KTVH is the "BIG ONE"

IN THE WICHITA AREA

Windy, the very spirit of Kansas TV, is pointing out that top flight...day and night...CBS shows plus strong, high-interest local programs put KTVH in first place in Wichita, Hutchinson, and the entire Central Kansas area. KTVH rated 15 out of the top 15 programs (March 1955 Telepulse). Latest ARB, too, gives KTVH credit for carrying the majority of leading film and network shows. Windy says, "To be a big one, join a big one!"

Represented Nationally by H-R Television, Inc.
REVLON PRODUCTS, CORP.

Traditionally in the Public Confidence...

Pioneering research in cosmetics has made Revlon one of the most famous names in the field. Revlon lipsticks, for example, provide an almost endless variety of distinctive colors and shades to meet the demands of discriminating users. In the field of broadcasting, the Havens & Martin, Inc., Stations are famous for their pioneering research in the development of a wide variety of programs universally popular with a vast and loyal audience in one of the South’s richest areas. Discriminating advertisers prefer the First Stations of Virginia to convert this responsive audience into sales. WMBG-AM, WCOD-FM & WTVR-TV are equally well known as “Richmond’s only complete broadcasting institution.” Join with confidence the growing list of advertisers who use the Havens & Martin Stations to reach one of the South’s richest areas.
EVERY DAY
EVERY WEEK
EVERY MONTH

KGUL-TV's audience continues to grow and grow*

*The average audience is increasing with each report. According to Telepulse, KGUL-TV's share of audience... sign on to sign off... increased 15.3% in May over April 1955.

(Telepulse, Houston-Galveston Metropolitan Area May 1955)

NOW—MORE THAN EVER—THE
"BEST BUY IN TEXAS"

GULF TELEVISION COMPANY   GALVESTON, TEXAS

REPRESENTED NATIONALLY BY
CBS TELEVISION SPOT SALES
Here in this great market are 3 million prospects for your product... prospects with $5 1/4 billion to spend each year. There’s a song in the air for you... a song of selling results when you advertise on WGAL-TV.

STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV LANCASTER, PA.

Representatives: MEEKER TV, INC.
New York • Los Angeles • Chicago • San Francisco

Channel 8 Mighty Market Place

| Harrisburg       | Reading             |
| York            | Lebanon             |
| Hanover         | Pottsville          |
| Gettysburg      | Hazleton            |
| Chambersburg    | Shamokin            |
| Waynesboro      | Mount Carmel        |
| Frederick       | Bloomsburg          |
| Westminster     | Lewistown           |
| Carlisle        | Lock Haven          |
| Sunbury         | Hagerstown          |
| Martinsburg     |                     |
PUBLIC CAMPAIGN FUNDS • Advertising Council looks with favor on proposal of Philip L. Graham, publisher of Washington Post & Times Herald and chairman of WTOP in. to use public service advertising to solicit public funds for financing of all political campaigns. Council, formerly headed by Mr. Graham, at recent meeting conditioned its tentative approval upon setting up of appropriate bi-partisan group, representing both political parties as well as industry and labor, to raise out-of-pocket costs for Ad Council campaign.

HOW MUCH would Advertising Council need to launch public service advertising campaign from sponsoring group? Official estimate is $30,000-$50,000. Mr. Graham's project, disclosed in address at U. of Chicago month ago, would urge small contributions from citizens, to supplant undesirable gifts from underworld or self-serving special interest groups. Radio and tv, plus printed media, would be used to teach importance of good government and respect for political life. Both GOP and Democratic National Committee chairmen have endorsed plan.

McCaw Buying • Negotiations looking toward sale of KFEL-TV Denver (ch. 2) by Eugene P. O'Fallon to J. Elroy McCaw reportedly were in final stages last Friday in Denver. Contract contemplates payment of $400,000 for 100% of stock, plus assumption of corporate liabilities amounting to approximately $350,000. Purchase would be arranged through series of notes, with acquisition by Mr. McCaw's Gotham Broadcasting Co. (WINS New York). Among Mr. McCaw's other properties are KYA San Francisco, KELA Centralia, Wash., and KTWV (TV) Tacoma-Seattle (ch. 13).

Macy's New York, understood to be negotiating through Grey Adv., with WRCA-TV New York for spot television campaign which would start in fall and run for 52 weeks. If it goes through, Macy's move might lead other department stores across country into heavier tv use.

TV IS BIGGEST • Contrary to newspaper reports, Phillip Morris will spend more money this year in tv than in any other medium. Overall tv expenditures on spot basis should eclipse $4 million despite dropping of I Love Lucy and Public Defender, it's learned authoritatively. Television Bureau of Advertising last May was instrumental in selling PM on 26-week spot campaign running in excess of $1 million until end of year (on 52-week basis it would exceed $2 million). Newspapers have sought to make capital out of PM cancellation of networks and when TSB week ago announced that for first time national advertisers have invested more in tv than in any other medium (story page 35), not single New York newspaper carried story. Newspapers previously had played up Bureau of Advertising claim that their national billings were at all-time high and higher than any other medium.

WNHC-AM-TV New Haven has been notified by NBC that affiliation contracts are cancelled effective Oct. 1 for tv and Dec. 1 for radio. Aldo DeDominicis, general manager and secretary-treasurer, disclosed receipt of cancellation notice. Ch. 8 tv outlet is primary NBC affiliate but also carries CBS-TV and ABC-TV programs. FCC last week announced it had continued without date oral argument on application to transfer WKNB-AM-TV New Britian from Julian Gross, et al, to NBC for $606,000 [B&T, Jan. 10]. Ch. 30 uhf slated to replace WNHC-AM-TV.

CLYNE ADDS DUTIES • Terry Clyne, vice president and chairman of plans review board of McCann-Erickson, New York, will get additional responsibilities of management supervisor of entire radio-television department, and top man will be appointed vice president in charge of that department, reporting to Mr. Clyne. New vice president is expected to be named within next two weeks.

NEWS soon will be forthcoming on FCC decision to delete radio station on grounds of aiding and abetting horse race gambling in violation of state laws. Case involves small station in East, and FCC will hold that station defied Commission warnings and broadcast not only local track but outside results which allegedly were broadcast to satisfy "bookie" demands. Note: FCC within fortnight renewed licenses of four stations in Miami area involving race track broadcasts but found these were in category of tip sheet selling rather than illegal gambling.

NO VACANCY • To oft-rising question whether CBS Radio plans to develop own version of NBC's weekend Monitor marathon, CBS network officials offer this answer: "Where would we put it?" They point to Sunday commercial schedule particularly, with afternoon Woolworth Hour and Rhythm on the Road, and evening Kraft hour, Jack Benny, Amos 'n' Andy, and My Little Margie among sponsored shows either continuing through summer or expected back in fall.

SOME members of FCC regard their upcoming decision on de-intermixure of uhf and vhf in some markets as determination of whether Commission will completely abandon uhf. No decision yet whether FCC will establish overall pattern or handle issues argued last week on "case-by-case" basis. Likewise, while effort will be made to decide cases prior to Aug. 1 summer recess, it appears to be race against time (see page 60).

LIGHT BREAKFAST • Swift & Co.'s decision to drop ABC Radio's Breakfast Club after 14 years hit network's Central Division hard, following as it did similar move by Quaker Oats Co., which carried three 15-minute segments of program weekly. Swift reportedly is shopping for new network tv property and may also continue Horace Heidt Show Wagon. It is emphasized that early-morning show will continue with new advertisers in prospect.

PROBLEM of spectrum allocation being given consideration at highest level these days. Arthur S. Fleming, Defense Mobilization administrator, and Harold M. Botkin, assistant director for telecommunications, recently met with FCC Chairman George C. McConnauyge and Comr. E. M. Webster, to explore prospect of orderly long-range plan to accommodate all services (with emphasis on tv) in most desirable slots.

LEAVING CHICAGO • Radio Advertising Bureau has closed its Chicago office, attributing decision to desire for greater administrative efficiency. Instead of having three national salesmen in New York and one in Chicago, bureau will have four in New York (plus two to be added by fall). Officials say all national salesmen now will be able to specialize on given product categories, whereas man working solo (as has been Chicago case) must necessarily be "expert" in all fields. Consolidation also eliminates liaison tags. Decision to close Chicago office stemmed from Gale Blocki Jr.'s resignation, effective June 15, to become vice president and Chicago manager of Simmons Assoc., radio station representation firm [B&T, May 23].

JERRY SILL, Midwest broadcaster, reportedly in process of selling WMIL Milwaukee and his interest in WAGE-TV Marquette, Mich. (ch. 6). Upon consummation, he plans to return to his old haunts in East and to radio-telev or both.

ABC BUILD-UP • Underlining revitalization program in progress at ABC, network this week will announce expansion of advertising, promotion and publicity department in New York and Hollywood, encompassing several promotions to newly created posts and substantial additions in personnel in two cities.
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 45.7% (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.

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**Here is the WHB Leadership Line-Up:**
**First Place—Hooper**
Average share of audience 7 a.m.-6 p.m., Mon.-Fri., May-June, 1955

**First Place—Pulse**
Average share of audience, 6 a.m.-6 p.m., Mon.-Sat., March-April, 1955

**First Place—Trendex**
Average share of audience, 8 a.m.-6 p.m., Mon.-Fri., Jan.-Feb., 1955
New Business, Renewals Announced by CBS Radio

NEW business and renewals on CBS Radio announced Friday by John Karol, vice president in charge of network sales.

NEW routes: N. F. Sleep-Eez Co. for Tuesday and Thursday segments of Young Dr. Malone, effective July 19 through M. B. Scott Inc., Hollywood; Hazel Bishop Inc. for five-minute segment, Monday through Thursday of Fred Robbins Show starting Aug. 1 through Raymond Spector Co., New York; Famous Artists Schools Inc., New York, for weekly 10-minute Galen Drake series, starting July 9 for four weeks, through Foote, Cone & Belding, New York. Murine Co. for eight quarter-hour segments of Arthur Godfrey Time on alternating schedule; CBS, through only one owner, Gulf Oil Corp. for 42 five-minute segments of Wendy Warren & the News starting July 6, through Young & Rubicam; Dow Chemical Co. for quarter-hour sponsorship of Arthur Godfrey Time through Rubyrauf & Ryan, Chicago; Liggett & Myers Tobacco Co., for Gunsmoke through Cunningham & Walsh, New York; American Oil Co. for Edward R. Murrow With the News through Joseph Katz Co., Baltimore.

KMBC-AM-TV Affiliations With ABC Announced

NEW ABC Radio affiliations include: KMBC Kansas City and KFMR Concordia, Kan., effective Dec. 1, and WOSA Wauwau, Wis., effective last Friday. KMBC-TV Kansas City joins ABC-TV Sept. 28. KMBC-AM-TV and KFMR are owned and operated by KMBC Broadcasting Co., subsidiary of Cook Paint & Varnish Co. WOSA is owned and operated by Rep. Alvin E. O'Konski (Wis.). Affiliations being announced jointly by Alfred B. Beckman and Charles W. Godwin, ABC-TV and ABC Radio directors of station relations, respectively.

In Kansas City, KMBC-AM-TV replace KCMO-AM-TV as network's affiliates. KCMM stations are switching to CBS which formerly affiliates with KMBC outlets. KCMO-AM also had been affiliated with DuMont. John T. Schilling is vice president and general manager of KMBC, on air since 1921, operating on 980 kw with 5 kw, on KCMC-TV, which operates on ch. 9, and of KFMR, 550 kw, 5 kw.

Miss. Ty Ch. 6 Shift Asked

WABG Greenwood, Miss., Friday asked FCC to move ch. 6 from Clarksdale, Miss., to Greenwood. W. J. Jackson, Tenn., had asked FCC to move Clarksdale vhf to Indiana, Miss. [BFT, June 20].

SUMMER BETTER

RADIO listening drops off in summer? More evidence to refute that old belief was advanced Friday by CBS-owned WCBS New York. Station cited Pulse ratings for first seven local daytime participation programs to show that all but one enjoyed higher listening in June than January—and that single exception broke even. Among others, June ratings ran from 5.4% to 25% ahead of those for same shows in January.

Jacksonville School Group Eager to Switch To Uph

JACKSONVILLE, Fla., educators not only have no objection to proposal to switch educational reservation from ch. 7 to ch. 36, but are eager.

That is only way to develop educational tv in Duval County area in foreseeable future, Iva T. Sprinkle, secretary of Board of Instruction, wrote to FCC.

Proposal to swap educational reservation made last spring by ch. 36 WJHP-TV Jackson- ville (Jacksonville Journal). Uhf station not only proposed transposing reservation, but also offered to turn over ch. 36 facilities to educators and underwrite operations [BFT, April 18].

Jacksonville station said it had been informed it would lose NBC affiliation when ch. 12 came on air. Initial decision favoring WPDO Jacksonville is outstanding for ch. 12. WMTR-TV Jacksonville on ch. 4 is affiliated with CBS.

‘Wide World’ Spurs Travel

URG to travel to Mexico and Canada has taken upward swing, NBC-TV reports, as result of visit made to those countries last Monday on "Wide World," NBC-TV’s international spectacular. Mexican government’s tourist bureau told network “phone hasn’t stopped ringing” since telecast and callers are mentioning show as source of south-of-the-border interests. We usually get about 200 letters a day but now we’re getting between 250-300—all of them mentioning the television program,” Bur- reau’s Augusto Jordan told network.

At the same time, it is reported that the American Legion, for four weeks, has bought their tickets already.

‘BACK TO RADIO'

MAIL from John Q. Citizen and spouse in favor or against pay tv is still coming into FCC, where Vol. 57 was last volume at week’s end. Oppositions still in majority, as they have been since middle of May. Latest correspondence takes position exemplified in one note from housewife: "If subscription tv comes in, OUT goes our tv set and back to radio for us!"

• BUSINESS BRIEFLY

MAGAZINE ON RADIO • Newsweek magazine, through Scheidler, Beck & Werner, New York, is turning to radio to promote magazine sales, with spot campaign starting mid-July using early morning news time, 7-8 a.m., in about 15 markets, for eight weeks.

INSECTICIDE SERIES • U. S. Rubber Co. (ARamite insecticide) will use radio spot announce campaign in about 20 southern markets starting mid-July for four weeks. Fletcher D. Richards, New York, is agency.

Series of Station Transfers Involves Five Radio Properties

SALE of three radio stations—two in Kentucky and one in North Carolina—announced Friday, at same time application filed with FCC for approval of sale of two Florida stations.

Subject to FCC approval, following transactions reported Friday:

WWKO Ashland, Ky. (1420 kc with 5 kw, daytime) sold by States Broadcasting Co. (Charles F. Trivet, president) to Connie B. Gay, Washington country music personality, for $102,000. Mr. Gay’s Town & Country Time originates live at WMAL-TV Washington, syndicated on film in 40 markets. Mr. Gay has application pending for FCC approval of purchase of WVVV and control of WIPB (TV) Fairmont, W. Va. [BFT, May 30].

WINN Louisville, Ky. (1240 kc, 250 kw, KBS) sold by Kentucky Broadcasting Corp. (Harry McGtigue, president) to Harry Kaye and associates for less than $100,000. Mr. Kaye’s group controls WORC Worcester, Mass, and WLOW Norfolk, Va.

The second broadcast sale in Louisville last week; WKLO-AM-TV was sold to Charles W. Sawyer, former Secretary of Commerce and Ambassador to Belgium, for $350,000 (see page 65).

WRZ Clinton, N. C. (880 kc with 1 kw, daytime), sold by W. R. Roberson to Clinton business group comprising A. G., George T. and John B. Williams and J. L. Austin. Mr. Roberson is president of WRBF and ch. 7 WITN (TV) Washington, N. C.

Blackburn-Hamilton was broker in WWKO and WRRZ transactions; Allen Kander in WINN purchase.

Meanwhile, applications were filed for FCC approval of transfers of control of WOBS-AM-TV Jacksonville from E. D. Rivers Sr. to Carmen Macri for $90,000, and of WWPG-AM FM Palm Beach, Fla., from Charles E. Davis to Mr. Rivers for $185,000.

Mr. Macri, president-general manager and 21.1% owner of WOBS stations, will acquire Mr. Rivers’ 60% interest. Payment will be $2,250 for each quarter for 10 years at 6% in- terest on unpaid balances. WOBS operates on 1360 kc with 1 kw, daytime. WOBS-TV is per- mittee of ch. 30.

WWPG is on 1340 kc with 250 kw and is ABC affiliated. WWPG-AM-FM operates on 97.9 mc, with 22 kw.

Sale of WEAT-AM-TV West Palm Beach to General Teleredio Inc. for consolidated figure of $500,000 reported earlier last week.

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TV time buyers like you prefer WBEN-TV because of the production quality they've learned to expect from this pioneer station. On the air since 1948, WBEN-TV is—by far—Buffalo's oldest TV outlet. This means seven long years of experience in giving commercials meticulous handling by a crew of production experts who have been with WBEN-TV since its beginning.

These skilled crews take each commercial smoothly over the rough spots—from sound to lighting, from camera to CONSTANT control room shading. The result is a quality treatment that only experienced conscientious—specialists can produce.

So when you buy TV time in Buffalo, buy QUALITY! Buy WBEN-TV!

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And—WBEN-TV delivers this market as does no other television station.

WBEN-TV Representatives
HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

CBS NETWORK

WBEN-TV
BUFFALO, N. Y.
No Duress in NBC Exchange, Westinghouse Tells FCC

WESTINGHOUSE disclaimed Friday it was under any duress to swap its radio-tv stations in Philadelphia for NBC's Cleveland properties. In reply to petitions of the FCC asking that all NBC stations in the Philadelphia-NBC made an offer to change its WTAM Cleveland for KFWY Philadelphia in series of service-agreements and home-town travel plugs. "Have a happy Fifth of July," they suggested, along with "Don't be an eager-asser and drive yourself to death." Spots included Mayors Joseph S. Clark, Philadelphia; George Brunner, Camden, N. J.; Joseph F. Couzens, City; Edward Bowker, Ocean City, N. J.; W. Harry Steel, Wildwood, and Samuel Eldridge, Cape May.

Combining Commercial-School TV Station Class Proposed

ESTABLISHMENT of new tv station category "mutual commercial-educational" was suggested by Des Moines in comments filed with FCC on proposal to eliminate Des Moines educational reservation from ch. 11 [BT, June 6].

Such hybrid station would be analogous to time-sharing arrangement, KGTV said, but would have "mutuality" of interests "written into" station ground rules. In discussing possible arrangements, KGTV said it would provide all station facilities and equipment. In cooperation with educational partner, KGTV said, provision might be made to set aside specific time periods each day for educational programming.

This is second to move to combine educational outlet with commercial facility. Last spring, Michigan State College's ch. 60 WAK-WRTV East Lansing, joined forces with commercial television Corp. of Michigan, seeking ch. 10 in Onondaga-Parma, Mich., area on share-time arrangement [BT, May 22]. This channel is in hearing with five applicants, including TV Corp. of Michigan.

KGTV also asked FCC to approve immediate temporary operation on ch. 11 pending outcome of rule-making proceeding. If FCC cannot see way to adopt combination category, KGTV said, then it urged swap of educational reservation to uhf channel. WOI-TV Ames, which covers the Des Moines area, prefreeze ch. 5, is owned by Iowa State College, which operates commercially but has heavy educational programming.

Des Moines educational groups protested proposal to delete ch. 11 reservation.

Color TV Tape Progress

ANY color tape recording problems can be handled when color tv becomes practical reality, probably by year 18 months away, said Frank C. Healy, executive director of Bing Crosby Enterprises in first showing since Febru-

ny. Mr. Healy said new DuPont Mylar tape, to be processed by Minnesota Mining & Mfg. Co., will improve picture; tape recording speeds will be raise of $50,000 set on recording units. Tape recorders being de-

veloped by John T. Mullin, inventor; Wayne R. Johnson, assistant chief engineer, and Leslie Nelson, tv engineer.

PEOPLE

HARRY D. PECK, former general manager of WWSW, Milwaukee, was named general manager, KOWB Laramie, Wyo. Before joining WISN he had been general manager of WDGY Minneapolis and KFOR Lincoln, Neb.

JACK SEBESTIAN, publicity staff, NBC Film Div., N. Y., and previously staff writer in NBC press division, was named assistant director of WCPO-Cincinnati, appointed supervisor of exploitation, NBC Film Div.

ROBERT A. VON BEHREN, assistant technical director of magnetic products, promoted to research and development manager of division at Minnesota Mining & Mfg. Co.

WILLIAM H. WEINTRAUB JR., recently with Station Film Library and previously with William H. Weintraub & Co., N. Y., as director of radio-tv productions, will join Mutual tommorow (Tuesday) as program sales manager.

WWSW Favored for Grant Of Ch. 11 Pittsburgh Facility

INITIAL decision issued Friday favoring grant of Pittsburgh ch. 11 to WWSW TV that city, following merger of the applicant and WJAS Pittsburgh last month [BT, June 6].

Shadow was thrown on early grant when ch. 16 WENS (TV) Pittsburgh last week filed application to change to ch. WTVK.

Merger agreement between WWSW and WJAS provided WWSW would transfer its and fm outlets from WWSW Inc. ownership to that of parent Post Gazette Co. (Pitts-

burgh Post-Gazette). Pittsburgh Radio Supply House, licensee of WJAS, after selling 34-year-old facility (5 kw on 1320 kc), will then acquire 50% interest in WWSW Inc. Other 50% would be owned by Post Gazette Co. Each owner will elect three directors, with seventh to be chosen by other six.

Pittsburgh now has only one vhf (KDKA- TV, owned by Westinghouse).

WENS began operating in mid-1953, is owned by Henry Oliver Rea and asso-

iates, Thomas P. Johnson, Larry H. Israel, A. Donovan Faust and others. Mr. Rea's group also has interests in Westport, WABI-WLAM & WJM of Bangor and WMT (TV) North Springs, all Maine. Mr. Johnson is local at-

torney. Mr. Israel is former WDTV (TV) Pittsburgh (now KDKA-TV) sales manager and Mr. Faust, former general manager and now operations manager of WJRT (TV) Flint, Mich.

WENS, asking for 316 kw at 856 ft. above average terrain, claimed FCC must accept ap-

plication because merged WWSW-WJAS ap-

plications are now in nature of new single application. This, ch. 16 station declared, re-

moves their protection against filing of new applications. FCC rules prohibit filing of new applications for facilities already applied for and set for hearing after 20 days before sched-

uled date of hearing.

If WENS secures ch. 11 assignment, its ap-

plication revealed, Messrs. Rea and Johnson will provide total of $505,000 for conversion to vhf.

Balance sheet as of March 31, 1955, showed WENS had total assets of $690,952, with cur-

rent assets of $63,841. Total current liabilities were $422,355, including $21,000 bank debt. Also listed as liabilities were $58,711 due General Electric Co., $54,000 for de-

bentures, and $400,042 deficit.

For period ending Feb. 28, 1954, station had net loss, after all charges, of $182,237; for period March 1 to Nov. 30, 1954, net loss was $172,549.

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the week in brief

CBS SETS SINGLE RADIO RATE
It's the third radio network to put one price on day and night, and the fourth, NBC, is "reviewing" its rate structure ... 27

TV TOPIC AT WESTERN AD MEET
Advertising Assn. of the West, at annual convention, gives awards to best commercials on radio too ... 29

EWELL & THURBER REORGANIZES
It's United Adv. Corp. now and C. E. Rickerd is boss ... 29

FACTS ON NETWORK ADVERTISING
What clients are spending on both radio and television ... 30

TOP ECHELON OF JWT MOVES UP
Resor becomes chairman, Strawie president, Flower and Meek vice chairman ... 32

TV: BIGGEST NATIONAL MEDIUM
National advertisers are spending more in tv than in any other medium ... 35

BRITISH MOVIE—NBC SPECTACULAR
Network buys Rank film for color presentation ... 40

FELLOWS SIGNS FIVE-YEAR DEAL
His new contract with NARTB also provides for consultancy for another four years ... 42

WESTERNS ARE GOOD FOR KIDS
NARTB quotes experts who say cowboy shows don't harm but help the growing-up process ... 48

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Advertisers & Agencies 29
At Deadline 7
Closed Circuit 5
Editorial 90
Education 80
Film 40
For the Record 82

THE MONTHLY TELESTATUS
B&T's report of tv network shows, television stations on the air and all about them. Tear it out for reference ... 51

DE-INTERMIXTURE: WILL IT WORK?
FCC hears two days of argument for and against proposal to keep uhf and vhf apart ... 60

ANOTHER UHF THROWS IN TOWEL
WEEU-TV Reading, Pa., can't find enough advertising support ... 62

TOLL TV OPPOSITION MOUNTS
New York Herald-Tribune polls public, finds 76% don't want to pay ... 64

BAITERS-SWITCHERS CONVICTED
New York sewing machine company and officers found guilty of fraudulent tv advertising ... 64

SIX STATIONS CHANGE HANDS
Subject to FCC approval, four vts and two ams are sold. Cowles buys 80% of KTVH (TV) Hutchinson, Kan. 65

MILITARY TELEVISION COMPETITION
It's causing more trouble for commercial radio outlets ... 67

MRS. BULLITT GETS PORTLAND VHF
She and associates win over Westinghouse and other applicants for ch. 8 ... 70

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Broadcasting Publications Inc.
Salk Taishoff
President
Maurry Long
Vice President
H. H. Tash
Secretary
B. T. Taishoff
Treasurer
Big budget or small, your prospects are bigger and better when you put your money on WXIX, Milwaukee's new CBS Television station. At card rates which are only 30% to 50% as high as the cost of the other stations (maximum discounts applied), WXIX has proved in a matter of weeks to be the best buy—by far—in the compact seven-county Milwaukee marketing area. In terms of station breaks, for example, WXIX (whose average ratings have gone up 16.1%) averages 138% more viewers per dollar than the second station (whose average ratings have dropped 21.4%)...and 352% more viewers per dollar than the third station (whose ratings have dropped 36.5%). Specifically, WXIX station breaks deliver an average of 19 viewers per penny! Putting it another way, that's a cost of only 52 cents per thousand!

Join the more than 300 local, national spot and network sponsors who are now investing their advertising dollars on WXIX, and get more for your money in Milwaukee.

WXIX Milwaukee CBS Owned Represented by CBS Television Spot Sales

Sources: Teleguide, March-May 1955
Rates from SRDS, May 1955
**Mid-Gulf States**

**EDITOR:**
Thank you for calling special attention to the "Mid-Gulf States" article in the June 27 issue of B&T. I had read "Georgia" and "The Carolinas." This latest study is equally interesting and valuable.

My warmest congratulations to you and to Frank Beatty. I assume that there will be more coming. It is sold material like this (plus the news content that you mention) that makes B&T the top source of information in our industry.

Frank Stanton, Pres.

**EDITOR:**

... "The Mid-Gulf States" in your June 27 issue. This area is of particular importance to us; and from scanning this issue we find it full of information which I am sure we will be referring to from time to time.

Your articles on "Georgia" and "The Carolinas" were also of much interest to us. I have just discovered that these issues have been destroyed through a misunderstanding. If you have any additional copies of either or both of these issues, could we please have another copy of each for our permanent files?

Edwin H. Ginn, Mgr., Agricultural Advertising
Hercules Powder Co., Wilmington, Del.

**EDITOR'S NOTE:** Copies sent.

**EDITOR:**

Your article on the "Mid-Gulf States," along with those on Georgia and the Carolinas, contained impressive and highly useful information about these areas. You are to be congratulated for these comprehensive jobs.

We hope your spotlight is going to shine on some of the established regions as well as newer ones. They have stories of expanding markets too.

Diesel Richards, Radio-Tv Dir.
The New England Council for Economic Development
Boston, Mass.

**EDITOR'S NOTE:** B'T intends to explore all expanding markets of America, including New England.

**Write-Up His Ally**

**EDITOR:**
Thank you so much for the recent write-up in B'T "Film Maker, Maker 91." I would like to let you know that this sort of thing does bring results. Last Wednesday Bea Adams, Pet Milk account executive for the Gardner Agency, called at our office to see a "Mr. Ellsworth.

After preliminary conversation, I found to my surprise that she had read the article and was duly impressed. The Gardner Agency being in St. Louis, she had made it first on her agenda to call at Mercury on her arrival in Los Angeles. Yes, we did get a job, and thanks once again.

V. E. Ellsworth
Mercury International Pictures Inc.
Hollywood, Calif.

**Re-Discovery of Radio**

**EDITOR:**
Your story on the [Fort Wayne TV] presentation made by NBC was well done [B'T, May 30]. Being the northermost media in the Fort Wayne area, we were much interested in it.

One point overlooked, of course, is the splendid success now being enjoyed by tv advertisers who have "re-discovered" radio, NBC to the contrary. We are enjoying, as well, increased business volume from tv advertisers who are finding it is not the answer to local sales problems, while it may serve as a mass "introducer" for a product. After all, it’s those day-by-day sales figures that count.

Just yesterday an area advertiser who went 100% into tv, paying enough per spot to buy a creditable weekly radio schedule, called us to report that his radio budget was the only one providing traffic for his sale, and that the traffic is terrific! It must be that the 60% drop in "quantity" of listening reported by NBC does not reduce the "quality" of the results— or was the "Fort Wayne Story" loaded for tv?

E. H. Munn Jr., Sta. Dir.
WTVP-AM-FM Coldwater, Mich.

**Anderson Stand-By**

**EDITOR:**
We are standing by with an RCA 1 kw transmitter, full studio gear, a studio building... As soon as the boys down in Washington decide what they are going to do, we will get on the air pronto. [WCBC-TV holds a grant for ch. 61 in Anderson.]

We believe in uhf, and have backed our belief with over $100,000 worth of investments in equipment, building, etc. We are ready to increase our investment substantially. We believe these moves have proved our good faith and the honesty of our intentions. We cannot, however, proceed further until we know we will be allowed to program continuously in our allocated spectrum...

Washington tells us we can expect the situation to stabilize within the next sixty days. Personally, I don’t believe anybody thinks anything can be done in this short time. When we now definitely that we have the green light we will proceed and I will send you the completed [TELECASTING YEARBOOK] questionnaire at once.

Fred M. Mullen
WCBC-AM-TV Anderson, Ind.

**Good Ideas Do Get Around**

**EDITOR:**
I was very interested in Bill Stewart’s letter [OPEN MIKE, June 13] commenting that he previously had used the current WKDA Nashville “What Listeners Won’t Hear” campaign [B’T, May 9].

The reason for my interest was that KITE used the same campaign when it first took the air back in 1947 and has used it ever since.

Glen Krueger, Promotion & Merchandising
KITE-AM-FM San Antonio

**Cartoon Collector**

**EDITOR:**
Some months ago at my request you sent us an original of a Sid Hix cartoon which we had enlarged and framed. This cartoon, depicting the bad dreams of a station manager counting sheep, all of which are named after the various unions with which broadcasting has to contend, now hangs in our Labor Relations Conference Room and has caused much interesting comment.

We would appreciate it if you could send to us the original of the Sid Hix cartoon appearing in the June 20, 1955, issue as we would like to devote it to the same use, and it would be very apropos in view of the many demands of most unions for credits, especially in television.

As in the previous case, as soon as we had the original blown up for proper framing we would return it to you.

L. D. Bates, Asst. Dir. Labor Relations
CBS, New York

**EDITOR’S NOTE:** The cartoon, depicting two scrub ladies complaining that they’re "the only two in this studio who don’t get a credit line," has been sent to Mr. Bates.

**Broadcasting • Telecasting**
WBAP-TV offers low band, 1113 ft. tower, clear signal, indoor antenna service in both Fort Worth and Dallas. Yes — WBAP-TV'S maximum power gives rabbit ears reception in both Fort Worth and Dallas.

**FIRST in coverage, picture clarity, programming and color in the wealthy Fort Worth-Dallas market**

**WBAP TV**

BE SURE YOU GET FULL COVERAGE AND CITY GRADE SERVICE in 2 GREAT CITIES — Fort Worth and Dallas — yours ONLY on WBAP-TV! Check the figures in this wealthy market shown below — see why your sales message gets MORE RESULTS on WBAP-TV!

<table>
<thead>
<tr>
<th>Counties</th>
<th>Population</th>
<th>Families</th>
<th>Total Retail Sales</th>
<th>Buying Income</th>
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<td>1,894,500</td>
<td>579,800</td>
<td>$2,260,240,000</td>
<td>$3,084,413,000</td>
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SOON STARTING OUR 7TH YEAR OF TELECASTING
OPEN
In August of last year, an advertisement to the trade proclaimed: "NBC opens the year of excitement on television!"

The season is passing and many who were honestly skeptical have admitted that the year's performance is measuring up to the prophecy.

It has been the year of 90-minute Color Spectaculars, of Gobel and Medic and Caesar's Hour, of Today-Home-Tonight, of unprecedented special programs like "Peter Pan." But such an enumeration, as proudly as we make it, is only a small part of the story. This was the season when television programming shed the shackles of tradition; ceased to be the child of radio and became a medium of its own — the greatest medium of entertainment and enlightenment that the world has ever seen.

The growth of the medium was a tribute to the entire industry. At NBC we are proud that we took a bold and adventurous course, and we will quicken the pace in the year to come. Here is a portion of what you may expect:

**COLOR SPREAD** - The success of this season's Color Spectaculars is now history. But next season NBC Spectaculars will move still farther forward. Appropriately, the first show in the new "Color Spread" Spectacular series will be a special 2-hour telecast of Thornton Wilder's theatrical masterpiece "Skin of Our Teeth"—starring Mary Martin and Helen Hayes. "Color Spread" will also open up an affordable new selling opportunity of major importance for most advertisers.

