radio-active

sports fans

Whether reading, riding, or relaxing...
When they want on the spot results—
Who won the ball game this afternoon?
Who reached the finals in the tennis tournament today?
Who is our new State golf champion?
They turn to radio...

... Spot Radio turns Radio-Active sports fans into active customers.

WSB Atlanta
WFBA* Dallas
KOAA Denver
WIKK Erie
WPRT Houston
WJIM Lansing
KARK Little Rock
KABC Los Angeles
KSTP St. Paul
WABC New York
WTAR Norfolk

NBC
NBC
NBC
NBC
NBC
NBC
NBC
NBC
NBC

WIP
WRNL
ABC
ABC
ABC
KGO
KMA
KVKB

Philadelphia
Richmond
Sacramento
San Antonio
San Diego
San Francisco
Shenandoah
(Texas)

ABC
ABC
MBS
ABC
ABC

Pacific Radio
Regional Network

*Also represented as key stations of the TEXAS QUALITY NETWORK.
Consumer confidence in National Biscuit Company has been built by years of producing highest quality products, assuring complete satisfaction. As a result "Nabisco" has become one of the foremost of trademarks in the field of bakery and cereal products. Likewise, the name Havens & Martin, Inc., Stations has become a symbol of confidence among advertisers. The complete job of quality entertainment, superior programming and unexcelled public service provided by the First Stations of Virginia has built a vast and loyal audience in one of the South's richest areas. Join with confidence the growing list of advertisers who convert this unusually responsive audience into sales over WMBG-AM, WCOD-FM and WTVR-TV—Richmond's only complete broadcasting institution.

INTERCONNECTED WITH ABC AND CBS

WMBG AM  WCOD FM  WTVR TV

MAXIMUM POWER 100,000 WATTS  MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.
OVER HALF THE FOOD STORE SALES IN INDIANA
are made to the
people served
by WFBM-TV

NO OTHER INDIANA
TV STATION
DELIVERS
SO MUCH

Food store sales state-wide:
$1,049,984,000
Food store sales WFBM-TV-wide:
$536,054,000

WFBM-TV
INDIANAPOLIS
Represented Nationally by
the Katz Agency
Affiliated with WFBM-Radio; WOOD AM
& TV, Grand Rapids; WFDF, Flint; WTCN,
WTCN-TV, Minneapolis, St. Paul
THE HIGH AND THE MIGHTY......

High atop Cedar Hill overlooking Dallas and Fort Worth, Texas' HIGHEST man-made structure... 1685 feet above average terrain, KRLD-TV's new transmission tower projects itself into the sky. When completed this fall, thousands upon thousands of brand new North Texans and Southern Oklahomans will be added to Channel 4's wide and rich effective viewing area.

KRLD-TV delivers more audience in Dallas and Fort Worth combined during the cumulative hours 8:00 a.m. until 12:00 midnight, 7 days a week than any other television station.

Channel 4 is the CBS outlet for Dallas, Fort Worth and North Texas

2 BIG, RICH METROPOLITAN MARKETS FOR THE PRICE OF 1!

The make sense buy!

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

Channel 4, Dallas

MAXIMUM POWER

The Times Herald Station
Owners and operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President
AMONG experts called to Washington last Thursday by Pentagon committee considering revisions of articles covering prisoners of war was Dr. Frank Stanton, president of CBS Inc. Dr. Stanton researched number of psychological problems for military during World War II.

PROTEST PROSPECTS Amendment of controversial Sec. 309(c) of Communications Act, authorizing automatic hearings from economic protests, considered likely. With preliminary House action favorable to amendment, which would leave such cases to discretion of Commission rather than make hearings mandatory, and with substantially united front of broadcasters backing FCC's position, informed legislative sources felt action might be taken even with indicated July 31 adjournment.

REVIVAL of radio reflected in increases of 10-12% in overall rates being effected by KMPC and KLAC, both Los Angeles.

NEW MAN AT NARTB Next step to round out NARTB's headquarters staff expected to be appointment of Fred Garrigus, Boston public relations man, to fill new job — maintenance of relations with industry and other organizations. This fast-growing function at association has been consuming many weekly hours of President Harold E. Fellows' time, as well as other staff executives. Mr. Garrigus was with CBS in New York at one time and had held public service post at WEEI Boston when Mr. Fellows headed station. Still to be filled — vacancy in Legal Dept. caused by shift of Chief Attorney Vincent Wasielowski to government relations replacing Ralph W. Hardy who becomes CBS Washington vice president Sept. 1.

WHO goofed? Air Force fought bitterly against permitting ch. 8 KSWS-TV Roswell, N. M., to construct 1,610-ft. tower 45 miles outside of Roswell in place of present 800-ft. tower 10 miles from Walker Air Force Base near Roswell. In fact, base commander alleged many when he complained that present tower hindered operations. Now, on heels of initial decision favoring move [b:t, July 4], word comes that Air Force has moved into Walker squadron of night fighters, but they can't do any night flying until KSWS-TV's tower is moved. Also, no small matter, is fact that delay in building new tower — caused by military objections — may cost KSWS-TV owner John A. Barnett from $25,000 to $50,000 over what he could have bought steel for if allowed to proceed last year when he first applied.
`WGAL-TV: AMERICA'S 10TH TV MARKET

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION  Clair McCollough, Pres.

Representatives:

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

WGAL-TV: LANCASTER, PENNA.
NBC · CBS · DuMont

Channel 8 Mighty Market Place

Harrisburg Lehigh Hanover Gettysburg Chambersburg Waynesboro Frederick Westminster Carlisle Sunbury Martinsburg
York Reading Pottsville Hazletom Shamokin Mount Carmel Bloomsburg Lewisburg Lewistown Lock Haven Hagerstown

TV Area TV Sets
1 New York 4,730,000
2 Chicago 2,255,000
3 Los Angeles 2,107,168
4 Philadelphia 2,094,852
5 Detroit 1,553,200
6 Boston 1,308,362
7 Cleveland 1,195,000
8 Pittsburgh 1,134,110
9 San Francisco 1,085,950
0 LANCASTER 912,950
11 St. Louis 783,162
12 Milwaukee 774,803
13 Washington, D.C. 741,000
14 Cincinnati 724,140
15 Indianapolis 663,000

316,000 Watts`
FFILIATES ACCEPT CBS SINGLE RATE PLAN; MEW CBS SALES PASS MILLION DOLLAR MARK

GLE RATE PLAN of CBS Radio assured noon Friday when station response to net's new affiliation contracts, setting one rate day and evening time (but without reducing total costs to advertisers), passed 85% of U. S. count network officials had set as mark needed to put plan into effect [BS7, July 4]. (See radio network situation report page 31.)

Officials said response reached some 90% day. No turn-downs of contracts—which also allows for one-year reduction of 20% in compensation—were received, although work reportedly negotiating with several stations which have not yet to consent. Effective is of new plan is Aug. 25.

CBS Radio executive commented that re
t of contracts after only nine working days and in some cases six or seven days because delayed mailing—was "tribute to affiliates."

sales, Promotion Budgets increased by Quality Group

GETING for sales and sales promotion quality of Radio Quality Group has been "sub
tially" increased, Ward L. Quail, Crosley broadcasting Corp. and QRG president, said in reporting on board of directors meet
h in Chicago. Mr. Quail also announced a survey made by major agencies have indicated Quality's assertion that its 36 member stations reach 90% of nation's homes

also at Chicago meeting, W. Howard Sum
mill to WTVI, New Orleans; Don Thomp
WCUA Philadelphia; Ralph Evans, WOT Des Moines; John H. DeWitt Jr., WSM Nashville; Frank P. Schreiber, WGN Chicago;
M. Outler Jr., WB Atlanta; James Shaw, WOAI San Antonio; Frank Fogarty, WW Omaha. Board meets again in Chicago November.

Local, Regional Advertisers offered New Ziv Show

CAL and regional advertisers are to be offered brophy & Dick, radio program that has been acquired and is being nationally syndicated by WBC/TVZ Co., Alvin E. Unger, vice presi
dent in charge of sales, is to announce today (Mon.).

Program will be offered across board. Five
half-hour shows will be transmitted per
week with six one-minute commercials (plus
opening and closing identifications). Show fea
tures Dorothy Kilgallen, syndicated newspaper reporter, and her husband, Richard Kollmar, host actor and Broadway producer.

CBS-TV Signs Roanoke Outlet

FFILIATION of WDBJ-TV Roanoke (ch. 7) to CBS-TV as basic optional station. effective is announced Friday by Herbert V. Aker
berg, CBS-TV vice president in charge of sta
tion relations. Station is owned by Times World Corp., with Ray Jordan general manager.

at deadline

• BUSINESS BRIEFLY

GROVE TO RETURN • Grove Labs (FortWayne cold tablets), St. Louis, through Harry B. Cohen, N. Y., planning to use substantially similar campaign in spot announcements as last year when it used about 80 TV and 175 radio stations. Current fall campaign will be launched around July 15, October, running 22 to 26 weeks.

VICK FALL PLANS • Vick Chemical Co. (Vapors, cough drops), N. Y., planning annual TV spot announcement campaign to begin mid-September and early October in more than 50 markets. BIBO, N. Y., is agency.

CAMPBELL SOUP SPOTS • Campbell Soup Co., Camden, N. J., planning spot radio an
nouncement campaign this fall for first time in several years. Firm understood to be con
sidering October starting date in about 75 markets. BIBO, N. Y., is agency.

PHARMAO RADIO PLANS • Pharmco Inc., for its Chooz, Feen-A-Mint and Medigum, pre
paring daytime, minute-announcemn campaign in 200 radio markets, effective Sept. 19, for 26 weeks. Doherty, Clifford, Steers & Shenfield, N. Y., is agency.

RONSON NEWS • Ronson Corp. (pocket and table lighter), Newark, will sponsor Wednes
day and Friday segments of Douglas Edwards with the News (CBS-TV, Mon.-Fri., 7:30-7:45 p.m. EDT), starting Aug. 24. Agency: Nor
man, Craig & Kummel, N. Y.

CREOMULSION RADIO • Creomulsion Co., Atlanta, through Tucker Way & Co., At
lanta, preparing radio spot announcement campaign to start this fall in South and Midwest.

TEXTILE CAMPAIGN • Pacific Mills, Bos
ton, through J. Walter Thompson Co. N. Y., placing radio spot announcement campaign starting July 31 for one week in about 15 markets.

LEVER RENews • Lever Bros. renew

Lax Video Theatre, NBC-TV, Thurs. 9-10 p.m. EDT, effective Aug. 25, for 52 weeks. Agency: J. Walter Thompson Co., N. Y. Lever also is placing radio spot announcement campaign for Silver Dust to start mid-August for 10 weeks in about 40 markets. Sullivan, Stauffer, Colwell & Bayses, N. Y., is agency.


MALTEX CONSIDERS • Maltex Co. (cereal), Burlington, Vt., which used spot radio last year, considering similar campaign with newly
appointed agency, Bryan Houston Inc. N. Y. Definite plans will not be made until next month. Agency officially takes over account in September.

KQTV Fort Dodge, la., Dark

KQTV (TV) Fort Dodge, Iowa, ch. 21, reported Friday to FCC it is off air due to burned out transmission line and antenna. Station indicated
li ghtning was cause of forcing it dark. It
hopes to return on air in 30-90 days.

THOUGHT PROJECTION

NATIONWIDE "thought projection" was to be attempted by Dunning last Sat
urday on his Dunning Show on NBC
TV (Sat., 8-9:30 p.m. EDT) when he

invited viewers to receive "message" he
previously had written on piece of paper,

placed in envelope and sealed. During show, Dunning tried to project subject
matter to viewers. They were asked to write "message" on postcard, addressed to

Reuben H. Donnelly Co., Mt. Vernon, N. Y., which conducted Dunning on Dunning Show this Saturday.

July 18, 1955 • Page 7
The Heartland of Louisiana has $899,481,000.00 Purchasing Power

WBRZ Channel 2

Baton Rouge, Louisiana

is the only TV station completely covering an area rich in spendable income from OIL, GAS, SULPHUR, INDUSTRY, AGRICULTURE

MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>860,000</td>
</tr>
<tr>
<td>TV sets in area</td>
<td>164,650</td>
</tr>
<tr>
<td>Effective Buying Power</td>
<td>$899,481,000</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$580,937,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>$129,460,000</td>
</tr>
<tr>
<td>Automotive Sales</td>
<td>$122,571,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>$16,371,000</td>
</tr>
</tbody>
</table>

*Class "B" Television Magazine

NBC-ABC

POWER:
100,000 watts

MORE TOWER:
1001 ft. 6 inches

Largest TV Antenna in the United States

12 Bays—Channel 2

Represented by Hollingbery

RETAIL SALES: $580,937,000.00

Page 8 • July 18, 1955
Marquette, Hartford Transfers filed at Commission Friday

Application for FCC approval to sale of 6 WAGT-TV Marquette, Mich., from Peabody Broadcasting Inc. to Lake Superior Broadcasting Co. (WDMJ Marquette) for $2,000,000 filed Friday. WAGT-TV not yet on air. Lake Superior had owned by Mining Journal (which is also minority owner of WSAU-AM-TV Wausau, Wis.). Frank J. Russell Jr., principal owner of Mining Journal Co., is 80% owner of WMIQ at Mt., Mich. (Iron Mt., News).

At same time, application for Commission approval to purchase of ch. 18 WGHT-TV artford, Conn., for CBS for $650,000 [BT, Jf 11] also filed with FCC. Replacement cost estimated at $401,504, that of WGHT, ch. 11 not being sold, at $200,000.

Balance sheet of General-Times TV Corp., sense of ch. 18 Hartford station (owned 70% by General Teleradio and 45% by Grant's Hartford Times), shows that as of Dec. 31, 1972, total assets of $433,000, of which $5,289 was in cash. Liabilities included $357,920 to Yankee Div., General Teleradio; $162,356, notes due; $71,969 old deficits.

CBS indicated it would not make income, after federal taxes, of $8,894,642 in 1953, and of $7,616,826 in 1954. Income in 1954 included a little more than $5 million from sale of minority interests in three broadcast stations. The figures are for CBS Inc.

Application did not disclose how much General Teleradio was paying Hartford Times for 45% interest in WGHT-TV.

OSA-Roberts Get Grant or Odessa Video Outlet

NAL Grant of ch. 7 at Odessa, Tex., made Odessa Television Co., FCC announced Friday. Odessa TV is joint venture owned 50% ch by Odessa Broadcasting Co. (KOSA) and 50% by Robert B. Eckhardt, president of KOSA, will be president and general manager of KOSA-TV.

FCC denied application of another firm, The Jefferson Television Co., jointly owned by Clarence E. Wilson and Philip D. Jackson. Messrs. Eckard and Jackson have had interests in broadcast properties dating back to 1945. In 1953 they were granted permit for ch. 25 at Oklahoma City (KTVO TV), which they later sold. At present they each have third interest in KBOY Medford, Ore.

Mr. Trigg reported Friday that KOSA-TV hopes to be on air in 90 days using RCA equipment. Brannon Co. will be national representative. Station is seeking CBS-TV affiliation. Commission last week approved sale by Mr. Roberts of ch. 15 WBNL (TV) Bloomington, Il., to Worth S. Rough (story page 49).

WTRY Troy Sold by Wilder

ALE of WTRY Troy, N. Y., by Harry Wilder and associates to owners of Providence, R. 1, casters for $500,000 announced Friday. (5 kw on 980 kc) bought by Robert T. Engles, president and general manager, and George Taylor, program director, WHIM

PROVIDENCE; Kenneth M. Cooper, general manager, WORC, Winchester, Mass., and Maurice Loew, former manager, WEAN Providence. Messrs. Engles and Taylor will own 28% each; Messrs. Cooper and Loew, 22% each. Payment will be with $150,000 in cash, remainder in notes. WTRY is 50% owner of 35 WTRI (TV) Albany, suspended station. This interest has been assigned to National City Bank of Troy as trustee for individual stockholders (see story, page 76). According to Col. Wilder, WTRI will resume operation if and when FCC turns down proposal to move ch. 10 into Albany area. "Instead of retiring," Col. Wilder said, "I may very well get into the revolving door again." Sale was negotiated by Blackburn-Hamilton Co., station brokers.

Change in Ch. 8 Conclusions Sought by Westinghouse

WESTINGHOUSE Broadcasting Co. petitioned FCC Friday to reconsider Portland ch. 8 tv decision [BT, July 4]—but only to revise conclusions indicating that parent Westinghouse Electric Corp. was 22.42% owned by aliens.

WBC said that two paragraphs in Portland decision be revised to indicate that "even under the most unrealistic assumptions" 22.42% of Westinghouse "is the maximum number that could be found to be owned by aliens . . . ."

Westinghouse explained that figure of 22.42% was arrived at because a task force was asked to make certain assumptions. "Although the nature and reasons for those assumptions are perfectly clear when the findings are closely read, the conclusions fail to make it equally clear to other than the most careful reader of the entire text that the assumptions are only assumptions and are not facts. The conclusions also make inaccurate quotation out of context not only likely, but almost inevitable."

Community System Sold

MARTIN F. MALARKEY Jr., and associates, community tv operators in Pottsville, Schuylkill Haven and Minersville, Pa., have bought Harrisonburg, Va., antenna system, it was announced Friday. Harrisonburg system, subject to potential 1,800 hookups, it was reported. It was bought from Frederick L. Allman, owner of WSVF-AM-TV that city. Price was not disclosed. Mr. Malarky is president of National Community Television Assn.

Gay Plans Virginia Outlet

CONNIE B. GAY, country music personality of Washington, D. C., who in last few months has spread his interests into broadcast owner ship of three stations. Friday filed application with FCC for new an station at Warrensville, Va., on 1420 kc, 5 kw day. Last week, Commission approved sale of WVVW-WIPJ-FM Fairmount, W. Va., to Mr. Gay who also has pending before FCC purchase of WKKO Ashland, Ky. (story page 49).

UPCOMING

July 18: Sturt WSM-Peabody TV Work shop, Peabody College, Nashville, Tenn.

July 20: Testimonial Dinner to honor Frieda Hennock, Shoreham Hotel, Washington, D. C.


See other Upcomings page 110
NEW LIFE IN OLD MEDIUM
Surge in radio network billings holds out hope for a revenue comeback. NBC's 'Monitor' sells 10 times better than expected. CBS makes a big sale to General Foods.

C-P GETS A NEW PRESIDENT
William L. Sims II, executive vice president of Colgate-Palmolive, takes over the reins vacated by Joseph McConnell.

BATES AGENCY CHIEF DIES
Thomas F. Harrington, who became board chairman last April, succumbs to heart attack.

THE U.S.-MEXICO TALKS START
And one official is optimistic about the radio negotiations—he says there's a 50-50 chance of success. . . . . . .72

THE RISE OF SMALL TOWN TV
Penetration is now over 50% in the rural and small town areas, and 96% of the nation can now receive a signal. TVb's Treyz tells L. A. admen . . . .80

O'NEIL, RKO NEAR A DEAL
General Teleradio buy of movie property for about $25 million near consummation.

KENEHEAN TO BROADCAST BUREAU
In surprise appointment, FCC names attorney to head important division. James Barr is assistant chief.

CBS-TV SPOT SALES EXPANDS
Six new men added to staff. It now claims to have the biggest field force of any tv representative.

AFTRA LOOKS AT PAY-SEE
Radio-tv artists, convening in Seattle, set up study unit to consider the effect subscription-tv would have on them. Other convention news.

THE EFFECT OF AN A-BOMB
RCA says its equipment came through the Nevada test with only negligible damage.

THE CANADIAN MARKET STORY
Things are booming for our neighbor to the north. B&T analysis tells the postwar story.

AFTRA LOOKS AT PAY-SEE
Radio-tv artists, convening in Seattle, set up study unit to consider the effect subscription-tv would have on them. Other convention news.

NETWORKS BLANKET THE BIG FOUR
Saturation coverage of Geneva conference scheduled by radio, tv chains.

CANADA BUDGETS FOR COLOR TV
Government appropriates funds to start experimenting with the medium next year.

Departments

Advertisers & Agencies
At Deadline
Closed Circuit
Editorial
Education
Film
For the Record
Government
In Review
Lead Story
International
Manufacturing
Milestones
Networks
On All Accounts
Open Mike
Our Respects
Professional Services
Program Services
Promotions & Promotion
Stations
Trade Associations

Radio News Pioneer Dies
Paul White, former CBS vice president and widely-acknowledged "father of electronics journalism," dies of lingering ailment at 53.

CBS-TV Spot Sales Expands
Six new men added to staff. It now claims to have the biggest field force of any tv representative.

Aftra Looks at Pay-See
Radio-tv artists, convening in Seattle, set up study unit to consider the effect subscription-tv would have on them. Other convention news.

Networks Blanket the Big Four
Saturation coverage of Geneva conference scheduled by radio, tv chains.

The Effect of an A-Bomb
RCA says its equipment came through the Nevada test with only negligible damage.

Canada Budgets for Color TV
Government appropriates funds to start experimenting with the medium next year.
Mr. Station Operator:
If you want sales action, read this!

ZIV RADIO brings a new source of revenue to stations throughout the nation.

A program that is always sold out at premium prices!

ONE announcement
SOLD 5000 CANDY BARS IN TWO DAYS!

TWO announcements
BROUGHT 1200 PEOPLE TO 1 JEWELRY STORE!

SIX announcements
SWAMPED READER'S DIGEST BOOK CLUB!

SIX announcements
BROUGHT 1500 INQUIRIES FOR A $150 ITEM!

NO WONDER THIS PROGRAM IS ALWAYS SOLD OUT... AT PREMIUM PRICES!

NOW...
IT CAN BE YOURS AT A SENSATIONALLY LOW PRICE!
Dorothy KILGallen and Richard KO

...together in—

THE PROVED SUCCESS FORMULA FOR

"Dorothy"

5 informal, intimate half-hour

Every Week!

Six one-minute commercials on each half-hour

plus open and close identifications!

LISTENERS

to share the glamor, the fun, the family-table talk of radio’s most exciting and lovable pair!

SPONSORS flock to this natural way to sell on the air!

With products presented in a natural family setting by a famous husband and wife...you’ve got the formula that sells—for station and advertiser!

EVEN THE KOLLMAR YOUNGSTERS CHIME IN ON MOM’S AND DAD’S SHOW!

THEY'RE FUN!

THEY'RE NEIGHBORLY!

THEY'RE FASCINATING!

They're Fun! They're Neighborly! They're Fascinating!
Gracious, charming Dorothy KILGALLEN... seen every week on "What's My Line"... famous for her "Voice of Broadway" syndicated column in newspapers across the country! AMERICA'S TOP FEMALE PERSONALITY!

Witty, versatile Richard KOLLMAR... brilliant Broadway showman, producer of "Plain and Fancy", star of "Boston Blackie"...

NATIONAL SPONSORS are already acquainted with this program... many have been buying participations in it for years...

- INTENX ................ 6 years
- SALADA TEA ............ 3 years
- ELIZABETH ARDEN
- COSMETICS .............. 2 years
- HORMEL MEATS ......... 1 year
- SLENDERELLA ............ 2 years
- CITY, INC. ............... 3 years
- FLORIDA CITRUS
- COMMISSION ............. 7 years
- PROCTOR & GAMBLE .. 3 years
- and many more!

MY AND DICK mean BUSINESS for YOU!
"SEE-PAY" TELEVISION!

2,770,528 People,

434,912 TV Sets
(As of May 1, '55)

in Kentucky and Indiana,
VIA

WAVE-TV CHANNEL 3 LOUISVILLE

Reaching As Many Families in Its Kentucky and Indiana Area As:

- 26 Daily Newspapers Combined!
- 115 Weekly Newspapers Combined!
- 12 Leading General Magazines Combined!
- 16 Leading Farm Magazines Combined!
- 14 Leading Women's Magazines Combined!
- All Home and Fashion Magazines Combined!
WINDOWS
OST summer replacement programs try to
old viewers with light, frothy entertain-
entertainment, guaranteed not to raise anyone's temper-
atum. A different approach is taken by
nations, which started July 8 on CBS-TV as
action fill-in for Edward W. Morrow's Person
series, if its first program is
ical of those that will follow, strives to chill
ience with eerie suspense.
fter an overlong, somewhat confusing in-
uction about looking through windows into
sol of humanity, the story proper began
 small town household whose two sons
 preparing for an outing. They depart.
ight arrives; father comes home and wants to
his dinner set to go off to a civic meet-
 mother says it's wait for the boys who
ight to be home any minute now.
But they don't come home and telephone
show that all the children of this commu-
ity and its neighboring towns are similarly
. As the tension rises, the mother goes
side to look down the quiet street, usually
this time of night ringing with the voices of
children at their last few minutes of play before
-time.
Late in the evening, Johnny, the 16-year old
, comes home alone. The children have
't, he says, in revolt against the behavior
their parents. But that he, two weeks over
agent, must return home. The rest, he
ws, every child between five and 16, will
ably never come back. They are so well
iden, they says, that they can never be found.
atement which a police search proves all too
.
, but says Johnny, there is a chance. The
ising youngsters can hear the school bell
if the grown-ups ring it they may send a
mittee back to talk things over. The bell
in hour after hour. Finally, three children
the grown-ups
or more
stance, when the children's ab-
dence first becomes disturbing, to the Pied
per; the little girl member of the committee
bail calls, negotiations to be taken to the bathi-
mom. But the climax lost its dramatic impact
cloud of hazy philosophy that was distinct-
out of character with children who had al-
ly reverted to drastic action.
Let credit Windo\ns with a start in the right
ction, even if it didn't quite come off, and
sh the series better luck for the rest of the
umber.

IN REVIEW

WINDOWS
OST summer replacement programs try to
old viewers with light, frothy entertain-
entertainment, guaranteed not to raise anyone's temper-
atum. A different approach is taken by
nations, which started July 8 on CBS-TV as
action fill-in for Edward W. Morrow's Person
series, if its first program is
ical of those that will follow, strives to chill
ience with eerie suspense.
fter an overlong, somewhat confusing in-
uction about looking through windows into
sol of humanity, the story proper began
 small town household whose two sons
 preparing for an outing. They depart.
ight arrives; father comes home and wants to
his dinner set to go off to a civic meet-
 mother says it's wait for the boys who
ight to be home any minute now.
But they don't come home and telephone
show that all the children of this commu-
ity and its neighboring towns are similarly
. As the tension rises, the mother goes
side to look down the quiet street, usually
this time of night ringing with the voices of
children at their last few minutes of play before
-time.
Late in the evening, Johnny, the 16-year old
, comes home alone. The children have
't, he says, in revolt against the behavior
their parents. But that he, two weeks over
agent, must return home. The rest, he
ws, every child between five and 16, will
ably never come back. They are so well
iden, they says, that they can never be found.
atement which a police search proves all too
.
, but says Johnny, there is a chance. The
ising youngsters can hear the school bell
if the grown-ups ring it they may send a
mittee back to talk things over. The bell
in hour after hour. Finally, three children
the grown-ups
or more
stance, when the children's ab-
dence first becomes disturbing, to the Pied
per; the little girl member of the committee
bail calls, negotiations to be taken to the bathi-
mom. But the climax lost its dramatic impact
cloud of hazy philosophy that was distinct-
out of character with children who had al-
ly reverted to drastic action.
Let credit Windo\ns with a start in the right
ction, even if it didn't quite come off, and
sh the series better luck for the rest of the
umber.

AND HERE'S THE SHOW
IT'S BEEN many a moon since these old ears have been thrilled by the drooleries of Ransom
Sherman. Last June 9, when the old Chicago master appeared in person in And Here's the Show—the summer replacement for George
Gobel—it was keenly anticipated.
Honest to say, it was the same old Ransom
Sherman—looking slightly professorial (as we
knew he would)—still, slightly off-beat, still
with that low level dry wit, but a little dated.
We wondered about that. We scratched our
heads, mulled our thoughts, pondered a John
Collins, and forced ourselves into deep con-
templation (about six inches below the surface
of living on a hot, humid summer evening).
Finally we found it.
Ransom Sherman belongs to our youth. His
style is part of our young days when great
things were being done on radio. Sherman be-
longs, we concluded, to the era which encom-
passed The Chamber Music Society of Low
Basin Street, Col. Staples and Bill, CBS
Workshop, "and now we take you to . . ."
And Here's the Show is a little revue, sort of.
Its first guest was humorist Jonathan Winters
—who has been on several Gobel stanzas. He
read a burlesque of a war movie that was a
tour de force of voices and sounds.
The show also had vocalist June Christie,
the Double-Daters, a song and dance team,
and John Scott Trotter and orchestra, held over
from the original Gobel show.
Summing up: Mid-summer good summer fare.
Sponsored by Arnoux & Co. through Foote,
Cone & Belding, and Pet Milk Co. through
Broadcast on NBC-TV, three Saturdays out
of four, 10-10:30 p.m.
Stars: Ransom Sherman and Jonathan Winters,
with the Double-Daters and John Scott Trotter
and orchestra.
Guest (first broadcast, July 9): June Christie.
Producer-director; Robert F. Finkel for Gom-
co Productions; associate director; Paul Chap-
lin; writers; Irving Taylor and Jesse Gold-
stein; technical director: John Conn; art di-
rector: Frank Swig.

BOOKS
THE TELEVISION ACTORS' MANUAL. By
William Hodapp, Appleton-Century-Crofts
Inc., 411 Fifth Ave., New York 18, N. Y.
publisher. 349 pp. $4.
FIPS on casting, acting techniques, resumes,
agent selection and effective publicity are given
to the aspiring actor by Mr. Hodapp, who also
wates the opportunities for actors in televi-
sion. Although big-city television operations
are the focal point of Mr. Hodapp's book, he
offers hints to suggestions to actors working on
the local stations.
The book contains a glossary of terms, list of
casting directors and agents, actors' unions,
sample contracts and salary scales.

WCAO
"The Voice of Baltimore"
features outstanding local programming!

Hugh Vanke's MUSICAL CLOCK
Today's super salesman on America's original morning clock.
Music-News-Weather.
5:30 to 9 A. M. Mon. thru Sat.

HI! NEIGHBOR
Jean McLane and Lynn Carroll broadcast this popular 18
year old program for women.
9 to 9:55 A. M. Mon. thru Fri.

600 SERENADE
with
John Ademey
"The Music Man"
A TOP POP P. M. SHOW!
3:45 to 5:15 P. M.
Mon. thru Fri.

HEADLINES IN SPORTS
with Roger Griswold
One of the top sportscasters in the East.
5:45 to 6 P. M.
Mon. thru Fri.
Mid-Gulf States

EDITOR:
I have read Mr. Beatty's article on the Mid-Gulf States area [B&T, June 27] and think he has done an excellent job of it, as he did earlier with the Carolinas [B&T, March 21].

It is pleasing to contemplate that the market for your services in the South is growing just as it is for all other goods and services.

F. Clifton Tool, Asst. V. P.
Southern Railway System
Washington, D. C.

EDITOR:
I have just read your excellent article on "The Mid-Gulf States" in the June 27 issue and wish to thank you for an excellent job.

Your series on changing U. S. markets is extremely interesting and informative. A must for anyone concerned with broadcast media.

Please keep up the good work.
Jeremy D. Sprague, Timebuyer
Cunningham & Walsh, New York

EDITOR:
...It is very thorough and certainly enjoyable reading and should go a long way in bringing this area to the attention of the rest of the country...

P. A. Sieverling, Director
Committee of 100
Birmingham, Ala.

EDITOR:
...In listing the total farm income for 1954 and 1953, the value of cotton is estimated at $16.6 million for 1954 and $19 million for 1953. We believe this should have been listed as the farm value of cotton seed during the two years since our estimate, based on USDA (U. S. Dept. of Agriculture) statistics, is $17,048,000 for cotton seed in 1954 and $19,076,000 for 1953—close to the same as your figures for cotton.

The farm value of cotton lint produced in Alabama in 1954 amounted to an estimated $126,316,000, based on USDA statistics. In 1953 it amounted to an estimated $161,500,000.

The total farm value of cotton and cotton seed, therefore, exceeded $143 million in 1954 and was better than $180 million in 1953...

National Cotton Council of America
Memphis, Tenn.

[EDITOR'S NOTE: Alabama cotton figure incorrectly omitted important lint total, as pointed out by Mr. Foreman. B-T's farm data were obtained from USDA.]

Cole Compliments

EDITOR:
We would like to order 100 reprints of John Osbon's excellent story on the use of TV film by Cole-Finder, Inc., appearing in the June 13 B&T.

Irwin Cole, president of Cole-Finder, Inc., has requested that we pass on to you his compliments on the high level of researching, reporting and presentation in the article. Mr. Cole feels that the story of his success with television films could not have been presented in a more accurate and interesting way.

Morris L. Roth, Account Executive
Hertbert M. Kraut & Co., Chicago

Paging David Niles

EDITOR:
I don't suppose you conduct a Missing Persons Bureau, but mindful of the fact that B&T gets around, here's what I'd like to know.

A couple of years ago, a very nice guy and his b.w. were friends of mine, but somehow we lost touch. This gent was p.d. at KOLO in Reno. Name of Dave Niles. I'd like to know what's happened to him and his b.w. .

Vickie Varnum, Continuity Dir.
WINK Fort Myers, Fla.

Proof of the Product

EDITOR:
Thanks very much for sending me the proof of ON ALL ACCOUNTS of April 25. I was flattered and honored to be the subject of this sketch and thought that the writer was most sympathetic and made the product look a lot better than it actually is.

I have been a devoted reader of B&T for a long time and find it to be a constant source of valuable information...

James W. Staples, Office Manager
Beaumont & Hogan, Los Angeles

Two for Eight

EDITOR:
Golly me, not only does the Presque Isle Stn carry the complete schedule of Loring Television, so does the Bangor Daily News. See end.

In fact, I'll bet that this is the first television

[Image of television program schedule]

[Text: OPEN MIKE]

THE TOURIST

Hasn't missed a cherry blossom festival since the NRA world's greatest authority on the late-blooming anything. Collects match covers.

And in the Washington area, which plays host to four and a half million tourists annually, one station is a better advertising buy than any other. That station is WTOP Radio with (1) the largest average share of audience, (2) the most quarter-hour wins, (3) Washington's most popular local personalities and (4) ten times the power of any other station. You don't need a guide book to point out that WTOP Radio is Washington's top station.

WTOP RADIO
Represented by CBS Radio Spot Sales

[Image of cherry blossom]

Page 16 • July 18, 1955

BROD Casting • TeleCasting

[Image of television program schedule]

[Text: OPEN MIKE]
To SELL your product best in Oklahoma...

SHOW it on Oklahoma's Leading TV Station...

Channel 4
WKY-TV
OKLAHOMA CITY

SOURCE: Any and every single Hooper, Pulse and A.R.B. in the past 6 years... area, metropolitan, recall, diary and coincidental. Check ANY TV rating of Oklahoma and it bears out WKY-TV's continuing dominance. For the latest, call your Katz Representative.

Owned and operated by THE OKLAHOMA PUBLISHING COMPANY. The Daily Oklahoman, Oklahoma City Times, The Farmer-Stockman, WKY, WSFA, WSFA-TV... represented by THE KATZ AGENCY.
OPEN MIKE

It brought people out of the brush that I had not seen or heard from for 15 years...
William E. Goetz, Gen. Mgr.
KFSD-AM-FM TV San Diego

'Gun' Hits Bullseye
EDITOR:
An orchid to the writer of the "Drop That Gun" editorial in the June 27 issue.
We need more hard hitting, straight thinking talk like this from broadcasters and advertisers as well as your leadership in the industry.
Robert T. Mason, President
WMRN Marion, Ohio

[EDITOR'S NOTE: The editorial Mr. Mason liked concerned Zenith's electronic 'gun' device for tuning out commercials, switching channels, etc.]

Brains and Beauty
EDITOR:
I thought you might be interested in the enclosed picture and the following information, both of which prove that we get beauty, as well as brains, in the radio business.
Terri Janicki is my secretary and gal-Friday. In her job, Terri handles all my correspondence, appointments and detail work. In addition to that, she undertakes special servicing, merchandising, and promotion for station advertisers.
Obviously, these activities take brains. As proof that Terri has beauty to match mental ability, she was just chosen "Miss East Chicago of 1955" and will represent the Calumet region in the Miss Indiana contest next month.
Her boss predicts that she will be the next Miss America.
WJOB Hammond, Ind.

Overseas Delivery
EDITOR:
I want you to know how much I appreciate having received B&T through the recent months without the slightest reason for any complaint. No delay, no damaged copies ... Your fine handling of distribution is supplementing excellent work done in the editorial departments.
There are several dozens of American trade and other publications crossing my desk every week and I must say that B&T deserves an award for "Best Handling of Distribution."
Gustav Genschow, Foreign Press Service
Bremen, West Germany

... use one of America's 2 GREAT independents...
KYA
The Personality Station
... 1260 k.c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
Bryant 9-6018-16

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

WEST COAST OFFICE:
Adam J. Young, Jr.
580 Market Street
San Francisco, Calif.
YUkon 6-6769

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
Randolph 6-0712

George Clark
360 N. Michigan Ave.
Randolph 6-0712

... use one of America's 2 GREAT independents...
WINS
50,000 Watts... 24 hours a day

George Clark
360 N. Michigan Ave.
Randolph 6-0712

George Clark
360 N. Michigan Ave.
Randolph 6-0712

George Clark
360 N. Michigan Ave.
Randolph 6-0712

George Clark
360 N. Michigan Ave.
Randolph 6-0712
H-R was founded by a group of mature working partners. We're still partners! We're still working!

In the meantime our staff has grown slowly... steadily. Slowly because we have picked each man with care. Steadily because more and more fine stations like our type of operation.

An operation built on the promise to "Always Send a Man to do a Man's Job."

Yesterday, today and tomorrow, this promise will be kept!
HOW IT WORKS!

To produce phase-to-amplitude modulation in the BTA-50G, a carrier wave is developed by a common exciter. This carrier wave is then split and fed to two separate amplifier chains through phase-shift networks that establish a carrier phase difference. These two signals are controlled so that each maintains a prescribed phase relationship with the other in accordance with the intensity of modulating signal. This controlled phase relationship enables the separate 25-kilowatt amplifiers, when feeding their outputs into a combining circuit, to produce a maximum level 50-kilowatt amplitude modulated signal.
A new concept in AM Broadcasting!

... introduced in RCA's revolutionary
new 50-KW AM transmitter

Here is the most significant forward step in AM transmitters since RCA introduced high level modulation—an entirely new 50-KW transmitter using Ampliphase Modulation. Newest and finest in RCA's long line of distinguished AM transmitter designs, it is further proof of RCA leadership in the broadcast equipment field.

Ampliphase cuts transmitter floor space and operating costs by substantial margins. The BTA-50G is housed in four cubicles. It does away with half of present power tubes... along with bulky components such as modulation transformers, reactors and accessories. It requires no underfloor trenches, costly water cooling systems, external blowers. And there's no lost air-time—because the 50-KW Ampliphase is remarkably easy to install while your present transmitter is in operation. Then, in most cases, you may keep your old unit as a stand-by.

For complete technical details... and for information on the surprisingly low price... call your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.

FACTS ABOUT RCA'S NEW 50-KW AM

- Takes less than 80 square feet of floor space. No underfloor trenches required.
- Lowest operating cost of any 50-KW AM transmitter.
- Half the tube cost of other 50-KW AM transmitters.
- Uses famous Long-Life RCA 5671 P.A. tubes.
- No Modulation transformer required.
- Completely air-cooled with internal blowers—no air intake ducts necessary.
- Low distortion, excellent frequency response.
- Splatter-free modulation provided by new Ampliphase design.
- Designed to permit remote-control operation.
- New simplified circuitry. Extremely stable operation.

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
IN many government offices, there are "boys in the back room" who do the spade work for government officials. One such unassuming group is in the FCC, where it bears the rather awesome title of The Office of Opinions & Reviews.

It has the vital job of translating FCC actions into written opinions, memoranda and orders.

The job of supervising this activity is significant. Although the Commissioners can decide how to go and why, they can't sit down and write it all out in detail. And, even before the Commission makes a decision, it has to be briefed, the case has to be analyzed, the law noted and the alternatives must be squared with previous rulings and policy. That's the job for the experts.

In charge of the FCC's "back room" detail of nine attorneys, three engineers and an accountant, is a tall (6 ft., 2 in.), rangy, stoop-shouldered attorney who was known in his youth as "little Fitz."

He's John Loyola FitzGerald, who came to the FCC last November after almost 20 years in various housing and home financing agencies of the government.

A Native of Seattle

John FitzGerald is Seattle born (Dec. 10, 1908) and bred. He attended local schools and was graduated from the U. of Washington with a B.A. in 1928, and with an LL.B. in 1932. He received his LL.M. from Harvard U. in 1934. He also has an S.J.D. from Georgetown U., Washington, received in 1940.

At Georgetown, Mr. FitzGerald specialized in administrative law. One of his instructors, in radio and communications law, was John W. (Duke) Guider, now living in New Hampshire, and president and owner of WMUO Berlin, N.H., and president and part owner of WMTW, TV, Poland Spring, Me.

There's a story about how the "little Fitz" cognomen was pinned on the now over-six-foot John FitzGerald. He started grade school in Seattle at the early age of 4½ years. Not that he was any genius, he would insist, although he was because he raised such a ruckus about wanting to go to school then.

Since he was rather advanced in letters and numbers for one so young, his mother, a schoolteacher, won the school administration's approval for him to start.

So, until he reached manhood, young John was always the smallest boy in his class and was dubbed, not without reason, as "little Fitz."

