-wise. This is a good job in a good small community. Independent station, KOEL, Gelwein, Iowa.

Immediate opening for staff announcer. Excellent working conditions. Good pay. Contact Fred Kincade at KLFT, Paris, Texas.


Exceptional opportunity for capable, experienced news and sports man. Emphasis on sports. Must be top-notch play-by-play. Full details on offer. Send resume, photo, and tape to telephone directly to Manager, WLSH, Lansford, Pa.

SITUATIONS WANTED

Managerial


WANTED: Experienced radio manager, veteran, management or sales capability, aggressive, well situated, television experience. Box 449A, B-T.

Mr. Owner: Need energetic, creative, experienced young man, who’ve learned your trade and can assist your operation. Outstanding experience large and preferred. Maurice Business, all positions. Box 449A, B-T.

Assistant manager, 33-year veteran producer, able administrator. Strong sales, programming background. Eleven years radio, married. Box 464A, B-T.

Experienced program director, P. C. C. sportsman, years experience network and Independent. Presently program director, 50,000 watt west coast station. Believes in audio—visual medium. Box 450A, B-T.

Manager available June 1st. Hard worker who has learned every phase of radio by actual experience. Can manage, sell, program and announce. Clean habits, civic-minded, family age 31. Prefer good incentive arrangement to straight salary. Southeast. Box 499A, B-T.

Situations Wanted

Salesmen

Florida: Need addition to your sales and/or program team? Ten years radio as salesman, program director, announcer. Married, dependable, permanent. Box 460A, B-T.

Commercial manager—morning personality desired and connection in small or medium southeastern market. Excellent sales record. Family man. Box 500A, B-T.

Experienced salesman, best references, Minnesota. Box 500A, B-T.

Get Your FCC LICENSE Quickly!

Quality for a first class license in 8 weeks.

We are specialists in preparing you, in a minimum of time, to pass FCC examinations. Beginners get 1st class license in 8 weeks. Our intensive, personalized instruction is offered either in residence or by correspondence.

New Residence Classes Begin

WASHINGTON, D. C.
May 23 (3 nights a week)
June 13 (3 nights a week)
Sept. 1 (3 nights a week)
Oct. 18 (3 nights a week)

HOLLYWOOD, CALIF.
June 6 (3 nights a week)
July 11 (3 nights a week)
Aug. 2 (3 nights a week)
Sept. 13 (3 nights a week)

You may begin our correspondence course at any time—

Years of successful operation—Hundreds of employed graduates. Our guarantee protects your investment. Write for FREE DETAILS.

GRANTHAM School of Electronics, Dept. 1-R
737 11th Street, N.W.
Washington 1, D. C.
Phone: Sterling 3-3614

6064 Hollywood Blvd.
Hollywood 28, Calif.
Phone: Hollywood 2-1411

RADIO
Help Wanted—(Cont’d)

Capable announcer with first phone, $75.00 per week. Send tape, photo, resume to WSAL, Logansport, Indiana.

Technical

Engineer—1st phone—chief’s job if you’re capable. Permanent—give all details. Box 392A, B-T.

Engineer—announcer for southern California independent. Must have good voice but emphasis on technical. Ours is a pleasant community, centrally located, one hour’s drive between Santa Monica, Los Angeles. Station is well equipped, stable, affiliated with network. Write your qualifications, salary requirements, Robert Waller, KOCS, P. O. Box 1103, Inglewood, Calif.

Combo-man, first phone, must be capable maintenance man and have experience announcing. Progressive daytime station, nice community, favorable working conditions. Contact WAAG, Adel, Georgia.

Engineer with experience in complete small station maintenance, remote control operation. No transmitter or field experience necessary. Construction, etc. $75.00 per week. Send information on experience, resume, phone number. Application view will be necessary before final selection. C. L. B. Cole, WEPF, Martinsburg, West Virginia.

WUSJ, Lockport, N. Y., has immediate opening for first ticket transmitter. Engineer, console no. $90. Start with overtime. Contact Joseph Pinna, Manager.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice, command of English. Will learn to edit and write. Midwest. $60 to start. Box 406C, B-T.

Administrative assistant for position of responsibility and supervision. Thorough knowledge of bulletin preparation, programming, sales or other program department job essential. Typing, shorthand preferred. White, married, right woman interested in broadcasting as career, College graduate or veteran. Box 406A, B-T. Position is in Washington, D. C. State qualifications, salary. All responses held in strictest confidence. Box 454A, B-T.