**ONE-TIME "SPECIALS"** - Already scheduled are a repeat of "Peter Pan," and a musical version of the Pulitzer Prize play "Our Town" featuring Frank Sinatra. In addition, NBC will pioneer in a new direction. First-run full-length A-films will be seen for the first time anywhere, on NBC Television. The first of these film features will be Alexander Korda's color production of "The Constant Husband" starring Rex Harrison.

**MAURICE EVANS PRESENTS** - the finest theatre of all time, presented Sunday afternoons by the distinguished producer-director-actor. Included in Mr. Evans' schedule of hour-and-a-half color programs will be several Shakespearean productions in which he himself will star.

**SPORTS** - NBC will continue to be the leading sports network, with a year-round calendar of key events in every area of sports, including the full schedule of NCAA football.

**ORIGINAl DRAMA AND MUSICALS** - Included in the Producers' Showcase schedule of 90-minute plays will be original works by outstanding contemporary playwrights. These dramas will be mounted with all the expertise that marked Producers' Showcase this season. Robert Montgomery Presents, The Kraft Theatre, The Philco-Goodyear Television Playhouse will continue to present weekly full-hour dramatic productions, and will be joined this year by the new 60-minute Pontiac-Armstrong Theatre scheduled on Tuesday nights.

**VARIETY** - Berle, Raye and Hope will appear in the Tuesday night hour that has become a television tradition. In addition, Perry Como will be star and host of a big new Saturday night hour of unmatched variety entertainment. The Colgate Hour on Sunday will be decked out in fresh, resplendent entertainment dress. And NBC will showcase its newest candidates for Gobel-type laurels as "the most exciting discovery of the year." Keep your eye on personalities like Jonathan Winters and Sue Carson!

**SPECIAL PROGRAM EVENTS** - Throughout the year NBC will use prime time periods to present special television events, such as "1976, Your World of Tomorrow" on October 9th; "Nightmare in Red," an hour-long history in film of Russian communism from 1905 to the death of Stalin, featuring a great deal of secret footage seen now for the first time; "The Jazz Age," a highlight report of America's boisterous, "bubble" years; and "Young India," a probing film commentary on the people and the problems of a country vitally important to Americans.

This is a sketch in brief of some of the things next season holds for NBC's audiences and advertisers. It is our goal to present whatever the vast and variegated American public enjoys, wants, hopes for and should have from television. And for sponsors, NBC will continue to devise flexible buying patterns which make TV available to advertising budgets of every size.

This year our slogan has been "Exciting Things are Happening on NBC Television." It holds good for 1955-1956 . . .

---

*[Signature]*

---

**exciting things are happening on**

NBC TELEVISION

a service of [NBC Logo]
MacDougall's pipes are getting hoarse from overwork. All day long the glens echo to, "Hail to the Chief — Channel 8!"

MacDougall, N. Y. is having its best fling in years! Even the dour Scot can't resist the fun on WHEN-TV.

But they're canny spenders, these upstaters. Their sporrans are plum and well-lined, they've a close way with tuppence and threepence. It takes Channel 8, as full of witchcraft as Very Old Scotch, to turn a reluctant silver trickle to a fat, golden stream.

SEE YOUR NEAREST KATZ AGENCY

W H E N

CBS ARE DUMONT
A MEREDITH STATION
CHANNEL 8
SYRACUSE, N. Y.

IN REVIEW

WIDE WIDE WORLD

NBC-TV's newest invitation to posteriority, Wide Wide World, came off last Monday evening as an easy hour and a half of following the cameras as they hopped across the country and into Canada and Mexico.

The network's continent-covering travelogue slipped without a hitch from glimpses of the New York bee hive emptying out for the day to an idyllic farm setting in Iowa; from Chicago to Denver; from San Francisco to a beach at San Diego; from theatre-going crowds in Times Square to skiers on Mt. Hood; from a rehearsal of Shakespeare in Stratford, Ont., to a fiesta and bullfight in Mexico. To establish time and places, the production ended with shots of San Francisco's Golden Gate in lingering daylight and the pattern of electric lights on Gotham's darkened streets.

As anchor man and narrator, astride a high stool before a spinning globe, Today's Dave Garroway managed to restrain the obvious awe of the broadcaster in relaying such phrases as "three countries, 10 cities, 40 cameras, a dozen mobile units and a thousand technicians." A possible clue to the viewer's reaction to World as a whole might have been in his impatience to get on with the show after seeing the RCA and Ford-Lincoln-Mercury commercials, which, although well done, were slightly lengthy.

To all the pre-enunciated events came off: Planned shots of a Bourbon Street jazz session and Guy Lombardo in a water spectacle at Long Island's Jones Beach were replaced by two pickups from an evening jazz "concert" in Washington's open-air Carter Barron Amphitheatre, where such perennials as banjoist Woody Herman, trumpet soloist Bobby Hackett and the one and only Louis Armstrong called their children home. Though set in a compatible color and the second (after-dark) pickup caught the warm sepia tones of Pappa Dippermouth, songstress Velma Middleton, reedman Barney Bigard and others as they did things to "That's My Desire" and other tunes.

Viewers got a taste of how a mood is established by a stage director and his troupe as Canadian Broadcasting Corp. cameras looked in on rehearsal of a scene from "Julius Caesar" for the 1955 Shakespearean Festival at Stratford, Ont. Here actors out of costume seemed entirely unaware of an audience as Brutus and his conspirators plotted the death of Caesar. At one point the director made an acmeal observation to his cast to remember that "this is not to be on tv but on a real stage."

A sample of fun and humor South of the Border was successfully translated to the U. S. audience from Tijuana, Mexico, by a pickup from Emilio Azcarraga Jr.'s Television de Mexico network. This showed the daring footwork and foolishness of the great Mexican comic, Cantinflas, in a weapons fight with a live and enraged toro.

Some high points of the 90 minutes: Pan shots showing members of the Washington audience doing some delicate wriggling to Pappa Dip's brand of jazz and showmanship; at Stratford, a flock of pigeons rising in flight as the narrator compared their departure to that of the transmigration of the fancies of the "Julius Caesar" cast and audience to the Rome of 2,000 years ago; Cantinflas' saucy, hip-wriggling dance as he confronted an exasperated and bewildered fighting bull.

The easy-going sincerity of Vaughn Monroe was matched against the cloning of Milton Berle for the RCA commercials, while the Ford commercials used pantomime and the outdoors to show there is a Ford, Lincoln or Mercury in everyone's future and that the housewife makes the final choice.

To further appeal to women and to impress the title upon the viewer's mind, narrator Garroway closed with a verse of the late poetess Edna St. Vincent Milay which begins:

"The world stands out on either side
No wider than the world is wide..."

Production cost: Approximately $125,000
Broadcast in color on NBC-TV, June 27, 8-9:30 p.m. EDT, as one of the Producers' Showcase series, coastcast every fourth Monday.

Sponsored by RCA and Ford Motor Co., both through Kenyon & Eckhardt.

Executive producer: Barry Wood; director: Dick Schneider; writer: Saul Levine; unit manager: Al Cooperman; music director: Henry Sosnik; scenic designer: Reuben Tepartenian.

Cooperating networks: CBC and Emilio Azcarraga's Mexican tv network.
Cooperating stations: WRCA-TV New York; WNBQ (TV) Chicago; WHO-TV Des Moines; KOA-TV Denver; KPTV (TV) Portland, Ore.; KTVP (TV) Salt Lake City; KRON-TV San Francisco; KFSD-TV San Diego and WRC-TV Washington.

CONVENTION IN MIAMI BEACH

IT WAS said that in Convention in Miami Beach, sponsored by Philco Corp. on ABC-TV, the TV audience in the first time television could get an "inside view" of the manner in which American industries launch new products on their way to the consumer.

Inside view, bosh. It was an eye-full.

The telecast gave the electronically minded viewer the beauty in a white bathing suit on water skis; the beauty in a white bathing suit swimming under water; hula dancers without white bathing suits, but dressed; a parade of fully clothed, exotic models carrying Philco portables, and much of Lee Ann Meriweather (Miss America of 1955) and Bess Myerson (a Miss America alumna).

There was much "entertainment," and, in true convention style, even low comedy. This bit was performed by a straight man and a punch-drunk fighter, with such dialogue as this: Straight man: "I missed that fight." Fighter: "Yeah, wish I'd missed it, too."

Actually, Miami Beach's Fontainebleau Hotel and the more than 1,000 Philco distributors who were convening there for the Aqua Maids, Johnny Desmond and John Daly, who had to battle a power failure that gave all sorts of microphone trouble, came over the screen in good, show-business form.

Viewers who were paying close attention also heard about and saw new Philco developments, including tiny transistors and unique circuitry; a transistorized hearing aid operable by a battery the size of a dime; an "electronic brain"—Transac computer, that is; an industrial tv camera, Philco's scanning equipment for color broadcasts; a microgrid tuner with an X-155 vacuum tube; an automatic tv set that can be switched on and off and from one channel to another merely by pressure of the hand on the top-rear section of the receiver, and a transistorized phonograph. A demonstration of a Philco refrigerator by one of the underwater maids was different. Miami Beach looked very appealing. And pity the Philco distributor who missed making the real thing, but watched the program with his wife sitting nearby.

Sponsor: Philco Corp., through Hutchins Adv. Network: ABC-TV, June 28, 8-9 p.m. EDT.
Producer: Paul Belanger; associate producer: Hal Davis; director: Mat Harlib; Writer: Morton Kouteimer; art director: Pauline Koner; technical director: George Weber; lighting director: Immy Fiorentino.
78% Coverage of South Dakota
— Plus Minnesota and Iowa

are happy to announce the appointment of

H·R TELEVISION
as national representatives

H·R TELEVISION, INCORPORATED

BROADCASTING • TELECASTING

July 4, 1955 • Page 19
BOOKS


As noted in the original preface by Hoyland Bettinger, TV consultant, who died three years after the first publication of Television Techniques, this book is directed to all who make use of the medium: the sponsor and his representatives; script and continuity writers; studio and control room production crews; remote pick-up and motion picture field units; actors and performers, for they should be on speaking terms with all aspects of the medium; and, finally, the producer, on whose shoulders all of the problems are heaped.

Mr. Corenberg, NBC director of studio and plant planning, brings up to date such subjects as audio and video technique, script writing, directing, producing, lighting and pictorial composition. New data to accommodate the increased use of color in telecasting over the past few years are included. Line drawings and photographs are used to illustrate means and methods discussed in the text.

LEONARD SPINRAD'S CLOSED CIRCUIT DATA BOOK. Published by Leonard Spinrad, 511 E. 20th St., New York 10, N. Y. 72 pp. $10.

A CHRONOLOGY of more than 200 closed-circuit telecasts, plus a detailed description of this type of video transmission with costs for both black-and-white and color, a list of companies providing this service with their personnel, unions and their officials and other pertinent data are included in this mimeographed volume. A complete index adds much to its value as a reference book.

TRADEMARK MANAGEMENT. Published by the United States Trademark Assn., 522 Fifth Ave., New York 36, N. Y. 130 pp. $5.

RESULTING from more than three years research and reflecting the policies of the majority of USTA members, this publication tells, in simple non-technical language, what to look for in a trademark and what to avoid and outlines the procedure of creating, registering and protecting a trademark. It defines what is and what is not registrable, explains how trademarks acquire value through use and also how they may be lost through uncontrolled overuse.

HANDBOOK OF 630-TYPE TV RECEIVERS, by Simon S. Miller and Howard Bierman. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 194 pp. $3.50.

"The first and probably the best postwar, mass-produced television receivers incorporated the now famous RCA model 630 TS-type circuitry," the authors of this handbook for servicemen state in their preface. The book discusses in detail and with many diagrams the "whys" and "hows" of each of the original 630-type receiver sections and the modifications to date.


Readers of this "television fable," complete with the author's own marginal doodles, are apt to draw a comparison with the sprightly opening credits on The George Gobel Show. The fable deals with a mythical professor (Ovicaput) who is concerned about television and its impact on others, particularly his son, and ends with an appropriate moral. Donley Fedderson (not related to the Don Fedderson who produces television programs) is professor and chairman of Northwestern U.'s Dept. of Radio & TV and co-director of the NBC-Northwestern Summer Television Institute.

NEW YORK OFFICE:
John Barry
20 West 44th St.
Bryant 3-6013-14

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
Randolph 8-0712

to cover NOT ONLY the NEW YORK Metropolitan area...

... but...

4,598,850
Radio homes
day and night!

a total of

use one of America's 2 GREAT independents!

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

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

WEST COAST OFFICE:
Adam J. Young, Jr.
529 Market St.
Los Angeles, Calif.
Yukon 6-8769

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
Randolph 8-0712
Oil and the Crises of Our Times

by MARGUERITE HIGGINS

Famous Foreign Correspondent

I

the short space of a decade I have been an eye-
newspaper to four hot wars and have observed in-
umerable crises of the cold war. Each crisis has
underlined for me our world’s dependence on oil.

On one of my first assignments to war, I became
conscious of oil’s role in combat. My first flight to
the front in World War II was made on an air force
cargo plane ferrying oil and gasoline to General
Patton’s 3rd Armored Division—the tanks had out-
run the slower-moving supply trucks.

When Germany surrendered, I interviewed many
of the top Nazis and always asked them this ques-
tion: “What, in your opinion, was the decisive factor
in the war?”

Reichsmarshall Hermann Goering, Nazi Luftwaffe
chief, answered that it was “the bombings,
because they destroyed our oil. At the end,” the
Nazi air chief continued, “fuel was so short that
we couldn’t get our planes into the air to defend
our cities.” Germany’s state-controlled oil industry
failed when the chips were down.

During the war in Korea, I went ashore with the
Marines at Inchon. This was the surprise beach-
head assault behind enemy lines that broke the
back of the North Korean Army. And during the
amphibious landing one of the first things brought
ashore was oil. Without oil we would have been
unable to maintain our mobility and thus exploit the
advantage gained by this imaginative operation.

In Indo China, the Communists mined the roads
almost nightly. In Northern Indo China many areas
became isolated pockets that could be supplied only
by airlift. Without the fuel to keep those planes
aloft, the Communists in Indo China would have
won much more, much earlier.

The vest pocket war between Chiang Kai-Shek’s
Nationalists and the Communist Chinese was the

scene for one of the strangest experiences of my war
Correspondent’s career. I went out on patrol aboard
a motorized sampan! Our fuel? Gasoline!

In the past few months I have toured the citadel
of the cold war, Soviet Russia. I journeyed nearly
fourteen thousand miles by automobile, plane and
rail. It was with special interest that I made com-
parisons, for I am aware that in the crises of the
future, as in the past, America’s oil industry can
spell success or failure, victory or defeat. As could
be told from the lines waiting at Russian service
stations (for gasoline is still in short supply) and
the knock in my car engine, the totalitarian nations
have many five year plans to go before they can
match in quantity and quality the oil produced in
America’s free competitive society.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry.
This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.
THE KEEN EYES of George Brett of late have been showing a suspicious twinkle.

Sixty-three years young last April, Mr. Brett this July has special big plans for his fishing rod, hunting rifle, gardening tools and particularly for six grandchildren he is going to let romp uninhibited around the homestead located at Smoke Rise in northern New Jersey where the "topography resembles Vermont" and the distance to Times Square is only 30 miles.

Mr. Brett, vice president and director of The Katz Agency, is easing out of the sales field and into outdoor activity.

But this doesn't mean Mr. Brett will hang up the sword and shield used these many years to battle for ethics and stable structures in the radio and tv field. He will still be at the same stand at The Katz Agency as a consultant on industry affairs and he has all intentions of retaining a very active board membership with Television Bureau of Advertising until the end of the year.

Mr. Brett is the type of executive who will show up for a routine day at the office and be truly surprised by an office party given in his honor—as was the case at 477 Madison Ave. last Wednesday, two days before retirement.

Also typical of this affable executive: Just before the surprise party, he had penned a post-interview reflection for B&T that went: "I know of no other business — where so many business associates become one's personal friends."

George Warren Brett was born April 3, 1892, in Newark, N. J., the son of George L. Brett, a silk wholesaler from Poughkeepsie, N. Y., and Lizzie Brewer Brett, originally from Manhattan. White Mr. Brett was in high school, neighbor Victor Young of Frank Seaman Adv., that has since faded into advertising annals, liked the way young George handled a mower on Mr. Young's lawn and asked if he would like a regular job when summer vacation came along.

That sealed Mr. Brett's first sale and for six years he traveled to New York to the agency, where he was in the publication checking department.

Even then, Mr. Brett knew where he was headed and others recognized the fact.

Mr. Brett went places, too. As he puts it, the agency made him manager of the department when the two-man staff was cut to one. His second job was with the E. Katz Special Advertising Agency as a space salesman. Mr. Brett has been with Katz for 41 years.

When Mr. Brett joined, Katz represented newspaper and farm publications. As some of its newspaper clients went into radio, so did Katz. Soon the company bore the name of The Katz Agency and did business in three media—print, radio and tv. The radio entity was set up in 1935. By then, Mr. Brett, who was growing with Katz and radio, was vice president-sales manager. When radio and tv were separated and each set up as an independent arm of the firm, along with print, Mr. Brett wound up as director of sales policy for radio and tv.

Reflecting on radio and tv, Mr. Brett feels that there's a place for each advertising medium and warns that too much attention, distortion and disparagement have been given to the competitive nature of each—newspapers vs. magazines, radio vs. newspapers and now tv vs. radio. Rightly used, he notes, all media can be successful.

A serious handicap for developing national advertising for newspapers initially and later spot radio and now spot tv, Mr. Brett feels, has been the differential in local and national rates. "Complications from a two-price system operate in the long run to the advantage of magazines and network radio and network television," he says. The instability of rate structures irks Mr. Brett's sensitivities. He comments: "Magazines and newspapers graduated long ago from the days of rate cutting. But radio and tv have not yet attained their maturity in that respect.

"It should be impossible for the general advertiser to get a local rate if he does not qualify for it. It's a matter of definition. Advertisers and agencies ought to be criticized for attempting to buy at the lowest possible price. The responsibility in enforcing the principle of the same rate to all advertisers under the same conditions rests exclusively with the advertising medium—the seller and not the buyer."

Mr. Brett says he has been "brought up in the old-fashioned school of rate card integrity. I don't believe in rate deals." Right now, Mr. Brett sees some improvement in the radio situation but it is "incredible that there should be rate cutting in television."

In the setting up of TVB, Mr. Brett, among the representatives, was perhaps the most persistent gadfly. He also is a director of Station Representatives Assn., an active member since its creation. He helped promote Broadcast Measurement Bureau. He was a member of the original Advertising Men's League that later became the Advertising Club of New York. He is president of the Maplewood, N. J., Country Club and a long-time member of the Seigniory Club of Quebec.

He was married in September 1915 to an ex-school teacher from Newark, the former Marguerite Helen Jack. They have a son, Warren Brett, who is a space salesman with Look magazine, and a daughter, Ruth Elizabeth.
IN ALBUQUERQUE, NEW MEXICO IT'S

KOAT-TV
ALVARADO TELEVISION CO. INC.  PHONE 5-8716
Channel
REPRESENTED NATIONALLY BY
George P. Hollingbery
ALBUQUERQUE
PIGGLY WIGGLY
PRESENTS
WORLD PREMIER
"GANG BUSTERS"

THURSDAY
JULY 7
1955
7:30 - 8:00 P.M.

DISTRIBUTED BY
GENERAL TELERADIO, INC.
1440 BROADWAY
LONGACRE 4-8000

ABC
AND
DUMONT
TELEVISION NETWORKS

AL CADWELL
President

WALTER STILES
Vice President - General Manager

TED L. SNIDER
National Sales Manager
Albuquerque, 5-8716

JOHN L. McGUIRE
Denver National Bank Bldg.
Cherry 4-8191

ABC AND DUMONT TELEVISION NETWORKS

Broadcasting • Telemation  July 4, 1955 • Page 23
If You Can’t
Lick ’em — Join ’em

Just back from visiting with my daughter’s family—and playing Grandpop to two of the cutest kids you ever saw. While there I picked up a couple of new ideas on child raising:

If your child’s learning to use a pen, provide an old fountain pen—filled with bluing. Looks and writes like ink, but won’t stain clothes or furniture permanently.

Maybe you have a boy, like my grandson, who thinks he’s too old for a bib—but isn’t. A big cowboy bandana works just as well, and it looks like-man to boot.

From where I sit, getting along with children is like getting along with grownups—it requires an effort to see things from the other person’s point of view. At any age, there’s no accounting for tastes. Take my neighbor who keeps a parakeet and drinks hot coffee in the summertime. That seems strange to me . . . a man who’s partial to hound dogs and a cooling glass of beer. But I’d be “childish” to say it was wrong.

Joe Marsh

Copyright, 1955, United States Brewers Foundation
One... Two... Go!

Going on the air
SEPTEMBER

Serving the ARK-LA-TEX

where

Forming the 3-R MARKET

RICH . . . Spendable Income—
over 1 Billion dollars*

READY . . . TV Sets—100,000 plus†

RESPONSIVE . . . 1954 Retail Sales
*SRDS †NBC 857,709,000*

MAXIMUM POWER

VIDEO . . . 100,000 WATTS

AUDIO . . . 69,800 WATTS

TOWER . . . 1151 FT. ABOVE GROUND

Represented by PETRY

KTBS-TV CHANNEL 3

SHREVEPORT, LA.
still taller in the saddle

Starting August 29, WCCO-TV adds two more family favorite cowboys to its hard hitting lineup.

Gene Autry and Roy Rogers

in hour-long shows across the board at 4:30 p.m. weekdays.

Here's a great opportunity for you to lasso the big action audience in the Twin Cities.

Available now on a four sponsor participation basis. Ask Free & Peters for details of the powerful WCCO-TV Western Story.*

WCCO-TV
The other member of the family
Minneapolis-St. Paul
CBS

The January 1955 Telepulse shows that in a typical winter month, every one of WCCO-TV's four big western adventure shows tops all competing programs, and beats the average of all shows in our four-station market by from 41% to 212%.
CBS RADIO JOINS MOVEMENT FOR SINGLE DAY-NIGHT RATE

With ABC Radio and Mutual already set on uniform rate plans, NBC Radio remains as the only major om network not officially in the trend. However, NBC officials last week indicated their own rate structure was being reviewed.

RADIO network rates were entering a new phase of their stormy history last week, with further developments yet to come.

The trend toward a single rate for both daytime and evening periods in network radio, started by ABC last fall and followed by Mutual a fortnight ago, took on parade aspects: CBS Radio came to an agreement with the board's request it "will undertake to add more co-operative programs when and wherever it is found practical."

As part of the plan, the network agreed to make additional 70-second station breaks available to affiliates at night and, for the first time, to make room for 70-second breaks in the daytime schedule too. These, it was noted, recognize "the very substantial demands constantly made on the affiliate stations for more 60-second copy." The network also said that at the affiliate board's request it "will undertake to add more co-operative programs when and wherever it is found practical."

Aug. 25—expiration date of the affiliation contract amendments by which CBS Radio stations last summer agreed to additional discounts equalizing day and night costs to advertisers—was set as effective date for all the changes, including the proposed one-year agreement on a 20% cut in the rate of network payments to the stations. Contracts embodying this proposal were being readied late last week for distribution to all affiliates.

To put the plan into effect, CBS Radio needs approval by stations representing at least 85% of its U. S. rate card. Officials voiced confidence the affiliates would give approval by returning signed new contracts by the deadline which was put at July 15.

The new contracts, officials said, are entirely new. That is, they eliminate various amendments which have been made over the past several years by incorporating those provisions in a new contract form which also carries a one-year clause providing for the 20% cut in station compensation. While the reduction-of-compensation clause will be renegotiated or rescinded after a year, authorities explained, the single-rate provisions are "permanent."

Although CBS Radio's new single-rate card was still in preparation last week—network authorities noted that agreement with the affiliate board was on "the principle," with details to be worked out—the announcement made clear that there will be no change in cost to advertisers, excepting on Saturday and Sunday, where the rates are to be increased to equal the present Monday-through-Friday rates.

The increase in weekend rates comes to about 5%, officials estimated. Present weekend advertisers will be protected for one year, but stations will be paid as if the increase already were in effect.

Agency executives for the most part welcomed the move.

Jim Luce, head of the timebuying depart-

THE BILLINGS TELL THE STORY

January-May, 1955, as compared to $63.7 million in the same period last year. For all but DuMont television billing continues to rise—$165.5 million for the first five months compared to $125.4 million in the same 1954 period.

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,080,272</td>
<td>$2,307,029</td>
<td>$11,497,432</td>
</tr>
<tr>
<td>CBS</td>
<td>3,923,796</td>
<td>5,116,152</td>
<td>20,286,915</td>
</tr>
<tr>
<td>MAS</td>
<td>1,450,869</td>
<td>1,090,638</td>
<td>9,327,072</td>
</tr>
<tr>
<td>NBC</td>
<td>2,852,560</td>
<td>2,780,725</td>
<td>13,559,541</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$10,107,517</td>
<td>$12,112,104</td>
<td>$65,774,833</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,656,477</td>
<td>$3,521,656</td>
<td>16,224,301</td>
</tr>
<tr>
<td>CBS</td>
<td>10,028,000</td>
<td>8,182,108</td>
<td>78,029,922</td>
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<tr>
<td>DuMONT</td>
<td>273,640</td>
<td>988,250</td>
<td>2,685,835</td>
</tr>
<tr>
<td>NBC</td>
<td>13,291,687</td>
<td>11,035,987</td>
<td>66,572,049</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$53,300,554</td>
<td>$52,292,161</td>
<td>$165,539,107</td>
</tr>
</tbody>
</table>

† In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating gross network radio time charges for those nighttime network radio programs where ABC rate card No. 6 was in effect.

‡ Revised as of 6/30/55.
ment at J. Walter Thompson Co., said he felt that "anything that will help close the gap between gross and net radio rates is a move in the right direction."

Don Severn, of Blow-Bern-Toigo station relations, observed: "I think it's good. I still think radio is a great medium and it should be looked upon by owners in that light." A representative of Bowsie-Bowles considered it part of "a good trend. CBS is recognizing, at last, a realistic fix on the sets-in-use situation. This is calling radio, radio."

Linnea Nelson, tv analyst at Kudner Agency, had certain reservations regarding the single-rate idea, however. She said:

"It is difficult to comment on whether or not a single rate for both day and nighttime on radio is a good thing. Only the sellers of radio can tell us how many they are delivering or how much. If, by a true measurement of circulation they feel that they can, by this revision, compete with other media and keep on good standards at a practical profit, then it is the thing to do. If it is 'exposed rate cutting' which will lead to a loss in overall operations and quality—then it is wrong. Proof of circulation for the money invested will be the only answer."

CBS Radio's Purpose

CBS Radio said its moves—not only the single rate but also the proposed cut in station compensation and the increase in co-op programs and in 70-second station breaks for station sales—were "designed to provide the strongest program schedule at both network and station levels, and to maintain a sound business relationship between the network and its affiliated stations."

The announcement said the decisions, reached by network officials and the affiliate board in sessions Tuesday and Wednesday, were based on "an extensive examination and study of current problems affecting both groups." It also reported that "both groups emphasized that the strongest possible radio structure will be maintained, and both plan continuing study and exploration to further enhance the continuance of the leadership of the CBS Radio network, as well as to insure future healthy growth of each of the CBS affiliates in its own areas."

The CBS Radio affiliate board was headed by Kenyon Brown, KWFT Wichita Falls, as interim chairman during the illness of John Patt, WJR Detroit, who is recuperating from a heart attack (see story page 73). Worth Kramer, WJR, is serving as a board member in Mr. Patt's stead. Other members (also see election story, this page): Arnold F. Schoen Jr., WPRO Providence, secretary-treasurer of the board; C. C. Caley, WMBD Peoria; George Coleman, WBGI Scranton; Saul Haas, KIRO Seattle; C. T. Lucy, WRIP Richmond; John Rivers, WYMS Charleston, S. C.; Victor A. Sholis, WHAS Louisville; F. C. Sowell, WLAC Nashville; George Storer, Storer Broadcasting Co.; Hugh Terry, KLZ Denver.

CBS Radio representatives at the meetings were: Frank Stanton, president, and Richard Salant, vice president, CBS Inc.; and, from CBS Radio, Arthur Hull Hayes, president; J. Kelly Smith, administrative vice president; William Schuut, vice president in charge of station relations, and Ole Morby, manager of station relations.

Mutual's single-rate plan, approved by the MBS board June 22, went into effect July 1. It pegged gross rates for all time periods at 50% of the old gross evening rate and established a single discount table.

Unlike the CBS Radio plan and the one which ABC Radio put into effect last Oct. 1, Mutual's plan results in reductions averaging up to approximately 25% in net costs of evening time. "Daytime costs, however, remain virtually unchanged; there are slight increases in the cost of afternoon periods "in some areas" [BT, June 27].

The new MBS rate card, made available last week, shows that the gross hourly rate for the 43 stations that make up the basic group is $4,571.50. For the 416 U. S. affiliates it is $6,921.50. These rates apply from 6 a.m. to midnight (rates from midnight to 6 a.m. "quoted on request"). The rate for a 45-minute period is 80% of the gross hourly rate; 30 minutes, 60%; 25 minutes, 50%; 15 minutes, 40%; 10 minutes, 30%; and 5 minutes, 20%.

The new discount structure:

Gross Weekly Billing Dollar Value Discount

| Less than $2,000 | 0 |
| $2,000-5,000 | 20% |
| $5,000-7,000 | 25% |
| $7,000-12,000 | 30% |
| $12,000-20,000 | 35% |
| $18,000-25,000 | 37.5% |
| $23,000 or more | 40% |

In addition to the dollar volume discount, the new card provides for an annual rebate of 7 1/4% of gross billings in the case of 52 consecutive weeks of broadcasting. Advertisers whose annual gross billings total or exceed $1.2 million within a 52-week period may take an overall 47 1/4% discount in lieu of other discounts and annual rebate.

Three Directors Elected By CBS Radio Affiliates

RESULTS of elections to choose directors in Districts One, Two and Three were announced last week at a meeting of the board of the CBS Radio Affiliates Assn. (story page 27). To take office in September, the new directors of the affiliates group are:

F. Maxim Ryder, WBRY Waterbury, Conn., succeeding Arnold F. Schoen Jr., WPRO Providence (District One); George D. Coleman, WBGI Scranton (District Two), and Donald W. Thornburgh, WCAU Philadelphia, succeeding C. T. Lucy, WRVA Richmond, Va.

Under the by-laws governing the CBS Radio

RCA Commercials: Uncle Milty Does Three, All in 1 Min., 45 Sec.

QUICK CHANGE ARTIST Milton Berle, along with Vaughn Monroe, scooted into a live commercial promoting RCA tv sets last week on "Wide World of Sports" passing three complete clothing changes and using four sets all in a one-minute forty-five second commercial.

The pace was set by a double for Mr. Berle shown in a long shot as he took off across the stage—a 70-foot map—on a scooter. The scooter stopped in front of an igloo, where the camera panned up for a close up of Milty. Monroe and Berle inside the structure. Mr. Berle wore a fur parka over baggy pants.

While Mr. Monroe continued the audio and the double moved on to a tepee map, Mr. Berle off camera was whipping off the parka underneath which he wore Indian pants. He slipped into a blanket and a bowler hat, complete with braids, and returned in time for the Indian tepee scene.

After that, he moved out again and slipped off the blanket and baggy pants—beneath which, as a bottom layer, he wore shirt, vest, and striped pants—put on a black frock coat and fedora to reappear as a senator in the Washington scene extolling the merits of the RCA tv sets the world over. The commercial was on Producers Showcase Monday, 8-9:30 p.m., produced by RCA & Ford Motor Co. through Kenyon & Eckhardt (see In Review page 18).
UNTIL now, television has been a "gravy train" and the advertising agency in the medium hasn't had to be too smart or work too hard.

This was the opinion expressed by Harry W. McMahan, vice president in charge of radio-television commercials in Applied Public Relations, N. Y., at the annual convention of Advertising Assn. of the West in Portland, Ore., last week.

"I, too, had to be too smart or work too hard. . . . We're ready to withstand any challenge from the outside, advertisers are informed."

"When I look back five years ago," he said, "I hate to think what a depression might have done to tv before enough sets were in the market. . . . such things as a depression or consumer distress—or too much competition—might have hurt five years ago, but not now. We're ready to withstand any challenge from the outside."

He is not "the most optimistic person you'll find" on color advertising, he admitted. In the future, color will be dominant, he said, adding "I feel it has been rushed far beyond its need—color is going to be a valuable asset to our commercials later on, but right now it is only a novelty, good for publicity and promotion."

Motivational research is "helpful but not infallible" and at present there is no more than a supplement to existing market research methods," Norton O'Meara, vice president and association copy director for Walter Thompson Co., Chicago, told the convention. He spoke on the need for original material in advertising copy.

Other speakers included Dean J. E. McCarthy of Notre Dame U., Thor M. Smith, vice president, American Weekly, and Albert J. Wood, president, A. J. Wood & Co.

Newly elected AAW officers are John M. Kemp, Hollywood agency owner, president; Jackson Hoggland, Arizona Public Service Co., Phoenix, senior vice president; Neve Elliott, Sever & Elliott, Portland, vice president at large; Thor Myhre, Hayward-Larkin Co., Spokane, secretary; and San Jose.

The perpetual trophy of the Vancouver (B.C.) Advertising and Sales Bureau for the best radio commercial was won by Motorola Color TV for a campaign on KFSD San Diego, prepared by Jeff York Agency, there. This also won first award for the best-product-selling program commercial in cities over 100,000 population. Honorable mention in this category went to Bon's Grocery Co., Los Angeles, for KBIG Avalon Store's Homemaker Edition of the News, prepared by Mogge-Privett Inc., Los Angeles.