The teaching influence ran strong in youth. He not only was reared by his school teacher mother (his father died when he was a toddler), but after graduating from college he taught at Skowomish, Wash., high school and for five years, from 1942 to 1947, at U. of San Francisco (administrative law).

He began his legal career in 1934 with three Home Owners Loan Corp. in San Francisco. In 1935, he went to Washington as an attorney in the Federal Savings & Loan Insurance Corp. He moved over to the U. S. Housing Authority in 1938 as chief of briefs and opinions (similar to the present job at the FCC). In 1944 he returned to San Francisco as regional counsel for the Public Housing Administration.

From 1947 to 1949, he was in private practice in Los Angeles. He returned to Washington as principal land attorney, Housing & Home Finance Agency, in 1949. It was from this job that he came to the FCC.

Mr. FitzGerald considers his years with the home and housing agencies as among the most stimulating of his career. This was during the formative years of housing and home legislation when the federal government was opening new areas in the building and housing field.

As a top legal aide, both in Washington and on the West Coast, Mr. FitzGerald participates in making and executing legal policy.

The chief of the FCC's Office of Opinion & Reviews wears horn-rimmed glasses on a rather thin face that lights up frequently in a smile. He talks in a soft drawl. There is an academic quality about him. His manner is gracious and imbued with personal warmth.

He married the former Genevieve Warren of Bellingham, Wash., in 1937. This was a college romance. They live in the Washington suburb of Silver Spring, Md., with four boys—ranging from age 3 to 15.

Mr. FitzGerald is a member of Theta Chi Delta Phi legal fraternity, and of the Washington, California and U. S. Supreme Court bars. He is a member of St. Bernadette's Roman Catholic Church.

Today, he doesn't have much time for outside activities, but when he had the time he played tennis, handball and basketball. He was also active forensically—debating and dramatics. In law school he was president of his fraternity chapter and a member of the student council, representing his class.
On the air
SEPTEMBER.

You'll want to be there. It's a BILLION DOLLAR* Market.
... 1,029,000* people.
... 100,000 plus TV sets.*

ONLY KTBS-TV can put you there with MAXIMUM POWER . . .
100,000 watts VIDEO
69,800 watts AUDIO
on low . . .
Let's take a close look at the South Bend market. The Metropolitan Area of South Bend (population 232,000) is the Nation's 5th richest in family income. The South Bend-Mishawaka City Corporate Area is Indiana's 2nd largest in income and sales. The 9-county primary coverage area of South Bend's television station WSBT-TV has an Effective Buying Income of $1,165,630,000.00.

WSBT-TV DOMINATES THIS GREAT MARKET!

Hooper and Pulse show that no other station even comes close to WSBT-TV in share-of-audience. Therefore, there’s only one effective way to reach the television audience of the great South Bend market—that’s with WSBT-TV!

PRIMARY COVERAGE AREA: 9 Rich Counties in Northern Indiana and Southern Michigan.

WSBT-TV DOMINATES THIS GREAT MARKET!

A CBS BASIC OPTIONAL STATION
ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES
WBT's biggest plus—your biggest selling opportunity—is a plus of people.

There are around 2,500,000 of them in WBT's daytime basic service area. And 98% of them possess one or more radios. This works out to a plus of 22.4% over those who take any daily newspaper and a plus of 41.5% over those who own a TV set.

Now, in 1955, more of these people are listening to their radios than in 1954. In Charlotte, 49% of the listening, on the average, is to WBT—and WBT beats 31 outside local stations in their own home county.

These are patent and potent plusses for the advertiser who seeks a mass market. WBT has other exclusive plusses, too—such as Grady Cole, HPL and Supermarketing. Your CBS Radio spot salesman will ply you with WBT plusses—a call will tell him you're open-minded.
MILESTONES

- MINNA GOTTLICH, in charge of checking dept., Compton Adv., N. Y., has celebrated her 40th year with the agency.
- WPTF Raleigh, N. C., is observing its 31st year of broadcasting.
- Station Manager WALTER HAASE of WDRF Hartford, Conn., is observing his 31st anniversary with the station.
- SHURE BROS. INC., Chicago, broadcast equipment manufacturer, has observed its 30th anniversary.
- ROBERT S. KELLER, president of Robert S. Keller Inc. (radio-station representative), N. Y., has completed his 31st year in the broadcast field.
- WBBY Terre Haute, Ind., has celebrated its 28th year of broadcasting.
- NHIC's AMERICAN FORUM has celebrated its 27th anniversary on radio.
- KFSD San Diego, Calif., is observing its 25th anniversary as an NHIC basic affiliate.
- FORREST COOKE, program director, WHBF-TV Rock Island, Ill., has celebrated his 25th year in broadcasting.
- BRUCE DENNIS, program director at WGN Chicago, has observed his 25th year with the Chicago Tribune organization.
- Don McNeill's BREAKFAST CLUB has marked its 23rd anniversary on radio.
- BILL JOYCE, WLS Chicago producer, is commemorating his 20th year in Chicago radio.
- Mutual's HAWAII CALLS is observing its 20th year on the air.
- CBS Radio's GUIDING LIGHT has entered its 19th year on the air.
- WTRY Troy, N. Y., has celebrated its 15th birthday.

- WILLIAM T. NACE, comptroller, WHFA Philadelphia, has completed 14 years of service with the station.
- BERTHA PORTER, WDRF Hartford, Conn., music librarian, is marking her 10th year with the outlet.
- JOHN GIBBS, program director, marks his 10th anniversary with KQV Pittsburgh this month.
- RAY PERKINS is observing his ninth anniversary as KIMN Denver disc jockey.
- Weatherman SONNY ELIOT is celebrating his ninth year with WJW-TV Detroit.
- WHL Pittsburgh, N. Y., marks its eighth anniversary on July 22.
- WNAC-TV Boston has celebrated its seventh anniversary.
- WBEN-TV Buffalo, N. Y., has marked its seventh birthday.
- WBNH-TV New Haven, Conn., has marked its seventh year of telecasting.
- WWJ-TV Detroit.
- WHAM-TV New York's ITALIAN FILM THEATRE has celebrated its fifth anniversary on the air.
- KPH Avalon, Calif., marked its fourth year on the air with a staff party for employees.
- WLW Cincinnati's EVERYBODY'S FARM has aired its 5,000th broadcast.
- CBS-TV'S SEARCH FOR TOMORROW has marked its 1,000th broadcast.
- WWJ Detroit's STORYLAND has aired its 300th show.
- MERIDIAN PRODUCTIONS, Hollywood, has marked completion of the 150th segment of CBS-TV Schlitz Playhouse of Stars series.

FOUNDERS of WNHC-TV New Haven, Conn., Aldo DeDominicis and Pat Goode, celebrate the seventh anniversary of the ch. 8 station with present employees who were with WNHC-TV when it began on June 9, 1948. L to r: First row, Vincent DeLaurentis, vice president in charge of engineering; Mr. DeDominicis, secretary-treasurer and general manager; Mr. Goode, president; Ruth Luik, Mr. DeDominicis' secretary; Michael J. Goode, political analyst on WNHC-TV's People's Lobby; Frank Barron, construction engineer; Sam Mastro, office manager; back row, Larry McNamara, commentator on The News Today; Vincent Callanan, vice president in charge of sales; William Malo, tv salesman; Edward Taddei, executive vice president; Joseph Burns, commentator; Emery Schmidt Rail, supervising engineer, and Selig Tanner, supervisor of studio engineering.
"You Get Me, Dah-ling!"

A ravishing dame, even on TV, doesn’t get a second look—if you can’t see her because she’s got shadows under her eyes... Our darling is 1480 feet above sea level, and the important thing is that she’s in direct line of sight of 1,382,000 families, who get shadow-free reception in the Bay Area’s greatest concentration of population... they can see Miss KRON-TV clear as a silver belle!... She comes in natural, just like September Morn!... Give your sales message shadow-free reception, for maximum sales impact, with KRON-TV.

FIREMAN FRANK
is doing a great job on Saturday—
Ask Free & Peters
for details

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

Represented Nationally by Free & Peters, Inc.

No. 4 in the series, "What Every Time Buyer Should Know About KRON-TV"
GET YOUR SHARE OF PROFITS FROM

SPOSH

"THE GRANTLAND RICE STORY"
Based on the number one best-seller, "The Tumult And The Shouting," and featuring one of America's best-known sports commentators,

JIMMY POWERS with guests such as Jack Dempsey, Earle Sande, Bobby Jones, Vincent Richards, Gene Tunney, and other sports immortals

Everybody loved Grantland Rice because "Granny" loved everybody's favorite sports! Now everybody can relive the suspense, drama and thrills of Grantland Rice's "inside" sports stories as Jimmy Powers recreates them on this stirring radio sports show.

Here's an easy-to-sell show that's got everything to capture a huge audience of sports-hungry men, women and teenagers...and everything to hold them spell-bound. There are interviews with immortals like Jack Dempsey, Earle Sande, Gene Tunney...there's the recorded voice of Grantland Rice himself relating intimate stories about the immortals of sports, sidelights about great sporting events, and Granny's famous poetic tributes to great personalities and events...and there's much, much more to make this show the greatest, grandest, most gripping 15-minute sports broadcast anywhere in America!

RECORDED PROGRAM-SERVICES
RADIO CORPORATION OF AMERICA • RCA VICTOR RECORD DIVISION
TODAY'S MOST EXCITING RADIO

A FULLY-RECORDED, 15-MINUTE RADIO SERIES AVAILABLE FREE OF ANY EXTRA COST TO ALL RCA Thesaurus SUBSCRIBERS!

This history-making radio sports show—the only series of its kind in America—illustrates anew how RCA Thesaurus is always first to supply easy-to-sell programs that put subscribers out in front of competition.

Actually, this new program series is only one of eight new features that are being incorporated into RCA Thesaurus during our 20th Anniversary of this great Library Service.

Today the RCA Thesaurus Library offers subscribers its biggest, finest, most salable programming and time selling aids ever: 26 different programs, plus new fully recorded open end shows—"Shop at the Store with the Mike on the Door"—a tested campaign to promote and sell local radio time... 2,000 commercial singing jingles... complete weekly continuity service... sponsor-selling recorded sell-effects... voice tracks... sales-clinching brochures... and 52 new releases each and every month.

For complete information about The Grantland Rice Story and RCA Thesaurus, write, wire or call your nearest RCA Recorded Program Services office, (Dept. B-7) today!

Another 20th Anniversary Feature from RCA Thesaurus
Alert advertisers know that it takes vital, persuasive personalities to increase product sales in the nation's capital. They know, too, that enthusiastic, ready-made audiences are a must. And they've found that WRC and WRC-TV provide that special kind of service.

The ladies, bless 'em, take their purchasing leads from Inga Rundvold — the charming young lady who conducts the women's features on WRC-TV's "Afternoon Show" weekdays from 2:00 to 3:00.

Al Ross, the easy-going, talented proprietor of WRC Radio's record show... "Your Timekeeper"... captivates young and old alike with his musical selections and informal chatter, weekday mornings from 6:15 to 9:30 and from 6:15 to 8:00 on Saturday.

Then there's versatile Willard Scott, a genial young gent who lightly mc's the popular disc jockey sessions "Twilight Tunes" on WRC Radio — 5:35-6:00 p.m. and 7:45-8:00 p.m.

Ray Haney and the top-rated "Little Rascals" captivate the small fry from 9:00 to 9:15 a.m., weekdays; Wednesdays from 7:00 to 7:30 p.m. Saturday from 3:00 to 4:30 p.m. Ray holds the youngsters enthralled with his "Trading Post."

Top WRC, WRC-TV personalities all, and every one a top salesman for advertisers who are making the biggest sales gains in Washington, D.C.

WRC AM-FM
WRC-TV
IN WASHINGTON
represented by NBC SPOT SALES
RADIO NETWORKS' BUSINESS HOWS SIGNS OF FIRING UP

- NBC says 'Monitor' is 72% sold on average weekend
- CBS reports big General Foods and other radio sales
- MBS is on verge of selling 'Companionate Radio' plan

All new patterns of radio networking reverse the downward curve of network billing? last week there were signs that the decline had reversed, might even be turned into an upward trend. Here were some of them:

- Advance reports of advertiser billings on Monitor fired a sudden enthusiasm in NBC Radio quarters. Consequently, the network now considering steps to extend its weekend concept of program service both in station option on weekends and in network option time slots the Monday-Friday period.

- CBS Radio disclosed a number of national advertisers turning to the medium. Among the most promising was a General Foods purchase of network time, representing alone some $300,000 annual gross billing for the network.

- MBS since June 19 has compiled renewal negotiations representing $2,561,000 gross billings for a three-quarter hours service. The account has been a major advertised service which is including Mutual's "Companionate Radio" service plan, possibly adding another $1 million (see AT DEADLINE).

- ABC Radio, whose billings have steadied the past few years, reported a status quo, its furore complicated somewhat by the decision of Swift & Co. and Quaker Oats to drop sponsorship of Breakfast Club [CLOSED CIRCUIT, 2c 4].

- The new pattern of network radio billings was particularly noticeable in purchases ranging from short term saturation to the one-time special events as well as five-minute segments broadcast and 52-week renewal contracts of one-quarter hours.

In addition to its expanding Monitor advertiser roster, NBC Radio reported the sale of its Natrelite Theatre, a new drama series to be incorporated into the Monitor service, to Detzer & Casselberry, through Dan B. Miner Co., Los Angeles, and five-minute evening news segments to be programmed Monday-Friday at 6:30 p.m., for 52 weeks by Brown & Williamson Tobacco Corp. (Viceroy & Kool's), through Bates & Co.

The extension of Monitor—the service now four hours in network option time—actually gives on a top echelon decision.

- Reports the decision may be some months in the coming. Robert Sarnoff, NBC executive vice president, is returning today (Monday) from an overseas trip. Mr. Sarnoff and NBC resident Sylvester L. Werner, it was said, will be presented with the record of Monitor, which has been aired on a full weekend schedule since June 18.

- Already the sales record of Monitor has far outstripped the expectations of even its most ardent rooters at NBC. In terms of gross billings for the third quarter (July through September), NBC Radio now has $1,522,600 on the books representing 1,056 gross hours of commercial time. The service has been 72% sold out on the average. During the July 4 week-end (Saturday and Sunday) the percentage shot up to 97% sold out, a feat that is expected to be repeated on the Labor Day weekend.

- At the outset, it was reported, NBC Radio executives had been conservative on the service's immediate future, practically writing off the third quarter with expectations of possibly $150,000 in gross billings in the till. Thus, Monitor has proved to be 10 times more effective than originally believed, it was pointed out.

- Among the top advertisers underwriting Monitor are Philip Morris (see story, page 32), Chesbrough Mfg., Cheever Division of General Motors, Western Union, Miller Brewing Co., Socony-Vacuum Oil, Morton Salt and RCA.

- Reportedly, NBC Radio may extend the service, should it so decide, at a step at a time, first offering the service, with affiliate approval, in the 11 p.m.-midnight station option time Saturday, and midnight-8 a.m. Sunday and 10 p.m.-midnight that same day—these hours also are station option time.

- The next step—or alternative—would be to offer the service in network option time, probably in daytime hours, during the weekdays. Reports have placed the time segment at possibly two hours, programmed either in the morning or in the afternoon.

- CBS Radio, which currently has set Aug. 25 as the effective date to convert from a single rate [BT, July 4], reported a definite upturn. General Foods, New York, has appropriated approximately $300,000 for CBS participations. Other advertisers reported by CBS Radio included Hazel Bishop, Viceroy Cigarettes, Chevrolet, Reynolds Metals, Pet Milk, Kellogg Foods, Gulf Spray and Woolworth.

- The largest saturation type of buy was recorded by General Foods which signed a contract with CBS Radio for a total of 18 broadcasts weekly on seven different daytime serials, for its Swans Down Cake Mix. The General Foods saturation purchase includes segments of the following six daytime serials: Bowskingle Wife (three segments), Romance of Helen Trent (two segments), Our Gal Sunday (two segments), Young Dr. Malone (three segments), Perry Mason (two segments) and Brighter Day (three segments). Young & Rubicam is General Foods agency.

- Hazel Bishop, through Raymond Spector Co., New York, has added another radio network buy to its recent sponsorship of Wendy Warren News by purchasing a portion of the Freeby Robbins show, 3:30-4 p.m., three times weekly on CBS Radio effective Aug. 1.

- Brown & Williamson Tobacco Corp., Louisville (Viceroy cigarettes), effective July 19 picks up two segments of the Disc show which also features Freddy Robinson, Tuesdays and Saturdays at 8:30 p.m. Ted Bates & Co., New York, is the agency.

- Chevrolet cars through Campbell-Ewald, New York, is turning to CBS Radio to sponsor the Aug. 14 Soap Box Derby.

- Other sales: Reynolds Metals, through Buchanan & Co., New York, for one time coverage of the Hamblinham Races, Wednesday, Aug. 3; Pet Milk, for a firm 52 week renewal contract for its participation on the Godfrey show through the Garden Agency, St. Louis; a 52-week renewal signed last week by Kellogg Foods, through Leo Burnett, Chicago, for its House Party.

- At the same time, Gulf Spray recently bought an eight-week summer run of Wendy Warren News on CBS Radio, through Young & Rubicam, and Woolworth renewed its hour-long radio show on CBS Radio for another 13 weeks.

- MBS reported that its figure represented 13-week renewals by P. Lordland & Co., through Lemen & Newell; National Biscuit Co., through Kenyon & Fekhardi; Coca-Cola Co., through D'Arcy Adv.; Billy Graham, through Walter F. Bennett & Co.; Frontiers Hour, through Gotham Adv.; Global Frontiers and Wings of Healing, through Century Adv. Also reported was the return to the network on Sept. 12 of Gabriel Heatter, to be sponsored three nights per week (along with music program) by American Home Products, through Sullivan & Stautzer, Colwell & Bayles. One-shot program included the All-Star Football Game, Aug. 12. co-sponsored by Miller Brewing Co. and Atlantic Refining Co., and the Army-Navy Football game in November to be sponsored by All-State Insurance Co.
Fills vacancy left by resignation of McConnell earlier this year. Hart elected a vice president and president of Colgate-Palmolive International.

WILLIAM LEE SIMS II, executive vice president of Colgate-Palmolive Co. and president of Colgate-Palmolive International, has been elected president of C-P. E. H. Little, chairman of the board, who will continue as chief executive officer of the company, announced last week. Ralph A. Hart, vice president of Colgate-Palmolive International in charge of European sales and advertising, has been elected vice president of the company and succeeds Mr. Sims as president of Colgate-Palmolive International.

Mr. Sims in effect fills the vacancy left by Joseph H. McConnell, who resigned the post earlier this year.

Mr. Sims joined the soap organization in 1924 as a salesman. He has headed the company's foreign operations since 1945 and has been parent company executive vice president since 1952. He became a director in 1946 and a member of the executive committee in 1953. He was manager of the company's subsidiaries in continental Europe, with headquarters in Paris. When he returned to the states in 1940, following the outbreak of World War II, he became assistant to Mr. Little, who was then president of the company.

When Colgate-Palmolive International was formed in 1953, Mr. Sims became its first president, continuing as executive vice president of the parent company.

Mr. Hart started with the Colgate-Palmolive company in 1932 as a salesman for its Canadian subsidiary in Toronto.

Radio-TV to Emphasize New Philip Morris Drive

NEW national advertising campaign, with both radio and television playing lead roles has been announced by Philip Morris Inc., New York, for its Philip Morris cigarettes. The campaign, which will follow the theme, "Philip Morris . . . Gentle for Modern Taste," was developed by Roger Greene, director of advertising for the cigarette firm, and John R. Latham, Philip Morris brand manager, with Blau-Beirn-Tango Inc., agency handling the account.

On radio, the cigarette firm has purchased the exclusive cigarette franchise on Monitor, NBC Radio's weekend service. The advertising theme will be aired some 14 times throughout each Monitor broadcast on the full NBC network.

In television, the campaign hinges on frequent spot announcements in key cities under which both the theme and the art work used in the printed media campaign will be supplemented with further detail to better suit them to television.

Philip Morris has announced that the expanded campaign follows the pattern used in a successful drive launched in Chicago June 20 using identical local media.

Other media which figure in the plans are: newspaper space, Sunday supplements and magazines, point-of-purchase displays and billboards.

Carpenter, Macheca, O'Neill Elected D'Arcy Adv. V.P.'s

TWO CREATIVE executives and an account executive were elected vice presidents of D'Arcy Adv. Co. last week.

The newly-elected vice presidents are: Thomas K. Carpenter Jr., who joined the agency in 1954, and who is also copy director in the New York office; Jack Macheca, account executive for Anheuser-Busch Inc., St. Louis, who has been with the agency since 1939, and Dennis J. O'Neil, copy director in the agency's Cleveland office, who joined the firm in 1938.
ARRINGTON DIES; EADED TED BATES

Board Chairman Thomas F. Harrington, 53, succumbs to a heart attack at his summer home. He was elected to board chairmanship last April.

MR. HARRINGTON

WARRINGTON DIES;
REORGANIZATION

Air-conditioning history—and media history, too—are being made by a Washington, D. C., store that believes in the power of advertising and refuses to believe that nobody buys an air-conditioner after July 1.

The store, John G. Webster Inc., 627 F St. N.W., has sold 1,500 Chrysler Airtemp air-conditioning units and plans another fortuitous of promotion. Unit prices range from $2,499 upward.

Back of the sale is a multi-media campaign using saturation radio-tv spots and newspaper space, with $2,500 spent in electronic media and the same sum in white space. George C. Webster, head of the store, told B&T a recall check is being made to determine which media drew the most customers.

"Broad acceptance has been built for Chrysler Airtemp units through radio and television," Mr. Webster said. "In this specific promotion, the overall effort of multiple media improved sales greatly." He added that one advertisement and one medium would not do the job.

Nailing down the point, he added, "In planning repeat promotions we will make use of multiple media an essential part of the campaign."

With the simple theme, "Air-Conditioning Sale," the Webster store used saturation radio-tv spots and full pages in the Sunday, July 3, Star and Post. By 11 a.m. the Webster agency, H. M. Belmont Ver Standing Inc., was phoning radio and tv stations, taking advantage of their ability to change copy on short notice. The new copy asked the public to wait a while because the store's large staff was loaded for days.

Even with 15 telephone operators, the store lost perhaps half the calls, with some persons saying they had been trying to get through for as long as five hours.

The store opened all day July 3, and July 4 as well. The second day was even busier than the first. With the store jammed, many customers decided to haul their equipment home and do their own installing. Parents were phoned to inspect installations later.

The Airtemp sale had Washington media pretty much to itself that holiday weekend, and enjoyed a monopoly in air-conditioning promotion. The swarm of buyers had Wilson Supply Co., Airtemp distributor, scouring the county for available units. Six carloads were located. Mr. Webster is general manager of the Wilson firm.

All Airtemp dealers in the Washington area rode the buying wave, selling units as fast as they could be obtained. Dealers selling other makes enjoyed a heavy demand when they opened for business July 5 after the long weekend. The Webster store sold 1,000 units the first week.

AIR-PACE IN AIR-CONDITIONING

Hot Pace in Air-Conditioning

All this a few days after the Wall Street Journal had carried an article indicating that air-conditioning business falls apart after July 1.

Mr. Webster, 34, took over the plumbing-heating-appliance business from his father a decade ago and has built it into one of the nation's important enterprises, particularly in the air-conditioning division, which masters degrees in law and engineering, plus a masters degree from Harvard Graduate School of Business Administration—and, of course, a master plumber's license.

Mr. Webster, as the use of multiple media is shared by Mr. Ver Standing, "in all but one of our agency's success stories (a black-and-white-only campaign) we found that sales effectiveness is increased through the use of media combinations such as radio-newspapers, radio-tv-newspapers, tv-newspapers or radio-tv with ear cars," he says.

Calling his organization a "shirtsleeve marketing agency," he described operation of a 500-family consumer panel providing impact and recall measurements as sales data of many types.

Mr. Ver Standing has been in advertising 23 years, 10 of them as head of his own Washington agency. His billing is said to run around $1.5 million a year. Mrs. Helen Ver Standing buys radio and tv time.

The returns aren't in yet from the media check, and more July weekend sales will bring up the 1,500 total to—well, maybe 2,000, or maybe more. The follow-up advertising has been on a more modest basis than the July 3 splash.

There has been a pleasant bonus for the Webster store—hundreds of orders for complete home units, which run from $1,900 to $3,000.

The Webster sales staff has been spurred by quotas and prize inducements. Mr. Webster calls it "a Salesman of the Month campaign.""

Lessons to be learned from this air-conditioning success story are obvious: Holiday weekend sales can be effective, with as many as two-thirds to three-fourths of families staying home all or part of the weekend; July is a good month to sell air-conditioners, despite some of the experts, and there's nothing like a July heat wave to get people interested in cooling their homes; good time and space is available in most media during holidays; saturation advertising is effective in radio and tv; so is combined media.

Mr. Webster has been a leader in the air-conditioning industry, and has been a member of the Washington Advertising Agency Association for his entire career. He is a member of the Board of Directors.

Walter Baker, Franklin Baker and Gaines divisions and the Jell-O sales division, which will sell Minute, Calumet, Came-I-Jell, D-Zerta, Swans Down and Jell-O products.

C. A. Kauf has been appointed national sales manager of the Jell-O division. He previously was national sales manager of the GF sales division, a position he held for three years.

Mr. Webster, advertising manager of the GF sales division headquartered in Atlanta, has been named national sales manager of the Baker-Gaines division.
Q: CAN TV MOVE FURNITURE?  
A: IT CAN, AND THIS IS HOW

KPIX (TV) wanted to know how successful television had proved itself in selling for dealers. So it conducted a nationwide survey of stations to find out what they had learned. These are the results.

CAN TELEVISION move merchandise for retail furniture dealers?

That's a question that until recently posed a problem for which there was no immediate answer for account executives at Westinghouse-owned KPIX (TV) San Francisco. They had confidence in the ability of tv, when properly used, to move the sofa out of the show room into the viewer's home, but that didn't make the salesmen's lot in life any easier. Nor did it sell the retailer—usually a devoted newspaper advertiser—on television as a powerful sales tool.

What KPIX needed were statistics and results stories. Necessity, occasionally the mother of research as well as invention, set the wheels in motion in this case for a detailed and comprehensive survey among television stations in the U.S. to determine whether there were local furniture retailers who had conducted successful campaigns on tv. If campaigns were conducted and there were no examples of success, the survey aimed to find out why.

The study, made in December 1954 and January 1955, was conducted under the supervision of Herb Bachman, director of promotion at KPIX. Mr. Bachman told B&T the survey was sparked in a conversation between a KPIX sales representative and one of San Francisco's largest furniture dealers.

"The retailer was convinced that he knew how much business he could count on from the size of his newspaper ads," Mr. Bachman said. "But he was equally sure that tv results couldn't be figured. He wasn't even certain that he could conduct a successful campaign on tv. There weren't any available answers to the questions the retailer asked so we decided on a survey of our own to find them."

The survey, from the original idea to the final tabulation, was handled entirely by KPIX. The results, Mr. Bachman believes, represent an excellent cross-section on the furniture retailers' experiences with tv as reported by stations which carried their advertising messages. Questionnaires were mailed to 62 stations in operation when the study was launched. Nearly a third of that number replied—129 in all. Of the total number of responses, 100 were answers accompanied by success stories. The remaining 29 were not all tales of unprofitable television ventures. They also covered stores featuring only one furniture item and reports from stations without retail furniture advertisers.

As the accompanying tables show, the survey indicates that tv is a fine buy for furniture dealers regardless of market size or quality and type of merchandise—when it is used correctly. The hypothesis 'can television sell retail furniture' did not turn out to be the important question at all," Mr. Bachman told B&T, "but rather, did the retailer, who understands his market and the people who were prospective purchasers of his stock and quality merchandise, adapt this knowledge to his television advertising."

Mr. Bachman pointed out, a wholesale retail advertiser who did, tv became a very successful means of reaching customers. Misuse of the medium—not flaws inherent in the medium itself—was responsible for the unsuccessful campaign. By way of illustration, Mr. Bachman referred to the experience of one station located in an eastern market with between 150,000 and 450,000 population.

In answer to the KPIX questionnaire, the station reported a decided lack of success in the retail furniture field but passed on the experience it had had with furniture clients in hopes it would be of use in the KPIX presentation.

One capsule case history outlined by this station was fairly typical of the tv campaigns that had not worked to the client's advantage, Mr. Bachman said. A wholesale retail outlet in the station's market was interested in increasing sales on its low-priced, well-made furniture. Before the start of the tv drive the store had made little attempt to sell in quantity to retail customers. Against the advice of the station, the store went ahead with plans to display several pieces of furniture on each commercial and couple the display with hard-sell messages on a relaxed variety show. The station pointed out that hard-sell of any type had proven unsuccessful in the area. The viewers just wouldn't buy it. The station also recom-

WHO ANSWERED

<table>
<thead>
<tr>
<th>Total Mailing</th>
<th>409</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responses</td>
<td>129</td>
</tr>
<tr>
<td>Responses with Success Stories</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>24.4</td>
</tr>
</tbody>
</table>

* Includes stations which replied they did not have a furniture account on the air and specialty stores which were not included in working tables.

In spite of the admonitions of professionals, the store went ahead with the plan, expecting immediate sales results after the first six months. When the station's prediction had warned the results were only a few scattered inquiries. On the other hand in a market of the very same size in a different geographic area, another retail outlet reported outstanding success for three local television outlets "in reply to the KPIX questionnaire. In one instance, sales for a furniture outlet increased 35% during the first six months the store was on tv with a half-hour weekly film program, designed as a test campaign. This advertiser, who switched to a live program once a week, has commented that "We have never used an advertising medium that does not complete a selling job as television. I instance after instance we have found the television advertising actually closes sales for us."

As opposed to the clattered comments of the unsuccessful advertiser, the furniture client using the medium successfully generally sticks to details on one item per commercial. As an example, through two programs 250 mattresses were sold by the advertiser. Of that number, 125 buyers were new customers at the store. The long-range effect of the two programs added up to some $12,000 in sales since many of the customers who purchased mattresses also bought other merchandise.

In the preparation of the survey, Mr. Bachman explained, two conditions were involved. They were length of the questionnaire and extent of the mailing of the questionnaire once its content had been established. "We considered a brief questionnaire which would tend to increase the returns and make tabulation a bit more flexible. The decision was finally made to request detailed information which would allow us to study every element of the tv campaign and classify it as a successful campaign. Of course we also expected that a detailed questionnaire would cut down on the number of responses but I think there we missed our guess," Mr. Bachman said.

The questionnaire that was finally used asked 27 questions of the recipient covering such points as purposes of a tv campaign, methods of selecting merchandise for television, type of commercial used most frequently, price range of advertised items, type program on which commercials are aired and the degree of success attained through the campaign on television.

With a covering letter explaining the purpose of the survey, the questionnaires went out to all operating U.S. stations. "The decision for a complete mailing was made," Mr. Bachman said, "to determine the role market size played in sales action to television advertising. As the questionnaires were returned to the station, they were tabulated according to market size and according to response to each question. All question were designed on a multiple answer format.

The complexity of the questionnaire, coupled with the two basic concepts stimulated from stations, turned the KPIX survey into a sizable research project. The
generally turned up facts that all TV stations held in high esteem. 

Generally speaking, the survey shows that television is not the cause or effect of the sales or failure of campaigns sponsored by furniture retailers. It is simply a means to an end. If an advertiser knows his market plans his television advertising accordingly, responses to the KPIX survey indicate, TV can and will sell merchandise for him. "It became apparent to us from the numerous responses in the affirmative that the medium no longer was trial," Mr. Bachman said. "As a new and exciting medium it does a first-rate job for the furniture advertiser who puts some thought and planning into his television approach to prospective customers."

THE PRICES THEY ADVERTISE

Q: What is the price of advertised items? 

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Responses</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $30</td>
<td>21</td>
<td>14.5</td>
</tr>
<tr>
<td>$30-$49</td>
<td>31</td>
<td>21.4</td>
</tr>
<tr>
<td>$50-$99</td>
<td>42</td>
<td>29.0</td>
</tr>
<tr>
<td>$100 &amp; over</td>
<td>51</td>
<td>35.1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>145</td>
<td>100.0</td>
</tr>
</tbody>
</table>

AND THE PIECES

Q: Is advertised merchandise primarily individual items or sets?

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Responses</th>
<th>Items</th>
<th>Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $30</td>
<td>22</td>
<td>20</td>
<td>2</td>
</tr>
<tr>
<td>$30-$49</td>
<td>32</td>
<td>21</td>
<td>11</td>
</tr>
<tr>
<td>$50-$99</td>
<td>43</td>
<td>25</td>
<td>18</td>
</tr>
<tr>
<td>$100 &amp; over</td>
<td>53</td>
<td>34</td>
<td>19</td>
</tr>
<tr>
<td>TOTAL</td>
<td>150</td>
<td>100</td>
<td>50</td>
</tr>
</tbody>
</table>

% Type Response: 66.7 & 33.3

THE TECHNIQUES

Q: What type of commercial does the store use?

<table>
<thead>
<tr>
<th>Type</th>
<th>% of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live</td>
<td>81</td>
</tr>
<tr>
<td>Sound on film</td>
<td>24</td>
</tr>
<tr>
<td>Live audio over film</td>
<td>11</td>
</tr>
<tr>
<td>Slides (live voice)</td>
<td>21</td>
</tr>
<tr>
<td>Rear screen projection</td>
<td>2</td>
</tr>
<tr>
<td>Other (animated film)</td>
<td>1</td>
</tr>
<tr>
<td>TOTAL</td>
<td>140</td>
</tr>
</tbody>
</table>

57.9 & 42.1

HOW WELL TV WORKS

Q: How successful is this store's television advertising?

<table>
<thead>
<tr>
<th>Type Schedule</th>
<th>Total Stores</th>
<th>Extremely</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>22</td>
<td>24</td>
<td>6</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Spots</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Participations</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Programs &amp; Spots &amp; Participations</td>
<td>3</td>
<td>7</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>Unknown Schedule</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL STORES</td>
<td>32</td>
<td>42</td>
<td>15</td>
<td>5</td>
<td>6</td>
<td>100</td>
</tr>
</tbody>
</table>

Per Cent Reporting "Extremely So" or "Excellent" Results

By Type of Television Schedule

<table>
<thead>
<tr>
<th>Type Schedule</th>
<th>Total Stores</th>
<th>&quot;Extremely So&quot; &amp; &quot;Excellent&quot; Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>53</td>
<td>46</td>
</tr>
<tr>
<td>Spots</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>Participations</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Programs &amp; Spots &amp; Participations</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Spots &amp; Participations</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

SUCCESS OF TV ADVERTISING

Q: What kind of commercial does the store use most frequently?

<table>
<thead>
<tr>
<th>Type Schedule</th>
<th>Total Stores</th>
<th>Hard Sell</th>
<th>Institutional</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>22</td>
<td>6</td>
<td>1</td>
<td>153</td>
</tr>
<tr>
<td>Spots</td>
<td>3</td>
<td>7</td>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>Participations</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Programs &amp; Spots &amp; Participations</td>
<td>3</td>
<td>7</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>Unknown Schedule</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL STORES</td>
<td>32</td>
<td>42</td>
<td>15</td>
<td>6</td>
</tr>
</tbody>
</table>

Per Cent Reporting "Extremely So" or "Excellent" Results

By Type of Television Schedule

<table>
<thead>
<tr>
<th>Type Schedule</th>
<th>Total Stores</th>
<th>&quot;Extremely So&quot; &amp; &quot;Excellent&quot; Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>53</td>
<td>46</td>
</tr>
<tr>
<td>Spots</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>Participations</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Programs &amp; Spots &amp; Participations</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Spots &amp; Participations</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

THE SCHEDULES THEY BUY

Q: What type of television schedule does the store carry per week?

<table>
<thead>
<tr>
<th>Total Stores</th>
<th>Programs</th>
<th>Spots</th>
<th>Participations</th>
<th>Programs and Spots</th>
<th>Spots &amp; Participations</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 2,000,000</td>
<td>6</td>
<td>3</td>
<td>16.7</td>
<td>16.7</td>
<td>10.5</td>
<td>1.66</td>
</tr>
<tr>
<td>450,000-2,000,000</td>
<td>19</td>
<td>10</td>
<td>52.6</td>
<td>5.3</td>
<td>10.5</td>
<td>1.53</td>
</tr>
<tr>
<td>150,000-450,000</td>
<td>38</td>
<td>19</td>
<td>50.0</td>
<td>23.7</td>
<td>7.9</td>
<td>1.29</td>
</tr>
<tr>
<td>50,000-150,000</td>
<td>31</td>
<td>17</td>
<td>54.8</td>
<td>19.3</td>
<td>6.5</td>
<td>3.33</td>
</tr>
<tr>
<td>Under 50,000</td>
<td>46</td>
<td>4</td>
<td>66.7</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>53</td>
<td>53.0</td>
<td>17.0</td>
<td>7.0</td>
<td>150.0</td>
</tr>
</tbody>
</table>

60.0
LATEST RATINGS

NIelsen

Top Radio Programs Two Weeks Ending June 11

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
<th>% of Top Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Evening</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Once A Week</td>
<td>(Average for All Programs)</td>
<td>917</td>
</tr>
<tr>
<td>1</td>
<td>Lux Radio Theatre (NBC)</td>
<td>2,135</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>You Bet Your Life (NBC)</td>
<td>1,880</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Dragnet (NBC)</td>
<td>1,600</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>People Are Arey (NBC)</td>
<td>1,200</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>People Are Funny (NBC)</td>
<td>1,150</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Day (NBC)</td>
<td>1,130</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Cavalcade of Sports (NBC)</td>
<td>1,120</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Two for the Money (CBS)</td>
<td>1,090</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Counter-Spy (CBS)</td>
<td>1,070</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Gunsmoke (CBS)</td>
<td>1,060</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evening, Multi-Weekly</td>
<td>(Average for All Programs)</td>
<td>968</td>
</tr>
<tr>
<td>1</td>
<td>News of the World (NBC)</td>
<td>1,376</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>One Man's Family (NBC)</td>
<td>1,190</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>1,190</td>
<td></td>
</tr>
</tbody>
</table>

Weekday

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
<th>% of Top Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Young Dr. Malone (CBS)</td>
<td>2,110</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Guiding Light (CBS)</td>
<td>2,018</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Mo Parker (CBS)</td>
<td>2,018</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Our Goal, Sunday (Participating) (CBS)</td>
<td>1,926</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Perry Mason (CBS)</td>
<td>1,926</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Second Mrs. Burton (CBS)</td>
<td>1,880</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Young Widder Brown (CBS)</td>
<td>1,880</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>This Is Nora Drake (Brasilis) (CBS)</td>
<td>1,830</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Helen Trent (American) (CBS)</td>
<td>1,789</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Road of Life (CBS)</td>
<td>1,743</td>
<td></td>
</tr>
</tbody>
</table>

Day, Sunday

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
<th>% of Top Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Woolworth Hour (CBS)</td>
<td>1,376</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Adventures of Rin Tin Tin (CBS)</td>
<td>1,340</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Old Fashioned Revival Hour (ABC)</td>
<td>1,286</td>
<td></td>
</tr>
</tbody>
</table>

Day, Saturday

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
<th>% of Top Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gunsmoke (CBS)</td>
<td>1,452</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Allan Jackson News (12:00) (CBS)</td>
<td>1,097</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>General Electric (10:30) (NBC)</td>
<td>871</td>
<td></td>
</tr>
</tbody>
</table>

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

Top 10 Spot TV Shows* June 1-7, 1955

<table>
<thead>
<tr>
<th>Name of Program</th>
<th>% of TV Homes</th>
<th>Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Man of a Thousand Lives (Zin)</td>
<td>20.9</td>
</tr>
<tr>
<td>2</td>
<td>Liberate (Guild)</td>
<td>20.6</td>
</tr>
<tr>
<td>3</td>
<td>Judge 714 (NBC Film)</td>
<td>19.5</td>
</tr>
<tr>
<td>4</td>
<td>Mayor of the Town (MCA-TV)</td>
<td>18.9</td>
</tr>
<tr>
<td>5</td>
<td>Effray Quaker TVA</td>
<td>17.7</td>
</tr>
<tr>
<td>6</td>
<td>Passport to Danger (ABC Film)</td>
<td>17.6</td>
</tr>
<tr>
<td>7</td>
<td>Man Behind the Badge (MCA-TV)</td>
<td>16.8</td>
</tr>
<tr>
<td>8</td>
<td>Eddie Cantor (Zin)</td>
<td>16.7</td>
</tr>
<tr>
<td>9</td>
<td>Annie Oakley (TCA)</td>
<td>15.7</td>
</tr>
<tr>
<td>10</td>
<td>Wild Bill Hickok (Flamenco)</td>
<td>14.2</td>
</tr>
</tbody>
</table>

* Appearing in a minimum of 20 markets. Copyright, Videoex Inc.

NETWORK NEW BUSINESS

American Tobacco Co. (Pall Mall cigarettes), N.Y., signs for Pall Mall Plush commercials on ABC-TV (Wed., 8:30-9 p.m. EDT), effective July 20. Agency: Sullivan, Stauffer, Colwell & Bales, N.Y.

NETWORK RENEWALS


AGENCY APPOINTMENTS

Eastern Corp. (Atlantic bond business paper), Bangor, Me., appoints Al Paul LeFon Co., Phila., effective Sept. 1.


E&J Gallo Winery, Modesto, Calif., has named Geustschi Co., N. Y., to handle advertising in N. Y., N. J. and Conn. Heavy TV-radio planned.