Get Your FCC LICENSE Quickly!

Quality for a first class license in 8 weeks.

We are specialists in preparing you, in a minimum of time, to pass FCC examinations. Beginners get 1st class license in 8 weeks. Our intensive, personalized instruction is offered either in residence or by correspondence.

In

WASHINGTON, D. C.
May 23 (3 nights a week)
June 13 (3 nights a week)
Sept. 1 (3 nights a week)
Oct. 18 (3 nights a week)

HOLLYWOOD, CALIF.
June 6 (3 nights a week)
July 11 (3 nights a week)
Aug. 2 (3 nights a week)
Sept. 13 (3 nights a week)

You may begin our correspondence course at any time—

Years of successful operation—Hundreds of employed graduates. Our guarantee protects your investment. Write for FREE DETAILS.

GRANTHAM School of Electronics, Dept. 1-R
737 11th Street, N.W.
Washington 1, D. C.
Phone: Sterling 3-3614

6064 Hollywood Blvd.
Hollywood 28, Calif.
Phone: Hollywood 2-1411
MEET YOUR MAN DURING THE NARTB CONVENTION

Many employers and those seeking positions will become acquainted at our offices while attending the convention in Washington. Convenient office hours have been arranged. Please confirm appointments by telephone.

NARTB CONVENTION OFFICE HOURS
Sunday, May 22nd: Noon to 6 P.M.
Monday 23rd through Friday 27th: 8 A.M. to 8 P.M.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
708 Bond Blvd.
National 2-1713
Washington, D. C.
RADIO
Situations Wanted—(Cont’d)

Girl Friday. 12 years experience all phases of radio. Held last two years as programs, continuity, traffic and woman’s director. References. 556 Osgood Street, Spartanburg, S. C.

TELEVISION
Help Wanted
Salesmen
Sales—outstanding opportunity for salesmen and sales manager KBSN-TV, growing station, ideal location with excellent assignments. Best commissions, training program provided. Experienced, salesmanship ability for Channel 3 salesmen. Box 412A, B-T.

Announcers
Experienced announcers, copywriters, technical directors needed. VHF channel. Send references, audition, pictures, available and salary. Box 468A, B-T.

Top announcer personalities with proven air salesmanship ability for Channel 2, NBC, WUSN-TV, Charleston, South Carolina.

News—salesmen or man for without radio experience. Send complete information to Smoijin tv, Box 1189, Medford, Oregon or Box 1121, Bureka, California.

Production-Programming, Others
Outstanding vhf station in northeast needs a smart promotion director. Must have experiences in broadcast field, writing ability, knowledge of research and good preparation of newspaper ads. This job entails sales, market and program operation. This gives full details on training and experience and send small photo. Box 412A, B-T.

Outstanding opportunity for experienced director both station and sports, strong emphasis on baseball. KBSN-TV, San Francisco, California.

Situations Wanted—(Cont’d)
Managerial
Experienced general manager or sales manager available immediately. Strong in sales, budgeting, and management. Now situated in middle west. Will accept job in any excellent network, national and local references. Box 494A, B-T.

Salesmen

TELEVISION
Situations Wanted—(Cont’d)
Experienced TV salesman currently employed as such, desires change. . . . prefer far west. Married. child. Box 504A, B-T.

Announcers
Highly professional announcer with sales background, tape, picture on assurance of proper handling and return —$30 per week. Professional; family man for professional operation only. Box 102A, B-T.

Technical
Experienced am-tw, 215 years tv chief directorial am seven years. Family man. Midwest to west. Box 383A, B-T.

First class licensed man. 8 years broadcasting experience, including directional antennas, fm, vhf and uhf television; desires career opportunity. Box 481A, B-T.

Production-Programming, Others
Girl with a “noodle”—college grad M.A.—experienced in film industry—desires career in tv field—promotion-research-writing, contact work—extremely versatile and adaptable; can assume responsibility (all office skills). Box 468A, B-T.

Experienced newsmen—25, 3 years experience major market. Radio, radio, and tv. Tape, film editing, seeks position as news editor-announcer. Will relocate. Box 452A, B-T.

Experienced program director—economy-minded executive with proven record in competitive major market. 12-year background radio, tv. Efficient, practical, respected individual who knows tv from long experience. Available immediately. Prefer middle west. Box 468A, B-T.