First place institutional program commercial, in cities over 100,000, was won by Pacific Telephone & Telegraph Co., McMahan admitted. In the Network The Telephone Hour, prepared by BBDO, San Francisco, in cities least than 100,000, program commercial of Leah's Corner Cupboard Gift Shop, KBOI Boise, won first award.

Spot announcement winners were: for cities over 100,000: jingle—Hotel Riviera, Las Vegas, prepared by Mort Goodman Advertising, L. A.; dialogue—O. K. Rubber Welders, Calgary, Alberta, produced by Chris Wiggins, CPFAC Alberta. Cities less than 100,000: Ball Photo Studios, Astoria, Ore., prepared by D. W. Radich, KVAS Astoria.

In tv commercials, winner of Hollywood Advertising Club Sweepstakes award was Kosefield Packing Co., Alameda. For film spot through Guild, Bascom & Bonfigli, San Francisco, by Harris-Tuchman Productions, Hollywood. This spot also won the award for national advertisers' film commercials, one minute or less. In same category, John Morell Co., Ohtuma, Iowa, through N. W. Ayer & Son, N. Y., by TV Spots Inc., Hollywood, received honorable mention for local advertisers.

For local advertisers' film commercials of one minute or less, first award went to Retail Merchants Bureau of Salt Lake City, through Adamson, Buchman & Assoc., by Dan Rainiger. Honorable mention to Pacific Telephone & Telegraph Co., San Francisco, through BBDO, by Don Flagg Productions, both there. Special low budget award went to San Joaquin Bakeries, Fresno, "through Gerald Thomas Advertising, by Motion Picture Service Co., San Francisco.


General classification, live or kine commercial, any length, first award to California Lime Bean Advisory Board, Los Angeles, through and by J. Walter Thompson Co. there.

Mr. McMugh, Chicago

POSITION of John T. McMugh as manager of the New York office of the Joseph Katz Co. has been announced by Joseph Katz, president of the advertising agency. Mr. McMugh, senior vice president of the Katz Co., has served with the organization for 22 years. Facilities of the New York office, Mr. Katz said, have been greatly expanded as have those of the agency's Baltimore headquarters.

Quaker Co-Sponsors Tv Show

COMPLETION of plans for co-sponsorship of Adventures of Ozzie & Harriet on ABC-TV starting Sept. 23 was announced last week by Quaker Oats Co., Chicago, for its Aunt Jemima Pancake Mix.

Quaker will alternate sponsorship with Hotel-Point Inc. every other week through June 8, 1956. Originally Quaker was set to pick up the show every fourth week, but third sponsor failed to materialize. Purchase marks Aunt Jemima's first use of a nighttime, all-family audience type tv program. Agency is J. Walter Thompson Co. Chicago.

Wall to Wall With Tx

TELEVISION is credited with a large increase in business for a South Bend, Ind., carpet and furniture store, which used a 10-second spot for 10 weeks on WSBT-TV there. The total cost of the campaign was $300, according to John D. Hymes, manager of Hurwich & Haller, who says that over $7,500 in direct sales can be traced to the spot announcements, besides an increase in store traffic. The announcements consisted of a slide showing a picture of the front of the store, obviating the necessity of repeating the address in the ad copy. As Mr. Hymes points out, "it's a real success story for tv on a very limited budget."

Ewell & Thuber Reorganizes Into U. S. Advertising Corp.

REORGANIZATION of Ewell & Thuber Assoc. as United Adv. Corp., with C. E. Rickard as president, became effective Friday.

The agency, which realized broadcast billings of about $25,000 per year, has thus resumed use of the name it bore when founded in 1921. Mr. Rickard, who has been vice president, has acquired the interests of James C. Ewell, who severed relations with the agency in July 1954, and Hal H. Thuber, who left effective Friday. John E. Coombs becomes vice president and Al Bonk continues as radio-tv director.

The new corporation will continue to headquarter at 23 E. Jackson Blvd., Chicago, and retain offices in Toledo.

Among key accounts to be retained are Wilson & Co., (butter, egg and margarine products), Ideal dog food, Benozel gas refiners, Encyclopedia Britannica, Schulze & Burch Biscuit Co., Juergens & Anderson Jewelers and Pullman Coach Co.

Mr. Rickard has been in advertising 35 years, starting his career as assistant advertising manager for Chevrolet Motor Co. He formerly had his own agency, Clark & Rickard, and was with Ewell & Thuber in Detroit.

Politz Study Debunks Belief

Television Sells Magazine Reading

BELIEF that when a family acquires a tv set its members stop reading magazines—an opinion widely held only a few years ago—is defnitely untrue, according to "The Audiences of Nine Magazines," report of a national study made by Alfred Politz Research for Look magazine.

In television-owning households, the Look study reveals, 51.8% of individuals read one or more magazines (of the nine studied), compared to 40.4% of individuals in non-tv homes. The advantage of tv households holds true for both men and women. In tv homes, 36.2% of the men read one or more magazines, compared to 36.2% of the men in non-tv homes. For women, the magazine reader figures are 56.8% in tv homes, against 43.9% in homes without tv.

The Look study, comparing size and character of Collier's, Life, Look, Saturday Evening Post, Belvue, House & Garden, Good Housekeeping, Ladies' Home Journal, McCall's and Woman's Home Companion, was conducted under the confidential consultation facilities of the Advertising Research Foundation.
THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G'S APRIL TV BUYING 41% AHEAD OF SAME MONTH IN 1954

IN ONE year, Procter & Gamble has increased its monthly expenditure on network TV more than 41%, according to figures based on Publishers Information Bureau data.

In April of this year P & G spent a record amount on network TV—$2,807,563—compared to a network TV expenditure for April 1954 of $1,988,830. With its April network radio purchases added, the combined P & G figure comes to $3,657,280, nearly $100,000 more than March, about $500,000 over February and some $300,000 above January.

Once again, two-thirds of the top 10 network TV advertisers were spending more than $1 million per month on the network medium. The same advertisers which placed in the March over-$1-million category reappear in that exclusive bracket during the month of April.

On the combined basis, three network advertisers placed in the radio and TV top tens both last April and for the previous April. All three increased their combined expenditures: P & G by nearly 14.5%; Colgate-Palmolive over 10%; and Gillette by some 47%. More TV outlay by each firm was the principal factor boosting the budget.

In the April radio top 10, General Motors, Liggett & Myers Tobacco and National Dairy Products were among the new leaders, replacing General Foods, Sterling Drug and General Mills whose network radio expenditures during April of 1954 placed them in the top 10 grouping.

Only one spot in the TV top 10 changed, Lever Bros replacing General Mills as the 10th ranking advertiser. Although appear-

### TV ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING APRIL OF 1955 AND 1954 WITH JANUARY—APRIL TOTALS

<table>
<thead>
<tr>
<th>Product Groups</th>
<th>April '55</th>
<th>April '54</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$354,675</td>
<td>$1,358,043</td>
<td>-74.3%</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>3,387,048</td>
<td>2,212,774</td>
<td>53.0%</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>768,845</td>
<td>624,260</td>
<td>22.9%</td>
</tr>
<tr>
<td>Bldg., Materials, Equip. &amp; Supplies</td>
<td>159,243</td>
<td>181,825</td>
<td>-12.7%</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>632,406</td>
<td>607,935</td>
<td>4.1%</td>
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<tr>
<td>Consumer Services</td>
<td>124,251</td>
<td>70,212</td>
<td>77.0%</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1,590,795</td>
<td>958,142</td>
<td>66.6%</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>6,721,235</td>
<td>5,103,578</td>
<td>31.6%</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>440,729</td>
<td>265,098</td>
<td>67.7%</td>
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<tr>
<td>Horticulture</td>
<td>35,422</td>
<td>11,669</td>
<td>204.2%</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>2,286,400</td>
<td>2,083,090</td>
<td>5.9%</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>383,915</td>
<td>498,471</td>
<td>-29.2%</td>
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<tr>
<td>Industrial Materials</td>
<td>667,947</td>
<td>477,906</td>
<td>41.2%</td>
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<tr>
<td>Insurance</td>
<td>149,652</td>
<td>159,080</td>
<td>-5.9%</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>452,243</td>
<td>275,355</td>
<td>62.8%</td>
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<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>474,755</td>
<td>432,592</td>
<td>9.6%</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>75,063</td>
<td>9,468</td>
<td>667.6%</td>
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<tr>
<td>Radio, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>824,255</td>
<td>484,032</td>
<td>70.4%</td>
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<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>10,392</td>
<td>10,392</td>
<td>0.0%</td>
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<tr>
<td>Smoking Materials</td>
<td>3,348,433</td>
<td>3,556,263</td>
<td>-6.3%</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>3,591,773</td>
<td>2,951,808</td>
<td>21.4%</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
<td>18,855</td>
<td>28,900</td>
<td>-34.4%</td>
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<tr>
<td>Toletries &amp; Toilet Goods</td>
<td>5,885,878</td>
<td>3,520,959</td>
<td>69.0%</td>
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<tr>
<td>Travel, Resorts &amp; Hotels</td>
<td>38,280</td>
<td>61,799</td>
<td>-38.3%</td>
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<tr>
<td>Miscellaneous</td>
<td>307,207</td>
<td>225,827</td>
<td>35.9%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$32,719,305</strong></td>
<td><strong>$25,528,953</strong></td>
<td><strong>28.7%</strong></td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

Page 30 • July 4, 1955

Broadcasting • Telecasting
The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of April 1955.

Network tv's gross billings hit $132,018,673 for the January-April period compared to $99,928,035 for the comparable months last year. In radio, gross billings stood at $42,163,923 compared to $51,643,527. On the April-to-April comparison, radio's monthly gross billings dropped more than $2 million, while tv picked up more than $7 million.

Strides were made in April in total time sales for nearly every tv network product group. The automotive category was up about $1 million, food and food products more than $1.5 million, household equipment and supplies were up, as were soaps, cleansers and polishes and toiletries and toilet goods. The latter product group jumped from more than $3.5 million in April 1954 to nearly $6 million in April 1955 with Gillette Co. ($1,113,312) the leading advertiser in that category. Smoking materials were off from the previous April in network tv but up in network radio. But every one of the million-dollar product categories in network radio were down according to the tabulation.

### ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARE APRIL OF 1955 AND 1954 WITH JANUARY-APRIL TOTALS

#### GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY-APRIL 1955, COMPARED TO 1954

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Jan.-April '55</th>
<th>Apr.'55 $</th>
<th>Apr.'54 $</th>
<th>Jan.-April '54</th>
<th>Apr.'54 $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$50,001</td>
<td>181,661</td>
<td>90,251</td>
<td>357,799</td>
<td>263,843</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>44,668</td>
<td>67,661</td>
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<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>166,886</td>
<td>468,991</td>
<td>334,714</td>
<td>944,783</td>
<td></td>
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<td>Bldg. Materials, Equip. &amp; Fixtures</td>
<td>1,53,69</td>
<td>112,786</td>
<td>571,275</td>
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<td></td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>138,907</td>
<td>686,256</td>
<td>185,467</td>
<td>896,722</td>
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<tr>
<td>Consumer Services</td>
<td>65,706</td>
<td>282,394</td>
<td>139,566</td>
<td>652,331</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>1,078,263</td>
<td>5,080,777</td>
<td>1,615,761</td>
<td>6,962,236</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>2,003,436</td>
<td>8,68,136</td>
<td>2,462,116</td>
<td>10,697,564</td>
<td></td>
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<tr>
<td>Freight, Industrial &amp; Agr. Development</td>
<td>16,151</td>
<td>404,894</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>462,286</td>
<td>181,043</td>
<td>441,062</td>
<td>2,167,192</td>
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<tr>
<td>Horticulture</td>
<td>28,360</td>
<td>62,392</td>
<td>50,728</td>
<td>84,688</td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
<td>278,942</td>
<td>1,080,379</td>
<td>385,258</td>
<td>1,400,527</td>
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<td>Household Furnishings</td>
<td>45,895</td>
<td>212,933</td>
<td>33,688</td>
<td>224,901</td>
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<tr>
<td>Industrial Materials</td>
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<td></td>
<td>299,897</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>1,289,288</td>
<td>198,483</td>
<td>781,856</td>
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<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>123,826</td>
<td>653,770</td>
<td>161,431</td>
<td>511,076</td>
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<td>Political</td>
<td>7,998</td>
<td>7,998</td>
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<td>Publishing &amp; Media</td>
<td>91,613</td>
<td>648,824</td>
<td>60,388</td>
<td>241,092</td>
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<td>Radios, tv Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>108,460</td>
<td>458,366</td>
<td>182,992</td>
<td>768,597</td>
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<td>Retail Stores &amp; Direct by Mail</td>
<td>11,383</td>
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<td>Smoking Materials</td>
<td>927,668</td>
<td>3,733,101</td>
<td>808,240</td>
<td>4,220,219</td>
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<td>Soaps, Cleansers &amp; Polishes</td>
<td>1,046,248</td>
<td>4,304,626</td>
<td>1,358,484</td>
<td>5,302,634</td>
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<td>Sporting Goods &amp; Toys</td>
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<td>Toiletries &amp; Toilet Goods</td>
<td>1,263,966</td>
<td>4,820,674</td>
<td>1,797,120</td>
<td>7,266,897</td>
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<td>Travel, Resorts &amp; Hotels</td>
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<td>127,300</td>
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<td>Miscellaneous</td>
<td>830,990</td>
<td>3,387,179</td>
<td>720,851</td>
<td>2,920,083</td>
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**Total: $9,923,808**

### LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING APRIL 1955

<table>
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<tr>
<th>Group</th>
<th>Jan.-April '55</th>
<th>Apr.'55 $</th>
<th>Apr.'54 $</th>
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<tbody>
<tr>
<td>Allis-Chalmers Mfg. Co.</td>
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<td>43,480</td>
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<td>General Motors Co.</td>
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<td>Anheuser-Busch Inc.</td>
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<td>William Wrigley Jr. Co.</td>
<td>110,832</td>
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<td>American Tel. &amp; Tel. Co.</td>
<td>62,611</td>
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<td>National Dairy Products Co.</td>
<td>250,327</td>
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<td>Bekins Van &amp; Storage Co.</td>
<td>9,021</td>
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<td>Texas Co.</td>
<td>131,494</td>
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<td>Ferry-Morse Seed Co.</td>
<td>28,360</td>
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<td>Seeman Brothers Inc.</td>
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<td>Burton-Dixie Corp.</td>
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<td>Mutual Benefit Health &amp; Acc.</td>
<td>89,040</td>
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<td>Longines-Wittnauer Watch Co.</td>
<td>123,826</td>
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<td>Minnesota Mining &amp; Mfg. Co.</td>
<td>37,584</td>
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<td>Abraham Lincoln National Republican Club</td>
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<td>Crowell-Collier Publishing Co.</td>
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<td>RCA</td>
<td>52,962</td>
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<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>277,260</td>
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<td>Procter &amp; Gamble Co.</td>
<td>601,734</td>
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<td>Gillette Co.</td>
<td>429,521</td>
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<td>State of Florida</td>
<td>31,500</td>
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<tr>
<td>American Federation of Labor</td>
<td>119,109</td>
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J. W. THOMPSON ELEVATES TOP OFFICERS

Stanley Resor elected board chairman, to be succeeded as president by Norman H. Strouse. Henry C. Flower Jr., Samuel W. Meek are elected vice chairman of board.

ELEVATION of Stanley Resor to chairman of the board and election of Norman H. Strouse to succeed him as president of J. Walter Thompson Co. were announced Friday.

The elections, held at a meeting of the agency board Wednesday, were announced Friday. Also elected were Henry C. Flower Jr., with JWT since 1929, and Samuel W. Meek, with the agency since 1925, as vice chairman of the board.

Mr. Strouse has been with the agency since 1929 when he joined its San Francisco office as an assistant and acting manager. In 1945, Mr. Strouse moved to JWT's Detroit office as a vice president, and eight years ago was named manager of that office. He also has been a director of the agency.

Active in various advertising affairs, Mr. Strouse served for several years on the board of governors of the San Francisco chapter of the Assn. of American Advertising Agencies and was president of the Advertising Golf Assn., San Francisco. He also is secretary-treasurer of the National Outdoor Advertising Bureau.

Henry C. Flower Jr., elected vice chairman, was vice president and a director of the Detroit United Foundation; vice president of the Detroit Central Business District Assn., and a member of the Detroit Economic Club, Detroit Sales Executives Club and the Junior Achievement Clubs of Southeast Michigan.

K & E REVEALS PLANS FOR CHICAGO EXPANSION

THERE is no such thing as a "bad medium" for an advertiser but only the "effectual use" of media by agencies involved, Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt Inc., told to over 200 media representatives in Chicago Thursday.

Mr. Brophy spoke along with other key K & E executives at a luncheon reception for network, station, representative and other media executives at the Ambassador East Hotel. Purpose of the luncheon was to announce the agency's expansion plans for Chicago and to introduce Walter Lawrence, newly-appointed vice president in charge of that office [B&T, June 27].

The appointment of Harry Sager, media-research director of Krupnick & Assoc., St. Louis, for the past six years, as new media chief for K & E in Chicago also was announced. Media can be used effectively and successfully when it is utilized over an extended period of time, Mr. Brophy asserted. He blamed in-competent agencies for much of ineffective media utilization, claiming they do "more harm to you and me." He also suggested arguments that "radio is no longer effective or that it is no longer a factor" and that tv is "too expensive."

William B. Lewis, K & E president, said the agency's goal is to become truly "national" with a limited number of accounts (30-35), and cited Kenyon & Eckhardt's stock option, retirement and other "incentive plans."

Its Chicago media plans were discussed by Joseph Braun, vice president and media director. K & E will expand its office force (now about 15) in a bid to accommodate new accounts with roots in the Midwest. The Chicago office now handles the Whirlpool account and services Lincoln-Mercury. It will handle others within the framework of media considerations and the clients' particular desires, he added.


FACILITIES of the W. E. Long Co., Chicago advertising and management consultant service for various baking institutions, have been purchased by its clients and will be operated as a cooperative association of independent bakers effective Jan. 1, 1956.

Gerald L. Williams, Williams Baking Co., Scranton, Pa., has been elected president of the co-op. E. E. Hanson currently is president of W. E. Long Co. Present management and executives of the Long agency, including Ed C. Fritz as radio-tv director and David Hayes, will be retained to direct operation of the association. No personnel changes are contemplated.

Decision to form a cooperative was made at the 41st general managers conference of nearly 150 leading bakers in Chicago last week.

STERLING DRUG ELECTS HIEBERT

J. MARK HIEBERT, executive vice president and a director of Sterling Drug Inc., has been elected president of the company, succeeding James Hill Jr., board chairman and retiring president. Mr. Hill, who became president in 1941 and board chairman in 1949 upon the death of Edward S. Rogers, continues as both chairman and chief executive officer of Sterling Drug.
Radio in Baltimore is BIG!

The only way to reach every family in the Baltimore Trading Area is by radio. Radio offers 98.6% penetration of the whole Baltimore metropolitan area. No other advertising medium offers anything like this penetration. The only way to get your message to everybody is radio! Yes—

Radio in Baltimore is BIG!

And the big bargain buy in Baltimore radio is W-I-T-H. Top Nielsen circulation in the home county goes to W-I-T-H. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. Ask your Forjoe man for the whole story!

IN BALTIMORE BUY WITH

Tom Tinsley, President
R. C. Embry, Vice President

National Representatives: Forjoe & Co.

Broadcasting • Telecasting
STEINMAN STATIONS
top management
and engineering executives
both chose
Stainless
for their 480-foot mountaintop tower

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

Stainless, inc.
North Wales, Pennsylvania

Clair McCollough
President
WGAL-TV

J. E. Mathiot
Technical Director
WGAL-TV
TV ANNUAL VOLUME AT $841 MILLION

Oliver Treyz, TVB president, says national advertisers are putting more money into TV than into any other medium.

NATIONAL advertisers are now for the first time putting more money into television than into any other advertising medium, President Oliver Treyz of the Television Bureau of Advertising asserted. He said they are now investing in TV at an annual rate of $841 million, "a record expenditure in any medium."

This figure represented expenditures for both time and talent in both network and national spot television. It did not include local TV advertising, but TVB officials supplied an estimate in that category to complete the breakdown between network, spot and 'local business (time and talent) as follows, showing the annual rate at which investments currently are being made:

| Network | $588,000,000 |
| National Spot | 253,000,000 |
| Local | 250,000,000 |

This would mean that advertisers will put a total of $1,091,000,000 into television time, talent and production during 1955, assuming their expenditures continue at the pace achieved in the first four months of this year.

Mr. Treyz cited Publishers Information Bureau data as showing that national advertisers boosted their network billings for the Jan.-April period of 1954 by 33% over their total for the same period of 1954. Expenditures in spot television also are up one-third, he said.

TVB also noted that the Bureau of Advertising, American Newspaper Publishers Assn., has estimated that national advertisers currently are spending at an annual rate of $650 million for newspaper space. Even adding $50 million for their newspaper advertising production costs, TVB pointed out that the $700 million total still would be substantially below the annual rate of their expenditures in network ($588 million) and national spot ($253 million).

"In one word," Mr. Treyz said, "television has leaped from the third to the first medium in national advertising expenditures. As the fastest growing and now the biggest medium for national advertised leadership in becoming more and more important in sustaining the dynamic growth of our economy."

'55 Tv Spending of $1 Billion Expected by Standard & Poor

TELEVISION advertising expenditures could reach $1 billion this year and the decline in radio billings seems to be leveling off, according to the Standard & Poor analysis for June 23. Total advertising expenditures for the year are projected at approximately $8.7 billion and could possibly reach $9 billion in a strong general economy," S & P states, noting that this would be the ninth consecutive record year, up from $8.15 billion in 1954.

Overall, the first four months of 1955 saw advertising expenditures 11% ahead of those for the first four of 1954, with all major media showing gains except network radio, which declined 17%. The gain for network TV was 34%, for newspaper 14%, the analysis reports.

"Television advertising outlays in 1955 could exceed $1 billion, as compared with approximately $810 million in 1954," S & P predicts.

MacManus, John & Adams Opens New Office in Miami

MIAMI OFFICE of MacManus, John & Adams Inc., Bloomfield Hills, Mich., agency was opened last Friday in the Alfred I. DuPont Bldg., James R. Adams, president, announced [BT, June 27]. Kenyon Lee, vice president who has been with the agency 10 years, is in charge. He has been associated with the Dow Chemical Account. He formerly was with WQAM Miami.

Mr. Adams said that the Miami office "will enable us to better serve our present clients... and provide a selective advertising counsel" for other Florida firms. The agency accounts to be serviced from the new office include Cadillac and Pontiac divs, of General Motors Corp., Champion Spark Plug Co., Dow Chemical, Bendix Aviation Corp. and Ferry-Morse Seed Co.

Doeskin Switch to Radio Stressed in Peale Renewal

CITING its switch from tv to radio as successful, Doeskin Products Inc. said last week it will renew its option on the daily Norman Vincent Peale program on WBT radio (Mon.-Fri., 10:05-10:15 a.m. EDT) which it has sponsored since April 4. The program takes a 13-week summer break, starting today (Monday) and resumes Oct. 3.

Emmanuel Katz, president of Doeskin, said the company's "switch in advertising from television to radio and our unusual purchase of the Dr. Peale program early this spring was a calculated step which has proved extremely successful."

The show, featuring the Protestant minister, is on 201 stations. The program is to be continued sustaining through the summer period with Dr. Peale recording programs while on a European tour. Grey Adv. is Doeskin's agency.

Swift Off 'Breakfast Club'

SWIFT & Co. will pull its various products off ABC Radio's Breakfast Club table July 29 after over 14 years association with the morning Don McNeill stanza (8-9 a.m.).

The surprising notice of Swift's intent to cancel its daily 8:15-8:45 segment went out to ABC Central Div. last Monday, it was learned. The meat packer started sponsoring the Breakfast Club in February 1941 and was the anchor sponsor of the show. Swift agencies are J. Walter Thompson Co. and McCann-Erickson Inc., Chicago.

Ford Details Contents, Stars Of 90-Minute 'Star Jubilee'

DETAILS of contents and featured personalities of Ford Star Jubilee, the biggest and-a-half tv program to be sponsored by the Ford Div. Ford Motor Co. over CBS-TV, starting Sept. 24 [BT, June 20], were announced last week by L. W. Sneed general sales manager of Ford Div. J. Walter Thompson Co. is the agency.

The series, consisting of 10 productions, will be telecast on Saturday at 9:30-11 p.m. EDT. Among the stars who will appear on Ford Star Jubilee are Bing Crosby, who will be featured on two programs, and Noel Coward and Mary Martin, who will give a "two man" performance based on theatrical successes in which they have appeared. Mr. Coward also will produce and star in his Blithe Spirit and the American premiere of Peace In Our Time.

Theatrical producer Paul Gregory will produce two of the Ford shows, one of which will be The Big Banjo, a musical salute to America's minstrels, with an all-star cast. Other productions in the series have not been set.

D'Arcy's Oberwinder Retires; Orthwein Elected as Successor

J. FERD. OBERWINDER, president of D'Arcy Adv., St. Louis and New York, for the past 10 years, announced his retirement last week. He has been a member of the firm for 43 years.

Percy J. Orthwein, with the agency since 1926 and executive committee chairman since 1951, was elected to succeed Mr. Oberwinder as president. Robert M. Ganger was re-elected chairman of the board. He has been with the agency since 1953.

In a farewell message to the stockholders, Mr. Oberwinder said, "It has been stimulating indeed to see this nucleus grow from an annual sales volume of some $600,000 to its present volume in excess of $50,000,000; and from that meager start in St. Louis to a nationwide organization with offices in St. Louis, New York, Chicago, Cleveland, Los Angeles, Atlanta, Dallas, Houston, Toronto, Mexico City, and Havana.

Simplicity Switches to TV

SIMPLICITY PATTERNS, New York, last week signed a three-year agreement with NBC-TV for $250,000 per year, all for participations on Today, Home and Tonight. Significant aside from the exceptionally long-term firm tv contract is the fact that the advertising budget for Simplicity was switched from women's magazines into television. Agency is Grey Adv., New York.

One-Third Non-Tv Families See Tv Regularly, Whan Says

OVER one-third of non-tv families see tv programs regularly outside their homes, according to an analysis of the Topeka, Kan., audience by Dr. F. L. Whan, of the Kansas State College Committee on Radio-Tv Policy. Based on nearly 2,000 cases, the study probed viewing habits in a 20-county area.

The survey showed 38.6% of non-tv families see tv regularly in other places, with 16.3% of tv families looking at programs outside their homes. The non-tv families see their programs at a neighbor's home in 55.1% of cases, and at a relative's home 35.6% of the time. Other places of viewing include store or downtown,
2.9%, tavern or bar 1.3%, at business or work 0.3%.

Dr. What found that total viewing hours per average weekday amounted to 5.48 hours for women, 3.65 for men, 3.52 for teenagers and 4.20 for children. In all cases, hours of farm viewing ran ahead of village and urban viewing.

On the average weekday, family viewing totaled 5.4 quarter-hours in morning, 7.7 in afternoon and 14 in evening. Saturday totals were 3.5 quarter-hours in morning, 8.7 in afternoon and 16.7 in evening. Sunday totals were 2.6 quarter-hours in morning, 10.4 in afternoon and 13.9 in evening.

ADVERTISING RESEARCH EXPLOUNDED AT SEMINAR

Assn. of National Advertisers issues report on seminar at which over 100 representatives were told a new era of advertising measurements is at hand.

ASSN. of National Advertisers last week issued a report on an all-day seminar June 10 at which representatives of leading consumer companies heard presentations from various executives on the ways advertising research can contribute to better management of the advertising function.

Henry Schachte, advertising vice president, Lever Bros., told the meeting "there are indications that we are about to break into a new era where advertising measurements will be done on a competitive basis, so that they can be better oriented into the job of marketing."

The five elements listed by Mr. Schachte as "going into the marketing cycle of any product" were "right product, right price, right package, available and wanted."

In a presentation on "How to Use Research in the Creation of Effective Advertising," Alfred Politz, president, Alfred Politz Research Inc., indicated that "research contributes when we consider ourselves the ally of management, the ally of the creative copywriter, the ally of the salesmen and help them in the development of ideas." He challenged the notion that the creative aspects of research can be separated from the analytical.

Paul Gerhold, vice president, media and research, Poonton, Conner & Belding, presented a number of specific findings based on various types of performance research, which he defined as "research that is based on measuring what advertising does." He warned that research based on consumer judgment or opinion has "very serious limitations" because people "basically can't predict what they are going to do." He acknowledged that performance tests are not perfect, but said they "ought to have a great deal more predictive value than tests which simply get other people's opinion about the quality of an advertisement."

Darrell B. Lucas, chairman, department of marketing, New York U., and technical director, Advertising Research Foundation, offered the following "directional signals" for advertising research:

"Pick the key men for your research staff from professionally trained research men. . . . Keep forever at the job of analyzing sales results in relation to advertising. . . . Keep the process of systematically and scientifically, if possible, devising a method of determining the advertising appropriates. . . . Keep some time from research; be skeptical but don't be suspicious. . . . Keep sharp by keeping a hand in the field work."

Export Advertising Volume Rising Rapidly, Survey Shows

RESULTS of the sixth annual survey by the International Advertising Assn., New York, announced last Thursday, showed that U. S. companies' international advertising in 1954, exceeded "by a considerable margin" the $280 million expended for international advertising in 1953. An IAA spokesman set the 1954 figure at upwards of $300 million.

Of those companies responding to the survey, 95% said their export advertising volume in 1954 was greater than or equal to 1953; 94% of those doing business in branches and subsidiaries said this volume in 1954 was equal to or greater than the amount spent in 1953.

Export advertising volume in 1953 will equal or exceed 1954, it was predicted by 90% of the executives in companies advertising internationally. Among companies with branches and subsidiaries advertising overseas, 97% expect their branches' 1955 advertising volume to equal or exceed last year's.

Grey to Get Lee Account

GREY Adv. last week acquired the H. D. Lee Co., Kansas City, account. Lee Co. has an advertising budget of approximately $500,000 for its Lee clothes for work and play. The account will move to Grey from Gardner Adv. next Jan. 1.

GE Adds 18 Outlets

GENERAL ELECTRIC Co. has added 18 stations to its lineup for The General Electric Theatre (CBS-TV, Sun., 9-9:30 p.m. EDT), raising to 146 the number of outlets now carrying program. Summer series of 13 repeat shows began on June 26. Agency is BBDO, N. Y.

AGENCY PEOPLE

N. R. Lorman, merchandising and sales promotion director, Product Services Inc., N. Y., appointed vice president and plans board member; Ruth Davis, Norton & Condon (public relations), N. Y., to Product Services as publicity director.


Arthur E. Trask, account executive, Dan B. Miner Co., L. A., elected vice president.

James K. Maloney, art director, Lennen & Newell, N. Y., appointed vice president.

Ray M. Schoenfield, media buyer, Krupnick & Assoc., St. Louis, appointed media manager, succeeding Harry N. Sager, media director, who moves to Krupnick & Eckhardt, Chicago, in media capacity; Neillene C. Zeis, research assistant, named market research manager.

Horace D. Nalle, account supervisor, Geare-Marston, Phila., named vice president.

John R. Sheehan, radio-television director, Cunningham & Walsh, N. Y., appointed vice president.

Arthur R. Ross appointed eastern manager, tv-radio dept., Campbell-Ewald Co., N. Y.

William J. Stenson, formerly timebuyer, Weiss & Geller, Chicago, to Campbell-Mithun Inc., same city, as chief radio-timebuyer.

AGENCY APPOINTMENTS

Reed Products Co. (tablets), St. Louis, and Wisconsin Malting Co. appoint Charles O. Puffer Co., Chicago. Reed has been using radio.

Gold Seal Div., Congoleum-Nairn (smooth surface floor and wall covering), Kearney, N. J., has appointed Dancer-Fitzgerald-Sample, N. Y.

Food Div., G. F. Heublein & Bro. (A-1 sauce, other food products), N. Y., names Bryan Houston Inc., N. Y.


Rhodes Pharmaceutical Co., Cleveland, appoints Carlos Franco Assoc., N. Y., as marketing and research consultants for all products.

NETWORK NEW BUSINESS


Procter & Gamble Co., Cincinnati, signs for segments of new series, It Pays to Be Married on NBC-TV (Mon.-Fri., 3:30-4 p.m. EDT) effective July 4. Program replaces The Greatest Gift (3:30-4:15 p.m.) and Concerning Miss Marlowe (3:45-4:30 p.m.). Agency: Benton & Bowles, N. Y.

Tom Div., Gillette Co., Chicago, will sponsor Dollar a Second for eight weeks on NBC-TV (Tues., 9:30-10 p.m. EDT) starting tomorrow (Tues.). Program will return to NBC-TV in fall. Agency: Weiss & Geller, Chicago.

American Chicle Co. (gum), Long Island City, N. Y., and International Cellucotton Products Co. (Kleenex), Chicago, to sponsor on alternate weeks Summer Time, re-run of outstanding tv film dramas of past season, on NBC-TV starting tomorrow (Tues.) 9-9:30 p.m. EDT and ending Aug. 23. Agencies: Ted Bates Co., N. Y., for American Chicle; Foote, Cone & Belding, N. Y., for International Cellucotton.

General Foods Corp., White Plains, N. Y., to sponsor Ray Milland show on CBS-TV (M-F, 8-8:30 p.m. EDT) when it moves to new time slot, Fri., 9-10 p.m. EDT, effective July 8 through Sept. 30, replacing Our Miss Brooks for summer season. Agency: Young & Rubicam, N. Y.