Sunoma Valley Chamber of Commerce, City of Santa Rosa, Topaz Room and Rockin Dairies have named Levering Adv. Agency, Santa Rosa, Calif.

Doane Agricultural Service Inc. (agricultural management, advice, research), St. Louis, has named Gardner Adv. Co., same city. Marshall Smith is account executive.

Lowebro Inc. (do-it-yourself building materials), Chicago, has appointed M. M. Fisher Assoc., same city.

Rudd Paint & Varnish Co., Sneson's Camera Shops, Friedman's War Surplus Center, Bank & Office Equipment Co. and Evergreen Chapter of Washington National Society of Multiple Sclerosis, all Seattle, have appointed Leo Levine & Assocs., same city.

AGENCY SHORTS


Needham, Louis & Brophy, Chicago, will move to new quarters, Prudential Bldg. off Michigan Ave., about Jan. 1.

Galen F. Broyles Co., Denver, constructing new headquarters at 200 Clayton St., containing approximately 5,000 sq. ft., scheduled for Oct. completion.

WHO IS IOWA'S FAVORITE RADIO STATION FOR MARKET REPORTS

WHO  WOI  WMT  WNAX  WOW  KWWL  KMA  KFAB  KICD  KGLO
32.3% 15.6% 15.3% 6.5% 5.1% 2.4% 2.3% 2.1% 1.9% 1.7%

THIS chart is reproduced from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—one of the Nation's most respected studies of listening habits, used constantly by hundreds of leading agencies and advertisers.

Only a small part of the Survey is devoted to analyzing Iowa's various stations or their individual audiences. These parts do prove, however, the enormous preference this state gives WHO . . .

Write us or Free & Peters for your free copy. It will tell you more about where and how to advertise in Iowa, than you could learn in six months of personal travel and investigation.

FREE & PETERS, INC., National Representatives
WITH reaches 74% of all Baltimore homes every week!

That's penetration for you! As the Cumulative Pulse Audience Survey shows, just about three-quarters of all the homes in Baltimore are reached weekly by W-I-T-H.

At W-I-T-H's low, low rates, W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. Just get your Forjoe man to tell you the whole W-I-T-H story!

IN BALTIMORE THE BIG BUY IS WITH

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

Represented by Forjoe & Co.
STORY REPORTS

QUE sNE Brewing Co. of Pittsburgh contracts for the complete home and away foot-
ball schedule of the professional Pittsburgh Steelers to be broadcast by KDKA there.
Six away games to be carried by KDKA-TV. At the signing are (l to r) Harold C.
and, general manager of KDKA-TV; Art Rooney, president of the Pittsburgh Steel	ers; Vic
Shwelland, advertising director of Duquesne Brewing Co., and Les Rawlinis, general
manager of KDKA. Games will be fed over a network of 33 radio and seven TV
stations.

38-344 N. Rodeo Dr., Beverly Hills, Calif.; telephones: Crestview 4-5928, Bradshaw 2-1347.

A&A PEOPLE

B. Severson, public relations director, Berry Mills Inc., Minneapolis, to Benton &
Jones, N. Y., as vice president in charge of
public relations, effective Aug. 1.

Sanford Grove, formerly art director,
D. L. A., named vice president and creative
director, Western Adv. Agency Inc.,
In city.

I'd J. Keegan, account executive, Bryan

Houston Inc., N. Y., named vice president and
account supervisor.

Fred A. Peck, Grant Adv., Detroit, appointed
vice president and art director.

Philip L. Crittenden, public relations manager,
Hotpoint Co. (appliances), Chicago, named ad-
vertising and public relations manager; David
H. Grigsby, range merchandising manager, ap-
nointed national advertising manager.

Robert T. Mills, assistant manager, advertising
named advertising manager, succeeding Paul
Harley, who has been named sales manager, firm's
laundry and dry cleaning products dept.

John D. McGlynn, former radio press and
publicity supervisor, NBC, N. Y., to R. E.
O'Leary Jr. & Assoc., N. Y., as assistant to
president.

Gerald J. Knapp, discharged from educational
tv branch, U. S. Army, to Young & Rubicam,
N. Y., as tv commercial supervisor.

Jones Hawley, account executive, BBDO, L. A.,
named senior account executive; Walter Mayer,
advertising manager, fresh milk and ice cream
div., Carnation Co., L. A., to BBDO, L. A., as
account executive.

T. Robert Garry, former assistant merchant-
and marketing director, Emil Mogul Co.,
N. Y., to Erwin, Wasey & Co. Ltd., L. A., as
account executive.

Thomas D. Richardson, Sullivan, Stauffer, Col-
well & Bayles, N. Y., to BBDO, N. Y., as
account executive.

John A. Roth, account executive, Kenyon &
Eckhardt, N. Y., to grocery products div., Roy
S. Durstine Inc., same city, in similar capacity.

Vernon Munson, sales staff, Northrup, King &
Co. (seed wholesalers), Minneapolis, promoted
to assistant sales promotion and training direc-
tor, succeeding Warren Anderson, who has been
named sales promotion and training director,
succeeding Kenneth Erickson, who has been
appointed midwest div. market-advertising di-
rector, succeeding Erwin H. Klaus, who has
been named Pacific and Intermountain divs.
marketing-advertising, new market development
planning and export advertising director, head-
quartering in Berkeley, Calif.; John F. Herbst,
Pacific div. assistant marketing-advertising di-
rector, named lawn seed dept. manager, head-
quartering in Minneapolis.

Harold Kisch sells controlling stock in Leader
Adv. Corp., Miami Beach, Fla., with future
plans unannounced.

Ralph H. Major Jr., public relations director,
BBDO, N. Y., promoted to adjunct assistant
professor, dept. of journalism, Long Island U.,
Brooklyn, where he has been faculty instructor
of public relations.

Robert J. Elenz, tv-radio writer-producer, Ruth-
rauff & Ryan, Chicago, to creative staff, McC-
Cann-Erickson, same city, as tv-radio writer.

William R. Kelly, account executive, Albert
Frank-Gunter Law, N. Y., to eastern sales
staff, Bureau of Advertising, American News-
paper Publishers Assn., N. Y.

Donald R. Cooke, president, Donal Cooke
Inc., named chairman, broadcasting div., this
year's Sister Elizabeth Kenny Polio Foundation
fund.

Harry Bell, copy chief, BBDO, L. A., father of
twin boys, Craig Culbertson and Mark Adams,
June 14; Harry Dorsey, traffic chief, father of
girl, Kim Louise, June 12.

IN WHAT is claimed as the largest football
contract in the history of Alabama radio, The
Texas Co. will sponsor the 1955
schedule of the U. of Alabama games
over the U. of Alabama Football Network
and under the exclusive direction of WBCR
Birmingham and WTBC Tuscaloosa. In
addition to WBCR and WTBC, the network
is comprised of WSFU Montgomery;
WAL Mobile; WJRD Tuscaloosa; WGAD
Gadsden, and WOWL Florence. R to 1
(steled): J. B. Whitworth, U. of Alabama
head football coach; Henry G. Crisp, uni-
versity athletic director; Jeff Coleman,
university secretary and director of alum-
ni affairs; standing, Abe Glover, Texas Co.
state manager, and Bert Bank WTBC gen-
eral manager, representing the network.

July 18, 1955 • Page 30
O'NEIL SET TO BUY RKO RADIO PICTURES

Would acquire library of more than 400 films under terms of proposed $25 million contract between General Teleradio and Howard Hughes.

GENERAL Teleradio Inc. appeared close to a deal with Hughes. Hughes, chairman of RKO Radio Pictures Corp., has agreed to purchase the RKO Radio Pictures Corp. for $25 million involved in a plan that would give General Teleradio a library of well over 400 pictures plus two unreleased films and production facilities.

Thomas F. O'Neill, General Teleradio president, and Howard Hughes, chairman of RKO Radio Pictures, were understood to be in virtual agreement as a result of California negotiations. Mr. Hughes has been close to a sale several times in the past, however, without reaching the contract stage.

The transaction does not involve RKO Pictures Corp. or its picture producing subsidiary, RKO-Pathé Inc., controlled by Mr. Hughes and Floyd B. Odlum, it is understood. RKO-Pathé has a New York studio.

General Teleradio operates a Film Div. producing and distributing such films as "Uncommon Valor," "Gang Busters," a package of "A" feature-length films never shown on TV, and 30 "A" films that have been shown on TV. "The Greatest Drama," the Fulton Lewis Jr. "Exclusive" and a library that includes animated fairy tales.

RKO Radio Pictures operates a studio in Hollywood. Its distribution unit has branches in over two dozen foreign nations. The two unreleased films are "Jet Pilot" and "The Conqueror." It is understood the proposed contract provides that General Teleradio keep the studio production operation intact. Mr. O'Neill has advocated film programming since TV's early days.

Involved in the transaction, it was said, is a $20 million tax debt of the film company that can be written off provided film production is continued.

The RKO Radio Picture catalog is said to contain many films suitable for theatre reruns as well as TV showing.

General Teleradio owns a substantial part of MHS, with Mr. O'Neill as president. In addition he is a vice president of General Teleradio Co., General Teleradio owns WOR-AM-FM-TV New York; WNAC-AM-FM-TV Boston; KJU-AM-FM-TV Los Angeles; WHIO-AM-TV Memphis and KFRC San Francisco. A week ago it agreed to accept its 55% of WGH-AM-TV Hartford, Conn., by acquiring the remaining 45% from Gannett Newspapers and then to deliver all of WGTH-TV (ch. 18) to CBS (July 11) for $50 million.

It has agreed to buy WEAT-AM-TV West Palm Beach, Fla., for $300,000 (July 4).

RKO Pictures stock is held by Mr. Hughes (1,262,000 shares), Mr. Odlum (1,250,000 shares) and the public (450,000 shares). The company has offered to buy stock held by the public at $6 a share, with about a fourth of the shares turned back since April of last year.

Sarnoff to Testify July 19

In 16mm Film Antitrust Case

PETITION to take deposition from Brig. Gen. David Sarnoff, NBC board chairman, as an expert in the television field, in the federal antitrust suit to force release of 16mm film print to and other use [BT, June 27] has been filed with Los Angeles District Judge Harry C. Westover. The deposition hearing will be held July 19 in New York by Special Assistant Attorney General Samuel Flatow.

Attorneys for the 11 defendant theatrical motion picture production and distribution firms and six trade organizations named as co-conspirators have the right to be present at the deposition hearings.

Official to Distribute 'Willy'

OFFICIAL FILMS Inc., New York, last week acquired the distribution rights to the Willy tv film series from Desilu Productions, Hollywood. The addition of Willy raises to 11 the number of series Official Films now has available for syndication. General Mills last season sponsored Willy over CBS-TV, and starting in September, Official Films will offer the program for syndication.

Cost of Tv Film Since '49-50

Exceeds $304 Million Mark

COST of film produced specifically for television since 1949-50 exceeds $304 million, according to Broadcast Information Bureau latest issue of the TV Film Program directory issued last week. This sum is said to cover some 7,600 hours of tv film product that will be available this fall.

BIB reported that the 7,600 hours does include the 3,917 hours of feature film in 989 hours of western film; 216 hours of animation picture serials or the 11,494 hours of television picture short subjects currently available.

It was estimated by BIB that new products to be shown during the 1955-56 season of about $92,920,000 to be produced. According to Julienne Dupuy, editor of the directory, the production expense must be gained by third and fourth runs.

Elgar Making Sterling Ads

In $500,000 Film Contract

PRODUCTION was launched last week in London by Peter Elgar Productions, New York, on what was described as "the largest ever commercial contract and yet awarded a single producer." It covers 109 filmed commercials for Sterling Drugs Inc. to be produced at a cost of about $500,000.

The filming will be done in England through Elgar's international affiliates in London, Film Commercials Ltd. More than 200 sets and exteriors will be used in some 470 scenes according to Peter Elgar, president of Elga Productions.

The contract was awarded to Elgar by Coca-Cola-Fitzgerald-Sample, New York, agency for Sterling. The commercials will be placed at spot basis and on programs in the U. S., in England in the fall, and will promote Sterling products, including Bayer Aspirin, Philip's Milk, Magnesia, Energine cleaning fluid, and Dr. Ro's tooth powder.

Stroh Buys ABC Film Show

GEORGE T. SHUFRIK, president of A Film Syndication Inc., New York, last week announced the multi-market sale of Discount Sales Promotions' "Post the Stroh Brewery Co., Dubuque." The series under Stroh's sponsorship has been seen in seven markets in three states. Locations involved are: WXYZ-TV Detroit; WNEZ-TV Buffalo; WWTV (TV) Cadillac, Mich; WNDU-TV South Bend; WINS-TV Columbus; WHIZ-TV Zanesville, and WNKB (TV) Cleveland, the latter three in Ohio.
HUNTER Film Series sought by Tafon Co.

Health products distributor will put Official Films show into 259 markets. It’s called the largest spot sale in film syndication history.

A transaction said to represent "the largest sale in syndication history," Official Films last week announced that The Hunter series has been sold to the Tafon Distributors of California for showing in 259 markets, airing in August. More than $51 million in ad and product is involved in purchase, according to Herb Jaffe, vice president of Official, Inc., and George S. Johnstone of the Tafon.

[AT DEADLINE, July 11]

The series will be utilized by Tafon for a formal "saturation" campaign for various health products it distributes. The company used tv successfully in the past, having scored wrestling bouts from Hollywood in the 259 markets, but coverage of The Hunter is said to be the most extensive in the company’s history.

Negotiations for the transaction were conducted by Herman Rush, vice president of Official, Inc., Frank Miller, president of Frank Miller Advertising, Los Angeles, representing the firm, and Mr. Johnstone.

Official recently acquired the filmed series on the R. J. Reynolds Tobacco Co. in negotiations conducted with the William Eady agency for Reynolds. It was sponsored by yodels (Winston Cigarettes) on NBC-TV, spokesman for Official. It said the series will be "first run" in many markets, and second in others.

FILM SALES

Savoy Biscuit Co., Denver, is first advertiser sponsor for MCA-TV’s new series, Dr. Hudson’s Heart Journal, signing for 17 markets in West South, through Ball & Davidson, Denver.

Other spots in Denver, Colorado Springs, Grand Junction, Colo., Cheyenne, Wyo., Dallas, Austin, Amarillo, Wichita, Falls, Waco, Lubbock, Abilene, San Angelo, Tyler, Mulland, Tex.; Albuquerque, Roswell, N. M.

FILM PRODUCTIONS

Emily Films Inc., Hollywood, will produce 16-hour film, Recruits for Christ, at KTTV VI Hollywood studios for Southern Baptist convention, directed by William F. Claxton; designed to interest young people in foreign mission service as vocations, will be used to all denominations.

American Management Assn. has released 50-minute black-and-white sound film, "The Americans of Today," which will screen on the American Brotherhood of Paper Makers (W) and Rogers Corp. (plastic, fibrous mate-

Los Angeles Producers Inc., Hollywood, signed 12-hour film "California" to Charles Marquis Warren; Charles Marquis Warren

CITI TV Set will be used by Iona College in New York City.

Iona City Television Productions Inc., North Hollywood, started shooting first two half-hour films in The Adventures of Dr. Fu Manchu, based on Sax Rohmer novels. Associate Producer Franklin Adreon is director. Permanent cast includes Gian Gordon in title role; Lester Matthews, "Sonny," and Dona Davidson, "Nan Smith." Clark Howat, "Dr. Petro" Carla Balenda, "Betty Leopardock." Mark Stevens Television Productions Inc. in new contract with Lever Bros, N. Y., will make films for second consecutive season for Big Town series on NBC-TV. Show moves from Wednesday 10:30-11 p.m. EST period to Tuesday same time, effective Oct. 11. Series goes into production in about five weeks. Mark Stevens, star of program, also will produce and direct series. Lever Bros., through Sullivan, Stauffer, Colwell & Bayles, for Lifebuoy Soap, Rinso Blue and Good Luck margarine sponsors the show on alternate weeks with A. C. Spark Plug Div. of General Motors Corp., Detroit, through D. P. Brother & Co., Detroit.


Transfilm Inc., N. Y., has completed series of tv spot announcements for General Motors Corp., Cadillac Div., Detroit, through Mac

Maxus John Adams, Detroit; R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C. through William Eady Co., N. Y.; General Electric Co. (radio-tv sets); Schenectady, N. Y., through Mason Inc., N. Y.; P. Lorillard Co. (Aroboacee), N. Y., through Lennex & Newell, N. Y.; General Mills (Betty Crocker cake mixes), Minneapolis, through BBDO, N. Y.

Bermuda Film Productions Ltd. has started production in Bermuda on first 39 episodes of NBC Film Div.’s new half-hour tv film series, Crunch and Des, based on Philip Wylie’s popular series of short stories, many of which have appeared in Saturday Evening Post over past 39 years. Series being filmed by RKO-Pathé Inc.

Emerson Films Inc., Chicago, has completed first three half-hours of Forest Ranger tv film series. Walter Colnes, Emerson president, is director with Reinald Warrenrath Jr., producer. Series will be distributed by Studio City Television Productions, Hollywood.

RANDOM SHOTS

MCA-TV Film Exchange, Chicago, has doubled amount of its floor space with acquisition of 5,000 ft. of space.

Gustraly-Ver Halco Inc., L. A., has signed seven-year contract with Faron Young Inc. to star Faron Young in dramatic radio-tv series, The Young Sheriff, pilot film of which is now in production.

FILM PEOPLE

Sam White, former producer-director, Columbia Pictures, Hollywood, to TCF Television Productions Inc., same city, as producer, my Friend Pickle tv film series; Peter Parker, tv movie writer, to TCF, effective Oct. 11. Series to be run hour-long CBS-TV General Electric anthology series.

Larry Stewart, former dialogue director for Columbia Pictures producer Sam Katzman, to Screen Gems Inc., Hollywood, as assistant casting director.

PROGRAM SERVICES

Grid Games for Theatre TV

Plans to offer two Notre Dame football games this fall for public service sponsorship on large select market stations in the East and eastern cities were announced last week by Box Office Television Inc., New York. BOTV also is offering the games to theatres on a box office basis as well. Games are the Notre Dame-Navy contest Oct. 29 and the Notre Dame-Iowa game Nov. 19.

Seeks Higher Rates

PALM SPRINGS (Calif.) Community TV System, a subsidiary of Paramount Pictures, is increasing its service rates 40% with the consent of the city council.

The yearly rate for residences jumps from its present $50 to a new high of $84. The same increase applies to trailer park spaces and hotel rooms. Charges for facilities in hotel lobbies, restaurants and cocktail bars rise from $120 to $168.

SESCA’sPoklitar Resigns

E. DUKE POKLITAR, head of SESCA Inc.’s licensing department dealing with motion picture studios, phonograph record companies and transcription firms, has announced his resignation, effective today (Monday). Mr. Poklitar, who had been with SESCA since 1947, said he plans to be active in independent music copyright, research.

PROGRAM SERVICE SHORTS

Columbia Records, Bridgeport, Conn., has new price schedule effective for long playing discs with all Columbia Masterworks 12-in. long playing records having suggested retail list price of $4.98 each with exception of special small special list including records with varied prices starting at $5.95. Price change also affects 50 best-selling Masterworks which will be transferred to popular catalog series with suggested price of $3.95 per record. New price policy is based on study of dealers’ pricing problems over past six months.

Muzak Corp., N. Y., has had building it’s renamed since April 1, 1936, named in honor, Muzak Bldg., 229 4th Ave.

—PROFESSIONAL SERVICES—

—PROFESSIONAL SERVICE SHORTS—

Teen-Age Survey Inc., N. Y., has announced addition of WRCN, WOR WINS, WQMJ, WQXR and Columbia Records Inc., all N. Y., to list of subscribers for quarterly personality area survey on teenagers’ preferences in radio, tv and music.

—PROFESSIONAL SERVICE PEOPLE—

Wayne Clark, account executive, Ebling Co. (public relations), L. A., appointed vice president.

Jo Dickie, former western radio voice, Amalgamated Curry Society and radio voice director, Los Angeles chapter, and Pauline Stocker, independent publicist, form public relations firm with offices at 655 Sunset Blvd. telephone, Bradshaw 2-7299.

Wellington (Duck) Walsh, reporter and rewrite man, Boston Herald, named United Press news representative for N. Y. New England area.

KENEIHAN HEADS FCC BROADCAST BUREAU

Dark horse gets nod to succeed Curtis Plummer in FCC job. James E. Barr named assistant chief of division.

APPOINTMENT of Edward F. Kenehan, 42-year-old attorney, to be chief of the FCC's Broadcast Bureau was announced last week. Named as Broadcast Bureau assistant chief was James E. Barr, engineer head of the bureau's Broadcast Facilities Division.

Bureau chief Curtis R. Plummer and assistant chief Joseph M. Kitner were transferred to the first and second posts of the Safety & Special Services Bureau.

All appointments are effective Aug. 1.

Mr. Kenehan becomes the Broadcast Bureau's second chief. The bureau was established in 1951 when the Commission revamped its organizational blueprint into functional bureaus.

At a news conference last week, Mr. Kenehan said he contemplated no changes within the bureau. "Most of the men have been there a pretty long time," he said, "and they know their jobs."

He declined to discuss such pending broadcast subjects as de-intermixture, the Lamb case and others. "Wait until I've been in the job for a while," he asked.

One of the first things he will have to face up to, he pointed out, was the naming of three division chiefs. These are the Hearing Division, Broadcast Facilities Division, and the Renewals & Transfers Division. Robert J. Rawson, assistant chief, has been acting chief of hearings; no successor was ever named for Walter R. Powell, who resigned a year ago to join the legal staff of NARTB. Mr. Barr, of course, was chief of the Facilities Division.

"Unmentioned in past speculation for the post—it had been an open secret over the past few months that a new Broadcast Bureau chief was under consideration—Mr. Kenehan steps into the number one broadcast staff job from a nominal position as an attorney in the litigation division of the Office of the FCC's General Counsel.

He moves up to the $12,900 position from his present $9,000 category. The White House has asked Congress to increase pay scales for top level agency staff jobs to $15,000.

Mr. Kenehan was chief of the New & Changed Facilities Branch (am) in the old FCC Law Bureau, leaving in 1948 to become associated with the Washington law firm of Welch, Motl & Morgan. He joined RCA as an attorney in the Engineering Products Division in 1951, returning to the FCC in February of this year.

When Mr. Kenehan was with the FCC in the immediate postwar years, FCC Comr. Rosel H. Hyde was the Commission's general counsel and head of the Law Bureau.

Mr. Kenehan is a native of Carlinville, Ill., and a Republican. He received his bachelor's degree from the U. of Illinois in 1938, did graduate work in law at the U. of Michigan in 1938-39. He practiced law in Carlinville and in 1940 was appointed assistant state's attorney for Macoupin County, Ill. He also taught at the U. of Missouri Law School.

During World War II, he served in the Army in the United States and the Philippines. He was mustered out as a major, and joined the FCC in 1946.

In 1947, Mr. Kenehan was named as one of the original group of FCC hearing examiners. However, he immediately resigned this position to accept the job of heading the broadcast facilities group in the then Law Bureau.

Others Mentioned

Among those who had been mentioned for the Broadcast Bureau post were Christian E. Rogers Jr., engineering assistant to FCC Chairman George C. McConnaughey; William Campbell, engineering assistant to FCC Comr. Robber E. Lee; John L. FitzGerald, chief of Opinions & Reviews, and Mr. Barr.

It was understood that the FCC vote on the appointment of Mr. Kenehan was not unanimous.

Mr. Barr, a Fort Worth native who became a ham operator at the age of 14, has been in charge of the broadcast personnel staff since 1951. He attended Georgia Institute of Technology and Southern Methodist U. After several years as a Southeastern Bell lineman, cable splicer and outdoor construction engineer, he joined Southwest Broadcast Co. (comprising a number of radio stations, with headquarters at the then KATX Fort Worth). He became an FCC inspector in 1938, serving as a ship inspector in New York City at 1938, and then transferring in 1940 to Washington.

He has attended a number of international radio conventions, including the preliminary North American Radio Broadcast Agreement conference in Havana in 1947 and working on the main conference in Montreal, Havana and Washington in 1949.

Mr. Plummer, who was one of the architects of the FCC's tv allocation in the 1952 Skid Report & Order, has been active in tv engineering since the 1945 allocation hearing. Before being made Broadcast Bureau chief in 1951, he was chief engineer of the FCC.

Under Mr. Plummer the Broadcast Bureau handled the vast complexities of the tv freeze—the end of which resulted in the addition of the uhf band for tv broadcasting as of 1952—among the myriad applications for tv stations, including an unprecedented number of comparative hearing cases for grants.

He leaves the bureau struggling with the economic plight of uhf stations and the question of de-intermixture.

Mr. Plummer is succeeding Col. Edwin L. White as head of Safety & Special Services Bureau. Col. White has retired from government service.

Still unsettled was the future of Lester W. Spillane, assistant chief of the Safety & Special Services Bureau.

Mr. Kinnar was assistant to FCC General Counsel Benedict P. Cottone before being named Broadcast Bureau assistant chief in 1951. His most recent activity has been in connection with the Lamb case, where he took over as Commission counsel following the resignation of Mr. Powell.

The Safety & Special Services Bureau handles all radio communications activities other than broadcasting and common carrier. These include police and fire, maritime, taxicab, citizen's radio and industrial activities.

Edward Kenehan

EDWARD FELIX KENEHAN was born March 1913 in Carlinville, Ill.


Personal: Married to former Pauline White of Altona, Pa. They have girl 10 and boy 4.2 is member of Illinois, District of Columbia and U.S. Supreme Court bars. Also of Federal Communications Bar, Aven, American Legion and Knights of Columbus. Member of Kenwood Country Club, Bethesda, Md.

James Barr

JAMES EARL BARR was born in Fort Worth, Tex., in 1907.

Education: Clevland Institute of Technology, Southern Methodist U.

Experience: Southwestern Bell Telephone Co. (lineman, cable splicer, general outdoor construction). Southwestern Broadcast Co. (headquartering at then KATX Fort Worth), 1934. FCC Inspector, New York City, 1938. Broadcast division, Engineering Dept., FCC, 1945; chief, aural facilities division, Broadcast Bureau, 1951; chief, broadcast facilities division (am, fm and tv), Broadcast Bureau, 1953.


Gordon Gray Sworn In

GORDON GRAY, president of U. of North Carolina, took office Thursday as Assistant Secretary of Defense for International Security Affairs. He succeeded H. Struve Hensel in the office which deals with foreign military aid programs, and will be on leave from his university post. He has held a number of top-level assignments in recent years and is president of WJS-AM-TV Winston-Salem, N. C.

BROADCASTING  TELECASTING
Only STEEL can do so many jobs so well

Fresh Air Design. That startling building is a parking garage. The walls are made from over 11 miles of USS Stainless Steel strand, held tight under 1000 lbs. tension with American Quality Springs. The strand prevents cars from rolling overboard, and makes this garage one of the most beautiful buildings in Chicago.

Hot Pickles. Those bottled pickles are taking their last ride on a USS Cyclone flat wire conveyor belt. Notice the open mesh that allows heat and steam to escape. Cyclone makes all types of conveyor belts, including types that can actually curve and go around sharp corners.

Tomorrow's Sirloin Steak needs a square meal today. In the South, many farmers treat their pastures with USS Basic Slag—a high phosphorus, high-lime by-product of U.S. Steel's southern steel-making process. Basic Slag encourages the growth of thick, rich pasture grass.

Portable Steam. It's actually a steam radiator, but you can move it to any room and plug it into any wall socket for fast, even fume-free heat. The radiator is made entirely from USS Steel. As a result, the unit is light and strong, and it heats up 4 times faster than a comparable heavyweight iron radiator.

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.
OUT OF THE JUNGLES OF DEEPEST AFRICA COMES...

With a true-to-the-jungle supporting cast who will appeal to audiences of all ages!!

"Bob" THE HUNTER (CHRISTIAN DRAKE)

"Chim" THE CHIMP HIMSELF

and thousands of natives and wild beasts
in fast, smashing action.

Throbbing Tom Toms — scheming savages —
ferocious animals — lost gold mines — rogue
elephants — all the splendor, mystery, adventure
that points this series as tops in its category!

EXECUTIVE PRODUCERS:

DON W. SHARPE
the man who entertains
100,000,000 people weekly!

WILLIAM NAJSSOUR
Nassour Studio Production
Audience-thrilling action in every half hour episode

SHEENA outwits the ivory smugglers!
SHEENA captures the dangerous leopard men's chief!
SHEENA finds the stolen idol's eye!

NEVER BEFORE A SERIES WITH SUCH
SPINE-tingling STORIES
AMAZING AUDIENCE APPEAL
POWERFUL MERCHANDISING
COMPPELLING CONSUMER CONTEST

"SHEENA, Queen of the Jungle" is a "NATURAL" for every product a family wants to EAT... DRINK...PLAY WITH...WEAR...
For everything a FAMILY NEEDS!

Starring IRISH McCALLA

Here's how Sheena helps you

REACH NEW SALES RECORDS IN EVERY MARKET!

- Up to 50,000 free premiums for every market
- Gigantic point-of-sale program with many powerful advertising aids
- Audience-building promotion
- Jungle safari contest
- Coordinated commercials
- Guest appearances
- Self-liquidating premiums
- Sharp-shooting field sales program

WRITE • WIRE • CALL FOR AN AUDITION PRINT AND FULL DETAILS!

ABC FILM SYNDICATION, Inc.
10 East 44th St., New York, Susquehanna 7-5000
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

ABC FILM SYNDICATION
10 EAST 44th STREET, N. Y. DEPT. 81
Gentlemen: I'm in a rush for an audition print and full details on your newest series..."SHEENA, QUEEN OF THE JUNGLE!"

NAME
COMPANY
ADDRESS
CITY \ ZONE \ STATE
Sports

Sports are sponsored on WDFD

but you can still cash in with a few choice spots now open
next to Dan Hunter's "Allsports In Action" show at 6:10 each evening. These top-rated availabilities (1955 Pulse) reach a broad family audience. Danny, WDFD Sports Director, gives special coverage to the local field at all levels. That keeps Mom and the kids listening for news of local folks they know while Dad listens for the ball scores. It's the perfect place for you to sell a hand-picked sports audience in Flint...the largest General Motors plant city in the world.

Represented nationally by the Katz Agency

Flint, Michigan WDFD

NBC Affiliate

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTMN AM & TV Minneapolis-St. Paul

GOVERNMENT

'Protest' Bill Stalls In House

Action on FCC-sponsored measure to amend Sec. 309(c) is rescheduled to sometime this week. Also, Senate subcommittee fails to report on bill.

HOPE that House would act last week on 5614, the FCC-sponsored bill to amend protest rule of the Communications Act Sec. 309(c) departs when the lower house recessed consideration of the bill for tomorrow later this week.

At the same time, the Senate Commerce committee—which two weeks ago had to testify on its version of the same legal [7R-7, July 11]—failed to make any move toward reporting a bill to the full committee to the floor.

Meanwhile, the FCC, in response to inquiry brought up during the Senate subcommittee hearing, told the legislators that:

* Power to use its discretion on whether a grant made without a hearing should be suspended or not after protest must be included in the question of Sec. 309(c). In many cases, the Commission said, even though there was sufficient apparent evidence that warrants a full hearing, it might have information which would indicate that the protest would be ruled okay.

* Although it agreed that the Commission must act on a protest within 30 days, the FCC made it clear that it did not interpret this clause to mean that it also had to hold a hearing and come to a decision within that time.

* The Commission also held that it should be permitted to use the new provisions in those cases which might be remanded by an action.

USIA Official Pat Campbell Dies Abroad of Heart Attack

Patrick W. Campbell, 64, former broadcaster and widely known in theatrical and radio circles, died in London July 9 from a heart attack while serving as radio-tv program officer of the U.S. Information Agency.

Mr. Campbell joined USIA in February 1954 and a month later left for London, where he served as liaison officer with the British Broadcasting Corp.

In 1930, he became general manager of West Coast Div. of World Broadcasting System and later joined the Don Lee Network where he was program director and special projects manager. From 1951 to 1954, Mr. Campbell was vice president, secretary and part owner of George Bagnall & Assoc., radio-tv production firm.

He is survived by his wife, Mildred A., and was with him in London at the time.

Ike Feeling Out Congress On Executive Pay Increases

CONGRESSIONAL leaders are being sound out to learn their feelings about an Administration proposal to increase salaries of Cabinet and commission members. Chairman Styles Bridges (R-N.H.) of the Republican Policy Committee said Thursday the White House will send up pay proposal soon if it is found possible, pass the bill by the end of July.

The Administration calls for increases to $22,500 for members of the FCC and similar agencies but this may be scaled down if a position develops. Cabinet salaries would increase from $22,500 to $30,000 a year.

Broadcasting • Telecasting
True color... high definition
yours with GPL's 3-Vidicon Color Film Chain

Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain recently developed by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy installation into your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.

General Precision Laboratory Incorporated
PLEASANTVILLE, NEW YORK

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION
**EMSCO TV TOWERS**

**designed to include the features you want**

You can get a TV Tower designed specifically to meet your requirements ... Emisco "Towers of Strength" are custom engineered for height, weight loads and weather conditions.

The advanced design and superior structural features of Emisco TV Towers assure greater strength and dependability. Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs...insures long structural life. Rigid RETMA or AISC standards are met.

Emisco TV Towers have a unique beam leg section 6. This inherent geometric pattern affords a substantial saving in weight...a relative increase in strength...a reduction in foundation costs.

For guyed or self-supporting towers unequaled for safety...structural rigidity...and economy, specify Emisco. Prompt delivery assured.  

---

**EMSCO TOWERS OF STRENGTH**

EMSCO MANUFACTURING COMPANY   
General, Inc.  --- LOS ANGELES, CALIF.  ---- Houston, Texas  
General Sales Offices: Dallas, Texas

---

**More Voice Sentiment Against Pay-See Tv**

ADDITIONAL small city opposition to subscription tv have been filed with the FCC, the anti-pay tv Organizations for Free tv reported last week.

The opposition fee tv group said that the following chambers of commerce have passed resolutions denouncing the idea of subscription tv: Waukegan-North Chicago, Ill., and Sayre, Hominy, Wewoka and Ardmore, Okla.

At the same time, Mort Farr, chairman of the National Appliance & Radio Dealers Assn., announced his opposition to the pay tv plan.

Newspaper polls seemed to show objections to the pay tv idea. The Cincinnati Post reported that 2,132 readers are unwilling to convert their tv receivers for subscription tv. A total of 68 persons indicated that they would be in favor of paying for home programs.

Knoxville News-Sentinel said that its readers showed a margin of better than 136 to 1 in favor of maintaining the present system of sponsored tv programs for home viewers.

And Edward Lamb, publisher of the Erie (Pa.) Dispatch (WICU [TV]), stated in his newspaper that he was in favor of the continuance of the present system of free tv.

Meanwhile, a proposed system called "Ultra-vision" was exciting some comment in pay and anti-pay-tv circles.

Proposed by Dynamic-Electronics Inc., Forest Hills, N. Y., "Ultra-vision" envisions the use of several uhf channels for the exclusive use of subscription tv programs. A master antenna (with a uhf converter) would feed these signals into tv sets, connected via coaxial cable to the antenna.

There could be about 100 receivers connected to this type of wire circuit, Dynamic-Electronics said.

Also proposed to be used with each receiver is a Television Audience Analyzer, developed by Dynamic-Electronics for Media Measurements Corp. This apparatus can transmit back to a central point information regarding what channel the receiver is tuned to, etc. This data could be used for billing purposes, Dynamic-Electronics explained. The audience measurement information would be so useful, it was said, that a major part of the cost of hooking receivers into a pay tv net might be borne by advertisers and others interested in the measurement data. The data could be fed to central headquarters via telephone lines or radio transmissions, the proponents pointed out.

Dynamic-Electronics is an electronics manufacturing, research and development firm. It does work chiefly for the government. Consumer products include indoor tv antennas and test equipment.

**Puerto Rico Tv Shift Asked**

JOINT PETITION for rule making to switch tv ch. 7 from Ponce, P. R., to Mayaguez, P. R., has been submitted to the FCC by El Mundo Broadcasting Corp. (WQAQ-AM-TV San Juan and Ponce De Leon Broadcasting Co. (WAPA-TV San Juan). Both companies are applying for a ch. 3 outlet in Mayaguez and last February were designated by the FCC for a consoli dated hearing [B&T, Feb. 28]. If the rule making is approved, El Mundo will apply for ch. 7. Supreme Broadcasting Co. (WJMR-TV New Orleans), a third applicant for Mayaguez ch. 3 intends dropping its bid pending negotiations for purchase of 30% of ch. 3 WORA-TV Maya guez [B&T, May 9].

---

**Broadcasting • Telecasting**

Page 48 • July 18, 1955
FCC Approves WBLN (TV), One Other Station Transfers

An reciprocal sales transactions were approved by the FCC. Among these were three AM stations, one and one FM, totaling about $450,000:

WBLN (TV) Bloomington, Ill., was sold by CH W. Roberts to Worth S. Rough for $27,500. Financial at the station. At the time of purchase Rough was general manager of WCBC Anderson, Ind. Mr. Roberts is owner of KREI Alamosa, KCHI Chillicothe, KCMU Co, all Missouri; KCLO Leavenworth, KBB Chanute, both Kansas, and WINI Physboro, Ill.

CHI Little Rock, Ark., was sold to Harold Madison for $100,000. The station was owned by Dalton LeMasurier, president of the home's Warner Bros. subsidiary. The station is located in Owego, Pa., and serves the area.

WGU A Moline, Ill., was sold to A. LaVerne Flambo, president of the new WQA Inc., for $100,000. The station was owned by a small group of investors.

WBBK TV Bloomington, Ill., was sold to Connie B. Gay through purchase of its license for $16,500. Mr. Gay, a country music entertainer, is program director of WARI Arlington, Va. Patrick is a local community station that retains 5% of the station's profits.

Newport News, Rochester Udfs Added to TV's Casualty List

CH TV Newport News, Va., left the air three months ago and WNY- TV Rochester, N.Y., which was not on the air, has asked that its license be cancelled.

Ch. 33 WACH-TV gave as its reasons for leaving the air "apathy on the part of national network advertisers" and the "economic inability to maintain our service," the FCC said.

Ch. 27 WRNY-TV was granted its station license to pursue its construction permit and the 145th station to go on the air.

Rockville Shift Comment Asked

Some of the FCC's comments on the shift of WJZF-TV, Chicago, to Urbana, Ill., as requested by Star Broadcasting Co. (KCSI-TV Pueblo, Colo.), were also included.

At present Alamosa is isolated from any service, but that Pueblo, in addition to KCSI-TV (ch. 3), can receive service from Colorado Springs. No application for ch. 3 has yet been made, but the FCC noted, but KCSI-TV said it would seek the assignment if the change was made. Alamosa has only one channel, KCSI-TV.

First Choice in the Columbus Market

20 top pulse rated programs day and night

First choice in the Columbus Market

20 top pulse rated programs day and night

WBNS radio
columbus, ohio

July 18, 1953  •  Page 49
Big Aggie makes a winning move for RALSTON PURINA

in the land where TV means "Taint Visible"*

Selling feeds in vast, 5-state Big Aggie Land is no parlor game. But WNAX-570 has the winning system. Take Ralston Purina Feeds in the Checkerboard Bag for example.

Big Aggie Farm Service Editor Chet Randolph airs a 20-minute show for Purina 3 days a week, but his promotion doesn’t end there. Chet jumps all over Big Aggie Land promoting Purina. He picks up Purina success stories and makes powerful “local proof” commercials of them . . . he tells Purina dealers how the other guy is doing it with regular, personal letters . . . he shows up at every major farm show and exhibit to put his popular standing with farmers behind Purina Feeds.

It’s WNAX-570’s personal interest that clears the board for Purina. And if you’d like Big Aggie on your side, your Katz man can arrange it.

WNAX-570
YANKTON, SOUTH DAKOTA
A Cowles Station • CBS Radio

Don D. Sullivan, Advertising Director.
Under the same management as KTV
Channel 9, Sioux City; Iowa’s second largest market.

GOVERNMENT

Stay Order Blocking Sale Of KORK, KOLO Is Lifted

Charges brought against Donald W. Reynolds’ purchase of KORK Las Vegas and KOLO Reno do not have sufficient weight warrant a hearing, the FCC ruled last week, dismissing the protests of KLAS-AM-TV Las Vegas. The Commission further lifted the order staying the consummation of the statis sales.

The grants of KORK Las Vegas to Southwestern Broadcasting Co. for $60,000 a KOLO Reno to Western Broadcasting Co. $190,000 were made April 6 and stayed April [B/T, April 18]. KLAS-AM-TV charged Mr. Reynolds was offering joint rates for his broadcast and newspaper interest after he had told the Commission that he did not intend to do so. Specifically, KLAS and joint rates were being used by KLRJ-TV Halderson (Las Vegas), KZTV (TV) Reno in the Las Vegas Review Journal.

At the time the grants were suspended, Mr. Reynolds told the Commission volume discount (25% for use of both tv stations) had been discontinued. The Review Journal, he said, “bent over backwards” to be fair to KLAS-AM-TV.

When KLAS-AM-TV refused to pay the Journal for printing logs for which it normally charged a fee, the newspaper consented to run the fee, Mr. Reynolds stated.