News editor. Nine years experience, newspaper, radio, and television. Seeks larger market—greater opportunity. Experienced in all phases of reporting, editing, and presentation. Special events know-how. Available August 7th. Box 471A, B-T.

Advertising and promotion man. Capable one man department or assistant large operation. Experienced all phases radio and tv sales and audience promotion. Now employed. Will relocate. References. Married. Box 450A, B-T.

Available. TV and motion picture veteran of 15 years’ standing, experienced as director of publicity and sales for major market television, motion picture salesman and distributor with national distributor company, and TV magazine editor. Capable writer, knows video production via station and independent operations in field. Contact either through Box 404A, B-T, Tulsa, OK. Box 404, B-T.

Producers/announcers available for quick kill. Box 504A, B-T.

TELEVISION
Situations Wanted—(Cont’d)
Newscaster, 15-years experience; personable, authoritative. Highest ratings in competitive midwest market, cash newswriter responsibility, Award winner; Excellent appearance; Desires no excessive work, desires opportunity in tv—prefer far west or west coast, but will consider any first rate professional operation. Box 505A, B-T.


FOR SALE
Stations
WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over $6,000. Box 405A, WESO, Starkville, Mississippi.

Central Missouri daytime station in fast growing Lake of the Ozarks area. 1000 watts on 1150zc. Recent one week survey shows 30.5% of all listeners tuned to station from signon to signoff. Next best station only 15.8%. 1964 gross in excess of $30,000. Reminder time included in sale price. No rentals to pay. Other interests desirable. Quotations requested. Phone $7,500. Excellent terms. Broker inquiries solicited. Al Biam, Inc., Realtors, Lake Ozarks, Missouri.


Two Tennessee 1 kw D single station markets priced $65,000 and $65,000. Terms can be arranged. Two Louisiana day/night markets priced at $57,500 and $65,000 with substantial cash required. Contact Ralph E. Elam, Elam, Inc., Tulsa, Oklahoma.

Osark. Exceptional market. Thriving city. Ideal climate. Qualified principals only. Ralph Erwin, Broker, Box 811, Tulsa.


Equipment Etc.
Tv field Zoomar lens. Slightly used, perfect condition. Box 370A, B-T.

Western Electric coils 1114C—$7.00; 111C—$4.00. —$10.00; Jack. $17.00; 12 volt relay supply—$18.00. Box 467A, B-T.

Package 9591. RCA TT-18 1kw uhf transmitter, ch. 14-85; filter/pickup, ch. 24. RCA 24165 uhf antenna, ch. 24. $149. mod. monitor; 220” Teflon line 35h and elbows; 1,500 watt refrigerated air cooler; RCA uhf antenna, nearly $8,000 worth of material, all in new condition. Contact either through Box 404A, B-T, Tulsa, OK. Box 404, B-T.


Improved for quick kill. Box 504A, B-T.

Western Electric coils 1114C—$7.00; 111C—$4.00. —$10.00; Jack. $17.00; 12 volt relay supply—$18.00. Box 467A, B-T.

Package 9591. RCA TT-18 1kw uhf transmitter, ch. 14-85; filter/pickup, ch. 24. RCA 24165 uhf antenna, ch. 24. $149. mod. monitor; 220” Teflon line 35h and elbows; 1,500 watt refrigerated air cooler; RCA uhf antenna, nearly $8,000 worth of material, all in new condition. Contact either through Box 404A, B-T, Tulsa, OK. Box 404, B-T.


WANTED TO BUY
Stations
Wanted: 50% of secondary west coast station by two man team. Increased business over 100% in two stations. Eighteen-year experience all phases. We’ll make you money as part owners. Confidential. Box 492A, B-T.

Radio, Texas, Oklahoma, Arkansas, Missouri, Iowa. Local or national service. Ralph Erwin, Broker, Box 811, Tulsa.
WANTED TO BUY

Equipment

3 or 10 kilowatt fm transmitter. Advise make, price, hours used, etc. Box 728, Glendale, California.

Wanted: Good condition fm used antenna for side mounting. Four-hay Andrews multi-V, or Collins. Also 15" in. 451 Andrews cable or equivalent. WMHA, Martinsville, Virginia.

Wanted: Used 3 kw fm transmitter, fm modulation monitor, antenna and coax. Contact Radio Station WNES in Central City, Kentucky.