Warner-Lambert Co., N. Y., will sponsor five programs of NBC-TV Robert Montgomery summer show (Mon., 9-10:30 p.m. EDT) on July 4 and 18, Aug. 1, 15 and 29. Agency: Kenyon & Eckhardt, N. Y.

NETWORK RENEWALS

Coca-Cola Co., N. Y., renews Cole Time on MBS (Tues.-Thurs., 7:45-8 p.m. EDT), starting July 5. Agency: D'Arcy Adv., N. Y.

ADVERTISERS & AGENCIES

Page 36 • July 4, 1955
ANNOUNCEMENT

It is with deep regret that the Hawley Broadcasting Company announces the discontinuance of its television service on WEEU-TV, Channel 33, in Reading, Pa. Telecasting ceased after the completion of regular programming on Thursday, June 30, 1955.

The decision to cease operations was reached only after serious, careful, and long deliberation. The Hawley Broadcasting Company has operated an Ultra High Frequency television station for over two years, having commenced telecasting in April of 1953.

It has been the goal of the Hawley Broadcasting Company, since its original entry into television, to provide a community service to the residents of Reading and Berks County. This service was augmented by bringing to the viewers of this area the top nationally-known programs of both the NBC and ABC television networks. It has been our sincere feeling that an opportunity for local participation in the new mass communications media should be available in a city and county as large as Reading and Berks.

However, due to the tremendous operating costs involved in maintaining an efficient television service in our community, coupled with apathy on the part of national and network advertisers to support the Channel 33 development, suspension of operations has become necessary. It is not the desire nor intent of the Hawley Broadcasting Company to lay the blame for this unfortunate situation on the doorstep of any individual or group. The problems facing operators of Ultra High Frequency television stations across the nation are varied and complex. The competitive factors involving viewing habits and lack of equal opportunity to be on every television dial are only part of the story. The electronic curtain has been drawn, and WEEU-TV, Reading, Pennsylvania, now joins the long list of Ultra High Frequency television stations across the nation that have found it necessary to withdraw from operations because of the economic instability that is plaguing UHF broadcasting.

The Hawley Broadcasting Company has requested permission from the Federal Communications Commission to cease all television operations for a period of six months. During this period, a careful study and analysis of the situation will be made. If it is at all possible to resume operations at a later date in television broadcasting on a more sound and stable basis, this will be done.

The suspension of television operations in no way affects the operation of WEEU Radio which will continue to serve you as it has over the years.

May we at this time express our sincere thanks and appreciation to all of the advertisers, locally, nationally, and on the networks, who supported our efforts during our more than two years operation. Our expression of gratitude is also extended to all the many civic, cultural, educational, religious, medical, governmental, social, and entertainment groups who assisted us materially, and in nearly all cases without remuneration, to help make our Channel 33 operation a community station operated in the interest of the people of Reading and Berks County.

Hawley Broadcasting Company
PAUL COATES’
CONFIDENTIAL FILE
SOLD TO BARDAHL
ON THE VITAPIX STATION LINE-UP
PLUS NEW YORK AND MANY OTHER MARKETS
COAST-TO-COAST • EVERY OTHER WEEK • STARTING IN SEPTEMBER
HURRY ALTERNATE WEEKS IN MOST MARKETS STILL AVAILABLE ACT NOW

All These Guild Shows...
READY NOW FOR REGIONAL AND NATIONAL SPONSORS

CONFIDENTIAL FILE
Paul Coates’ crusading behind-the-scenes report on America...with candid closeups of its people and problems. A new and exciting concept in the presentation of dramatized journalism. It’s the show all America will soon be talking about.

THE GOLDBERGS
On their 25th anniversary The Goldbergs have moved to Haverville, U.S.A. and Molly’s having the time of her life...with new friends, a new home, and fresh new adventures. Now, all America will love Molly, (the country’s greatest saleswoman, too!) more than ever.

GUILD FILMS
460 PARK AVENUE • NEW YORK 22, N.Y.
IN CANADA: S. W. CALDWELL LTD., TORONTO
Murray Hill 8-5365

Page 38 • July 4, 1955
It's Here! A National and Regional Spot Plan That Combines Program and Time in a Single Package!

VITAPIX PROVIDES THE TIME...AND GUILD PROVIDES THE PROGRAMS

I SPY starring RAYMOND MASSEY
Distinguished actor, Raymond Massey, brings you the true and exciting stories behind history's most famous spies. I SPY sets a new trend for impact in mystery, intrigue and adventure.

INA RAY HUTTON SHOW
The first truly original musical personality to come along in years...and GUILD has surrounded this vivacious bundle of talent with top guest stars. A show that literally sparkles with glamour and gaiety...music and mirth. Nothing like it on TV!

VITAPIX provides desirable time periods in all markets selected...on stations with proved audience leadership. Single billing...single proof of performance...maximum flexibility. To see how VITAPIX-GUILD coordinated facilities can serve you — contact GUILD FILMS today!

THE VITAPIX STATIONS

| KJNG-TV | Amarillo, Texas |
| WSBB-TV | Atlanta, Georgia |
| WRD-TV | Augusta, Georgia |
| WMAR-TV | Baltimore, Md. |
| WABT | Birmingham, Ala. |
| WBZ-TV | Boston, Mass. |
| WCR-TV | Buffalo, N. Y. |
| WMSTV | Cedar Rapids, la. |
| WBT | Charlotte, N. C. |
| WGN-TV | Chicago, Ill. |
| WKRC-TV | Cincinnati, Ohio |
| WXEL-TV | Cleveland, Ohio |
| WDAK-TV | Columbus, Ga. |
| WBN-NS-TV | Columbus, Ohio |
| WHIO-TV | Dayton, Ohio |
| KJLZ-TV | Denver, Colo. |
| WWJ-TV | Detroit, Mich. |
| WGBS-TV | Ft. Lauderdale, Fla. |
| KPJJZ-TV | Ft. Worth, Tex. |
| WMBV-TV | Marinette-Green Bay, Wis. |
| WFMY-TV | Greensboro, N.C. |
| WFB-SV | Greenville, S. C. |
| KPSC-TV | Houston, Texas |
| KTWH | Hutchinson, Kan. |
| WPBM-TV | Indianapolis, Ind. |
| WKZO-TV | Kalamazoo, Mich. |
| KCNO-TV | Kansas City, Mo. |
| WCAR-NS-TV | Lancaster, Pa. |
| KOLN-TV | Lincoln, Neb. |
| KTLA-TV | Los Angeles, Cal. |
| KDU-B-TV | Lubbock, Texas |
| WMCT | Memphis, Tenn. |
| KSFT-TV | Minneapolis, Minn. |
| WSM-TV | Nashville, Tenn. |
| WNHC-NS | New Haven, Conn. |
| WSU-NS | New Orleans, La. |
| WATR-TV | Norfolk, Va. |
| WKY-TV | Oklahoma City, Okla. |
| WOTV | Omaha, Neb. |
| KPHO-TV | Phoenix, Ariz. |
| KDKA-TV | Pittsburgh, Pa. |
| WGNS-TV | Portland, Maine |
| KOIN-TV | Portland, Ore. |
| WJAR-TV | Providence, R. I. |
| WSLS-NS | Roanoke, Va. |
| WHAM-TV | Rochester, N. Y. |
| WHBF-TV | Rock Island, Ill. |
| KKW-TV | St. Louis, Mo. |
| KSL-NS | Salt Lake City, Utah |
| WOAI-TV | San Antonio, Tex. |
| KRMR-NS | San Francisco, Calif. |
| KING-TV | Seattle, Wash. |
| WGEN-TV | Syracuse, N. Y. |
| WSPD-TV | Toledo, Ohio |
| KVOO-TV | Tulsa, Okla. |
| WFT-NS | Wichita Falls, Tex. |
| WILK-TV | Wilkes Barre, Pa. |
NBC-TV GETS BRITISH FILM AS SPECTACULAR

'The Magic Box,' J. Arthur Rank production, acquired from National Telefilm Assoc. for reported price of $75,000.

National Telefilm Assoc., New York, announced last week that NBC-TV has acquired rights to J. Arthur Rank's production, "The Magic Box," for presentation as a 1½-hour color 'spectacular' on a date still to be determined. The price paid by NBC-TV to NTA was reported to be $75,000.

The motion picture originally was acquired by NTA as part of its "Fabulous Forty" films produced in Great Britain. Along with the 39 other films, "The Magic Box" was placed in syndication by NTA and sold to 18 stations, including WCBS-TV New York. To effect the agreement with NBC-TV, NTA accordingly had to obtain releases from each of the 18 stations -- including the CBS-owned outlet.

The sales were granted by Ely Landau, NTA president, said because of "the sincere desire of each of the stations to help build prestige for feature films shown on TV in this country. It has only been during the past several months that top-grade feature films have been made available by their producers for showing on TV, and these stations recognized that the showcasing of a feature film on so important a program as an NBC-TV 'spectacular' would in the long run, benefit them all."

In obtaining rights to "The Magic Box," NBC-TV contracted for the showing on a color 'spectacular,' as well as an option for a re-run. The network originally had planned to schedule the feature film on its Producers Showcase pro-

Six Buy Film Episodes For Summer Replacements

Six national advertisers have purchased, as summer replacements of network shows, 35 out of the 52 half-hour filmed episodes available of "Herald Playhouse," dramatic series formerly titled "Schlitz Playhouse of Stars." Don L. Kearney, vice president in charge of sales, ABC film syndication, announced last week.

Sales included: Pet Milk Co., through Gardner Adv., both S. and C. Johnson & Son, Racine, Wis., through Needham, Louis & Brody, Chicago, alternate-week sponsorship on CBS-TV, Tuesdays, 9:30-10 p.m. EDT, starting June 21; Maytag Co., Newton, Iowa, through McCann-Erickson, Chicago, and W. A. Sheaffer Pen Co., Fort Madison, Iowa, through Russel M. Seeds, Chicago, alternate-week sponsorship on CBS-TV, Tuesdays, 8:30-9 p.m. EDT, starting July 12; American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, both New York, sponsorship on ABC-TV, Wednesdays, 8:30-9 p.m. EDT, effective July 20, and Eastman Kodak Co., through J. Walter Thompson, both New York, sponsorship on NBC-TV, Wednesdays, 8:30 p.m. EDT, starting July 13.

Patrick Rastall, midwest sales representative, handled the Pet Milk, Johnson, Maytag and Sheaffer Sales; Nat V. Donato, newly appointed eastern sales manager [8/4], June 27, handled the American and Eastman sales.

$1.45 Million in Sales Listed For Three Official Shows

Official Films Inc., New York, reported last week that sales on its latest three properties alone have accounted for more than $1,450,000 over the past two months. The figure includes sales on "My Little Margie" ($750,000), "Trouble With Father" ($300,000) and "Dateline Europe" ($400,000).

Herb Jaffe, official vice-president in charge of sales, noted that the figure is exclusive of the company's other revenue-yielding properties -- "The Star and the Story" and "Secret File," U.S.A.

Mr. Jaffe added that official has completed an overseas sale for an estimated $100,000, under which "The Scarlet Pimpernel" will be carried on the commercial channels in London, Birmingham and Manchester. Starting date in London is September and in the other two cities, the first of January.

Gannaway, Ver Halen Form New Film Production Firm

TV and motion picture production company of Gannaway-Ver Halen Inc. has been created by the partnership of Al Gannaway, who produced 43 half-hour "Grand Ole Opry" tv films, and Charles Ver Halen.

Pilot reels for two tv series, "Young Sheriff" and "Tramp Steamer," are now being offered. GPI will distribute Gannaway-Ver Halen's tv and radio properties. Plans are being formulated to record "Hired Guns," a motion picture feature, being readied for shooting, as a radio series.

Tom Hubbard, story supervisor, will write, direct and act for the new production firm. Production supervisor and associate producer will be Robert Vreeland and supervising editor will be Leon Barsha.

Screen Gems Names Cron

Appointment of John B. Cron as director of the newly-established European sales division of Screen Gems was announced last week by Ralph M. Cohn, vice president and general manager. Mr. Cron also will serve as general manager of Screen Gems of Great Britain Ltd. He will open an office in London within 60 days. Mr. Cron was national sales manager of the NBC Film Division from 1948 until early this year.

TV "SIGNAL INSURANCE" FOR MONOCHROME AND COLOR!

TARC STABILIZING AMPLIFIER

Only 5½” high, yet TARC has packed a long list of functions into this Stabilizing Amp for both monochrome and color. Clamps NTSC color video, removes switching transients and power hum ... keeps sync and video outputs constant ... removes noise and overshoots ... adjusts pix to sync ratio ... simulates sync and non-composite video. Here is another successful development out of TARC's depth of experience in the designing of multi-function video equipment.

SPECIFICATIONS

Model SA 7410
Power: 12 V, 45 watts; 283 V at 170 mA
Inputs: Negative signals and high Imp. Comp. video -23 V to 1.5 V p.p.; 150V sync, min.; Or video signals at 0.8 V p.p.
Sync 2 V to 4 V p.p.
Outputs: Line video or composite video 1.5 V at 70 ohms Imp. Monitor video or composite video 1.5 V, term. in 70 ohms
Clipping levels Adjustable from no clipping to clipping black video.

TARC ELECTRONICS INC. • 42 URBAN AVE. • WESTBURY, N. Y.
Whose electric bills will he have to pay?

Is this youngster going to grow up to help pay a lot of other people's electric bills—just as you do today?

You're actually helping to pay the bills of 4 million businesses and homes that get subsidized electricity from federal government power projects.

Government-subsidized electricity is sold to customers for less than it costs. Who pays the difference? All taxpayers, including you.

If the groups that want the government to build more and more electric power projects have their way, your children some day may have to help pay many more millions of other people's electric bills.

Isn't that another good reason for opposing any more unnecessary federal government power projects?

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine
FELLOWS SIGNS LONG-TERM NARTB PACT; WASILEWSKI TO HEAD GOVT. RELATIONS

Association president's new contract, with elevator clauses, runs up to 1960. He then will be retained as consultant until 1964 when he reaches 65.

NARTB's headquarters staff is preparing for an avalanche of new and continuing industry services by filing vacancies and adjusting the headquarters operation. With President-Board Chairman Harold E. Fellows signed to a new long-term contract [BWT, June 19], the association's leadership is assured for some years.

Another important step announced at the summer NARTB board meeting was appointment of Vincent T. Wasilewski as manager of government relations [Closed Circuit, June 20]. Mr. Wasilewski moves to the new job Aug. 10. Currently he is chief attorney of the association.

New chief counsel will be announced in the near future.

The Pay-TV Issue

One of the major assignments facing NARTB is the board-ordered campaign to acquaint Congress and the public with the facts about fee-tv. This campaign was ordered by the board to offset the barrage of publicity stuff distributed over the nation on behalf of fee-tv. A special committee will guide NARTB's campaign.

President Fellows' contract is for five years and carries an increase in salary retroactive to June 1, 1955, NARTB announced. No other details were made public.

The contract was given final approval Saturday afternoon, June 25, as final item on the three-day board agenda. The last year of a five-year contract that started June 1, 1951, was bought up by the board. Under that contract Mr. Fellows received $35,000 for the

1951-52 year with $5,000 raise each year, amounting to $50,000 for 1954-55. The pact still had a year to run at the $50,000 figure.

After buying up the fifth year, the board approved a contract that had been agreed on by Mr. Fellows and a negotiation committee. This elevator pact is understood to provide a salary of $55,000 for the 1955-56 year, retroactive to last June 1, moving up $5,000 a year to reach $75,000 in 1959-60. It is understood each $5,000 annual expense allowance was increased to around $12,000.

Effective June 1, 1960, it is understood, Mr. Fellows will become consultant, with provision for active participation in association affairs, at a salary of $20,000 a year until he reaches age 65 in 1964. A retirement annuity of around $7,500 a year, depending on actuarial tables, would go into effect at that time.

The discussion of the presidency and board chairmanship held by Mr. Fellows had included mention of an executive vice president or second-in-command post but this was tabled by the board. The second-in-command position had been held by Mr. Richards, who now serves as consultant to NARTB. He took part in the board meetings at Hot Springs.

Mr. Fellows took office in June 1951 after a selection committee had looked over a large field of candidates. The choice drew widespread industry approval. Since that time Judge Justin Miller, former board chairman, has served as a consultant. Judge Miller participated in the recent board sessions.

NARTB's finances and membership rolls have been strengthened during Mr. Fellow's four-year administration. Total membership as of July 1 was 2,006 compared to 1,463 in 1951, a four-year increase of 37%.

Am station membership has risen from 964 to 1,258 stations, up 30%; fm stations dropped from 371 to 335, following the pattern of fm economics; tv membership up from 57 to 277, reflecting growth of the video industry; associate membership from 67 to 128, almost double.

Network membership now includes all four radio and all four tv networks compared to two each in 1951.

Total projected income of NARTB in June

RE-ELECTED to top NARTB Radio and Tv Board posts [BWT, June 27] were (L to r): Campbell Arnoux, WATAR-TV Norfolk, Va., vice chairman, and Clair R. McCollough, Steinman Stations, chairman of Tv Board; Henry B. Clay, KWKH Shreveport, La., chairman, and E. K. Hartenbower, KCMO Kansas City, vice chairman of Radio Board.

FIVE-MAN committee will direct NARTB Tvcode Review Board's analysis of audience reaction, with Ward Quaal, WLWT (TV) Cincinnati, as chairman. Left to right: Joseph E. Baudino, Westinghouse Broadcasting Co.; Merle S. Jones, CBS; Mr. Quaal; Clair R. McCollough, Steinman Stations, and Frank M. Russell, NBC. Formation of committee was announced at the NARTB joint board meeting at Hot Springs, Va.
NOW! A COMPLETE TV STUDIO PACKAGE FOR LESS THAN $25,000

Sarkes Tarzian, Inc. offers station operators a solution to high-cost television operation. Especially suitable for present AM stations who will be getting into TV.

Sarkes Tarzian, Inc. - producer of the World's finest television tuner in the World's largest tuner plant ... 6 3/4 acres under one roof.

There's no need to think—or talk—in terms of hundreds of thousands of dollars to put a television station on the air today. This minimum package—developed and produced by Sarkes Tarzian, Inc.—is made up of studio equipment required to put live ... film ... and slide pictures on the air. Includes all required control facilities. The audio and video equipment is so arranged that expansion to more elaborate operations may be made with minimum cost. No additional control equipment would be needed.

Write for detailed description and price lists. Or, better still, visit our plant; see the equipment in operation, and get complete details first-hand.

BROADCAST EQUIPMENT DIVISION,
Sarkes Tarzian, Inc.
Bloomington, Indiana
in television—what you don't know can hurt you!

Q. Where can I get some really up-to-date information about stations equipped for color TV?

A. Easy enough. It's all in the 1955 Telecasting Yearbook... where the facilities are — what they're equipped to handle. Most complete run-down on color TV ever assembled by anybody.

Q. How are food and drug sales going in Coconino County these days?

A. Just look them up in the 1955 Telecasting Yearbook! It has the full market data story on every U.S. county — including Chattahochie, Dimmit, Musselshell and Smith.

Q. C.D.M. & S.? Is that a new agency I didn’t know about?

A. No... but if it were, the 1955 Telecasting Yearbook would have the latest directory facts on their TV accounts and the top people who handle them. Accurate stuff, right up to press time.

Q. How soon is there likely to be television service in a market like, say, Hubcap, Nebraska?

A. Well, if there's a CP outstanding with an on-air date projected — the 1955 Telecasting Yearbook will give you all the information available. And, of course, the complete story about every existing station is neatly listed in the big state-by-state directory.
Q. Say . . . what doesn't this 1955 Telecasting Yearbook contain?

A. Your advertisement — if you haven't already reserved space. And, if not, now's the time to do something prompt about it . . . because the deadline (July 15) is rolling upon us like a monsoon!

Q. You think it's a good place for us to be represented?

A. "Good" is no word for it. Like its predecessors, the 1955 Telecasting Yearbook will go to 15,000 of the most active people in television . . . men and women who thumb through, read, study and re-read its nearly 500 pages of vital TV facts, day after day, week after week, in every corner of America. This is the perfect, indispensable place for you to tell your story! Unless you prefer being a hermit . . .

Q. What's it cost?

A. Despite TV's incredible growth — and the far greater readership the 1955 Telecasting Yearbook will enjoy — rates are the same as last year for contract advertisers. Otherwise, rate card No. 8 applies.

Q. Where do I sign?

A. Right here . . . on the coupon below. This will save you a good position where multiple readings of the 1955 Telecasting Yearbook are sure to put your facts, again and again, before the people who count all year long. But hurry. Your competitors may be reading this, too!

**TELECASTING Yearbook-Marketbook**

1735 DeSales Street, Washington, D.C.

Quick! Schedule us for the following space in this year's edition, out in mid-August:

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>1 page</td>
<td>$450</td>
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*8½" x 5½" or 4" x 11"
*3½" x 11"
*3½" x 11"
*5½" x 5½"
*5¼" x 5½"
*2½" x 11" or 5¼" x 5½"
*2¾" x 5½" or 5¼" x 2½"

*One-time rate. For contract advertisers, rate card No. 7 remains in force.

Advertiser: ___________________________ Title: ___________________________

Address: ___________________________ Zone: ______ State: ______

City: ___________________________ We'll get copy to you by July 15 — complete plates by July 25. (Check which)

Per: ___________________________ State: ______

Address: ___________________________ Zone: ______

City: ___________________________
1951 was only half that of the current fiscal year, after deducting 30% of radio dues diverted to Broadcast Advertising Bureau (now Radio Advertising Bureau) during the bureau’s first year, after which radio dues were cut 30%.

About 65% of the overall doubling of income is traced to the fast growth of television, with about 20% due to the gain in radio station membership. Income from associate members has doubled in the four years.

In other actions the board confirmed selection of the Conrad Hilton Hotel, Chicago, as site for the 1956 national convention, scheduled April 15-19. The 1957 convention will be held in Chicago with the 1958 industry meeting moving to the West Coast. Either Los Angeles or San Francisco will be the site of 1958 convention.

Naming of Mr. Wasilewski to the government relations post follows six years of association service. He joined NARTB in 1949 after receiving the degree of Doctor of Jurisprudence at the U. of Illinois. He is a member of the American Bar Assn., Committee on Copyright Law Revision and Federal Communications Bar Assn.

The board’s summer meeting included a number of other actions. Phoenix, Ariz., was picked as site for the winter board meeting, scheduled in late January. A special meeting of the Radio Board is to be held this autumn to act on proposals to implement the Radio Standards of Practice (see standards story page 47).

Organizational setup for the new Assn. for Professional Broadcasting Education was approved by the board after hearing a report by Herbert L. Krueger, WTAG Worcester, Mass., chairman of the NARTB Education Committee.

**WAAM (TV) Seals Rates**

IN LINE with NARTB’s new plan to promote the TV Code, WAAM (TV) Baltimore has included a reproduction of the “Seal of Good Practice” on its rate card. Kenneth Carter, WAAM general manager and a NARTB TV Board member, said the station “is endeavoring to help make a success of the TV Code as an instrument of self-regulation, with public acceptance of the code dependent upon public awareness of its operation and provisions.”

Five broadcasters will be named to serve on the APBE board. The organization was formed to bring about jointly a higher standard of training at colleges for those planning to enter the broadcast profession.

NARTB pays $5,000 a year to the project. Serving as board members representing educators are Leo A. Martin, Boston U. and Kenneth Harwood, U. of Southern California, three years; Russell Porter, U. of Denver, and Robert Crawford, Michigan State College, two years; Sydney Head, U. of Miami (Fla.), one year.

Judge Miller met last week with Mr. Fellows to discuss plans for a demonstration of camera microphone pickups from a courtroom, to be conducted by the American Bar Assn. The ABA Canon 35 restricts use of electronic reporting in courtrooms. A closed-circuit test will be held next month in Philadelphia.

Mr. Wasilewski, reporting on behalf of the government relations department, informed directors that “after discussions with responsible government officials, there appears to be no real danger that commercial channels will be preempted for military or public use.”

Gilmore N. Nunn, WLAP Lexington, Ky., told the board about work of the Inter-American Assn. of Broadcasters and its fourth general assembly held April 9-19 at Lima, Peru. He said that “every year since its inception, the association has grown in stature and influence . . . and its record is clearly one of important and increasing successes in all fields of endeavor in the various countries where problems have arisen.” He urged continued support of IAAB by NARTB and cited examples of the way it has preserved free radio in the Western Hemisphere.

These board committees were named:

**By-Laws:** Ward L. Quail, WLWT (TV) Cincinnati, chairman; George H. Clinton, WPAR Parkersburg, W. Va.; Harold Hough, WBAP-TV Fort Worth; Alex Keese, WFFA Dallas; Robert B. McConnell, WISH Indianapolis; Robert D. Sweezey, WDSU-TV New Orleans.


**Membership:** J. Frank Jarman, WDNJ Durham, N. C., and Kenneth L. Carter, WAAM (TV) Baltimore, co-chairmen; Joseph E. Baudino, Westinghouse Broadcasting Co.; Richard M. Brown, KPOI Portland, Ore.; William Holm, WLPO La Salle, Ill.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Robert T. Mason, WMRN Marion, Ohio; James H. Moore, WSLS Roa-
NARTB TIGHTENS ITS RADIO CODE

LIST of warnings, "don'ts" and acceptability standards for the NARTB Radio Standards of Practice was adopted by NARTB's Radio Board at its June 24 Hot Springs, Va., meeting (BT, June 27). The additional language brings the radio standards and television code closer together except for the lack of a punitive section in the radio document.

A special committee to be named by President Harold E. Fellows will study the enforcement problem and attempt to fill the gap prior to a special Radio Board standards meeting slated for late autumn.

The text of the new provisions, printed herewith, shows how broadcasters are to handle such matters as bait-switch, liquor, beer-wine and other types of advertising problems peculiar to the medium.

E. R. Vadoncourt, WSYR Syracuse, N. Y., who proposed adoption of an implementation section during the May NARTB convention in Washington (BT, May 30), suggested at the recent board session that the special committee might consider use of a sound symbol for stations subscribing to the standards, plus creation of a review board with authority to implement the document.

Walter E. Wagstaff, KIDO Boise, Idaho, was chairman of the Standards of Practice Committee that drew up the revisions.

First the board dropped the 6-11 p.m. maximum time limits for radio commercials, with the daytime standards now prevailing over the entire day. These provide the following commercial allowable time:

- 5 minute programs — 1:15
- 10 minute programs — 2:10
- 15 minute programs — 3:00
- 25 minute programs — 4:00
- 30 minute programs — 4:15
- 45 minute programs — 5:45
- 60 minute programs — 7:00

Under "Presentation of Advertising" in the standards, the second paragraph was omitted (see text, Broadcasting Yearbook-MarketBook). This paragraph, dealing with integrity of the advertiser and truthfulness of claims, is covered in the new acceptability language. The first paragraph under "Advertisements" was omitted for a similar reason. It deals with advertising designed to "buy" an audience.

Text of the "Acceptability of Advertisers and Production" section (added at the end of the standards) follows:

1. A commercial radio broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, he should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements.

Moreover, in consideration of the laws and customs of the communities served,

Gene Autry and Roy Rogers full-length feature films, (the best Westerns ever made) are being shown for the first time in this area on Tom Chase's ever-popular "Trail Time" program!

"Trail Time", long the number one rated local daytime show in the Omaha-Iowa area, can't help be even better now!

In the last "Hooper Roundup"... "Trail Time" drew a whopping 35.0 rating... the opposition—8.5!

Let Tom Chase... Roy Rogers... and Gene Autry ride herd on your product and put it in an average of 108,500 homes reached daily by "Trail Time"!

Contact Fred Ebener, Sales Manager, or your nearest Blair TV man for availabilities.

TOM CHASE
Ranch Boss on "Trail Time," another of WOW-TV's proven "ON THE AIR SALESMEN"

Gene Autry and Roy Rogers first run films on...

MAILING ADDRESS: 1440 W. Cuming Street, Omaha, Nebras,

WOW TV 6

Max. Power • CBS • NBC
Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines A Meredith Station • Frank P. Fogarty, Vice-Pres. & Gen. Mgr.

July 4, 1955 • Page 47
each radio broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community.

The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because radio broadcasting is designed for the home and the entire family, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to existing laws.

c) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

d) All advertising of products of a personal nature, when accepted, should be treated with special concern for the sensibilities of the listener.

e) The advertising of tips sheets, publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

3. Care should be taken to avoid presentation of "call-switch" advertising whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes.

Fla. Assn. of Broadcasters Elects Danforth President

HAROLD DANFORTH, WDBO Orlando, was elected president of the Florida Assn. of Broadcasters at the June 23-26 FAB meeting. He succeeds John Browning, WSPB Sarasota, Dennison Park, WTAN Clearwater, was elected first vice president; John Phipps, WTL Talahassee, second vice president, and Guy Hamilton, WTYSS Marianna, secretary-treasurer.

The new officers serve on the board along with Miller N. Babcock, WGBS Miami; John Browning, WSPB Sarasota; James L. Howe, WIRA Fort Pierce; Larry Rollins, WSIR Winter Haven, and George Thorpe, WQO Coral Gables.

FAB called on public officials to permit broadcasting of all meetings of public bodies, contending denial of these rights renders a disservice to the people. A second resolution accept be invitation by Dr. J. Wayne Reitz, president of the U. of Florida, to attend a conference with educators in October concerning broadcast training, including advertising, at institutions of higher learning.

TV WESTERNS ARE GOOD FOR KIDS

They're shot at by critics, but NARTB finds solid support behind gun-toting heroes of the range. It's even suggested these tales should pack more action.

TV WESTERNS, with their six-shooters and shoot-outs, are favorites of tv critics. Actually they're a healthy part of the television scene, in the opinion of many leading citizens who have studied the matter.

What's more, westerns are good for children, according to the comments of students of psychology and delinquency, NARTB points out in a pamphlet just published by its TV Information Committee headed by Jack Harris, KPAC-TV Houston.

If anything, tv producers should pack more action into their stories of the wild and woolly plains, in the opinion of Dr. Duncan Emrich, of the Library of Congress Folklore Section. The cowboy is "a vital part of the American cultural heritage," said Dr. Emrich. "For this reason tv westerns are good for children. They help to establish the American ideal. Moreover, the movies were made to move, and westerns do move. This is something tv producers sometimes forget."

Set owners seem satisfied, judging by an article titled "Few Complaints" in the Catholic magazine Commonweal. This article stated, "Here and there a public figure, a teacher, or a religious leader demands time or raises a question as to the nature and quality of tv fare. Again, on rare occasions, you may hear an anxious parent who wonders if Hopalong and the rest are not building up a dream world that is too exciting, and makes everyday juvenile existence seem a bore. But set owners, in the main, seem to like what they're getting."

Rogers' Views

In a recent American magazine article, Roy Rogers, tv cowboy, summed up the western matter this way:

"I am utterly convinced that bringing back our Old West form of entertainment, the Western, is wonderful. The whoops and bang-bangs of the cowboys and Indians are as thrilling as the noise of the gun in the big movies. The Western may be framed so much to make America great. Their imitation of cowboys also helps them let off a little of youthful steam they might otherwise let off by imitating gangsters and criminals."

"The plot typically involves little more than the triumph of law and order, decency and clean living. We Western 'heroes' never cuss, spit, gamble, shoot, or do anything except to have it out with bad men. We never hit a little man. We refuse all rewards. We give villains more than an even break, even on the draw."

Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, told NARTB's convention last May he listens to Roy Rogers before leaving to preach his Sunday evening sermon, knowing that "crooks always lose and goodness triumphs." He termed the rise of Davy Crockett through tv "one of the greatest things in a long time."

The magazine Changing Times put it this way, according to NARTB's review: "Don't get mad at the kids. If your six-year-old spins the dial to find the sound of the loudest six-shooter, he is just doing what comes naturally. Ten and 11-year-olds love blood-thillers and whodunits as well as westerns. What's wrong with tv anyhow? The answer is that nothing is wrong with television. . . As long as parents remain passive or put the blame on the industry, tv will be a tool poorly used."

To which Dr. Eleanor E. Macoby, of the Harvard Dept. of Social Relations, adds: "The child may learn that aggressive action is permissible in some condition for obtaining a goal. Being in a battle where the action is directed against an enemy, but he can also learn that unprovoked aggression against members of one's own society or family will bring it its own consequences important then to know about television; not only how many killings there are in the programs the child sees but who does the killings, why he does it, and what the consequences are for the person who does it. The tv industry, of course, has recognized the importance of the outcome of stories for the moral training of children and it has adopted a code which requires that criminals shall always be punished in television."

Caley Is Appointed Chairman Of RAB Nominating Group

APPOINTMENT of Charles C. Caley, president and general manager, WMWD Peoria, Ill., as chairman of a five-member committee to nominate officials and successors to retiring board members of Radio Advertising Bureau for 1956 was announced last week by Joseph E. Baizdino, chairman of RAB's 1955 board. Mr. Caley is former board chairman of RAB.

Other members of the nominating committee are: Ward D. Ingrim, general manager, KHKK Los Angeles; Edgar Kobak, president, WTWA-AM/WTWA-FM, Galveston; Emerson J. Pryor, WDVA Danville, was elected vice president, and Kenneth N. R. Gordon, WFTF Front Royal, secretary-treasurer.

Mr. Pryor to the board were Campbell Arnoux, WTAG Norwich; Charles P. Blackley, WTNW Stauton; John W. Schultz, WHEE Martinsville, and E. S. Whitecross, WRNL Richmond.