The question of too much concentration mass communications media arose through a Reynolds holdings, as cited by the FCC [B/T, July 4]:

President, director and majority stockholder of Southwestern Pub. Co., parent company, KHBO Okmulgee, Okla., KBRS Springfield Ark., KFSA-AM-TV Ft. Smith, Ark., KLRJ-TV Henderson, and KZTV (TV) Reno, it has applied for Commission approval of a purchase of KNAC-AM-Tv Smith from American Television Co., which has been scheduled for a hearing.

Southwestern also publishes the Fort Smith (Ark.) Times and Southwest American and the parent company of Las Vegas Review Journal; Bartlesville (Okla.) Examiner and Enterprise; Okeemee (Okla.) Times and Tim Democrat; Ely (Nev.) Times, and the Casse City (Nev.) Appeal.

Stevens Suggests Radio Plan To Penetrate Red Countries

Importance of radio as a means of penetrating both the iron and bamboo curtains is emphasized in New York last Thursday by Rev. Paul M. Stevens, director of the Rev. & Television Commission of the Southern Baptist Convention, before leaving for London to attend the Baptist World Alliance now in session. Mr. Stevens said he intends to propose to the international Baptist leaders a creation of a world program using radio as instrument for spreading the Christian message to Communist-dominated countries.

Mr. Stevens hopes to interest Baptist leaders from 60 nations of the free world who are attending the London meeting in approaching station officials in their respective countries with a plan for an inter-denominational program. Once such a program is successfully underway on an extensive scale, Mr. Stevens said he believed that time could be obtained from Rast Free Europe and Voice of America for an extension of what he describes as a "world-wide religious ‘Point Four’ program."
The account executive has taken a “rough cut” at media selection for a new campaign. He and the media director sit down to refine the list. Your medium is questioned. They reopen the account man’s copy of Standard Rate... and if you have a Service-Ad near your listing you are there.

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

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

Note: According to a study of SRDS use made by National Analysis, Inc., 87% of all account men interviewed make use of one or more of the SRDS publications.
FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.
- Has negotiated private financings in excess of $680,000,000 in the past five years.

—We Invite You to Call Upon Our Experience.

Address inquiries to:

ROBERT E. GRANT
KIDDER, PEABODY & CO.

First National Bank Building
Chicago, Illinois
Telephone: Anderson 3-7350

NEW YORK   BOSTON   PHILADELPHIA   SAN FRANCISCO
OFFICES AND CORRESPONDENTS IN THIRTY-FOUR PRINCIPAL CITIES IN THE UNITED STATES
Another good reason why more and more advertisers are switching to film! Then action is rehearsed. Should an actor "blow" a line—or have an accident like this—the scene can be re-shot. No red faces! No product kidded! Besides, it's easy, economical, to produce and co-ordinate showings when you USE EASTMAN FILM.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Be sure to film your show IN COLOR. You'll be needing it... soon.
most TV stations depend on . . .

HOUSTON FEARLESS EQUIPMENT

Speed is of extreme importance in processing motion picture film for newscasts, special events, interviews, Kinescopes, etc. But quality work should never be sacrificed for speed . . . and needn't be with Houston Fearless processing equipment. That's why far more TV stations and networks use Houston Fearless processors than all others combined. They appreciate the ease of operation, the consistently fine results and the high degree of dependability.

There's a Houston Fearless film processor to fit every need: 16mm, 35mm black and white, color, negative, positive, reversal or negative-positive color film . . . from the smallest, most compact unit to the largest installation. Whatever your needs, be sure to contact Houston Fearless first!
By James Montagnes

The Postwar Years Have Spawned a Boom Above the Border

The Canadian beaver has always been the symbol of industry. Today the beavers in Canada are taking lessons from the humans about what industry really means.

The fur trading area of the far north has become North America's largest uranium producing center. Where buffalo once roamed the prairies, hundreds of oil derricks now stand in a "New Texas."

Out of the rocky wilderness of northern Labrador is coming the richest iron ore since the discovery of Minnesota's famed Mesabi range.

A ten-mile tunnel, chopped and blasted through the Rocky Mountains, carries rugged mountain streams to power the world's largest aluminum smelter. Five years ago only a few Indians lived on the smelter site. These are not isolated examples. Everywhere the story in postwar Canada is one of phenomenal growth.

Capital investment in Canadian industry has more than tripled in the last 10 years. In the same period population rose by 25%.

National income jumped from just under $10 billion to almost $19 billion. These developments and new opportunities promised by still untapped natural resources are drawing a flood of outside investment capital from the United States and Western Europe. The American stake in Canada grew from $5 billion in 1945 to $8.6 billion at the end of 1953. It has been growing ever since.

American exports to Canada, always high, have expanded to almost $3 billion a year. And details of recent developments north of the Canadian-United States border indicate Canada will continue to grow as an important market for everything from heavy machinery to coonskin caps.

Most of Canada's 15,500,000 people live close to the international border. Their living and spending habits are almost on a par with those of their neighbors to the south. Even the French-Canadian element, accounting for about a third of the total population and centered mainly in the province of Quebec, is rapidly becoming Americanized.

The 10 major centers of population are the cities of Montreal, population 1,425,000; Toronto, 1,200,000; Vancouver, 577,000; Winnipeg, 373,000; Ottawa, 297,500; Quebec City, 294,000; Hamilton, 278,000; Edmonton, 200,000; Windsor, 173,000, and Calgary, 152,000. The rest of Canada's people are scattered in hundreds of small cities, towns and villages along 5,000 miles from Atlantic to Pacific coasts, from the international border to within 1,000 miles of the North Pole.

Canada's population since the end of World War II has boomed. Some 3,500,000 more people live in Canada now than in 1945. Of these about 1,500,000 are immigrants, mostly from Great Britain and Western Europe. On the streets of most Canadian cities foreign languages are no longer a novelty. Department stores and banks have their staffs of interpreters to help newcomers.

July 18, 1955
You Are Now Entering a Multi-Billion Dollar Market

MAKE THE MOST OF IT!

The Canadian consumer is buying in a big way... all the way from British Columbia to Newfoundland, well over 4,000 miles of opportunity for the alert U.S. advertiser.

All you have to do is raise your voice in this booming market. The Canadian is listening for you in every corner of the country. He and his family have bought more than 12 billion dollars worth of products in 1954, in the retail stores alone! They bought more U.S. goods than anyone else, next to Americans. They want to buy more—and they can afford it!

Raise your voice over their favorite local radio stations. When you speak with the voice of local radio, you're heard! Local radio is well-known and trusted in its communities. It brings its listeners the big network shows—it brings them the local shows, too. Here the community speaks to itself about matters close to its heart—the farm reports, the mining news, the town's social events, the city's backyard chit-chat. Let yourself be heard in this company, and be heard as a friend.

Local radio reaches into 95% of all Canadian homes... in a country where only 38% of the population lives in cities of 30,000 or over. Local radio penetrates... convinces... and does it inexpensively. Come in to the Canadian market, and come in welcomed. Come in over local radio.

Wherever your media strategy takes you over the Canadian border, travel the routes that make the most of this multi-billion dollar market—the all-important channels of local, independent radio broadcasting.
From Holland, Germany, Hungary, Ukraine, Poland, Italy, Greece and other European countries.

All these additions to the population have resulted in a continuing demand for new housing. Everywhere cities and towns are stretching their boundaries. As an example, Toronto and 12 suburban communities at the beginning of 1954 formed a metropolitan area covering 240 square miles, or as much space as is occupied by the five boroughs of New York less Brooklyn.

New housing right across Canada is being built at an average for the past few years of close to 100,000 units a year. Last year 13,527 new housing units were started, 9,965 were completed.

Housing is not the only construction at peak level in Canada. Schools, hospitals, roads and commercial facilities such as office buildings and shopping centers are going up at a faster rate than ever before. There has not been as much office building and hotel construction in Canada as in the past two years since the 1928-29 boom. The growing number of young families is causing a school building boom and shopping centers are cropping up across Canada in urban suburban areas. More railways have been built in the last couple of years than for many decades, railways mostly into such new frontier regions as the Quebec-Labrador iron ore region, the new nickel-copper area in northern Manitoba and in the interior of British Columbia. More new roads further north are planned. The construction of the billion dollar St. Lawrence Seaway and its allied electric power projects has started and will keep construction men busy for another five years.

Construction in the first five months of this year has made new records, with just over $1 billion being awarded for all types of construction. First contracts have been let for the first nuclear electric power plant in Canada.

Transportation is an important factor in the Canadian economy, with big distances between major trading centers. New express highways are being built in southern Ontario where the heaviest concentration of automobiles is to be found. Ontario is spending over $220 million on roads this year, almost half the total being spent in all Canada. The first all-paved standard highway is now being built across the country and will be over 5,000 miles long when completed as a joint

THE CITY SIDE of Canada is exemplified by bustling Montreal, whose 1.5 million people make it the largest city of the dominion. In the background is the St. Lawrence River.

THE COUNTRYSIDE includes such tourist attractions, and therefore money-makers, as Banff National Park, Alberta. Visitors to Canada pour millions into the economy annually.

July 18, 1955 * Page 57
increase
YOUR SALES
in wealthy
NORTHERN ONTARIO

In this rich area only the 3 "Northern Stations" penetrate "The Market behind the Wall". Outside station reception is inconsistent...sometimes impossible.

Make your advertising dollar do more by using

CFCH NORTH BAY
Railway Junction for Eastern & Western Canada

CJKL KIRKLAND LAKE
The Hub of Northern Ontario

CKGB TIMMINS
In the heart of the Gold Mining Industry

In rich Eastern Ontario use the strong links between Toronto and Montreal.

CHEX, CHEX-TV
PETERBOROUGH

CKWS, CKWS-TV
KINGSTON

This market is extremely prosperous with diversified manufacturing, agriculture, education centers and the tourist industry. Avoid the gap between Toronto and Montreal coverage by using Eastern Ontario's foremost stations.

Under
Northern Broadcasting Management

44 KING ST. WEST,
TORONTO, CANADA

undertaking of the various provincial governments with the federal Canadian government.

New railroad equipment is appearing on Canada's transcontinental railways for both freight and passenger services. This spring new diesel-powered streamlined passenger trains cut up to 18 hours from the transcontinental run between Halifax and Vancouver. The airlines are busier than ever with transcontinental and international passenger and freight services. A Canadian airline this spring put into service the first turbo-prop passenger aircraft on this continent. Another Canadian airline began regular scheduled passenger service across petroleum-chemical industry being started in the Edmonton area; in a vast expansion of housing and building in that city; in laying of an oil pipeline westward for miles over the Rocky Mountains to Bay oil to the Pacific Coast; in another 1, mile pipeline eastward to Superior, Wis., from there for another 550 miles to Sault, where vastly expanded oil refining and petroleum-chemical plants are local. Future natural gas pipelines are to be that commodity from these western oilfields to the major cities of eastern and central Canada.

Along with new Alberta oil development has come oil prospecting in the nearby pr

OIL PRODUCTION in Canada has skyrocketed since World War II. It now furnishes 47% of the country's total requirements.

the North Polar regions between Vancouver on the Pacific Coast and Amsterdam, Holland, cutting 1,000 miles from the conventional air route between these cities. Canadian airlines are flying to almost every part of the world on regular services. So much in demand is air service in Canada that numerous charter services are being licensed in Canada and the United States for use between the two countries.

In every part of Canada there are visible signs of an expanding economy, of a country which has realized it has untapped resources for a world market.

In 1947, for example, a new oil field came into being in central Alberta province, near the city of Edmonton. That started a development which has by no means reached its climax, but has already resulted in a new inces of Saskatchewan and Manitoba. Canada is now able to supply enough oil 47% of its total requirements. Imports from the United States and South America which only a few years ago accounted for more than 90% of all the oil used in Canada, are now needed to supply only the eastern sections of the country.

Other mineral finds in the northern sections of Canada's three prairie provinces have resulted in new mining towns being built in the past few years, in the establishment of new chemical, synthetic textile and paper plants close to oil, natural gas and hydro-electric power resources.

Those strategic postwar minerals, titanium for jet aircraft and uranium for atomic projects, have also played a part in keeping Canadians busy. A large titanium deposit in Quebec province is well into development.

BROADCASTING • TELECASTING
Here are the facts:

1. Since the inception of Canadian TV in September 1952, Canada has experienced proportionately the fastest growth of population coverage by TV of any country in the world. Today, the CBC Television Network, including CBC-owned stations and privately-owned affiliates, serves 1,500,000 television homes in 25 major market areas from coast to coast.

2. Additional stations will soon be on the air... in St. John's, Newfoundland (CJON-TV) and Barrie, Ontario (CKVR-TV). New stations are scheduled for operation later in the year in Sarnia, P.Q., Sherbrooke, P.Q., Charlottetown, P.E.I., Kingston, Ontario, and Lethbridge, Alberta.

3. 75% of the Canadian population is now within the service range of television stations... and of this number, 50% have television sets.

4. More live television programs are now produced in Canada than in any country other than the United States.

5. Canada is second in the world in the number of TV stations, and second in the proportion of the public who watch television.

The CBC welcomes the opportunity to work closely with advertising agencies and their clients and to cooperate with them to the fullest possible extent in the effective use of Canadian network television, and in the creation and production of Canadian talent programs, both French and English.

Stations of the CBC Television Network

Atlantic Region:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CJON-TV</td>
<td>St. John's Nfld.</td>
</tr>
<tr>
<td>CBHT</td>
<td>Halifax, N.S.</td>
</tr>
<tr>
<td>CJCB-TV</td>
<td>Sydney, N.S.</td>
</tr>
<tr>
<td>CKCW-TV</td>
<td>Moncton, N.B.</td>
</tr>
<tr>
<td>CHSJ-TV</td>
<td>Saint John, N.B.</td>
</tr>
</tbody>
</table>

Mid-Eastern Region:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBLT</td>
<td>Toronto, Ont.</td>
</tr>
<tr>
<td>CHEX-TV</td>
<td>Peterborough, Ont.</td>
</tr>
<tr>
<td>CKWS-TV</td>
<td>Kingston, Ont.</td>
</tr>
<tr>
<td>CBOT</td>
<td>Ottawa, Ont.</td>
</tr>
<tr>
<td>CBMT</td>
<td>Montreal, P.Q.</td>
</tr>
<tr>
<td>CHCH-TV</td>
<td>Hamilton, Ont.</td>
</tr>
<tr>
<td>CKCO-TV</td>
<td>Kitchener, Ont.</td>
</tr>
<tr>
<td>CFPL-TV</td>
<td>London, Ont.</td>
</tr>
<tr>
<td>CKLW-TV</td>
<td>Windsor, Ont.</td>
</tr>
<tr>
<td>CKVR-TV</td>
<td>Barrie, Ont.</td>
</tr>
<tr>
<td>CKSO-TV</td>
<td>Sudbury, Ont.</td>
</tr>
<tr>
<td>CJIC-TV</td>
<td>Sault Ste. Marie, Ont.</td>
</tr>
<tr>
<td>CFPA-TV</td>
<td>Port Arthur, Ont.</td>
</tr>
</tbody>
</table>

Prairie Region:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBWT</td>
<td>Winnipeg, Man.</td>
</tr>
<tr>
<td>CKX-TV</td>
<td>Brandon, Man.</td>
</tr>
<tr>
<td>CKCK-TV</td>
<td>Regina, Sask.</td>
</tr>
<tr>
<td>CFQC-TV</td>
<td>Saskatoon, Sask.</td>
</tr>
<tr>
<td>CHCT-TV</td>
<td>Calgary, Alta.</td>
</tr>
<tr>
<td>CFRN-TV</td>
<td>Edmonton, Alta.</td>
</tr>
</tbody>
</table>

Pacific Region:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBUT</td>
<td>Vancouver, B.C.</td>
</tr>
</tbody>
</table>

Quebec Region: (French)

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBFT</td>
<td>Montreal, P.Q.</td>
</tr>
<tr>
<td>CBFOT</td>
<td>Ottawa, Ont.</td>
</tr>
<tr>
<td>CFCM-TV</td>
<td>Quebec, P.Q.</td>
</tr>
<tr>
<td>CJBR-TV</td>
<td>Rimouski, P.Q.</td>
</tr>
</tbody>
</table>
and prospectors are searching for other deposits as rich. At the same time, research departments of hydro-electric power companies in eastern Canada are at work developing new and cheaper methods of refining titanium for use in jet aircraft engines.

Canadian aircraft companies are working on titanium alloys for more powerful jet aircraft engines. Uranium deposits in Saskatchewan, Ontario and the Northwest Territories are being developed. New mines coming into operation require entire new towns such as Uranium City on Lake Athabasca and Manitouwadge in northern Ontario. Tourists in southern Ontario this summer will see new uranium sites being developed not far from resort areas.

In the virgin forests along Canada's Pacific Coast, some 400 miles north of Vancouver by air, is the initial stage of one of Canada's largest electric power projects, just been completed. Fifty miles away from an inlet on the coast, where an Indian village was the only sign of habitation five years ago, an aluminum smelter is now producing the light metal with electricity from a new hydro-electric power plant set inside a mountain. At new docks, freighters from the West Indies bring bauxite for the aluminum smelter. The town of Kitimat is growing rapidly, as thousands of workmen and their families settle in this new industrial center.

North from Seven Islands on the St. Lawrence River, a diesel-engine train travels for 360 miles into the uninhabited barrens of Labrador and northern Quebec. Five years ago that railway was only an outline on an engineer's drawing board. Late last year it began to function to bring high grade iron ore from vast deposits unearthed only a decade ago. That iron ore is now being used in steel furnaces in the eastern United States and at Great Lake points in both the United States and Canada. To start that project, everything from a pencil for the prospector's record book to the bulldozers to carve out the airstrips had to be flown into this uninhabited region.

All these natural resources developments have focused attention on Canada throughout the world. Money from a number of countries in Western Europe, but especially from the United States, is flowing into Canada in increasing amounts for investment in new manufacturing plants of all kinds as well as in the development of natural resources. Latest government statistics from Ottawa show that the oil industry has the largest concentration of outside capital, with about 52% of the industry being owned individually and corporations in the United States, Great Britain and Western Europe.

Canada continues to be a magnet for branch plants of companies with headquarters outside its borders. A number of German companies have started up in recent years and have taken part in supplying 50% of the defense materials ordered by the

the

SESAC TRANSCRIBED LIBRARY
salutes

CANADIAN RADIO and TELEVISION
and the men and women
who have made
the sesac library
the choice of broadcasters
from coast to coast

SESAC

475 FIFTH AVENUE

NEW YORK 17, NEW YORK
<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKLG</td>
<td>North Vancouver, B.C.</td>
</tr>
<tr>
<td>CJIB</td>
<td>Vernon, B.C.</td>
</tr>
<tr>
<td>CJDC</td>
<td>Dawson Creek, B.C.</td>
</tr>
<tr>
<td>CFCN</td>
<td>Calgary, Alta.</td>
</tr>
<tr>
<td>CKRD</td>
<td>Red Deer, Alta.</td>
</tr>
<tr>
<td>CFRN</td>
<td>Edmonton, Alta.</td>
</tr>
<tr>
<td>CFQC</td>
<td>Saskatoon, Sask.</td>
</tr>
</tbody>
</table>

**CFRN-TV**
Edmonton, Alberta
Channel 3

**CFQC-TV**
Saskatoon, Sask.
Channel 8

**CJOB**
Winnipeg, Man.

**CKX**
Brandon, Man.

**CFOB**
Fort Frances, Ont.

**CKPR**
Fort William, Ont.

**CJOY**
Guelph, Ont.

**CKOT**
Tillsonburg, Ont.

**CKBW**
Bridgewater, N.S.

**CJRW**
Summerside, P.E.I.

**TO ALL ADVERTISERS***
Here are NINETEEN consistent, persistent purveyors of your message by RADIO and TELEVISION to audiences in Canada from COAST-to-COAST. The MERCHANDISING assistance of these stations, whose public service format has won loyal audiences in their markets, is something you NEED to do a compelling selling job in Canada.

Effectively yours,

GORDON FERRIS
President and General Manager

**RADIO REPRESENTATIVES LIMITED**
Vancouver
Winnipeg
Toronto
Montreal

*This is an image of a page from a document containing a list of radio and television stations in Canada, along with a message to advertisers about the consistency and audience reach of these stations.*
Canadian city now stores of these retail organizations are now being built. British retail chain stores have invaded Canada similarly, though on a smaller scale, in the past two years. These are signs of an important market in Canada.

This activity in Canada has resulted in the growth of non-Canadian capital investment from $7 billion at the end of 1945 to over $112 billion at the end of 1953, latest year for which official figures are available.

While United States interest in Canadian natural resources development has been growing by leaps and bounds over the past decade, it is only recently that Europe's financiers have turned to Canada with sizable investments. Not since the days before World War I have British and European capitalists flocked to Canada as they are doing today. World-famous British financial houses are backing uranium and mineral developments. British aircraft has moved almost bodily to Canada to set up a replica of its industry that Swiss financial houses have opened branched in Canada and invested in major resource developments. Netherlands banking and insurance interests have formed Canadian subsidiaries to enter the Canadian market which has seen an influx of a minimum of 10,000 perceivable investors. Another factor is that German steel interests are looking into ore mining developments in northern Canada. Belgian capital has come in a big way into the gasoline distribution industry that is financially sound. European shipping lines have now running direct services to the international Canadian ports on the Great Lakes.

Vast before, America has become an important factor in the Canadian economy. It was primarily furs; later, mainly agricultural products which Canada exported. The United States runs all the way from wheat to cobalt bombs for cancer research, from wood pulp to automobiles, from iron to glass to ovenware. Imports vary from manufactured goods from the United States, Western Europe to raw materials from parts of the world.

As the population has increased in recent years the percentage of exports of goods and services has declined in relation to the gross national product. In the late 20s about 30% of the gross national product was exported. In recent years only 24% has had to be exported. Yet exports are almost up to the peace-time record. Last year Canada exported goods and services valued at $2.3 billion, of which $2.3 billion went to the United States, $652 million to Great Britain, $562 million to Japan, $95 million to Holland, $45 million to Brazil, $48 million to Australia, $87 million to West Germany and $542 million to all other countries.

Canadian imports last year from all the world amounted to $4 billion, with almost $3 billion coming from the United States, $400 million from Great Britain, $167 million from Venezuela, $44 million from Holland, $47 million from Belgium, $28 million from India, $32 million from Brazil, and $43 million from all other countries.

All this foreign trade keeps Canada busy at home and abroad. Canada has established a chain of embassies, legations and trade commissioner posts around the globe in the postwar years. Canada drives trade by exhibiting its merchandise and raw materials at trade fairs throughout the world. While the bulk of the trade is between Canada and the United States, Canadians have hard at work increasing their buying at selling with all countries of all continents Canada stands fourth among the nations in the world in foreign trade, following the United States, Great Britain and West Germany.

While space precludes a detailed report on how busy Canadians are in the small as well as the largest communities, figures from the official Dominion Bureau of Statistics at Ottawa show the tempo of activity among Canadians is earning more money. Average weekly earnings are now just under $60, up from an average of $55 in 1952. Last year personal income...
m wages, salaries and all other sources is estimated at almost $19 billion. That sum is being spent. Last year total expenditures on durable goods, non-durable goods and services amounted to about $16 billion, or just over $12 billion was in retail stores of all kinds. The balance went into direct taxes and savings.

To Canadians the future looks bright. No one authority than James E. Coyne, governor of the Bank of Canada, the central bank of the country, recently forecast that Canada's gross national product would double in the next 20 years to almost $55 billion, at 1955's prices. He also estimated that by 1955 Canada's population would increase by 50% to 23 million, mostly in urban areas, and that the work year would gradually drop in that period from the present 2,000 hours to 1,500 hours. He forecast a falling consumption within Canada in agricultural and other natural products, with a greater share by Canadians in the management of major industries, many of which are now owned by non-residents. He laid out the continued development of communications in Canada, the knitting together and the wider separation of centers of population by trade as well as by roads, highways and radio and television networks.

More spectacular signs of Canada's growing national strength.

Radio is everywhere in Canada, in the home and in the far reaches of the Arctic where the defense airplane spots an eye on the traffic which flies over the North Polar regions. In all, 96.4% of all homes in Canada have one or more radio receivers in use.

Television, not quite three years old in Canada, now covers better than 75% of the population. In mining towns and at defense bases in the far north, television stations are being built for isolated communities.

Every part of Canada will be covered by radio as well as by radio. Currently there are approximately 1.5 million radio receivers in use in Canada.

The development of radio and television in Canada has not been on as extensive a scale in the United States, primarily because of smaller population and the large distances between communities. Radio broadcasting began in 1921, although there were occasions broadcasting non-commercially two years earlier at Montreal and Toronto.

Today there are 155 independently-owned stations, most of them members of the Canadian Assn. of Radio & Television Broadcasters, and 21 stations owned and operated by the Canadian Broadcasting Corporation. To give better coverage in small areas isolated by physical and geographic obstacles the CBC has also operated a number of small unattended repeater stations in various parts of the country.

Under broadcasting legislation, CBC operates and regulates all network broadcasting and telecasting in Canada. Almost all stations, both independent and CBC-owned, use CBC's transmitters, both on its own stations and also to them in the networks composed of CBC and independent stations. For this reason a government grant and revenue from the national treasury representing a 15% excise tax on all sales of radio and tv receivers and components.

Practically all radio and tv receivers as well as transmitters are built in Canada, mainly by subsidiaries of U.S. and British companies. This is typical of the development of most industries in Canada. Most components and tubes are also made in Canada, and the electronics industry also supplies military and industrial electronic equipment of all kinds. Prices of radio and tv receivers and components are somewhat higher than in the United States, due to a protective tariff, the 15% excise tax for maintenance of the CBC and a 10% sales tax on the factory price.

Radio receiver sales in 1954 amounted to 431,456 sets with a factory valuation of $32,012,071. In the first four months of 1955 sales totalled 131,693 sets at $10,392,856.

Television receiver sales in 1954 were the highest on record, totalling 619,428 sets at $214,951,315. In the first four months of 1955 new records were established every month, with total sales of 197,183 sets at $60,754,034.

There are at this date 28 tv stations in operation across Canada, six stations under construction for opening later this year and four applications for new stations. Of the stations now in operation, eight are owned and operated by CBC, which also maintains national program studios at Toronto and Montreal. The Canadian government at present has a policy of permitting only one station in any one city until such time as every part of Canada is covered with tv.

**WHAT EVERY ADVERTISER SHOULD KNOW ABOUT CANADA...**

All-Canada provides the best... the most effective Radio-TV Advertising Service in Canada.

HERE'S WHY

- All-Canada represents 30 key radio stations—a combined coverage of 5,112,070 radio homes.
- All-Canada represents 16 strategic Canadian television stations—a combined coverage of 723,470 tv homes.
- All-Canada Programs distribute the finest packaged radio and television shows in Canada.
- All-Canada offers fast, authoritative coverage data and Canadian market information as a service to all clients.

**ALL-CANADA TELEVISION**

**VANCOUVER • CALGARY • WINNIPEG • MONTREAL • TORONTO**

**CHWK Chilliwack • CKBI Prince Albert**

**CFJC Kamloops • CKCK Regina**

**CKOV Kelowna • CKRC Winnipeg**

**CKPG Prince George • CJSF-FM Hamilton**

**CJAT Trail • CJCS Stratford**

**CKWX Vancouver • CKOC Hamilton**

**CJVI Victoria • CKSO Sudbury**

**CFAC Calgary • CFBF Toronto**

**CJCA Edmonton • CFFL London**

**CFGP Grande Prairie • CKLW Windsor**

**CJGC Lethbridge • CFCF Montreal**

**CHAT Medicine Hat • CHNHS Halifax**

**CFNB Fredericton • CJSY Yarmouth**

**CHSJ Saint John • CJCJ Sydney**

**CFCY Charlottetown • CJON St. John's**

**CHCT-TV Calgary • CKSO-TV Sudbury**

**CCKK-TV Regina • CKLW-TV Windsor**

**CHCH-TV Hamilton • CHSJ-TV Saint John**

**CKWS-TV Kingston • CJC8-TV Sydney**

**CFPL-TV London • CJON-TV St. John's, Nfld.**

**CHEX-TV Peterborough • CKXS-TV Brandon**

**CFPA-TV Port Arthur • CKNX-TV Wingham**

**CJCJ-TV Sault Ste. Marie • DIOC-TV Lethbridge**

**July 18, 1955 • Page 63**
They got my last scent!

Nobody, advertising to consumers, should place all their resources in one medium alone—not believe that anything has taken the place of radio as a powerful, profitable medium. Remember—radio is the most economical mass medium available; it reaches more people more of the time than any other medium...it reaches people when they are eating, working, playing, relaxing, driving, retiring, rising, reading a book—or, yes sir, even standing on their heads. Radio does it...what else can?

In Montreal, one of Canada's biggest and most profitable markets, your advertising can be most effective with CFCF-RADIO. Our staff is lively, imaginative, and happy here. We do great work because of it. In this huge market, CFCF-RADIO enjoys both MASS and CLASS audiences. Your advertising will pay off sales-wise because of it. Now, how about it? CFCF-RADIO is represented by All-Canada in Canada, and Weed in the U.S.A.

stations. This goal has almost been reached and a change in government policy is looked for at an early date. Most Canadian TV stations begin their telecasting day in the early afternoon. Only two cities in Canada now have two stations, Montreal and Ottawa, where the CBC maintains individual stations for the English and French language groups.

Canada is a bilingual country, with two official languages, English and French. This poses an important problem in merchandising. Bulk of the French-language population is located in the province of Quebec. There is in addition a large block of English-speaking Canadians living in the city of Montreal. There are also French-language groups spread throughout Canada, mainly in New Brunswick, northern Ontario, Manitoba, Saskatchewan and Alberta. All these island French-language groups have their own radio stations, broadcasting in French, a development of the postwar years. They are tied together in a French-language network with the stations in Quebec province.

The French-Canadian market differs considerably from the English-language market. Advertising messages which are effective in the English-language areas have to be changed to comply with the customs and thinking of the French-language groups. It is not enough, just to translate the message into French, for in addition to differences in culture French-Canadian French has evolved its own idioms which differ considerably from French as it is spoken in France. Canadian advertisers have learned by experience to use French-Canadians brought up in Quebec province to translate their advertising into the idiom of French-speaking Canada.

This same thought, it is interesting to note, applies in some degree to English-speaking Canadians. It is not sufficient to use the same advertising message which sells in the United States or Great Britain and expect similar results in Canada. The Canadian differs to some degree from his cousins south of the international border and across the Atlantic. He can best be approached when addressed in his own idiom, as many international advertisers have found out over the years. Which explains in part why so many United States and British advertising agencies have in recent years opened their offices in Canada to service their account.

Radio and television advertising continue to gain in percentage of total advertising Canada. A report from the Dominion Bureau of Statistics, Ottawa, for 1953, late available, shows that 88 advertising agencies in Canada that year placed about $28 million in radio-television national billings. This was 18.7% of total national advertising in the Canadian media, and was up 1.1% over the previous year.

There are no official figures on total radio and television advertising in Canada, but a guarded estimate by CMBT places the total last year of both local and national radio and tv advertising at about $46 million.

MONTEREAL

LARGEST Canadian city in population, Montreal, with about 1,455,000 people is the second largest French-speaking city in the world. The population is divided roughly two-thirds French-speaking and one-third English-speaking. Radio and television stations in the city are programmed accordingly. For the French speaking section there are radio station CFB, owned and operated by the Canadian Broadcasting Corp.; CKAC, one of the oldest stations in Canada, founded in 1921; CHLP and CJMS, along with CBFT for television. The English-speaking population has CFCF, which claims the record of being Canada's oldest station, having started operations in 1919; CBM, owned by the CBC and CBFMT for television. Using part English and part French programming at CIIAD and CKVL, the latter in suburban Verdun.

Montreal is the world's largest inland port city, though almost 1,000 miles inland from the Atlantic Ocean. Located on the St. Lawrence River, it is the terminus of a vast inland waterways system and headquarters of Canada's two continental railways. It is highly industrialized with a variety of industries from oil refineries to railway locomotive shops, and the center of the Canadian garment trade. Montreal and Toronto
In West Coast Canadian Radio
Number One Buy is
TOP DOG

CKNW has more local and national advertisers.
HERE'S WHY — wide listener leadership —
merchandising know how — big league air
personalities! To reach the big share of
Metropolitan Vancouver . . . 256,000 radio
homes—write, wire or phone National
Broadcast Sales, Toronto and Montreal;
Forjoe & Co., U.S.A.

<table>
<thead>
<tr>
<th>COMPOSITE RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>METRO VANCOUVER</td>
</tr>
<tr>
<td>City—122,000 r.h.</td>
</tr>
<tr>
<td>Area—134,000 r.h.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NW</th>
<th>% More</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.9</td>
<td>51%</td>
</tr>
<tr>
<td>9.12</td>
<td>33%</td>
</tr>
<tr>
<td>12.3</td>
<td>35%</td>
</tr>
<tr>
<td>3.6</td>
<td>18%</td>
</tr>
</tbody>
</table>

CKNW

IN CANADA'S THIRD MARKET
B. C. RADIO
DELIVERS THE CUSTOMERS!

B. C.'s fabulous post-war growth has created a king-size,
big-buying market of over 1 3/4 million people—people with
a net-buying income 21% greater than the Canadian average.

You cover this rich, responsive market completely when
you schedule B.C. radio. 584,000* sets in use now beam
your message morning, noon or night into every corner
of the province. No other medium gives you such constant,
hard-hitting impact . . . such outstanding value for your
advertising dollars.

British Columbians are radio listeners . . . with money to
spend! Small wonder more national advertisers are using
more B.C. radio than ever.

THE BRITISH COLUMBIA ASSOCIATION OF BROADCASTERS
If your products are sold in grocery and drug stores (and these days what isn’t!), consider this fact: In Vancouver the big food chains like SAFEWAY and B & K and SUPER-VALU, and the CUNNINGHAM and OWL drug chains, all choose CKWX for day-to-day radio selling.

Last year, chain stores placed seven times more business on CKWX than the year before! How’s that for chain reaction?

reps: Ali-Canada Radio Facilities Limited
Weed & Company

RADIO VANCOUVER

5000 friendly watts

WANT TO SELL CANADA?
One radio station covers 40% of Canada’s retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/3 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFBF your No. 1 buy in Canada’s No. 1 market.

REPRESENTATIVES
United States: Canadian Station Representatives, Limited
Canada: All-Canada Radio Facilities, Limited

divide about equally on being the financial centers of Canada, each having head-office of five national banks.

In the postwar decade Montreal has grown from a city of 903,300 to its present 1,455,000. It has absorbed about a quart of the immigrants who have come to Canada since the termination of World War II, spread out with new suburban communities in all directions. Annual building permits have increased from $219,536,000 in 1954 to $265,801,000 in 1955. Retail sales in 1953 were estimated at $1,350,000. Average weekly earnings have increased from $32.20 in 1945 to $58.39 in May 1955.

TORONTO

SECOND largest city in population, but largest in area, is Toronto on the north shore of Lake Ontario. Toronto is the center of Canada’s mining industry, major financing which is done by Bay Street offices. Toronto has a stock exchange which records more daily transactions than the New York Stock Exchange. The city is the largest industrial center in Canada, with industries varying from jet engines and military fighters to breweries.

Many United States and British companies have their branch plants in Toronto and its suburbs, including the vast Canadian Ford and General Motors assembly plant. It is the biggest port on the Canadian side of the Great Lakes and last year handled 4,900 ships incoming and outgoing, not only from other Canadian and United States ports, but also from western Europe, South America and the Mediterranean area.

Toronto’s population is predominantly Anglo-Saxon, but in the postwar years about 300,000 immigrants from western Europe and Great Britain have given the city a more cosmopolitan flavor. Toronto is the hub of a vast tourist area northward into the Ontario lake districts. It has the largest number of American visitors annually, based on motor counts as well as conventions.

Ten years ago Toronto’s population was 670,000. Today the population is approximately 1,200,000. Building permits in the metropolitan Toronto area, which stretch 240 square miles, have jumped from 17,445 in 1945 to 41,341,520,000 to $336,793,000 in 1954. Retail sales for 1953 were approximately $1,450,000,000. Average weekly earnings have increased from $32.66 in 1945 to $58.39 early this year.

Toronto is served by radio stations CFRB, CKEY, CHUM, CKFH, CJBC and CIU, the latter two owned and operated by CBC. Television stations are CBLT (TV).

VANCOUVER

ON THE Pacific Coast, with a background of snowcapped mountains, is Vancouver, Canada’s third largest city and one of the world’s largest ocean seaports. Vancouver’s population of 777,000 is double that of the immediate postwar years, the trek from all over Canada was toward Vancouver, and the suburban development attests to this. Building permits in the year postwar period have jumped for...
WINNIPEG

A transportation hub of central Canada, Winnipeg is now fourth largest city in Canada, with a population of 373,000. It grew from 222,000 at the end of World War II. Little more than 80 years ago it was just a fur trading post. While only a rail and air transportation center were World War II, it is today a thriving industrial city.

Winnipeg's population depends on crops from western provinces moving toward the Great Lakes ports and across the ocean to Europe, while manufactured goods come westward from eastern Canada. Only manufacturing includes a huge garment industry, oil pipeline facilities, electric appliances, transportation equipment, and industries and paper products.

Winnipeg is served by one TV station, WT (TV), and its radio affiliate CBW, owned by CBC, as well as radio stations CKRC, CKY, CJOB, and by CKSB, across the Red River in the French-speaking neighboring city of St. Boniface.

Winnipeg residents in 1953 spent about $4,000,000 on merchandise and service, according to the latest retail sales estimates. Spending power of Winnipeg workers has increased from a weekly average of $29.60 in 1948 to $53.79 early this year. Building permits reflect city growth, both industrial and residential, increasing from $7,824,000 in 1945 to $67,879,000 last year.

OTTAWA

Canada's capital city of Ottawa, with a population of almost 300,000, is about twice as large as it was during the peak of World War II. Ottawa's growing importance in civil affairs is reflected in the growth of its population, which has few industries and is only a civil service center. Neighboring Hull, across the Ottawa River in Quebec Province, with a population of 46,000, has increased by only 13,000 in the same period. Ottawa's industries are in the main tied in with the lumbering business, for which the city is ideally located at the junction of the Ottawa and Rideau rivers. Lumber comes from the rivers to pulp mills in Hull. In Ottawa there is considerable paper and wood products business, printing, food and beverage business. Retail stores cater not only to a large population, both English and French-speaking, working for the government and industry, but also to a growing diplomatic corps, which has expanded rapidly in the postwar period.

Ottawa retail sales for 1953 are estimated at roughly $235,000,000 and for Hull at $35,000,000. Building permits in the Ottawa-Hull area in 1945 amounted to $3,012,000 and last year to $65,692,000. Average weekly earnings were $29.33 in 1945 and early this year were $29.60.

Ottawa area is served by two TV stations owned by the CBC, CBOT (TV) for the English-speaking population and CBOFT (TV) for the French-language group. CBC operates radio station CBO; independent stations in Ottawa are CKOY and CFRA. In Hull there is a French-language station, CKCH.

QUEBEC CITY

Next to Montreal, largest French-speaking city in Canada, is Quebec City, capital of Quebec Province. In Canada's sixth largest city practically all 294,000 inhabitants speak French, though a small proportion are Anglo-Saxon. The population has almost doubled in the postwar decade. The Quebec flag, with the French fleur-de-lis, is seen everywhere. Historic sites, narrow streets and a magnificent location on the heights overlooking the mile-wide St. Lawrence River, have made the city a major tourist attraction, and tourism is its main business.

Quebec City in the past few years has been attracting numerous industries. It is...
In the Eastern Maritimes, airways, railways and highways all lead to Moncton—one of Canada's most bustling cities.

But it's the CKCW-TV airways—which lead to sure sales in this $263 million market.

Read the post-war record lately? Moncton—fastest growing in Canada's four Atlantic provinces. Moncton—where thousands of people tote up annual retail sales to $224 million and where CKCW-TV is the only television station serving the greater part of this market. Exclusively.

If you want exclusive viewers—exclusive buyers—put CKCW-TV on the schedule. And if you want loyal listeners—loyal for two decades—add in CKCW RADIO. For the facts fast, its Story in Canada and Adam Young in the U.S.

VANCOUVER, British Columbia. On Canada's Pacific Coast, it is an important shipping center for lumber and grains. The iron ore development in northern Quebec is expected to further push industrialization of the city, with plans for steel industries. Paper production is one of the largest industries.

Quebec's retail stores in 1953 did some $200,000,000,000 in business. Building permits in 1945 amounted to $4,356,000 and last year $31,143,000. Average weekly earnings were $49.47 early this year as against $28.85 in 1945. Quebec has one television station, CHRC-TV, in which radio station CHF is a financial interest. Other radio stations serving Quebec are CBV, owned by CBC, CJOQ and CKCV.

HAMILTON

The steel center of Canada is Hamilton, 40 miles west of Toronto on Lake Ontario, with a population of about 278,000. This is up approximately 100,000 in the past decade, with many new Canadians settling there in the postwar period. In addition to steel, Hamilton is an important electrical appliance manufacturing center, has automotive parts plants, chemical plants and is a center for the tobacco and fruit crops raised in nearby areas of southern Ontario.

Hamilton, like other Canadian cities, has had a major building boom, not yet finished with industrial expansion of steel mills now underway. Building permits which in 1945 amounted to $5,556,000, last year totalled $54,164,000. Average weekly wages in 1945 were $12.89; early this year they were $12.79. Retail sales in 1953 were estimated at about $258,000,000.

Hamilton is served by one television station, CHCH-TV, jointly owned by the city's radio stations CKOC, CHML and the former CJSF.