Instruction

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-C. Address either: 9564 Hollywood Blvd., Hollywood, Calif., or 727 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesman will call). Get the best—it costs no more. North West Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

TELEVISION

Help Wanted

$100.00 a week promotion man with $1,000,000 a week ideas needed by Midwest newspaper-owned TV station. Energy enough for long hours of creative planning, must do actual work too. Experienced in ad layout, copywriting, market research, merchandising and follow through reporting. Tell us what you think a promotion man should do and we'll know if you are one. Back it up with samples of what you've done yourself. Give us a picture, summary of training and experience and a few facts on what you cannot do, then we'll know you're honest. Incidentally we love our employees. If you're the man we need, we'll push you along in either TV or newspaper. Rephr.

Box 439A, B•T

Situations Wanted

Managerial

TELEVISION

Situations Wanted

Managerial

MR. STATION OWNER, OR PLANNER?

Available shortly. GENERAL MANAGER for small TV station, or MANAGER for medium or large TV station. Here is a multipurpose man, under 40, who is tops in administration and operations (also a registered consulting engineer). Background includes TV Com. Dir. one of largest 64's, Director TV National association as well as station management. Always active in TV industry, presented paper at NARTB Conventions, offer trade associations, good sales and profit record. Anxious for growth situation, able to take part of salary in stock if necessary. I'll be at the Convention all next week. Drop me a line and make a date and place, to Box 485A, B•T.

Programming-Production, Others

TV NEWSCASTER

TV & Radio

News & Special Events

Board Experience—On Air Production & Writing, Etc.

For Full Details

Box 437A, B•T.

FOR SALE

Stations

RADIO STATION

—TEXAS—


RALPH ERWIN

Box 811

Brooklyn

Tulsa

RADIO STATION

SOUTHWEST

Located fertile area, abundant underground and surface water supply. Market exceeds 100,000 owner states. No local television. Experienced party can handle for $20,000 down, balance terms.

RALPH ERWIN

Box 811

Brooklyn

Tulsa

FOR SALE

Equipment

RADIO TOWER

500 foot Coaxial tower, 50 ft. self-supporting. Dimensions 500 ft. high, 50 ft. base, 30 ft. top. Includes tower truck, top and bottom, guy wire, etc. Etc. Etc. For Sale.

Box 462A, B•T

EQUIPMENT

Complete set of two RCA Para Flux transcription arms, 2 equalizers, and 7 heads including 2 mini-axes, 2 vertical, 2 lateral and 1 universal. This is beautiful equipment in like-new condition. Present factory cost is $565.00. Sell for $500 or make offer. Contact Ted Hildebrand, C. E., KBMY, Box 2134, Billings, Montana.

FOR SALE

(Continued from page 144)

WBOB Fort Wayne, Ind., Northeastern Indiana Best Co.-(BR-2457)
WIRE Fort Wayne, Ind. (Aux.), Indianapolis Best Co.-(BR-494)
WSFA Suffolk, Ala., St. Joseph Valley Best Co.-(BR-1877)
WAYO Vinings, Ga., Vinnes Sun Co.-(BR-759)
WCMI Ashland, Ky., The Ashland Best Co.-(BR-1109)
WCTT Corbin, Ky., The Corinth Times-Tribune Best Co.-(BR-485)
WHOP Hopkinsville, Ky., Hopkinsville Best Co.-(BR-1844)
WLCQ Chattanooga, Tenn. (Aux.), Tennessee Valley Best Co.-(BR-1732)

Renewal of License Granted

WKFW Frankfort, Ky., Frankfort Best Co.-(Not signed & dated written)

Modification of CP

KBAY-TV San Francisco, Calif., Leonard Averett and Associates, 2626 Market St., San Francisco, Calif. 94115, to modify CP for new television station to extend completion date to 11-7-55 (BMCT-2069).

May 9 Applications ACCEPTED FOR FILING

Renewal of License

WCMN Canonsville, Ind., News-Examiner Co.-(BR-2135).

WANTED TO BUY

RADIO STATION WANTED MINNESOTA-WISCONSIN-IOWA OR SURROUNDING AREA ADEQUATE FINANCING AVAILABLE FOR ANY OFFER BOX 436A, B+T

Equipment

WANTED COMPLETE TWO CAMERA REMOTE UNIT

Switcher, sync producer, m/w, etc.

Contact

Peter Omnigian, Chief Engineer
KBET-TV, Sacramento, California

Employment Services

PR vs PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU-2791

Paul Baron, Dir., Radio-TV-Film-Adv.
Resumes welcome from qualified people.

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

WKGJ Fort Wayne, Ind., Northeastern Indiana Best Co.-(BR-2457)

May 10 Decisions BROADCAST ACTIONS

By the Broadcast Bureau Actions of May 6

 Granted License


 Granted STA

WSAV-FM Savannah, Ga., SAV Inc.-Granted STA to waive requirements of Sec. 2.216 of the rules to permit operation to remain silent for period of six months to permit investigation of damage to fm antenna.

WGHF-Newport News, Va., Hampton Roads Best Co.-Granted STA to waive requirements of Sec. 2.216 to permit station to remain silent for period of 90 days due to construction work at transmitter.

Modification of CP

The following were granted extension of completion date shown:

WUSB-Camden, N. J., to 11-4-55; KBBW-Dallas, Tex., to 11-22-55; WPTG London, Ky., to 11-22-55.

Actions of May 7

Granted License


Granted CP

WCDL Carbondale, Pa., Carbondale Best Co.-(BR-1723) Grant of CP to change of location and transmit frequency.

Remote Control

May 10 Applications ACCEPTED FOR FILING

Renewal of License

WHIC Indianapolis, Ind., WIBC Inc.-(BR-955).

New Applications Accepted.

KRVF Greentree, Ind., to 11-3-55; WJAR-TV Providence, R. I., to 12-3-55.

Actions of May 2

Granted License

WBTX-WTFC, Richmond, Va.-(BR-2135).

Remote Control

May 11 Decisions

ON MOTIONS

Quiney, Wash.—The Commission granted motion filed by counsel for R. E. Darwood and 19 others to reconsider station in the matter of Create and Destroy Orders to be directed against them in re operation of an unlicensed tv station in and around Quincy, Wash. (Dockets 11337 et al.), hearing on which completed May 8.

By Comr. Frieda B. Henneck on May 5

Raleigh, N. C., WPPT Radio Co.; Capitol Best Co.-(BR-10583) granted petition of WPPT for extension of time to and including June 8 within which to file objections to initial decision in re ch. 3 (Dockets 10861-62).
By Examiner Hugh H. Hutchinson on May 9
Murphy, N. C., Cherokee Bestg. Co.; Valley Broadcasting Co., requesting that L. L. Mason of Murphy be admitted to practice pro hac vice on its behalf in the appeals proceeding before the commission. Hearing scheduled for May 18, 1968, in the United States District Court for the Western District of North Carolina.

By Examiner H. Gifford Irion
Upon oral request of radio station WSOQ Inc. et al. for rehearing, in Proceedings Docket No. 19976 (BR-2142), for rehearing on the unavailability of general manager to admit Omar Lee Closs to practice pro hac vice on its behalf in the appeals proceeding before the Commission.

By Examiner Annl Nancy Hustling on May 10

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4

By Examiner Herbert Sharmann on May 10
WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority -granted joint application for permit to station WAGC-FM (BR-2147).

By Examiner Elizabeth C. Smith on May 4
THREE years ago tv broadcasters delegated five of their number the tough, thankless task of drafting and administering a code to govern programming and business practices. " Blood and thunder" or "hucksters run riot" were among the epithets hurled at tv by reform groups. Newspapers, magazines and other media which feared the new competition gave wings to the catch-phrases. Carping critics at Congress joined in the chorus.

Many in broadcasting had tongue-in-cheek about the success of "voluntary self-regulation." Past code history in radio and in other fields had not produced results worth shouting about. Codes generally had been observed in the breach. (We were among those, who, despite our fervent wish for its success, nevertheless thought the goal wishful.)

They failed to reckon with the calibre of persons who served on the first Television Code Review Board. They tackled the job with the zeal of the Founding Fathers. Today the code is a respected document, and the Review Board a recognized organism within television that has accomplished its goal without recrimination or rancor, and without turning state's evidence.

Three members of that original board retire at the Washington NARTB convention. John E. Fetzer, chairman; J. Leonard Reinsch, vice chairman, and Mrs. A. Scott Bullitt conclude their service in accordance with the regulations governing tenure of office. They have served well and valiantly. With their two former colleagues, E. K. Jett and Walter J. Damm, they got the code over the hump.

Television is fortunate in having available people willing to assume responsibility without glory.

A year ago, G. Richard Shafto and William B. Quarton accepted appointment to the board. They broke in under the three charter members who now retire. And appropriately, they succeeded to the chairmanship and vice chairmanship, respectively. The three new members, Richard A. Borel, Roger W. Clipp and Mrs. Hugh McChung, constitute a strong, experienced and articulate phalanx to buttress the new officers.

The code assignment is a continuing one. There can be no resting on ears. There are now some 250 subscriber stations. The task is to get a substantial majority, in numbers as well as in status, within the embrace of the code. With the significant record of accomplishment this task should not be as difficult.

On and Off the NARTB Agenda

LOOK at the agenda for the 33d annual convention of NARTB, which convenes in Washington next week, and you would judge everything is sweetness and light in this business of broadcasting. The agenda, of course, does not cover the side sessions, the smoke filled rooms or the corridor conclaves, where smouldering issues are fired up or new ones touched off.

This seems to be the new mode in big conventioneering—a sort of contrived effort to keep the hot ones off the formal agenda. The notion seems to be that there are enough all-industry problems to occupy the limited business sessions, and that those individual problems, which pit the station against little, network against national spot, uhf against vhf, should not be agitated in the general meetings, but left to the groups or segments affected.

Nowhere on the agenda are to be found such vexing matters as subscription television, the plight of the uhf stations, community antennas and the subterranean efforts to wring from television low band vhf channels for use by the military. The legislative treadmill, we assume, will get some attention when the respective chairmen of Senate and House Commerce Committees speak at Tuesday's "Government Day" session.

We agree with the view of NARTB President Harold Fellows, as expressed in his BT Interview [BT, May 2] that the basic function of NARTB is to make all radio and all television in America bigger, better and stronger, and particularly to preserve the American system of free enterprise. Mr. Fellows has served well the art that Broadcasting has trusted for years. He has achieved success by hewing closely to this overall philosophy.

Mr. Fellows and the respective boards of NARTB know that in a field as volatile as broadcasting, hard and fast rules that have worked in the past may not be satisfactory in today's economy.

Certainly the issues raised in the uhf-vhf controversy can affect the overall well-being and future of free, competitive television. Certainly the quiet but insistent demands of the military for more spectrum space, which could be ordained by a stroke of the Presidential pen, could bring appalling destruction to the public's investment, let alone that of television broadcasters. Subscription tv is an issue that cannot be dealt with in catch-phrases or generalities.

We know these problems are real because both the buyers and the sellers—the broadcasters and the advertisers and their agencies—constantly raise them. They want to know where these media are headed.

Broadcasters may be able to get some of the answers in the FCC panel session scheduled for Tuesday afternoon. Chairman Magnuson and Priest of the respective Senate and House Commerce Committees will be there, too. We hope they will be prevailed upon to sit in on the question-answer sessions, for the edification not only of the broadcaster delegates, but also the members of the FCC.

15% in Handcuffs?

ALTHOUGH radio and television are not directly involved in the government's antitrust action against newspapers and the American Assn. of Advertising Agencies, it is quite possible that the broadcaster-agency relationship would be altered if the government succeeded in its desires.

A central issue in the government's case against the newspapers' agency recognition system is the 15% agency commission which is one of the standards on which the system is based.

Broadcasters, as a group, have never had a comparable recognition system, although some of them have urged it, but in general they have dealt with agencies on the 15% basis established in the newspaper field.

A successful prosecution by the government in this case could mean the introduction of chaos in agency compensation. As it is, the agency business is not among the most stable in the world. A return to the bargaining and haggling that obtained before the 15% commission standard was established would certainly not provide further stabilization in this field.

In a sense broadcasters may be grateful that they did not jointly set up standards like those of the newspaper publishers, for if they had, they too would be in a scuffle with the government.

That is not to say, however, that some sort of standard to protect broadcasters against undependable agencies would not have been desirable or that the existing recognition system in the newspaper field is not. We pretend to no legal knowledge, but it seems to us the Dept. of Justice's antitrust division in this case has gone out of its way to find work.
RCA...
your "Tube Headquarters"
at the NARTB

We cordially invite you to visit the RCA Tube Exhibit at the NARTB Convention, May 22-25. Look over RCA's famous line of power tubes which are setting life-performance records every day. See the most complete line of fine camera tubes in television—for monochrome and color. Your RCA Tube Representative will be standing by.
These inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and over 4 billion in spendable income. (1954 Consumer Markets)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA - Paul H. Raymer Co., National Representative