Charles H. Tower, NARTB employer-employee relations director, discussed the economics of broadcasting. As the basis for a discussion of personnel matters Mr. Tower gave delegates a chance to study a personnel case, after which they were reviewed. It be "movers and "shakers, who included Mr. Pryor; Charles E. Seebeck, WTON Stauton, and F. Ambert Dall, WQH Norfolk.

Cole Elected President Of Virginia Broadcasters

JOHN L. COLE JR., WHLF South Boston, was elected president of Virginia Assn. of Broadcasters at the June 25-26 meeting, held at Staunton. He succeeds Frank E. Koehler, WDBO Roanoke. Emerson J. Pryor, WDVA Danville, was elected vice president, and Kenneth N. R. Gordon, WFTF Front Royal, secretary-treasurer.

Joins to the board were Campbell Arnoux, WTAG Norwich; Charles P. Blackley, WTNW Stauton; John W. Schultz, WHEE Martinsville, and E. S. Whitecross, WRNL Richmond.

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Hutton Joins NARTB

WALLACE E. HUTTON, public relations director of the D. C. division, American Cancer Society, was named NARTB promotion manager last week, serving under Joseph Strick, manager of publicity and informational services. Mr. Hutton had previously been in the American National Red Cross public relations office and is a journalism graduate of Indiana University. He succeeds Don Frifield, resigned.
is ready NOW to fill your order for Complete Low Power TV Station Equipment

ACL has been prominent in conducting experimental activities in the low power and satellite/booster TV field. ACL has been operating an experimental low power transmitter (KE2XPS) on Channel 25, at New Rochelle, N. Y., since early 1954. An experimental satellite transmitter (KC2XFF) on Channel 53, at Waterbury, Conn., has also been in operation under commercial conditions since July 1954. These experiments have resulted in the development of time-proved and field-tested equipment.

Low power television transmitters are available for both UHF and VHF. They are capable of furnishing 150 watts peak visual power and 75 watts of aural power output, and are suitable for both color and monochrome TV broadcasting. They provide effective coverage for smaller communities of restricted area.

The transmitters are housed in three cabinet racks for UHF and in two cabinet racks for VHF.

- Equipment available for all UHF/VHF channels
- Front panel controls
- Forced air cooling
- All components readily accessible
- All tube circuits metered
- Circuit overload protection and interlocks used throughout
- Single linear amplifier for both aural and visual carriers — amplifier tuning circumvents vestigal side-band filter requirement — no external diplexer required — single transmission line and antenna
- Low-cost, long-life, air-cooled tubes
- Low power consumption — standard 117 v. 50/60 cps, single phase circuit — less than 2 kw total load
- All FCC standards for Low Power TV are met.
GUARANTEED ANNUAL WAGE?
IN WNEM-TV TERRITORY, OF COURSE!

WNEM-TV
DOMINATES
THIS RICH
GENERAL MOTORS MARKET
G.M. DATA IN WNEM-TV AREA: 19 G.M. PLANTS
111,114 EMPLOYEES-$545,411,532 ANNUAL PAYROLL

PULSE* PROVES WNEM-TV HAS
70%
AVERAGE SHARE OF AUDIENCE
*All Figures from Pulse Report
of Saginaw-Bay-Midland Area Jan. 16, '55

WNEM-TV area businessmen look eagerly to summer . . . each year over 2 million
tourists spend over $150,000,000 tourists dollars in WNEM-TV territory — what a
tremendous plus for the WNEM-TV advertiser who sells not only the over one million
regular GAW citizens of WNEM-TV land but also the million odd tourists that "hiatus"
to WNEM-TV's rich vacation land during the summer.

— DUMONT
FULL POWER—NETWORK COLOR

JAMES GERITY, JR., President
Harry E. Travis, General Manager

Affiliated with
GERITY BROADCASTING CO.
WABJ, Adrian WPON, Pontiac

For Good National Availabilities . . . Call Headley Reed, New York, Chicago
Michigan Spot Sales — Detroit

Page 50 • July 4, 1955
A monthly situation report on present and planned TV stations and television network shows

**California**

**San Francisco**

**Bakersfield**

**Los Angeles**

**Sacramento**

**San Diego**

**Santa Barbara**

**Visalia**

**Los Angeles**

**SACRAMENTO**

**Vegas TV** (8) ABC, NBC, CBS, DuM; Wead: 290,762; $600

**KFXV** (13) ABC, NBC, CBS, DuM; H-R: 290,762; $550

**KMIR** (10) ABC, NBC, CBS, DuM; Wead: 290,762; $450

**KCOA-TV** (4) NBC, CBS; H-R: 290,762; $400

**KJTV** (7) See Pine Bluff


**Commercial: 385; Educational: 13

**Total Cities With TV Stations: 283

**Total Sets in Use: 35,686,866

**HOW TO READ THIS LISTING**

| Each station or \grantee is listed in the city where licensed. | Triangle (>): station on air with regular programming. Date of grant is shown for permits, followed by planned starting date. |

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Total U. S. sets in use is *BT* estimate. Asterisk (*): non-commercial outlet. Dagger (!): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; I/L, local color film; I/L, local live color.

**ALABAMA**

**ANDALUSIA**

**Birmingham**

**WAPA** (10) NBC, ABC, CBS, DuM; Blair; 321,382; $750

**WBRC** (10) NBC, ABC, CBS, DuM; Kats; 321,000; $750

**WJIN-TV** (48) 12/16/53-Unknown

**Decatur**

**WMBL** (22) CBS, NBC; Walker: 28,436; $150

**WTVY** (2) 7/8/54-Unknown

**Mobile**

**WALA** (10) NBC, ABC, CBS; Headley

**WKAB** (48) See footnote

**WDG** (5) CBS, Avery-Knodel; 3/23/55-9/5/55

**Montgomery**

**WCOV-TV** (20) ABC, CBS, DuM; Raymer; 43,170; $200

**WTOV** (12) NBC, ABC, CBS; Kats; 92,153; $250

**Murfreesboro**

**VTI** (10) 6/7/55-Unknown

**Selma**

**WLSA** (8) 2/24/54-Unknown

**Arizona**

**Phoenix**

**KVCA** (12) NBC, DuM; Raymer; 124,120; $450

**Phoenix**

**KCOY-TV** (10) CBS; Hoolingbery; 124,120; $450

**KPHO-TV** (5) DuM; Kats; 124,120; $450

**KTVK** (15) ABC; Weed: 145,719; N, LF, LS; $300

**Tucson**

**KVDA** (10) CBS, DuM; Hoolingbery

**KVDA-TV** (4) ABC, NBC; Raymer; 38,465; $250

**KWDA** (11) NBC, DuM; Grant; 26,697; $200

**Arkansas**

**El Dorado**

**KREX** (11) 2/24/54-Unknown

**Fort Smith**

**WKFV** (8) ABC, CBS, NBC, DuM; Pearson; 38,694; $100

**KNAC-TV** (5) Rambeau; 1/3/54-Unknown

**Jonesboro**

**KJTV** (7) 1/12/54-Unknown

**Little Rock**

**KARK** (4) NBC, DuM; Petry; 108,120; $250

**KATV** (7) See Pine bluff


**Broadcasting**

**Telecasting**

**SAVE this monthly Telestatus section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., Broadcasting • Telecasting, 1735 DeSales St., N. W., Washington 6, D. C.**

**July 4, 1955 • Page 51**
"Dig this CRAZY Ladder!"

"Man, this ain't no ladder . . . it's a list of the Top Ten TV shows in the Central Arkansas Market according to the March 1955 ARB survey!"

"It's a ladder, son . . . and every rung is a step nearer the top for every KATV advertiser!"

"Sing on, Dad . . . this ladder is beginning to interest me!"

"It should interest you, boy . . . and it should interest any advertiser who wants to climb to the top in Arkansas!"

"Should? Man, it does!!! Not only does KATV have ALL TEN of the Top Ten . . . but this page just isn't long enough to include all of their top programs. Why, Dad, we could go on-and-on-and-on . . ."

"A real cool advertiser's dream-come-true! Complete details on climbing the ladder to success in Arkansas is available from those Hep Reps . . . Avery-Knodel, Inc."

To climb to the top in Arkansas see:

Bruce B. Compton
National Sales Manager

To climb to the top in Arkansas see:

Avery-Knodel, Inc.
National Reps

Studios in Pine Bluff & Little Rock

KATV
Channel 7

John H. Fugate, Manager
620 Beech Street
LITTLE ROCK, ARKANSAS
New TV Stations

The following TV stations started regular programming in June:

- KLTV-TV (13) NBC, Waco, Tex. (ch. 13), KTFV TV-Lafayette, La. (ch. 10), KCOR-TV San Antonio, Tex. (ch. 41), and WTVQ-TV Norfolk, Va. (ch. 27).

Broadcasting • Telecasting
### Evening TV Schedule

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<th>Sunday</th>
<th>Monday</th>
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<td><strong>DuMont</strong></td>
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<td>John &amp; Hank</td>
<td>Allen Lake</td>
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<td>The Sunday</td>
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<td>Lucy Show</td>
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<td>Follies of Pride</td>
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<td>7:15 PM</td>
<td>Your Family</td>
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<td>7:30 PM</td>
<td>Old Time</td>
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<td>New Drama</td>
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<td>8:00 PM</td>
<td>Bob Newhart</td>
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<td>8:15 PM</td>
<td>Dickie Moore</td>
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<td>President's Town Conference</td>
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### Daytime TV Schedule

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**Notes:**
- **Lamp Dalo:** Sunday's My Feel
- **Look Up and Live:** Monday's Starring
- **Wild Bill Hickok:** Tuesday's Sponsoring
- **Strike It Rich L:** Wednesday's Sponsorship

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**Footnotes:**
- | **ABC** | **CBS** | **DuMont** | **NBC** |
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### Notes

- **EVENING**
  - Programs in italics are scheduled for regional telecasts.
  - Times listed are for New York, Eastern Standard Time.
  - ABC provides regional network programming during the daytime hours.
  - 
  - **DAYTIME**
  - Programs are listed for the ABC network, DuMont, and NBC networks.
  - Times listed are for New York, Eastern Standard Time.
  - 
  - **BROADCASTING TELECASTING**
  - July 4, 1955
The proposal of the present, Mr. Kucharek, presents the problem of the present. The FCC has been asked to consider the issue of interference and the effect it has on the local broadcast television market. The proposal involves a change in the allocation of channels, specifically the move from a vhf channel to a uhf channel in order to address the issue of interference. The FCC is considering this proposal as it relates to the protection of the community's interest in maintaining the flow of programming to the public. This involves the consideration of various factors such as the impact on the current market and the potential for new competitors to enter the market. The FCC must answer the question of whether new interference rearrangements are needed to address the problem of interference.
Here's the most advanced remote control units for radio station transmitters ever devised. Rust Industrial, pioneers in the field, now offer two new systems never before achieved! Proven in actual operation in both full time directional and non-directional stations, where continuous operation is paramount, these systems are custom-engineered to each station's requirements...and complete systems today. Start saving thousands of dollars tomorrow!
"An illustration of the effect of the development of radio facilities on advertising expenditures..."

"...a discussion of the economics of radio advertising..."
selecting candidates for congressional and presidential primary elections. However, the use of television in political campaign has been controversial, as some argue that it can influence voters' opinions in a biased and one-sided way.

The post-World War II expansion of radio and television led to the creation of new media platforms for political communication. In 1948, the Federal Communications Commission (FCC) issued a series of rules that regulated the use of broadcast media in political campaigns, specifically targeting television. One of these rules, known as the “equal time” provision, required broadcasters who granted news or discussion programs on television to make equal time available for political candidates. This provision was intended to ensure that all candidates had an equal opportunity to communicate their views to the public.

In subsequent years, the FCC has issued a series of regulations to address the use of political advertising on radio and television. These regulations include requirements for disclosure of political advertising, restrictions on the use of misleading or deceptive advertising, and limitations on the amount of political advertising that can be broadcast during certain time periods. These regulations are intended to protect the integrity of the democratic process and ensure that the public is well-informed about the candidates and issues.

While these regulations have been in place for many years, they are often challenged in court, and the interpretation of these regulations has evolved over time. As political campaign strategies continue to change, the role of broadcast media in political communication will continue to be a matter of ongoing debate and consideration.
Early brought and of enforcement stations result Saturday for "America's Choice" in its rate division from 500 to 920 kc.

"We have received a number of complaints from individuals who have noticed an increase in the level of interference from the adjacent channel KOA Denver," said Mr. Kobak, who has been fighting for "an effective switch to 920 kc.

"This increase has been particularly noticeable during the busy holiday season and has made it difficult for us to maintain the quality of service we are accustomed to providing our customers." Mr. Kobak added. "We have requested that the FCC take action to address this issue and ensure that our customers are not inconvenienced by this interference.

"The FCC has been slow to respond to our concerns and we believe that it is time for them to act on this matter. We have been working with the FCC for some time now and we are hopeful that they will take the necessary steps to resolve this issue," Mr. Kobak concluded.

The complaint was filed on behalf of the 920 kc. service, which provides music and talk programs.

"We believe that the FCC has a responsibility to ensure that our customers are not affected by this interference," said Mr. Kobak. "We hope that the FCC will take this issue seriously and take action to address it as soon as possible."
FOUR TV SALES NET NEARLY $2 MILLION

KTVH (TV) Hutchinson, Kan., WEAT-AM-TV West Palm Beach, Fla., WKLO-AM-TV Louisville, and WLBV-TV Lebanon, Pa., changed hands subject to FCC approval.

Of the four TV stations changed hands last week—subject to the usual FCC concurrence—with almost $2 million involved in the transactions.

In two of the purchases, uhf stations which had once been on the air were involved. In the other two instances, am stations were part of the purchase.

Biggest of the sales was that of ch. 12 KTVH (TV) Hutchinson. [CLOSED CIRCUIT, April 25]. 80% interest in Hutchinson TV Inc. was bought by Cowles' Minneapolis Star & Tribune Co. for $1,070,000. KTVH holds the CBS affiliation for the Wichita area.

WEAT-AM-TV West Palm Beach, Fla., was sold to General Teleradio Inc. for a combination approaching $300,000. WEAT-TV operates on ch. 12 and is ABC affiliated.

WKLO-AM-TV Louisville was sold to Great Trails Broadcasting Co. for $350,000. Great Trails is owned by Charles W. Sawyer, former Secretary of Commerce and Ambassador to Belgium. WKLO-TV once operated on ch. 21.

WLBV-TV Lebanon, Pa., which once operated on ch. 15, was sold to Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia-Philadelphia Inquirer) for $115,000 plus assumption of obligations totaling $125,000.

KTVH, which began operating in June 1953, is owned by a group of Wichita business and professional men.

They include John P. and Sydney F. Harris, W. D. P. Carey, R. J. Laubengayer, Ben M. Wyse and Howard O. Peterson. The last is general manager of KTVH. These stockholders will retain 20% interest in the Hutchinson-Wichita station.

The Harrises also own KSAL Salina, KIUL Garden City and 24% of KFBI Wichita, all Kansas, and KBUR Burlington, Iowa. They also publish the Hutchinson News-Herald, Chanute Tribune, Ottawa Herald, Salina Journal and Burlington Hawk-Eye Gazette.

KTVH-KFBI Merger Protested

Last summer an agreement to merge KTVH with KFBI was announced, but was withdrawn following protests by KAKE-TV [8*7, Aug. 16, Oct. 18, Nov. 15, 1954]. In addition to the Messrs. Harriss, some of the other KTVH stockholders own varying interests in KFBI.

The Minneapolis Star & Tribune Co. (Minneapolis Tribune and Star) last fall bought CBS' 47% interest in WCCO-AM-TV Minneapolis-St. Paul for $3,330,000 [8*7, Nov. 8, 1954].

At that time, John Cowles, president and publisher of the Twin Cities newspapers, told his staff:

"Because of the rapid growth of television advertising and the possibility that in a few years color tv will absorb an increasingly larger proportion of national advertising appropriations, the directors of the Star and Tribune concluded it was prudent to make this investment as a partial hedge against a possible future decline in newspaper earnings."

Mr. Cowles is also chairman of Cowles Broadcasting Co. His brother Gardner (Mike) Cowles is president of the broadcasting company.

Cowles stations are KRNT-AM-FM-TV Des Moines, WNAX Yankton, S. D.; and KTVT (TV) Sioux City, Iowa. Murphy Broadcasting Co. (K50-AM-FM Des Moines) holds an option to buy 40% of KRNT-TV. Cowles also publishes the Des Moines Register and Tribune and Look magazine.

The present management of KTVH will be retained, according to Mr. Carey, who is the present president of Hutchinson TV Inc. He also said the transfer application will be filed soon.

The purchase of the WEAT stations involves payment of $101,000 plus a five year management contract at $12,000 annually to James R. Meachem, who, with his wife, own 169,000 of the 240,000 shares issued and outstanding stock. General Teleradio will lend WEAT Inc. $78,000 to redeem the remaining 71,000 shares now held by a number of stockholders, and $15,000 for the outstanding 5% debentures.

Mr. Meachem is the president and general manager of the West Palm Beach stations.

WEAT-TV began operating late in 1954. WEAT was founded in 1948 and operates with 1 kw on 850 kc. It is affiliated with NBC.

The WEAT Inc. balance sheet as of March 31, 1955, showed total assets of $440,830 of which $27,742 were current assets. Total current liabilities were set at $214,387, with a long term debt listed for $29,759 and a deficit of $43,316.

Reason for selling, according to the application, was Insufficient capital and lack of cash assets.

General Teleradio Inc. is 90% owned by General Tire & Rubber Co. and 10% by R. H. Macy Inc. It owns WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KJH-AM-FM-TV Los Angeles, WHBO-AM-TV Memphis, KFRC San Francisco, and 55% of WGH-AM-FM-TV Hartford, Conn. It is also majority owner of Mutual Broadcasting System.

Balance sheet of General Teleradio for April 30, 1955, showed total assets of $15,598,659, of which $8,758,572 were current assets. Total current liabilities amounted to $5,058,528, including a $300,000 note to the Chase National Bank, and two $300,000 notes each to the First National Bank of Memphis and the Memphis National Bank of Commerce. General Teleradio also showed a long term debt of $114 million to Chase National Bank and of $2 million to parent General Tire. The April 30 balance sheet showed an earned surplus of $5,911,251.

In 1953, General Teleradio had a net income after taxes of $1,194,112, the application showed, and in 1954, $1,549,964. The WKLO Louisville stations are owned by a group of local businessmen including Harold J. Punktett, Milton S. Trost and Emanuel Levi. WKLO began operating in 1948 and transmits on 1080 kc with 5 kw day and 1 kw night.

It is affiliated with ABC.

WKLV-TV began operating in the fall of 1953 and suspended operation in April 1954. It is seeking the allocation of ch. 7, 9 and 13 to the Louisville area (see story on de-intermixture, page 60).

The WKLO balance sheet for May 31, 1955, showed total assets of $169,935, including $53,142 current assets. Total current liabilities were shown as $62,575, and a total deficit of $259,220 was reported in the transfer application.

In 1954, WKLO radio had a net income of $2,800,000. Later in 1955, it was reported to be breaking even.

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SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

July 4, 1955 • Page 65
$61,545, the application showed, while WKLO-TV lost $219,073.

Mr. Sawyer also owns WING Dayton, WCOL Columbus, and WIZE Springfield, all Ohio, and WCMJ Ashland, Ky.

Balance sheet for Great Trails Broadcasting Corp., as of May 31, 1955, showed total assets of $663,410, including $178,269 current assets. Total current liabilities were shown as $47,470, and retained earnings as $489,641.

Great Trails made $17,566 net income in 1953, and $22,162 in 1954, the application indicated.

The $350,000 purchase price for the WKLO facilities, the application reported, will be met by a loan from the Central Trust Co., Cincinnati.

WKLO will be continued under the present management and with the same personnel, John Pattison Williams, executive vice president of the Sawyer stations, announced.

WLBR-TV Lebanon went on the air in October 1953 and ceased operating one year later. It is 52% owned by Lebanon Broadcasting Co. (WLBR), 38% by the Lebanon News, with the remainder held by three other stockholders.

The WLBR-TV balance sheet for May 31, 1955, showed total assets of $164,471, with current assets of $27,884. Total current liabilities, according to the application, was $114,206, and fixed liabilities $147,444. Deficit of $232,178 was also noted.

The purchase agreement also includes a provision to lease land and buildings for resumption of the uhf station. The lease calls for $3,000 per year, with an option to buy the land and buildings for $60,000 during the first three years of the lease.

Triangle Publications also owns 50% of WHGB Harrisburg, Pa., and recently bought WBNF-AM-TV Binghamton, N. Y., for $3 million [BT, March 14]. It also publishes Seventeen Magazine, Official Detective, Morning Telegraph, Daily Racing Form, and TV Guide.

The application for transfer of WLBR-TV indicated that Triangle had a net worth of more than $225 million, and that its net income in 1953 and 1954 was more than $3 million.

Hennock Departs

FCC COMR. Frieda B. Hennock entered the private practice of communication law Friday with the Washington law firm of Davies, Richberg, Tydings, Beebe & Landy, the day after completing her seven-year term as a member of the FCC. [CLOSED CIRCUIT, June 27]. Her Commission successor, appointed by President Eisenhower, is Florida Democrat Richard A. Makes, the head of his office at FCC 10 a.m. Thursday morning.

Law firm with which Miss Hennock is now associated is comprised of ex-New Dealers Joseph E. Davies and Donald R. Richberg, plus ex-Sen. Millard E. Tydings (D-Md.). Mr. Davies was once Federal Trade Commission chairman and Ambassador to Russia in mid-'30's; Mr. Richberg, NRA board chairman in 1935. Mr. Tydings, in Senate 1926-51, was defeated by McCarthy forces.

Allocation Talks With Mexico To Be Resumed This Week

FIRST plenary meeting in renewed U. S. talks with Mexico over standard broadcast frequency allocations is scheduled in Washington this Thursday afternoon, it was learned last week. The Mexican delegation is expected to arrive by air Wednesday night.

FCC Comr. Rosel H. Hyde, who headed the U. S. delegation during initial discussions in Mexico City late last year, will head the American delegation again. State Dept. last week reported it had received word from Mexico that its delegation would consist of Carlos Nunez, Lazara Barajas, Ignacio Ramirez Caranza, Manuel Zorrilla and Hector Ocampo Guerra.

Preparations for the U. S.-Mexican negotiations were made at a meeting of some 38 government and industry representatives in Washington June 24. The treaty talk last year was disrupted after it became apparent that the two countries could not agree on certain fundamental issues. In the interim, Mexico has been seeking to iron out its allocation differences with Cuba, which were considered a key to its agreement with the U. S.

Whitefish Bay Ch. 6 Grant Made Effective by FCC

ORDER making effective immediately an examiner's initial grant of ch. 6 at Whitefish Bay, Wis., to Independent Television Inc. was announced by FCC last Wednesday. TV stations now operating in the Milwaukee area include ch. 19 WXIX (TV), ch. 4 WTMJ-TV and ch. 12 WISN-TV. Ch. 25 WCAN-TV has suspended and ch. 31 WFOX-TV is in construction stage.

Independent Television is comprised of local businessmen headed by Jack Kahn, hosiery and underwear manufacturer. Way was cleared for the grant in April when WMIL Milwaukee dropped its ch. 6 bid in an agreement assuring it $25,000 as partial repayment of its litigation expenses. Former contestant Hearst Corp., operator of WISN, withdrew from the lengthy ch. 6 fight earlier when it bought ch. 12 WTVW (TV) (now WISN-TV) for $2 million from Milwaukee Area Telecasting Corp. The original ch. 12 firm was a merger of four applicants.

The reason I'm always smiling, George? Well, I took an ad in the Telecasting Yearbook last year and I got over 100 responses. From everywhere. Don't forget, George, reserve another ad in the Yearbook soon. It comes out in August. Thanks, George.

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BROADCASTING • TELECASTING
Military use of ch. 8 at Limestone, Me., with low power but still infringing on the local commercial outlets, was brought to Commission's attention to demonstrate what would happen if armed services get ch. 8 Guam grant. Although the military claims its proposed low-power tv station on Guam won't hurt the audience of Harry Engel's KVAM there—even though the military station will use regular ch. 8 and will cut out from all major tv networks with the commercials intact—Mr. Engel last week told FCC to take another look at what has happened to the "experimental" low power tv outlet at Loring Air Force Base, Limestone, Me., which is in competition with WAGM Presque Isle.

The Limestone tv unit, which started on ch. 8 with 8 watts of power on Christmas 1953 as a test and last year boosted its power to 50 w, now is reported to have a service range of 20-30 miles. Its program schedule includes kinescopes of the top shows from all networks and is published regularly in the newsreel of the near-by cities (see picture). According to Dick Clarke in the Boston Globe on Feb. 13, the tv station's signal was being watched on some 15,000 tv sets. Others report the signal covers the towns of Limestone, F. Fairfield, Caribou and Presque Isle and is seen in Canada. KVAM protested the impending Guarn military tv outlet. (It is said an application was made at ch. 8, but FCC declared it did not have jurisdiction in the matter because the President is the sole authority for assigning frequencies to government stations. The Commission submitted it to the Defense Dept. and expressed hope for an early "equitable" disposition of the matter.

KVAM wrote FCC again, protesting that the Commission was abdicating its responsibility under the Communications Act since the President can't assign broadcast channels for use competing with commercial stations regulated by and under the jurisdiction of the Commission.

Defense Dept.: Study Needed

Meanwhile, Assistant Secretary of Defense T. P. Pike wrote KVAM Wednesday that "additional study will be necessary" before approval of the proposed Guam military tv outlet is granted. Mr. Pike wrote that the Secretary of the Air Force "will be informed to hold in abeyance all actions relating to this project until further advised by this office. We assure you that it is the desire of the Dept. of Defense to resolve this matter equitably from both the standpoint of possible competition with a commercial enterprise and that of education, information and guidance of military personnel and their dependents stationed on the island of Guam."

Mr. Pike assured KVAM, "You will be advised of any new developments in this matter."

On Thursday Mr. Engel wrote FCC that the Pike letter confirmed his earlier report that Defense Dept. officials wanted and were waiting for FCC's viewpoint on the policy problems involved.

"There is no doubt that of all the government agencies the FCC is the only government agency that is competent to advise the Dept. of Defense with respect to the competitive nature of the impact of a television service carried on all the top-rated network commercial shows upon the only commercial am broadcaster in the area," Mr. Engel wrote. "It is not as though anything to do with the Guam situation since in this case a regular commercial television channel (ch. 8, 180-186 mc) was assigned by the FCC to this service at the request of AFRS, Dept. of Defense. The frequencies assigned are not set aside governmental frequencies but are regular commercial frequencies capable of reception on standard readily available television receivers."

"In the event the President was making some governmental frequency available so that the AFRS was bringing a television service to Guam using a special transmitter and received on specially built receivers so that these special frequencies could be received, I would never have come before the FCC for the assistance I am convinced it is in a legal position to give me."

"Secondly, Sec. 305 of the Act provides that 'All such stations when operating by radio communication or signal other than a communication or signal relating to government business, shall conform to such rules and regulations designed to prevent interference with other radio stations and the rules of the other as the Commission may prescribe.'" (Emphasis added.) It is clear that under the provisions of Sec. 305 the Commission has considerable authority in the assignment of regular commercial frequencies to governmental agencies. Moreover, it appears clear that the rights of the commercial broadcaster are protected under the Communications Act, by virtue of such frequencies.

"In view of the clear language of Sec. 305 of the Communications Act the Commission has abdicated its responsibility in this matter. Licensee responsibility is not completely one way and does not flow only from the broadcast licensee to its public and to the agency respons-

### LORING AIR FORCE BASE TELEVISION SCHEDULE

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The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Bud Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKX

July 4, 1955  Page 67
MULTIPLEX RULE PUT IN EFFECT

FCC refuses to waive its new fm rule as fm outlets adjust schedules to include 36 hours 'balanced' programs weekly.

FM STATIONS specializing in functional music operations began making alterations in their programs in an effort to comply with FCC's last-minute refusal to reconsider its multiplex decision [B&T, March 28].

The earlier ruling declared that background music programs contain a supersonic "beep" tone to keep the receivers of subscribers picking up voice transmissions and commercials, do not constitute "broadcasting" within the meaning of the Communications Act since they are essentially a point-to-point type of service. The ruling, however, said functional music programs may be continued after July 1 providing they are aired via multiplex transmission under a newly authorized special communication authorization.

FCC allowed a one-year grace period from July 1 in which fm stations could continue their use of multiplex on their background music programs. An extension is possible. With the condition that a minimum of 36 hours weekly be devoted to regular balanced program material in which the beep signals were omitted. It is this condition that has been protested by the stations, since they claim multiplex equipment is not available and the 36-hour chunk knocked out of their background music schedule would hurt them economically.

Extends Schedules

By last Thursday it appeared that some fm stations planned to fiddle the problem by extending their fm schedules to permit duplication of their "balanced" am programming during non-background music hours. During the day quarter-hour and half-hour programs would be cleared of commercial material and aired purely simplex without beep, thereby serving both FCC's condition and the background music subscriber. The commercials are switched to other time periods in which the beep could be used, one station explained.

WWDC-FM Washington, which is moving its 7 a.m. sign-on up to 6 a.m. and carrying Art Brown's morning show from WWDC-AM, said it has scheduled some of its radio talk shows such as the D.C. Commissioners Report on fm on a delayed basis.

WWDF-FM more than a month ago protested the multiplex ruling and was turned down by FCC in a separate ruling on June 1 [B&T, June 6]. WWDF-FM was among those who last week were denied a further pleading in this respect. Others who joined were WFMY (FM) Greensboro, WPEN-FM Philadelphia, WMWM-FM Meriden, Conn., and WEAF-FM Evanston, Ill.

In denying the petitions Thursday on the eve of the July 1 deadline, FCC declared no new arguments had been presented which already had not been considered. The Commission acknowledged it felt the functional music operations to be of some public interest, hence its conclusion to allow them under certain conditions as a subsidiary service.

"In permitting this type of operation," FCC said, we emphasized that functional music must be conducted only as an adjunct to the regular broadcast service, a subsidiary operation in order to assist the main undertaking—the broadcast service to the public." Declaring its 36-hour weekly program minimum is "reasonable," FCC said that "in reaching this determination, we are not unmindful of the representations . . . with respect to the financial loss that may result from adherence to the 36-hour requirement. Nevertheless, we believe that the public interest consideration in ensuring that the fm broadcast frequencies are utilized primarily to afford a broadcast service is paramount."

NARTB's President Harold E. Fellows wrote FCC last week to ask that the functional music ruling document be kept open should the association's Radio Board decide to file a petition for reconsideration now under study. He said the board did not get to take up the matter until its meeting at Hot Springs, Va., a fortnight ago.

KXA Seeks Joint Hearing With KOB in 770 Kc Case

KXA Seattle, Wash., has asked FCC to hold a consolidated hearing with KOB Albuquerque, N. M., on requests by both stations for 770 kc, 50 kw facilities.

WABC New York and WBZ Boston are already parties to the KOB proceeding [AT Dead Line, May 30]. KOB was granted an extension to July 15 to answer a Westinghouse Broadcasting Co. (WBZ) plea for rehearing.

FCC last week granted motion for leave to intervene and for enlargement of issues filed by the Baptist General Convention of Texas (KWBZ Corpus Christi, Tex., 1030 kc). ABC, as a party intervenor, was granted an extension to July 5 to answer KWBZ's petition.

KOB has been seeking a final license on the 770 frequency since 1941. It holds a license to operate on 1030 kc and a special temporary authorization for 770.

KXA has had an original or amended application for 770 kc on file with the Commission since 1944 and it stated in its latest petition, "KXA, after 11 years, has still not had its day in court with respect to its effort to improve its facilities on 770 kc."

KXA also cited in its behalf the 1945 Supreme Court decision which chastised the Commission for not consolidating the then-pending applications of Petzer and Ashbacker. The court said, according to KXA's petition, "where two bona fide applications are mutually exclusive the grant of one without a hearing to both deprives the loser of the opportunity which Congress chose to give him."

Let's see, whatam I suppose'ta do today? Haircut? Call Joe? Oh, yah, I remember. The Broadcasting guy said send in your reservation today for the Telecasting Yearbook. I will. It's a good buy. Everybody on TV is in it.
WTIF, WPWR GET EVIDENTIARY HEARINGS

Stations in Tifton, Ga., and Laurel, Miss., deemed by FCC to need more than oral argument hearings in economic protest cases.

OBVIOUSLY heeding the mandate of the Court of Appeals in its recent ruling in the Clarksburgh case, FCC last week decided that "oral argument" hearings in two economic protest cases were not sufficient and rescheduled the radio proceedings for full evidentiary hearings. The cases involve WTIF Tifton, Ga., and WPWR Laurel, Miss.

Meanwhile, the Commission called for hearing on an economic protest against a new tv satellite grant for ch. 43 KBAS-TV Ephrata, Wash., while concurrently postponing oral argument hearing on the protest against NBC's purchase of ch. 30 WKNB-TV New Britain, Conn. This argument, formerly scheduled Thursday, was dropped without date rescheduling consideration of whether a full evidentiary hearing should be ordered [BWT, June 27].

In the Clarksburgh case, the Court of Appeals ruled that FCC erred in not giving a full hearing to a Sec. 309(c) economic protest made by a local newspaper against the 1954 grant of ch. 12 to WBLK Clarksburgh, W. Va., and remanded the proceeding to the Commission [BWT, June 13]. In view of a prospective flood of new economic protests on the basis of this interpretation, FCC is supporting legislation to revise Sec. 309(c) of the Communications Act to clarify who may file protests (story this page).