EDMONTON

The oil boom which started in 1947 at Leduc, near Edmonton, resulted in a phenomenal development for that city, most northern large city in Canada. Edmonton is located some 350 miles north of the international border, now has a population of about 150,000, compared to about 95,000 years ago. Large new office buildings hotels attest to the oil industry's growth while petrochemical plants, oil refineries pipelines have become the major industries. Edmonton is also the air gateway to northern goldfields, uranium mines and vast new mineral developments in the Arctic. Edmonton is used by international airlines on routes to the Orient and Asia.

Edmonton's population in 1953 was about $195,000,000 in retail stores and services. Building permits have jumped from $7,992,000 in 1945 to $70,052,000 last year.

Edmonton has one television station CFRN-TV. Radio receivers are tuned CICA, which began operations in 1945. CFRN, CHB, CHET, French-language stations CHFA and educational station CKUT.

WINDSOR

Opposite Detroit and, interesting enough, south of that city, is the Canadian city of Windsor, population about 173,000.

National Advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS... Ask JOS. WOOD & CO., 579 Fifth Ave., New York.

They also know about our new 5000-WATT TRANSMITTER HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA
because of its location, Windsor is chiefly an automotive city, with main Ford and Chrysler factories located there. Numerous automotive parts manufacturers are also in Windsor, along with breweries and distilleries. As a border city, many of Windsor's citizens take the bridges, tunnels and ferries daily to Detroit to work there, and there is a similar stream of Detroit residents who live daily to work in Windsor.

Retail sales in Windsor in 1953 were $147,000,000. The population has increased from about 110,000 in 1945, and construction has been mainly of an industrial nature, with building permits for all types of construction amounting to $28,400,000, last year as compared to $1,956,400 ten years ago. Average wages have increased from $40.39 in 1945 to $70.26 this year.

KWL-AM-TV is the main station in Windsor, with CBC operating radio station E. Proximity to United States gives Windsor residents a larger choice of TV stations than is found in any other Canadian city.

CALGARY

The city known for its annual rodeo, Calgary Stampede, is Canada's tenth largest market. Calgary has long been an important oil center and is the market for southern Alberta's vast agricultural and dairying district. Its industries include meat-packing and light manufacturing. Retail sales in 1953 were roughly $180,000,000. Building permits in the city, whose population has grown from 90,000 in 1945 to 152,000 today, have jumped from $7,000 ten years ago to $47,017,000 last year.

Calgary has one television station, CHCT, owned by the city's three radio stations, CFCN, CFAC and CKXL.

MINING MARKETS

Mining being a major industry in Canada, a number of small cities have grown up in the past 30 years about the gold, copper and base metal mines. Typical are Timmins, Kirkland Lake, Sudbury and Trail, the first three in northern Ontario, the latter in British Columbia. Timmins and Kirkland Lake have been built mainly about gold mines. Copper and other base metals have been developed to some extent since. Kirkland Lake has a population of about 16,700 and Timmins about 27,200. Radio station CKGB serves Timmins, CJKL Kirkland Lake. Because of the metal content of the area radio reception is not good from the outside.

Sudbury is primarily a nickel producing city, having the world's richest nickel mines. Roughly 50,000 people spring from a variety of east European language groups and in recent years large French-speaking groups have moved into the region. To serve the French-speaking population, radio station CHNO began operation in 1947. Other language groups are served by CKSO-AM-V, the first independently-owned tv station to go on the air in Canada in 1953.

Trail is located in the Rocky Mountains and produces a wide variety of minerals including lead, zinc, silver and as by-products...
chemical fertilizers. Its sprawling mines and refineries keep almost 4,000 households going, with a total population of close to 12,500. Retail sales last year amounted to about $16,600,000. CJAT serves Trail and its environs.

RAILWAY MARKETS
IN ADDITION to the major cities which serve as railway traffic centers, a number of Canadian cities are mainly railway cities. Typical are Moncton, New Brunswick, and North Bay, Ont.

Moncton is the chief distribution point for railways in the Canadian Atlantic Coast provinces. In recent years it has also become an important industrial center, mainly for light manufacturing. Its 29,000 people spent some $48,000,000 in retail sales in 1953. The city is noted for its annual music festival. Radio and television are supplied by CKCW-AM -TV.

Similarly, North Bay in northern Ontario acts as a rail distribution center for traffic in all four directions. Prospecting for uranium and other strategic minerals in the area in the past few years has brought mining as another possible major industry. Some light manufacturing and assembly industries have begun operations in this city of 20,000, which is served by radio station CFCH and will soon have a television station in operation, for which a recommendation was made by the CBC board of governors in June. To tourists, North Bay is best known as the home of the Dionne quintuplets who were born in suburban Callander.

THE SETS THEY USE
Radio Homes in Canada
(Estimated as of Jan. 1, 1954, by The Bureau of Broadcast Measurement, Toronto, Ontario)

<table>
<thead>
<tr>
<th>Province</th>
<th>Population</th>
<th>Households</th>
<th>Per-Cent Radio</th>
<th>1954 Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberta</td>
<td>1,023,000</td>
<td>283,000</td>
<td>93.6</td>
<td>265,000</td>
</tr>
<tr>
<td>British Columbia</td>
<td>1,252,000</td>
<td>393,000</td>
<td>96.7</td>
<td>380,000</td>
</tr>
<tr>
<td>Manitoba</td>
<td>820,000</td>
<td>226,000</td>
<td>95.1</td>
<td>215,000</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>543,000</td>
<td>129,000</td>
<td>95.3</td>
<td>123,000</td>
</tr>
<tr>
<td>Newfoundland</td>
<td>390,000</td>
<td>82,000</td>
<td>87.8</td>
<td>72,000</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>671,000</td>
<td>172,000</td>
<td>97.1</td>
<td>167,000</td>
</tr>
<tr>
<td>Ontario</td>
<td>4,997,000</td>
<td>1,378,000</td>
<td>97.1</td>
<td>1,338,000</td>
</tr>
<tr>
<td>Prince Edward Island</td>
<td>108,000</td>
<td>24,000</td>
<td>91.7</td>
<td>22,000</td>
</tr>
<tr>
<td>Quebec</td>
<td>4,342,000</td>
<td>958,000</td>
<td>97.4</td>
<td>933,000</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>871,000</td>
<td>241,000</td>
<td>96.7</td>
<td>233,000</td>
</tr>
<tr>
<td>Canada</td>
<td>15,018,000</td>
<td>3,886,000</td>
<td>96.4</td>
<td>3,748,000</td>
</tr>
</tbody>
</table>

1946       1954
Home Radios* 3,001,600 6,016,800
Car Radios* 21,940 1,008,000

* Canadian Assn. of Radio & Television Broadcasters.


Atlantic Coast Provinces (4) 52,051
Quebec 413,055
Ontario 744,429
Prairie Provinces (3) 112,793
British Columbia 105,661
Canada 1,427,989

CONCENTRATION
Our only job is to focus the attention of American advertisers and agencies on selected, top-rated Canadian radio and TV stations.

CANADIAN STATION REPRESENTATIVES, LTD.
affiliated with Adam J. Young, Jr., Inc.
477 Madison Avenue • New York 22, N. Y.
Mr. Vincent Sillitta, Traffic Manager of Clarostat Mfg. Co., Inc., discloses

"How this guided missile gets there on time!"

...5, 4, 3, 2, 1, fire... and a Clarostat product helps head the missile for an 'enemy' bomber!

But before its deadly rendezvous, that tiny part of the missile's 'brain,' a Clarostat resistor, had to keep another vital appointment— with the Guided Missile production schedule.

'That date was kept by Air Express!

'We ship up to 15,000 pounds of Clarostat Resistors per month by Air Express. Their sizes range from the one mentioned above—finer than a human hair—to shipments weighing one hundred pounds and more.

'With Air Express help, we can meet extremely exacting delivery specifications. Yet most shipments cost less than by any other air service. A 25 lb shipment from Boston to Toledo, for instance, costs $6.45. That's 50 less than the next lowest air carrier—and the service can't be compared.'

'It pays to express yourself clearly. Say Air Express:

Air Express

GETS THERE FIRST via U.S. Scheduled Airlines

CALL AIR EXPRESS...division of RAILWAY EXPRESS AGENCY
U. S.-MEXICO TALKS START IN CAPITAL

Conference to iron out radio spectrum problems gets underway in Washington.

U. S.-MEXICAN conference to establish a treaty on the use of radio frequencies got off to an amicable start last week in Washington, when the renewed talks (they began last winter in Mexico City) buckled down to specifics.

One American conferee reported that he was "optimistic." That means, he explained, that there was a 50-50 chance of success. He said that by tomorrow or Wednesday, it would be apparent whether there was going to be a treaty.

Primary issue involves the secondary use of North American Class I-A channels. Also among other issues was the category in which the relatively new 540 kc band should be placed.

The U. S. delegation was again headed by FCC Comm. Rosel H. Hyde, with John C. Cross, State Dept., as vice chairman.

The Mexican delegation is headed by Carlos Nunez, chief, international affairs dept., Ministry of Communications & Public Works, with Lazaro Barajas, chief, technical dept., Ministry, vice chairman.

Hobby Quits Cabinet Job,
Becomes 'Houston Post' Head

MRS. OVETA CULP HOBBY, who resigned Wednesday as Secretary of Health, Education & Welfare, is returning to Houston Aug. 1 to become president of the Houston Post (KAM-FM-TV). She had confided to friends last spring that she expected to resign from the Cabinet as soon as her husband, former Gov. Hiram P. Hobby of Texas, who is seriously ill, is discharged from the hospital.

President Eisenhower called a special conference Wednesday morning to announce her resignation. "Oveta, this is a sad day for all of us," he said, recalling their first meeting in London 1942 when Mrs. Hobby was head of the War Army Corps. He quoted a comment by Secretary of State Dulles, saying "the best man in the Cabinet."

The President praised her "calm, cool head in the face of every kind of difficulty," which had enabled her to remain in office. She is a congresswoman, Democrat, and a supporter of the Eisenhower campaign in 1952 when Texas went Republican.

Mrs. Hobby, 77, has been in ill health for some time, becomes chairman of the board of the Post.

The President said he was nominating Marion B. Folsom, Undersecretary for Treasury, to succeed Mrs. Hobby in Cabinet. Mrs. Folsom is a former partner in Eastman Kodak Co. He joined the Administration in 1953.

WCAX Public Affairs Head Admits to Former Red Ties

THE public affairs director of WCAX-Am, Burlington, Vt., testified last week before Senate Internal Security subcommittee that he had been a Communist Party member several months" in 1937.

Charles S. Lewis, appearing voluntarily before the Senate unit that he had been recruited into the Communist Party when he worked for the New York Times of Brooklyn Eagle.

He quit after he had been ordered to "join a non-striking fellow Brooklyn Eagle, to face a beating."

Mr. Lewis was one of those mentioned CP members by CBS newsman Winston Burdette last month to the Senate subcommittee.

"Mr. Lewis was one of those mentioned CP members by CBS newsman Winston Burdette last month to the Senate subcommittee.

Mr. Lewis was one of those mentioned CP members by CBS newsman Winston Burdette last month to the Senate subcommittee.

Mr. Lewis was one of those mentioned CP members by CBS newsman Winston Burdette last month to the Senate subcommittee.

Mr. Lewis was one of those mentioned CP members by CBS newsman Winston Burdette last month to the Senate subcommittee.

Mr. Lewis was one of those mentioned CP members by CBS newsman Winston Burdette last month to the Senate subcommittee.
Cities Service transported more oil through more miles of pipeline in 1954 than ever before in Company history. Reason for this bustling underground activity—more Cities Service customers than ever before in Company history!
WSPA-TV Transmitter Move Hearing Reopened by FCC

RECORD was reopened last week in the FCC hearing on the move of ch. 7 WSPA-TV from Spartanburg, S.C., transmitter from Hogback Mt. to Paris Mt. The move is under protest by WAFM-TV Anderson and WGVU (TV) Greenville, S.C., both uhf stations.

On the stand were Walter Brown, president of the Spartanburg tv station, Andrew Ring, WSPA-TV's consulting engineer, and Herbert V. Akerberg, CBS vice president in charge of stations relations.

Mr. Akerberg, under cross examination, told how Mr. Brown sought a CBS affiliation when WSPA-TV was first granted. Since the signal from Hogback Mt. would "look down" into Charlotte, its Grade A contour was almost into the North Carolina city, Mr. Akerberg said—CBS refused to affiliate. This was, Mr. Akerberg explained, because CBS already had a basic affiliation with WTVY (TV) Charlotte. When Mr. Brown reported later that WSPA-TV would move to Paris Mt. CBS agreed to affiliate, Mr. Akerberg said. He declared that it was his understanding that the Paris Mt. site was the permanent site for WSPA-TV.

The Anderson and Greenville stations protested the move of the Spartanburg station's transmitter to Paris Mt. on the ground that it conflicted with the table of allocations—making WSPA-TV a Spartanburg-Greenville station.

Hogback Mt. is 26 miles from Spartanburg, 23 miles from Greenville and 52 miles from Anderson. Paris Mt. is 27 miles from Spartanburg, 5 miles from Greenville and 34 miles from Anderson. Both are in Greenville County. From Hogback Mt., WSPA-TV would have had city service in Spartanburg, Greenville and Anderson, WSPA-TV maintained, just as it will from Paris Mt.

The protesting stations also charged that WSPA-TV's first move to begin operation temporarily from Paris Mt. was part of a plan to make Paris Mt. the permanent WSPA-TV site.

The case has resumed between the FCC and the court. The present hearing was court-ordered last spring [HE, March 28].

Unions Accused of Financing Radio-TV Political Campaign

OFFICIALS of the United Automobile, Aircraft & Agricultural Implement Workers of America (CIO) have been subpoenaed by a federal grand jury investigating, at Dept. of Justice instigation, charges of violating federal laws in financing radio-tv broadcasts during political campaigns.

Union records have been subpoenaed in connection with the Michigan senatorial campaign in 1954 and 1955. The grand jury will decide if the union should face trial for support given political candidates, particularly in connection with radio-tv broadcasts by Guy Nunn, commentator. Laws involved are the Corrupt Practices Act and Taft-Hartley Act.

A publicity release from UAW charges the investigation "was inspired and engineered" by John Feikens, Republican political leader, and Arthur E. Sommerfield, Postmaster Gen. The union contends no money from its general public fund is used to support candidates, adding any contributions have been made from voluntary contributions by CIO-UAW members.

FCC Threatens to Revoke KSDA License for Non-Filing

FOR FAILURE to file ownership reports 30 months overdue, the FCC last week cabled KSDA Redding, Calif., to show why its license should not be revoked.

A license was granted the station Sept. 1954. No word has been received from station since, the FCC said. The rules state that ownership reports are to be filed 30 days after a station receives a permit. The Commission sent forms to KSDA Nov. 24, 1955 and follow up requests were made in January, March and April, the FCC order showed.

In addition, discrepancies in the ownership reports filed by KSDA in June 1954 still have not been cleared, the FCC reported. These reports were due 30 days after the origin of the FCC order. Rowland H. Dow is president of KSDA (w on 1400 kc), which has 30 days to reply to the Commission's order.
PRESTO PROUDLY PRESENTS

THE Pirouette T-18

a triumph of new design...
the world's finest hi-fi turntable
for professional and home use

Popping the achievement reached by all previous PRESTO turntables is the new PIROUETTE T-18. This magnificent mechanism is streamlined to the nth degree...inside and out. Its beauty and balance of design...its brilliant performance...has inspired the name PIROUETTE...winning entry in a nationwide PRESTO contest run for hi-fi fans and experts. There is no finer choice than PIROUETTE T-18 for rugged professional use or home enjoyment.

PIROUETTE has all the revolutionary PRESTO developments in turntable design. The famous flick shift that selects 3 speeds with a simple sideway motion of the single control lever. The single movable plate on which the 3 idlers are mounted is the heart of the mechanism! Elimination of trouble-making arms and shift cams. All in a heavy weight turntable that looks unbelievably light and graceful...in sleek telephone black and brushed chrome finish. Mounting requires simple rectangular cut-out.

Price: $53.50; with hysteresis motor $108.

See PRESTO's PIROUETTE T-18 at the Wescon Show
Booth 1627 August 24, 25, 26

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
Commission Gives Approval To Five New AM Operations

FIVE AM stations were granted construction permits by the FCC last Thursday.

In Rusk, Tex., E. H. Whitehead, a local weekly and monthly newspaper publisher, was granted 1580 kc, 500 watts to operate on a daytime-only basis.

Thomas F. Alford and F. E. Barr, doing business as the Carthage (Tex.) Broadcasting Co., were granted permission to operate a station there on 1590 kc, 1 kw day.

St. Joseph, Mo., is the site of a new am on 1270 kc, 1 kw day licensed to Broadcast Group Inc. whose principals include J. D. Spears, Peter T. Scott, and Kenneth E. Bigus.

Leo Joseph Theriot was granted a station for Golden Meadow, La., to operate on 1600 kc with 500 watts day.

A station to operate in Klamath Falls, Ore., was granted C. E. Wilson, P. D. Jackson and W. H. Hansen doing business as K-Lad Broadcasters. The station is to operate on 900 kc, 1 kw day. All K-Lad principals are associated in ownership of KBOY Medford, Ore.

FCC Hearing Issue: Can City Support Second Am Station

THE ECONOMIC potential of a market to support more than one am station became a major issue last week when the FCC postponed the grant of a new am station pending a hearing on a protest.

WKYV Harlan, Ky., had its grant postponed until a full hearing can be held at which WHLN there is to produce evidence to show the Harlan market lacks economic resources to sustain two stations.

To support its stand WHLN, owned by Atlantic Broadcasting Co., said that "even with economical operation" it has been operating at a loss since 1953, including the first quarter 1955.

A grant was made last May without a hearing to K-Va. Broadcasting Corp. (WKYV) for 1410 kc, 1 kw day. On the same day, WHLN was granted a change in facilities from 12 kw, 250 w, to 1280 kc, 1 kw day.

WKYV disputed the charge that Harlan cannot support two stations.

The hearing is to determine if WKYV, financially qualified and if the Harlan market will provide sufficient revenues to the propose station to permit it to adequately serve the public. Also up for determination is whether the advertising potential is so slight to both stations, the existing one and the proposed, would go under or force them to provide adequate service.

Washington Stations Protest Wolfson Refusal of Radio-TV

REFUSAL of Louis E. Wolfson, financier and chairman of the Board of Capital Transit Co., Washington, to permit telecasting of his appearance before a Senate subcommittee on protests last week from local stations. Sen. Pi McNamara (D-Mich.) has said he did not object to radio-tv coverage but the witness, who trolleys and buses were idle because of a strike, wouldn't allow pickups. He answered radio-questions outside the Capitol after completing his testimony.

Protests were made by John S. Haye, WTOP-AM-TV president; Leslie G. Arries Jr., WTGT (TV) vice president; William Costello, president of the Radio Television Correspondents Assn.

WTRI (TV) Transfer Sought

REQUEST was filed last week with the FCC to transfer control of the now defunct ch. 4 WTRI (TV) Albany, N.Y., from Troy Broadcasting Co. (WTRI Troy, N.Y.) to the National City Bank of Troy as trustee for the individual stockholders of Troy Broadcasting Co. Col. Harry Wilder is principal stockholder of Troy Broadcasting Co., which owns 50% of WTRI. The other 50% of the suspend Albany tv station is owned by Stanley-Warne Theatres Inc.

WTRI is fighting the acquisition of ch. 6 WROG (TV) (and WROW) Albany by Low Thomas and associates. It has also urged that the Commission establish the Albany-Schenectady-Troy area as an all-tast market by removing ch. 6 (WRGB) (TV) Schenectady), and opposing the request of WROW to allocate ch. 10 to the Albany area (Vails Mills, N.Y.)

Unlock Educational Vhf?

REQUEST to remove the educational reservation from ch. 3 College Station, Tex., was made July 8 to the FCC by John M. Lawrence III representing a group of local businessmen. In place of ch. 3, the petition suggests the educational reservation be applied to either chs. 10 or 51, already allocated there. No application are pending for any of College Station's frequencies.
For sheer impact, the Grand Canyon of the Colorado River is a spectacle unmatched in all the world—a titanic gash in the earth's surface four to eighteen miles wide and a mile deep, in which the Empire State Building would be reduced to insignificance. It's a strange land of violent color, where spring flowers bloom down in the canyon while February snows cover the rim. As a national park it belongs to you.

Carved by the waters of the Colorado, the Canyon presents in its rock strata the world's finest record of geologic time. In its task, the mighty, muddy river carries half a million tons of silt a day past any given point—enough material to fill 10,000 freight cars. Small wonder that its waters have been described as "too thick to drink and too thin to plow."

The size, the color, the silence of the Canyon produce a wide range of reactions. Some viewers are exalted...some, humbled...some, mystified...some, frightened. But the Colorado just keeps on with the job. Typically American in spirit, it may get boisterous and raucous at times...but its handiwork is the wonder of the world.

Sinclair Salutes the American Planning and Civic Association

Sinclair salutes the American Planning and Civic Association, one of the nation's oldest conservation organizations, for its help in establishing the National Park Service and its constant efforts to stimulate interest in the Parks.

Founded in 1904 under the leadership of Dr. J. Horace McFarland, the Association today has a nation-wide membership with headquarters at 901 Union Trust Building, Washington, D.C. One of its principal purposes is to develop, in all Americans, a better understanding and appreciation of the National Parks as part of our priceless national heritage.

Free TOUR INFORMATION

Ask for our United States Map featuring the National Parks and Monuments. If you would like to drive to any of the National Parks, let us help you plan your trip.

Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N.Y.

SINCLAIR
A Great Name in Oil
Two Youths Arrested
For Radioing Fake SOS

PERPETRATORS of a fake SOS—which set off an extensive Coast Guard search—were charged last week with illegal operation of a radio station and with sending false distress messages.

Two youths were said to have broken into a moored vessel in New Jersey and used its voice radio to broadcast that a fishing boat in the Atlantic had exploded and its 21 survivors were being rescued by a foreign submarine.

The Coast Guard made a thorough search for 30 hours and costing between $50,000 and $100,000 before it was discontinued. The two boys, age 17 and 21, were arrested by Long Island police and charged by the United States District Court in Brooklyn.

Under present laws the youths may receive a maximum sentence of two years in prison and a $10,000 fine. However, Rep. Francis E. Dorn (R-N. Y.) last week introduced an amendment to the law which would increase the penalty for illegal use of radio from two to 10 years in jail. Thefine remains at $10,000.

Ike Hires Former CBS Man

EVERETT FREDERICK MORROW, former writer in the CBS press information department, was named last week by President Eisenhower as the first Negro to occupy an important position on his executive staff. Mr. Morrow, of Hackensack, N. J., was named administrative officer for the President's Special Projects Group, coordinating internal management affairs.

The projects group includes Council of Foreign Economic Policy, public works and other top-level agencies. Mr. Morrow was with CBS for over a year, leaving Sept. 11, 1953. He served on President Eisenhower's 1952 campaign train and is a former field secretary of the National Assn. for the Advancement of Colored People.

Mr. Morrow becomes the fourth member of the White House organization with a broadcast background. The top-level staff includes Dillon Anderson (KTRK-TV Houston), special assistant to the President for national security affairs; Fred A. Seaton (KHAS Hastings, Neb.), administrative assistant and Congressional liaison, and ex-Arizona Gov. Howard Pyle (KTAR Phoenix), liaison representative with federal and state governments.

Second Pittsburgh Uhf Asks for Vhf Channel 11

A SECOND uhf tv station in Pittsburgh last week filed an application with the FCC for ch. 11 there. WKJF-TV (ch. 53) is seeking the vhf assignment that was awarded to WWSW Pittsburgh a fortnight ago in an examiner's initial decision [BT, July 4], following WWSW's merger with WIAS there.

The bid of WKJF-TV, which had suspended operations, follows that of WENS (TV) (ch. 16) which filed for ch. 11 the same week the examiner's ruling was handed down.

WKJF-TV said the merger of the original applications of WWSW and WIAS represents a new application and should be returned to the processing line. These applicants merged following the dismissal of Westlinghouse Broadcasting Co., which purchased KDKA-TV Pittsburgh (then WDTV [TV]) from DuMont UHF Network.

Agnes J. Reeves Greer, permittee of WKJF-TV, added that "uhf cannot survive in Pittsburgh as new vhf channels go on the air."

WJWL Seeks New Facility

ROLLINS Broadcasting Co., licensee of WJWL Georgetown, Del., has amended its application with the FCC which was designed to transfer WJWL to Philadelphia and apply for a new Georgetown station.

The amendment cancels the move to Philadelphia and seeks to have a new station assigned to Rollins in the Quaker City on 900 kc, 1 kw daytime only with directional antenna.

GOVERNMENT PEOPLE

John P. Barton, program director, KUAM Agana, Guam, to Office of Governor of Guam as special assistant.


20 years ago...
and today

They're both
BLAW-KNOX
Towers
over 1000
feet high

The first broadcasting tower over 1000 feet high was a Blaw-Knox Tower, shown on the left.

And today we continue to design guyed towers over 1000 feet high... such as the modern TV tower that accommodates an elevator, shown on the right.

These two examples well illustrate how Blaw-Knox has set the pace in tower design for many years. And why we are prepared to cooperate with you in designing a tower to meet your specific requirements.

For more complete information on the many modern types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

Guyed and self-supporting — for AM • FM
TV • radar • microwave • communications
TRADE ASSNS.

Natl. Agricultural TV Clinic Set for Sept. at Missouri U.

A NATIONAL agricultural television clinic will be held Sept. 2-4 at the U. of Missouri, under the auspices of the U. S. Dept. of Agriculture and other organizations. The session will be limited to people experienced in agricultural tv: farm directors and station management, agricultural firms who sponsor tv programs, and their agencies, and agricultural organizations.

Representatives from networks, agencies and the Ford Foundation TV Workshop are among those who will lead demonstrations and clinics. The facilities of KOMU-TV Columbia, owned by the U. of Missouri, will be turned over to the clinic.

The National Assn. of TV & Radio Farm Directors is among the sponsoring groups. Further information may be obtained from the National Project in Agricultural Communications, Michigan State College, East Lansing.

TRADE ASSN. PEOPLE

Fran Rilev, information manager, NARTE, Washington, named chairman, newly-formed industry information committee, American women in Radio & TV. Other members: Agnes Law, librarian, CBS New York; Marion Ammenberg, WDSU New Orleans; Josephine Wetzler, education director, WLS Chicago; Mildred Grace, women's activities director, WELL Battle Creek, Mich.

Bob Hix, sales manager, KOA-AM-FM Denver, elected 2d vice president, Denver Sales Executives Club.

Jack Knell, news director, WBT-WBT-TV (Charlotte, N. C.), named to board of directors, Radio & TV News Directors Assn. of Carolinas.

Edward Batley, vice president and research director, Compton Adv., N. Y., appointed chairman, planning committee for research group meeting at eastern annual conference, American Assn. of Adv. Agencies, to be held Oct. 17-19, Hotel Roosevelt, N. Y.


Kathryn S. Cole, information manager, NBC, appointed 1955-56 chairman, information service committee, American Women in Radio & TV.

TRADE ASSN. SHORTS

Adv. Federation of America, N. Y., has moved to 250 W. 57th St.; telephone: Circle 6-2431.

Texas Film Directors to Meet

PIANS for a Texas district regional meeting of the National Assn. of Television Film Directors are being completed. Ernest N. Olivieri, national chairman of NATFD, has announced. The meeting will be held sometime in August with the exact date to be selected later. Texas tv stations wishing details may contact state chairman Jim Bentley, program director of KKen:TV Temple.

Ad Council Reports Billions
Of 1954 Audience Impressions

AN ESTIMATED total of 3.3 billion tv impressions and 1.9 billion radio impressions were made on viewers and listeners during the 1954 campaign of the Advertising Council Inc., a non-profit organization supported by business to promote the use of advertising in the solution of non-partisan national problems. These figures were contained in the Council's 13th annual report, released last Wednesday.

Time for the Council's public service announcements was donated for 17 drives conducted in the over-all campaign. The highest impression rate in both radio and television was recorded in the stop-accidents campaign. In that drive alone the Council estimates that television made 734 million impressions and radio 327 million.

The Council stated that the figures were only for those messages heard or seen once in a single home and that they represented announcements made only on network commercial programs. The totals do not include coverage attributed to local stations, regional advertisers and on network sustaining programs.

SDX Fellows Nominations Open

NOMINATIONS are open for the annual election of Fellows in journalism, sponsored by Sigma Delta Chi, professional journalism society. Not more than three living journalists with distinguished careers will be selected from a slate of not more than six candidates to be presented at the national convention Nov. 9-12 in Chicago. Any individual, chapter or SDX member may make nominations and the nominees need not be fraternity members. All nominations will be reviewed by a committee of past SDX presidents for selection of the slate. Written nominations should be sent to Sigma Delta Chi headquarters, 35 E. Wacker Dr., Chicago 1, before Nov. 1.

74.6% of the entire buying power in the surrounding ten county area is within 20 MILES of OUR TRANSMITTER.

A Leading Independent In the New South

See FORJOE for K-JOE

K-JOE

Sells

FOR THESE FOLKS
WHY NOT YOU?

BIRDSEYE FROZEN FOODS
CANADA DRY
KLEENEX
RINSO
PHILCO
LINCOLN-MERCURY
MILLER HIGHLIFE
OLD GOLD
VASELINE
COCA-COLA
TENDERLEAF TEA
WESTINGHOUSE
U.S. ROYAL
STERLING SALT
SURE-JELL
PITTSBURGH PAINTS
MAINE SARDINES
KARO SYRUP
CARLING'S ALE
DR. PEPPER

TRADE ASSNS.

Natl. Agricultural TV Clinic Set for Sept. at Missouri U.

A NATIONAL agricultural television clinic will be held Sept. 2-4 at the U. of Missouri, under the auspices of the U. S. Dept. of Agriculture and other organizations. The session will be limited to people experienced in agricultural tv: farm directors and station management, agricultural firms who sponsor tv programs, and their agencies, and agricultural organizations.

Representatives from networks, agencies and the Ford Foundation TV Workshop are among those who will lead demonstrations and clinics. The facilities of KOMU-TV Columbia, owned by the U. of Missouri, will be turned over to the clinic.

The National Assn. of TV & Radio Farm Directors is among the sponsoring groups. Further information may be obtained from the National Project in Agricultural Communications, Michigan State College, East Lansing.

TRADE ASSN. PEOPLE

Fran Rilev, information manager, NARTE, Washington, named chairman, newly-formed industry information committee, American women in Radio & TV. Other members: Agnes Law, librarian, CBS New York; Marion Ammenberg, WDSU New Orleans; Josephine Wetzler, education director, WLS Chicago; Mildred Grace, women's activities director, WELL Battle Creek, Mich.

Bob Hix, sales manager, KOA-AM-FM Denver, elected 2d vice president, Denver Sales Executives Club.

Jack Knell, news director, WBT-WBT-TV (Charlotte, N. C.), named to board of directors, Radio & TV News Directors Assn. of Carolinas.

Edward Batley, vice president and research director, Compton Adv., N. Y., appointed chairman, planning committee for research group meeting at eastern annual conference, American Assn. of Adv. Agencies, to be held Oct. 17-19, Hotel Roosevelt, N. Y.


Kathryn S. Cole, information manager, NBC, appointed 1955-56 chairman, information service committee, American Women in Radio & TV.

TRADE ASSN. SHORTS

Adv. Federation of America, N. Y., has moved to 250 W. 57th St.; telephone: Circle 6-2431.

Texas Film Directors to Meet

PIANS for a Texas district regional meeting of the National Assn. of Television Film Directors are being completed. Ernest N. Olivieri, national chairman of NATFD, has announced. The meeting will be held sometime in August with the exact date to be selected later. Texas tv stations wishing details may contact state chairman Jim Bentley, program director of KCEN-TV Temple.

74.6% of the entire buying power in the surrounding ten county area is within 20 MILES of OUR TRANSMITTER.

A Leading Independent In the New South

See FORJOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL

SHREVEPORT, LA.
This will be a history-making airplane—the first to be produced in America with modern turbine-propeller engines. This will be an all-new airliner—new from the radar in the nose to the graceful control surfaces in the rear. The Lockheed "Electra" results from combining the abilities of two leading organizations in aviation:

The proven design and construction ability of Lockheed Aircraft. The unequalled operating experience of American Airlines.

SPEED—Cruising at well over 400 miles per hour, the "Electra" will be faster by far than any other transport plane in world operation today.

QUIET—The subdued hum of the turbine engines, with their relative freedom of vibration, coupled with modern techniques of sound-proofing will provide a new atmosphere of quiet relaxation.

COMFORT—This new airplane will introduce a new and heretofore unequalled standard of airline comfort: spacious, club-like lounge; wider, more comfortable reclining chairs; wide-view rectangular windows; air conditioning on the ground as well as in flight; improved cabin pressurization to provide pleasant cruising at all altitudes up to 30,000 feet.

CONVENIENCE—Innovations in passenger convenience will include: carry-on baggage facilities; improved design for faster handling of checked baggage; built-in steps to eliminate ramp delay; individual fixed tables for dining, reading or writing.

The new "Electra" fleet for American Airlines will improve air transportation and strengthen United States air power.
RADIO NEWS PIONEER PAUL WHITE DIES

Former CBS vice president passes away at 53 in San Diego. He is credited with organizing the network's World War II coverage.

INTERMENT of Paul W. White, 53, often called the "Father of Radio News" and former CBS vice president, followed services at Greenwood Memorial Park, San Diego, last Monday. Mr. White died July 9 of a lingering ailment which had forced his resignation as executive news director of KFMB-AM-TV San Diego last month.

Joining CBS as news editor in 1930, he organized Columbia News Service in 1933 as vice president and general manager when the wire services shunned radio stations and networks.

Prior to World War II, following a trip to Europe which convinced him that war was inevitable, he organized for CBS the news coverage which made available to the American public the observations of H. V. Kallenborn, Edward R. Murrow, Eric Severud, Bob Trout, Elmer Davis, John Daly, Maj. George Fielding Eliot and others.

Mr. White resigned from CBS after the war to live in San Diego and to write "News on the Air," still considered the authoritative textbook on the subject in universities and colleges.

He served as associate editor of the former San Diego Journal until his consolidation with a rival newspaper in 1951, whereupon he joined KFMB-AM-TV. The following year he took a leave of absence to assume charge of ABC radio-TV coverage of the national political conventions, after which he returned to his San Diego position.

Frank Stanton, CBS president, issued a statement on Mr. White's death which was broadcast on several network radio-TV news programs. Dr. Stanton said:

"The public as well as radio and television newsmen the world over owe Paul White real tribute for his great leadership in pioneering the patterns for electronic journalism as we know it today. His contribution to the finest traditions in reporting will stand as a mark for others to live and work by."

Newman Charles Collingwood, who was substituting for Edward R. Murrow on the latter's CBS Radio news show, also took note of Mr. White, commenting on his July 11 broadcast:

... for many years Paul White was the CBS director of news. He was a true pioneer, for before him there wasn't news on the radio in the same sense that we think of it now, and after him there was. His influence stretched far beyond this network, and what there is of comprehensiveness, accuracy and integrity in the

Putting Junior to Work

TO ENCOURAGE youngsters to earn extra money during the summer months, WRCA-AM-TV New York is introducing the WRCA Junior Sales Club, which will provide any boy or girl with the necessary information in launching a successful business venture. To start this plan, the stations will present a special "Lemonade Stand" program tomorrow (Tuesday) over WRCA-TV (7-7:30 p.m. EDT) giving details of the club. All potential junior businessmen and women will receive, upon request, a WRCA Junior Sales Club Kit, which includes articles and advice on station personalities on such money-making projects as a lemonade stand, lawn and garden care, magazine sales work, baby-sitting business and golf caddy, among others.

news you get on radio and television, owes much to Paul White."

Howard Chernoff, vice president and general manager of KFMB-AM-TV during much of Mr. White's tenure with the stations, was the only speaker at the funeral, in keeping with a request made by Mr. White. Mr. Chernoff said:

"Paul was a kindly man, patient, considerate, ever willing to improve others; the expense of himself, intellectually honest as few men are and with a keen sense of justice..."

Paul White created a monument for himself: a monument that, happily, he was able to enjoy in his lifetime. That monument is the technique of radio news reporting as we know it today. No history on radio has ever been written, nor will one ever be written, without recounting the fact that Paul White was the acknowledged father of radio journalism..."

Mr. White's family has requested that those who desire may send contributions to the Paul White Memorial Fund, c/o San Diego Zoo, Balboa Park, San Diego.

Mr. White is survived by his widow, Mrs. Margaret White, and two daughters by a former marriage.

KTRK-TV, WITN (TV) Near Commencement of Operations

TWO PERMITTEES for new tv outlets last week disclosed further plans toward going into operation.

KTRK-TV, Houston, Tex., announced that its 540-ft. tower, "the tallest in east Texas," and completed over the Fourth of July weekend. In accordance with Richard Lewin, vice president and general manager of the ch. 9 outlet, the station's transmitter is being installed with plans to go on program tests before the end of July.

Formal dedication of KTRK-TV is scheduled for Aug. 31 with a special three-hour telecast from Lufkin's million dollar auditorium. The station will use 26 kw power and plans to carry NBC-TV programs from KPRC-TV Houston via microwave relay.

WITN (TV) Washington, N. C., announced its commencement target date is Sept. 26. Currently a 291-ft. tower is being constructed 949 feet above sea level. The ch. 7 NBC affiliate will use maximum 316 kw power.

The WITN staff, headed by President and General Manager W. R. Roberson Jr., will include T. H. Patterson, formerly of WRRF, Washington, N. C., as commercial manager, Hal Wilson, production manager, and L. E. Hilliard, chief engineer.
Clare Gard
Do you throw it away or make it pay?

"You've heard it said that necessity is the mother of invention?"

"Seems to me plain everyday American initiative is pretty inventive, too. Take the way Union Oil got into the dry ice business.

"Union, you know, supplies much of the natural gas used in Southern California. Well, some years back, we needed to increase the heating value of our gas as it came from the field.

"We had a choice. We could enrich our product by adding other gases to it. Or we could accomplish the same thing by removing the CO₂, or carbon dioxide, from it. It was purely a matter of economics.

"We experimented removing the carbon dioxide with a process that had, till then, been used for quite a different purpose. It proved so effective it paid us to take out the carbon dioxide, even if we were to throw it away after we got it out of the gas.

"But that's the point. Instead of throwing the CO₂ away, we surveyed the dry ice industry, built an $800,000 plant at Santa Maria, and converted our waste carbon dioxide into dry ice.

"That was 1948. Since then we've produced and sold over 102,000 tons of dry ice. And the plant's about paid for. See what I mean by American initiative?"

"* * * *

Part of the initiative and inventiveness was Gard's, certainly. He was Process Engineer on the Santa Maria project.

A subsidiary company of ours has since built an ammonia plant which also makes dry ice. Union Oil is now the largest producer of this product west of the Mississippi.

So long as you and Gard and all of us continue to enjoy the encouragement and rewards of America's free competitive economy, this kind of inventive initiative will thrive.

Your comments are invited. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Union Oil Company of California
Manufacturers of Royal Triton, The Amazing Purple Motor Oil.
TOTAL of 260 years service is represented by these employes of WBZ-AM-TV Boston and WBZA Springfield, Mass., who were presented service pins by W. C. Swartley (3d r, front), vice president of the Westinghouse stations. L to r: John Elmore; Bill Beazly; William Flanders; Truman Crone; Malcolm McCormick; Earll Woods; Paul Mills, manager of WBZ-WBZA; John McNamara; Gordon Swan, WBZ-TV program manager, who received his 30-year pin; Leo Palmer; Mr. Swartley; Fred Osgood; Wally Brown; Arthur Bauer, and Sebastian Gohn.

CBS-TV SPOT SALES ADDS SIX TO STAFF

WITH the addition of six new account executives to its staff, CBS-TV Spot Sales last week claimed that it had achieved "the largest field force of any television station representative in the country." No total figure was disclosed.

Announcement of the staff expansion, involving three new appointments each to the New York and Chicago offices, was made by John A. Schneider, eastern sales manager, and Tom W. Judge, midwestern sales manager. Clark B. George, general sales manager, said the move was designed to "intensify agency and advertiser coverage and to expand station service." The appointments are effective today (Monday).

New personnel joining the New York office are Richard P. Hogue, most recently a vice president of Headley-Reed and previously in sales executive capacities with ABC, WRLN Utica, N. Y., and WKNA Charleston, W. Va., Charles M. McAbee Jr., account executive, Henry J. Christal Co. and formerly with Kaiz Agency, NBC Spot Sales and George P. Hollingsbery Co., and Norman E. Walt, recently with Harrington, Righter & Parsons Inc. and previously with KOLN-TV Lincoln, Neb., and the Newspaper Enterprise Assn.

Also moving to New York is Robert M. Williams, who has been an account executive with CBS-TV Spot Sales in Chicago since September 1953 and earlier had been with Harrington, Righter & Parsons, Chicago, and the Philadelphia Inquirer.

New appointments to the Chicago staff include James E. Conley, who has been national sales manager of WISH-AM-TV Indianapolis. Frank R. Hussey, who has served the O. L. Taylor Co. and Headley-Reed, and Robert Reisinger, who moves to CBS-TV Spot Sales from CBS-owned WBBM-TV Chicago.

CBS-TV Spot Sales also has offices in Salt Francisco, Los Angeles, Detroit and Atlantic.