WWGS Protests

In the Tifton proceeding, FCC ordered an evidentiary hearing on the application of Radio Tifton for a new am station (WTIF) to operate on 1570 kc with 1 kw daytime. Oral argument was held Feb. 28, just 18 days after the Commission issued an order which postponed the effective date of the grant (Dec. 15, 1954) on the basis of protest by WWGS Tifton, made party to the proceeding [BWT, Feb. 21].

In the Laurel case, the Commission called for evidentiary hearing on the application of American Southern Broadcasters for a new am station (WPWR) to operate on 1430 kc with 1 kw daytime. Oral argument was held Feb. 23. FCC on Jan. 26 had postponed the effective date of the grant (Nov. 24, 1954) on the basis of protests by WLAU and WAML, both existing Laurel outlets which were made parties to the hearing.

The Ephrata tv proceeding stems from an economic protest filed by KSEM Moses Lake, Wash. FCC scheduled hearing July 18 on the application of Basin Tvo Co. for a new tv satellite (KBAS-TV) on ch. 43 at Ephrata, to rebroadcast ch. 29 KIMA-TV Yakima. Effective date of the May 4 grant for KBAS-TV was postponed. KSEM, whose petition for the allocation of ch. 8 in the area is now a rule-making proposal, before the Commission, claimed that ufh KBAS-TV in combination with the KIMA-TV group's other tv interests would hurt its radio business and prevent establishment of a competitive operation on ch. 8.

NBC's prospective purchase of WKNB-AM-TV for $600,000-plus was designated for hearing following economic protest by ch. 8 WNHCT-TV New Haven, Conn. NBC also proposed to move the WKNB-AM transmitter site closer to Hartford. Fortnight ago, this prospective NBC acquisition as well as NBC's proposed $312,000 purchase of ch. 17 WBUR-TV Buffalo and swap of radio-tv stations in Cleveland for Westinghouse outlets in Philadelphia were asked to be consolidated by FCC into one hearing in a protest petition filed by ch. 2 WGR-TV Buffalo [BWT, June 27]. NBC proposes to exchange its WTAM Cleveland for Westinghouse's KYW Philadelphia, with the network's WNBK (TV) Cleveland and $3 million being swapped for Westinghouse's WPTZ (TV) Philadelphia.

Congress Considers Sec. 309(c) Bills

CONGRESS stepped closer to untying FCC hands in Sec. 309(c) economic protest cases last week as the House Commerce Committee reported favorably an FCC-endorsed bill (HR 5614) to amend the Communications Act provision while the Senate Communications Subcommittee scheduled a hearing this Thursday on a companion measure (S 1648). The House action followed hearings June 22 and 24 [BWT, June 27]. The Commission requested modification of Sec. 309(c) to allow discretion in acting on economic protests and in deciding whether to stay new radio-tv grants pending formal hearing. Conr. John C. Doerfer, however, predicting a flood of new protest cases to pile on top of the 70 now before the Commission, called for outright repeal of Sec. 309(c).

More Cases Expected

Expectation of mounting new protest cases was based on the effect of a recent ruling by the Court of Appeals in remanding a protest case to the Commission for full evidentiary hearing rather than the shortcut "oral argument" procedure used by the Commission in some instances to meet the statutory requirement for expedition of such cases. The court ruling was in the protest of a Clarksburgh, W. Va., newspaper against a 1954 grant of ch. 12 to WBLK Clarksburgh [BWT, June 13].

FCC already is rescheduling new protest cases to pile on top of the 70 now before the Commission, called for outright repeal of Sec. 309(c).

Wellsville Grant Finalized

NEW AM station on 790 kc with 500 w daytime at Wellsville, N. Y., was granted in a final decision by FCC Wednesday to Radio Services of Wellsville. The ruling upheld the initial decision of an examiner, who favored the grant despite some interference to WPIC Sharon, Pa. The grantee includes 12.5% owner Joseph M. Cleary, general manager of WESB Bradford, Pa.

House Committee Proposes New Study of Copyright Law

THE HOUSE Appropriations Committee set precedent last week by recommending $20,000 for a study by the U. S. Copyright Office of the Copyright Law, which has not had a major revision since it was enacted in 1909.

The committee action came in reporting the Legislative Appropriations Bill (HR 7117) for fiscal 1956, after an appropriations subcommittee heard testimony June 7 from Arthur Fisher, register of copyrights, that the U. S. had undergone "revolutionary" changes, technical and organizational, in the copyright field since 1909.

"For example, there was no radio or television industry at that time. The motion picture industry was just a fragment. The recording industry had not developed."

The $20,000 figure compares with a $39,000 budget estimate for hiring seven lawyers and three clerks for a three-year study on revision and redrafting of the present law. The new lawyers would relieve more experienced ones to do the work.

You Get All This EXTRA when You Buy WCKY

*Average Share of Out-Of-Home Audience
6 a.m.-6 p.m.; Mon. thru Sun.
Summer '54; Winter '55
WCKY . . . . 28%
Net Sta. A . . . 20%
Net Sta. B . . . 14%
Net Sta. C . . . 7%
Net Sta. D . . . 12%
PORTLAND CH. 8 TV GRANT FINALIZED

Competing applications of Westinghouse and Portland Television denied. Comr. Lee dissents and votes for grant to Westinghouse.

NEW TV station on ch. 8 at Portland, Ore., was granted to Mrs. A. Scott Bullitt's North Pacific Television Inc. by FCC last week in final decision which upheld the initial decision made by Examiner Elizabeth C. Smith in mid-1954 [BT, June 28, 1954].

Mrs. Bullitt heads KING-AM-TV Seattle and was an original member of the Television Code Review Board of NARTB. KING is 60% owner of North Pacific while a substantial minority interest is divided among four local business men, Gordon D. Orput, Paul F. Murphy, Henry A. Kuckenberg and W. Calder McCall. Mrs. Bullitt is executive vice president of the grantee.

Competing applications of Westinghouse Broadcasting Co. (KEX Portland) and Portland Television Inc. were denied in the Commission's final ruling in the ch. 8 case, one of the first post-harvest comparative tv hearings. A forth application, that of Cascade Television Co., was dismissed with prejudice for lack of prosecution.

Comr. Robert E. Lee dissented from the majority opinion and voted for a grant of the Westinghouse bid.

The Commission majority concluded the final choice was between the bids of North Pacific and Westinghouse. FCC said "we find the integration, the residence and the civic participation of North Pacific most persuasive when measured against the complete absence of these factors in the Westinghouse application." The two were found in balance on programs with North Pacific cited for superior children's shows. North Pacific was favored in diversification.

Portland Television was preferred in the areas of local residence and diversification, but was rejected because of lack of broadcast experience and deficient program plans.

On an issue of whether Westinghouse met the statutory requirement forbidding broadcast licenses to firms whose stock is owned more than 25% by aliens, the final decision concluded that Westinghouse and its parent firm, Westinghouse Electric, more than met the issue since the Commission felt the firm's 22.5% estimate was high in view of the statistical analysis problem involved in sampling owners of millions of shares of stock. An expert witness for Westinghouse testified that the probability that a complete census of all stockholders would show that more than 20% of such stock was owned by aliens is less than one chance in 33,000.

FCC noted that the examiner was satisfied to resolve the question on the basis that past transactions actions associated with the show Westinghouse presented show Westinghouse qualified on this point. FCC "has found Westinghouse so qualified in the past," the final ruling said, "and were this also, an ex parte proceeding, the Commission could by application of the same process determine the question." It was raised only because the hearing was competitive, FCC explained.

Roswell Tall Tower Approval Favored

A TALL tv tower has got to be a "real" danger to air navigation in order to be denied construction authority, an FCC hearing examiner held last week in issuing the first official finding on tall tv towers. He began his objection to any radio tower more than 1,900 ft. above ground.

In an initial decision, FCC Hearing Examiner Hugh B. Hutchison held that ch. 8 KWSV 8 (KSWS) in Roswell, N. M., could build a 1,610-ft. above ground tower at a site 43 miles east of Roswell in the Caprock area.

There was no concrete showing, Mr. Hutchison ruled, that the construction of the proposed KWSV-TV tower would be an actual menace to air navigation.

The grant of the 1,610-ft tower was opposed by the Air Force, Navy, Marine, Corp., Air Transport Assn., and the Aircraft Owners & Pilots of America. [BT, April 18].

Mr. Hutchison held a menace to air navigation could be said to exist if an "unreasonable" hazard is involved. He said that the evidence indicated the proposed location and height did not violate established criteria.

The evidence indicated, Mr. Hutchison declared, that the "height of a tower does not in itself contribute substantially to hazards to all air navigation when such tower is located beyond terminal area of an airport in the absence of proof that it would impair piloting or malfunctioning of break down of aircraft, or violation of air regulations."

Referring to what he termed "generalized" military objections, Mr. Hutchison warned: "Indeed, if this Commission were to be persuaded solely on the basis of such generalized objections that the proposal under consideration would in fact constitute a menace or a hazard to air navigation . . . in the interest of consistency, the practical result would be to require it to bar arbitrarily the erection of all future radio and tv towers of any appreciable height."

Mr. Hutchison declared that the new KWSV-TV site was much to be preferred than the existing 790-ft. tower only 9.2 miles from Walker Air Force Base. John A. Barnett, owner of KWSV, testified that it was at the request of Walker ABF officials that he decided to find another transmitter site. They claimed, he said, that his present tower was dangerous.

Case, first involving minority interests in tall tv towers, was approved by the regional airspace subcommittee, and by all but military members of the Washington Airspace Panel of the Air Coordinating Committee. The FCC requires ACC approval for tower locations, and holds hearings when there are separate views by ASP members.

The fact that KWSV-TV would serve 89,000 people, many of them with their first tv signal from the new site and tower height, impressed Mr. Hutchison.

Actually, KWSV-TV was favored to change from its present 900-ft. above average terrain antenna to the new 1,786-ft. antenna height above average terrain. It would also boost its power from 115 kw to 160 kw.

Still awaiting initial decision is the request of KEGO-TV Enid, Oklahoma, which wants a 1,326-ft. tower. This, too, was opposed by the military and aviation interests.

Scheduled to be heard July 18 is the request of WSLA (TV) Selma, Ala., for a 1,993-ft. tower. Intervenors are also the military and aviation associations. Pending is a prospective application from WHAS-TV Louisville for a 2,000-ft. tower.

For a number of months, military members of the ASP objected to any tv tower more than 1,000 ft. above ground. Last May, however, in a sudden change in attitude, there were no objections to a 1,110-ft. tower for KWWL-TV Waterloo, Iowa [BT, May 30].

The "problem" of tall towers and aviation is the subject of a study by a joint committee of CBS and FCC members. There have been several meetings, but none recently. Also, in progress are studies to develop improved marking and lighting of radio and tv towers to make them more apparent to pilots in varying kinds of visibility.

III. Broadcasters Win Fight For tv Libel Protection

BROADCASTERS won their fight in the Illinois State Legislature last week against a proposal which threatened to shear them of protection against political libel on the air.

The Illinois House amended the controversial Comr. Robert G. McCall bill which had been opposed by protests by broadcasters, the Illinois Broadcasters Assn., Illinois News Broadcasters Assn., Broadcast Adv. Club of Chicago and other groups [BT, June 27].

The amended version, concurred in by the Senate and sent to Gov. William Stratton, includes tv under the 1945 Radio Libel Law. Observers feel that Gov. Stratton will sign it into law, thus preventing broadcasters on tv as well as on radio from criminal action.

In the original version of the bill, it had been supposed that truth would be a defense when the case involved "good motives and for justifiable ends." Another provision also protects employees of stations against a jail sentence or fine—a provision which was omitted from the bill (S 672) introduced by Sen. William J. Conners.

Another measure (S 205), authored by Sen. George Drach, was pending in the House Thursday, tabbed the day for adjournment. If it passes, broadcasters also would be protected on civil suits (for damages).


Five Win Renewals

FIVE license renewal grants have been announced by FCC following its investigation that programs questioned by the Commission had been dropped. KTLA (TV) Hollywood won renewal after giving up its tv-bingo show, Play Marco. Four Miami area radio outlets received licenses upon telling the Commission that certain controversial horse race tipster shows were dropped: WFEC and WMIE Miami, WMBM and WAHR Miami Beach.
Further Data Asked On Reynolds’ Buys

DONALD W. REYNOLDS, because of the diversification of media principle, has been asked by the Commission for additional information in connection with further consideration of applications for license assignments of KOKC Las Vegas and KOLO Reno by the Commission. Both Nevada, to firms of which he is sole owner.

Grants of KOKC to the Southwestern Broadcasting Co. for $60,000 and of KOLO to the Western Broadcasting Co. for $190,000 were made April 6 and stayed April 13 [B.T., April 18] because of the 138.2 kc. KLAS-AM-TV Las Vegas that Mr. Reynolds was offering joint rates for some of his broadcasting and newspaper facilities after he had told the Commission that he did not intend to do so. Specifically KLAS alleged joint rates were being used by KLJR-TV Henderson (Las Vegas), KZTV (TV) Reno and the Las Vegas Review Journal.

At the time the grants were suspended Mr. Reynolds’ presentation volume discounts (25% for the use of both tv stations) had been discontinued. He said he had not realized a “parenthetical” remark was to be taken at full value. The Review Journal, he said, had “been over backwards” to be fair to KLAS-TV. When KLAS-TV refused to pay the Journal for printing logs for which it normally charged a fee the newspaper consented to run them free, Mr. Reynolds stated.

In requesting the additional information the Commission cited Mr. Reynolds’ mass communications interests:


Through that company Mr. Reynolds is the owner of the Ely (Nev.) Times and is owner of the Carson City (Nev.) Appeal which is leased to its present publisher, Neal Van Sice. The Southwestern Pub. Co. is also the parent corporation of the licensees of broadcast stations: KHBG Okmulgee; KBR Springdale, Ark.; KFSF-AM-FM-TV Ft. Smith, Ark.; KLJR-TV Henderson, and KZTV (TV) Reno, and has applied for Commission consent to the assignment to it of KNAC-TV Ft. Smith, from American Television Co., which application has been scheduled for hearing on June 30, 1955.”

Whether the grants should be approved, the FCC continued, “raises questions of whether such further extension of control of the media of mass communications by the applicant in the instant case would be consistent with the public interest.”

Am Granted at St. Albans; Facility Changes Approved

GRANT of a construction permit for a new am station at St. Albans, W. Va., was announced Thursday by the FCC. The Commission also permitted changes in existing facilities of WSHO Sheboygan, Wis., and WTMC Ocala, Fla., and designated an Othello, Wash., application for hearing.

Raymond I. Kandel was given a building permit for a new am station on 1300 kc, 1 kw day, at St. Albans.

Modification of its construction permit was given WSHE to change from 800 kc, 250 w day, to 950 kc, 500 w with directional antenna.

WTMC was permitted to change its operation on 1290 kc, from 1 kw unlimited hours with directional antenna at night, to 5 kw until local sunset and 1 kw at night with directional antenna.

Othello Broadcasting Co., Othello, Wash., was designated for consolidated hearing on its application for a new am station to operate on 1050 kc, 250 w day along with applications from Umatilla Broadcasting Enterprises and John Trohan, both Pendleton, Ore.

Senate, House Agree on Cut In Budget of Census Bureau

THE SENATE and House last week adopted a joint conference report (HR 13), which reduces Appropriations bill (HR 1397) which leaves unaltered a House cut to $4 million from the $6,650,000 budget estimates for the Census Bureau’s censuses of business, manufactures and mining for fiscal 1956.

The bill now goes to the White House for the President’s signature.

Also unaltered was a House cut of funds for the Census Bureau’s censuses of agriculture from budget estimates of $6 million to $5.5 million. The Senate had declined to restore the $500,000 cut.

Senate-House conference compromised on Census Bureau salaries with a final figure of $6.5 million. The House had cut the 7.4 million budget estimate for Census Bureau salaries to $6.3 million and the Senate had restored it to $7.1 million in previous actions.

The conference accepted a House cut of funds for the National Bureau of Standards from $7,750,000 to $7 million. The Senate had tried to restore $450,000 of the $750,000 cut before the bill went to conference.

FCC Waives Rules In Power Grants

FCC last week waived Sec. 3.28 of its broadcast rules—the rule stating under what public interest conditions power increases may be made even though a certain amount of interference with established stations is created—for WCEM Cambridge, Md., and KTOE Man- kato, Minn.

WCEM was permitted, under the waiver, to increase its power on 1240 kc from 100 w to 250 w because it is the only Cambridge station and the interference created would not be disastrous to other programming. WCEM, operated by the rule allowed KTOE to increase its nighttime power from 1 kw to 5 kw with a change in its directional antenna system to protect CKOM Saskatoon, Sask. KTOE, operating as proposed, would get a net gain in service involving an area of 815 square miles and a population of 23,782 people, or approximately 162% and 54.6% respectively, of the present 1 kw nighttime service.

In its application KTOE emphasized its public service programming and its shows tailored to fit the cultural background of the nearby population area.

‘Star’ Praises Congressmen For Anti-‘Discrimination’

EDITORIAL praising Reps. Oren Harris (D-Ark.) and John V. Beamor (R-Ind.) and Sens. Carl Hayden (D-Ariz.) and Homer E. Capehart (R-Ind.) for their bills seeking to remove “discrimination” against newspaper applicants for radio or tv licenses (B.T., June 27) was entered in the Congressional Record last week by Rep. William G. Bray (R-Ind.).

The editorial, in the Indianapolis Star June 27, said that when the FCC denies a license solely on the grounds that a newspaperman has applied for it, or because of the policies followed by the newspaper involved, it is applying indirect pressure on that paper to change, re- direct, or stop some of its editorial activities.

The Star is affiliated with WIRE Indianapolis, which an FCC hearing examiner has proposed be denied its application for ch. 13 there on grounds of diversification of mass media (B.T., June 13).

KVOA-AM-TV Sale Approved

KVOA-AM-TV Tucson, Ariz., transfer from KTAR Broadcasting Co. to the Arizona Broadcasting Co. (Clinton D. McKinnon, president) for $222,404, was approved by the FCC Thursday. KVOA is 1 kw on 1290 kc. KVOA-TV operates on ch. 4.
STORER MAKES NEW SALES APPOINTMENTS

Firm announces sales promotions and appointments, and will set up new, strengthened national sales department July 18, headed by Tom Harker, vice president-national sales director.

CREATION of a new and strengthened national sales department and a series of appointments and promotions of its sales executives were announced last week by Storer Broadcasting Co. The new department will be set up July 18, supervised by Tom Harker, vice president and national sales director.

Mr. Harker explained that the move would permit closer liaison between Storer stations and national advertisers and agencies, thus supplementing efforts of SBC's national representatives by providing "swift and accurate" information on market and station statistics, availabilities and clearances. The sales executive lineup:

As announced a fortnight ago (B&T, June 27), Robert C. Wood, midwest sales manager at Chicago, moves to New York as national sales manager. Reporting to him will be Lewis P. Johnson, with Storer in Chicago since March, who has been appointed midwest sales manager, and Paul B. Evans, formerly a sales executive with NBC Spot Sales, Chicago, and at one time with Paul H. Raymer Co. and Leo Burnett Co., who becomes midwest radio sales manager.

William E. Kelley, SBC sales executive in New York since last December and formerly national sales manager of the then Storer-owned KGHS-TV (now KENS-TV) San Antonio, has been promoted to eastern television sales manager. John R. Porterfield, formerly general manager of WGLV (TV) Easton, Pa., becomes eastern radio sales manager. Mr. Porterfield also had been associated with American Television Corp., NBC and Paul H. Raymer Co.

The San Francisco office, which is headed by Gayle Grubb, Pacific Coast national sales manager, remains unchanged.

Mr. Harker, noting that the company's seven radio and tv outlets are located in "highly important and competitive markets," said the national sales office will work closely with SBC's national representatives, The Katz Agency, John Blair & Co. and NBC Spot Sales.

WGBS-TV Boosts Sales 390%

PHENOMENAL sales increase of 390% has been recorded by WGBS-TV Miami, Noran Kersta, managing director of the Storer Broadcasting Co. station, announced last week. This figure was reached by comparing the four-month period of Feb. 1 through May 31, with January. WGBS-TV was bought by Storer early this year. Mr. Kersta attributes the increase to a combination of excellent programming and an extensive all-out promotion campaign. WGBS-TV, an NBC affiliate, operates on ch. 23.

RCA-Equipped KPTV (TV) Readied for One Million Watts

SECOND million-watt RCA-equipped uhf station, KPTV (TV) Portland, Ore., is nearing completion, A. R. Hopkins, manager of Broadcast Equipment Marketing, RCA Engineering Products Division, announced last week. Mr. Hopkins said an RCA 25 kw transmitter already has been installed and tested at KPTV.

An ultra-gain uhf pylon antenna which will make the installation complete is now undergoing final tests at RCA's antenna site in Camden, N. J. It was scheduled for shipment to Portland at the end of last week. Maximum power operation at KPTV is planned for mid-July, according to Russell K. Olsen, station's managing director.

Both the 25 kw transmitter and the uhf antenna are similar to the RCA equipment installed at WBRE-TV Wilkes-Barre, Pa. That station went on the air in December 1954 as the nation's first one-million watt uhf television outlet.

Searles Named to Head WMIL

NEIL SEARLES, formerly sales manager of WFOX Milwaukee, has been appointed general manager of WMIL that city, succeeding Jerome Sill who has resigned to devote attention to his other broadcast interests. Mr. Searles, who had been with WFOX the past 24 years, will continue in broadcasting for 24 years. He started in Milwaukee in 1931 as an announcer and later became for many years official announcer for the U. of Wisconsin football games.

WLAC-TV Names Reuschle

APPOINTMENT of Robert M. Reuschle as national sales manager of WLAC-TV Nashville, Tenn., has been announced by T. B. Baker Jr., executive vice president and general manager of WLAC-TV Inc. Mr. Reuschle is a former Young & Rubicam and McCann-Erickson tv sales executive and is a 17-year radio-tv veteran.

Mr. Baker also announced the appointment of William H. White, former National Dairy Corp. sales and finance executive, as account executive with the WLAC-TV sales staff.

Shortest Tv Show?

BLATZ BREWING Co. sponsors what is described as "the shortest program in television" on WXIX (TV) Milwaukee. A one-minute "sports flash" each night at 9:30 gives a selling message and promotes its 10:10 p.m. Sports Final with Hal Walker. Mr. Walker announces the latest score of night games in a 40-second live shot which is followed with a 20-second film commercial. He advises viewers that final scores and details will be available on Sports Final. The idea was conceived by Theodore F. Shaker, WXIX general sales manager; Ted Rosenak, Blatz vice president for advertising, and Emmett Jaques, Blatz consumer advertising manager.

STATIONS

Selling . . . 217,930 Families with One Billion Dollars

WONE

RONALD B. WOODWAY, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5.000 WATTS

DAYTON, O.

"THE CITY BEAUTIFUL"

PHONE HEADLEY REED CO.
WXYZ Adds Emphasis to Fm; Larry Gentile New Director

SPECIAL fm program plans and the appointment of a director of fm operations were announced last week by James G. Riddell, president of WXYZ-AM-FM-TV Detroit. Larry Gentile has been named fm operations director. Mr. Gentile's 23-year background in radio includes selling, writing and promotion, Mr. Riddell said.

The new programming lineup, which became effective yesterday (Sunday) includes Martha Block's ABC Radio show, not scheduled on WXYZ-AM, which moves into the WXYZ-FM 3-4 p.m. time slot, Monday through Friday. Mr. Gentile is airing it daily 4-8 p.m. From 8-9 p.m. weekdays, Paul Winter broadcasts a program similar to Curtain Calls, now heard on WXYZ-AM. On Saturdays the fm outlet is scheduling programs from 6-8 p.m. and on Sundays from 12:30-8 p.m. Over-all format is music, news, weather and sports.

Gibson, Softness Named

AS PART of the expansion of its client services divisions, H-R Representatives Inc., New York, radio-tv station representative firm, has announced the formation of a research department under the direction of Avery Gibson, formerly assistant promotional director. Frank M. Readley, firm's president, has also announced the appointment of Donald G. Softness, formerly a publicist with DuMont Television Network, as director of promotion at H-R.

FIRST CONTRACT signed by KRNT-TV Des Moines, Iowa, which plans to go on the air July 31 [BT, June 27], calls for a dairy-bank alternate sponsorship of the Sun.-Fri. segment of a seven-days-a-week, 20-minute news program (10:00-10:20 p.m.) featuring newscaster Russ Van Dyke. At the signing (l to r): Robert Dillon, vice president of Cowles Broadcasting Co. and general manager of KRNT-AM-TV; Bill Hippee, KRNT-TV local sales manager; Jonathan Fletcher, vice president of Home Federal Savings & Loan Assn., and Herbert E. Erickson, vice president of Anderson-Erickson Dairy Co. Sponsorship for the news show was rounded out with the Saturday program purchase by the Waterman Waterbury Furnace Co. of Minneapolis.

John Patt Leaves Hospital

JOHN F. PATT, president of WIR Detroit and WIRT (TV) Flint, both Mich., is now at his home in Shaker Heights, Ohio, convalescing from a heart attack suffered May 25 during the NARTB convention in Washington. His condition is reported much improved. Mr. Patt spent four weeks in Georgetown U. Hospital in Washington following his attack.

Widow Gets Clark Estate

ENTIRE estate of ex-Sen. D. Worth Clark (D-Idaho), who died June 19 in Los Angeles [BT, June 27], was left to his widow, Mrs. Virgil Clark, in a will filed in Los Angeles Superior Court Probate Dept. last week. Included in the estate are holdings in KJBS San Francisco, KULA-AM-TV Honolulu and KGIL San Fernando, Calif.

ATTENTION: TV STATION MANAGERS

Top-flight trained, experienced personnel in all phases of television operation available immediately.

The Hawley Broadcasting Company, operator of WEEU-TV, Channel 33, Reading, Pennsylvania, has discontinued its television operation.

If you need camera men, video operators, audio operators, projectionists, announcers, transmitter engineers, technicians, film librarian, home economist

Write, wire or phone immediately

WEEU-TV

433 PENN STREET

READING, PENNSYLVANIA

Telephone: REading 6-7335
Lebhar Resigns Bremmer Post After Reported Policy Tiff

BERTHAM LEBHAR Jr., vice president and sales director of Bremmer Broadcasting Co. (WAAT and WATV (TV) Newark, N. J.) has resigned, effective Aug. 1.

The resignation was understood to have been caused by difference over sales policy at the station. Mr. Lebhar's immediate plans were not made known.

Following Mr. Lebhar's decision, the station Friday announced the following appointments: Edward S. Lennon, former vice president of Bremmer, to administrative vice president; Edward Coe, formerly radio station manager, to director of sales for both radio and TV; Sydney Kavalan, TV sales executive, to director of TV sales, and Harold Edison, formerly with the sales department, to director of radio sales.

Scheuer Rejoins Triangle

JOHN D. SCHEUER Jr., executive vice president-general manager of KTVI (TV) St. Louis, Mo., last Monday rejoined the Triangle station group (WFIL-AM-TV Philadelphia; WNB-F-AM-TV Binghamton, N. Y.; WHGB Harrisburg, Pa.) as director of public relations and programming for the stations. The appointment was announced by Roger W. Clipp, general manager of the Triangle radio-TV division. Mr. Scheuer was administrative assistant to the general manager of WFIL-AM-TV when he moved to KTVI in 1954. In his new position Mr. Scheuer will be in direct supervision of all public relations and programming for the Triangle stations.

KSFO Elects Wassenberg

ROMAN W. WASENBERG, general manager of KVTV (TV) Stockton, Calif., has been named executive vice president and general manager of KSFO San Francisco. He succeeds Alan L. Torbet who leaves KSFO to assume ownership and management in another radio interest.

Mr. Wassenberg, whose appointment was announced by W. I. Dunn, president of licensee San Francisco Broadcasters Inc., is a 12-year veteran of Bay Area broadcasting. He previously served with KROW Oakland, KPIX (TV) San Francisco and last January became general manager of KVTV.

Mr. Torbet has been with KSFO since 1952.

SUSSEX... 1955... 1st in Power and Coverage

1,000,000 WATTS

WILK TV

Wilkes-Barre, Scranton Call Avery-Knobel, Inc.

Tessin Joins Free & Peters

FRANK A. TESSIN, former manager of the San Francisco office of Headley-Reed Co., has joined Free & Peters Inc., station representative, in the same city. According to Hal W. Hoag, Free & Peters' vice president and west coast manager, Mr. Tessin will work with national spot radio advertisers and agencies in the Pacific Northwest.

WPTZ (TV) Sets Sales Record

FOR the second consecutive month, WPTZ (TV) Philadelphia has established an all-time sales record for the pioneer TV station with May sales topping April, which had held the record. Alexander W. Dannenbaum, sales manager for the Westinghouse outlet, reports that local business gained 38.7% and national spot was up 18.6% over May 1954. Total sales in May 1955 were up 17.5% over the same month last year, according to Mr. Dannenbaum.

STATION PEOPLE

Robert Fulton appointed commercial manager, KERG Eugene, Ore., succeeding Herb Michael; Clifton Cole named program manager.

James P. Brown, formerly national sales manager, KBTV (TV) Denver, to KO81 Aurora, Colo., as commercial manager.

George Cushing, vice president, WJR Detroit, is retiring.

Robert H. Henabery, assistant program manager, WWJ-AM-FM Detroit, appointed program and production manager.

Ray Starr to WJAN Spartanburg, S. C., as program director and disc m.c.: Jim Turner, formerly with WSTP Salisbury, N. C., to WJAN as sports director.

George Greenwood, formerly with sales dept., KELO-TV Sioux Falls, S. D., to WNAX Yankton, S. D., as promotion manager.

Nick Basso, news director, WSAZ-AM-TV Huntington, W. Va., appointed to newly created position, news and public relations director.

Thomas Mullinahy named to newly created position, public affairs director, KRON-TV San Francisco.

Norma Bars, research associate, Film Council of America, appointed film supervisor, WTTW (TV) Chicago, forthcoming educational TV station, under one-year contract; Rachel W. Steven- son, formerly producer, Louis G. Cowan Inc. (program package), N. Y., to WTTW as writer-producer-director; William G. Manschet Jr., production manager, WBAY-TV Green Bay, Wis., to WTTW as studio facilities supervisor.

Bob Ray appointed news director, WNJO West Palm Beach, Fla.; Tony Forlengo, formerly control room operator, KXJB Fargo, N. D., and Bernard Loebe, formerly with WBGS-TV Miami, to WNO-TV engineering staff.

Paul G. Ross, accounting supervisor, Westinghouse Broadcasting Co., to KYW Philadelphia, WBC outlet, as auditor, replacing late Edward F. Kane.

REPRESENTATIVE APPOINTMENTS

WBNY Buffalo, N. Y., appoints Burke-Stuart Co., N. Y., as national representative, effective July 15.

KJIN Lincoln, Neb., appoints William G. Rambau Co., N. Y., as national representative.

KTLD Tallulah, La., has appointed Indie Sales Inc., N. Y., as national representative.

WTVD (TV) Durham, N. C., appoints Edward Petry & Co., N. Y., as national representative.

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NBC-TV REVAMPS DAYTIME LINEUP IN PROGRAMMING POLICY CHANGE

There'll be 'service' programs featured in the morning and 'entertainment' in the afternoon under streamlining formula. Affiliates committee holds one-day meeting, then joins network officials in discussion of common problems.

MORNING on NBC-TV will be a time for "service" and afternoon will be "entertainment" time under changes in daytime programming announced last week by Thomas A. McAvity, NBC vice president in charge of the television network.

The announcement coincided with meetings of the NBC-TV Affiliates Advisory Committee to consider the network's daytime programming and plans to strengthen it [Glenn Curti, June 27]. The committee, headed by Walter J. Dann of WTMJ-TV Milwaukee, met alone on Wednesday and then conferred with NBC President Sylvestre Weaver Jr., Vice President McAvity and other network officials Thursday. Both meetings were closed.

Coincident with the new programming schedule Mr. McAvity announced that Procter & Gamble had signed for 10 afternoon quarter-hours a week, starting today (Monday). These consist of the 12 noon-12:15 p.m. (EDT) segment of half-hour Tennessee Ernie Ford Show, Monday through Friday, and five quarter-hours a week of It Pays to Be Married, which moves into the Monday-Friday 3:30-4 p.m. period today. Benton & Bowles is the agency for P&G.

Other Revisions

Other programming changes include a 15-minute addition to the half-hour Ding Dong School, children-and-parents series, starting today, and a new 15-minute program, People at Home, which will star Arlene Francis and go into the 4-5 p.m. slot immediately following the 15-minute being added to Ding Dong School.

Mr. McAvity explained: "This streamlining of our daytime schedule is an extension of our efforts begun some months back to revitalize our daytime fare so that viewers and advertisers will have clear-cut programming patterns designed especially for their specific viewing wants and advertising needs. Starting with Today, there will now be four hours of morning programming running the entire gamut of 'service.' In the afternoon, entertainment will be accorded more strongly than ever."

The new daytime lineup:

7-9 a.m., Today; 10-10:45 a.m., Ding Dong School; 10:45-11 a.m., People at Home; 11-12 noon, Home.

12-12:30 p.m., Tennessee Ernie Ford Show; 12:30-1 p.m., Weather Your Nest; 1:30-3 p.m., Ted Mack Matinee; 3-3:30 p.m., It Pays to Be Married; 4-4:15 p.m., Way of the World; 4:15-4:30 p.m., First Love; 4-4:45 p.m., World of Mr. Sweeney; 4:45-5 p.m., Modern Romance; 5:30-5 p.m., Pinky Lee Show; 5:30-6 p.m., Howdy Doody.

Members of the NBC-TV Affiliates Advisory Committee, in addition to Chairman Dann, are William Fay, WHAM-TV Rochester; Fred Mueller, WEEK-TV Peoria; William Warren, KOMO-TV Seattle; Robert Hanna, WRGB-TV Schenectady; James Moore, WSLSTV Roanoke; Clair McCollough, Stearns Stations; Robert Lemon, WTTV (TV) Bloomington, Ind., and Jack Harris, KPRC-TV Houston. All were present except Mr. McCollough.

The network delegation included Messrs. Weaver and McAvity; George Fye, vice president in charge of tv network sales; Richard A. R. Pinkham, vice president in charge of tv programs; Harry Bannister, station relations vice president; Joseph V. Hefferman, financial vice president, and David Adams, staff vice president.

Klaver to CBS-TV

As Eastern Sales Mgr.

GEORGE KLAYER, midwest sales manager of CBS-TV with headquarters in Chicago, has been appointed to the newly created post of eastern sales manager for the network, William H. Hylan, CBS-TV vice president in charge of network sales, announced last week. The assignment is effective July 25.

Before becoming midwest sales manager in 1953, Mr. Kayer had served as an account executive in New York in CBS-TV's network sales department. Prior to that time, he was an account executive with CBS Radio's sales staff in both New York and Chicago. He also has been associated with George P. Hollingbery Co., Edward Petry & Co. and Kindred, MacLean & Co., a point-of-purchase advertising firm.

Mr. Maxwell has been with CBS since 1946 when he joined the network as sales service manager of WBBM Chicago, CBS odo station. He later became an account executive in both the radio and tv sales departments. Before his network affiliation, Mr. Maxwell was a buyer with Marshall Field & Co., Chicago.

NBC Newsmen's Troubles

JUNE 22 was a day that spelled "trouble" to NBC overseas correspondents. In Singapore, cameraman Jim Robinson was confronted by a knife-wielder when he shot some pictures of a group of Chinese students from Indonesia aboard a Dutch vessel. In Korea, cameraman Yang Suk Kwon was trying to do a feature story on the Korean War anniversary when a North Korean soldier threatened him with a gun, repeatedly "taking aim," but not shooting. And the Argentine revolution brought imprisonment to Robert Lindley, NBC Buenos Aires correspondent, and Jess Sabin, NBC cameraman. They were held for two hours and released.

Pro N. Y. Giants' Football Planned by DuMont Network

TWELVE games of the New York Giants' professional football team will be carried by DuMont Television Network, Sept. 24 through Dec. 11, Ted Bergmann, managing director of the network, announced last week. Atlantic Refining Co., through N. W. Ayer & Son, Philadelphia, has signed to sponsor half of each game with the other half being offered to other sponsors.

A network spokesman said that coverage of other pro-football games was in the discussion stage at DuMont. The Giants' schedule includes six games from the Polo Grounds, New York, and six played on the road. All road games will be seen on WABD (TV) New York but games played in New York will be blacked out in the metropolitan area. Atlantic's agency is making arrangements for the telecasts to be carried in New England and New York State.

NBC-TV Plans Development Of New Comedy Performers

TWO-FOLD plan centering around the development of comedy performers at NBC-TV was announced last week by Leonard H. Rolfe, director of program development for the network. The first phase involves the development of a group of NBC-TV contract players which includes Kaye Ballard, Paul Gilbert, Pat Carroll, Jonathan Winters, Sue Carol and Harry Minnino; the second is to seek out promising unknown talent.

Comedy writers will prepare material for the
contract performers, Mr. Hole said, and the development department will arrange appearances for them on tv, radio and in theatres. Regarding the discovery of new talent, Mr. Hole said there would be intensive scouting for talent in summer theatres, little theatres, resorts, nightclubs and college and university theatrical productions.

A search for comedy writers got underway at NBC-TV last month with the help of colleges, universities, little theatres, drama schools and NBC-affiliated radio stations. More than 1,000 aspirants have already submitted comedy material to the network as a result of the search, Mr. Hole said.

NBC Plans 'Wide Wide World' Repeats on Regular Basis

REACTION to "Wide Wide World" telecast by NBC-TV last Monday evening (see in Review, page 18), has encouraged the network to produce similar shows two or three times a month. Davidson Taylor, NBC vice president in charge of public affairs, announced last week. The proposed shows, which are available for sponsorship, will be scheduled Sunday afternoons, Mr. Taylor said.

Barry Wood, NBC director of special events, who served as executive producer of "Wide Wide World," will produce the forthcoming programs.

Mr. Taylor reported that the initial program was so complex that two senior executives of the American Telephone & Telegraph Co. were on hand at the master control room at NBC to cope with any problems that might come up. Mr. Taylor said "the people from AT&T worked as though they were members of Barry Wood's crew and as though the success of the show depended solely on them—which, of course, to an enormous extent it did." Both the Mexican Telephone Co. and Bell Telephone Co. of Canada worked with AT&T on the project. Mr. Taylor also commented that "the linkage of the three chief countries of North America would have been impossible without the enthusiastic collaboration of A. Davidson Dunton, chairman of the board of governors, Canadian Broadcasting Corp., and Don Emilio Azcarraga, head of Tele-Sistema-Mexicana."

13 Color Programs Scheduled for Berle

MILTON BERLE will present a full season of color productions on NBC-TV starting Sept. 27, with 13 live color shows to be presented (every third Tuesday, 8:30 to 9:30 p.m.) under the sponsorship of the Whirlpool Corp. and RCA through Kenyon & Eckhardt, New York, and the Sunbeam Corp. through Peirz-Paus, Chicago.

In announcing this development in New York last week, Thomas A. McGavity, NBC vice president in charge of color network, observed that Mr. Berle becomes "the first top tv star to present a full season of color productions." The 1955-56 season will mark Mr. Berle's eighth year on NBC-TV. The shows, which also will be seen in black-and-white, will originate from NBC's new color city in Burbank, Calif.

The tremendous growth of tv since 1948 was underlined by Mr. Berle when he commented that his first show on NBC-TV that year cost $12,000 for time and talent, while this year each show cost $182,000. He declined to give the cost of each program in the upcoming cycle.

Three More Tv Outlets

Affiliate With ABC-TV

AFFILIATION of KSWO-TV Lawton, Okla., WHUM-TV Reading, Pa. and WHITN (TV) Huntington, W. Va., with ABC-TV was announced last week by Alfred R. Beckman, director of station relations for the network. WHUM-TV will replace WEEU-TV (story page 62) as the network's Reading affiliate. WHITN will succeed WSAS-TV as ABC-TV's Huntington outlet.

KSWO-TV is owned and operated by Oklahoma Quality Broadcasting Co. Its affiliation was effective June 1. General manager of the ch. 7 station is Ross B. Baker. WHUM-TV, on ch. 61, is owned and operated by Eastern Radio Corp. It became an ABC-TV affiliate July 1. Humboldt Greig is president and general manager. WHITN will join the network effective Sept. 27. The ch. 13 station is owned and operated by Greater Huntington Radio Corp. President and general manager is Fred Weber.

Religious Series Test

To Be Carried on CBS-TV

EXPERIMENTAL series of religious broadcasts will be carried through July and August on CBS-TV, it was announced last week by the network and the National Council of Churches of Christ in the U.S.A. The series will be presented as part of a regularly scheduled show, Look Up and Live, Sundays, 10:30-11 a.m.

Announcement of the workshop sessions came jointly from the Rev. S. Franklin Mack, director of the council's Broadcasting & Film Commission, and George Crothers, CBS associate director of public affairs for television. Mr. Crothers said that the series will focus on the basic religious truths and the limitations of television techniques."

Among the programs planned are: a variety show with such musicians as Bobby Hackett and Eddie Sauter of the Sauter-Finegan Band; an on-the-spot broadcast from New York's East Harlem Protestants Parish; a sermon on "The Theology of Jazz," delivered by the Rev. A. L. Kershaw of Oxford, Ohio; dramatic readings, and panel interviews.

'Misplaced' Pearson

DURING last week's telecast of Ozark Jubilee on ABC-TV the camera swung across the audience to pick up a number of young men bearded in honor of the 100th anniversary of Marshallfield, Miss. Only one man seated in this group was beardless. Red Foley, m.c. of the show, introduced him as "the misplaced hillbilly now living in New York, John E. Pearson," who's head of the station representative organization of the same name.

ABC Radio's '24-Plan' Offers 5-Min. Units

ABC RADIO'S "24-Plan" now has been revised, offering 28 different five-minute periods in its weeknight broadcast schedule and permitting purchases in units of five, starting with 10 per week. The new schedule is a revision of ABC Radio's nighttime saturation plan made public about six months ago [WR, Jan. 17].

Each period is five minutes and carries 1.25 commercial minutes. The total price is based on each unit's with no additional frequency or volume discounts and with no limit to the length of order.

According to ABC Radio's statistics, the new saturation plan offers 15 broadcasts a month for $42,000 a month as compared to a cost of its former plan of $45,000 a month for 12 broadcasts per week. Other revisions: Five nights a week offered to a sponsor instead of four; instead of a choice of three time periods, the advertiser can select six. According to ABC, the price for (time and talent) 10 broadcasts is $7,500; 15 broadcasts, $10,500; 20 broadcasts, $14,000, and 25 broadcasts, $17,500. The saturation plan, ABC said, can deliver the advertiser's message over the full network of 352 stations on various time periods distributed Monday through Friday (between 7:15 and 10:25 p.m. EDT).

Basic of the programming is news and music. As in the "24-Plan," ABC Radio also points up what it calls "plusses" with its saturation plan. These include program ownership; single-order speed; varied audience; scheduled broadcasts; "attentive" audience and "frequency."
**Manufacturing**

**FTC Sets Rules for Manufacturers**

Federal Trade Commission issues set of rules banning mis-representation for the manufacture, sale or distribution of sets, parts and accessories.

Set of rules for the radio-tv manufacturing industry that has been in the works for several years has been released. The rules are designed to prevent unfair or deceptive acts in the promotion of radio-tv sets and parts or accessories. They are intended to protect consumers and maintain fair competition in the industry.

The rules cover a wide range of issues, including pricing practices, advertising, and the allocation of promotion allowances. They are intended to ensure that consumers receive accurate information about the products they are purchasing.

**Graybar to Distribute Ampli-Vision Products**

An agreement was reached last week under which the Graybar Electric Co. will serve as national distributor of manufactured products of Ampli-Vision, a division of International Telemeter Corp.

Announcement was made jointly by Louis A. Novias, vice president of Telemeter and assistant to the president of Paramount Pictures, which owns more than 80% of Telemeter, and George Ira Jones, manager of electronic sales for Graybar. Ampli-Vision manufactures electronic components for use in community television systems.

**Stromberg-Carlson Becomes General Dynamics Division**

Stockholders of Stromberg-Carlson Co. and General Dynamics Corp. approved at separate meetings last week the merger of the two firms whereby Stromberg-Carlson becomes a General Dynamics division.

Stromberg-Carlson will retain its individual identity and organizational structure, with Robert C. Tait, former S-C president, continuing to head the Rochester, N. Y., firm as a senior vice president of General Dynamics.

Involved in the transaction is a wholly-owned subsidiary, which operates WHAM-WHFM (FM) and WHAM-TV Rochester. William Fay, former vice president in charge of Stromberg-Carlson's broadcasting division, has been elected president of the newly-created Stromberg-Carlson Broadcasting Corp. [B+T, June 20]. Mr. Tait becomes chairman of the board of the radio-tv subsidiary.

Announcement of the merger was made by John Jay Hopkins, chairman of the board and president of General Dynamics, following a meeting of shareholders in Dover, Del. Under terms of the agreement, holders of Stromberg-Carlson common stock will receive one share of General Dynamics common for each share they now hold. S-C outstanding preferred stock was redeemed May 27. Directors of the two companies had approved the merger proposal April 25 [B+T, May 2].

In Rochester, Mr. Tait said the merger will give Stromberg-Carlson a stronger base on which to expand its communications and electronics operations.

General Dynamics is a leading producer of military and commercial aircraft, atomic and conventional submarines and guided missiles. Among Stromberg-Carlson products are tv and radio receivers, hi-fidelity phonographs, sound equipment and electronic and communications products for the Armed Forces.
Transmitting Equipment

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<tr>
<td>WRGB, Schenectady, N. Y.</td>
<td>1 kw</td>
<td>ft. (ch. 6)</td>
<td>new station</td>
</tr>
<tr>
<td>WJZ, Baltimore, Md.</td>
<td>5 kw</td>
<td>ft. (ch. 9)</td>
<td>new station</td>
</tr>
<tr>
<td>KWBTV, Kansas City, Mo.</td>
<td>5 kw</td>
<td>ft. (ch. 12)</td>
<td>---</td>
</tr>
<tr>
<td>WBAL-TV, Baltimore, Md.</td>
<td>5 kw</td>
<td>ft. (ch. 11)</td>
<td>new station</td>
</tr>
<tr>
<td>WOR, New York, N. Y.</td>
<td>5 kw</td>
<td>ft. (ch. 5)</td>
<td>new station</td>
</tr>
<tr>
<td>WABC, New York, N. Y.</td>
<td>5 kw</td>
<td>ft. (ch. 6)</td>
<td>new station</td>
</tr>
<tr>
<td>WAVY-TV, Norfolk, Va.</td>
<td>1 kw</td>
<td>ft. (ch. 20)</td>
<td>---</td>
</tr>
<tr>
<td>WBKB-TV, Baltimore, Md.</td>
<td>5 kw</td>
<td>ft. (ch. 4)</td>
<td>---</td>
</tr>
</tbody>
</table>

Other Equipment: DuMont also has reports shipment of new DuMont model L-25 television sets. The L-35 model is 51-Inch, 56-electrode unit, combination speaker-amplifier, intercoms and industrial and communications equipment. The new 35-Inch, 56-electrode unit of the L-35 series is 38-Inch. The L-35 set is equipped under patents applied for.

DuMont Creates New Division, Appoints Christaldi as Head

FORMATION of a new technical products division at Allen B. DuMont Labs Inc. was announced last week by William H. Kelley, vice president and general manager. The division will be headed by Dr. P. S. Christaldi, who has been with the DuMont organization since 1938, most recently as manager of the instrument division.

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Mr. Kelley said the new division resulted from the increased emphasis on industrial and communications equipment for broadcasting and industry. The technical products division, under Dr. Christaldi, will manufacture and sell the products formerly handled by the company's instrument division and communications products division.

Dual Reader Announced

THE CAMERA MART Inc., New York, has announced the Dual Reader, the firm's newest addition to the field of 16mm film editing equipment. The device consists of an optical sound reproduction unit, combination speaker-amplifier and a base plate to which "any 16mm motion picture viewer can be used in conjunction with the sound." The design permits the sound head to be positioned for single or double system tracks and for editing from either right to left or left to right viewers and provides for an adjustment so that the "picture and sound are separated by exactly 26 frames for synchronization," according to Camera Mart. The equipment operates on 110-120 volts, 60 cycles AC and is priced at $195.00. Further information and literature can be obtained from the company at 1845 Broadway, New York 23.

Mr. Christaldi

Mr. Hodgson

Mr. Jablon

Emerson Revises Price Policy; New Line Shown in New York

BENJAMIN ABRAMS, president of Emerson Radio & Phonograph Corp., last week announced establishment of uniform retail prices throughout the country for Emerson products. He said the uniform prices will be possible by the pre-payment of freight charges by the company. Mr. Abrams also said the company is discontinuing the practice of ending retail prices just under the rounded dollar figure claiming that "consumers are not fooled by price endings." Prices hereafter will be in round numbers.

Price announcement was made during Emerson's annual distributors convention in New York last Monday through Thursday. Mr. Abrams also addressed the gathering on the dangers that could arise from pay-see tv (story, page 64).

Admiral Automation Line Sent to RCA Under License

ADMIRAL Corp. announced Tuesday it has shipped part of a tv receiver "automation" line to an Rca plant in Indianapolis under a license agreement negotiated last January.

The electronically-controlled automatic equipment is similar to that utilized by Admiral for the production of its own tv receivers last year, according to John B. Huares, executive vice president of the Chicago manufacturer.

RCA was licensed under patents involving radio, television and automation, it was explained.

MANUFACTURING PEOPLE

Richard Hodgson, trend planning director, Fairchild Camera & Instrument Corp., Syosset, L. I., N. Y., elected vice president and promoted to reconnaissance systems dir. general manager.


D. A. Sliger, inside and outside lighting sales manager, succeeds Mr. Windahl.

George Deters appointed equipment picture tube sales manager, Raytheon Mfg. Co., Chicago.

W. Walter Jablon, formerly sales manager, Radio City Products Co., Easton, Pa., appointed general sales and advertising manager, Presto Recording Corp. (sound recording equipment), Paramus, N. J., succeeding Thomas B. Aldrich, resigned.


Broadcasting • Telecasting

What You Don't Know About Television CAN Hurt You.

See Pages 44 & 45
New outlets, expected on the air by yearend or early 1956, will be located at Timmins and North Bay.

FIRST tv stations for northern Ontario are expected to be on the air by yearend or early in 1956 following recommendations made by the Canadian Broadcasting Corp, board of governors for stations at Timmins and North Bay. Applications for five new tv stations were heard at the CBC board meeting on Ottawa on June 24. Application by CKRD Red Deer, Alta., for a tv station was turned down, while the application for a low-power station at Schaffer ville in the new iron ore mining area of northern Quebec was deferred pending investigation. Successful applicants were J. Conrad Lavigne, owner of CFCL Timmins, who asked for a license for a station on ch. 6, with 18.5 kw video and 9.25 kw audio power, and G. A. Alger and associates who applied for a station on ch. 10 with 28.5 kw video and 14.25 kw audio for North Bay. Approval of this application is the first time a group not in any way affiliated with a radio station has been successful. Latter applicant stated he will spend $294,000 on the station and would start construction immediately. A second application for North Bay by J. F. Grainger, publisher of the North Bay Nugget, and Keith Packer, manager of CFCH North Bay, was turned down.

Power Increases Authorized

CKCO-TV Kitchener was recommended for a power increase from 16 kw video to 29.4 kw video, from 8.45 kw audio to 14.6 kw audio, with antenna height raised from 501 feet to 928 feet above average terrain. CHCH-TV Hamilton, ch. 11, was recommended for power increase from 16.9 kw video to 100 kw video and from 10.05 kw audio to 60 kw audio, with antenna increased from 622 feet to 641 feet above average terrain. Applications for new broadcast stations were deferred or turned down. Two applicants for a station at Swift Current, Sask., 250 watts on 1400 kc, were deferred and an application of F. V. Power, a group of 1200 kc at London, Ont., was also left over for further study. Applications for stations at Corner Brook, Nfld., and Weyburn, Sask., were turned down. CKCH Hull, Que., was recommended for a standby transmission to CIYVI Victoria, B. C., for a broadcast pickup license. Application for the low-power tv station at the iron ore mine in the Quebec-Labrador area at Schefferville was deferred for further study, as applicant A. K. Hansen, communications director of the North Shore-Labrador Railway, had asked for 20 hours of CBC kinescope programming. He pointed out that the station, for the families of the 1,200 workers at this isolated mine, would only be able to supply one hour of programming a day without help from CBC kinescope material. CBC's Chairman A. D. Duntson pointed out that this would place the financial responsibility on CBC.

CBC board also decided on a new regulation regarding simulated sport broadcasts after hearings from various stations, sporting associations and the Canadian Assn. of Radio & Television Broadcasters. The new regulation, in brief, requires written assurances of approval of the simulated or reconstructed broadcasts by the sporting group putting on the game, assurances that the broadcast is not developed from other broadcasts and that no reconstructed broadcast may be made at the same time that an actual broadcast of the event is on the air in the area.

Radio Free Europe Marks Fifth Anniversary Today

FIFTH anniversary of the start of Radio Free Europe will be marked today (Monday) with a salute to people behind the Iron Curtain for their resistance to Communism and their determination to regain freedom. When the Radio Free Europe operation began in 1950, only one mobile shortwave transmitter, located in West Germany was used, broadcasting a total of 10 hours a week to Czechoslovakia, Poland, Hungary, Romania and Bulgaria.

As the operation enters its sixth year, more than 29 shortwave and medium wave transmitters and relay stations located at three West German sites and in Portugal are on the air.
3,000 hours a week to the same five countries. Five transmitters have individual signal strengths of 100,000 watts or more.

Regardless of the activities of Radio Free Europe, William J. C. Egan, the organization's director said, "We start our sixth year of broadcasting with unwavering determination to help the captive peoples in their struggle to regain the world community of free nations. Radio Free Europe helps its listeners help themselves by giving them the facts about their own countries, the Soviet Union and the free world..."

**TV Station Starts in Bangkok As First on Asiatian Mainland**

START of operation of the first tv station on the Asiatic mainland, located in Bangkok, Thailand, was announced last week by Meade Brunet, vice president of RCA and managing director of RCA International Div. The station has two studios and incorporates the latest techniques in video and acoustics, according to Mr. Brunet, who returned recently from Thailand. Licensee of the outlet is the Thai Television Co., a government-sponsored agency. Plans call for the use of tv as a mass-scale education medium. "The same television standards that are presently in use in Western Hemisphere, Japan and the Philippine Islands are bringing to Thailand the finest quality images," Mr. Brunet reported.

Apparatus includes an RCA 11-kw transmitter, complete studio equipment and an RCA mobile tv unit for remote telecasts.

**CHNS' Redmond Elected**

GERRY REDMOND, manager of CHNS Halifax, N. S., was elected president of the Atlantic Assn. of broadcast stations at the annual meeting at St. Andrews-by-the-Sea, N. B., on June 21. He succeeds Fred A. Lynds, CKCW-AM-TV Moncton, N. B. John Hirtle, manager of CKSB Bridgewater, N. S., was elected vice-president; Art Manning, manager of CKCL Truro, N. S., as secretary, and Geoff Stirling, CJON St. John's, Newfoundland, as treasurer.

**INTERNATIONAL SHORTS**

German radio-television set dealers report 16% increase in grosses in first 1954 quarter over same period last year with grosses up 31% by March. Record number of 24,500 tv sets shipped in March.

Vienna, Austria, is first city in country with tv with start of test operations of 100 w tv transmitter on air two hours per day.

James Lovick & Co. (adv.), Vancouver, B. C., has moved to new quarters at 1178 West Pender St.

CKCY Sault Ste. Marie, Ont., and CKVR-TV Barrie, Ont., have joined Canadian Assn. of Radio & Television Broadcasters.

**N. Y. Controller Asks Funds for Educ. Tv**

SUGGESTION that funds be appropriated to study the problem of an educational tv system in New York State was made last Tuesday by State Controller Arthur Levitt when he addressed an all-day regional meeting of the New York State Committee for the White House Conference on Education.

Board of regents' recommendation for a state-wide educational television network was rejected by a committee set up by former Gov. Thomas E. Dewey at the conclusion of its study a few years ago.

Mr. Levitt said the matter of educational television was far from dead, and that the time had come to revive the program. "Educational television could be used to spread the best available teaching talents in the public schools to a wider audience of students," Mr. Levitt said, adding that "such an application of television would be particularly useful." He stressed that in after-school hours educational television would "supplement and complement the school curriculum, both in elementary and high schools.

Mr. Levitt also told his audience that "in the field of adult education, the potentialities of educational television are unlimited."

**12,000 Students Reported Taking Credit Courses by Tv**

SURVEY by the committee on television of the American Council on Education discloses that approximately 12,000 students have taken credit courses by tv from a list of 170 regular academic courses offered by 44 different institutions.

The U. of Houston (Tex.) has had credit enrollments for a single course running as high as 700, according to the survey. Examination results at the U. of Houston, as well as other schools, indicate that tv students do as well as those taking regular classroom instruction.

At the U. of Southern California, Los Angeles, 213 students took examinations for college credit the first time Dr. Frank Baxter gave his Shakespeare on tv course.

Non-credit enrollment (where syllabi or special materials are purchased to follow the course) in at least 1,000 tv stations, the survey claims: a course on the religions of man offered by Washington U., St. Louis, and carried by educational KETC (TV) there has 1,067 such viewers; and last year the U. of California sold 1,072 syllabi for its credit course on art appreciation.

A new book, "Credit Courses by Tv," published a fortnight ago by the American Council on Education, presents an analysis of problems and procedures involved in college-level tv instruction and a summary of a conference on credit courses by tv held this spring at the Keckegg Center, East Lansing, Mich.

**Foreign Radio-Tv Specialists To Attend Missouri U. Course**

PROGRAM designed to show American broadcasting methods and policies to 18 foreign radio-television specialists has been started by the Missouri U. School of Journalism, Columbia, Mo. The project was arranged by the U. of Missouri State Dept. and governments of foreign nations.

Eighteen broadcast leaders, 14 from Central or South America, are on the university campus to hear a series of lectures to be coordinated with internships in American radio and tv stations. They will be in the United States six months. KOMU-tv, university station, and KFRU Columbia are providing laboratory fa-
DAY AT THE RACES
A DAY at the races was staged last Wednesday for staff members and performers of WRCA-AM-TV New York as host to grocery manu-
ufacturers' representatives of New York. About 400 persons attended the all-day outing. The party traveled by boat from Manhattan island to the New Jersey shore where it embarked by bus to Monmouth Park Track. For those whose broadcasting schedules didn't permit the trip via boat, travel to Monmouth was by helicopter.

LIVESTOCK QUOTATIONS
LIVESTOCK QUOTATIONS direct from the Oklahoma City Livestock Exchange are being broadcast on WKY Oklahoma City by Bill Hare, secretary to the exchange, as a new serv-

ice to the state's farmers and ranchers. The program is aired daily at 12:50 p.m. Mr. Hare is also vice president of the Oklahoma Agricultu-

re Advisory Council and chairman of the public relations commit-
tee of the National Livestock Exchange. Ac-


cording to WKY, Oklahoma City is the nation's eighth largest cattle market.

WFBR LUNCHES ADMN IN N. Y.
A SERIES of luncheons to acquaint agency and advertising people with the sales story of WFBR Baltimore was held at the Stork Club in New York a fortnight ago. A combination slide and easel presentation, based on a Pulse survey of 22 counties where one or more Baltimore stations can be heard, was employed to claim that in terms of ratings, WFBR ranked either first or second in all of the rated time periods. The study, presented by WFBR Vice President and General Manager Robert B. Jones Jr., also com-
pared WFBR ratings with those of other stations and included sketches of the station's music, news, sports, audience participation and women's programs.

BIRDS AND ELEPHANTS
EIGHT PARAKEETS have been delivered to local agencies by WLOW Norfolk, Va., with the attached message, "Any advertising cam-
paign that does not include WLOW in Norfolk is strictly for the birds." Similar promotions are planned throughout the summer, according to Robert Wadson, vice president, who is con-

sidering as one possibility a "radio spectacular," an elephant for agencies with the note, "WLOW, the biggest radio buy in town."

2,000 BALLOONS
TO PUBLICIZE the coming of CBS-TV's new program, The 564,000 Question, WSTV-Televi

sion, Ohio, dropped 2,000 balloons from an airplane over five cities in the Wheel-

ing, W. Va.-East Liverpool, Ohio, area. Printed on the balloons were the program's name and time and the station's call and channel. Se-

parate flights were made to each of the cities. The biggest problem, WSTV-TV reports, was blowing the balloons up. It took Bill Mc-

Clanton, public relations director, and a helper eight hours and a tank of compressed nitrogen.

STICKER CAMPAIGN
PLYMOUTH and its more than 6,000 dealers will use a sticker campaign to promote Plym-

outh News Caravan on NBC-TV in all its 
correspondence sent to customers and prospects. The stickers, one and a half inches by one and 
eighty, with a photo of John Cameron Swayze, will also be used by the dealers in areas receiving the tv show. Plymouth, through N. W. Ayer & Son, New York, sponsors the show on NBC-TV Monday and Wednesday except every fourth Monday.

BISHOPVILLE TO ATLANTIC CITY
TO MARK its first anniversary, WAGS Bishop-

ville, S. C., held a celebration featured by a beauty contest to select Miss WAGS. The winner was Martha Dean Compound, beating out 61 other contestants. She was chosen by the city to represent Bishopville in the Miss South Caro-

lina pageant where she again was adjudged winner. She will compete in the Miss America contest at Atlantic City Sept. 5.

'OPERATION TUBERCULOSIS'
RESPONSE of nearly 1,000 cards, letters and phone calls have been received by KING-TV Seattle for its special, one-hour, live production, "Operation Tuberculosis." The program, con-
ducted from a Seattle hospital, included ap-

proximately 35 minutes from a surgery room during an actual operation on a TB patient. The operation was preceded by a short description of tuberculosis in layman's language. The show, prepared in cooperation with the King County (Wash.) Medical Society, the Washington State and King County depts. of health and the King County Anti-Tuberculosis League, was over two years in the making.

BUILDING AN AUDIENCE
EXTENSIVE year-long promotion campaign to build listenership is being conducted by WBEN-

TV Buffalo, N. Y. Included is the use of 11 by 84-in. bus cards, silk screened in five colors, in-

tended to show riders the lineup of tv enter-
tainment available on WBEN-TV. The cards change every month. The station also has bought sign-off time on Buffalo, Niagara Falls and Lockport, N. Y., stations which leave the air in late afternoon and early evening hours, reminding listeners to tune over to WBEN-TV for the balance of the evening. In addition, 20-in. newspaper ads and 20 outdoor wall signs are being utilized by WBEN-TV.

FILM ABOUT INDIANS
FIVE-MINUTE black-and-white tv film to herald the 34th performance of the renowned Inter-Tribal Indian Pageant, 11-14 in 

Gallup, N. M., has been prepared by KOB-TV Albuquerque as a public service. The film has been scheduled for showing on 15 western and southwestern tv stations. The film is designed to acquaint people with the event and to con-

tribute to a better understanding of the Indian, showing presentations of the Indian civilization, culture, economy and art. Stations interested in programming the film without charge in late July or early August prior to the ceremonial may write to Duke Kerstien Adv. Agency, 500 2d St., N. W., Albuquerque, or Ceremonial Assn., Box 1029, Gallup.

IKE VISITS NEW ENGLAND
EXTENSIVE COVERAGE to President Eisen-

hower's New England visit was provided by the

North Country group of stations, WIKK New-

port, WTWN St. Johnsbury and WNIX Spring-

field, all Vt. During four days, North Country special events crews covered the Vermont State Dairy Festival at Rutland where the President spoke, the President's address to members of the New Hampshire State Legislature at Con-

cord and a concert by the U. S. Army Field Band at Franconia Notch which was followed by a Presidential speech. Interviews, color and a description of Ike's golf game via a battery-
operaed tape recorder were originated from the Mountain View House Hotel library at White-

field. Don Thurston of WIKK made a record-
ing of White House press secretary James Hag-

gerty's statement at a special news conference regarding the Russian MIG attack on an Ameri-
can Navy Patrol plane. The recording was aired verbatim shortly after the conference closed while "press men were still banging out copy and stumbling to phones." On the last day the station covered the President's arrival and remarks at Lancaster, N. H. WIKK and WNIX are named after the President and Vice Presi-

dent, respectively.

Don't forget to reserve your space in the TELECASTING YEAR-

BOOK & MARKETBOOK today.

Proof deadline: July 15.

Final deadline: July 25.

Publication date: Mid-August.

15,000 run.
Station Authorizations, Applications
(As Compiled by B • T)
June 23 through June 29

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- synchronous amplifier
- vhf- very high frequency
- uhf- ultra high frequency
- ant- antenna
- sur- aural
- vis- visual
- kw- kilowatts
- w- watts
- mc- megacycles
- d- day
- n- night
- 1.5- local
- mod- modulation
- fre- transmitter frequency
- unlimited- hours
- kc- kilocycles
- SBA- special service authorization
- STA- special temporary authorization

**FCC Commercial Station Authorizations**

<table>
<thead>
<tr>
<th>Licensee</th>
<th>Loc.</th>
<th>Class</th>
<th>Call Letters</th>
<th>ERP</th>
<th>Frequency</th>
<th>Date Granted</th>
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<tbody>
<tr>
<td>WWIT (TV)</td>
<td>Springfield, Mass.</td>
<td>Class A</td>
<td>WJAR</td>
<td>3,000</td>
<td>555</td>
<td>June 27</td>
</tr>
<tr>
<td>WNYT (TV)</td>
<td>Poughkeepsie, N.Y.</td>
<td>Class 4</td>
<td>WNYT (TV)</td>
<td>5,000</td>
<td>631</td>
<td>June 22</td>
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</tbody>
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**Applications Filed Since April 12, 1952**

<table>
<thead>
<tr>
<th>Applicant</th>
<th>ERP</th>
<th>Frequency</th>
<th>Date Filed</th>
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<tr>
<td>WNYT (TV)</td>
<td>5,000</td>
<td>631</td>
<td>June 22</td>
</tr>
<tr>
<td>WWIT (TV)</td>
<td>3,000</td>
<td>555</td>
<td>June 27</td>
</tr>
</tbody>
</table>

**New Am Stations**

**Applications**


- Applications Dismissed


- New TV Stations

**Applications**


**Acts of FCC**

- New TV Stations

**Applications**


**Calls Letters Assigned**

- WKRG- TV Mobile, Ala.- WKRG- Inc., Ch. 5. Granted June 22.

**Applications**


**New TV Stations**

**Applications**


**Calls Letters Assigned**

- WKRG- TV Mobile, Ala.- WKRG- Inc., Ch. 5. Granted June 22.

**Applications**

First year operating cost $33,500, revenue $28,000. Station is being operated by the college’s 17 trustees. Filed June 29.