Maizlish Buys Half Interest In KCMJ Palm Springs, Calif.

PURCHASE of 50% interest in KCMJ Palm Springs, Calif., by Harry Maizlish, president-owner of KFWB Hollywood, was announced last week by David Margolis, KCMJ president subject to FCC approval.

No changes are at present contemplated in KCMJ organization. Mr. Margolis announced, with Robert D. Blashek and Norman Lofthus remaining executive vice president and station manager-general sales manager, respectively.

Saved by the Log

IN THE radio-television business, a man's fate can hinge on something as seemingly slight as the station program logs. At least Jack Mills, newsmen of KSIB Creston, Iowa, is thankful the records showed he was at the microphone on May 7, 1954, thus saving him from further involvement with the FBI on a robbery charge.

Newsmen Mills became unnecessarily implicated in the $15,000 bank holdup in Ohio by being wrongly identified as robbery suspect Frank Hard. The ex-Mrs. Hurd came across Mills picture in the Hit Parade magazine early this year. Immediately she called the FBI and pointed an accusing finger at Mr. Mills, saying you can find my ex-husband at KSIB and "he's going by the name of Jack Mills."

An investigation ensued. The likeness was almost perfect, even to the scar on the nose and the fact they are both drummers. Fortunately the logs showed Mr. Mills was hard at work on that fateful day, with one hour out for lunch, hardly time to slip out to Ohio and loot the bank.

BROADCASTING • TELECASTING
4 Years of Chiropractic College Required for Doctors of Chiropractic

The effectiveness of any profession depends largely on its educational standards. Realizing that, the National Chiropractic Association requires every prospective Doctor of Chiropractic to complete a full 4 years of comprehensive chiropractic education.

Continual and rigid examinations are devised, not only to educate the student, but to ensure proper use of the knowledge and skills which must be acquired. This wide scholastic background has been designed to meet new healing advances derived from research and experience.

There are 8 chiropractic colleges in the nation which conform to the exacting educational requirements of the National Council of Education of the National Chiropractic Association. To obtain official recognition, the student must first meet professional entrance requirements...then must pass all and every scientific course in examinations given during and after a minimum of 4,000 hours in these subjects:

- Anatomy, including embryology and histology: 740 hours
- Physiology: 240 hours
- Biochemistry: 180 hours
- Pathology and Bacteriology: 520 hours
- Public Health, sanitation, hygiene: 160 hours
- Practice of chiropractic principles and technique, neurology and psychiatry, pediatrics, dermatology, urology, ophthalmology, otolaryngology, first aid and minor surgery, roentgenology: 1,960 hours
- Obstetrics and gynecology: 200 hours

4,000 hours

That is the true story of the educational requirements behind the Doctors of Chiropractic today.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic.

NATIONAL CHIROPRACTIC ASSOCIATION, Inc., NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW
560 Insurance Companies Recognize Chiropractic.
1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.
4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

*One of a Series of Reports
**KTIV (TV) Trial Coverage Makes Precedent in Iowa**

TV NEWS CAMERAS were admitted to an Iowa courtroom to film the proceedings of a murder trial, establishing an Iowa precedent as the first news pictures, film or still, ever taken of a court trial there, according to a report from KTIV (TV) Sioux City. KTIV asked District Judge R. G. Rodman for permission to give camera coverage to the trial over which he was to preside, and the jurist’s accedence, coupled with approval of defense and prosecution attorneys, opened the door for press photographers as well as TV.

According to KTIV, the Iowa Bar Assn. always favored the American Bar Assn.’s Can 35, which prohibits the taking of photographs in a courtroom during a trial, but the “experiment” proved to be a success according to the judge.

Judge Rodman, commenting on the unobtrusiveness of the cameras, said, “They [newsmen] displayed very good judgment and conducted themselves in a very exemplary manner.” A veteran of over 20 years on

---

**Keeping Radio Mobile**

WPDQ Jacksonville believes that radio puts its best voice forward by meeting the people of the community on a regular basis in such busy spots as local dairies, farms and feed stores, busy traffic intersections and offices of prominent local business firms.

This “getting-around” by the ABC-affiliate station is accomplished by means of a completely equipped mobile studio in a German Volkswagen. Robert Feagin, manager of WPDQ, sums up the station’s meet-the-public philosophy in this way: “These are days to put radio to work in the best way. Let’s take advantage of radio’s mobility and bring our studio to the public.”

The station’s engineering staff, directed by Don Donovan and Ernie Haralson, adapted the mobile studio to include facilities for taping, live record shows and interviews. The unit is completely air-conditioned and requires only two connections to go on the air: 110 volts and remote telephone lines. It is planned to have a two-way shortwave fm set-up installed to eliminate the need for telephone lines. Two transmitting units also will be installed in the mobile studio and two receivers will be placed on the top of a 17-story downtown office building, with one transmitter and receiver used for the actual broadcasting and the others for communication with the station.

Some of the special events already covered by means of the mobile unit include six-hour broadcasts of Musical Sunday aboard the battleship USS New Jersey and aboard the aircraft carrier USS Lake Champlain; the Mrs. America of 1956 contest at Allinor Village, Fla., some 95 miles south of WPDQ’s main studio; a six-hour program from the 19th floor of the new south central home office of the Prudential Insurance Co. of America.

Last week various regular programs began to originate from the mobile unit at sites in and around Jacksonville. For instance, the morning Crackerjack Show will be broadcast from key traffic points; Music Coast to Coast afternoon show beamed to the auto audience, will originate at major highway intersections with free Florida orange juice provided to tourists who pull up to the mobile studio, and Glenn Reeves’ Town & Country Tunes will emanate from dairies, feed stores and farms, with music slanted toward the country audience.

Mr. Feagin reports that this concept of radio broadcasting is receiving widespread favorable comment from residents of northeast Florida and adds that “local sales have zoomed as a direct result of taking radio to the audience in WPDQ’s new mobile studio.”

---

**You can SELL Your Products to Alabama folks**

If you TELL them on programs they enjoy seeing

Represented by

**BLAIR-TV**

---

**WPDQ’s mobile studio in action aboard the aircraft carrier USS Lake Champlain in Jacksonville harbor, an example of the “getting around” idea.**
Tv at the Ball Game

IGLEY FIELD, Chicago, home of National League Cubs, has opened special grandstand where fans can hear audio portion of a tv broadcast over KN-TV there, while watching the action on the playing field. The section, which seats 1,200, has been tipped with seven overhead speakers which will carry announcer Jack Brickhouse's comments on the game. WGN-TV engineers have arranged the system so that there will be no spill-over of sound into other sections. The system developed by Philip K. Wrigley, vice president, to make the game more interesting and enjoyable for those who tune fans through watching radio-tv.

The added that he thought the ABA should revise its Canon 35.

Money for the defense Thomas Tacy KTV's filming "perfectly proper" and that "the public is entitled to see the broadcasts in a trial..." Assistant prosecutor B. J. Beebe said that courtroom photography will go forward.

A favorable public reaction to KTIV's presentation of films of the trial is reported by the station.

Storer Named SBC N. Y. Sales Post

MR. STORER, CBS Spot Sales account executive since last October, has rejoined Storer Telecasting Co. as New York national sales manager for WAGA-TV Atlanta and WBRC-TV Birmingham, Ala.

The appointment of Mr. Storer, a son of George B. Storer Sr., president of SBC, was announced jointly last week by Glenn C. Jackson and J. Robert Kerns, managing directors of the respective Atlanta and Birmingham stations.

Before his CBS association, Mr. Storer was account executive with WJHK-TV Detroit; on the local sales staff after having served as studio engineer, WGBS TV; home office accounting of SBC; account, WJHK Detroit; public service director, WJTV; promotion director (added duties) for WJHK-AM-TV; head of sales promotion and merchandising department, WJHK; account executive, WJHK-TV local staff.

In his new post, Mr. Storer will continue contacts with national accounts, agencies and publishers and maintain liaison with The Katz Agency, national representative for both WA-TV and WBRC-TV.

From where I sit by Joe Marsh

Neither Rain Nor Hail

...Nor Broken Boxes!

Red Fowler, local R.F.D. mailman, got an English car—with a right-hand drive so he can stuff mailboxes from behind the wheel.

"It's great!" Red reports. "But it would work a lot better if all box holders would follow regulations. A mailbox should be 40 inches high, on the right of the road...within reaching distance from a car window. If one is knocked down, the owner should make repairs pronto."

Come to think of it, Red is pretty good about his obligations—delivering packages, supplying stamps, cashing money orders—saving us trips to the Post Office. Let's fix up those boxes so he can get his chores done fast.

From where I sit, obligations always work both ways. For instance, I figure that I'm obliged to respect your right to enjoy your favorite beverage—be it coffee, tea, beer, buttermilk or whatever. Why? Because I'd expect you to do the same for me. The Golden Rule should be followed "to the letter" by everyone.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

July 18, 1955 • Page 89
Special Delivery

AN unaddressed postcard, bearing the message "please send the free plug; there are 1,081 books in the jar," was delivered without delay to WJTV (TV) Jackson, Miss., that station reports. Making the delivery all the more unusual, WJTV adds, is that the show to which the card was sent, but not addressed, is a local, once-a-week telecast.

Copley Brother Sues, Asks End to Copley Press

SUIt seeking liquidation of Copley Press Inc., operating KCOPI (TV) Los Angeles and 15 newspapers in Illinois and California, was filed Thursday in Chicago circuit court by William Nelson Copley of Paris, France, and his three children. The suit charges James S. Copley, Aurora, Ill., and First National Bank of Chicago, as executors and trustees of the estate of Ira C. Copley, with "gross abuse of fiduciary discretion" in handling $40 million property. The Copley brothers are adopted children of Ira C. Copley. Executors were charged with buying properties in California without approval of the Kane County Probate Court. Copley Press bought KACT-TV from Mrs. Dorothy Schiff, changing the call to KCOPI (TV). The station’s losses have been reduced by the new owners, it is understood. James S. Copley and the bank are asked in the suit to give an accounting and make good all losses resulting from their “improper conduct.”

WALL Predicts Sales Record

ON THE BASIS of the first six months of 1955, which showed total sales 11.6% ahead of last year’s period, James M. Patt, president and general manager of WALL Middletown, N.Y., has predicted for this year the greatest sales gain in the station’s history. Largest factor this year, he indicated, has been the growth of national spot, running 50% ahead of 1954. Time sales for the past four years at WALL have been setting records, Mr. Patt noted.

Seven Production Posts Filled by KRNT-TV Des Moines

SEVEN new appointments to the production staff of KRNT-Tv Des Moines, scheduled to begin operations July 31 as a basic CBS affiliate, have been announced by Guy Koenigsberger, production manager.

Ronan E. Champ, for the past three years display manager of Des Moines’ Davidson’s Dept. Store, has been named art director.

Producer-directors appointed are Julia P. Eilhardt, for the past three years TV director of WOC-TV Davenport, Iowa; Larry A. McKeever, in broadcasting for eight years, the last two as TV director of KMBC-TV Kansas City, Mo.; and Jack A. Peterson, former cameraman-director of KFEL-TV Denver.

Beau Silver, former film editor of WTCN-TV Minneapolis, has been named KRNT-TV film editor. Appointed assistant producer-directors are James R. Moon and Tom Hempel, both of Des Moines.

WABD (TV) Acquires Rights To New York’s Phoenix Theatre

ANNOUNCEMENT that WABD (TV) New York has acquired rights to telecast productions of the Phoenix Theatre, off-Broadway, theatrical group, during the 1955-56 season, was made last week by Ted Cott, general manager of DuMont Television Network’s o&o stations, and T. Edward Hambleton and Norris Houghton, founders of the theatre. The station introduced off-Broadway productions to its audience when it telecast the theatre’s musical “Showboat Revue” in May.

The agreement gives WABD (TV) the right to select for telecast any of the theatre’s Monday night “Sideshows,” special programs made up of readings, musical works, one-act plays and dance programs. In addition, WABD (TV) may carry any of the five major productions that the theatre offers for limited engagements during the season. The telecast will follow the last stage performance of the productions.

Radio, Tv Found Compatible

RADIO and TV are compatible, say New York’s WABD (TV) and WINS. Mutually pleased at results of the first-year “cross-promotional” campaign in which each station promotes other’s programs and the stations have renewed the contract. Ted Cott, general manager DuMont’s o&o stations, and Robert J. L. WINS vice president and general manager, nounced that weekly schedules of inter-program spot announcements, plus appearance personalities on radio and vice-versa, continue. Latest innovation: a quiz contest: quiring entrants to tune to both outlets in an attempt to complete the clue originating on one.

WPIX (TV) Wholes New

COMPI Leon of news, weather and sports into a nightly half-hour show titled Three-Star News has been launched by WPIX (TV) New York, under sponsorship of Socony-Vacuum Oil Co. American Bakeries Co. and Consolidated Edison Co. of New York. The series “represents news reporting in its most comprehensive form,” Fred M. Thwee, vice president and general manager, said.

The program features reporters Keri Kennedy, Joe Bolton and John Tillma in on-the-spot interviews with newsmakers of the day combined with film shot at the scenes of the day’s important happenings.

McMurray to Head N. Y. Sales for WJBK-TV

MAURICE E. McMURRAY, national sales manager of WJBK-TV Detroit, moves his office to New York effective today (M day). Purpose of the move, according to station, is to bring about closer contact with agencies; WJBK-TV’s national representative The Katz Agency Inc., and Storer Broadcast Co’s national sales office, which has been located in both New York and Chicago. McMurray’s office will be located at 118 E. 57th St.

WTTG (TV) Changes Forms Increases Operating Hours

REVITALIZATION of programming of WT (TV) Washington, effective Aug. 1, has been announced by Ted Cott, general manager DuMont’s o&o stations. On that date station will add 31 hours of TV service per week to broadcasting from 9 a.m. to midnight, included in its programming format change $925,000 worth of feature and cartoons. This is claimed to be the largest single f investment ever made in a Washington TV station. It includes 122 new full-length feature pictures never seen in the city plus the “Looney Tunes cartoons. According to Mr. Cott, a series local programs is new in the planning stage. The whole project is being supervised by Le G. Arries Jr., WTTG general manager.

WOR Promotes Jackson

PROMOTION of Richard A. Jackson, manager of publicity to the newly created post of director of public relations for WAM-AM-TV New York is being announced to (Monday) by Gordon Gray, general manager...
WCBS' Banner Day

HE network radio sales activity appeared on the upswing last week, CBS-owned WCBS New York reported three national advertisers signing contracts with the station in one day (July 8), representing a billing of $98,000. The three advertisers: Libby, McNeill & Libby, through BHDO; Sunkist Fruit Growers Inc., through Foote, Cone & Belding; and Schweppes Beverages, through Bioworld-Toigo. Libby and Sunkist purchases were for 13 weeks and Schweppes for 11 weeks. All three advertisers signed for participations and 31 station breaks a week.

stations. Mr. Jackson is expected to take additional duties in the exploitation of Million Dollar Movie and the Autry-package of films on WOR-TV.

Jackson joined the stations in October as business news editor and in August advanced to manager of publicity.

AP-TV Doubles Local Color

SLING of its local, live color television slate was announced last week by WBAP-Fort Worth, which last Monday began a nightly-Friday, 11 a.m. to 1 p.m. slate of shows. A new program, The Jones Place, noon to 1 p.m., has been added to the current Texas Living show to effect the schedule boost.

Another regularly-scheduled local show in color on WBAP-TV is the Saturday night, hour-long Barn Dance.

Richard Oberlin Resigns
As WHAS-AM-TV News Chief

RICHARD OBERLIN has announced his resignation as news director of WHAS-AM-TV Louisville, Ky., effective Sept. 3. He said that for several years he wanted "to get into the management side of radio and television, find employment in a less public business or go into business for myself." Mr. Oberlin added that at the moment he is considering a "number of possibilities, among them some in local industry." A native of Cleveland, he joined the Louisville Courier-Journal, owners of WHAS Inc., in 1941 and five years later moved to the WHAS news department. In his announcement, he publicly thanked Barry Bingham, president, and Mark Ethridge, vice president, for their advice, assistance and encouragement since his joining the Courier-Journal.

Mr. Picard

The Word
PURCHASER of a forthcoming Arizona-Mexico Baseball League game on KOLD Yuma is the local Episcopal church. Between-innings "commercials" will be an invitation from the minister to listeners to attend Sunday services.

Long Voyage Home

APPELLANTLY Mrs. Bradhering guessed she didn't stand a chance to win the guessing contest conducted by WPEN Philadelphia. As it turned out, however, she won the top prize—a vacation in Spain. When WPEN tried to reach her to tell her of her good fortune the station was told: "Sorry, but Mrs. Bradhering is vacationing in Spain." The guessing contest was aired on WPEN's Mambo Dancing Party.

Picard Heads WSAM

APPOINTMENT of Vincent Picard as managing director of WSAM Saginaw, Mich., was announced last week by Fred Knorr, president of Knorr Broadcasting Corp., WSAM licensee. A 10-year radio veteran, Mr. Picard is a lifelong resident of Saginaw. In addition to WSAM Knorr Broadcasting also owns WKMF Flint, WKMF Dearborn and WKHM Jackson, all Michigan stations.

This is not an offer of these Securities for sale. The offer is made only by the Prospectus.

141,265 Shares
Collins Radio Company
Class B Common Stock
($1 Par Value Per Share)

Price $21.50 per Share

Copies of the Prospectus may be obtained in any State in which this announcement is circulated from any such of the underwriters as may lawfully offer these securities in such State.


July 13, 1955.
First Hand Report

A SCOOP was scored by Ralph Childs, news editor of KMA Shenandoah, Iowa, while checking on a wire service story on a rain storm in the adjacent area of Torrington, Wyo-Scottsbluff, Neb. Unable to reach Torrington by phone, he called the newsgroup of KODI Scottsbluff and spoke to Bill Brammen, news director. Mr. Brammen had just left the microphone, after alerting listeners to a possible tornado, and started to describe for Mr. Childs the extent of the rain storm when the feared tornado struck. Editor Childs held on and taped the incident until the six-minute reel was complete.

At this point communications to Scottsbluff were knocked out and KMA and "Scoop" Childs, the only ones to know of the disaster, passed the news on to the wire services.

KDKA Sales at High Mark for First Six Months

KDKA Pittsburgh has reported that its local sales during the first six months of 1955 were the highest in the 35-year history of the station. Local sales for the January-June 1955 period were 28% above the same period last year and 115% above the first half of 1953. May local sales were 7% above the previous high for a single sales month set in October 1954.

L. R. Rawlins, KDKA general manager, pointed out that the station has not only increased its sales volume but is also serving a larger number of accounts and of a more diversified nature than before.

KDKA is owned by Westinghouse Broadcasting Co.

REPRESENTATIVE APPOINTMENTS

WROW-TV Albany, N. Y., appoints Harrington, Righter & Parsons Inc., N. Y., as national representative.

KJBS San Francisco appoints Adam J. Young Jr., Inc., N. Y., as national representative, effective Aug. 10.

L. A. Trinurnal Airing

FACILITIES of KFAC-AM-FM Los Angeles and KHI-FM Hollywood were pooled to present the first trinural broadcast in Los Angeles radio history at the first concert of the 1955 Hollywood Bowl season July 7. The very high fidelly stereophonic trinural effect was achieved in the home of listeners by placing an am speaker in the center of the room tuned to KFAC and two fm speakers, one tuned to KFAC-FM and one to KHI-FM, anywhere from seven to 12 feet on both sides of the am receiver. KHI and KFAC microphones were set up in corresponding patterns on the Hollywood Bowl stage to insure proper tonal balance for the broadcast.

REPRESENTATIVE PEOPLE

George (Buck) Hurst, former eastern sales representative, KMOX St. Louis, named contact man, sales dept., CBS Radio Spot Sales, succeeding Robert M. Duoley, who has been named account executive in N. Y.

REPRESENTATIVE SHORTS

James S. Ayres Co. (southeastern station representative), Atlanta, opens branch office, 127 W. 7th St., Charlotte, N. C.; telephone: Franklin 5-6146.

Gene Sink, former regional sales manager, WLOS-TV Ashevile, N. C., is manager, covering N. C., Va. and most of Tenn.

Katz Agency, Atlanta, has moved to 1321 Fulton National Bank Bldg., 55 Marietta St.

Ben Paschall, Hollywood station representative, moved to 1709 W. 8th St., L. A. Telephone is Dunkirk 8-7778.

STATION SHORTS

WQAN Scranton, Pa., changes call to WELH in memory of late E. J. Lynett, father of Edward J. and Elizabeth R. Lynett, co-publishers, Scranton Times, station licensee.

STATION PEOPLE

Edward G. Gardner, formerly vice president and general manager, WBTM-AM-FM-Danville, Va., appointed general manager, WORD-WDXY (FM) Spartanburg, S. C., succeeding Paul von Helg, who transfers to affiliated SAMS.

CO-Sponsorship of all U. of Day 1955 football games, to be broadcast on WING there, is agreed to by Tasty Dri In Restaurants and Ohio Home Distributors Inc. L. R. (seated): Charles Post, president of Hosty Tasty; Jack Deger, advertising and sales promotion manager, Ohio Home Distributors; standing: A1 Buchon, WING vice president, and A. Kehl, sports director for the station.

WNOK-TV Columbia, S. C., as comm manager.

Marvin L. Rosen, general sales manager, KSTP-AM-TV Minneapolis-St. Paul, named vice president in charge of sales.

Lee Case, formerly disc jockey, WBAL Baltimore, to WAYE Baltimore as general manager and personality, Francis (Bud) Roberts, appointed WAYE sales manager; Phyllis Leftwich, Miss Maryland '54-'55, to WAYE as disc mx.

Michael Finn, general manager, WEOA Youngstown, Ohio, to WBFB Indianapolis as prog. director, succeeding Bob Yeager, who will vote entire time to WBFB talent bureau.

Robert G. Murdock, assistant to promotion manager, KSL-AM-FM Salt Lake City, appointed promotion director.

Ellie Sans, account executive, WRL Pet III, appointed sales manager.

Roger Reed, assistant sales manager, WKRC-TV Cincinnati, named for sales manager, Robert Schini, general sales manager, assumes additional duties, assistant to executive president and general manager.
Booming Beckley Business

TO PROMOTE their Friday and Saturday "Bargain Day" event, merchants in Beckley, W. Va., purchased 500 extra spot announcements over WNNR there, and the station broadcast around the clock on behalf of the weekend sale. Beginning at 7 p.m. Thursday evening WNNR originated all its programs from a tent on the lawn of the Raleigh County Courthouse. Besides top entertainment, the station reports that participating advertisers made in-person appearances to describe their weekend "specials." The WNNR tent, furniture and 100 prizes for the promotion were provided by the advertisers. The results were so successful, according to WNNR, the Beckley Business Bureau has decided to conduct four similar city-wide promotions yearly.

Ray Lane, former announcer and production staff member, WKAR-TV East Lansing, Mich., to announcing staff, WWTV (TV) Cadillac, Mich.

Harry O'Connor, formerly commercial manager, KTXX Austin, Tex., to commercial staff, KTKS San Antonio, Tex.

Don M. Chown, formerly assistant program manager, WJR Detroit, appointed program manager, WGY Schenectady, N. Y.

Betty Frank, formerly with Hornet Girls Orchestra, to public service staff, WHBF Rock Island, Ill.

Alex Groza, former All-American basketball player, to sports staff, WTRF-TV Wheeling, W. Va.


Duane Brady, personality, WTVN Columbus, Ohio, named "Kentucky Colonel" by Ky. Gov. Lawrence Wetherby in recognition of services rendered to Ky. armed forces members in Far East as former Armed Forces Radio Services chief newscaster in Japan.

Paul Dixon, personality, WLW-AM-TV Cincinnati, featured in August issue, TV-Mirror magazine.

Charles B. Jordan, vice president and general manager, KFIZ-TV Ft. Worth, Tex., returns to work after six months' rest following heart attack last January.

Jack Sheridan, announcer, WIRE Indianapolis, Ind., father of boy, Mark Anthony, June 30.

J. R. Brock, technician, WHBF Rock Island, III., father of boy, Stephen Jay; Don Wooten, WHBF-TV director, father of girl, Theresa Ann.

George Thompson, announcer, WNHCTV New Haven, Conn., father of girl, Dorothy Jean, June 28.

Bob McCoy, staff announcer, WIRI (TV) Plattsburg, N. Y., father of boy, Robert Mark, July 5.
Ad Council Plans Support Of World Peace Moves

THE ADVERTISING COUNCIL has announced it will conduct two campaigns designed to promote world peace—one on behalf of the United States Committee for the United Nations and the other for the Crusade For Freedom.

The UN campaign will be keyed to the observance of the 20th anniversary of the organization and will promote the observance of UN Day (Oct. 24) in the U.S. The Crusade For Freedom project, accepted by the Council for the fifth year, will be conducted next January and February, and will raise funds for support of the activities of Radio Free Europe and Free Europe Press. Both campaigns will utilize radio and television, newspapers and magazines.

WCAU-TV Safety Drive

WCAU-TV Philadelphia has initiated a summer-time safety campaign which, the station claims, will reach over eight million visitors to resorts on the south New Jersey coast.

Dynasite Warning

WREX-TV Rockford, Ill., aided the Winnebag County sheriff's office in locating a quantity of dynasite stolen from a nearby quarry. The Rockford station gave air time to sheriff deputies in order that the deputies might warn the local residents about the explosives. Two days later the dynasite was found by two WREX-TV viewers.

Help for a Road Jam

KYW Philadelphia warned July 3d Sunday motorists to avoid the worst traffic jam in 29 years over the Delaware River Bridge. The station advised the motorists to travel on alternate routes through Philadelphia while the seven-hour tieup lasted.

PLANS for the eighth annual baseball game sponsored by the Junior Baseball Federation of Philadelphia to raise funds for equipment and supervision for sandlot baseball are reviewed by Arthur Hinkel (seated), Philadelphia Transportation Co. treasurer and federation president and (l to r): Douglas Hibbs, WTEL program director; Rupe Werling, WIBG program director; Pat Stanton, WMJ TV owner, and Willento B. Coskey, WPEN vice president, general manager and chairman of the benefit game's radio- TV committee. This year's game will match the Philadelphia Phillies against the Washington Nationals on Aug. 15.

Students Take Over WBEL

DRIVE to collect pennies for a new union building was conducted by students at Beloit College when WBEL Beloit, Wis., over its facilities to them for a day. Students announced, operated turntables, filed requests, answered phones and even helped and write commercials for their "Penny Drive." Requests were played for listeners who paid the new union and the money went to sororities, fraternities and individuals for each other for their songs. Almost $300 were collected by the time WBEL went off the air that day.

KCR (TV) Teenage Benefit

TO KICK-OFF a fund raising campaign, the construction of a Valley Teen Center at Chicagoland held a three-hour Teenage Benefit Dance and Carnival" Ju on the NBC-TV parking lot in Burbank. As a part of KCR's teen night, a half program featuring entertainment, interview music with Dick Whittington and Harry Grant as co-hosts was telecast. The NBC orchestra, led by Robert Armbruster, was one of those contributing dance music.

WQAN Gets Blood

WQAN Scranton, Pa., in response to calls for blood for three patients, aired a mid-morning message which produced more than 20 donors by noon of the same day.

UCP Telethons

UNITED CEREBRAL Palsy telethons 18-19 at WMBV Green Bay, Wis., and WI-TV Jackson, Miss., showed pledges and donations totaling $131,824, UCP has announced.

Memorial for Safety

ON JULY 4th WSTR-AM-FM Sturgis, Mich., devoted 27 seconds air time to a recognition of persons killed on Michigan highways. The 27-second memorial, taped beforehand, was broadcast as reports of the deaths were received by the station.

WKOV Helps Fire Survivors

WKOV Wellston, Ohio, has sparked a local drive for a family left destitute by a fire that killed four of seven children. Enough money was raised to buy a cottage for the family.

KYW Cited in 'Record'

KYW Philadelphia was cited in The Congressional Record by Rep. Paul B. Dague (R-I) "for its prominent part in a fund drive to aid a young Lancaster County woman whose child was killed in a tragic highway crash.

Tv Benefits UCP

TWO tv outlets—KWIT-TV Waco, Tex., WEAR-TV Pensacola, Fla.—last four brought in $100,000 in pledges and donations to the United Cerebral Palsy, the organization has reported. Breakdown: $22,000 in cash and pledges and $10,000 in cash via KWTX television; WEAR-TV'S initial figure: $64, in cash and pledges.

Broadcasting • Telecast
City Council Meetings Aired

St. Joseph, Mo., has begun broadcasting local city council meetings, claiming it is the first series of its type to be heard in the area. KRES reports the council meetings have been one of the station's most popular shows.

WKAP Takes Kids to Circus

N CRAIG of WKAP Allentown, Pa., raised enough money on his Craig Collins program to finance a trip to the Barnum & Bailey for 70 children hospitalized at the Allen County Mental Health Hospital. The station also provided shrimps for the youngsters.

KABQ Pleads for Blood

DURING the efforts of KABQ Albuquerque, NM, 34 pints of blood were contributed in delayed-the emergency needs of the Bernard County Indian Hospital in that city. After a call from the hospital for type O blood, KABQ broadcast pleas for contributions until the hospital had an ample supply.

In the Swim

RADIO AUCTION held during three afternoons over KIRX Kirksville, Mo., raised $60 for the Swimming Pool and Youth Fund via a local Rotary Club. All broadcast time was donated to the station, with proceeds from the broadcast being divided without cost to the Kirksville Rotary Club by KIRX.

WFLA-TV Aids CP Fight

More than $100,000 in pledges and approximately $25,000 in cash was raised on WFLA-TV's Cerebral Palsy Telethon. The Tampa, Fla. station was assisted by such celebrities as singer Ben Alexander, Leo Carrillo, and Don Gilman, NBC-TV actress.

WRC Airs Mock-A-Raid

Washington broadcast evacuation instructions to the populace during a mock bomb raid June 15th. NBC Washington correspondent Russ Tornabene and WRC News Director Bill Sprague gave an on-the-spot commentary of the proceedings. Tape broadcasts by Mr. Tornabene were heard over NBC's network.

MCARDELE: For Public Service

AN Manhattan, Kan., reports it has spent $28,240 for public service in the past five years. Amount is exclusive of time given to national military recruitment, bond drives, etc., utilization says.

WDRC Helps Summer Camp

The help of WDRC Hartford, the Ani-Needle Club Campaign for funds for a summer kids camp run by The Hartford Coun-

Mental Health Benefit

KTV's Masquerade Party presented a Mental Health Tele-Party to help raise funds for the rehabilitation and treatment of mentally ill patients, with mental health problems. The program was in cooperation with the Vanderburgh County Mental Health Assem.

Richard E. McARDELE (l), chief of the Forest Service, U. S. Dept. of Agriculture, presents the "Presidential" model of Smokey the Bear to Paul M. Hahn (c), American Tobacco Co. president, for the company's advertising support of forest fire prevention. Allan M. Wilson (r), acting president of The Advertising Council, presented Mr. Hahn on behalf of the Council, which conducts the nationwide forest fire prevention advertising campaign.

Good News

JULES RIND of WPEN Philadelphia, while covering a story about five boys killed or injured in a Canadian mountain avalanche, learned that the father of one of the surviving boys was at sea when the news of the accident broke. Mr. Rind called the parent via ship-to-shore phone, informing him that his son was alive.

WFIE-TV Aids Mental Health

WFIE-TV Evansville, Ind., presented a Mental Health Tele-Party emceed by Peter Donald of NBC-TV's "Masquerade Party." Proceeds from the show, which was produced in cooperation with the Vanderburgh County Mental Health Assn., were to be used to assist in the rehabilitation and treatment of people with mental health problems.

WICS (TV) Little League Team

WICS (TV) Springfield, Ill., currently is sponsoring a team in one of the 12 Springfield Little Leagues. The station builds its sports programs around the appearances of the young players.

WSJF (TV) Covers Evacuation

NETWORK display was given to film shot by WSJF (TV) Elkhart, Ind., as part of its coverage of a mythical A-bomb evacuation in nearby South Bend. The station aired 15 1/2 minutes of spots urging the cooperation of the people of the area to be evacuated and staged two half-hour and one 15-minute live shows with Civil Defense and South Bend officials appearing to explain the operation. In addition, the station made a sound-on-film one-minute spot of the South Bend mayor which was put on the air the moment the alert for "Operation Exit" was given. Both ABC and CBS News Films commissioned the station to supply sound and silent film of the evacuation for national network showing. WSJF stationed camera crews throughout the city and at evacuation headquarters as well as sending a cameraman up in a helicopter for aerial shots.

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Dan Davis, First Vice President
John Schilling, Vice Pres. & Gen. Mgr.
George Higgins, Vice Pres. & Sales Mgr.
Mari Greiner, Director of Television

WLS gives you ALL 3

Market...

Coverage...

Programming

Contact us or call your John Blair man:

Chicago 7

ID: 55 watts. 1000-1000 

WLS: for information.

July 18, 1955 • Page 95
A THREE-DAY, 18-hour program to promote highway safety over the July 4 holiday was purchased by the Delta companies (insurance) over WLCS Baton Rouge, La. The program, broadcast at peak traffic hours of 1-4 p.m. and 7-10 p.m., was described as “the largest sale of bulk radio time in Baton Rouge.” Discussing the sale are (l to r) Col. Chester B. Owens, director of public safety; Lamar Simmons, general manager of WLCS; David W. Thomas, president of the Delta companies, and Col. Francis Grevenberg, superintendent of police for the state of Louisiana.

JOHN MARTIN (c), hunting and fishing authority, will host a new weekday evening program on WAGA Atlanta title Inside Outdoors, with Schlitz beer sponsoring. Red Thomas (r), Atlanta distributor for Schlitz, signs the pact as Lew Reynolds, WAGA account executive, looks on.

SPONSORSHIP of Science Fiction Theatre on KGEO-TV Enid, Okla., by Evans Co. Rate Drug Center, in cooperation with McKesson-Robbins Co., is agreed to for 52 weeks by Sam Evans (seated), Evans ad manager, and (l to r) Paul Teague, McKesson-Robbins representative, and Tom Belcher, KGEO-TV sales manager.

AS Union Pacific Railroad starts its sixth year of Monday, Wednesday and Friday segments of KNX Hollywood 11 P.M. News, the occasion is marked in one of the railroad’s astro-dome observation cars with an interview with Horace Northcutt (l), U. P. general advertising manager, conducted by Max Roby, KNX newscaster (holding mike), and Marion Welborn, manager, The Caples Co., Los Angeles.

WORLD SERIES CONTEST being conducted by Felix Chevrolet Co. of Los Angeles over KMPC there is discussed by (l to r) Gilbert Sly, general manager of Felix Co., Edward Stadel of Stadel Adv., Felix agency, and Jack Mulligan, KMPC account executive. The automobile firm sponsors KMPC broadcasts of the Los Angeles Angels games and credits the baseball broadcasts with being largely responsible for sales records now being set.

SPONSORSHIP of Science Fiction Theatre on KGEO-TV Enid, Okla., by Evans Co. Rate Drug Center, in cooperation with McKesson-Robbins Co., is agreed to for 52 weeks by Sam Evans (seated), Evans ad manager, and (l to r) Paul Teague, McKesson-Robbins representative, and Tom Belcher, KGEO-TV sales manager.
PERSONNEL RELATIONS

RADIO-TV ARTISTS PLAN FULL STUDY OF PAY-TV'S POSSIBLE REPERCUSSIONS

AFTRA spokesmen see possible dangers in toll system in citing necessity of exhaustive survey. Convention in Seattle also indicates further study is necessary on 'Monitor' before renewing present waiver agreement.

ROUGH investigation of pay-as-you-see television, from the standpoint of its possible impact on performing artists, was voted by the American Federation of Television & Radio Artists (AFTRA) meeting in national convention battle July 9-12.

Following its own study, the AFTRA convention was instructed by the convention to support the Screen Actors Guild and other groups.

AFTRA is not opposed to the idea of pay-as-you-see television. It was explained to B&I on Courtyard, Seattle local president and chair of the AFTRA national board. "We do not see it as a potential danger to our members, now, and so we have authorized an intensive study," Courtyard said, recommending by the Chicago local.

AFTRA convention voted to conduct a survey of results of the NBC Radio program before renewing the present waiver agreement. The first agreement is scheduled to expire in June, and the study is to be undertaken not more than two months ahead of the waiver expiration.

The arrangement will be renewed, Mr. Courtyard explained, if it is found that the minimum wage network is beneficial to AFTRA members.

The convention also defeated a proposal to strike, which has been rejected at previous sessions, at the convention on a biennial basis. It was therefore, be held in 1956, at a place to be announced later.

IFRA Re-elects Nelson, Names Officers at Meeting

AMERICAN Federation of Television & Radio Artists last week re-elected Frank Nelson, Holbrook, Calif., as president for the coming year. AFTRA, at its annual convention in Seattle, also announced the following elections: Regional vice presidents, Bud Collyear, New York; John Gannon, Chicago; Conrad Nagel, Los Angeles; Olan Soule, Los Angeles, Wanda

Writers' Pact Approved

NEW contract covering freelance network radio writing has been unanimously approved at concurrent meetings in Los Angeles and New York by the Writers Guild of America.

A WGA spokesman said the contract, to run until March 1958, is identical to the live network tv agreement negotiated last May, except for price differentials between radio and tv.

Among the provisions of the radio pact are separation of radio and tv rights; greater participations in subsidiary rights; 100% payment for each radio use during the limited period of exclusivity; payment of 133% of the minimum for simulcasts, and payments for outlines and coverage for audience participation writers.

AFTRA Convention Backs Seattle Union Strike Vote

A STRIKE VOTE against KIRO KOMO KING KJR KXK Seattle by the local chapter of the American Federation of Television & Radio Artists was backed by AFTRA's delegates, assembled in national convention in Seattle. The local has also asked sanction by the Seattle Central Labor Council, without which the strike would not be put into force. Present contract expires March 1. Wage scale for announcers is reported as the key issue with the union seeking an increase from $150 to $125 weekly. Stations are said to have offered an increase to $109.

Screen Guilds Solicited To Support 5-Day Week

SUPPORT of demands of the Screen Actors Guild and the Screen Extras Guild for a five-day work week was asked by the International Alliance of Theatrical Stage Employees Camera-man's Local 659, Hollywood.

E. T. Barabrook, president of Local 659, which is a leading exponent of the five-day work week demand [B&T, June 6], sent wires to both SAG and SEG, asking that they also make similar demands in their current negotiating sessions with the Alliance of Television Film Producers and the Motion Picture Producers Assn. (major studios).

The IATSE film unions, which reportedly have agreed to make the five-day week a chief demand, will start negotiations with the ATFP and MPPA in New York, in August and October, respectively.

CBS Artists Pick IATSE

INTERNATIONAL Alliance of Theatrical Stage Employees (AFL) announced last week that graphic artists employed at CBS voted unanimously in a National Labor Relations Board election on July 6 for IATSE as their bargaining agent. They will be affiliated with the union's radio and television department, which already covers a number of other CBS groups, including property controllers, special effects and scenery expediters, set decorators, contact reporters and radio set-up men.

Union Named at WOR-AM-TV

INTERNATIONAL Alliance of Theatrical Stage Employees (AFL) was chosen last week as collective bargaining agent for engineers and technicians employed by General Teletro Inc. at WOR-AM-TV New York.

The vote in the election, conducted by the National Labor Relations Board, was 98 for IATSE; 10 for the International Brotherhood of Electrical Workers, which previously had represented these employees, and one for no union. There were 120 employes eligible to vote.
Strike at TV Networks Threatened by Artists

NEGOTIATING COMMITTEE of the United Scenic Artists Local No. 829 met with a representative of the Federal Mediation Service in New York last Friday in an effort to resolve a contract dispute with ABC-TV, CBS-TV and NBC-TV. The union members last Monday authorized the committee to call a strike, if necessary, which could eliminate live presentations from New York studios.

The main issue of the dispute centers around wages for the union's 210 members, employed at the three networks as costume designers, scenic designers and scenic artists. Members have been working without a contract since April 1, when the old agreement expired.

In talks since last April, the union and the networks have not been able to reach an understanding on wages. It is reported that the factions are "far apart" on this provision of the proposed contract, with the union maintaining that the networks' wage offer is "far below" those paid to similar workers in stage and screen employment.

It was learned by BTV that the old contract called for salaries of $210 weekly for scenic designers: $157.50 weekly for costume designers: $159.39 for journeyman scenic artists, and $198.75 for foremen in the latter group. The networks' offer is reported to be a 7% wage increase for scenic and costume designers, and a 3% raise for scenic artists. The union is pressing for a reported 35% increase in wages for costume and set designers, and a "somewhat larger" raise for scenic artists than the one proposed by the networks. It is believed that the union is adopting a more conciliatory attitude regarding the scenic artists, because they work a 37½-hour week, with provision for overtime pay after 40 hours.

One of the complaints regarding set and costume designer employment is that, in theory, they are on a unlimited work schedule, with no set hours, because they are considered "professional" workers. The union spokesman said they often have to work long hours on a seven-day basis, with the average work week at least six days, and without overtime compensation. A network official acknowledged that set and costume designers are "on call" 24 hours a day, and are expected to work long hours when a contingency arises, but claimed that it is not a week-in, week-out practice.

Despite the strike authorization, a source close to the union predicted that a walk-out would not be expected over the weekend. He pointed out that following its latest meeting with the Federal Mediation & Conciliation Service, the union planned to meet with the networks and a fact-finding board, consisting of representatives of teamster, musician, actor and stage hand unions, before taking its next step.