Granted June 29.

 Granted June 29.

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 Granted June 29.

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 Granted June 29.

 Granted June 29.
Network Outlet
Midwestern Regional
$125,000.00

Grooving in excess of $12,000.00 monthly. Showing small profit. Income and profit can be materially improved. Excellent market. $50,000.00 down. Balance out over period of years.

Appraisals • Negotiations • Financing
BLACKBURN - HAMilton COMPANY
_RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James Wh. Blackburn
WJ华丽, Washington, D.C.

CHICAGO
Ray H. Hamilton
WPFI, Chicago 2, Ill.

SAN FRANCISCO
William T. Stebbins
730 Market St.

WBCP, Boston 20, Mass.

BROKERS

FOR THE RECORD

page 84 • july 4, 1955
COMMERCIAL RADIO MONITORING COMPANY

MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV

Paid on duty all night every night

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1755 De Sales St., N. W. Washington, D. C.

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Washington, D. C.

Member AFCCE

JAMES C. McNARY

Consulting Engineer

National Press Bldg., Wash., 4, D. C.

Telephone District 7-1205

Member AFCCE

GEORGE C. DAVIS

301-514 Munsey Bldg. Sterling 3-0111

Washington 4, D. C.

Member AFCCE


Everett L. Dillard, Gen. Mgr.

International Bldg., D. I., 7-1319

Washington, D. C.

P. O. Box 7077

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30 Years' Experience in Radio Engineering

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Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 7-8315

WASHINGTON 4, D. C.

Member AFCCE

Frank H. McIntosh & Assoc.

CONSULTING RADIO ENGINEERS

1216 Wyatt Bldg.

WASlNGTON, D. C.

Metropolitan 5-4477

Member AFCCE

WELDON & CARR

Consulting

Radio & Television Engineers

Washington 6, D. C.

Dallas, Texas

1001 Conn. Ave., 4312 S. Buckner Blvd.

Member AFCCE

PAGE, CREATZ, GARRISON & WALDSCHMITT

CONSULTING ENGINEERS

710 14th St., N. W.

Executive 3-5670

Washington 5, D. C.

Member AFCCE

A. EARL CULLUM, JR.

CONSULTING RADIO ENGINEERS

INWOOD POST OFFICE

DALLAS 9, TEXAS

JUSTIN 6108

Member AFCCE

VIR N. JAMES

SPECIALTY

Directional Antenna Proofs

Mountain and Plain Terrain

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Skyline 6-6113

Denver 22, Colorado

GEO. P. ADAIR ENG. CO.

Consulting Engineers

Radio-Television

Communications-Electronics

1610 E St., N. W., Washington 6, D. C.

Executive 3-1120

Executive 3-0881

Member AFCCE

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AM-TV BROADCAST ALLOCATION

PCC & FIELD ENGINEERING

1 Riverside Road—Riverside 7-2153

Riverside, Ill.

(A Chicago suburb)

WILLIAM E. BENNS, Jr.

Consulting Radio Engineer

3738 Kanawha St., N. W., Wash., D. C.

Phone Emerson 2-8071

Box 2468, Birmingham, Ala.

Phone 6-8794

Member AFCCE

JOHN B. HEFFELFINGER

815 E. 83rd St.

Hillard 7010

KANSAS CITY, MISSOURI

VANDIVERE, COHEN & WEARN

Consulting Electronic Engineers

612 Evans Bldg., N. A. 8-2698

1420 New York Ave., N. W.

Washington 5, D. C.

CARL E. SMITH

CONSULTING RADIO ENGINEERS

4900 Euclid Avenue

Cleveland 3, Ohio

Henderson 2-2177

Member AFCCE

LOWELL R. WRIGHT

Aeronautical Consultant

serving the radio & TV industry

on aeronautical problems created by antenna towers

Munsey Bldg., Wash., 4, D. C.

District 7-1740

(night-holidays telephone

Henderson, Va. 114)

JOHN H. MULLANEY

Consulting Radio Engineers

2000 P St., N. W.

Washington 6, D. C.

Adams 4-6393

* Member AFCCE

* Member AFCCE

* Member AFCCE

* Member AFCCE

TO ADVERTISE IN THE SERVICE DIRECTORY

Contact

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1726 DE SALE ST., N.W., WASH. 6, D. C.

July 4, 1955 • Page 85
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.
Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.
Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$8.00 minimum.
All other classifications 30¢ per word—$1.00 minimum • Display ads 15¢ per inch
No charge for blind box number. Send box replies to:
BROADCASTING • TELECASTING, 1785 DeSales St. N. W., Washington 6, D. C.
Airmail or only $1.00 charge for transcontinental (separate, please). All transcriptions, photos, etc., sent to box numbers are sent on owner’s risk. Broadcast-
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RADIO

Help Wanted

Managerial

Sales manager—hot rock who can sell. Wonderful opportunity. Small southern market. Box 886A, B.T.
Commercial manager’s position available September 1st. Take complete charge of all local sales on a five midwest major network affiliated station. Need a man of leadership that has the capability of creation as well as follow through with sales staff. Prefer a mature man. College education and good sales background necessary. All transcriptions, photos, etc., sent to box numbers are sent on owner’s risk. Broadcast-
ing • Telecasting expressly repudiates any liability or responsibility for their custody or return.

Sales

Wanted: Man or woman salesman, $50 a week, plus 25% commission. Box 196A, B.T.

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 976A, B.T.

Immediate opening for experienced radio salesman in one of our full time independent stations. Maryland’s second market. Permanent position, excellent working conditions. Send resume, including personal information. Box 980A, B.T.


Announcers

Major market—top independent will hire midwest disc jockey with college degree and local market experience. Send tape and letter to Program Director. Box 885A, B.T.

Wanted: Hard working, level-headed staff announcer for top radio organization in Michigan. Excellent opportunity, employee benefits, ideal working conditions. Send complete information, resume and salary expected. Do not send tapes. Personal interviews will be required before position is filled. Write Box 905A, B.T.

IN GREEN BAY...

Just like many, many other areas, wise TV broadcasters, interested in well-screened and highly trained personalities, have turned to Northwest Radio & TV School graduates. Why don’t YOU start using our FREE Radio-TV personal screening box? Send us TIME, MONEY! Our graduates are well qualified and professionally trained in our studios using standard commercial equipment. We screen them...train them... refer them to you with complete details, as they fit your specific needs. Let us help you with your personnel needs. We assure you of prompt, personal attention. Write or call COLLECT, John Birrel, Placement Di-

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N. W. 21st Ave., Portland 9, Oregon

with schools in


RADIO

Help Wanted

Managerial

Desire managerial position, 5 years radio experience, 1½ years successful commercial mng. Young, married, educated, intelligent. Excellent references. Box 966A, B.T.

Manager—young and experienced and capable. Engineering, sales, management. Family man. Box 970A, B.T.

Manager—radio veteran. Take charge station or sales and advertising. Capable, efficient. References. Box 107A, B.T.

Commercial manager desires position. 15 years experience. Excellent sales ability. Sounds commission in sound proposition. Phone Hagerstown, Md., 746, or write 424 North Locust St., Hagerstown.

Salesmen

Thorough, mature salesman, management experi-

ence, wants commission job where work pays off. Medium northern market. Box 880A, B.T.

Sales manager for high caliber, low turnover operation, medium market. Eleven years sales and programming experience, applicant as valuable manager’s assistant. Box 975A, B.T.

Announcers

Announcer—negro, DJ, commercial news; experience light, ambitious. Tape available. Box 890A, B.T.

Deep, mellow voice, 3 years staff announcing experience. $75 week minimum. Box 988A, B.T.

Top-flight experienced announcer seeks change. Present with major market. Ideally midwest major or college grad. NBC trained. Know all phases. Want position in broadcasting service that offers fine future. Box 979A, B.T.

Experienced announcer, age 27, desires perma-
nent position. Veteran, 12 years experience with TV school. Morning man with personality, strong on commercials and news. Northeast, B.T. Wide musical background. Box 966A, B.T.

Experienced announcer—PD—thirteen years experience, major market news editor and sportscaster. Successful DJ, Desire southern position but will travel elsewhere if offer is right. Box 971A, B.T.

Announcer, Experienced, dependable and sober. Most preferred. First class license. Box 972A, B.T.

College grad. — draft exempt—metropolitan experience. Young, single man—any location—strong music and news. Box 973A, B.T.

Top disc-comedian, . . . 34, radio 12 years—tv 3 years both in big and small stations. Veteran, ad-

lib—professional know-how—intelligent, zany style. Excellent sales. Miami-Atlanta-New York City-Milwaukee type. Tape, refs, friendly, hard-working, want permanency. Tape—bro-

chures. Box 974A, B.T.

Top-flight commercial announcer, news/caster, family, interested relocating permanent position radio tv. Box 976A, B.T.


Former name band vocalist, working DJ (small station) large eastern market. We are looking for per-

sonation: Vocalist, MC, DJ — radio and tv — with large station, comparable market. Excellent voice, all phases show-business, tape, records, brochure available. Box 890A, B.T.

Personality—DJ-announcer. Eleven years experi-


Pianist wants to learn announcing. Prefers work in New York or bordering states. Reply Box 985A, B.T.

Broadcasting school graduate, good staff poten-
tial. Orphanage, night program, newscast, sports. Person-

ally, sincere. Box 986A, B.T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 968A, B.T.

Announcer, 9 years — 1 year television, Staff, audience, marrow. Married, single. Box 966A, B.T.

Staff announcer. Married, versus all phases. Recent broadcasting school graduate. Will travel. Tape, resume requested. Box 975A, B.T.

Top-notch, experienced staff man. Commercials that sell. Exceptional DJ shows. Box 105C, B.T.
**RADIO**

**Situation Wanted—(Cont'd)**

Disc jockey for personality station. Know-how on pop music. Pay: Immediately $300 per month. Box 108C, B-T.


Experienced announcer—solid background, re-locating permanent connection. General staff, smooth man, teen-age appeal, commercial. Personality. Travel, references, tape, Tom Hopkins, Box 92, Berne, Indiana, N. J. Bernaville 8-0538.


Announcer: Radio school graduate. 3rd ticket, college, play-by-play, will travel. Mike Leprince, 726 Illinois Street, Winthrop, Nebraska. Staff announcer—strong commercial delivery — news — disc jockey, Midwest preferred. Tape. John Schneider, 279 W. Polk, Chicago.

**Technical**

Engineer, 1st phone, am-fm-tv, experienced, will travel. Prefer Florida or east coast. Write Box 822A, B-T.

Engineer—chief or staff. Long experience all phases am and fm radio, wishes to relocate. Mature, pleasant, responsible. No announcing. Box 951A, B-T.

Engineer, first phone. 7 years am experience to 50 kw. Will take large market am or change to tv. Box 952A, B-T.

Boy needs home or facsimile. Mom and pop working sixty hours. Pop: Chief engineer, five years experience to 50 kw, including directional. Built two stations. Mom: Programming, traffic, sales, putting new station on air. Box 114C, B-T.

Six years chief, am, first phone, car. Age 32, family, Middlewest or west, available immediately. H. R. Breeding, 108 W. Kansas Ave, Garden City, Kansas.

Engineer-announcer, 1st class phone. News-DJ. Congenial, will adapt to correct environment. Has some experience. Locate anywhere good opportunity, future and advancement. Jack Rosenfield, 581 Williams Avenue, Brooklyn, New York, Dickens 1-4875 after 6 p.m. EDST.

**Programming, Production, Others**

Copywriter—DJ personality, 34, eight years experience. Tape, resume, copy specimens. Box 951A, B-T.


To California station managers: After six years with this station our program director is leaving to return to his home state. Excellent announcer, top-flight programming man. Eight years radio experience: announcing, programming, traffic. Has first phone. Family man, veteran. Name is John Wilson. Contact him at 255 Palm Desert, California. Phone 22271. He has his personal highest recommendation. Hal Venter, General Manager, WPTC Kingston, N. C.

**TELEVISION**

**Help Wanted—(Cont'd)**

**Production-Programming, Others**

Wanted—tv program manager, vhf network station, medium size market, southwest. Must be experienced, able to handle on-air operations. Right man advances within company. Write qualifications, desired salary. Box 953A, B-T. Our employees know of ad.

Program director. "Sirtlesleeve" executive, familiar with all phases of local programming and production, with ability to take complete charge of department. Promotion background helpful. Successful uhf network affiliate in metropolitan market. Top salary. Will only consider applicants having proven record like position. Reply in confidence, giving all particulars, including present earnings, salary expected, when available. Box 954A, B-T.

Wanted: Experienced, attractive, cooking expert for tv kitchen show in southwestern vhf. Send pictures and resume of experience with first letter. Box 115C, B-T.

**Situations Wanted**

**Announcers**

Personality — DJ-announcer. Eleven years experience, every facet radio-television. No accent. Not a prima donna. Versatile ad-lib; humor; news; Musician; composer; writer. Available immediately. $250 week, year contract. Box 964A, B-T.

Announcer mature, responsible radio, tv staff. Experienced set designer, broad musical background, commercial, dramatic continuity. Resume, photo, tape. Box 104C, B-T.


**Technical**

Engineer, long experience technician and maintenance in radio, television. Impeccable reputation. Resume, photo, tape. Box 116C, B-T.

Vhf chief wishes relocation. Let 615 years vhf Uhf eliminate your engineering problems. Box 117C, B-T.


**Production-Programming, Others**

21 continuous years programming, production, announcing — local and net. Presently tv news editor and chief announcer. Desire affiliate with quality station only. No hot shot deals. Box 955A, B-T.

Cameraman — 3 years experience. All studio operations. Seeking immediate connection. Reference. Box 103C, B-T.

**FOR SALE**

**Stations**

Fulltime Texas local, no competition. Will sell, trade, or rent. Box 101C, B-T.

Southwest. Modern installation. Fulltime, Network. House in one unit air-conditioned building. City of 12,000. No other station. tv long stabilized this area. Available for complete inspection by qualified and ready principals. Ralph Erwin, Broker, Box 811, Tulsa.

Further expansion of our sales organization has created an opening for an experienced Broadcast Equipment Sales Engineer with a proven record of outstanding accomplishment — also several openings for Junior Sales Engineers for sales training in Syracuse. These are well-paid positions for men who meet our high standards. If you have a record of success in your present job, two years experience in the broadcast equipment business, an engineering degree or equivalent, and are between the ages of 25 and 45, I invite you to send one-page personal data of your experience, education and other qualifications with a recent photograph. All information confidential. Albert F. Wild, Manager-Sales, Broadcast Equipment, General Electric Co., Electronics Park, Syracuse, N. Y.

**TELEVISION**

**Help Wanted**

**Salesmen**

Experienced tv salesman has opportunity for bright future with NBC affiliate in fast growing Connecticut area. Must be capable of taking charge of permanent position. Send sales experience, resume, and photo first letter. Box 956A, B-T.

**Technical**

Experienced tv studio operation technician familiar with RCA-A instead. Capable of taking charge of permanent position. Must be able to work congenially with others. The operation prefers southwest.

Box 954A, B-T.

**FOR SALE—(Cont'd)**

Now available, Metropolitan market. Also a single-station, fulltime situation. Combo opera-

tion. Ralph Erwin, Broker, Box 811, Tulsa.

Have attractive radio properties for sale in New England and vicinity. Contact Ed Harris, 611 Church, Ware, Mass.


**Equipment**

RCA TPFA surfactant. Tuned channel 5 but tunable 4 or 6. Box 958A, B-T.

Langevin type 11-A program amplifier in excellent condition. Make offer. KOWH Omaha- na 2, Nebraska.

For sale: Two surplus Eimac type 2000-T transmitting tubes. Never used. $250 each or best offer. Contact Mr. W. H. Moss, Chief Engineer, WTVB-11, 1170 Soldiers Field Road, Boston 34, Mass.

For sale: Uniform cross section galv- anized tower. 108 feet. Would make an excellent short tower of 110 to 240 feet. Will sell any part. New, never been used. Make us an offer for all or any part. WFRJ-TV, Johnson City, Tennessee.

For sale: One Rek-O-Kut model 18-A disc recorder complete with 3-1/3 inch fob. $250. Contact J. T. Jener, WFCY, Fayetteville, N. C.

For sale: $20 foot guyed tv tower complete with lighting and pay wires. Write WTSP, Box R, Jackson, Miss.

21 used towers, all types and sizes, for sale, Ace High Tower Director. Phone Greenville, N. C. 6760.

1—75 A record-type turntable, modified to include 45 rpm; 1—Betaplate tape recorder, model 101. M. R. tape recorder complete with 250 foot tower, galvan- ised, complete with lighting and guy wires. Write Virginia Natural Gas Co., 102 East Central, Virginia, Wisconsin.

WANTED TO BUY

Stations

Miss.—Ark.—La.—W. Tenn.—Stations or Cpa—Network connections. Experienced broadcaster seeking small station east-south-Florida. Cash down. References—Box 959A, B-T.

Wanted now. Metropolitan stations for listing. Cities over 150,000 in Texas, Oklahoma, Missouri, Arkansas, Indiana, or any of the central area. Fulltime, Network or any other listing. Current billings not important. Exclusive listings only. Ralph Erwin, Broker, Box 811, Tulsa.

Radio, Texas, Oklahoma, Arkansas, Missouri, Kansas. Professional licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment etc.

Wanted: Need complete equipment for 500 watt am radio station, immediately. Will pay cash for good equipment. Write Box 822A, B-T.

5 or 10 kilowatt fm transmitters. Advise make, price, hours used, etc. Box 720, Glendale, Calif.

A 1000 watt am used transmitter desired. Box 965A, B-T.
For Sale

Equipment

TOWERS
Radio-Television
Antennas-Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland, Oregon

WANTED TO BUY

LOSING OPERATION
WANTED AM or TV

Experienced broadcaster wants AM or TV operation that is in the RED. This well known broadcaster has successful record that he will apply to produce a profitable operation. For details write.

Box 951A, B&T

WANTED—PROGR & RECORDING LATHE

Langen O Type 119 A Progr & Lathe

Full details please to:
R. L. Roberts, KJBS Broadcasters
1470 Pine St., San Francisco 9, Calif.

Advertising

ATTENTION

SALES MEN

and

Small Station

Commercial Managers

Station established over 15 years in one of the leading markets in the Great Lakes region is expanding staff. Rare opportunity in sales position open now, with best prospects for advancement to executive position near future—plenty of room at the top here. If you are a worker and like to sell, send full details first letter.

Box 951A, B&T

FOR THE RECORD

June 27 Applications

ACCEP TED FOR FILING

Modification of CP

KPTF-FM Traverse City, Mich.—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to 1-26-56.

WJCH-FM Johnson City, Tenn.—Mod. of cp, which authorized a new tv station to extend completion date to 1-26-56.

KAIA-TV Yakima, Wash.—Mod. of cp, which authorized a new tv station to extend completion date to 1-26-56.

APPLICATIONS RETURNED

License Renewal

KMJ-TV Fresno, Calif.—License to cover cp (as mod., which authorized a new tv station) to and change S-L to Stanislaus & Van Ness, Fresno.

WPHN-TV Traverse City, Mich.—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to 1-26-56.

March 9 Applications

ACCEP TED FOR FILING

Modification of CP

KPTF-FM Traverse City, Mich.—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to 1-26-56.

WJCH-FM Johnson City, Tenn.—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to 1-26-56.

KOA-TV Yakima, Wash.—Mod. of cp (as mod., which authorized a new tv station) to extend completion date to 1-26-56.

APPLICATIONS RETURNED

License Renewal

WOB-FM Hammond, Ind.—Renewal of license.

License Renewal

WJB-FM Madison, Ind.—Renewal of license.

License Renewal

WMS-FM Michigan City, Ind.—Renewal of license.

For Sale

Equipment

WANTED—PROGR & RECORDING LATHE

Langen O Type 119 A Progr & Lathe

Full details please to:
R. L. Roberts, KJBS Broadcasters
1470 Pine St., San Francisco 9, Calif.
WHAD, Greenfield, Mass. License Renewal

WIAN (FM) Indianapolis, Ind.—Renewal of license for station. (Action taken June 7.)

WHAB (FM) Madison, Wis.—Renewal of license (ed.).

License for Cp

WHAL-TV Baltimore, Md.—License to cover cp to change facilities of existing television station. (Action taken June 24.)

WTVN-TV Columbus, Ohio.—Modification of cp (as mod.) which authorized changes in facilities of existing television station to extend completion date of new station.

WRK-TV Williamsport, Penna.—Modification of cp (as mod.) which authorized new television station.

License for Cp

WATE (TV) Knoxville, Tenn.—Grant to cover cp (as mod.) which authorized new television station.

Modification of Cp

KTVV (TV) St. Louis, Mo.—Renewal of license to cover cp (as mod.) which authorized new television station.

June 28 Decisions

June 29 Decisions

June 30 Decisions

Remote Control

The following were granted authority to operate transmitters by remote control: KFGO-AM Fargo, N. Dak.; WWRE-AM Alexandria, Minn.; WQED-TV Pittsburgh, Pa.; WWNO-FM New Orleans, La.; WHAI-FM Greenfield, Mass.; WCOU-FM Lewiston, Me.

Actions of June 22

Granted License

WREG (TV) Memphis, Tenn.—Grant to license for television station (ch. 3). (Action taken June 24.)

WQNL-FM Greenville, S. C.—Grant of license to operate transmitters by remote control. (Action taken June 24.)

Modifications of Cp

The following were granted extension of completion dates as shown: WCHT-TV Wheeling, W. Va., to 3-15-56; WKAR-TV Athens, Ohio, to 3-15-56; WBNK-TV New Britain, Conn., to 1-15-56; WYHS-TV Little Rock, Ark., to 3-15-56; WHAD-TV Milwaukee, Wisc., to 1-15-56; WTVG-TV Tullahoma, Tenn., to 1-15-56; WBLK-FM Youngstown, Ohio, to 3-15-56.

WNYC-FM New York, N. Y.—Grant of license to operate transmitters by remote control. (Action taken June 24.)

WANE-TV Fort Wayne, Ind.—Grant to operate transmitters by remote control.

Modification of Cp

KFGO-AM Fargo, N. Dak.—Modification of cp which authorized changes in stations and studio locations. (Action taken June 24.)

WBNR-TV Cleveland, Ohio—Renewal of license which expired permit for extension of completion date.

Remote Control

WHN-FM Huntington, Va.—Operation by remote control.

Modification of Cp

WJJD-FM Chicago, Ill.—Modification of cp which authorized changes in stations and studio locations.

Renewal of License

WBNX (FM) Cleveland, Ohio, Cleveland City Board of Education

WALN (FM) Delaware, Ohio, Ohio Wesleyan U.

WMMB (FM) Oxford, Ohio, Miami U.

Modification of Cp

WVEC-TV Hampton, Va.—Modification of cp, extension of completion date 1-4-56.

UPCOMING

JULY

July 11: Start, Institute of Television Live & Filmed TV, U. of Miami, Coral Gables, Fla.


JUNE 29 Applications

ACCEPTED FOR FILING


Remote Control

WHON Henderson, Ky.

WBNL Richmond, Va.

WBN-FM Henderson, Ky.—Operation by remote control.

WCOU-FM Lewiston, Me.—Change point of operation by remote control from Webber Ave., Lewiston, Me., to 223 Lisbon St. Lewiston.

Remote Control from Radio Center Bldg. (WRNL Studios) 111 N. 4th St., Richmond, Va.

Modification of Cp

KFPB-TV Great Falls, Mont.—Modification of cp to extend completion date.

WHK-TV Cleveland, Ohio.—Modification of cp to extend completion date.

WIBN-TV Milwaukee, Wisc.—Modification of cp to extend completion date.

License for Cp

WKBK (TV) La Crosse, Wisc.—License to cover cp which authorized new television station.

ACCEPTED FOR FILING

WHIZ Zanesville, Ohio.—License to cover cp which authorized change transmitter and studio location.

KODL The Dallas, Ore.—License to cover cp which authorized change frequency: increase power, install DA-M: make changes in the antenna system.

Renewal of License

WTHI Terre Haute, Ind.—Renewal of construction permit.

WNYC-FM New York, N. Y.—Application to replace permit as modified by changes in facilities of station which expired 8-1-56.

Modification of Cp

WFRK-FM Savannah, Ga.—Modification of cp which expired granted permission for extension of completion date.

Remote Control

WHIN-FM Huntington, Va.—Operation by remote control.

Modification of Cp

WILL-FM Urbania, Ill., U. of Ill.—Modification of cp for extension of completion date.

Renewal of License

WRCU (FM) Bowling Green, Ohio, Bowling Green State U.

WALN (FM) Delaware, Ohio, Ohio Wesleyan U.

WMMB (FM) Oxford, Ohio, Miami U.

Modification of Cp

WVEC-TV Hampton, Va.—Modification of cp, extension of completion date 1-4-56.


Aug. 9: RAB Clinic, Charleston, S. C.


Aug. 11: RAB Clinic, Norfork, Va.

Aug. 12: RAB Clinic, Philadelphia.


Aug. 21-26: RAB Clinic, Jacksonville, Fla.

Aug. 23: RAB Clinic, Birmingham, Ala.

Aug. 24-26: RAB Clinic, Baltimore, Md.


OUT OF THE ATTIC

THERE ARE plenty of signs that radio is heading into a period of real expansion—not recovery, mind you, but expansion. This period has been made possible not by some new enthusiasm on the part of the public (which has kept listening to radio all along) but by a new enthusiasm on the part of broadcasters. The situation was summed up nicely, if in a somewhat improbable place, by John O'Hara, the eminent novelist and short story writer, in a column in Collier's July 8:

In the present decade, which I like to call the Fidgety Fifties, the emphasis has been so much on television that it has been easy to imagine a radio studio as remote and all but forgotten, like the beautifully conceived vault in which Jack Benny pretends to keep his money.

Radio was getting the X treatment. In the Victorian novels, or the post-Victorian novels of Miss DuMaurier, a familiar character was the sister we don't talk about, who lives in the north tower and has her meals on a tray. Sometimes she turned out to be perfectly nice or even a Joan Fontaine type, but for many, many pages she was nighted away in the upstairs booney-bin and not allowed to see strangers.

Thus radio.

The parallel is not exact, but it is useful close, for it almost always turns out that the incarcerated incompetent in the attic is really a rich heir or as well as a pretty one. Give her a facial and perhaps an hour with the dentist and carte blanche at Hattie Carnegie's and the kid is ripe for Rubirosa.

Radio has been released from the north tower by the broadcasting companies. Either in earnest, or to provide light summer reading, they have been doing a lot of talking about how good radio is and announcing splendid plans for it. It just goes to show that the broadcasting companies catch on quick to something the public has known all along: radio is okay.

It is gratifying to recognize that now everybody thinks radio is okay—including the people who run it. But merely thinking it is okay will not make it so. What is needed on the part of broadcasters—the networks in particular—is positive action based on positive thinking.

Good or bad, the new patterns in network radio suggest that the networks have decided to try to get radio out of the attic. At first they are talking now about the sister they didn't use to mention. When they renew their acquaintance with her, they'll find sister is quite a dish.

ANTI-DISCRIMINATION

INTRODUCTION of practically identical bills in House and Senate to thwart "discrimination" against newspaper applicants for broadcast stations should come as no great surprise to the FCC.

The Commission, abetted by recent decisions of the Circuit Court of Appeals in Washington, has been agitating, perhaps unwittingly, this precise action by Congress.

All this has to do is to look at the record. Obviously this was brought to the attention of the authors of the bills by distraught newspaper applicants in recent television cases. These covered not only final decisions by the FCC, but also those misnamed "initial" decisions by hearing examiners. It is natural for the examiners to seek to have the FCC sustain their conclusions, so they construe to reach conclusions which follow the line the FCC itself has drawn in recent decisions.

Rep. John V. Beamer (R-Ind.), who authorized one of the two House bills, cited 10 cases which he said indicate the FCC favors the non-newspaper against the newspaper applicant. He might have added that there are as many cases which favor the newcomer against the old-line broadcaster.

These acts have been committed in the name of "diversification of mass media". What isn't decided on this precept, gets the coup de grace under the "public interest, convenience and necessity" clause, which has defied interpretation since the Radio Act (precursor of the Communications Act) became law in 1927.

The preponderant FCC notion (there are exceptions) appears to be that he who has does not get. Most of the multiple owners long ago abandoned the notion that they could procure new facilities on original grant out of comparative hearings. So they have gone into the open market to buy or trade.

Nearly a decade ago, Congress sought to write a specific anti-discrimination provision into the law. But the FCC, as then constituted, insisted no legislation was necessary; that there was no discrimination. Then, three years ago, Congress again proposed such an amendment (in writing), but this was tabled after the then FCC once again gave assurances that there was no discrimination and that there would be none.

So now, the very same "anti-discrimination" amendment has been reintroduced in both Senate and House.

Last year we said on this page that unless the FCC brings some semblance of consistency into its decisions, "we predict that Congress won't be so easily dissuaded from acting upon the anti-discrimination amendment." That point has been reached.

HAL FELLOWS—WELL MET

THE NARTB joint board of directors acted wisely in extending the contract of Harold E. Fellows as the association's chief executive officer for five years, with provisions that assure his availability and counsel at least four years thereafter.

In the four years that Mr. Fellows has presided over NARTB, the association has shown its greatest progress. It is now at its all-time peak as an effective trade association, devoid of the kind of internecine discord that in past years threatened destruction of the organization and aroused serious talk of rump and splinter movements.

Mr. Fellows infused in NARTB the know-how of a practical broadcaster with nearly two decades in station and agency operations. He built confidence in NARTB through personal appearances throughout the country, perhaps with too little regard for his own health and well-being. The NARTB has met every challenge, legislative, regulatory, political, or crack-pot, in the four years that Mr. Fellows has held the helm, first as president and during the last year as president-board chairman.

Trade associations usually are regarded as stopping-off places—as stepping stones to more remunerative and less onerous pursuits. Young men, particularly, regard such activity as internships, like government. Mr. Fellows, at 56, has elected to make the NARTB his career. The joint board, exemplifying excellent judgment, agreed with him. In 1960, Mr. Fellows can become consultant to NARTB for four years, and enjoy retirement thereafter, under a plan embodied in his new contract.

The need now is to assure continuity of top management in the association's affairs. Junior executives having the qualifications should be induced to regard NARTB as their careers. There should be adequate depth to assure that every top position is backstopped—including that of president. A second-in-command should be selected to relieve Mr. Fellows of non-policy administration, and to take on some of the barnstorming load. We understand this quest is on.

Page 90 • July 4, 1955
aren't
week ends
wonderful?

Along with the week end comes WWJ's perfect package—"Music Over the Week End" and "Monitor."

Combining the proved sales strength of WWJ's well established "Music Over the Week End" with NBC's exciting new "Monitor," you can reach an audience of men and women whose minds are on the things they want for themselves—from frosted drinks to furniture.

Sales-minded advertisers are now using over 100 announcements every Saturday and Sunday on WWJ when three of the station's top disc-jockeys—Bob Maxwell, Ross Mulholland, and Shelby Newhouse—sell to week-ending Detroiter and suburbanites while they're relaxed and ready to listen.

Check up on special saturation discounts and plan to sell to Detroit during these wonderful week ends.

"MUSIC OVER THE WEEK END"
Saturday and Sunday
12:15-2:00 P.M.
5:00-6:30 P.M.

"MONITOR"—all other times, with local news every hour.

WWJ AM 990 KILOCYCLES 5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES
Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION * Owned and Operated by THE DETROIT NEWS * National Representatives: THE GEORGE P. HOLLANGEBY CO.
KMBC-TV is proud to announce its new television affiliation (effective September 28) with America's most dynamic and fastest-growing television network, the American Broadcasting Company. With this swing, KMBC-TV makes a significant, forward-looking change. Television is the medium of today and the future, and we are planning, building and doing things for the future—along with ABC-TV.

Maybe Davy Crockett did it, single-handed. When there is a nationwide Davy Crockett craze—stemming from one wonderful program on one network—it's reason to stop and think about that network.

Walt Disney and his fabulous Disneyland show have meant a great deal to ABC-TV, and to television generally. With the upcoming Walt Disney Mickey Mouse Club, a full-hour of excitement every weekday, we can all look forward to more TV miracles.

Surprised? We're not, for Walt Disney is a product of Kansas City and its schools. Naturally we're proud of Mr. Disney—and loyal, too!

And we Kansas Citians like fights. As you know, the famous Wednesday Night Fights are now on ABC-TV.

With all of peace and contemplation, we are pleased that Bishop Sheen will be seen on KMBC-TV and KMBC-TV this fall.

Think about: Future TV will see Wyatt Earp, the first western on television. Warner Brothers Presents, a full-hour each week of new Warner-produced television, each program built around their highly successful motion picture properties, such as "Casablanca," "Cheyenne" and "King's Row."

With our 1079-foot KMBC-TV tower (tallest in this area) and 315,000 watts of power on Channel 9, we know that families on the perimeter of the Kansas City market (as well as our closer neighbors) will be seeing the fine new programs, and many of their old favorites, on ABC-TV. Network programming available on a dependable service basis only from the KMBC-TV tall-tower transmitter.

Then, there's the matter of time for more local programming. KMBC-TV leads in every local category: highest-rated locally produced women's show... highest-rated locally produced weekday kid shows... highest-rated locally produced news-weather-sports shows... highest-rated late movie. To these we want to add other local programs for which there has been a long time coming.

So it's off with the old and on with the new, at KMBC-TV—as The Swing to ABC continues and our station identification in late September will proudly announce to viewers: "This is Channel 9, Kansas City, affiliated with the American Broadcasting Company."

KMBC-TV
Kansas City's Most Powerful TV Station