Film Bargaining Sessions Stalled, SAG's Dales Says

HOLLYWOOD bargaining sessions with the Alliance of TV Film Producers and the Assn. of Motion Picture Producers, covering actors, singers and announcers in the TV entertainment field, have reached an impasse, John L. Dales, national executive secretary, Screen Actors Guild, said July 7.

In inviting all other TV entertainment film producers not ATPF or AMPF members to start separate negotiations with SAG, Mr. Dales pointed out that the present contract covering TV entertainment film expires at midnight July 20.

Mr. Dales is filing with the San Francisco office of the Federal Mediation & Conciliation Service notice that a dispute exists. In the notice, Mr. Dales states that the impasse is "due to inability to arrive at an agreement on basic issues."

KTTV (TV) Cancels 'Hayride' After Union 'Unfair' Ruling

KTTV (TV) Hollywood canceled its Sandy's Hayride program after the Hollywood chapter of American Federation of TV & Radio Artists declared package-m.c. C. A. (Sandy) Young unfair.

Published claims by Mr. Young that he was caught in a jurisdictional dispute between AFTRA and Local 47, American Federation of Musicians, were denied by BTV by AFTRA spokesmen. Instead, they claimed Mr. Young had been violating union regulations over "a long period of time."

PERSONNEL RELATION PEOPLE

Stuart Phelps, Hollywood freelance director, elected president, Hollywood local of Radio & TV Directors Guild, with Tom Baxter, ABC, vice president; Kenneth Finley, ABC-TV, secretary; Tom Belcher, KRCA (TV) Hollywood, treasurer. Elected to two-year terms in executive council radio section: Frank Morris, ABC; Sterling Tracy, CBS; and to TV section: Howard Quim, CBS-TV; Jack Shea, NBC-TV. Elected to national board: Robert Robb, ABC-TV; George Fogel, freelance; Harfield Weedin, ABC-TV; Mr. Phelps.

AWARDS

WPEN Philadelphia awarded certificate of appreciation to American Cancer Society.

Jeff York, sales representative, KFDQ, Dodge, Calif., winner of perpetual real estate award, best overall job in all classifications of advertising contest sponsored by Adv. Assn. West in cooperation with Southern C Broadcasters Assn.

WLS Cincinnati farm dept. presented cita of appreciation from Dayton (Ohio) D Council for "outstanding service and grand recognition for the emphasis on milk and products during the 1955 June Dairy Month.

NBC-TV presented "Ernie" award to home Assn. for "outstanding contribution national security by a telecast" for "Con TV" colorcast last August demonstrating use on battlefield.

E. J. Du Pont de Nemours & Co. (indus chemicals), Wilmington, Del., presented award from National Education Assn. for ABC May 3 Cavalcade of America program, "Operation Stranger," for "dramatizing the power of education in the lives of all people." Flag also will be presented to 45 local states throughout country carrying program.

Assn. of American University Women presented citation for "pioneering vision and outstanding public service" from National Citizens Committee for Educational TV.

C. Gregg Van Camp, promotion manager, WTRF-TV Wheeling, W. Va., named with "America's Most Beautiful Brides" promotion managers' contest, conducted by General Electric small appliances div., General Foods' "Hope Show and Bride magazine.

Bill Garry, newsroom general manager, WBBM TV Chicago, has received award from Group Observers Corps for "voluntary services in support of the Air Defense of the United States.

Cecil Woodland, general manager, WQV Scranton, Pa., given award on behalf of the Lackawanna County Cancer Crusade for "noble assistance" in cancer drive.

CBS Radio's Make Up Your Mind was honored with special citation from U. S. Treas. Dept. during July 15 broadcast for helping promote savings bonds.

Bob Campbell, disc m.c., WING Dayton, O., presented honorary truck driver certificate for Ohio Trucking Assn. for Nineup program being "...constant reminder of highway safety and courtesies. . . ."

KFAB Wins Osca

CJD Exchange of the annual awards of the Omaha Safety Council, including the first annual "Osca," has been achieved by KFAB Omaha. Among its credits are the council's award for the best local radio job of the year for its safety efforts and the newly established "Osca" for the best overall job in the interest of safety of any public information medium. The awards were presented June 29 to George Haskell, KFAB public service director. In addition KFAB has received the 1954 National Safety Council public interest award for outstanding public service and safety efforts.
NETWORKS CONCENTRATE ON BIG FOUR

All networks schedule major programs from Geneva.

TENSIVE radio- TV coverage of the Big Four conference starting today (Monday) at Geneva underw ay Friday when all major radio and television networks carried an address to the on by President Eisenhower.

Two simulcasts of the President's speech were

led by ABC, CBS and NBC on Friday, 10:30 p.m. EDT. A re-broadcast of the

ness was aired on NBC Radio the same

10:30 p.m. The full MBS net-

ed a vision

in
to

ations

or

radio launched its direct coverage with

ers from Geneva, yesterday (Sunday),

0-1 p.m. EDT, visiting Washington, Lon-

Paris, Moscow and Geneva for reactions

government officials as well as the man in

street. A similar broadcast is scheduled for

a 24. Daily broadcasts from Geneva will

be carried by CBS Radio. 10:05-10:15 p.m.

Shows which will spotlight Geneva de-

dvelopments are: World News Roundup, News

America, Allan Jackson and the News, and

ard R. Morrow With the News.

CBS-TV coverage includes The American

ic with Howard K. Smith as narrator, July

July 24, 7-7:30 p.m. EDT. daily reports

The Morning Show, and Douglas Edwards

th World News, yesterday through

22.

in relation to the conference, a special quar-

hour telecast was scheduled by DuMont

ore President Eisenhower's Friday speech.

Highlight of the NBC-TV coverage was to

one-hour documentary yesterday (Sunday),

8-9 p.m. EDT, featuring live and film segments, and titled "Meeting at the Summit." Another

one-shot telecast, scheduled by the network for

July 24, in "A Special Report on the Big Four," 5-30 p.m. EDT.

NBC Radio will air a special panel discussion

program, "Geneva 1955: Pendulum of Peace," tomorrow (Tuesday) 9-55 p.m. During

the conference, live pick-ups will be carried by the network.

Weekdays: Fulton Lewis Jr. and Henry Glad-

stone will broadcast on MBS from Geneva.

Bob Conditine's Sunday show, On the Line,

inated from the conference yesterday and

will have the same point of origination July 24.

MS' Report From Washington, handled by

ter Triohn on Saturday, 7-7:15 p.m. EDT,

also is being aired from the conference site.

NBC-TV Names Chester

APPOINTMENT of Gerard Chester as manager

of program sales administration for NBC-

TV was announced last week by Michael Dann,

director of program sales. Mr. Chester, who

joined NBC-TV in 1954 as program coordinator,

has been serving as business manager of the

network program department.

CBS-TV Signs Victor Borg

CBS-TV has signed Victor Borg to a contract

calling for his exclusive services during the

1955-56 season. It was announced last week by

Hubbell Robinson Jr., CBS-TV vice president

in charge of network programs.

Mickey's Message

ABC-TV is campaigning for "adult" sponsors, as well as advertisers of children

products only, for its new full Mickey Mouse Club Monday -Friday daytime

strip.

The network's sales department is send-

ing prospective clients a Mickey Mouse "magic slate" on which is scrawled:

"ABC-TV's Mickey Mouse Club is slated to be the magic force in advertising

starting this October. It will even reach

adults than the average daytime strip, with excellent cost efficiency. For

the full story, call my friend, your ABC-

TV salesman." The message is signed by "Mickey."
PUBLIC SERVICE CONTEST SET FOR NBC O&O OUTLETS

Denny announces 'leadership' project to intensify stations efforts in furtherance of American way of life. European trip among prizes.

A "LEADERSHIP" contest for NBC-owned stations emphasizing public service was to be announced yesterday (Sunday) by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales.

Mr. Denny said the contest was designed "to bring out the best efforts of the NBC-owned stations in interpreting and furthering the American way of life."

The six-month competition among the stations—those eligible include WMAQ (TV) Chicago, WTAM-WNBQ (TV) Cleveland, WRGB-AM TV New York, KRCA (TV) Los Angeles, KNIC San Francisco, and WRC-AM-TV Washington, D. C.—calls upon general managers to marshal each station's personnel, programs and facilities behind the effort.

The winning station, according to the plan, will receive a plaque; the general manager and his wife a trip to Europe to the major capitals; prizes worth $1,000 to be distributed among the staff by the station's general manager, and a party for all the personnel.

Mr. Denny said that the European trip was "an important aspect" to enable the station's head to observe systems of government and ways of life in foreign countries "in order to better to serve his community in interpreting and furthering the American way of life."

Mr. Denny said that arrangements would be made for film and tape-recording coverage of the trip.

The "Distinguished Leadership Award" to be accorded the winning station will be based on the best record in "the two p's—public service and profit," Mr. Denny said, adding that "the role of a broadcasting station in America's democratic and free enterprise system is clearly summed up in that phrase."

The contest will take in the period from July 4 to Jan. 1, 1956. Areas of public service to be taken into account: social welfare, civic, "living together," "people at work," education and news. Judging by a panel, as yet unselected, will be based on the overall effort, including improvements over a six-month period of the previous year and the "general profit picture of the station." Presentations will be submitted by Jan. 15, 1956, Mr. Denny said.

The stations will not be required to follow a restricted path, Mr. Denny said, with new program series, one-shot specials, use of existing programs and extension of existing projects, as well as promotion of the total effort, all taken into consideration. "A station will be judged on relative leadership, resourcefulness and creativity in the station's approach to democracy," Mr. Denny said.

DuMont Appoints Koblenzer To Sales Management Post

APPOINTMENT of William Koblenzer, eastern sales manager, DuMont Television Network, as sales manager of the network and Electronic production department [BTV, July 11], was announced Tuesday by Ted Bergmann, director of the broadcast division, Allen B. DuMont Labs.

Mr. Koblenzer, who succeeds Gerry Martin, director of sales of the network who has resigned, has been with DuMont since 1949 when he joined as an account executive. Before that time, he had his own radio-1v package firm in New York, and for more than two years had been in charge of the life radio-4v sales department of Frederic W. Ziv Co.

ABC-TV Medical Series Set

NEW half-hour TV series, Medical Horizons, will premiere on ABC-TV Set, 12, 9:30-10 p.m. EDT, under sponsorship of CHA Pharmaceutical Products Inc., Summit, N. J., in cooperation with the American Medical Assoc. The documentary telecasts will originate from medical centers in the U. S. and Europe, and will be produced by Fred Carney as producer-director. Series will be supervised by Dr. William T. Strauss of CHA. According to Dr. Strauss, production of the series "will entail the most extensive series of remote telecasts ever attempted by any medical program.

CBS-TV Names Gottlieb To Head Daytime Show

APPOINTMENT of Lester Gottlieb, Radio Vice President in charge of engineering programs, as director of daytime programming for CBS-TV was announced last week by Hubbell Ross, Sr., CBS-TV president in charge of network programming.

Gottlieb will assume new post as CBS Radio points a representatives... to his new assignment. He will be responsible for production, talent and program planning, both radio and tv. In 1951 he was appointed director of CBS Radio programs and later the same year was promoted to vice president. In addition to these duties he has produced two programs of the Arthur Godfrey and Friends series and is the producer of Frank Laine Time, a CBS-Tv summer series which begins Wednesday.

Prior to joining CBS, Mr. Gottlieb was associated with WNYC, New York, 1944-48, serving initially as head of the music and publicity division, and as supervisor of the agency's radio talent division from 1946. Later in 1947 he was named producer of We the People.

Early in his career, Mr. Gottlieb had been the first radio editor of Newsweek magazine from 1934-35, and from 1936-44 was director of Mutual's press department.

Glett resigns from CBS-Tv; Theis succeeds on West Coast

RESIGNATION of Charles Glett, for the past five years vice president in charge of sales and operations, CBS-TV Hollywood, was announced last week. Appointment of H. Granger Mrs. Glett

ABC-TV to Chart Radio-Tv Era

SPECIAL, one-time-only program outlining the change in home entertainment from the crystal radio to the television set has been set on NBC-TV's five owned stations on Saturday (8-9 30 p.m. EDT and PDT). Titled Big Change, the show will present Jinx Falkenburg as mistress of ceremonies and will include such personalities as Jessica Tandy and Home Crown, Chief Noron, John Wingate, Vaughn Monroe, the Kal Kirby Quartet and Ben Grauer. The special telecast, which will be produced by WRCA-TV, also will be carried on WRC-TV, Washington, ORO (TV) Chicago, KRCA (TV) Los Angeles and WNBK (TV) Cleveland.

"-just as KRRZ Phoenix advertised them, Madam—would you like to try them on?"
SUCCESS IN A-TEST REPORTED BY RCA

Analysis released last week on effects to equipment used in atom blast test in Nevada earlier this year.

RCA reported last week that its broadcast equipment, tested less than a mile from the center of a nuclear explosion in Nevada last May, not only survived the blast but could have returned to the air in a few minutes.

According to Theodore A. Smith, vice president and general manager of RCA Engineering Products Div., "not a single tube or component" of the equipment was damaged. Actually, he said, having his comment on information cleared for release in Washington, only "minor surface damage" was noted.

The civil defense phase of the test made May 5 at the atomic test site in the Nevada desert, some 90 miles from Las Vegas, was held under auspices of the Federal Civil Defense Administration. Member companies of Radio-Electronics-Television Mfrs. Assn. took part.

Mr. Smith said that RCA provided a standard, commercial 250-watt radio transmitter and associated equipment that would operate an am station; a mobile radio base station operating in the 25- to 30-mc range. and two mobile radio units installed in automobiles. Equipment was housed less than a mile from the blast center except for one two-way radio which was placed 10,500 ft. away.

Little Damage to Tower

The minor surface damage to the transmitter, mobile station and two-way radios was caused, he said, by flying glass and debris. The buildings and automobiles in which equipment was installed, however, were either partially or completely destroyed. Virtually no effect was noted on the am station's antenna tower although the blast snapped a smaller one erected for the mobile station, Mr. Smith reported.

The commercial radio transmitter was housed in a building that was heavily damaged. The transmitter, however, Mr. Smith said, came through unscathed but had a power break when lines connected to an outside gasoline generator were severed by falling telegraph poles. Broken lines were repaired in less than 15 minutes, Mr. Smith said, noting "it was evident in this specific test, that the power failure would have been obviated by underground wiring."

The explosion demolished the house in which the mobile radio station was installed and hurled the station equipment from the second floor to the top of a pile of debris at ground level. This equipment, he said, was found operative when inspection teams arrived.

Mr. Smith said the radio-equipped automobile nearest the blast center and parked outside the transmitter building was badly wrecked but its two-way radio suffered only minor scratches and dents. It, too, was operative. A second car, placed closer to the blast, suffered only slight damage and its two-way radio was unscathed.

Information released by those firms who participated in the Nevada tests must first be cleared with the FDCA.

Capehart-Farnsworth Meets,
Unveils New Radio-Television Line

ANNUAL two-day distribution-convention of the Capehart-Farnsworth Co., radio- and hi-fi manufacturing division of International Telephone & Telegraph Corp., was held last week at the Hotel Commodore, New York. More than 500 distributors and dealers from the eastern U.S. attended the meetings.

Among products introduced at the convention was a transistorized portable radio, about the size of a king-sized cigarette package, which weighs only 6.4 ounces. The audience was told that the radio, termed the TX-10, can be operated for 80 hours on four hearing aid batteries which cost 36 cents each. It can be operated with a miniature earphone, with a matching speaker unit, or installed in an ashtray base with a speaker and powered by house current.

The new C-F line also features two 21-inch color tv sets. One retail for $795 and the other for $895. Price range on the new monochrome sets runs from $169.95 to $389.95.

Standard Electronics Sells
New Studio Control Unit

STANDARD ELECTRONICS Corp. Newark, N. J., subsidiary of the Dynamics Corp. of America, last week announced its newly developed "Studiocon," a studio control switching unit which enables studio operators to select particular channels for transmission of the studio output.

First installation of the new unit, which eliminates the necessity for a master control.

COLOR SIGNAL CERTIFICATION

A vector display monitoring and test instrument for color signal certification. The VDE-3A incorporates a high-definition Display Oscilloscope, with edge-lighted calibrated overlay. Camera mounting facilities are provided for photographic records of vector display, plus continuous operating checks. Equipment features self-calibrating circuits for accurate and dependable signal certification. Protective covers included for safe portability. Display Oscilloscope, Decoder-Keyer, and horizontally stabilizing Oscillator available as separate units. The VDE-3A is supplied complete with regulated power supply and mounting rack.

Detailed literature forwarded on request.

Wickes
ENGINEERING AND CONSTRUCTION COMPANY

12TH STREET AND PERRY AVENUE ESTABLISHED 1926 CAMDEN 4, NEW JERSEY

July 18, 1955 • Page 101
Bonfig, president of CBS-Columbia, the tv and radio receiver manufacturing division of CBS. The message, sent in the form of a recording, was the first personal message made by Mr. Bonfig since he became president last month.

Mr. Bonfig told distributors not to expect an "overnight rise" on the part of the company, but these CBS-Columbia already has policy statement augmented and strengthened its engineering and designing staff with the view of manufacturing improved products. This, in turn, will lead to reinforcement of the company's national distribution system, he added.

MANUFACTURING SHORTS

Rust Industrial Co., Manchester, N. H., is producing a new 24-function remote control system. Models 108-01D and 108-1D, units are designed for use in directional and multi-transmitter installations where up to 24 control and metering functions are required and are custom-engineered to each station's specifications, featuring drop down panel construction and no tubes.

Halliefractions, Inc. Chicago, has reported 20% increase in tv unit sales, with overall sales of $5,799,089 and earnings of $88,197 for fiscal quarter ending May 31. Net profit after taxes was $363,438 and sales were $18,635,074 for nine months ending that date. For three quarters last year sales were $21,226,340 and firm showed loss of $1,029,935. In third quarter 1954 sales were $7,514,119, loss of $80,598.

Company reported profit in all product lines and $25,000 shares outstanding, with highest unit and sales dollar increases in communications.

Houston Fearless Div., Color Corp. of America, L. A., has introduced new film processor, Labmaster, for processing 16mm negative or positive black-and-white film. Unit is completely self-contained. Film is transported by friction clutch drive and speed of operation is variable from 10 to 35 ft. per minute, depending on type of film, energy and temperature of solutions. Developer and fixer tanks have temperature control and recirculation is provided for developer. All tanks have bottom drains.

Amperex Corp. (magnetic tape recorders), Redwood City, Calif., reports sales of $8,163,000 for fiscal year ending April 1955 compared to $5,418,000 in 1954. Earnings rose from $365,736 against $25,691 fiscal 1954. Outstanding shares are 528,740 and earnings per share after taxes this year are 69 cents compared to six last.

Probescope Co., Long Island City, N. Y., has designed new portable miniature oscilloscope, weighing 8½ lbs., 9 in. high, 6 in. wide, 5 in. deep. Unit has input impedance of 2 megohms shunted by 15 mwfd; 10 to 1 attenuator; vertical sensitivity of 100 mv full scale; sweep rate for 20 to 30 kc in five steps, according to company.

Amperex Corp. (tape recording equipment), Redwood City, Calif., and John E. Rider Publishers, Inc., N. Y., approved for membership in Institute of High Fidelity Mfrs., bringing total to 34.


Precision Apparatus Co. (electronic test, measuring instruments), Glendale, L. E. N. Y., has appointed service div. of Chicago Elecl Labs as a Midwest service representative.

ORRadio Industries, Opelika, Ala., has announced it will manufacture 50 different of magnetic tapes for electronic comp. To be known as Irish Instrumentation #311, line will be produced for computer-telemerating applications and 50 types include tapes on acetate and Mylar films 1200, 2400 and 4800-ft. lengths and in 1/8", 5/32 and 1-in. widths.

RCA has announced first record of simultaneous musical sounds made by RCA electronic synthesizer will go on public hero this month with the show "Symphonic Impressions" at the 1955 World's Fair, Chicago. A synthesizer creates by electronic means a known or imaginative combination of melodies, according to Dr. F. Osen, director of electronic and electromechanical research at David Sarnoff Research Center of RCA. Dr. Osen describes record as "progress on the synthesis of music and perhaps the authoritative discussion on records, the future of musical sound."

Allen B. DuMont Labs, Clifton, N. J., the $445 color console receiver at present new tv receiver fall line in N. Y. DuMont set was interim model because company not yet decided what color receiver to be most satisfactory. DuMont does not expect in color sales this fall warrants full distribution of color model at this time.

MANUFACTURING PEOPLE

Charles H. Weaver, director, atomic power Westinghouse Electric Corp., Pittsburgh, says his president with responsibility for all Atomic power activities.

Phillip L. Gundy, manager, audio div. At. Corp. (magnetic tape equipment), Redwood City, Calif., elected officer of company.

Hendrix G. Blue, formerly advertising manager Webster-Chicago Corp. (phonographs, autos, wire and tape recorders), Chicago, appointed to newly-created position, sales promotion manager, Haliefractions, Inc. same city.


Richard C. Wells, formerly radio station sultan, appointed director, newly-created distriul sales dept., Newark Electric Chicago.

Foreman T. Bells, pressway plant man Corning Glass Works, Corning, N. Y., appointed director of newly-created components & electrical products div.; Clark A. Crawford, Central Falls (R. I.) plant manager, suceds Mr. Behm; F. Philip Hunt, factory superintendent, succeeds Mr. Crawford; Floyd Hankey, Fall Brook plant produce superintendent, succeeds Mr. Hunt; Paul L. tv planning dept., electrical products div., ceeds Mr. Hankey.

Don't forget to reserve your space in the TELECASTING YEAR-BOOK & MARKETBOOK today.

Final deadline: August 1
Publication date: Mid-August
15,000 run.

ERNEST DEUTSCH (1), broadcast engineer for Standard Electronics, and Ralph Schlegel, technical facilities supervisor for WOR-AM-FM New York, watch the Studio 41 control box in operation in the control room of the station. Mr. Deutsch designed and developed the Studio 41 unit.

is being made at WOR-AM-FM New York. The station's chief engineer, Charles Singer, estimates that the equipment will save WOR $60,000 in operating expenses. SE reports.

In the 12-studio, four-channel WOR operation a Studio 41 control box is located in each studio and permits the studio operator to select particular channels for transmission of his studio's output. For each channel, control elements include a lever key which activates the channel, a "channel-in-use" light to notify the other 11 operators a "studio-out" light to indicate to an operator his studio's control of a channel, an "emergency line amplifier" for use in case of failure of the operating line amplifier, and an indicating lamp which indicates a spare amplifier is being used. These controls, SE explains, are duplicated for each channel.

Bonfig Reports CBS-Columbia Will Put Stress on Quality

CBS-Columbia plans to increase emphasis on the design, development and production of quality television and radio receivers and to strengthen its national distribution system. These two points highlighted a policy statement issued to distributors last week by H. C.
ANADA BUDGETS FOR COLOR TV IN '56

Initial expenditure of half million included in CBC request to Parliament. U. S. live and film color shows planned at start.

PERIMENTAL color television for major urban markets and increased power for GT (TV) Toronto, and CBFT (TV) Montreal, are among capital projects of the Canadian Broadcasting Corp., July 8.

The report for the 1955-56 CBC budget lists $1,000,000 for installations of transmitters of CFT (TV) and CBOF (TV) Ottawa, and WT (TV) Montreal as well as CBFT and CBLT.

Initially the color telecasts would be by network programs from the United States as well as CBC's own color shows. Of the $500,000 output, $400,000 would be for equipment and $100,000 for engineering and overhead charges.

GLT and CBFT, first two tv stations to get the air in Canada in September 1952, will have their power increased. An initial $872,000 is included in the budget for this purpose. In both cases it is likely that the power increase will be in the form of more powerful transmitters, rather than in increased number of antennas. CBLT has its 570 foot tall antenna in downtown Toronto, and GLT will not be increased because of airwave hazards. CBFT has its antenna on top of Mount Royal and is already the tallest structure in that city.

There are no color tv sets made in Canada yet, though most companies are preparing to produce. Carl A. Pollock, president of the Radio-Electronics-Television Manufacturing Assn. of Canada, stated following the announcement of CBC color plans that color set production will get underway soon and be up by the end of next year. CBC officials feel that move to color transmissions in Canada will be an impetus to color set production, which will benefit the CBC which receives for its sets the 15% excise tax on the factory price of all radio and television sets sold in Canada.

Independent stations have not yet decided when they will start color, but with CBC beginning next year, it is likely that some of the stations on the microwave network in southern Ontario will install color equipment.

Pilot Studies Completed On Four Canada Tv Centers

PILOT surveys have been made for Canadian television centers for the first time by the Bureau of Broadcast Measurement, Toronto. The first surveys to determine A, B and C zones of coverage have been made for CFPL-TV London, CKC-2 TV Kitchener, CKLW-TV Windsor and CHCH-TV Hamilton, all Ontario. The BBM has issued preliminary reports on its findings with estimated number of households in each zone, estimated number of television households and percentage of tv households.

The four stations in the first survey have overlapping coverage areas which BBM expects to be able to estimate in a later report.

Indonesia, India to See TV At International Exhibits

TELEVISION will be shown to two Asiatic countries for the first time during the next six months as part of the U. S. exhibit at international trade fairs, the U. S. Information Agency has announced. The fairs will be held at Djakarta, Indonesia (Aug. 12 until Sept. 18), and New Delhi, India (Oct. 29 to Dec. 13).

The Voice of America, broadcasting service of USIA, has assigned A. Vance Hallack, former NBC executive, to recruit local talent in the two Asian countries for the tv programs, which will be shown over closed circuit at the fairs. RCA is supplying the equipment and a 10-man team to produce the shows.

In addition to live programs featuring native talent, Mr. Hallack is expected to schedule programs using American films and kinescopes.

Westerns Elect Dallin

VERN DALLIN, CQFC-AM-TV Saskatoon, Sask., was elected president of the Western Assn. of Broadcasters at its recent annual convention in Jasper, Alta. He succeeds Sid Boyling, CHAB Moose Jaw, Sask. Directors elected were C. J. Rudd, CHUB Nanaimo, B. C.; Bob Buss, CHAT Medicine Hat, Alta.; John Craig, CKX-AM-TV Brandon, Man.; Harold Crittenden, CKCK-AM-TV Regina, Sask., and Maurice Finnerty, CKOK Penticton, B. C.

Canada Tv Set Sales Rise

CANADIAN sale of television receivers continues to boom. In the first five months of 1955 a total of 218,350 sets were sold, valued at $67,388,429, compared with 158,890 sets sold in the first five months of last year. Most sets sold were in the 21-inch screen size, accounting for 157,321 of the total sold this year. The report, released by the Radio-Electronics-Television Mfrs. Assn. of Canada, shows that Ontario continues to be the largest buying area for tv receivers, accounting for 63,750 of the total sold in the January-May 1955 period, with Quebec province accounting for 49,959 tv sets.
**Tv in Morocco Folds**

TELMAMA, the television broadcasting company operating two stations in Casablanca and Rabat, French Morocco, has been forced out of business by "financial reasons." Stations closed down recently and the set owners formed an organization to secure a return from Telma on expenditures for TV receivers for which there is no further use. There are no other operating TV outlets in the area.

**INTERNATIONAL SHORTS**

W. A. McCracken Ltd. (adv.), Toronto, has moved to 153 St. Clair St., S.W., telephone: Walnut 4-6681.

R. C. Smith & Son Ltd. (adv.), Toronto, has moved to 580 Victoria St., telephone: Empire 4-9396.

Cinesound Ltd., Toronto, is producing film depicting various phases of Canada's electronics industry for Radio-Electronics-Tv Mfrs. Assn. of Canada. Film will emphasize made-in-Canada operations of industry for consumer goods as well as military electronics. Use of film on TV has not yet been decided, but it largely will be used for showing to legislators, military services, vocational schools, company employees, service clubs and other such audiences.

CHEN-TV Peterborough, Ont., has issued second rate card, effective Oct. 1. New rates start for Class A stations at $230 per hour and one minute announcements at $46.

Welch Grape Juice Co. (grape juice, grape jelly, Grapeade), Westfield, N. Y., has named Kenyon & Pickhardt Ltd., Toronto, to handle advertising in Canada. Products processed and distributed by Powell & Growers Ltd., St. Catharines, Ont. K & E handles Welch U. S. advertising.

**INTERNATIONAL PEOPLE**

Charles Tierney, production manager, CJFX Antigonish, N. S., to CKVR-TV Barrie, Ont., due to go on air about mid-August, as sales manager.

H. G. Walker, network coordination director, Canadian Broadcasting Corp., Ottawa, appointed assistant Ontario CBC director, headquartered in Toronto, continuing to supervise CBC national network operations. J. M. Beaudet, program planning and production director, CBC, Ottawa, transfers to the Toronto English-language program headquarters to institute radio TV program planning. Marcel Carter to CBC, Ottawa, as assistant administration controller.

Len Hopkins, handleader, to CKNW Vancouver, B.C., as musical director.

Joe Hatt-Cook, promotion director, S. W. Caldwell Ltd., Toronto, to Young & Rubicam Ltd., Toronto, as copywriter.

**EDUCATION**

Station Gives $65,000 To Fla. Educ. Tv Group

EDUCATIONAL TV in Jacksonville, Fla., is nearing reality. The Jacksonville Broadcasting Corp. (WPDJ-AM-FM, applicant for Ch. 12 there) has week pledged $65,000 to Educational Television Inc., applicant for a construction permit to operate on Ch. 7 Jacksonville. Educational TV Inc. represents cultural and educational groups in the Jacksonville area.

The pledge from Jacksonville Broadcasting follows by about three weeks a pledge of $69,000 transmitter by WMIR-TV Jacksonville (WJXT June 27), and brings total assets of Educational TV Inc. to $334,000, according to Dr. Heywood Dowling, president.

In announcing Jacksonville Broadcasting's gift, Dr. Dowling said, "With this gift we are currently in a position to purchase all the remaining equipment we need . . . ."

**Commercial KSF0 Pledges $5,000 to Educational Outlet**

PLEDGE of $5,000, to be paid in five annual payments of $1,000, has been made by KSF0 San Francisco to educational KQED (TV) Berkeley (San Francisco), Wesley J. Dumm, president of KSF0, has announced.

The first payment was made on July 1 when

**In-School Teaching by Tv To Be Tested in St. Louis**

A GRANT of $95,110 made by the Ford Foundation to KETC (T V) St. Louis will be used by the educational station to finance an experimental program that classroom instruction for elementary and secondary schools.

As explained by Philip J. Hickey, chairman of the St. Louis Educational Commission, the experimental work will be conducted in three areas: a second grade spelling course, a composition and grammar course for ninth grade students, and a second school course in science. These courses will be televised over KETC as part of the station's in-school programming for the school year.

Mr. Hickey said the experiment is being undertaken "to determine whether or not certain educational processes can be given by television to large numbers of children more effectively than ever before thought possible." He added that with the current television shortage this experiment could have a nationwide effect by demonstrating that certain types of tv instruction might effectively supplement the traditional classroom work.

**Potential 46 Million Audience Forecast for Educational Tv**

TOTAL potential audience for educational television when 26 non-commercial stations are on the air will be 46 million, the National Council Committee for Educational Tv reported last week.

A survey showed, the committee's Executive Director Robert R. Mullen said, that 13 educational stations were operating under construction permits when joined with the 13 new on the air, there will be within reach of the 46 million population 10 million more than the nation's present school enrollment.

In about 100 other cities, Mr. Mullen said there has been sufficient interest in educational tv to justify "optimism." Eleven of the 13 stations under construction are vhf, two are uhf. Of the 13 stations on the air, 10 are vhf, three are uhf.

**EDUCATION SHORTS**

U. of Nebraska through its educational outlet, KUON-TV Lincoln, is conducting several courses including three-semester credit tv course, "Education 59," audio-visual educational materials course for teachers.

**HOWARD E. STARK**

BROKERS AND FINANCIAL CONSULTANTS

RADIO AND TELEVISION STATIONS

50 EAST 58TH STREET EL S-6045

NEW YORK 21, N. Y.

All Inquiries Confidential

Page 104 • July 18, 1955
GS AND FIREWORKS

C-TV Birmingham, Ala., held its second flag-raising ceremony at its office and grounds atop Red Mountain. The half-television event was staged in cooperation with the local branches of the armed services, local Guard, American Legion and Veterans of Foreign Wars. The flag was raised by three gun salute was delivered by a Marine Color Guard. Attending was a 50-piece band from Ft. McClellan, Anniston, Ala. on that day from the same area WBRC-presented its second annual fireworks dis-witnessed by a police-estimated 200,000, according to the station.

SHER LOWDOWN*

J. DYPWICK, director of press relations 
physical education and athletics depart-
ment of the U. of Minnesota, will conduct a 
15-minute program, Gopher Lowdown, 
WTCN-TV Minneapolis-St. Paul starting 
third week in August. The show will be 
the first station's athletic programs, includ-
highlights of the U. of Minnesota teams' 
during the preceding week of the pro-
and a preview of the week to come. Film 
interviews with outstanding university 
and coaches also will be featured.

WX NEWS PROGRAMMING

PROGRAMMING at WXM-AM-FM 
premier, Ill., has been expanded to include 
half-hour, multi-voice program, Round-
broadcast daily. The stations also have the 
Comment, a new program on local is-
 held a "Mexican" night have been broadcast 
for two years by WXM-AM-FM, whose 
coverage is 80% local. In addition, the 
hashes installed two-way radio units in 
ears and additional telephone record-
ing. WXM-AM-FM's news department is 
by Steve Rowan, former St. Louis newsman.

AT AIRS ATHLETIC MEET

At Utica, N. Y., aired two hours of a grade 
athletic meet at the city's Munrane Field 
month, marking the first time in 26 years 
that type had been aired by a radio 
aired in Utica, WGAT claims. By permis-
its principal, all grades 
sped special segment in which 
ies to the events broadcast by WGAT.

500 students participated in the field. 
Play description was provided by Nick 
, program manager, and Stan Sanders, 

SCHOOL'S OUT PARTY

Twist on party-giving, WABD (TV) New 
field a "School's Out" party for 300 young-
the small sons and daughters of advertis-
gency timebuyers. Ted Bergmann, Du-
managing director, and Ted Cott, gen-
generals of DuMont's owned-and-operated 
were co-hosts at the affair, held at the 
ont Tele-Centre studios. In addition to 
ing refreshments for the children, the sta-
warded hundreds of prizes and games and 
zed entertainment by WABD personalities.

AT (TV) AIRS DEDICATION

ATION ceremonies for the new Los 
les Mr. Sinai Hospital, non-sectarian, non-
ited institution, were telecast by 
TV (TV) Hollywood last month. The hour-
telecast included a tv tour of hospital 
ies, plus commentary by Eddie Cantor. 
 Arnold, Richard Boone, Marjorie Law-
and others.

STATION STYLE NOTE: Engineers and announcers at KLRA Little Rock claim to be 
the first station staff in the country to discard "hot long trousers" in favor of "cool, 
comfortable shorts," but they expect to have plenty of company before summer ends. 
Here are four KLRA staffers (l to r); Cliff Ford, Al Dent, Ed Summers and Bob Hicks.

TV AND TB

EDUCATIONAL project-contest on tubercu-
losis, "Tv Spotlights TB," was staged among 
high school seniors by WBNs-TV Columbus, 
Ohio, in cooperation with the Tuberculosis So-
ciety of Columbus, Columbus Gallery of Fine 
Ars and Franklin County (Ohio). Seniors were 
asked to submit a 20-second spot announcement 
rom some phase of TB along with an 
illustrative sketch. Twenty semi-finalists were selected for 
accuracy and creative ability from over 300 entrants and were auditioned by a board of 
judges to reduce the final number to six. The 
finalists transcribed their own scripts and will be heard with their original artwork over 
WBNs-TV throughout the summer. In addi-
the Columbia Gallery is awarding one 
$250 and two $25 scholarships.

'PROPAGANDA'

NEW PROGRAM being aired weekly by 
WBAL-TV Baltimore is Propaganda, conducted by 
Leona Morris of the Baltimore Junior Col-
ledge faculty. The show, available for college 
credit, traces growth of propaganda as force for 
thought control and shows how it has changed 
the course of history and swayed the masses. 
Posters, pictures, film clips, books and other 
media used to influence thought are being used 
as props and guest experts in the propaganda 
field are planned.

NEWS AS IT HAPPENS

SPOT coverage of news events as they occur 
is the format of a new program aired by 
WMAQ Chicago, with Karin Walsh, city editor 
of the Chicago Sun-Times, holding down the 
Night Desk each evening from 10-10:30 p.m. 
Mr. Walsh carries on two-way conversations 
with WMAQ roving reporters and listens to 
police calls. All conversations are heard 
by listeners, including directions to reporters and 
calls to public officials to confirm news reports. 
The program was conceived by William Ray, 
news director of WMAQ.

LIVE PRIZE

RAYMOND E. SPENCER, personality of 
KFSD San Diego, Calif., climax ed a six-week 
contest by awarding himself as first prize to 
housewife Mrs. MacArthur Gorton Jr. Con-
testants wrote in letters on why they wanted to 
win Mr. Spencer's services for a day. Mr. 
Spencer originated his usual morning shows 
from the Gorton patio beginning at 5:30 a.m. 
and Mrs. Gorton used her award to scrub the 
kitchen and clean the house. Visitors dropped 
in during the morning to be interviewed and 
contribute to the Cerebral Palsy Fund. A high-
light of the broadcasts was a vivid description 
by six-year-old Cindy Gorton of the birth of 
five kittens a few days earlier in the Gorton 
household.

741 For 1

Not audience; not ratings—
But DOLLAR SALES

$382,000 in new home sales
from $516 spent in
Just One Week on

WCKY

Add to YOUR Sales and Profits 
with PROFITable Advertising on WCKY

WCKY

July 18, 1955 • Page 105
MOTORISTS in Albuquerque, N. M., are getting a look at the personalities of KDEF there on four billboards located on principal thoroughfares. Disc m.c. Bernard Thomas and News Editor Ben Caine adorn this sign while blowups of personalities Bill Previti and "Saddlebags" Griffin are featured on others. Three of the billboards are illuminated and the fourth has reflective lettering. KDEF reports receiving many favorable comments from the promotion, even from competitors.

DISC M.C. ON RECORD

SPECIAL 45 rpm record featuring Al Ross, new morning "Timekeeper" personality of WRC-AM-FM Washington, has been mailed to advertisers and agencies by the stations. The record, custom-made by RCA Victor, may be played on home phonographs and it highlights samples of Mr. Ross' Timekeeper show. In addition, the stations mailed a clock-shaped brochure describing Mr. Ross and his program.

'GO TO CHURCH TOMORROW'

THIRTEEN 5-minute newscasts each Saturday on WSNJ-AM-FM Bridgeton, N. J., urge listeners to "Go to church tomorrow." Now in its third year, the Go to Church programs are sponsored by 13 businessmen representing 11 Protestant churches. Immediately after each newscast, an invitation to attend church is extended by the business firm, followed by a 30-second recorded message from the businessman's minister. According to WSNJ-AM-FM, the pastors have commented that the programs have resulted in an increased church attendance.

WNCT (TV) KIDDE CONTEST

KIDDIE King and Queen of Dairy Month contest on a special Dairy Month Show sponsored by the North Carolina Dairy Assn. on WNCT (TV) Greenville, N. C., pulled over 12,000 post cards from viewers voting for their candidates. The crowning of the winners on the Saturday morning Kiddie Corner program was attended by 300 studio guests. An ice cream and cake party for the youngest followed.

ANSWER TO 'MONITOR'

CBS O&O WBMM Chicago is broadcasting its answer to NBC Radio's Monitor—a weekend program called the Mal Bellairs Show, beamed directly at a "mobile" Chicago audience. The show is aired Saturdays, 1-5 p.m., and Sundays, 1:05-4:55 p.m., and includes reports on the weather, traffic services, news and sports, special tape conversations and other features. As an example, baseball scores are read from sports tickers every half inning under a "new concept in baseball coverage" eliminating the need for sitting the play-by-play.

SURVEYS AND SURVEYS

TAKING OFF on promotion pieces which are based on surveys, WRRR Rockford, Ill., has distributed the results of its own which found the station to be the most popular by 97 1/2 to 2. "Using the most recent survey techniques," WRRR says, "O.A.R.O. (Our Affiliated Research Organization) invited 100 relatives and close friends of Rockford people and asked this question: To what station are you listening right now? 97 1/2% said WRRR." The station goes on to explain 2% refused to answer because they had relatives working for other advertising media and could not make a statement unless paid the "customary fee." On the basis of these findings, WRRR determined more people listened to it than to stations B, C, D, E, F, G, and XYZ combined. That accounted for 9.5%, says the station, is a hazard of research and in this specific survey is a one-car family man who statistically is only a half-listener. In a serious note, the outlet says there are two kinds of surveys; one that is made to prove something (like its exaggerated own) and one made to learn something (to which it really subscribes). "We might be able to kid some advertisers for a while," but "sooner or later the truth will out," WRRR advises.

'MEET THE SPONSOR'

CFGP Grande Prairie, Alta., broadcasts a weekly program, Meet the Sponsor, originating in the sponsor's place of business. The show is designed to personalize the local businessman and his place in the community.

'OUTDOORS WITH HAL DENT'

SPORTING ACTIVITIES ranging from gar hunting to making duck decoys is turned on a new series of television programs, Outdoors With Hal Denton, originating on CHUT (TV) Vancouver, B. C., and being broadcast weekly on the CBC TV network. The hour programs include telecasts on "tree spinning," a new form of fishing sweeping nada; correct loading of pack-horses; in remote areas with use of Chartered airpl and demonstrations of taxidermy. The program is produced by Hal Denton, a sportsman, who has fished in practically every part of Canada and who has conducted a sportsman's program on CHUT for the past two years.

ON A SUNDAY AFTERNOON

PROMOTION campaign to point up the day afternoon music programs of CBS has been launched by the network and will continue through the summer. Emphasis is given to several programs scheduled between 1 and 6 p.m. To promote the lineup, CBS has charted 1,000 local spots in New York, Boston, Chicago, St. Louis, Los Angeles and San Francisco Sunday newspapers, where work o&os stations are located. In addition, promotion kits containing announcement photos, star biographies, ad mats and mailers for disc jockeys and women's clubs will be mailed to all affiliates.

KALB SPONSORS MISS CENA

KALB Alexandria, La., this year sponsored the first time the Central Louisiana Beauties Pageant, with Walter Melson, manager of station, as M.C. Mr. Melson reports that of people from Alexandria and a 100-mile radius attended the event and that no publicity in newspapers or other media was used to draw the crowd. The pageant was attended by Andria Mayor W. George Bowdon, Jr., who sent the Miss CENA 1955 trophy to the winning contestant.

INVITATION TO ADVERTISE

INVITATION to "join our family of advertisers" has been issued to agencies and advertisers by WDOT Burlington, Vt. The promotion says, "WDOT at 1400 on your radio requests your participation as an active advertiser of our family of advertisers. Promptly maintaining our position of second in the area is a thing we take very seriously, your advertising will profit you. WDOT continues its rapid growth to the R.S.V.P."

CHRISTMAS IN JULY

IT WAS Christmas in July over the Fourth in San Diego as KFMB then conducted what it terms "the greatest promotion ever staged in the city." Emerson transistor radios gift-wrapped in red "Merry Christmas" paper and ribbons complete with firecracker "ornaments" were sent to 100 agency heads and radio station account executives at agencies. Attached were bright greeting cards displaying a Christmas tree decorated with pinwheels and firecrackers. The card said, "We just couldn't wait. We're so fired up over KFMB radio and our association with you that we had to give you a Christmas gift in July."
Station Authorizations, Applications 
(As Compiled by B·T) July 7 through July 13

des data on new stations, changes in existing stations, ownership changes, hearing rules & standards changes and routine roundup.

Abbreviations:
- construction permit
- D.A. - directional antenna
- ERP - effective radiated power
- STL - secondary link
- MHz - megahertz
- AM - amplitude modulation
- FM - frequency modulation
- TV - television
- hertz
- kHz - kilohertz
- watts, kW, kw
- km

C Commercial Station Authorizations

As of June 30, 1955

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

To return. Returned July 13.

Applications Returned


Huntsville, Utah - Application for cp for new station to be operated on 1600 kc, 1 kw day, returned. Returned July 13.

Applications

Merced, Calif.-Joseph E. Gamble, 1530 kc, 500 kw day. Post office address Radio Station KSOB, Hotel Stockton, Stockton, Calif. Estimated construction cost $25,000. First year operating cost $56,000. Revenue $78,000. Mr. Gamble is 100% owner. First year operating cost $56,000. Revenue $26,000, 1st class station.

Westport, Conn.-Westport Broadcasting Co., 1300 kc, 50 kw day, Post office address Donald Norman, J. Bern-1, O. O. Box 315, Westport. Estimated construction cost $50,000; first year operating cost $50,000. Revenue $70,000. Principals include Fred Paul Zahn (55%), owner children's apparel shops; Vice President, George J. Cardozo (15%) free-lance photographer, Vice President, Robert P. Keirs (5%) account executive. Adv. Council Inc. Treas. Philip J. Lange (12%), manager Westport Country Playhouse; Sec. Norman J. Bernstein (1%), attorney; Lawrence Langer (15%), attorney, co-owner and director, The Theatre Guild, Ar- mina Marshall Lange (5.5%), co-owner and director, The Theatre Guild, and Ass't. Treas. Harry J. Rap (10%), consulting radio engineer, owner of City-Video Productions Inc. Filed July 7.

De Funiak Springs, Fla.-Clayton W. Napoles.

CC ANNOUNCEMENTS

Tv Stations

APPLICATIONS


Kdo, Ohio.-Anthony Wayne Television Corp. filed application for cp to specify deletion from Trixel (disseased) as stockholder and for to add John E. Wilson Jr. as direc-
tor. Trixel held 20 of 415 outstanding shares; Wilson holds 4 shares—no change in his filings. Filed July 13.

Sting Tv Stations

APPLICATION

WFTV-Wilhetta Falls, Tex.-Seeks mod. of change of ERP to 100 kw visual, 50 kw aural; on height above average terrain 452 ft. July 11.

W Am Stations

ACTIONS BY FCC

Shreve, Okla.-James A. West Jr., Delvin R. & Egie M. Ruppinger d/b a Southern Red-der, granted cp for 1400 on. 10 kw visual, 10 kw aural; on height above average terrain 451 ft. July 11.

MYCALEX TUBE SOCKET CORPORATION

Under exclusive license of Mycalex Corporation of America, World's largest manufacturer of glass-bonded mica products

ADDRESS INQUIRIES TO

General Offices and Plants: 546 Clifton Blvd., Clifton, N. J.

July 18, 1955

Page 107
Let’s see, what am I supposed to do today? Haircut? Cook? Joe. Oh, yah, I remember. The broadcasting guy said send in your reservation today for the Telecasting Yearbook. I will. It’s a good day. Everybody’s in TV is in.

APPLICATIONS

**WNNR Live Oak, Fla.**—Resubmitted application for a change in antenna location from 1900 to 1250 kc and make antenna changes. Resubmitted July 12.

**WEAV Plattsburg, N. Y.**—Amends ap to increase to 15 kw. New antenna trans.; from 3 kw to 15 kw unlimited; change antenna-trans. location from 1900 to 1250 kc. New antenna change. Resubmitted July 12.


**WZPT Pawtucket, R. I.**—Appeals to FCC to change station location and remove control change filed on Box 14.3 miles south of Evansville. Filed July 12.

**WAGN Oregon City, Ore.**—Amends ap to change from 5 kw to 2 kw. Install new directional antenna system. Resubmitted July 12.

**WAGO Rough Top, Kans.**—Amends ap to change daytime power on 1400 kc from 2 kw to 5 kw and make changes in daytime directional pattern to specify daytime directional antenna system changes. Filed July 11.

**WATS Lamine, Mo.**—Ap for change in power; from 1310 to $1,500. Supervised by WLBJ. Filed July 12.

**WBNR Raleigh, N. C.**—Ap for change in power; from 1540 to 2500 kw. Filed July 12.

**WBMU Mineola, Tex.**—Ap for change in power, from 1540 to 15 kw. Filed July 12.

**WBCD Calhoun, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBFM Monticello, Ark.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBCB Augusta, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNLJ Mission, Kan.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WKLJ Forest Park, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNNJ Newark, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNTK Flemington, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WOLB Detroit, Mich.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBAW Asheville, N. C.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBCB Augusta, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBCB Augusta, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNLJ Mission, Kan.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WKLJ Forest Park, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNNJ Newark, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNTK Flemington, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WOLB Detroit, Mich.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBAW Asheville, N. C.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBCB Augusta, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNLJ Mission, Kan.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WKLJ Forest Park, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNNJ Newark, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNTK Flemington, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WOLB Detroit, Mich.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBAW Asheville, N. C.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBCB Augusta, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNLJ Mission, Kan.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WKLJ Forest Park, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNNJ Newark, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNTK Flemington, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WOLB Detroit, Mich.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBAW Asheville, N. C.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBCB Augusta, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNLJ Mission, Kan.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WKLJ Forest Park, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNNJ Newark, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNTK Flemington, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WOLB Detroit, Mich.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBAW Asheville, N. C.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBCB Augusta, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNLJ Mission, Kan.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WKLJ Forest Park, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNNJ Newark, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNTK Flemington, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WOLB Detroit, Mich.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBAW Asheville, N. C.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WBCB Augusta, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNLJ Mission, Kan.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WKLJ Forest Park, Ga.**—Ap for change in power; from 1310 to unlimited. Filed July 12.

**WNNJ Newark, N. J.**—Ap for change in power; from 1310 to unlimited. Filed July 12.
Cleveland. Tepner-Civil, on petition by Robert W. Roussville (WBAC Cleveland, Tenn., owner of WLDY) and designated for extension hearing application of Southern Enterprises Inc. for changes in license. Effective date of application made April 10 has been postponed. Order of July 6; announced July 7.

Routine Roundup...

July 11 Applications

**APPLICANTS**

**AMCI TYPE 1046**

Channels 7 Through 13

This application designates one to achieve 216 kW ERP with a gain of 16 and a 75 kW transmitter at the tower with a gain of 80 and a 28 kW transmitter, without resulting in a level equal to or exceeding the required moment of the W 100 tower. Also for Bulletin 11-55.

**DRACTORAL SYSTEMS-COMPONENTS**

**AMERICAN NAVIGATION AIDS-INSTRUMENTS**

**ALFRED Manufacturing Co., Inc.**

34 Atlantic Ave., Boston, Mass.
July 12 Decisions

**ACTIONS ON MOTIONS**

By Hearing Examiner Herbert Sharman

WMAI Cheektowaga, N. Y.: Granted petition for continuation of hearing from July 11 to Sent. 1 in re motivation of to extend completion date. Exceptions noted by Broadcast Bureau.

KFOX Modesto, Calif.: Continued hearing scheduled for July 20 to be set by subse- quent order.

By Hearing Examiner H. Gifford Ilson

WCVY-TV Montgomery, Ala.: Denied petition of WCVY-TV (Intervenor) for continuance of hearing re application of WSFA (TV) Selma, Ala. scheduled to start July 18.

By Hearing Examiner J. D. Bond

Harold M. Gade, Eastonown, N. J. and Mon- mouth County Broadcasters, Long Branch, N. J.: Denied in part petition of Mr. Gade to continue prehearing conference scheduled for July 8 and hearing scheduled for July 18 until such times as may be fixed by subsequent order; denied petition in all other respects.

By Hearing Examiner Hugh B. Hutchison

WNGS Murfreesboro, Tenn.: Granted for reissue from July 13 to July 21 in re order to show cause.

By Hearing Examiner Annie Neal Holmby

WHER Lincoln, Conn., T. N. and J. O'Keeffe, et al. Lewiston-Fairliss Hills, Pa.: On petition by O'Keeffe, continued without date hearing scheduled for July 7; and O'Keeffe is directed to consult with other parties and advise hearing examiner as to convene date for re-scheduling hearing at earliest date practicable.

**VACANCES ACTIONS**

By the Broadcast Bureau

**Actions of July 8**

WTHI Terre Haute, Ind.: Granted cp to make changes in directional antenna system and change studio location (no special permission). Modification of cp

WKMH Dearborn, Mich.: Granted of cp to move part of no. 2 tower by side mounting fm antenna.

**Extension of Completion Dates**


**July 7 Actions**

WDUN-TV Notre Dame, Ind.: Granted STA to operate commercially on cn. 46 for the period ending Aug. 11.

**Grant of Cp**

KHPM (FM) Albuquerque, N. M.: Granted cp to make slight change in transmitter location (no change in description; change in coordinates only), install new transmitters and antenna sys-

tems and make other equipment change.

KSLA (TV) Shreveport, La.: Granted extension of completion date to 12-1-55.

**Actions of July 6**

KERO Pendleton, Ore.: Granted mod. of cp to change antenna-transmitter and studio location.

**Extension of Completion Dates**

The following were the granted extension of completion dates as shown: WRAK-FM Williamsport, Pa., to 1-15-55; WDKL-TV Wilkes-Barre, Pa., to 1-15-55; WOTV (TV) Rochester, N. Y., to 1-15-55; KFSA-FM Port Smith, Ark., to 1-31-55; WSTF-TV Savannah, Ga., to 1-15-55; WFMZ-TV Allentown, Pa., to 1-15-55; WLSL-TV Roanoke, Va., to 1-31-55; KTOO (TV) Kirti, Mo., to 2- 1-56; KFJJ-TV Klamath Falls, Ore., to 2-1-56; KJZV-TV Bellingham, Wash., to 2-1-56; WHIS-TV Bluefield, W. Va., to 2-1-56.

**Remote Control**

The following granted authority to operate trans by remote control: WJAG Norwalk, Neb.; WBOB Clarksville, Miss.

**Actions of July 5**

**Extension of Completion Dates**

The following were the granted extensions of completion dates as shown: WISE-TV Asheville, N. C., to 12-29-55; KKKK-TV Albuquerque, N. Mex., to 12-15-56; WBBM-TV Chicago, Ill., to 12-31-55; KCOB Newton, Iowa, to 10-15-55; WPSI Tinton Falls, N. J., to 10-15-55; KIGT Graffon, N. Dak., to 10-5-55, condition.

**July 12 Applications**

Accepted for Filing

Re: WFOF Fort Myers, Fla.

WWMN Marion, Ohio.

WBBW Youngstown, Ohio.

**July 12 Decisions**

**BROADCAST ACTION**

By the Commission

GRANTED: WONG Pleasantville, N. J.; WAMS Wilmington, Del., and WNRJ Newark, N. J.

**July 13 Applications**

ACTING ON CP

WCLT Newark, Ohio.

**Modification of License**

KHPK Portland, Oregon: Seeks mod. of license to change hours of operation from 10 a.m.-6 p.m. (PST) to 9 a.m.-6 p.m. (PST) Monday through Friday each week.

License to Cover Cp

KIVA (TV) Yuma, Ariz.: Seeks license to cover cp to change studio location to on U. S. Hwy. 80, approximately 7.5 miles west of Yuma (same station.

KJHT-TV Los Angeles, Calif.: Seeks license to cover cp which authorized changes in facilities of existing tv station.

Modification of Cp

WJLTV Brownsville, Tex.: Seeks mod. of cp (which authorized new tv station) for extension of completion date.

WJBR-2 Detroit, Mich.: Seeks mod. of cp (which authorized new tv station) for extension of completion date.

KFVS-TV Cape Girardeau, Mo.: Seeks mod. of cp to make equipment changes.
LISTING OF 'PROTEST' HEARINGS BEFORE THE FCC

RE is the list of Sec. 309(c) protests disposed of and now pending before FCC which Comr. A. C. Doerfer cited during his testimony brought on before the House Commerce Committe the committee subsequently reported favorably a bill (HR 5614) to modify the protest provision of the Communications Act, a provision included among the 1952 McFarland amendments.

1. The following list, the grantee is followed by the protestant, the things alleged in the protest and the nature of FCC's disposition of the hearing.

TELEVISION
1. Telecasters: Alaska Consolidated TV Co., Galveston, (for mod. of CP and license) (1) Grant denied, (2) Public notice, (HR 1735) (treatment of time to construct station was to be modified); (3) Application was to be filed; (4) Owner is not intended to preserve competitive market for stations; (5) FCC of Alaska will be filed.

2. Telecasters: Houston Consolidated TV Co. (KLRA-TV, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-TV, LP, KLRA-T
Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, impartial appraisals in minimum time.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO-TELEVISION BROKERS

WASHINGTON, D. C.
James W. Blackburn
Counselor at Law
1919 Connecticut Ave., N. W.

CHICAGO
Ray V. Hamilton
Counselor at Law
230 North Michigan Ave.

SAN FRANCISCO
William T. Stubbe
Counselor at Law
111 Sutter St.

New York City
120 Broadway

227 Washington St.

Cleveland, Ohio
221 E. 9th St.

Cincinnati, Ohio
1333 Vine St.

Burbank, Calif.
1110 West Sunset Blvd.

Hollywood, Calif.
3400 Jackson St.

San Francisco, Calif.
1125 Market St.

*Continued from page 117*

BROADCASTING • TELECASTING
PROFESSIONAL CARDS

NYSKY & BAILEY INC.
Offices
Sales St., N. W. ME. 8-5411
and Laboratories
1339 Wisconsin Ave., N. W.
Adams 4-2644
Member AFCCCE

NATIONAL BLVD.
D. L. 7-1319
WASHINGTON, D. C.
Box 7037 JACKSON 5202
KANSAS CITY, MO.
Member AFCCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., 4, D. C.
Telephone District 7-1205
Member AFCCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCCE

A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCCE

Gautney & Jones
Consulting Radio Engineers
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCCE

WELDON & CARR
Consulting Engineers
Washington 6, D. C.
Dallas, Texas
1001 Conn. Ave., 4212 S. Buckner Blvd.
Member AFCCCE

PAGE, CRETZU.
GARRISON & WALDSCHMITT
Consulting Engineers
710 14th St., N. W. Executive 3-5470
Washington 5, D. C.
Member AFCCCE

ROBERT M. SILLIMAN
John A. Hoffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCCE

LYNN C. SMEBY
“Registered Professional Engineer”
1311 G St., N. W.
EX 3-0073
WASHINGTON 5, D. C.

A. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
St., N. W., Washington 6, D. C.
Member AFCCCE

Walter F. Kean
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ilt.
(Member of Chicago suburb)

vandiver,
Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1429 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
Consulting Radio Engineers
4900 Euclid Avenue
Cleveland 3, Ohio
Henderson 2-3177
Member AFCCCE

J. G. Roundtree, Jr.
4515 Prentice Street
Emerson 3266
Dallas 6, Texas

N. B. Heffelfinger
1sd St.
Hillwood 7010
KANSAS CITY, MISSOURI

J. N. JAMES
SPECIALITY
Rooftop Antenna Proofs
Mountain and Plain Terrain
Kearney: Skyline 8-6113
Denver 22, Colorado

John H. Mullaney
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

IF YOU DESIRE TO JOIN THESE ENGINEERS in Professional Directory advertising contact
BROADCASTING * TELECASTING
1735 DaSales St., N. W., Wash. 6, D. C.

IMMERCIAL RADIO ENGINEERING COMPANY
FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Between 10-500 MHz—Day or Night every night
JACKSON 3224
Box 7037 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Founded 1925
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.

 Acres, Technical Institute Curricula
2324 16th St. N.W., Wash., 10, D. C.
Practical Broadcast and TV Engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM’S NAME HERE,
To Be Seen by 75,956, Readers—
among them, the decision-making station owners and managers, chief engineers and technicians—applicants for om, fm, tv and facsimile facilities.
* 1953 ABB Projected Readership Survey

TO ADVERTISE IN THIS SERVICE DIRECTORY
Contact BROADCASTING * TELECASTING
1735 DESALES ST., N. W., WASH. 6, D. C.

July 15, 1955 * Page 113

SERVICE DIRECTORY
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$3.00 minimum.
All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch. No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 1735 DeSales St. N.W., Washington 6, D. C.
APPLICANTS: If transcriptions or bulk packages submitted, 1.00 charge for mailing (Forward remittance separately, please). All orders, payments, etc., must be in full to be sent at owner’s risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Commercial manager—Top network station in major southern market. Highly competitive. Best deal in town for manager. Station highly pro-
motional and requires same type of man. Please send snapshot and resume to Box 199C, B-T.

Managerial sales posts with some announcing. Regional daytime network affiliate, Florida east coast. $90,000 per week plus full benefit package. Advancement and permanency. Proven record necessary. Must be located in the Midwest, WORZ, Orlando, Florida.

Manager—salesman—for new 1kw radio station at Clarks-

dale, Miss.—25-35—family—detail-minded, cost-

consious. Must possess progressive ambition. Personal sales record and log references. Make between $500 and $725 per week. Call John McLendon, 27820 or 62768, Jackson, Miss.

Salesmen

Wanted: Man or woman salesman, $50 a week, plus 25% commission. Box 176A, B-T.

Excellent opportunity for energetic and effective salesman of good character. Radio network station in large Texas market. Box 967A, B-T.

Business is good. We need an ambitious salesman that wants to work and earn real money. Radio Station WAB, Ames, Iowa.

Salesman—Experienced? Want salary plus com-
mis? TV circuit or current? Steen-Grainger better than $125.00 weekly. Good housing. Phone KFRD, Patchogue, Montana.

WEAW-AM-FM Chicago suburb station needs aggressive young man to sell new format of radio over network. Apply. Box 178A, B-T.

WDOS, Oswego, New York will start salesman with on-air business. Good commission.


IN FRESCO...

Just like many, many other areas, wise TV broadcasters, have turned to Northwest Radio & TV School graduates. Why don’t you start using our FREE-TV personnel serv-

ice? Save TIME and MONEY! Our graduates are well qualified and profes-
sionally trained. In our studio using only standard commercial equipment. We screen them...train them...refer them to our studios, as if you fit your specific needs. Let us help you with your personnel needs. We assure you of utmost personal attention. Write or call COLLECT, John Birrel, Placement Di-

rector...

NORTHERN RADIO & TELEVISION SCHOOL

122. W. 21st Ave., Portland 9, Oregon

with schools in

Hollywood & Charlotte, Washington, D. C., as Portland

RADIO

Help Wanted—(Cont’d)

Announcers

South Carolina radio station needs clean cut announcer-engineer. Must be able to equip-

ment and do a good announcing job. Salary $40 to $50, depending on experience. Send tape, photo, which will be returned. Apply. Box 195C, B-T.

Football play-by-play man, plus disc jockey personality with ability to project and attract audience using his voice. Pop music for southwest market. We need you by August 1. Give complete resume to Radio Station KCA, Oklahoma City, Oklahoma.

Football announcer, new NFL. Must have $15 for tape expenses and End zones. Envelope snap shots. Box 165C, B-T.

Immediate opening, experienced R&B deejay in a small, prosperous & thriving east coast com-

munity. Job pays well. Send resume and personal references, KLRM, Little Rock, Arkansas.

Negro engineer-announcer for large southeast metropolitan market. Must have FCC first class radio-telephone license. Experience in announcing. Excellent salary and working conditions. Box 185C, B-T.

Wanted: Experienced announcer. Must have $90,000 first class R & B license. Good pay plus expenses. Box 211C, B-T.

Versatile announcer, needed by top independent. Promotions and complete freedom in working conditions. Personal interview necessary. Contact Manager, KLLL, Lubbock, Texas.

If you are an exceptional announcer "thoroughly radio-wise," a fine DJ with an interest in really going sailing, and you have a creative flair versatility "and want to move along with highly successful program operation in the beautiful bustling intermountain west," we'll make you a good proposition upon receipt of your complete resume. Box 191, B-T.

Wanted: Two first class ticket sellers, with music experience. Send resume and photo. Good pay. Combine experience and ability. Edit, program, and handle news. KKNM, Longview, Texas.

Need two announcers. One with first class ticket seller experience, and one with music experience. Good pay. Will hire twice, once to KLO, Ogden, Utah, care of Charles Freed.

Wanted: People: News specialist, sports man, top-notch first class engineer, and a man or woman for Music Department, must play piano. Only experienced radio people should apply to KTEM, Temple, Texas.

Combination announcer-first phone for WALK-

AM-FM, Patchogue, New York. Five day, forty hour week. Contact Program Director.


Opening for experienced announcer September 1st. Must have play-by-play experience. Open-

ing for new announcer. Send resume, photo, tape. Good opportunity. Pleasant working conditions. WKBK, Florence, Kentucky.

Wanted: Experienced announcer with phone. Good future with new station. Contact Ken Kiemer, WMR, Marion, Ind.

Technical

Midwest 1000 watt station needs transmitter en-

gineer—no announcing—state experience, salary, etc. Box 174C, B-T.

WANTED: Negro announcer-engineer for large southeast metropolitan market. Must have FCC first class radio-telephone license. Experience and ability. Excellent salary and working conditions. Box 164C, B-T.

Chief engineer, lot phone, experienced technician combo man, experienced announcer. Rush complete information, photo, tape. Permanent, good job. Radio Station KTHP, Porterville, California.

Situations Wanted

Managerial

Florida only. Successful commercial man available. Box 173C, B-T.

Commercial manager—9 years radio—strong personalities. Excellent record. Southwestern market—will supply business and character references. Box 211C, B-T.

Station manager 12 years experience—on media markets. East coast preferred. Immediate reply. Box 214C, B-T.

Salesmen

Florida only. Successful salesman available. Box 172C, B-T.

Top-notch sales manager and announcer, ex-

sclent on play-by-play in sports, desires key hole in either Tennessee, Kentucky or southeast. Will consider other areas. Box 185C, B-T.

Announcers

Top-flight experienced announcer seeks change to Midwest market. Recent broadcasting ex-

perience. Good pay. An excellent opportunity to referent in broadcast. NBC trained. Know all phases. Waste no station that offers future. Box 897A, B-T.

Announcer—excellent commercials, strong new,

good DJ, tape and resume. Box 138C, B-T.

Announcer, ten years experience, desires per-

manent position in radio-region medium market. Excellent, may handle news, is also experienced. Box 195C, B-T.

Experienced announcer. Hardworking, con-

tented and dependable. Excellent resume. Box 146C, B-T.

Hardworking staff announcer. Can handle any-

thing. Excellent broadcasting school graduate. Box 152C, B-T.

Hard working, level headed staff announc-

er—excellent experience. Tapes. Box 163C, B-T.

Staff announcer, news, sports, DJ, commercials—

candidate to move—write. Job guaranteed. Box 194C, B-T.

Sportscaster available—seven years all sport

Presently manager daytimer. Desire college grad, Thirty, family, degree, references. Box 166C, B-T.

Announcing, writing, programming, seven years experience, prefers Miami or southwest, has shows production specialty, minimum salary $105.00 weekly. Box 160C, B-T.

WANT TO LEARN NEWS? Young, single amou

ng with good voice and delivery and some writ-

ing ability. Edit, report and some staff. Ac-

ceptable salary. Box 200C, B-T.

Wanted: Experienced PD for prosperous west-

town of 50,000. Prefer man in late twenties, early thirties. Strong on news, music, and spe-

cial events. Apply Box 175C, B-T.

Copywriter for permanent position. Good and

hours. Can train. KRON, Crookston, Minnesota.

Experienced traffic girl—must type—good sal-

d for right person. Contact WGSN, Huntington, New York.

Continuity—young man or woman. Heavy co-

mmercial work, some routine. Experi-

enced, preferred but not essential. Steady position. Good working con-

ditions and salary; no experience required. Box 176B, B-T.

COPYWRITING—PRODUCTION—OTHERS

Help Wanted—(Cont’d)

Situations Wanted

Managerial

Florida only. Successful commercial man available. Box 173C, B-T.

Commercial manager—9 years radio—strong personalities. Excellent record. Southwestern market—will supply business and character references. Box 211C, B-T.

Station manager 12 years experience—on media markets. East coast preferred. Immediate reply. Box 214C, B-T.

Salesmen

Florida only. Successful salesman available. Box 172C, B-T.

Top-notch sales manager and announcer, ex-

sclent on play-by-play in sports, desires key hole in either Tennessee, Kentucky or southeast. Will consider other areas. Box 185C, B-T.

Announcers

Top-flight experienced announcer seeks change to Midwest market. Recent broadcasting ex-

perience. Good pay. An excellent opportunity to referent in broadcast. NBC trained. Know all phases. Waste no station that offers future. Box 897A, B-T.

Announcer—excellent commercials, strong new,

good DJ, tape and resume. Box 138C, B-T.

Announcer, ten years experience, desires per-

manent position in radio-region medium market. Excellent, may handle news, is also experienced. Box 195C, B-T.

Experienced announcer. Hardworking, con-

tented and dependable. Excellent resume. Box 146C, B-T.

Hardworking staff announcer. Can handle any-

thing. Excellent broadcasting school graduate. Box 152C, B-T.

Hard working, level headed staff announc-

er—excellent experience. Tapes. Box 163C, B-T.

Staff announcer, news, sports, DJ, commercials—

candidate to move—write. Job guaranteed. Box 194C, B-T.

Sportscaster available—seven years all sport

Presently manager daytimer. Desire college grad, Thirty, family, degree, references. Box 166C, B-T.

Announcing, writing, programming, seven years experience, prefers Miami or southwest, has shows production specialty, minimum salary $105.00 weekly. Box 160C, B-T.
RADIO

Situations Wanted—(Cont’d)

rider only. Successful announcer available. Box 176C, B-T.

Negro. Terrific disc Jockey person-

ality. Some experience. Tape available. Box 180C, B-T.

bouncer, draft exempt. 20 years, 2 years

government A.F.R.S. Strong on DJ, friendly de-

try. Air checks available. Operate control and

Dj. Single, six years experience. Want to travel. All offers consid-

ered. Box 187C, B-T.

Jr. man or night pop DJ. 10 years experience.

must be metropolitan. South-east.

195C, B-T.

Broadcasting school graduate, good staff po-

tential. Veteran, travel, tape expe-

rience, sincere. Box 196C, B-T.

Seeking for opportunity in the great northeast.

Huntington, D. C. New York, Philadelphia, N. Y., etc. 3 years pops DJ—age 25 and married.

Number one in 100,000 market (Pulse), 10kw

net.) Parttime sales. Good recommen-

dations and references. Available in August. Box 205C, B-T.

Experienced announcer—1st phone. Some sell-

ing and writing opportunity. Really learn sales. Box 205C, B-T.

Bouncer—1st phone. 5 years experience, morn-

ning. Box 206C, B-T.

Bathing first phone, announcing three years.

Fulltime announcing in New York.

207C, B-T.

Pro platter personality, college trained, broad

acoustic background, veteran, travel, tape, re-

ference. Box 208C, B-T.

Attention: 250-1000 watt progressive stations! I'm

personable announcer—DJ. Ready to work for

large, electric, sober, qualified station. Strong

commercials, recent top Graduate radio

materials available. Try this one! Box

212C, B-T.

Announcer—experienced, college education. Clear

voice. Bedtime delivery, can build up following as

experienced in special events. Box 213C, B-T.

Announcer—experienced. 7 years sports news.

Here permanent position. Box 217C, B-T.

Announcer, six years experience, married, one


Big Rapids, Michigan.

Experienced announcer available. Good news

story, excellent DJ, fluent ad lib. Phone Dwe-

ness 1944, thru. On location to Dick Byrn, % Kirch

1235 Brighton Beach Avenue, Brooklyn 35, 

N. Y. 

Experienced staff announcer. Radio school gradu-

ate, family, strong on news, second class ticket, author

license, control board experience, salary

guaranteed. Any area now available. Box

190C, B-T.

Announcer, DJ, first phone. Knows music. De-

ejay-straight announcer. First

one. Have own phonograph needle, will

write your requests, 1671 Delongre Ave.,

Hollywood 28, Calif.

Announcer—strong news, commercials. Do copy-

writing. DJ, third ticket. Married, will travel.

Dave Lamont, 1153-70 Street, Brooklyn, N. Y.

Announcer, radio school graduate, dejay, friend-

commercials, authoritative news, Mike Lepre.

Inquire in person. Box 181C, B-T.

Announcer-staff, strong news, excellent commer-

ciai, food disc jockey, light experience, depend-

able. Must travel. Louis Paul Huligos, 132-18 87 Street, Ozone Park 17, New

York, Virginia 5-6331.

I DJ personality, also news. rewrite, general

off. 2 years experience, have car, will travel.

Trip, resume on request. Contact Mike Stein, East 81 Street, N. Y. C., R. A. 2-5331.

Technical

Chief engineer of small station desires change in

situation. Prefer south. Box 144C, B-T.

TELEVISION

Help Wanted—(Cont’d)

First class engineer for tv operations in Bay City, Michigan.

Television experience desired but not necessary. Contact WTVH-TV, 5440 Robert Beur-

ket, WNM-TEM-TV, Bay City, Michigan.

Newspaper owned tv station has immediate open-

ings for control room, complete background,

qualifications, photo to Wallace Ware, Chief Engineer, WTVH-TV, Peoria, Illi-

nois.

Situations Wanted

Managerial

Assistant manager or administrative assistant. Six

years vhf and uhf. Two years radio. Ac-

counting background. Experience in construc-

tion, purchasing, promotion, and labor negotiations.

Desire to relocate about August 1. Available for interview. Box 195C, B-T.

Salesmen

Five years radio-tv sales experience. College

graduate, 28, single. Prefer Rocky Mountain or

west, or coast. Best references. Box 182C, B-T.

Technical

Video operator-studio maintenance technician.

Active license. Single, draft exempt. Box

202C, B-T.

Engineer, first phone 10 years am-fm, teaching

experience. Interested in permanent television


Production-Programming, Others

Vhf program manager available July 15. Top

industry references. Box 170C, B-T.

Commercial television program manager desires

"Educational Television" position. Degrees, top

references and 3 years experience in pro-

duction & programming experience. Box 171C, B-T.


Play-by-play sports. On camera announcer. New

employed in television. 2 years television. 3

years radio. University graduate, 22, single. Box

180C, B-T.

Young man, 22, veteran, wishes to relocate with

station in medium market area as director or

floor-director with good possibility of advance-

ment. Thorough tv background, familiar in all

phases of production. Two years experience in

closed circuit telecasts. Box 185C, B-T.

New available—cameraman: 2 years experience. Excellent background; all studio operations.

References. Box 195C, B-T.

FOR SALE

Stations

255 watt fulltime station in Colorado by owner. $10,000 will handle. Write Box 164C, B-T.

Fulltime small market local. Excellent stuff. No

competition. Price $75,000.00. Gross last year $65,000.00. First six months this year $28,000.00.

Write Box 181C, B-T.

Further expansion of our sales organization has created an opening for an experienced Broadcast Equipment Sales Engineer with a proven record of outstanding accomplishment in the audio-visual field. 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 mail to me a one-page summary of your experi-

ence and education and other qualifications with a recent photograph. All replies strictly confiden-
tial. Albert F. Wild, Manager-Sales, Broadcast Equipment Dept., General Electric Co., Electronics Part, Syracuse, N. Y.

GENERAL ELECTRIC has openings for

SALES ENGINEERS

T. V. EQUIPMENT
NEW TV EQUIPMENT NEVER USED

SUBSTANTIAL DISCOUNT

5 KW DUMONT TRANSMITTER
High Band VHF, complete with console, monitors, etc.

THREE DUMONT IMAGE ORTHICON CAMERA CHAINS
Complete Dumont Studio Equipment, including nine Channel Studio Switcher, Studio and Portable Sync Generators, Slide Scanner, Monitors, Racks, etc.

TEST EQUIPMENT
Including RCA Video Sweep Generator, Waveform Monitor, Oscilloscope, etc.

TRANSMISSION LINE
Including 650 feet of 3½" Andrew 51.5 Ohm Line, Connectors, Hang- ers, etc.

Interested in quickly selling complete package or individual items.

Box 198-C, B'T
FOR SALE

TELEVISION STATION FOR SALE
HF Channel 17, RCA equipment, 437 ft. present building housing offices, studios, and transmitter. Over 5 acres and on main highway, NBC affiliation.


GEORGE F. FAILING COMPANY
10, Drawer 872
Enid, Oklahoma

FOR SALE

Complete Federal 29B 1 kw UHF transmitter in top condition, used less than 2600 hours. Now adjusted to Channel 2. Two factory engineers will convert to any UHF channel desired. Price for quick sale. inquiry and inspection invited.

TOBERS
Radio—Television
Antennas—Cobb’s Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 17, Oregon

WANTED TO BUY

SALES & TELECASTING

stations

Radio WFAA, Dallas, wants a top-flight radio salesman, a man who wants to make a career with the Southwest’s top station.

Needed: ability to sell on the basis of value and quality—strictly at retail rates—no deals.

Please give complete business and educational background in reply; also your present annual income, marital status and other pertinent data.

All applications handled confidentially.

A Solid Radio Sales Job with a Future

Radio WFAA, Dallas, wants a top-flight radio salesman, a man who wants to make a career with the Southwest’s top station.

needed: ability to sell on the basis of value and quality—strictly at retail rates—no deals.

Please give complete business and educational background in reply; also your present annual income, marital status and other pertinent data.

All applications handled confidentially.

Alex Keese, Manager
Radio WFAA
Dallas, Texas

July 18, 1955  Page 117
On the Spot

Radio is more than network radio; television more than network tv.

Those elementary truths seem to have been forgotten by some of our contemporaries in the advertising press who have blithely compared national advertising in newspapers and magazines with that on the radio and tv networks and discovered that newspapers are the greatest national ad medium. This finding has naturally been widely reported in the nation’s newspapers.

We hate to be a spoilsport, but someone must point out that such a comparison completely overlooks the national spot advertising on radio and tv—estimated at more than $400 million gross for 1954. When spot business is added to network in tv, the total comes close to the newspapers’ national advertising volume for 1954, seems sure to pass it this year and become the top national medium. Adding spot dollars to network gives this medium a far more accurate evaluation than that indicated by network figures alone.

The specimens may quote Shakespeare’s line: “Out damned spot.” But let no buyer forget that in the recently published space and time comparisons, some of our media are missing.

Paul W. White, Trail Blazer

If Paul White had written his own obituary, it would have read:

San Diego, July 9—Paul W. White, 53, newsmen, died here today. He had served with the United Press, CBS and KFMB-AM-TV San Diego.

Paul White didn’t regard himself as newsworthy. Yet he practically invented what we now call electronic journalism. He made radio reporting adult, and it carried over to tv. He created the techniques of radio news writing, departing from the cumbersome style of the printed page. He put together an international news-gathering organization in the teeth of organized newspaper-press association opposition. That was during those broiling thirties, when he founded and headed the CBS News Bureau.

In those days of the press-radio war, Paul White had no patterns to follow. He cut his own. How well he did it is reflected in what prevails today in electronic journalism. He hired Murrow, Kaltenborn, Shirer, Davis, Eliot, Trout, Sevareid, Collingwood, Edwards, Daly, Huntley, among others. He was so dedicated to his task that it broke his health. But he kept on trail-blazing.

After CBS and quasi-retirement to rebuild his health, he joined KFMB. Here, at the local level, he launched a new crusade. He was among the first to editorialize on the air. Through initiative and tenacity, an editorial campaign succeeded in clearing a man wrongly accused of subversion by the Navy. It was but one of many campaigns he conducted until his energy gave out.

For months Paul White knew he was wasting away. He discussed his funeral arrangements with his old friend and former KFMB boss, Howard L. Chernenoff. He told him that he wanted no flowers but that any monies contemplated for him be used to establish an exhibit at the San Diego Zoo, one of his favorite places.

This was typical of the dynamo who had covered the biggest stories of his generation and who had organized and sparked the most competent and efficient news organization in radio. He was both tough and gentle. Korea or kids were equally important.

Three years ago he devoted one of his KFMB 15-minute editorials to a 16-year-old lad who had written to him about a job in tv news. He told the boy how to prepare for the career. He advised him not to become a “piece of blotting paper soaking up what others tell you” but to “learn to examine your information, to weigh it, to reason from it.”

“And it’s quite possible,” he observed, “that prayer and worship will help, too. That’s a matter between you and your conscience and your God.”

Ailing at the time, Paul White had a final word for the aspiring newsmans:

“The way you have fun, Don’t save up fun as something you can spend in the twilight of your life. It just doesn’t keep. However dominant your ambition, however serious your application toward self improvement, have fun as you go along, particularly your youth.”

Paul White, 53, probably would be with us today if he had listened to the advice he dispensed so freely.

The Big Picture

Color television development has been disappointingly slow in the year and a half since the compatible system was authorized by the FCC, but there is evidence that next fall colors will last begin to roll.

True, the evidence is fragmentary. Of all the major broadcast and manufacturing interests, only RCA is talking bullishly about color. And RCA itself is hedging its public communications with plenty of ifs about color set production and prices.

Yet there are persistent trade reports that RCA, and perhaps other receiver makers, will get into quantity production by fall. Color sets are, at least now, on production. But there is no estimate of color television production scheduled for next season. A number of stations have undertaken ambitious color origination. Only last week, for example, WBAP-TV Fort Worth doubt its schedule to provide 11 hours a week of local color programming.

The stations which have invested in equipment to originate live and film shows are, however, the minority. More stations are installed only the gear necessary to relay network color, and, of course, have not touched color at all. The majority of teleshoppers are waiting until there is more immediate prospect of a color audience before they buy colorcasting gear. It is quite understandable that telecasters should hesitate to make a substantial investment in color equipment as long as most set manufacturers and their dealers and distributors talk little and do less about color set production.

We cannot help feeling, however, that an investment in color equipment and in experimenting with it will pay off for teleshoppers sooner than some expect. It seems to us that the inherent quality of color television as an advertising medium are so superior to that of other visual media that color tv will explode once the co is pulled.

It will be cheaper and speedier to produce than color ads in newspapers and magazines. Its color fidelity will equal if it surpass that of the slickest magazines and will make even the black-and-white newspaper color look amateurish by comparison. If television has created an advertising revolution in black-and-white, it will create a bigger revolution in color.
FIRST in the land of 10,000 lakes!

Seven years ago, KSTP-TV went on the air—the first television station in the rich Northwest. Since that time, KSTP-TV has added many "firsts" to its record—first with maximum power, first with color TV—and has maintained leadership in this Four Billion Dollar market!

This year, KSTP-TV is breaking all sales records with summer sales reaching new peaks. The reasons are simple. Alert advertisers know that more than 2½ MILLION people will visit the "land of 10,000 lakes" this summer and that they will spend nearly 50 MILLION DOLLARS here in July alone!

These advertisers also know that KSTP-TV has earned a listener loyalty through superior entertainment, talent, service and showmanship that means sales. That's why it's the first buy in this important market.

For further information, contact your nearest Petry office or a KSTP-TV representative today.
These four inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations ... and at the lowest cost per thousand! (SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and 3¼ billion in spendable income. (1955 Consumer Markets)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative