There's unanimity in Kansas City

No matter how you count the audience... the No. 1 station is

WHB LEADERSHIP LINE-UP:
FIRST PLACE—HOOPER
Average share of audience, 7 a.m. - 9 p.m., Mon.-Fri., May 1953

FIRST PLACE—PULSE
Average share of audience, 6 a.m. - 6 p.m., Mon.-Sat., March-April, 1953

Buying radio in Kansas City is practically child's play today, because Hooper and Pulse are unanimous in their rating of WHB as the station with the biggest audience. All-day averages as high as 15,000 are typical. It's what Mid-Continent programming ideas and excellence have achieved for WHB. The same programming ideas and excellent achievement leadership for you. Talk to the man from Blaisdell. General Manager George Blaisdell.
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
There's unanimity in Kansas City

No matter how you count the audience... the No. 1 station is

WHB
10,000 WATTS, 710 KC

WHB LEADERSHIP LINE-UP:
FIRST PLACE—HOOPER
Average share of audience, 7 a.m.-6 p.m.,
Mon.-Fri., May-June, 1955
FIRST PLACE—PULSE
Average share of audience, 6 a.m.-6 p.m.,
Mon.-Sat., March-April, 1955
We're moving more motor cars in motorized San Diego!

41% more than in 1951 for a 1954 total of $160,956,000 worth!

This is more "automotive" sales than Miami, Louisville or Columbus, Ohio!

We've got more people, making more, spending more and watching Channel 8 more than ever before!

"Sales Mgr., 1955"
Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC

Now 100,000 watts!
WGAL-TV
LANCASTER, PENNA.

NBC • CBS • Dumont

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 Los Angeles San Francisco

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 Los Angeles San Francisco
HELP WANTED • Happiest news for Hollywood talent in many months is NBC-TV's five-week-long hour-long color venture Matinee which will use 4,000 actors during new season. Since top stars are not in schedule, pastures appears extra green for experienced players and new talent. More than 100 writers and adapters are needed, and NBC is on open market for story material, will pay above scale.

TV IMPACT on West Coast movie industry is evident this summer as never before with major studios devoting increasing portions of their lots and production schedules to new medium. Already ABC-TV film shows before cameras at Walt Disney studios are consuming 85% of that company's creative staff.

HELP RE may be repressions apathy to evening resignation of Sidney Davis as counsel of Senate Commerce Committee's investigation of TV (story page 31). Mr. Davis shortly undergoes treatment for back ailment, it's hinted that Republican opposition, stemming mainly from ranking minority member John W. Wydood of Ohio, was also responsible for Davis to quit after four months. Among those being considered as successor is Ethan Kittner, assistant chief of FCC's West Coast Bureau, who is set to transfer to same post in Safety and Special Missions and isn't happy about it.

CHAIRMAN • Comr. E. M. Webster of Friday became Acting Chairman of Cand will serve until Sept. 5, when Mr. George C. McConnaughy resigned from his quasi-official European trip [July 11]. Comr. Rosel H. Hyde, chairman FCC seniority, is unable to leave because of obligations in NARBA in Mexico, plus fact that Mr. Webster plans to remain in Washington during entire August recess.

TV, after successful telecast early month of Wide Wide World [8-7, 1954], has scheduled program for 20 sessions to start in mid-October. First sale next books at yet unnamed—t o General Motors/United Motors Service (Continued from previous page) for anchored sponsorship of series, through Campbell Ewald, Detroit. Network already is dickering with Aluminum foil America, AT&T and Allis Chalmers Co. for sale of remaining two half segments. Alcoa's latest network tv show was CBS-TV's See It Now.

IT CAN BE TOLD • John L. Fitz- field, chief of FCC's Office of Opinions on Reviews, could have been chief of broadcast Bureau—post given to Edward Keeney [8-7, July 18]. This assignment had been discussed with Mr. Fitz- field on basis of seniority, but he expressed preference for present position in face of heavy backing ahead. Mr. Keeney had been slated for substantial promotion, based on merit and achievement, because of Mr. FitzGerald's preference, a leap-frogged into top broadcast post.

SCHEME to break logjam in FCC's Office of Opinions & Reviews contemplates hiring junior attorneys for pairing with experienced professionals to move cases. One such legal "legman" has already been hired and has proved real help. Hope is that two or three more can be added to staff so that "teams" can pitch into cases, whip them out quickly.

MISSING from autumn tv calendar, it's understood, will be opening night production of Metropolitan Opera in New York. Met's operators feel normal operatic production is marred by tv trappings and that it isn't suitable tv fare unless specially staged. New wrinkle in autumn musical world may be nationwide closed-circuit operas from Chicago, featuring famed soprano Maria Callas, led to concert halls around country and catering to concert-going public.

COLOR BLIND • Although ABC-TV affiliates are converting their gear to handle network color transmissions, network officials frankly admit they have no immediate color plans. Reason: lack of set circulation. ABC feels that those who want to profit from color set sales should pay for receiver sales promotion through pioneer colorcasting. ABC is inclined to discourage prospective color sponsors until they can get their money's worth in audience.

SLIGHTLY different coverage concept is seen in decision by Standard Oil Co. (Indiana), heavy regional radio-tv spender, to abandon Midwest radio station hookup for Chicago Bears football broadcasts this fall. Standard sponsored games in 1954 on 15 outlets led by WGN Chicago. Later reportedly will carry concerts alone this year.

NOW AND THEN • Is optimism for full color tv prospects fading? In remarks last week by Raymond Dust, president of Hallicrafter Co., there was noticeable backtracking from pitch by Board Chairman William J. Halligan last May when latter said color tv is here "now" and there would be $695 sets "soon." Ironically, Hallicrafter has failed to list price yet for set with 21-inch RCA type tube, while Motorola slashed price on similar CBS-Hytron model to aforementioned $695. (See story page 83.)

HOW'S British commercial tv, due to begin Sept. 22, doing? One important prospective viewer reports: "The whole situation is gummy. The medium is overpriced for the limited circulation available—about 1000 pounds per commercial minute ($2800 American). It will need plenty of shaking down." (See McCollough Interview, page 55.)
Advertisers on 50,000-watt KTHS get a lot more than Metropolitan Little Rock. They get coverage throughout most of Arkansas.

KTHS drops a strong anchor in Cove, for example. This little West Arkansas town has only 482 people—but combined with thousands of other towns and villages and farms, it helps account for KTHS's daytime coverage of more than 3 1/3 MILLION people.

In Arkansas, KTHS is the BIG radio value—KTHS, Basic CBS in Little Rock.
APPOINTS FOUR-MAN COMMITTEE TO CONDUCT STUDY OF NETWORKS

It took first step toward own investigation network advertising Friday when it named Commissioners as committee to conduct study." They are Chairman George C. McConaughy, Comrs. Rosel H. Hyde, Robert Bartley and John C. Deoerfer. All but Mr. Deoerfer are Republicans; Mr. Bartley is a Democrat.

Commission study is not expected to parallel CCA's, undertaken by Senate Commerce Committee. Both groups will maintain liaison, it has been explained, so that overlap is reduced to minimum.

Canny study, five-year desire on Commission, will be undertaken with $80,000 appropriated for the purpose. FCC had asked $100,000 to investigate not only networks, but also advertising practices, film distribution sales, etc., but Congress demurred, specifically prohibiting appropriation to network aspect.

Mr. McConaughy explained, in appearing before congressional appropriation committees earlier this year, that $80,000 would permit network study to be initiated.

This meant, he explained, that stuff could be chosen—from outside FCC—and data collected from FCC files and from networks and stations. Succeeding steps—analysis of data and recommendations—would require additional funds, he said. Initial steps would take about year, he said.

Method of investigation and whom who will comprise staff is unknown at present time. Commission desire to hire outside experts, but may have trouble due to short tenure of funds, it is understood.

Problems—all stemming at present from uhf plight—include network affiliation terms and practices, option time, program syndication, advertising agency attitude toward uhf, and other facets of broadcasting economics.

Workshop Plan Approved For CBS-Owned TV Outlets

NEW "Test Workshop Plan" for CBS-owned television stations approved Friday at conference in New York of general managers and sales managers of stations and CBS Television Spot Sales officials. No details of plan released, but announcement expected this week.

Reports given by general managers of WBBM-TV Chicago, WXIX (TV) Milwaukee and KNXT (TV) Los Angeles on orders for fall, pointing up pattern of earlier advertiser buying for upcoming season. CBS-owned WCBS-TV New York earlier in week had observed similar change in buying habits.

Conference, called by Merle S. Jones, vice president in charge of CBS-owned tv stations, centered on sales and programming plans for fall season. In attendance were Sam Cason, WBBM, WCBS-TV; H. Leslie Atlass, WBBM-TV Chicago; Edmund Bunker, WXIX (TV) Milwaukee, and James T. Aubrey, KNXT (TV) Los Angeles. Station Sales Managers Frank Shakespeare Jr., WCBS-TV; George Arakides, WBBM-TV; Ted Shaker, WXIX (TV), and Robert Wood, KNXT (TV). CBS-TV Spot Sales represented by Clark B. George, general sales manager; John A. Schneider, eastern sales manager; Tom Judge, midwestern sales manager; Benjamin Margolis, business manager, and Donald Foley, sales promotion director.

BIKE RADIO

BRAND new listening area possibly was born last week with announcement from Huffman Mfg. Co., Dayton, Ohio, that it has on market vehicle aptly titled "Huffy-Radiobike," featuring built-in radio. Huffman's bike radio is described as moisture-proof, shock-proof and tamper-proof, and it reportedly brings in stations up to 100 miles away.

- BUSINESS BRIEFLY

WESTINGHOUSE SPOTS - Westinghouse Electric Corp., Pittsburgh (refrigerators), through CBS network, began using "Canny Spot Announcement," to marketing to over 100 markets for spot announcement radio campaign in all areas not covered by firm's Studio One on CBS-Tv. Radio spot schedule will begin Sept. 12 and run two weeks.

SEPTEMBER CAMPAIGN - Chattanooga Medicine Co., Chattanooga, Tenn. (Black Draft laxative), through its agency, Harry B. Cohen Co., N. Y., preparing spot announcement campaign starting in September to run 39 and 52 weeks in more than 100 radio and several tv markets.

DU PONT RADIO - E. I. Du Pont de Nemours & Co., Wilmington, Del. (Kramerx, farm chemical product), through BBDO, New York, buying radio spot campaign late in July for four weeks in about half-dozen radio markets.


SHULTON RADIO-TV - Shulton Inc., N. Y. (men's toiletries), through Wesley & Assoc., N. Y., returns to air this fall with radio spot announcement campaign on more than 60 stations and tv sponsorship of half-hour film, "Paris Precinct," in 19 tv markets. Schedule will be launched Sept. 26 and run 13 weeks.

Screen Actors Strike利ms Against Tv Film Producers

ALL SIGNS Friday pointed to nationwide strike. Actor's 1 Screen Actors Guild, against producers of tv entertainment film, hitting middle of production of many fall program series. Production of tv film commercials not involved.

July proved huge backlog of film material now on hand and in open market, networks appeared calm about possible program upset. They said they could keep schedules full almost indefinitely, but admitted material that might have to be used would be different from that now planned. Networks now are airing reruns of last season's best film shows, have fair backlog of new shows already on shelf.

Independence of managers, supplying stations directly, apparently would be hit hardest, but many of these also have substantial program cycles completed.

West coast stars, feature players and other actors scheduled to be in mass meeting last night (Sunday) at Hollywood Legion stadium, were expected to vote unanimously in support of SAG board's recommendation to strike. They also were put in for national referendum of 10,000 SAG members, to be returned by next Sunday.

SAG's present three-year contract covering actors, singers and announcers on tv entertainment films expired Wednesday night. Negotiations have been underway for several weeks with Alliance of Tv Film Producers and Assn. of Motion Picture Producers, but without agreement (B&T, July 18).

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THE DEADLINE
It's Easy When You Know How!

KANSAS CITY: KCMO Radio & KCMO-TV
SYRACUSE: WHEN Radio & WHEN-TV
PHOENIX: KPHO Radio & KPHO-TV
OMAHA: WOW Radio & WOW-TV

MEREDITH Radio and Television STATIONS

Affiliated With Better Homes and Gardens and Successful Farming Magazine
at deadline

O'NEIL TO ANSWER

HEAVY turnout of newsmen expected tomorrow (Tuesday) when Thomas F. O'Neil, president of General Telexradco Inc., holds news conference at New York's Hampshire House. Mr. O'Neil will make his first appearance before newsmen since acquiring RKO Radio Pictures (see story, page 33).

TVB Completes Presentation On 'Pinpoint' Video Concept

FIRST in series of five presentations completed by Television Bureau of Advertising on 'pinpoint concept of television'—pointing up use of broad schedule of local TV programs of various types as way for advertisers to use local stations—for use of advertisers, agencies and to TVB members.

First presentation deals with size and type of audiences viewers are exposed to with typical schedule of local news programs. Treated are morning, mid-day, early evening and late evening newsmen with results on basis of two and five programs. Study, conducted by Nielsen Research Corp., tracked homes regularly viewing local news programs of TVB members, watching them average 2.7 times per week.

U. S.-Mexico Agreement Near

DISTINCT progress toward agreement between United States and Mexico on use of an broadcast spectrum was reported Friday after two weeks of negotiations in Washington.

While no formal statement was forthcoming from U.S. delegation Chairman Rosel H. Hyde or Mexico delegation Chairman Carlos Nathan, it was understood prospects bright for favorable outcome. Unless unforeseen difficulties crop up, agreement in substance will be reduced to writing early this week.

Although no word was reported on exactly what frequencies were involved, on basis of existing usage by Mexico it would appear that 660 kc (WRCA New York) and 830 kc (WCCO Minneapolis) officially have been made available for secondary usage by Mexico.

It was also believed that secondary use of 540 kc (Canadian clear) has been agreed to by both Mexico and U.S. In case of Mexican use of U. S. clear, American stations would be protected at border.

Bilateral agreement, if signed by delegates, will be submitted to Congress to become associated with North American Regional Broadcast Agreement (NARB) which has been pending before Senate since 1951.

Tv Set Exemption Weighed

HOUSE Ways and Means Committee will take up as its first business today (Mon.) bill (H.R. 7040) to exempt from 10% federal excise tax television sets equipped to tune in all old channels. Enactment of bill, authored by Rep. Frank Ikard (D-Tex.), has been hailed by broadcasting industry and manufacturers as partial solution to lack of circulation by UHF stations.

Rate Card Issued

CBS-TV West Coast

rate card (No. 3) for CBS Television Network effective immediately, increases one- class A time from total of $4,550 to $6,677,630 to basic California Group, which includes Los Angeles, San Francisco and San Diego in basic Pacific Coast Group, covering rates of Class A one-hour rise from $7,700.

Class A one-hour rate for basic Card eliminates optional group of rates as such. Total of 14 interstate stations which sold for $4,050 for one- class A time, 11 non-interconnected stations sold for $1,750 Class A one-hour, and stations outside continental U. S. which sold for $600, extended 14-group of six stations, $345.

Accounts in new card which do not apply extended market group range from 5% for programs to 20% for $2 or more for programs of 26 or more programs 8% for $2 or more shows which was dis- structure on Rate Card No. 2.

Earnings Set Record

ERAL ELECTRIC Co. reports record net earnings of $10,557,500 for 26-week period of May 1954, representing 9% increase over previous of $9,385,600 in first half of 1954. Sales 955 half-year totaled $1,253,951,000, compared to $1,447,597,000 volume in 1954 period.

PEOPLE

HARRY N. SAGER, director of media and marketing, Krupnick & Assoc., St. Louis, appointed media director, Kenyon & Eckhard, Chicago, responsible all media buying accounts. CLINTON R. CLARY, cooperative advertising manager, Dodge Div. of Chrysler Corp., appointed media director, Kenyon & Eckhard's Detroit office, in charge of agency media operation on Mercury Div. account.

J. J. NEALE, vice president in charge of media, Dancer-Fitzgerald-Sample, New York, assume additional duties of director of radio and tv department, succeeding ALVIN KABAKER, vice president and director of 6rf and radio, who has announced resignation.

Newspapers Acquire Options For Mountain Stations Group


Included in option are interests in KUTA and KTV (TV) and KOIP, 17 stations, KUTV, KOIP TV Twin Falls, Idaho; KGME Boise, Idaho; KOPR Butte, Mont. Carman group interests in KIFI Idaho Falls and KWIK Pocatello, Idaho, being sold to J. Rohb Brady Trust Co., Idaho Falls, family of K. E. Johnson, Standard Exam- iner Pub. Co. is owner of KIMN Denver and 40% of KMON Great Falls, Mont. Kearns-Tribune Corp. owns 50% of KUTV (TV) and would be co-owner with Standard Examiner Carman group includes Grant W. Wrathall, and O. Powers and Sharon Lee Pow- ers, widow and daughter respectively of Jack Powers, original partner.

ND Grid Series at Hotels

CLOSED-CIRCUIT telecasts of four Notre Dame football games this fall by 15 hotels owned by Sheraton Corp. of America to be announced in Chicago this week. Games will be offered in hallrooms in conjunction with hotel chain, Notre Dame paying time charges and receiving 10% of all admissions above $4.50 ticket. Tom McDonald, sales manager of Chicago's Sheraton Hotel, told BTV Friday. Sheraton chain, through newest closed circuit tv subsidiary, probably would split advertising expenses with hotel chain, it's understood, and plan extensive tv spot campaign on sports shows in hotel cities to promote telecasts. Sheraton will have exclusive rights over theatres in cities where it plans telecasts. Box Office Television also reported interested in ND games in theatres, perhaps on sponsor basis, though Notre Dame officials would not comment Friday.

CAMPBELL-MITHUN Inc, Minneapolis agency, has open position as media assignee with Paul Morgan, formerly account executive for Hamm's beer at agency's headquarters office, named general manager. Hollywood office- lies at 1600 N. Vine St., phone Wayside 4-5577. Two other offices covering Coast to agency's home office: Pat Walsh, office manager, and Marguerite Rinck. Office will supervise filming of tv commercials for all its clients and give account service in all media and market- ing and sales planning assistance to those accounts having extensive West Coast operations. These include American Dairy Corp., Gold Seal Corp., Pitkin's Pies Co., Murrell Packing Co., and Tho. Hammon Brewing Co.
the week in brief

ANOTHER FINGER IN PROBE PIE
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Doerr unfurls a surprise. He proposes to make big cities (New York, Chicago, etc.) all uhf 32

Did NBC force Westinghouse into Philadelphia-Cleveland swap? FCC is trying to find out 33

New heights for uhf: Maximum tower height for maximum power raised to 1,250 ft. in northeast, northcentral areas 34

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TV CRASHES HOLLYWOOD
O'Neil buys RKO from Hughes for $25 million, puts 700 films in reach of tv screens 35

ABC-TV will throw weight of movie programming into competitive fray with NBC-TV and CBS-TV 39

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ARE REDS IN RADIO, TV?
Congressional unit sets August hearings in New York to see if communists have infiltrated entertainment 48

WILL BRITISH COMMERCIALS WORK?
B&T interviews Clair McColough on return from Great Britain. He foresees a sweeping success 55

PROMOTION FOR TV STATIONS
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PROTEST REVISION PASSES HOUSE
Plans to amend Sec. 309 (c) stand chance of clearing Congress before end of session 71

NARTB ROUNDS OUT STAFF
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MORE FUEL FOR RADIO FIRE
NBC says its sponsored time total is gaining, puts $1 million-plus tab on Viceroy-Kools sale. CBS reports on medium's 'New Patterns', listing program innovations 80

ABC IS PULLING AHEAD
Second quarter report shows improvement over last year, points to continued gains in third part of '55 82

DALLAS GETS A TWIN STICK
RCA, Ideco start raising candelabra antenna to serve WFAA-TV and KRLD-TV, cover Dallas and Fort Worth 83

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From April to June, KTLA — inaugurating dynamic, new daytime programming — INCREASED its average viewing audience 600% for the Monday-through-Friday noon-to-6 p.m. time segment, according to the latest ARB report! Five other stations in the Los Angeles area lost audiences!

KTLA

CHANNEL 5

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

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DATELINE DISNEYLAND

AS a television program, Dateline Disneyland was among the most ambitious and least successful to be undertaken by the medium. Oddly, its production failures actually enhanced its value as an advertisement for the Anaheim wonderland.

With 24 cameras, miles of cable, who-knows-how-many technicians and carloads of supporting gear in use, the broadcast was so complicated that the wonder was it got on the air at all. There were missed cues and general confusion. In switching from place to place, the program became disoriented.

But the total effect of the somewhat chaotic presentation was to let just enough of Disneyland get through to titillate the viewer. It was, to be precise, a 90-minute teaser ad. The viewer saw enough to want to see it all. To see it all, of course, he will have to journey to the fabulous park and buy a ticket of admission, exactly the procedure which Walt Disney and ABC set out to promote on the show.

Production cost: $40,000.
Sponsored by American Motors Corp. through Geyer Adv. Co., New York; Swift & Co. through McCann-Erickson, Chicago, and Gibson Greeting Card Co. through Stockton, West, Burkhart, Cincinnati.

Broadcast on ABC-TV July 17, 7:30-9 p.m. EDT.
Producer: Sherman Marks.
Music director: Walter Schumann.
Camera directors: Stuart Phelps, John Rich.

JOHNNY CARSON SHOW

CBS-TV's summer entry in the most-likely-to-be-discovered-comedian-of-1955 sweepstakes is Johnny Carson. Tall, thin, dark, with outstanding ears and an engaging grin, young Mr. Carson is neither particularly handsome nor homey. When he first appears on his program, alone before the camera, he impresses the viewer as a pleasant person who probably will be fun to know.

Format of the July 14 telecast closely resembled that of a Bob Hope show. There was an opening monologue by the star, a couple of songs by the guest singer—in this case the lovely-to-look-at, easy-to-listen-to Lisa Kirk—a comedy routine; some dialogue with the guest, a quartette number and a hasty closing to get things wound up before the final commercial.

But the program's format was its only resemblance to the Bob Hope show. Mr. Hope is a high pressure comic, spouting gags at machine-gun tempo. Mr. Carson is more on the leisurely side. The material he used in its entire half-hour wouldn't have lasted Mr. Hope five minutes.

There was also a running gag, which began when Mr. Carson was pinched for speeding and gave the cop tickets to his program in a vain attempt to persuade the policeman not to give him a traffic ticket and continued through the program. Johnny had first shown the cop his wallet, with a courtesy sheriff's badge, a "Young Democrats for Eisenhower" card, followed by other cards reading "Young Republicans for Stevenson," "Young Stevensons for Eisenhower" and "Young Eisenhowers for Stevenson."

That kind of humor has seemingly been selected by Mr. Carson and his writers as the best for him, for it ran through the entire program. Portraying a radio reporter in a "Catch Up With the News" sequence, he managed to push off the ledge of a skyscraper the man he has just persuaded not to jump; then tempted to interview a runner trying to new mile record, running easily beside him talking continuously but getting nothing gasps from the miler.

A little tentative, as if those in charge still trying to decide on the best way to push Mr. Carson's talents to the viewing public, Johnny Carson Show is none-the-less an enough-hour, heads and shoulders, television production for the star, one critic's first conclusion is here is a promising young performer, who obviously is destined for the way uncle Ed is for the first day of the year if not this, and who meantime is worth watching.

Production costs: Approximately $20,000.
Sponsored alternately by General Foods through Young & Rubicam and Revlon, Inc. through McCann-Erickson, through William H. Winlma Co. on CBS-TV, Thurs., 10-10:30 p.m.
Star: Johnny Carson.
Producer: Bill Brennan; executive producer: Ferriss; director: James Sheldon, co-director: Johnny Carson and Seaman Jacobs; music director: Lud Gluskin.

THE GRANTLAND RICE STORY

FOR millions of sports fans throughout the country, The Grantland Rice Story should elicit tremendous appeal. The wealth of human-interest stories, told from the late Mr. Rice's own voice in his bestselling autobiography, The Tumult and the Shouting, provides a ringside seat at rare veiled episodes surrounding giants of the sporting world over the past 30 years.

It is Mr. Rice's acknowledgably distrust, with some discreet editing, the Grantland Rice Story. It is a series for the book, and also is brought to the Grantland Rice Story.

The program, under review, Jimmy Powers narrates an incident at the training camp of Tunney, in preparation for the first Tunney-heavyweight bout, when the contender took an airplane ride much to the consternation of his manager. A portion of the program is devoted to an interview with Jack Dempsey during which the ex-champion comments on the anecdotes in Mr. Rice's book and also gives other interesting sidelights on the episode.

Fifty-two quarter-hour programs of the Grantland Rice Story will be available throughout the entire season. The program is available as a full-length package with each centering around a specific incident, a character, an anecdote or a particular segment. Mr. Rice's own voice is heard, reciting his original prologue and epilogue which is well-known in sporting circles.

Estimated Production Cost: $3,000

Produced and Distributed: RCA Records & Library.
Editor: Dave Camerer
Narrator: Jimmy Powers, with guest stars including Jack Dempsey, Gene Tunney, Sande, Bobby Jones, Ford Frick and sports personalities.
Format: One-quarter-hour program, transcribed.


SEVENTH in a series of paper bound, dealer's guides, with specific TV set troubles, this volume presents the manufacturers' own answers to commonly asked questions of TV set purchasers.
Christmas in July

"SHOWTIME"

It’s Christmas in July, September, January and all through the year for your product and market with TV’s freshest, most exciting new variety revue…SHOWTIME.

All tied up and ready for delivery…

An exciting and startling new experience in TV musicals.

The greatest array of “BIG NAME” talent ever assembled for local and regional sponsorship…the biggest 30 minutes in television. Reads like a who’s who in Show Business and delivers an entertainment package unmatched in television today. Every week a brilliant new star-studded cast works for you, delivering great songs, hilarious comedy, top orchestral arrangements and thrilling dance routines…Stars like: Teresa Brewer, Ralph Flanagan, Peggy Lee, Tennessee Ernie, the De Castro Sisters, Frankie Carle and many more great audience names, all M.C.’d by TV’s newest comic sensation…

FRANKIE FONTAINE

Here’s a show you’ve been waiting for…a show of top network calibre kept within a low budget for local and regional sponsors.

SHOWTIME is BIG TIME…in every way but cost, combining all the elements that build high ratings and sizzle sponsors’ sales upward.

SHOWTIME is YOUR TIME to act…for 39 great shows!

Do your Christmas shopping now!

For complete details write, wire, phone or mail the attached coupon for all facts today;

STUDIO FILMS, INC.

380 Madison Avenue, New York 17, N. Y.

Mail to:
STUDIO FILMS, INC., 380 Madison Avenue, New York 17, N. Y.

Name: ____________________________  Title: ____________________________

Firm: ____________________________

Street: ____________________________

City: ____________________________  Zone: ______  State: ______

Markets Interested in: ____________________________

Phone: OXFord 7-2590
Mister. Plus shows his figure.
Today there's a bigger difference than ever on Mutual — both in how much you get and how little you pay.

Nowhere else will you get such powerful local impact — through a network fabric with all the strength of "hometown" radio...or such coverage-from-within of markets both with and without television...or such a big-audience "extra" in out-of-home listening.

And nowhere will you find more for your money than in Mutual's new rate card. You can now (for example) buy 15 minutes on 557 stations for $2,970. Or a quarter-hour air-time cost for each station of only $5.34. Or only $1.78-per commercial minute. Day or night. It's good value for Watertown or Waterbury...a bargain for Memphis or St. Jo...almost unbelievable for New York or Los Angeles.

And it doesn't take a slide-rule to see how little 20 or 30 seconds would cost!

These low, low rates make Mutual the network of best buys in all radio today—for a sectional or national program, for maximum saturation, for large and small advertisers.

And for you, too. Ask for a "reading" on Mutual's new rate card. See how it gives your budget far more local sell — on the "plus" network...

MUTUAL Broadcasting System
It's Here! RCA's Production

1 Performs 4 Functions

MORE EFFICIENT
"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.

COMPACT
The new equipment utilizes only 100 inches of rack space; can be mounted in only 1½ racks for efficient, compact installation.

LOW OPERATING COST
Requires half the ac power needs of conventional equipment and permits elimination of 30% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes—conservatively operated for extended life.

FAST SETUP
Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

No need to wait any longer for production live color TV equipment! RCA has it now... a complete new TK-4 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one.

It not only provides important savings in component floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.

RCA TK-41 TYPE COLOR CAMERA
with the revolutionary all-electronic processing amplifier which combines all signal processing functions in a single chassis.

Page Descriptive Brochure available on Request.

Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
The Mid-Gulf States

EDITOR:

Of course, it (The Mid-Gulf States, B&T, June 27) was particularly interesting to me in that it gave such a wealth of information on my own state, Alabama. However, I always find the publication to be most interesting and informative.

Sen. John Sparkman (D- Ala.)
U. S. Senate, Washington, D. C.

EDITOR:

We found the article most interesting and significant. We are passing on to our membership a number of quotations therefrom.

Yates Callin, Dir. Pub. Rel.
American Waterways Operators
Washington, D. C.

EDITOR:

Disc-overy

EDITOR:

Do-it-yourself hobbyists can have a lot of fun with old transcriptions. Heat the plastic records, and all sorts of household novelties such as magazine racks can be made. Beautiful metal discs can be made by soaking aluminum-base discs in hot water several minutes. The coating peels right off, leaving a bright disc. I have made a post lamp for the yard, light for tropical fish tank, letter rack, book rack, fruit dishes, lazy Susan etched with acid (see photo) and wall plant-holder. Anyone have any other ideas?

Arthur C. McCracken, Mgr.
WGPA Bethlehem, Pa.

Disc Into Lazy Susan

EDITOR:

We have always been keenly interested in your publication and now that TV is about to be established in this country we are in B&T an invaluable reference.

K. W. Brown
Amalgamated Wireless (Australia) Ltd., Sydney, Australia

WIRY Has No Wired-Music

EDITOR:

A point of inquiry: from what source do you get the following words in your report our two applications for daytime radio stations in Chateauay and Lake Placid, N. Y. with the FCC July 6: "... and have wide music interests" [B&T, July 11]?

Your magazine is always so correct, I sure this is not your error, but must be correct, as your president and general manager, WIRY, and chairman of the board of TV, there are no interests whatsoever wired-music...

Joel H. Scheier, Pres.
WIRY Plattsburg, N. Y.

[EDITOR'S NOTE: B&T regrets the error in identification of WIRY and wired-music, caused by a mix-up. In a reporter's note.]

Constructive Force

EDITOR:

I have long been an admirer of BROADCASTING TELECASTING. Your understandable editorials on the industry are one of the few constructive forces. My congratulations you for the fine job you are doing.

H. L. Hoffman, President
Hoffman Electronics Corp.
Los Angeles
(President, RETMA)

Questionable Conduct

EDITOR:

So much is written and talked about in connection with national rating services that couldn't help but be a little amused, and frankly, surprised, at an experience which I had Wednesday at my home.

At about 5:30 in the evening, I had just walked into the house when the front door bell rang and I answered it. It was a young woman who said that she represented one of the well known rating services and was conducting a survey. I invited her in but she pointed out that she would not take long enough to bother, so the conversation took place through the screen door.

She asked if any one in our home had listened to the radio the day before, and at what time. My answers to her questions were affirmative. She asked if I remembered what station listened to and I told her.

She then asked whether anyone was watching television the day before and I answered affirmatively. Again she asked what time that television set was watched. Mind you, this all on the basis of pure memory of viewing a listening activities of the day before, so 36 hours prior to the time of the interview. I asked no questions concerning the program heard or seen, asked no information to authenticate my statements, and left after asking my name.

Is this a survey?

When you have an experience like this, can't help but wonder how such random inaccurate questioning can serve as the foundation for a rating service used in many instances as a yardstick in spending tens of thousands of dollars of advertising money.

It just didn't make much sense to me. May it will to you.

WTMJ-AM-TV Milwaukee, Wis.

Broadcasting TELECASTING
"B'rer's been mighty uppity since he got the job."
..."the perfect family entertainment!"

(The New York Times, August 16, 1947)
The New York Times said it eight years ago, and it is just as true today in syndicated television as it was then of the motion picture version. On stage, in print, on the screen or on television... Life with Father is "perfect family entertainment." And now, for the first time, it's available to all stations for local or regional sponsorship, on a syndicated basis... through CBS Television Film Sales. Probably the best-known dramatic property of modern times, Father needs no pearly-worded description. A few capsule statistics tell its story. It was the longest-running play in Broadway history, grossing close to $10,000,000 in 3,224 performances. The movie grossed another $6,250,000. The book sold more than 2,000,000 copies. And Life with Father on the CBS Television Network played to an average of more than 8,000,000 people per broadcast during the past season!*

Starring Leon Ames and Lurene Tuttle, Life with Father is a prestige-packed syndicated film series suitable for almost any time period and any sponsor... in fact, the perfect vehicle for selling the families in your sales areas.

Get details from...

CBS Television Film Sales, Inc.
Here's our Jimmy Vinson, Middle Georgia's jam-up, top-notch, really outstanding disc jockey. (Fred Robbins had him on "Disc Derby" not long ago). Jimmy's been spinning records round these parts for nearly 12 years. Right now he's heard at the mike over WMNZ Radio from 7 till 10 each morning and from 4 to 6 every afternoon.

Jimmy's a Georgia boy, active in his church, with the PTA and his Cub Scout pack. When it comes to radio, he knows his stuff, and he knows what Middle Georgians like. And best of all, his bright cheery voice is one that radio listeners round here have taken to a hankerin' to.

Listeners? Just look at the ratings! Jimmy's range from 50% to 66% in the city of Macon alone. Out in the area, Jimmy has more listeners than any other TEN radio stations combined in 22 Middle Georgia counties.

You want the radio audience in Middle Georgia? Jimmy Vinson is your one best buy. See Katz about getting on one of Jimmy's shows.

JOSEPH M. BAISCH, a youthful, fireball ex-theatre executive, has long felt that television and the major film firms have enough of a denominator in common to consummate a "permanent and happy marriage."

To his colleagues at WREX-TV Rockford, Ill., Mr. Baisch is probably best recognized for his alert, straightforward and enthusiastic demeanor as general manager of a successful station in a mixed vhf-uhf two-station market.

To a man who once lived the theatre and booked top stage acts, success has come slowly and with deliberation characteristic of pain-taking work. It derived from the drawing boards of WREX-TV in 1951 before the vhf ch. 13 outlet went on the air.

"We didn't have the economic picnic that the early pioneer stations had but we had the economic headaches, followed by a month-to-month growth," Mr. Baisch recalls. Tangibly speaking, WREX-TV already has recorded a 25% boost in advance billings for this fall over a similar season in 1954.

Born and reared in Ironwood, Mich. (Dec. 7, 1918), Joseph Michael Baisch has spent most of his adult life in Wisconsin. He started in the theatre as an usher while in high school at the modest pay of $.25 cents per hour. Later he became a doorman, chief of service, assistant manager and finally, at the tender age of 18, manager of the Strand Theatre in Green Bay, Wis. After cutting his teeth on promotion, production (of style shows) and talent activities, he managed the Gateway Theatre in Kenosha, Wis.

Attempted Marquette

Mr. Baisch entered Robert A. Johnston College of Business Administration at Marquette U. in Milwaukee in 1940. He carried a full course while managing the Regal Theatre there and also found time to win a middleweight boxing championship.

Mr. Baisch became Pvt. Joe Baisch in the Air Corps in August 1941—but not without a struggle. He had been cleared by the draft board and was armed with a letter to join the 82d Observers Squadron only to find it was on maneuvers in Oregon and Washington. A showman to the core, young Baisch finally got the Air Corps to listen to his plea for enlistment by canvassing San Francisco's Presidio.

After a promotion to sergeant, Air Corpsman Baisch applied for cadet pilot training, winning his wings at Ellington Field, Houston, Tex., in December 1942. Three months later he was on his way overseas, assigned as a bombard pilot. He participated in campaigns in North Africa, Sicily, the Middle East and southern France.

Upon his return to the U. S., officer Baisch became squadron commander at Logan national Airport in Boston. He was decor with the Distinguished Flying Cross, the Medal with seven oak leaf clusters and Presidential Distinguished Unit Citation.

Returning from the theatres of war to theatre of entertainment, Mr. Baisch revisited his studies at Marquette and worked nights as house manager of the River Show Stage Theatre. He was appointed manager for Standard Theatres, later head film buyer and supervisor and station manager for the chain's 36 thehs (Among the personalities he booked: Joan Fontaine, Lucille Ball, Red Skelton, Gene Autry and others who now appear on tv.)

Like many another theatre executive, Baisch was quick to sense the handwriting on the wall with respect to television. In 1949 as general manager of Gran Enterprises Milwaukee; he helped coordinate exhibits at the FCC and aided in plans of projects involving tv stations in Duluth, Green Bay as well as WREX-TV and WI- TV (TV) Milwaukee. Mr. Baisch was appointed assistant general manager and elected manager of Milwaukee Area Telecasting (originally licensee of WTVV before it was purchased by the Hearst interests.)

He became general manager of WREX when it began commercial operation on 18, 1953, thus seeing his "paper plans" come to life after hours of diligent preparation.

Under Mr. Baisch and President L. E. C. the station has adopted the philosophy that the television station can be successful only by serving a strong instrument for local community press. Along with the directors and community leaders who hold stock in WREX, Mr. Baisch is a stickler for "morality in news dealings" and "integrity of the rate c".

Mr. Baisch feels that one of its chores has been to convince agency men and film distributors that Rockford "is the suburb of Chicago" and is, in fact, a distinct market unto itself in "the country's farm belt." The Rockford market area comprises Freeport, Beloit, Janesville, Milledgeville, Sycamore, Dixon, Sterling and Kalb. WREX-TV currently programs something less than 100 hours weekly on one devoted to CBS shows.

Mr. Baisch, his wife Carol and their daughters (Held, 8, and Lisa, 5) live brand new contemporary ranch house in suburbs of Rockford. It is modeled after WREX-TV building itself even to the color bricks. Mr. Baisch's hobby is travel.
**LOOK**

**AT'S HAPPENED IN YOUNGSTOWN**

YOUNGSTOWN BREAKS OUT ON — EVERY DAY IN THE WEEK . . .

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**HOOPER RADIO AUDIENCE INDEX**

City Zone

| CITY: YOUNGSTOWN, OHIO |

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<th>RADIOネット</th>
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* REPRESENTED BY WEED & CO.—THE MAHONING VALLEY BROADCASTING CO., YOUNGSTOWN, OHIO
on all accounts

"IF YOU WANT to get an idea of how things move and change in our business," says Walter Bowe, timebuyer at Sullivan, Stauf Colwell and Bayles, "just pull out a recommendation dated a couple of years back. Whether it dealt with spot or network, whether it was accepted or turned down, I'll bet you'll find that you'd have to write it differently even though every statistic and prediction since panned out.

"As a further check, try to recall the people involved—agency and sales personnel—in the proposal, and invariably a good percentage now be in new surroundings. Of course, much of this is a result of just plain progress, the fact that things never sit still in radio and television has a great deal to do with it. Mass programming changes,电台 sources going in and out of business, new stations, affiliation switches, new sales patterns. It's a job trying to keep up to date.

"You can't complain, though, because there are all indications of a healthy competitive picture and a good business period."

Mr. Bowe is a seven-year member of the timebuying fraternity. He is a Navy vet and a graduate of Syracuse U., where he was a sports reporter for the campus daily and script writer for WAER.

His business history covers four years at Benton & Bowles servicing P & G, Gen Foods and Best Foods. From there he went to Hewitt, Ogilvy, Benson & Mather, on to Bros., Sun Oil, Chase National Bank, Helena Rubenstein cosmetics; then to N and network TV sales development. Since November of last year he has been at SSC & B on Pall Mall, Half & Half, Speidel, Lever Bros., and the American Petroleum Institute.

The principal buying activity of the month is clearing for Pall Mall's new M-G-M Pat on ABC-TV, 8:30 p.m. Wednesdays. This program joins The Big Story, Douglas Edwards With the News and Make Room for Daddy in the network effort for Pall Mall. Speidel is participating sponsor on NBC's Caesar's Hour and American Petroleum has scheduled a cast Oct. 9 to promote Oil Progress Week.

Mr. Bowe's hobbies are carpentry, fishing, and rooting for the Yankees.

"The family is assuming rather large proportions," reports Mr. Bowe. "We have three Yankees—Casey, 4, Clipper, 3, and Tony 1½—and expect the clean-up hitter any minute. My wife, Mary, was also my secretary at Benton & Bowles, and a darn good one. She's boss at home in Peekskill (N. Y.)."
looking for coverage?...
look to wfmy-tv!

For more and better coverage—for cackling good sales results—make sure you include WFMY-TV. WFMY-TV is the only TV station completely covering the Prosperous Piedmont section of North Carolina and Virginia.

Telecasting to some 2 million people in this prosperous 46 county area of the South, WFMY-TV gives you coverage that no station—or group of stations—dares claim.

With full 100,000 watts power plus nearly 6 years experience in local and CBS network programming—WFMY-TV is the only station spreading its feathers over this entire $2.3 billion market.

To get cackling good sales results for your product in the Prosperous Piedmont, call your H-R-P man today.

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

Now In Our Sixth Year
Starring IS CREED—devotion to duty!

HIS REWARD—unswerving loyalty of his men!

Sensational Production Values!

Filmed on the highways!

...at scenes of real roadblocks, fires, disasters, investigations...

...in real homes, farms, factories, along the way...

...in real State Patrol headquarters!
EVERY DAY! BASED ON THE EXPERIENCES OF STATE TROOPERS IN ALL 48 STATES!

HIGHWAY TROUL

Winner
RICK ORD
STATE PATROL

HIGH-OCTANE ADVENTURES OF MEN OF SKILL AND DARING . . . stories that bring viewers back week after week.

FEATURING A HIGHLY COLORFUL LAW ENFORCEMENT AGENCY IN ACTION!

DEDICATED TO THE HIGHWAY PATROL OF EVERY STATE the men whose daily assignment is HEROISM!

AUTHENTIC! TECHNICAL SUPERVISION BY STATE HIGHWAY PATROL OFFICERS!

HALF-HOUR A COMPLETE STORY!

TV CAMERAS TECHNIQUES!

INATIVE DIRECTION!

ATIC MUSIC!

ENTIC STORIES!

TIC SAFETY COUNCIL TIE-INS.

AUDITION THIS FAST-MOVING SALES VEHICLE. WRITE, PHONE OR WRITE TODAY.

CINCINNATI  NEW YORK  HOLLYWOOD
More North Carolinians Listen to

Than to Any Other Station*

* SOURCE: NEILSEN COVERAGE SERVICE

680 KC 50,000 WATTS
NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

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

R.H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager
National Representative FREE & PETERS
BROADCASTING

FORD FUND MAY HELP SENATE SWEEPING PROBE OF TV

Philanthropy may spend $250,000 on basic study
New team will run Magnuson network-uhf exploration
Meanwhile, Doerfer seeks to make big cities all-uhf
As FCC grants another vhf in Pittsburgh
And extends vhf coverage in East by raising tower limits
NBC-Westinghouse swap hangs fire on question of monopoly

The Ford Foundation-sponsored Fund for the Republic may undertake a quarter-million-dollar investigation of broadcasting, at U. S. Senator G. Magnuson's request, B & T learned last week.

The Fund reportedly is seriously considering a proposal by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Commerce Committee, to conduct a nationwide control and augmentation of television over the next two years.

The Fund has received a letter from the Senate Appropriations Committee, which has a role in determining what projects the Fund will consider.

The Appalachian and Westinghouse Fund, Inc., is bearing the risks of the venture.

The Fund's investigation of television is foreseen as a way of learning more about the industry's influence on government and the public.

The Fund's investigation was requested at the request of Mr. Leonard Garment, president of the Fund.

The Fund's investigation is expected to cover the following:

- Study of the relationship between broadcasting and government.
- Study of the role of television in public opinion formation.
- Study of the relationship between broadcasting and the public's health.
- Study of the relationship between broadcasting and the economy.
- Study of the relationship between broadcasting and the environment.

SEN. JOHN O. PASTORE, fiery Democrat, may take charge of Magnuson tv hearings.

Take fundamental research into freedom of speech in broadcasting, political broadcasting and even the subscription television issue. There were indications that a $250,000 appropriation would be made for this purpose.

Senator Magnuson is expected to name a successor to Mr. Davis prior to the Congressional adjournment expected late this month or early next. Among those understood to be under consideration are Joseph M. Kittner, assistant chief of the FCC's Broadcast Bureau, who on Aug. 1 would be transferred to a similar position in Safety & Special Services Bureau. Mr. Kittner is a 14-year veteran of the FCC. If he is selected for the Senate post, it probably would be on a leave of absence basis, so that his Civil Service status would not be affected.

Chairman Magnuson still has in mind the launching of public hearings this fall, probably by November, but indications are that the brunt of this will be borne by Sen. John O. Pastore (D-R.I.), next-ranking majority member and chairman of the Communications Subcommittee. Mr. Pastore, an attorney and former governor of Rhode Island, is one of the Senate's most dynamic members and is of the liberal Democratic school.

Chairman Magnuson originally had planned to conduct the full inquiry with the end result of the inquiry in mind, but he is still his purpose to have the television inquiry conducted by the full committee. His preoccupation with other committee activities, however, may force him to relinquish the bulk of the hearing session to Mr. Pastore, who, as top ranking Democrat, automatically would take over the gavel, aside from his chairmanship of the Communications Subcommittee.

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Clarence C. Dill, of Washington, co-author of the original Radio Act of 1927, is working with the committee as a consultant on changes in the present 1934 law and that legislation this end might be introduced when Congress reconvenes next January. He doubted whether Sen. Dill would be willing to undertake the majority counselship.

Sen. Magnuson said that Sen. Pastore planned to be in Washington state in mid-October for hearings on Alaskan transportation. He said that during this trip, he would outline with the Rhode Island senator the pattern for the public hearings which should get underway in November.

Sen. Magnuson said he was highly encouraged over the attitude of the Ford Foundation on his proposed new technique of having such agencies conduct fact-finding studies for the benefit of Congress and without cost to it. About a month ago, Chairman Magnuson discussed this project with Dr. Robert M. Hutchins, head of Ford's Fund for the Republic, particularly with a view to a study of Sec. 315 of the law regarding political broadcasting and related aspects.

In subsequent conversations, the area was broadened to include free speech, conveyance of ideas by radio, and the subscription television issue. Sen. Magnuson expressed extreme optimism about approval of the project with an appropriation of $250,000. The committee itself has funds for investigatory purposes of only $200,000 and the bulk of this has been earmarked for the television inquiry.

The time conversations were initiated with Ford Foundation, Sen. Magnuson also authorized Mr. Davis to negotiate with the Carnegie Foundation to research a project dealing with censorship (Sec. 326 of the Act). He said no final decision had been reached on this and that he proposed to explore the matter further with Dr. Vannevar Bush, president of Carnegie Institution of Washington and trustee of Carnegie Corp. of New York. Some questions had arisen, he said, as to whether the censorship study fell within the purview of Carnegie's charter and that the suggestion had been made that other foundations be contacted in that regard.

MAKE BIG CITIES UHF?
A bold proposal to de-intermix major metropolitan cities such as New York, Chicago, Los Angeles and others by making the proposal was laid before the FCC last week by FCC Comr. John C. Doerfer (CLOSED CIRCUIT, July 18).

The Wisconsin Republican made his proposal in a formal statement offered at last Wednesday's regular Commission meeting (see text, page 33). The recommendation, which actually proposed only the revision of New York channels from the present seven vhf to seven uhf, was passed over without official action by the Commission.

It remains, however, an unfinished business.

Mr. Doerfer also recommended that all pending cases involving grants ready for decision, but which have been held up because of consideration of de-intermix petitions, be made final immediately.

In discussing his admittedly radical suggestion, Mr. Doerfer made it clear that he meant this to apply to all major centers, including New York, Philadelphia, Los Angeles, Chicago, Cleveland, Detroit, Boston, Pittsburgh and St. Louis.

Mr. Doerfer's statement, amplified for BT by the former Wisconsin Public Utilities Commission chairman, is based on the belief that uhf is either capable of doing the job or it isn't.

If it is good enough to perform its functions, then it ought to be accepted for big city operation, Mr. Doerfer believes.

It is in the larger metropolitan areas, where there is a heavy density of population and a smaller geographic area to be covered, that uhf's "urban" coverage should work best, Mr. Doerfer figures.

This move would permit the use of uhf channels in those areas which require wide area coverage in order to encompass less dense populations, he pointed out.

"Since stations stand or fall economically on their population coverage, this should be the best method of utilizing both vhf and uhf," Mr. Doerfer said.

He also emphasized that both frequency bands must be used if tv is to become a wide, competitive system.

Mr. Doerfer feels, he said, that current proposals for de-intermixing—to establish separate uhf "islands" of uhf, Mr. Doerfer declares, assurance that this would do any good as a whole throughout the country.

Mr. Doerfer explained that he was for some "candid" expressions from the FCC. He plans, he said, to have some staff do some engineering studies to bolster beliefs, but he also would like expert engineering analysis to aid in determining what about uhf.

"If it's surgery we need, then we ought to perform the operation," he said. Other it's just "dibs and dabs."

The basis of Mr. Doerfer's thinking is the nomics of telecasting. This follows the recommendation of Comr. Rosel C. Hyde that the Commission should re-examine the television plan in the light of the economics of broadcasting (CLOSED CIRCUIT, July 11).

Mr. Hyde's suggestion was made to his commissioners two weeks ago (see text, 33).

The former FCC chairman also urged such measures as selective de-intermix lowering the separation standards, and "emphasis on market areas rather than a mass to particular cities" should go forward.

That the economics involved in broader markets are playing a greater and greater role is commissioners' thinking during the last weeks was pointed out by the sudden pop of a 19-year-old report by then FCC engineer T. A. M. Cramen. This 1935's dealt with the social and economic aspect frequency allocation.

Mr. Cramen's point was that the FCC could take into account economic forces when granting broadcast stations. In this way, he cities needing more channels could have it while stations in smaller communities be protected from oversupply and resulting nomic insecurity.

The Commission's deliberations on actions stems from the current inability of uhf stations to succeed financially.

Pend在于 before the Commission are five petitions seeking de-intermix channel uhf. These cities are Albany, N. Y.; E. Lee, Ind.; Hartford, Conn.; Madison, and Peoria, Ill. In four of these cities alone allocated uhf channel has not yet been granted, although hearings have been held, and in some cases an initial decision is standing. In Albany, one of the proposals delete the existing station license on a channel. The Commission has held that these cities earlier than BT, July 4.

During the NARTB convention last Comr. Robert F. Lee suggested a better reallocation of广播 and other services band between 50 mc and 500 mc, leaving the uhf band between 60 mc and 642 mc. May 301.

Earlier, Comr. Robert T. Bartley urged sweeping reconsideration of all allocation of vhf and uhf bands.

A long-range look at the spectrum has been sponsored by the Joint Technical Advisory Committee (BT, June 27).

One group engineer chosen by the Commerce investigating staff, was formed month to prepare a recommendation or subject of uhf and vhf allocations (BT, 27). The Senate committee is studying casting, including the de-intermixing problem.

Page 32 • July 25, 1955
HOW DOERFEL, HYDE FEEL ABOUT DE-INTERMIXTURE

Text of Conn. Doerfel's motion on con-

of big cities to uhf-only:

NT petitions to deintermix certain mar-

Madison, Wisconsin; Peoria, Illinois;
vill, Indiana, Hartford, Connecticut; and
-Schenectady-Troy, New York-and

Commission re-examines its

ion rule indicate substantial delays in

more petitions for television licenses

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of the uhf portion of the broadcast

without drastic revision of the alloca-

that the Commission adopt the fol-

route:

ake immediate and final determination

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city of New York, and substitute

uhf channels.

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which gives little promise of making any

tribution to the objectives of the

port and Order (1952). Deintermix-

suition. The FCC has permitted a

mally a small contribution and certainly a

tribution in the overall uhf

ulation inherent in the Sixth Report

nder was defensible because of the lack

vidence and the failure of expected

Tampering with the allocation

in the light of experience with any-

than a minimum of specification is un-

realistic approach requires incentives

 manufacture upon a large scale all

ters with high standards of selec-

of the large advertisers to

of uhf channels.

itor the physical characteristics of the

vhf signals to markets which lend

gives to the most efficient use thereof.

concentration of population in metro-

areas will provide a market and suffi-

economic support for uhf opera-

the heart thereof, with ample induc-

favorable and probable development of service to

ge areas from stations operating in it

the peripheries of the uhf signals. On

ther hand, population and economic sup-

over a comparatively wide area

ing the operation from the

cities such as are found in the areas

outside of the northeast industrial area of the

United States.

This approach would tend to reduce the

probability of substantial portions of population in the

"Industry" economic areas, going without any television service.

Admittedly the cost of conversion in and

about the city of New York may well approxi-

$500 million. But the accumulated costs

are not the standards by which to judge

pective equities of the television viewers.

Why, I ask, should a resident of New

ity be permitted to enjoy a choice of seven

channels without conversion costs and a farmer in

Connecticut, Indiana, New Hampshire, New York, and

New York be denied any television service? Or at best three attenuated uhf signals in the

fringe areas? The hub of the present suggestions is that

urban dwellers in large areas have a

multiple choice of tv service at the minimum cost while rural people have none or a few at a

much higher receiving cost—especially when at best the rural and comparatively small city

cotters cannot create a demand in excess of 7½% of present set sales.

Even if the demand were raised to 12%, it would not solve the uhf problem but would

create for a long time small islands of uhf markets contributing a little or nothing to the

objections of the station owner.

Here is text of memorandum by Conn. Hyde

on selective de-intermix of vhf and uhf:

1. July 6, in connection with the considera-

tion of the tv agenda, I suggested that the

Commission re-examine the allocation of tv

stations among communities. Considera-

tion of the matter was deferred until July 14th,

with the request that I submit a memorandum.

2. Experience to date raises serious questions

as to whether the present allocation plan

gives necessary recognition to economic considera-

3. The situation with respect to uhf stations,

and the inability of competing networks to

obtain comparable facilities for broadcasting of

ng areas. A number of important markets indicate that conditions of

operation under the allocation do not conduce to

development of a comprehensive, competi-

tive television service.

4. I would suggest re-examination of the allo-

cation with a view of ascertaining what cor-

ective measures would be appropriate and

feasible.

5. In order to correct what appears to be

basic difficulties, it may be necessary to con-

sider such measures as selective deintermixure,

employing changes in separation standards for

that purpose; greater emphasis on market areas rather than assignments to particular cities.

6. In the process of re-examination, I

would suggest consulting various segments of the

industry, particularly receiver manufacturers,

networks and licensees.

WWWS radio in the New York area is to

 transferred to their parent company, the Gazette Publishing

by the uhf stations were filed too late to be con-

sidered. Under FCC rules, no applications for

the same facility may be filed later than 20

days before a hearing starts. The Pittsburgh

ch. 11 hearing began in April 1954.

It also said that the two uhf stations had no

standing to object to the issuance of a final de-

cision since they were not parties to the hearing.

The merger agreement between the two

Pittsburgh ch. 11 contestants provided that

WWWS, Inc. is to sever its connections with WWWS, Inc. and that WJAS is to be sold. The

Co. (Pittsburgh Post-Gazette). The newspaper

and Pittsburgh Radio Supply House, present

licensee of WJAS, will then own 50% each of

WWWS, Inc.

It is expected that the call WJIC will be

sought for the new ch. 11 outlet. The station,

be affiliated with CBS, will be represented

ationally by Blair TV Inc. John Blair & Co.

represents WWWS, Inc. The Pittsburgh Post-

new station has not yet been established but

expected to be close to that for the pioneer

KDKA-TV, which is $2,100. The station

expected to be in operation by fall.

NWC-WBC SWAPS HANGS FIRE

Was Westminster Broadcasting Co. really

forced into exchanging its KKW-WPTZ (TV)

and WNBC-WKBV (TV) stations for

WMAT-AM-

and WBNK (TV) Cleveland?

That was the question the FCC last week

told its staff to investigate. If there is any

basis to the charges, the Commission made

plain it intended to force a hearing on the

subject. If not, a grant should be in order.

But, also last week, ch. 9 WSTV-TV Steuben-

ville, Ohio, filed an objection to the Philadel-

phia-Cleveland transaction—which also in-

cludes a $5 million payment to Westinghouse by NBC.

WSTV-TV claimed that "substantial por-

tions" of its service area are covered by both

Westinghouse-owned KDKA-TV Pittsburgh and

WNBC-TV Cleveland. The Cleveland station is to be owned by Westinghouse, WSTV-

TV said, then there is overlap between the

Pittsburgh and Cleveland stations.

WSTV-TV also charged that ownership of

the Cleveland station went to Westinghouse too much economic power in Pennsylvania and

Ohio.

To WBUF-TV Buffalo last week went an

FCC-directed McFarland letter stating that

NBC's $312,000 purchase of the ch. 17 station

could not be granted without a hearing because of

questions of concentration and monopoly.

The Commission said that in view of the

allegations regarding NBC's station ownership

throughout the country, there was no reason to

whether further extension of NBC

ownership would be in the public interest or in

violation of the anti-monopoly provisions of the

Communications Act.

The FCC also said it was concerned with

RCA's "history" of anti-trust litigation, includ-

the pending suit brought by the government

against NBC parent company's parent prac-

tices.

Other points raised in the Commission's

letter concerned NBC's intent to furnish network

programs to other tv stations in the Buffalo-

Niagara Falls area; NBC's intention to buy an

am station in that city, and whether the pro-

pose whether further extension of NBC

ownership would be in the public interest or in

violation of the anti-monopoly provisions of the

Communications Act.

The Buffalo purchase by NBC has been

protested by WGR-TV Buffalo. WGR-TV

asked that all of NBC's purchases be con-

solidated into one full hearing.

As further investigation by the FCC is

NBC's $600,000 purchase of ch. 30 WKBN-TV

and WKNB New Britain. This transaction was

scheduled for oral argument, but the Commis-

ion postponed this to determine whether a full

hearing was necessary. At issue is the question of

overlap between NBC's WKCA-TV New

York and WKNB-TV.

Opposing the New Britain purchase are

WHNC-TV New Haven and WATR-TV Water-

bury.

The latest FCC study has its basic charges

July 25, 1955
that NBC threatened Westinghouse with loss of its NBC affiliations unless it consented to the deal. The Commission staff was told to check into the "monopolistic" aspects of this allegation. It also was pointed out that this is an example of how the FCC uses its discretion in determining whether a hearing should be held in an application in which substantial questions have been raised. This point was one of the arguments made by the Commission in asking Congress to amend Sec. 309(c)—the protest rule—to permit it to exercise its discretion when protests were made to grants made without hearings. The amended Sec. 309(c) was passed by the House of Representatives last week and is due to be considered by the Senate soon (see story, page 71).

The Commission's attitude is that if the charges have substance, a hearing must be held. If they do not, then a grant is in order. Since the commissioners will be vacationing during August, its action on the NBC-Westinghouse swap—considered in some circles to be without precedent as a formal action—will delay consummation of the deal.

NBC has emphasized that a long, drawn-out hearing would jeopardize the agreement.

In an application seeking FCC approval of the exchange [B'T, June 20], Westinghouse said that NBC had been offered another Philadelphia station. It concluded, it said, that the ownership of the Cleveland stations, with NBC affiliations, was preferable to the continued ownership of the Philadelphia stations without such affiliations.

Westinghouse bought WPTZ from the Philco Corp. for $8.5 million two years ago. It also acquired WAKR, AM-FM-TV, Buffalo, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield (Mass.), KEX-AM-FM Portland (Ore.), WOWO Fort Wayne and KPIX (TV) San Francisco.

The WSTV-TV opposition charged that Westinghouse's arrangement with all networks for its Pittsburgh TV station has resulted in making it impossible for the Steubenville station to receive many network programs. WSTV-TV counsel argued that Westinghouse's economic power would not be used to prevent WSTV-TV from getting network programs, in the event the Commission approved the NBC-Westinghouse swap. Unless the networks approve, WSTV-TV said, the applications should be set for a full hearing.

WSTV-TV is a primary CBS affiliate, with ABC as a secondary affiliate.

THE TOWER LIMIT RAISED

FCC worked out a compromise on the request for Zone I stations to be permitted to build 2,000 ft. towers. A penalty of reading power and ordered that antennas in the crowded northeast and central areas which make up Zone I can be 1,250 ft. above average terrain with operation at full power.

The move was following petitions last year by ch. 4 WBTN-TV Buffalo and ch. 3 WSAZ-TV Huntington, W.Va., that the ceiling be lifted. The FCC issued a proposed rule-making notice last fall.

The FCC's action last week drew only one dissent. That was by Comr. Robert T. Bartley. Because the crowded population areas of the northeast, north central and middle Atlantic states, the Commission in its 1952 Sixth Report and Order established a maximum ceiling of 1,000 ft. above average terrain for vhf stations. Stations with antennas built above that level, the rules provided, would have to reduce their power to maintain the level of the 1,000 ft. height and maximum power.

Stations in Zones II and III, and all uhf stations, were permitted to build towers up to 2,000 ft. above average terrain without power penalty.

Stations on chs. 2 to 6 are permitted maximum power of 100 kw.; chs. 7 to 13, 316 kw., and all uhf stations, 1,000 kw. The FCC has proposed to raise the uhf limit to 5,000 kw.

In a report last week, the Commission said it "has always recognized the benefits to be derived from the use of higher antenna heights."

It continued: "We believe that, as an overall policy, the public interest is best served by operation of stations with high antenna heights, and this is especially true when all stations so operate."

The proposal to lift the ceiling on vhf antenna heights was favored by a large number of broadcasters. There were objections from some broadcasters and also from aviation interests.

To the fear that higher towers might jeopardize the agreement, the Commission thought the 25 ft. increase would be "negligible effect on problems relating to hazard."

The action permits both WBEN-TV and WSAZ-TV to increase their power to 3,164 kw.

This will, according to the stations, allow them to serve their entire market areas. As of now, they explained, their red power deprived many areas of good vhf service.

There are 18 stations in Zone I with antennas above the 1,000 ft. maximum permitted up to now. Seven of them are in New York City. The 18 are:

<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
<th>Antenna height</th>
<th>Antenna power</th>
<th>DBK</th>
<th>DBK Under 1500 MHz</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJAC-TV</td>
<td>Johnstown, Pa.</td>
<td>1120 ft.</td>
<td>175 kw.</td>
<td>135</td>
<td>18.5</td>
</tr>
<tr>
<td>WATV</td>
<td>Newark, N. J.</td>
<td>1190 ft.</td>
<td>1200 kw.</td>
<td>19</td>
<td>22.5</td>
</tr>
<tr>
<td>WBNF-TV</td>
<td>Binghampton, N. Y.</td>
<td>1210 ft.</td>
<td>778 kw.</td>
<td>11</td>
<td>22.2</td>
</tr>
<tr>
<td>WBNB-TV</td>
<td>Buffalo, N. Y.</td>
<td>1230 ft.</td>
<td>1000 kw.</td>
<td>2</td>
<td>25</td>
</tr>
<tr>
<td>WCBS-TV</td>
<td>New York City</td>
<td>1290 ft.</td>
<td>1455 kw.</td>
<td>9</td>
<td>16.5</td>
</tr>
<tr>
<td>WREGA-TV</td>
<td>Harrisonburg, Va.</td>
<td>1440 ft.</td>
<td>1455 kw.</td>
<td>9</td>
<td>16.5</td>
</tr>
<tr>
<td>WBBB-TV</td>
<td>New York City</td>
<td>1340 ft.</td>
<td>1455 kw.</td>
<td>9</td>
<td>16.5</td>
</tr>
<tr>
<td>WORX-TV</td>
<td>New York City</td>
<td>1240 ft.</td>
<td>1465 kw.</td>
<td>9</td>
<td>16.5</td>
</tr>
<tr>
<td>WPKX</td>
<td>New York City</td>
<td>1410 ft.</td>
<td>1465 kw.</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>WRGB</td>
<td>Schenectady, N. Y.</td>
<td>1410 ft.</td>
<td>1465 kw.</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>WJWJ-TV</td>
<td>Detroit, Mich.</td>
<td>1010 ft.</td>
<td>1063 kw.</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>WAWR-TV</td>
<td>Manchester, N. H.</td>
<td>1090 ft.</td>
<td>1240 kw.</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>WSVA-TV</td>
<td>Harrisonburg, Va.</td>
<td>1410 ft.</td>
<td>349 kw.</td>
<td>9</td>
<td>32.2</td>
</tr>
<tr>
<td>WEWS</td>
<td>Cleveland, Ohio</td>
<td>1300 ft.</td>
<td>867 kw.</td>
<td>9</td>
<td>32.2</td>
</tr>
<tr>
<td>WHIO-TV</td>
<td>Dayton, Ohio</td>
<td>1140 ft.</td>
<td>896 kw.</td>
<td>9</td>
<td>32.2</td>
</tr>
<tr>
<td>WSAT-TV</td>
<td>Huntington, W. Va.</td>
<td>1320 ft.</td>
<td>1096 kw.</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>WHST-TV</td>
<td>Bluefield, W. Va.</td>
<td>1220 ft.</td>
<td>185 kw.</td>
<td>17</td>
<td>20</td>
</tr>
</tbody>
</table>

* Above average terrain.

* Above ground.

COMMENTS FAVOR UHF BOOSTER PLAN

Comments received up to the FCC's deadline last week gave almost unanimous approval to the proposal to authorize "booster" stations to fill in shadow areas in uhf station coverage that thus spur uhf development.

Most of the regulators and the amended proposal on the ground it was economically and technically feasible and that it would bring uhf television to those who are now deprived of any uhf service at all. While favoring the proposal, some thought it should go farther to include:

- An analysis of network and economic considerations, in addition to the technical feasibility.
- Provision to permit community and nonprofit organizations to own and operate "boosters," not just the stations themselves.
- Provision for low power vhf boosters, too.

The FCC proposal, issued last March 31 [B'T, April 4], would authorize co-channel boosters or amplifying transmitters to project a uhf signal into shadow areas within its coverage contour.

Adler Communications Labs, which conducted experiments with ch. 53 WATR-TV Waterbury, Conn. [B'T, Dec. 20, 1954], said that not enough spectrum received during the one-year experiment, but that numerous complaints poured in when the system was shut down. Adler said its work proves that amplifying transmitters are feasible and can be handled on a commercial basis to enhance uhf coverage.

As far as color transmission, Adler said its measurements are not yet complete but so far results indicate that it can be handled with properly designed amplifying transmitters, with degrees of degradation that will be acceptable to the industry.

NBC favored the plan but added that vision should be made to avoid interference, other stations. The network stated that blanket limitation should be placed on the transmitting power or antenna height, which would be limited to the number of amplifying transmitters to be operated in conjunction with one main transmitter.

NBC further stated that these stations should not be treated separately for purposes of triple ownership and that they should be limited only within the maximum predicted ice area of the uhf station and only for those shadow areas.

In filing its comments, RCA submits report on its experiments in conjunction ch. 25 WJVT-TV (TV) Jackson, Miss. [B'T, 30, 1954]. RCA stated that all boosters should operate within the service area of the uhf station and that applications for amplifying transmitters should be handled on a case-by-case basis because of varying engineering problems. It concluded by stating that in locations booster operation can aid in leveling the effective coverage of uhf stations.

ABC favored the proposal on a case-by-case basis. Boosters should be limited to overall area served by the station, it said. As in its comments, ABC recommended the booster stations be unattended as in vhf and fm operations and that the hour of operation be the same as for the main transmitter.

A plea to consider the network and economy.
NEIL LANDS RKO LIBRARY
TV CRASHES HOLLYWOOD

- Filmland finally becomes major factor in television
- ABC-TV loads up to compete with NBC-TV and CBS-TV
- Disney, M-G-M, Warner to supply ABC-TV programming
- AB-PT operating profit doubled for second quarter
- Major sponsors buying Hollywood video network fare

VISION and Hollywood, each with vast film programming resources as well as acceptance, will combine their facilities this autumn.

For the first time a major film library—Radio Pictures—becomes the property of a broadcast industry entity with General Tele-

vision's $25 million purchase of the studio from Howard Hughes.

And for the first time a tv network—ABC—will utilize the facilities and popularity of Hollywood studio offerings to provide basic program services.

The purchase of RKO Radio Pictures by General Teleradio gives that company hundreds of feature films and a huge store of short films, putting the parent General Tire & Rubber Co. into Hollywood's Big Five and positioning it into a powerful position in both motion picture and television industries.

The agreement brings Hollywood and the TV industry closer than ever before. In recent years, moves on the part of the major networks—ABC-TV (Walt Disney, Metro-Goldwyn-Mayer, Warner Bros.), NBC-TV (which has been cooperating with Universal-International on a spectacular) and CBS-TV (also reportedly flirting with 20th Century-Fox)—have already foretold a closer working arrangement with the Hollywood majors.

20th Century-Fox is about the only major network not involved in radio or tv. Paramount holds a substantial interest in DeMont manufacturing and tv operations along with its KTLA (TV) in Los Angeles and 80% of Telemeter (pay see). Columbia Pictures has Screen Gems. Metro-Goldwyn-Mayer owns WMGM New York. Republic Pictures Corp. and Allied Artists sell or produce films or rent studios.

There are divided opinions at the outset over impact of the purchase on other major film producers, up to this time lukewarm or coy to advances made by tv interests to release their feature films stored in vaults. At the same time, the transaction gave immediate rise to a feeling that this may widen the crack through which pay-tv adherents wish to inundate tv screens with full-length features at coin box prices.

While the future management setup of General Teleradio—now that it was plunged into the movie-making and distribution business—was still in the embryonic state, one significant step late in the week was announcement that Charles L. Glett, former CBS vice president in charge of network services on the West Coast, has joined General Teleradio's executive staff in a key executive role (see box page 36). Actually Mr. Glett's appointment had been made before the Hughes-O'Neil transaction was completed, it was learned.

An important part of the transaction is a col-

Hollywood and Culver City, Calif.: control of studios in New York City; access through partnership to production facilities in Mexico City; 101 domestic and foreign motion picture exchanges which RKO Radio operates in a world-wide distributing system; the facilities of RKO-Pathe Inc. and RKO Television Inc. (now reporting little activity).

General Teleradio now ranks as one of the Big Five feature film producers. With a wide distribution system at hand, it also has access to theatrical outlets.

TWO GIANTS COME TO TERMS

The agreement brings Hollywood and the tv industry closer than ever before. In recent months, moves on the part of the major networks—ABC-TV (Walt Disney, Metro-Goldwyn-Mayer, Warner Bros.), NBC-TV (which has been cooperating with Universal-International on a spectacular) and CBS-TV (also reportedly flirting with 20th Century-Fox)—have already foretold a closer working arrangement with the Hollywood majors.

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An important part of the transaction is a col-
New York and KHJ-TV Hollywood, a format innovation at the time. The films proved to be attractively packaged, and were syndicated by the General Teleradio Film Div. as the Million Dollar Movies series. General Teleradio more recently paid $1.5 million for two-year television rights to Roy Rogers and Gene Autry Westerns.

Mr. Hughes retains almost an $8.5 million stock investment in RKO Pictures, the holding company which no longer has much to hold except cash in view of the RKO Radio sale. He is at liberty to continue independent movie production and has ownership of small producing firms in Mexico, England and Italy. Mr. Hughes’ major interest continues to be Hughes Tool Co., oil-well equipment manufacturer, and Hughes Aircraft Co.

Sources familiar with Mr. Hughes’ investment in RKO through the years he figures end up with about a $6.5 million paper profit as a result of the sale to General Teleradio. Mr. Hughes originally bought some 27% ($929,000 shares) of the parent firm, RKO Pictures Corp., for $8.3 million from Atlas Corp., a Floyd Odlum interest. When the film producing and theatre operating companies were divorced, Mr. Hughes and other stockholders got paid for their share in the production and theatre divisions. Mr. Hughes later added to his picture stock, increasing his holding to over a million shares.

Deal Falls Through

In late 1952, Mr. Hughes contracted to sell this picture block, along with the minor holding of another stockholder, for $7.35 million to the Ralph Stolkin-A. L. Koolish interests, but the deal fell through some weeks later after a newspaper expose exposed an effort to get the money buying syndicate. As a result, the prospective purchasers forfeited to Mr. Hughes their $1.25 million down payment on the transaction.

Following this, Mr. Hughes became board chairman of parent RKO Pictures and the next year sold his 929,000 shares of RKO Theatre for $4.4 million-plus to David J. Greene. Last May 31, Mr. Hughes purchased from RKO Pictures stockholders for $22.6 million all the assets of subsidiary RKO Radio Pictures (now sold to General Teleradio). Thus, with a total of $26.9 million cash invested in the RKO ventures, Mr. Hughes recoups $23.5 million in the RKO Radio sale to General Teleradio and he still holds stock in the parent firm valued at nearly $8.5 million.

The $25 million purchase price will be offset for the next four years, it was indicated unofficially, by a tax cushion estimated to total as high as $20 million if film production is continued, but no official source would comment on this phase of the negotiations.

General Teleradio was understood to have no immediate plans for film making.

“The purchase of RKO marks another important step in the diversification program aggressively pursued by General Tire & Rubber Co. over the last several years,” Thomas F. O’Neill said. He continued: “Already one of the nation’s largest tire manufacturers, General Tire last year became the largest producer of plastic sheet and film, and the prime supplier of these products for automobile interiors. Through its acquisition of Texileather Corp. and Bolta Corp. the company has achieved substantial stature in chemicals and leather goods and materials.

“Now with the acquisition of RKO, General Tire becomes a major factor in the production and distribution of motion pictures.”

The huge industrial empire of General Tire includes these wholly-owned subsidiaries:

Fresh Titles for TV

The EXTENSIVE backlog of feature films included in the General Teleradio RKO Radio Pictures transaction is reported to run the gamut from Ginger Rogers-Fred Astaire musicals produced in the 1930s to “Jet Pilot” and “The Conqueror,” not yet released.


Aldora Mills; General Tire & Rubber India Tire & Rubber Co.; Pennsylvania Rb Co.; General Specialties Chemical Co.; Gene Tire Acceptance Corp.; General Tire and Rubber Co., Canada Ltd.; General Tire & Rubber Co., S.A., America, and General Tire & Rubber Co., Canada Ltd. are each more than 95% of the Aero-Jet General Co. commercial developer and manufacturer rocket motors, components and propellants.

General Teleradio has expanded rapidly radio- tv since 1950. It owns Mutual network with Mr. O’Neill as president; Don Lee Broadcasting System and the Yankee Network. Stations owned include WNAW-AM-TV Both WOR-AM-TV New York; KHJ-AM-TV Angeles; WHBQ-AM-TV Memphis and KF San Francisco.

While General Teleradio holds extensive ownership in radio and tv, the new stature the company was underlined by this statement of Mr. O’Neill: “With the purchase of RKO, General Tire & Rubber Co. now has greater investment in the motion picture industry than in any other field of entertainment.”

Actually the canned film now in the bag of General Teleradio will be distributed by film division. First reported that the General Teleradio plans to release its features in six batches for tv consumption. The go-slow proach, it was explained, would prevent flooding of the market and General Teleradio stations would buy films on the same basis other stations.

It also was reported that General Tele was this month would keep production facilities of RKO Ra...
LOWEST COST per-thousand in Baltimore!

A survey by Pulse shows that W-I-T-H reaches 74% of all Baltimore homes every week. At W-I-T-H’s low, low rates, that means that W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. That’s one big reason why W-I-T-H produces such spectacular results for all kinds of advertisers. Let your Forjoe man give you the whole story!

IN BALTIMORE THE BIG BUY IS WITH

Tom Tinsley, President
R. C. Embry, Vice-President
Represented by Forjoe & Co.
It's a clear picture!

whio-tv

is the top-rated AREA station

- in mail-pull
  Over 60% of WHIO-TV mail came from outside Metropolitan Dayton, Ohio

- in ratings*
  13 out of top 15 once-a-week shows
  First and second multi-weekly shows

- in audience loyalty
  Proved by continuing top ratings through the years

* These are Pulse survey figures for May, 1955. Comparable figures are available on other surveys from our national representative, George P. Hollingbery.

Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS
entered the picture by buying all assets and properties of RKO Pictures.

Of interest is the fact that at the very time RCA controlled the corporation (1929), Paramount Famous Lasky Corp. bought a half interest in CBS. This investment also aligned radio with the cinema, bringing screen stars to the microphone. In March 1932, CBS repurchased the Paramount Lasky interest. William S. Paley, now CBS Inc. board chairman, then was president of CBS.

ACE UP ABC'S SLEEVE

ABC this fall will make its strongest bid to capture a larger share of the tv network audience and advertising dollar. Its top card: Hollywood.

Unable now to come up with a private talent stable equal to its stronger competitors, CBS and NBC, the tv network division of American Broadcasting-Paramount Theatres Inc. is doing the next best thing—acquiring rights to the top talent product of Walt Disney Studios, Metro-Goldwyn-Mayer and Warner Bros.

AB-PT is diversifying too. While President Leonard H. Goldenson last week announced that the net operating profit for the second quarter of 1955 was double the same 1954 period (see story page 82), the parent firm was opening shop in partnership with the Disney interests at Disneyland, the $17 million entertainment extravaganza at Anaheim, Calif. This project is a 160-acre family amusement park, commercial product exhibit and world's fair all in one.

Aside from the investment, network executives feel that some features will be filmed there for use on ABC programs.

Walt Disney Studios now has in production 126 hours of film program material for ABC-TV during the 1955-56 season. This includes 26 hours of new shows (each to repeat during the 52-week cycle) for the Wednesday 7:30-8:30 p.m. Disneyland series and 100 hours for a new daytime children's show, Mickey Mouse Club. The latter is scheduled Monday through Friday 5-6 p.m.

In each case, the time is local time for the respective zones across the country with network feeds being repeated from both New York and Hollywood to complete the airing.

Disneyland kicks off its new series Sept. 14 with all three sponsors renewing for the whole cycle. These include American Dairy Assn., through Campbell-Mittoon Inc.; American Motors Corp. (Nash, Hudson, Kelvinator appliances), through Geyer Adv. and Derby Foods through McCann-Erickson.

Mickey Mouse Club debuts Oct. 3 with its daily four-quarter-hour segments to be distributed among some sponsors. These include General Mills, Armour & Co. (pet food); Campbell Soup Co.; Bristol-Myers Co. (Ipana); Welch Grape Juice Co.; Carnation Co., and Mars Inc. (candy bars).

Agencies include Knox Reeves Adv., Dancer-Fitzgerald-Sample, William Esy Co., Talham-Laird Inc. and IBDO for General Mills; Leo Burnett Co., BDDO, Needham, Louis & Broby and Ogilvy, Benson & Mather Inc., for Campbell Soup Co.; Doherty, Clifford, Sieers & Shenfield, for Bristol-Myers; Talham-Laird

DISNEY AND FRIEND at the Disneyland opening. In addition to its network tie-up with the cartoon maker, ABC is a 35% owner of the $17 million amusement park.

and N. W. Ayer & Son for Armour; Leo Burnett Co. for Mars Inc.; Erwin, Wasey & Co. for Carnation and Kenyon & Eckhardt for Welch.

Network spokesmen foresee extensive merchandising and promotional features that will accrue to advertisers on the Mickey Mouse Club, all linking with the extensive background exploration involved in the ABC-TV tie-up with the Disney organization, as well as the virtually universal acceptance of the Disney product itself.

In conjunction with Warner Bros., ABC-TV on Sept. 13 premieres a new show, Warner Bros. Presents, in the Tuesday 7:30-8:30 p.m. spot. Sponsors include Liggett & Myer; Tobacco Co., weekly half-hour through Cunningham &
STERLING TV SETS UP NEW BOOKING SERVICE

Firm establishes department to "spot book" films, offering shorts that will have a specific time cue or be concerned with subjects of special interest. Monthly catalogue service will be furnished.

ESTABLISHMENT by Sterling Television Films Co., New York, of a new department to "spot book" short subjects of unusual or special interest to TV audiences is being announced today (Monday) by Richard Carlson, Sterling's vice president in charge of operations.

Sterling believes it is the first distribution company to offer films for tv on an "spot book" basis. Which means generally that a short subject film will be offered as a "one-shot" only. Although the new department will serve primarily to make variety shorts available for local shows with a "newsreel" type of format, similar to the WABD (TV) New York Featureama. Mr. Carlson also expects to distribute the films for special holiday or seasonal use; as special topical presentations, and as programs based on headline news of the day.

Sources for Films

Sterling's supply of short subjects cover more than 4,000 films, including a wide variety of travel, documentary, scientific, sports, sociological and educational films in general, obtained from such sources as the United Nations, the McGraw-Hill Book Co., the National Film Board of Canada and other organizations. Mr. Carlson believes that these films of varying length, which in previous years were used by many stations as a package, still have "tremendous value," when used on a spot basis.

Each month Sterling will send stations a list of the films available, with a brief description of each title and a suggestion on its program use. The station need purchase only those films which fit its programming requirements.

Mr. Carlson believes that if the films are programmed imaginatively, a station will have access to a large source of film supply. He noted that many films could attract large audiences on special holidays or during certain seasons of the year. Films of past Davis Cup matches, for example, he said, could be telecast during the period they are played (in late August). Communities planning a campaign against juvenile delinquency or for better schools. Mr. Carlson said, could make use of Sterling films on the subject.

Guild Films Establishes Unit for Tv Commercials

ESTABLISHMENT by Guild Films Co., New York, of a special division to produce tv commercials, headed by producers Joel Spector and Wally Gould, was announced last week by Reub Kaufman, Guild president.

Mr. Spector formerly was production manager of radio and television for Grey Adv., New York, and in this capacity supervised production on commercials for such accounts as RCA Victor, Mennen, Ronson, Doesskins and Krueger beer. Mr. Gould, previously production and sales executive for Robert Law Productions, New York, and Peter Elgur productions, New York, directed film commercials for R. J. Reynolds Tobacco, Colgate-Palm and Campbell Soup Co.

Mr. Kaufman said that Messrs. Spector and Gould would be able to utilize Guild's production facilities and personnel for tv commercial work.

Sarnoff Testifies On Movies' Holdout

BRIG. GEN. David Sarnoff, chairman of board of RCA and NBC, testified last week that NBC had made repeated efforts for six years to obtain feature films for television in the major studio majors, but had not been successful.

This assertion was made in a deposition New York last week when Gen. Sarnoff testified as an expert witness in the federal trust suit to force release of 16 mm film prints and other material. June 27. Mr. Sarnoff was questioned by Special Attorney General Samuel Flatzow and trial attorney Leonard Posner in the presence of 11 defendant theatrical motion picture production and distribution firms. trial is scheduled for Sept. 20 in Los Angeles District Court.

Answering the key question in the deposition hearing, Gen. Sarnoff acknowledged that statement filed with the FCC on the television industry issue he had said that film producers in 1940 had refused to make product available to tv. Gen. Sarnoff told government attorneys that this attitude on part of Hollywood studios was "come knowledge" in the television industry, but that he had had talks over the several years with representatives of Mr. Goldwyn-Mayer, 20th Century-Fox, Warner Bros. and Columbia Pictures on the subject.

Gen. Sarnoff testified that he could not understand major studios would not release their new product to tv, but contended old films would bring more money if made available to tv than if released to other outlets.

In answer to another question, Gen. Sarnoff said he had been able to secure three films from British sources for use in NBC-TV's schedule of spectaculars but did not answer directly when asked if NBC had attempted to procure films for its spectaculars from U. S. studios.

Gen. Sarnoff also expressed the view that release of older feature films to tv was uniformly feasible because newer films, made in various wide-screen processes, have no appeal in theaters while the re-issue market for older films is becoming tighter. He added that with the growing importance of color black-and-white feature films are losing value for television.

MCA-TV Promotes Williams

PROMOTION of Hank Williams, executive, to the newly-created post of president, of MCA Films Syndicate Division was announced last week by W. Nathan, vice president in charge of sales MCA-TV. New additions to the sales staff according to Mr. Nathan, are Marty Willis Minneapolis office; Karl Von Schaller, Chicago and Warren Ginnert, Connecticut.

Telecasting • Broadcasting
SALES SPURT
TWO PROGRAMS

General Electric International

of "Science Fiction Theater" to

First offering

new "Highway Patrol"

compts heavy sales.

of Smith Electric International with

Brodie Crawford, was released last

last week by the television

showing in New York and

Cincinnati, with an announcement by M. J. Rifkin, president in charge of sales, that sales

Highway Patrol had been con-

in 37 markets and selling the

sponsors already signed for High-

are Carnival Co., through R. T.

Adv., Salt Lake City, for use in a num-

cities in the northwest and mountain area; Lion Oil Co., through Ridgeway

St. Louis, for showing in Mississipi,

Louisiana and Tennessee, and Wied-

Co., of Cincinnati, through Tat-

New York, for Cincinnati, Colum-

and Los Angeles; and adding to its

production TV stations, Mr. Rifkin said that full-scale filming of the

as now underway at Ziv's Hollywood

and on location.

Sets $5 Million

for Rest of '55

TIMATED budget of more than $5

has been set by Guild Films for produc-

major TV series in both New York and

for the second half of 1955; it said announced last week by Reub Kaufman, films

president.

Nine-hour half-hour episodes of The

and I Spy, The Liberace Show, Con-

File, Jon Ray Hutton Show and Brother

will be filmed during the second half of

with The Goldberg's and I Spy pro-

New York and the remainder, except

in Hollywood. The latter will continue to be filmed in various

with big studio production

the co-existence of Holly-

New York and in television pro-

Wherever the circumstances are most

regarding stars, studio facilities and

where there will produce," Mr. Kaufman

d, Vitapix Set Up

Program Distribution

PIX Corp., a newly-owned tv program firm, Guild Films Inc., an affiliate of the

in their cooperative television production, and distribution tieup. The new plan, de-

more freedom to both parties, two

RCA Recorded Prog. Service

To Distribute 'Snead Show'

IN A MOVE related to the expansion of RCA

Program Services in the television distribu-

field, A. B. Sambrook, manager, announced last week that the organization has

acquired distribution rights to The Sam Snead Show, a series of 39 films dealing with

golf.

RCA Recorded Program Services, which has

served primarily in the recorded program field, obtained distribution rights to The Town and Country Time quarter-hour and half-hour series six weeks ago. Paul White, who was

appointed two months ago as adviser to the company, participated in negotiations for The Sam Snead Show with Robert Perine of Scope Productions, Indianapolis, which produces the series.

Mr. Sambrook revealed that 24 hours after the company salesmen had been notified of the

distribution agreement, the series was sold to WVOC-TV Hamptom-Norfolk, Va., which will present it twice a week under the sponsorship of Variety Shops.

KSTP-TV Says Ziv Reneged

On Film, Sues for $512,740

SUIT was filed last week by KSTP-TV Minne-

apols to recover $512,740 damages from Ziv

Television Programs Inc. for alleged failure to carry out a contract for rental of District Attorney for six months starting next Oct. 20.

The action, filed in U. S. District Court, asked the court to restrain Ziv from renting the film series to a competing local station and to compel rental of the film to KSTP-TV at $400 a week. In lieu of performance of the

claimed agreement, KSTP-TV asked the court to award $512,740 damages plus costs.

Damage to goodwill was placed by KSTP-TV at $500,000, with $12,740 sought as profit it would acquire during the six-month rental period. The station added that it had spent large sums over a long period to promote the

District Attorney series.

Ziv officials declined to comment on the

suit, explaining they were not familiar with its
details since the papers had not been served.

Dube Heads Craftsmen Film, New N. Y. Production Firm

ESTABLISHMENT of Craftsmen Film Inc.,

New York, as a tv film production and distribu-

company was announced last week by Jackson Dube, executive vice-

president and general manager. Headquar-

have been set up at 350 Fifth Ave., New York. Telephone is Lackwanna

and Mr. Dube, previously eastern sales manager of Atlas

Films, New York, reported that the

new company has acquired exclusive rights to the 44-quarter-hour films in the Greatest Fights of the Century series from Manny Baum

Enterprises.

July 25, 1955  •  Page 41
announces the appointment of

as exclusive national representative

Effective August 1, 1955
announces the appointment of

BLAIR

as exclusive national representative

Effective August 1, 1955
MIDWEST SPONSORS START GRID BUYING

Standard Oil (Indiana) takes Chicago Bears broadcasts. Miller Brewing buys half of All Stars-pro game on ABC-TV.

SPLURGE of sponsor activity erupted on the football front in the Midwest last week, involving two leading advertisers—Standard Oil Co. (of Indiana) and Miller Brewing Co.—among others, and substantial broadcast expenditures.

Standard announced that for the 10th straight year it will sponsor broadcasts of all Chicago Bears pro games and is still working out plans for college air commitments. National Football League contests of the Bears will be carried for the coming five year by WGN Chicago and possibly, but not normally, on a Midwest regional hookup. Standard also will pick up the tab for 13 Bears Quarterback Club weekly film shows.

The oil company, always a heavy regional radio TV spender, also figures among the advertisers announced last week for the ABC-TV telecast of the Chicago Tribune's annual foot-

LATEST RATINGS

NIELSEN

<table>
<thead>
<tr>
<th>NUMBER OF TV HOMES REACHED</th>
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<tbody>
<tr>
<td>Program</td>
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<tr>
<td>1. Love story (Phillip Morris) (CBS)</td>
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<td>2. Toast of the Town (CBS)</td>
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<tr>
<td>3. Jackie Gleason Show (CBS)</td>
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<tr>
<td>4. George Gobel Show (Armour) (NBC)</td>
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<tr>
<td>5. Love Lucy (P &amp; G) (CBS)</td>
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<tr>
<td>6. Gable Show (Pet Milk) (NBC)</td>
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<tr>
<td>7. Dragnet (NBC)</td>
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<tr>
<td>8. December Bride (CBS)</td>
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<tr>
<td>9. This Is Your Life (P &amp; G) (NBC)</td>
</tr>
<tr>
<td>10. Buick-Star Show (NBC)</td>
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For the Record

AIR CONDITIONING units sold by the RCA trademark have been factured by the Federd-Quigian under a contract with RCA which is to June 30, 1956, Salva Goldenberg, president of Federd-Quigian, confirmed last week. He made the statement, "to clarify any understanding that might arise from reports in connection with the prop Whirlpool-Seeger merger recently nounced."

home laundry products under the Kenmore. Whirlpool also sells its own.

The move is designed to strengthen pool's hand in the home appliance field the present growth period for which has been stepped up substantially. The recently bought into NBC-TV's fall line-Martha Seeger will be known as Whirlpool.

The new company will be headed by Gray, president of Whirlpool, and Walter, board chairman of Seeger, in those active posts. The Whirlpool account is handled by Kenyon & Eckhardt Inc., Chicago.

Miles Labs' Oscar Capelle Dies of Heart Ailment at Funeral services were conducted Wednesday in Elkhart, Ind., for Oliver B. Capelle advertising manager of Miles Laboratories, who succumbed in heart condition his home July 8.

Mr. Capelle, was with Miles 20 years and credited with unknown to standards, too.

The firm in 1955 at the promotion man he became ad-

Mr. Capelle had a local version on WTRC which what to become later a network Quiz Kida. At time, one actually con-

mation of Whirlpool-Seeger Appliance Companies Planned

PROPOSED MERGER of Whirlpool Corp. with Seeger Refrigerator Co. and acquisition of the stove and air-conditioning divisions of RCA was announced to Whirlpool stockholders last week.

The new firm will be known as Whirlpool-Seeger Corp., with total assets of about $130 million and net worth of about $85 million.

RCA radio, however, will pick up the new company, along with Sears, Roebuck & Co., which has sold Seeger refrigerators under the name of Goldspot and Whirlpool.
There's a BIG new Picture in prosperous Louisiana

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana

MARKET DATA PREDICTED SERVICE
Area* WBRZ, Channel 2

Population .................................................. 860,000
TV sets in area ............................................. 164,650
Effective Buying Power ................................. $899,481,000
Retail Sales .................................................. $580,937,000
Food Sales ................................................... $129,460,000
Automotive Sales ......................................... $122,571,000
Drug Sales ................................................... $16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954
*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

$899,481,000.00 Effective Buying Power!

July 25, 1955 * Page 45
American Tobacco, GF Buy 'M-G-M Parade' on ABC-TV

AMERICAN Tobacco Co. and General Foods Corp. will co-sponsor M-G-M Parade, new weekly half-hour series which will debut Sept. 17 on ABC-TV, it was announced last week by Robert E. Kintner, president of ABC. The show will be seen Wednesdays, 8:30-9 p.m. EDT, following the network's Disneyland.

The series, which George Murphy will host and direct, marks M-G-M's entry into the television field. Format will be selected short features from the M-G-M library and behind-the-scenes information about motion picture production.

Agency for American Tobacco (Pall Mall cigarettes) is Sullivan, Stauffer, Cowell & Bayles. Agencies for General Foods are Benton & Bowles for Instant Maxwell House coffee and Young & Rubicam for Minute Rice.

Webcor Debuts in Network TV On NBC-TV Tony Martin Show

WEBSTER-CHICAGO Corp. will go into network television for the first time Sept. 5 as alternate-week sponsor of the NBC-TV Tony Martin show, it was announced last week by the electronics manufacturer.

Webcor will sponsor the Martin show every other week over 77 stations and receive commercials each week for 26 weeks under a "cross-plug" arrangement. Plans were announced at a distributors' meeting in Chicago by E. W. Olson, director of advertising and public relations.

Agency for Webcor is Smith & Smith & Ross, Chicago.

Louis to Head NL&B Plans

APPOINTMENT of John J. Louis Sr., senior vice president, as chairman of its agency plans board was announced last week by Needham, Louis & Broby Inc., Chicago. He will head an eight-man group which directs all advertising plans and programs for the agency's clients. Mr. Louis is majority owner and board chairman of KTAR Broadcasting Co., which owns KTAR and KVAR (TV) Mesa-Phoenix.

KYCU Yuma and KYCA Prescott, all Arizona.

Seeds to Handle Sheen Series

ADMIRAL Corp. plans to announce the appointment of Russel M. Seeds Co. to handle advertising for Bishop Fulton Sheen's Life Is Worth Living series, previously in the hands of Erwin, Wasey & Co., New York.

Seeds has been handling all other Admiral advertising. Still to be arranged is Admiral's sponsorship of the Sheen series on ABC-TV this fall, although actual signing is regarded as just a formality.

SPOT NEW BUSINESS

Alberts Div., Carnation Co. (Albears Ohls, Flapjack Mix), L. A., starts CBS-TV Film Sales. Annie Oakley series in eight western markets for 26 weeks (13 alternate weeks) from today (Mon.).

Birds Eye Div., General Foods, White Plains, N. Y., to use test radio campaign in San Diego, Los Angeles market starting late July or early next month to introduce new frozen potato product. Agency: Young & Rubicam, N. Y.

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. BTV will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

NETWORK NEW BUSINESS

Allstate Insurance Co. to sponsor Army football game Nov. 26 on MBS, A Christiansen Agency, Chicago.


AGENCY APPOINTMENTS

International Salt Co., Scranton, Pa., has BIBD, N. Y., to handle all advertising, spends approximately $75,000 annually plans to use radio-tv.

OZ Greeting Card Co., N. Y. and North America, and Klepa Arts Co., L. A., named F. D. Gonda Co., L. A. OZ will use tv; Alex M. Victor, radio-tv director, is exec. on both accounts.

Red-Magic Milk Shake Mix Co., L. A., named Roy S. Durstine, N. Y. Product has spot on market basis over past two years and now is being launched nationally. Hans account as supervisor is Neil Heard, new pointed western marketing director; W. D. Sloan, L. A. office manager, and Malone, N. Y. vice president.

A&A PEOPLE


Frank Blotter, formerly tv-radio director, La Plais & Ryan, Chicago, named vice president and tv-radio director, Mumm, Mullay & Nic Inc., same city.

William A. Walker and Jay Berry elected presidents, Brooke, Smith, Freeph & Dorman, N. Y., heading creative and client service activities and business development in north Atlantic states, respectively.


Frank S. Drake, General Mills, appointed sales and merchandising director of O-Cel-O div.


Richard H. Robinson, former account executive, Erwin, Wasey & Co., L. A., to McCann-Erickson, Cleveland, as assistant account executive.

Josephine A. Musson, formerly with Art Meyerhoff & Co., Chicago, to copy staff, Joe Kaiz Co., Baltimore.

Harry W. Chesley Jr., president in charge of coordination of advertising, selling and merchandising activities of Philip Morris Co., N. Y., named to serve again in 1955 chairman of National Radio-Television-Film Committee of United Community Campaing of America.

Keith Connex, commercial copywriter, Young & Rubicam, N. Y., father of girl, Lynn Ruth.

FARM TV SETS

IDAHO

Ada 2,007 978 43.8
Adams 283 38 13.4
Bannock 873 207 36.0
Bear Lake 759 73 9.6
Benewah 440 109 24.8
Bingham 2,160 840 38.9
Blaine 320 55 17.2
Butte 142 35 25.3
Bunemi 1,373 373 27.4
Bonnieville 1,482 684 46.2
Boundary 566 128 21.5
Bout 271 67 24.7
Bannock 162 12 7.4
Canyon 4,183 1,252 41.2
Caribou 578 143 25.1
Cassia 1,225 296 24.2
Clark 47 47 27.7
Clearwater 366 62 16.1
Custer 207 144 70.0
Elmore 407 94 23.1
Franklin 1,098 403 36.7
Preston 372 97 26.2
Gem 916 241 26.3
Gooding 1,038 48 4.7
Borningtor 680 427 61.9
Idaho 1,660 79 7.2
Cajon 3,120 135 4.3
Jerome 1,122 155 13.0

VERMONT

Winooski 4,112 2,135 51.9
Burlington 7,700 3,391 44.5
Rutland 1,625 763 47.0
Shelburne 1,124 657 58.0
Chittenden 2,185 1,035 47.5
Essex 361 127 35.2

NEW HAMPSHIRE

Manchester 49 1 2.0

TOTAL

38,729 11,404
690 422
1,387 786
1,704 872
1,007 568
1,209 657
1,007 570
836 427
1,322 786
1,678 1,114
778 298
1,387 786
1,387 786
387 206
155 94
1,007 568
1,425 1,114
183 87
902 422
1,704 872
38,729 11,404
690 422
1,007 568
1,209 657
836 427
1,322 786
1,007 568
778 298
1,387 786
1,387 786
387 206
1,007 568
1,425 1,114
183 87
902 422
1,704 872
38,729 11,404
690 422
1,007 568
1,209 657
836 427
1,322 786
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778 298
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1,387 786
387 206
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183 87
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1,322 786
1,007 568
778 298
1,387 786
1,387 786
387 206
1,007 568
1,425 1,114
183 87
902 422
1,704 872
38
And it's no wonder! From 1685' above average terrain, Egbert, the Channel 8 Electron, gets a clear shot at THREE recognized metropolitan areas and their surrounding trade territories. So what? So 1685' will be the effective height of WFAA-TV's antenna when those steel jockeys complete their Texas-sized construction project.

What does this mean to you?

1. Inside the new Class "A" contour will be Dallas and Fort Worth — North Texas neighbors who account for more retail dollars than the nation's 12th ranking metropolitan area.* Add Waco's business (it's within Class "B" range) and that of the smaller communities in the WFAA-TV picture — and you have one of the most important markets in these United States!

2. Already the tower is taller than any other structure in the state. By October, WFAA-TV's 316,000-watt signal will blanket this major concentration of population and wealth.

To Egbert, the Channel 8 Electron, business looks great — for sponsors who use WFAA-TV to cover this lush market in one easy operation.

---

* Dallas - Fort Worth — $1,643,940,000
  Minneapolis - St. Paul — $1,551,460,000
  Source: SM's Survey of Buying Power, May 10, 1955

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

July 25, 1955 • Page 47
COMMENTS FAVOR UHF BOOSTER PLAN

FACTORS, in addition to the technical problems involved, was made by WELI-AM-TV New Haven, Conn. It declared that booster stations should not be permitted to serve communities that have tv channels assigned to them. WELI pointed out that one of the contributing factors to uhf ill is excessive and excessive coverage permitted many tv stations. This proposal provides an additional measure for extending coverage, economic power and network advantages of the larger and more powerful stations, WELI charged. WELI-TV (ch. 59) is not on the air.

The FCC proposal surrounding the attention of community groups anxious to establish their own boosters to receive tv service. Two petitions from citizens of Paterson and Brewster, Wash., were submitted by Thomas L. Stephens, chairman of the legislative committee of the Brewer Chamber of Commerce. They ask that any person or firm be permitted to install and operate such stations.

Another Washington state group, Quincy Valley T-V Inc., a non-profit organization, headquartered at Quincy, also asked that boosters be licensed for use by communities.

Last month the FCC moved against about 20 people of this group for operating a booster and receiving programs from Spokane and Kent FCC license [B[T, June 6]. Quincy Valley claimed the booster is the most efficient and low cost method of securing tv for this area of 20,000 people who own over 2,500 tv sets. Quincy Valley claimed this operation would have an initial cost of not more than $1,500 per channel and that maintenance costs would be negligible. These boosters should not be permitted further than the station's coverage area, the organization stated.

An unsuccessful application for a tv booster at Maui, Hawaii, to receive programs from Honolulu, asked that this type of operation be authorized immediately.

Howard K. Lindsey, who said he has been in radio 20 years and first worked with tv in New York in 1934, said KGBM-TV Honolulu (ch. 9) was given the go ahead to build a satellite in Maui on ch. 3 with strength enough to cause interference to ch. 4 KULA-TV in Honolulu. He asked, if high power satellites are authorized why not low power boosters that can't interfere? He said the desire of people to receive tv is so great it will force them to operate illegal boosters if the FCC doesn't act favorably on the proposal.

In addition to RCA and Adler, experiments were conducted by Sylvania Electric Products Inc. at Emporium, Pa. [B[T, Sept. 21, 1951] and WSM-TV Nashville at Lawrenceburg, Tenn. [B[T, June 7, 1954]. Sylvania, WSM-TV and RETMA filed favorable comments Thursday.

WSM-TV asked that the proposal be extended to include vhf boosters.

COMMUNIST INFILTRATION OF RADIO-TV TO BE PROBED BY CONGRESSIONAL UNIT

House committee sets hearings in New York Aug. 15-19 to investigate entertainment. Subpoenas are out for at least a dozen broadcast industry actors and writers.

HEARINGS will be held Aug. 15-19 in New York by the House Un-American Activities Committee into alleged communist infiltration of the radio- and other entertainment fields. Chairman Francis E. Walter (D-Pa.) said last week.

Chairman Walter said at least a dozen actors and writers in radio and tv and the legitimate theatre have received salaried for the hearing sessions. A committee staff member declined to release the names of those witnesses already subpoenaed last week because, he said, he did not have a list of those who have received subpoenas and those who have not. As for those who have not been summoned, he said if they found that the committee was looking for them, "they'd head for Bermuda."

The New York hearings will be held in the U. S. Court House at Foley Square.

Meanwhile, the American Federation of Television & Radio Artists said last week it was polling members on whether the union should discipline a member who refuses to give information to a congressional committee.

AFTRA said the mail referral of its 15,000 members asks for a vote on whether the union should discipline a member who refuses to give information to a congressional committee.

AFTRA said the mail referral of its 15,000 members asks for a vote on whether the union should discipline a member who refuses to give information to a congressional committee whether he is, or was, a communist.

Frank Nelson, AFTRA national president, said he developed the proposal adopted unanimously by the union's national board at its Seattle meeting, held during the national convention [B[T, July 18], and was subject to ratification by the national membership.

Mr. Nelson said AFTRA and its members "owe a primary duty to their country to cooperate with any duly authorized congressional committee investigating communism." He pointed out that at previous hearings by the House Un-American Activities Committee, some performers had defied the congressmen.

The proposed rule specifies that if any member declines to cooperate with a Senate or House committee, the witness may be investigated and charges may be heard by a board of the AFTRA local to which he belongs. The local board may, at its discretion, fine, censure, suspend, or expel the performer from membership. Expulsion would deny an actor the opportunity to work for the major networks and the large radio and tv stations where AFTRA has a union shop.

The vote will be in secret. All ballots must be returned to the union's headquarters by 5 p.m., Aug. 13.

Kern FTC Commissioner

THE Senate last week confirmed the nomination of William C. Kern, Democrat of Indiana, to a seven-year term as Federal Trade Commissioner. Mr. Kern was approved by the Senate Commerce Committee of 15 members, 15-0 (D-N. Y.), whose term expires Sept. 25. Mr. Kern is assistant director of the FTC's Bureau of Litigation.

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Government Interferes

CITY COUNCIL of Santa Fe, N. M. is mulling the idea of shifting its traditional Wednesday night session to Tuesday night since both the councils the citizens purportedly don't like idea of giving up their viewing of Wednesday Night Fights, according to ABC. The network, which claims the Santa Fe Council story carried nationally by International News Service.

WKLO-AM-TV SALES APPROVED BY FCC

Ex - Secretary of Commer

Sawyer buys Louisville stations for $350,000. Sales WOBS - AM - TV Jacksonvil and WAGE - TV Marquette filed.

SALE of WKLO-AM-TV Louisville, Ky., a group of local businesses to Charter Sawyer, former Secretary of Commerce $350,000, was approved by the FCC last week. The same time applications were made by the FCC for approval of sales of WAM-TV Jacksonville, Fla., and WAG Marquette, Mich.

The Louisville stations were sold to Sawyer's Great Trails Broadcasting Corp July 4 by a group including James B. Brown, Milton S. Trost, Harold Plunkett & Emanuel Levi.

WKLO (1080 kc with 5 kw day and night) began operating in 1948 and had a revenue of $61,545 in 1954. WKLO-TV 21 suspended operations in April 1954 being on the air about 18 months. In 19 showed a loss of $219,073.

Mr. Sawyer also owns WING De WCOI Columbus and WIZE Springfield Ohio, WCMX Ashland, Ky.

WKLO-TV is seeking in another chs. 7, 13 into Louisville to make it all audience.

Controlling interest in WOBS Jacksonville (the former station WOBS-30), not yet on the air, is being sold by L. Rivers Sr. to Carmen Macri, president & managing agent and 21.1% owner of the station July 4. Mr. Macri will pay $90,000 for the station's 60% interest. No change in WOBS staff or programming is planned.

Payments will be made in 40 quarterly installments of $2,250, plus 6% interest on the unpaid balance.

Mr. Macri, in addition to his WOBS link is 40% owner of WARR Winter Park, Fla. 25% owner of WMIE Miami. He is also a pled for a new am station at Palatka, Fla. Mr. Rivers is principal stockholder of Coast Broadcasting (about 18 Miami) and filed with the Commission for purchase WPWG-AM-FM Palm Beach [B[T, July 4]. Profit of WOBS for the 11 months to last April 30 was $13,727, while the bill sheet of licensee Southern Radio & Equip Co. showed a deficit of $17,606. Total assets $98,479 were reported for Southern. The work of Mr. Macri was listed as $12.4%.

The tower of WOBS-TV has been put up and the studios completed, but other equips
E.'s packaged relay systems provide superior switching at the cost of conventional switching equipment

For small, medium, or large stations...

Your station—large, medium or small...monochrome or color—can benefit from a G-E packaged relay switching system...now available at an initial cost comparing favorably with conventional switching.

For small or medium stations, the G-E TS-1-A controls up to eight non-composite and two composite inputs, with outputs for full line monitoring. Laps, fades, dissolves are smoother, faster and positive.

For larger stations, G.E.'s TS-2-A offers exceptional quality. It provides flexible by-pass for studio rehearsals and preview superimpositions. Bounce and low-frequency distortion are eliminated by clamps in the mixing amplifier.

Find out how a G-E Packaged Relay System can provide your station with better, more economical switching. Contact your nearest G-E representative today. Or, write: General Electric Company, Section X275-25, Broadcast Equipment, Electronics Park, Syracuse, N.Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Ave., Toronto.

Only Relay Switching can give you these advantages:

- Relays minimize crosstalk.
- A/C control of video signals means noise-free manual laps and fades.
- Simplified installation and maintenance because all non-composite coaxial connections are in the rack and not at the control panel.
- Removal of heat and microphonic problems by rack-venting those tubes and amplifiers usually found at the panel and in the console.

**G.E. TS-1-A SWITCHER.** For up to 8 non-composite and composite inputs.

**G.E. TS-2-A SWITCHING SYSTEM.**

FOR LARGE STATIONS—block-build switching facilities to fit needs. Plug-in relay chassis assemblies, transfer, video mixing, and sync mixing amplifiers, together with power supply and control panel, offer an almost unlimited variety of switching combinations.
HENNOCK FETED AT TESTIMONIAL DINNER

Over 500 crowd Washington affair in honor of former FCC Commissioner. Tributes come from government leaders.

MORE than 500 people in broadcasting and in public life paid tribute to former FCC Commissioner Frieda H. Hennoch at a testimonial dinner at Washington's Hotel Shoreham last Wednesday.

Speakers at the banquet, which taxed the capacity of the Terrace Dining Room, included Sen. Estes Kefauver (D-Tenn.), toastmaster; Sen. Herbert Lehman (D-N.Y.) of Miss Hennoch's home state; Sen. Wayne Morse (D-Or.), Chairman J. Percy Priest of the House Interstate & Foreign Commerce Committee; FCC Chairman George C. McConnaughey; NARTB President Harold E. Fellows, and Gordon Brown, WSYA Rochester, who presented the retiring commissioner with a portable television set. In addition, spokesmen for various women's organizations also applauded Miss Hennoch's seven years as a commissioner.

There were telegraphic tributes from many leaders, including former President Harry S. Truman, who named Miss Hennoch to the FCC.

Miss Hennoch's leadership in the cause of educational television was the primary theme for the tributes.

Chairman McConnaughey, speaking for members of the FCC, all of whom were listed as sponsors, referred to Miss Hennoch as a "delicious, delightful, distracting ditsy.'"

Mr. Fellows, speaking for the nation's broadcasters, saluted Miss Hennoch for her courage, determination and energy and pointed out that she was going into industry "supported by advertising." This, he said, was "democracy at work." Sen. Morse cited her as a "beautiful symbol of democracy."

Guests included many members of Congress and others in public life, as well as representatives of stations. No network officials attended.

Miss Hennoch, who joined the Washington law firm of Davies, Richberg, Tydings, Beebe & Landa upon her retirement June 30, in her response called for a continued fight for educational reservations in perpetuity, warned against monopoly in TV particularly urged prompt steps to combat what she termed as an immediate problem. She tended that stations are being starved for grant services because they cannot "find the advertising dollar." She called for a conscious overhaul of programming and the "breaking up of the great monopolies."

FCC Pay Boost Proposal Would Match Hill Raise

REP. SID SIMPSON (R-III), who has introduced a bill (HR 7387) in the House to double the salaries of FCC members from the present $15,000 to $22,500 (AT DEADLINE, July 18), said last week he made the proposal because FCC members—and Interstate Commerce Commitee members—"historically have received the same salaries as members of Congress." Several of congressmen already have been boosted to $22,500 during this congressional session.

It was understood last week that both Senate and House Post Office & Civil Service Committee have under consideration a request from President Eisenhower to raise the salaries of some 140 members of the various federal agencies, boards and commissions, and assist secretaries in the President's Cabinet, $20,000. No bill has been introduced to effect.

The White House, it was understood, noted in the request that these salaries should be more than $20,000, but felt congress would not agree to a higher figure. These indications that the White House may be pared down in committee or on floor to a figure perhaps as low as $17,500.

Although Rep. Simpson said he intended the salaries of FCC members should be raised as those of FCC members, no bill on salaries had been introduced by last week.


BROADCASTING • TELECAST
WTVD Durham-Raleigh

takes pleasure in announcing

the appointment of

Edward Petry & Co., Inc.

as National Representative

Effective September 1

Highlighting the

WTVD Basics

Channel 11. Affiliated with NBC and ABC...

Covering the Durham-Raleigh area of

441,100 families,* equivalent to the 12th Metropolitan

market in the U. S. 245,690* TV homes—more

than Jacksonville, Florida, or Richmond, Virginia.

*Source: Television Magazine


**TELECASTING**

**BROADCASTING**

**State**

**City**

**Zone**

**Si**

**BROADCASTING TELECASTING**

Here's my "Washington Marketbook," and a subscription which includes the *Broadcasting Yearbook* for the year of the commercial yearbook. To your 1735 DeSales Street, Washington, D.C. The agreement for the purchase of KNAC-TV, which is not yet on the air, calls for the payment of $50,000 for the construction permit and of $35,000 each to Messrs. Nakdimen and Heinreich over a period of seven years. This involves a covenant not to re-enter telecasting in the Fort Smith area.

The hearing saw both Mr. Nakdimen and Mr. Heinreich testify in justification of the purchase price for the permit and the additional compensation.

Southwestern Publishing Co. (Fort Smith Times Record and Southwest American) is owned by Donald W. Reynolds. Mr. Reynolds also owns KFSA-TV, Fort Smith; KLG-O, Okmulgee, Okla.; KORK and KLRJ-TV Las Vegas, KOLU and KTUS Reno, both Nevada; KBRV Springdale, Ark. He also owns and publishes the *Burlington* (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Times-Democrat; Las Vegas Review Journal.

**Trade Commission Questions LeBlanc Advertising Claims**

DUDLEY J. LEBLANC, who in 1951 scored a sales success story by promoting Hadacol on radio, has been charged by the Federal Trade Commission with falsely advertising the benefits of Kary-On, a vitamin-mineral supplement produced by the LeBlanc Medicine Co.

The FTC complaint cited the LeBlanc firm of Lafayette, La., for making exaggerated claims for Kary-On's power to relieve or cure suffering, most of which appeared on radio and TV. The commission further charged the company with misleading the public by failing to disclose material facts as to the limited therapeutic power of Kary-On.

Specifically, the complaint noted there is no likelihood that Kary-On can benefit many of the ills it lays claim to just because it contains vitamins B1, B2, niacin or iron. These vitamins and elements may not be the cure for the symptoms and ailments for whose relief Kary-On is advertised, the FTC stated.

Similar charges against Hadacol had been issued in September, 1951, but were dismissed because the then LeBlanc Corp. had gone into bankruptcy.

**FCC, Trade Commission Paperwork Savings Cited**

THE final Hoover Commission report—on "Paperwork Management"—was released last week and indicated that the FCC has taken "partial corrective action" on simplifying or eliminating five reports required of broadcasters.

These are forms: 301—application for CP or changes; 314—application to assign station, CP or license; 303—application for license renewal; 315—application to transfer control of license; 323—ownership report.

The Hoover Commission, after discussions with the Federal Trade Commission, estimates that $152,000 was saved through requirements of commercial to the FCC in the application for telecasting.

The commission said the equivalent of 1,000 days of continuities were being caused by stations and sent to Washington—five more than was needed. The Hoover group granted "scientific sampling"—selection of advertisers— to be reviewed prior to typewriting.

**Air Force Secretary Denies Pressure in RCA Contract**

AIR FORCE Secretary Harold E. Talbott week denied in testimony before the Senate Permanent Investigations Subcommittee he had used his influence in government to obtain business for a New York management engineering firm of which he is a partner.

He denied he had insisted that RCA obtain a contract with Paul B. Mulligan Co., which Mr. Talbott is associated, after it questioned the propriety of doing business with him. He claimed he was not a member of the RFC, hence had not had to consider the matter.

Mr. Talbott admitted that he performs work for the Mulligan firm after becoming a Force secretary, but said he had a prior agreement with the firm that he would not do business if the firm later handled government contracts. He said he would not have accepted profits from a Logan contract with AEO Mfg. Co. had he known that half of AEO's business was in govern contracts.

The witness offered in the Thursday testimony to "get away" his interest in the firm to place himself "above suspicion."

**Witness Changes Mind, Decides to Bar Cameras**

A WITNESS who changed his mind about televised coverage of his testimony before the Senate Permanent Investigations Subcommittee in some uneasy moments last week before senate granted his request that he be not televised.

Harry Lev, who had objected to camera when he testified before the Senate group an earlier date, last week objected to camera coverage. Mr. Lev testified on textile procurement in the military department.

Chairman John L. McClelland (D-Ark.) said he was inclined to deny the request on grounds the witness had waived his rights to immunities from the cameras, but later went along with other subcommittee members who said they wanted to "lean over backward to get the truth." The subcommittee's rules give members a right to decide whether a witness should be televised.

**Wisconsin Bars Unions From Supporting Campaigns**

NEW LAW prohibiting labor unions from contributing to political campaigns has been enacted by the Wisconsin legislature, which recently closed its session. The bill was sponsored by Speaker Mark Catlin Jr., of Appleton. It was bitterly fought by labor organizations. Under the terms, unions are subject to the political campaign rules already applied to corporations.

(Government continues on page 711)
FOR A NEW DAY IN TRANSPORTATION

UP-TO-DATE
TRANSPORT
POLICY

for the ASSOCIATION OF AMERICAN RAILROADS
Fingerprints are different for no apparent reason — but the finest TV stations acquire their personalities from the needs and interests of the areas they serve.

It stands to reason that quality TV stations want individualized representation. For them, the unique facilities of Harrington, Righter and Parsons have meant quality representation. If their league is yours too, then you'll want to find out what quality representation really offers.
U.S.-STYLE TV TO SWEEP BRITAIN

TO WATCH the British prepare for commercial TV, while radio changes from am to fm there; to see how broadcasting fares in France, and to report observations in terms most meaningful to operators and users of the broadcast media at home, no better reporter could be chosen than Clair R. McCollough, president of WGAL-AM-FM-TV Lancaster, Pa., chairman of the Television Board of NARTB and co-chairman of the board of the Television Bureau of Advertising. Here is his views, as recorded in an interview with BT editors.

A: You spent some time in Europe recently, didn't you?
B: Yes, I was there a month or so, roughly the latter half of the first half of May.
A: You were in Europe about 10 years ago along with a group of broadcasters to survey broadcasting conditions on the continent immediately after the war. Now you've had an opportunity to reappraise them 10 years later. How do you feel about European broadcasting now, as contrasted to what it was then?
B: I'll confine my comments to two countries, France and Britain.
A: Let's take England first, if you don't mind. Are the people really making preparations for commercial television? Are the agencies doing anything about it? Are the advertisers interested?
B: They certainly are in every category. The Independent Television Authority (ITA) had some qualms as to whether or not the Independent contractors could sell time in volume. Within the two weeks approximately £6 million ($16,800,000) worth of advertising revenue was in sight. They had a goal of about $3 million in advertising they were hoping to sell by September 22, when commercial television gets underway in England. They were completely astounded how rapidly the sale of advertising time swept along and exceeded all forecasts.
A: They are charging £1,000 a minute for peak viewing hours. Is that about $2,800 in our money, and, I said: "This a pretty good rate. How many sets will be have?" The chap answered: "Well, we'll sell between 150,000 to 300,000 sets."
B: In England?
A: No. Just in the London area. There are proposed to be three ITA stations on the air by February—London, Birmingham and another one in the Lancashire area. However, London is the only one that definitely will start in 22. The date is set and station tests are now underway. They hope to have the other two commercial transmitters on the air by next March.
B: So they said they will have from 150,000 to 300,000 sets in September. How many do you think they really have?
A: Well, that's what they think they will have. When I asked how many sets they thought they would have in a reasonable length of time after commercial programming started, they answered somewhere between 600,000 and 900,000 by next March.
B: This is still London only?
A: London only, and remember there are about 13 million people within the coverage area of this first commercial transmitter. That's a lot of people for a commercial television station, with no competition in sight.
B: All the present sets will have to be converted, won't they, to get these new programs as well as those of the BBC?
A: Yes. English television sets are built to receive only one service, the BBC. To get the ITA programs they will have to be converted. While I was in England, the London papers were carrying advertisements from set manufacturers noting that conversion will cost more than just the price of a converter. With antenna changes and other adjustments, the cost will run to $70 or more. The manufacturers are suggesting that, all things considered, it might be better to buy a new set.
B: What would that cost?
A: About $200 buys a 17-inch table or non-elaborate console model. Of course you can buy a set on the installment plan—they call it "hire-purchase" over there—but this is frowned upon as a bad thing by some business men I met.
B: What do you mean? Don't they want people to own tv sets?
A: Well, I hesitate to go far enough and say the upper classes think it is too good for the masses but I would say there is a definite feeling that it's wrong to encourage people to spend their money on luxuries like tv sets. To certain bankers and business men, a tv set is a luxury—an automobile is, also—and they would rather see their factories making goods for export to get dollar credit for Britain than to see them making tv sets—or autos—to be sold on the installment plan to the English people.
B: I was astounded how strongly certain men felt about "hire-purchase" buying and even more surprised how little they hesitated to say so.
A: What do the people say?
INTERVIEW

A: All I know is that 150,000 or even 300,000 sets among 13 million people isn't very many. Perhaps the merchandising philosophy I've just mentioned is to blame, but I would rather believe, from what I saw and heard, that the type of programs the BBC has been transmitting just doesn't have enough mass appeal to make most people feel that a TV set is a worthwhile investment.

Q: Won't commercial TV change that?
A: I think so, and judging from the way available commercial time is being snapped up, it looks like English advertisers think so, too.

If the programs on the London ITA station are a reasonable facsimile of the kind of programming we have in America, then I am positive their quota of 900,000 TV sets by next March will be met and perhaps surpassed.

From my American viewpoint, if people really want to see TV programs, they'll find some way to buy the sets. This certainly has happened in a big way in the United States with our more than 36,000,000 TV sets and there's no good reason to believe it will not happen in England.

Q: The British commercial TV setup will be somewhat different from ours, won't it? Isn't it true that the ITA system calls for a division of what we consider the function of a broadcaster? Doesn't their plan call for one group operating the transmitting end—and someone else doing the programming and selling the time?
A: Yes, it's quite different from the system in use in this country. Those in responsible positions over there keep telling you that commercial television in England is going to be strictly a British product, not in any way an imitation of the American system. My guess is they began talking that way when they were working to have Parliament approve the commercial television idea and by now this attitude has become second nature.

Q: How is the English system going to work?
A: The way it's set up by the Television Act of 1954 is that first the Postmaster-General appoints the chairman, deputy chairman and eight members of the Independent Television Authority, which has a ten-year charter to build, own and operate commercial TV stations in Great Britain in competition to the tax-supported BBC.

Q: What happens at the end of the ten years?
A: If all goes well, presumably ITA's charter will be renewed. That's what has happened with the BBC.

Q: Isn't it correct that the ITA is not going to do the programming for its stations, but to sell blocks of time to program building firms?
A: Yes, that's correct. The ITA people operate the transmitters; the programming is done by independent, privately-financed companies which the British call program contractors. They're like our package program firms, except instead of building individual programs and selling them to stations or sponsors, these English outfits take over all the programming of a station for days at a time.

Q: What? How do you mean?
A: Let me read from an official description of ITA operations which was given to me. Then I'll be sure to have it right:

"The Authority has offered contracts to four program contractors, [they spell program with a double-r, c, by the way] for its first five stations as follows: Associated Broadcasting Co., for the London station on Saturday and Sunday; and at the Birmingham station from Monday to Friday; Associated-Rediffusion Ltd. for the London station from Monday to Friday; the Kinsley-Winnick for the Birmingham and North of England stations on Saturday and Sunday; and Granada Theatres for the North of England from Monday to Friday."

Q: Then, when the London station gets going September first, one firm will program it over the weekend and another during the Monday-Friday weekdays?
A: That's right.

Q: How many hours a day will this station operate?
A: That's not all worked out yet, but they're figuring on 24 hours a week to start.

Q: So there are the ITA, which builds and operates the stations, and the program contractors, which provide the programs. What about the advertising agencies? Where do they come into the picture?
A: They'll provide the commercials, the advertising.

Q: And the contractors provide the programming?
A: Yes. Incidentally, they set up a special news organ, Independent Television News, which will supply news to the companies and they'll all be sent on its board. ITA, while final say on all programming see that there's a proper balance of different types of shows and the day's schedule has something for everyone. This is especially tant regarding news. ITA will be responsible for seeing that all costs are accurate and that per news is also impartial.

Q: Did you learn any of the plans for commercial programs, what kind of a size they plan to put on?
A: Their plans were far from complete when I was there and I wanted to make definite commitments until after the election. If the Labor Party had gotten back into power, the whole commercial TV idea probably would have been called off. It was one of the planks in their election platform.

But the first programs to be announced were just what you expect—all-star shows costing the kind of money that the BBC could never afford to pay. One is a Sunday night series of long programs from the stage of the Palladium, London's vaudeville house. Bob Hope, Gracie Fields and others were announced as under contract for regular appearances. Another is a Saturday series of films played, with names British actors feel is that sort of thing.

Q: Who repays the contractors for the costs of the programs?
A: The contractor sells the time for $2,800 an annum and he uses part of the money to pay the talent and production costs. In addition, he has to pay ITA a pre-determined amount of money. That's the way ITA repays the government. To get its TV a government loan of £2 million which they have back over a ten-year period.

Q: I'd like to get this financial business a little clearer, if
WHITE CITY: An outgrowth of Britain's upcoming commercial television is the expansion program to improve the commercial system's operation. This is a scale model of the planned facility. It will be located on a 21-acre site in London, and is due to be completed in 1966. Sixteen television stages are being built now, along with other buildings.

A: Not at all. The government loaned £2 million—$5 1/2 million to get started. ITA is now selling time to the program factors. They are . . .

Q: Pardon me, but what's the price of the program time? You said they'd sold something like $16 million worth in a short time . . .

A: No, you misunderstood me. That was the program contract the program contractors have sold the announcements to the advertisers. In turn, program contractors make their own contracts with ITA for the time they sell.

Q: Going back to advertising rates, you said announcements during the peak hours are priced at £1,000 each. What are the rates for the other times?

A: They range from £560 for the cheapest spot to £2,800 for the most. Most sales are at the top rate. If they have an itemized contract, I haven't seen a copy.

Q: How do the agencies operate? On a 15% commission, a fee basis, or how?

A: That was still being discussed when I was there. I understand that then it's been decided that agencies will be paid commissions on time, probably 15%.

Q: How is the commercial time allotted? That is, if the 11 o'clock newsreel is very popular and I'm an advertiser, do I arrange to get next to it, or in it, if possible?

A: You don't get in it at all. If you get next to it, you're lucky.

Q: You mean the advertiser can't say . . .

A: He has absolutely no choice at all. He doesn't know exactly where he's going to be on the air. Let me explain. You understand that no one can sponsor any use of television shows. They are broadcast, and you—the advertiser—pay for them but you can't sponsor them. Your advertising is�� wherever they want to put it. Specifically, it goes between programs or in natural breaks within the program, like between the acts of a play or a variety show.

Q: How long are the commercial breaks? Will there be any double spotting or time for advertising on IDs or . . .

A: You're way ahead of them. They haven't even thought of that length commercials. At least, when I was there they were only minute spots. When I asked them about splits and 20-second spots, they looked blank and asked, "What's a split?" And, it's 20-seconds?"

A: I explained that we have a short announcement and then a flash during a station break. This was something they hadn't thought of at all. They were only considering one-minute announcements.

Q: Are there any limitations on the number of announcements, such as we have in the NARTB Code?

A: Yes, ITA has set a maximum of six announcements in an hour. I might say also that no commercials are allowed on programs dealing with religion, royalty or national ceremonies, but they will take whiskey advertising, which is certainly different from the customary American practice.

Q: We've heard that by virtue of the imminent introduction of commercial television in England, BBC is radically changing its entire operating and programming schedules. Is that right?

A: Two things are happening there. They're not only changing and improving their schedules, but all of a sudden they find the new ITA hiring many of their people at double their present salaries. They are now trying to establish a regulation or pass a law whereby the new ITA will not be permitted to hire their best people at greatly increased compensation.

A: It's a two-pronged sword. The chaps who get offers from the new ITA are quite happy but those left behind at BBC are now insisting they be paid on the same wage scale used by ITA.

Q: What's BBC doing about it?

A: First they began giving substantial raises, up to as much as 50% of what the person had been getting, to key people like camera men, TV engineers and the like, if those involved would sign long-term BBC contracts. But the BBC Staff Association, a sort of company union, got disturbed about this for fear it would upset the regular grading system and they threatened to strike. When I left England they were still talking about it and nothing definite had been decided. Now I hear the strike threat has ended, but it's obvious that unless BBC can meet the wages offered by ITA they're going to lose a lot of their top-notch people.

Q: Outside of raising wages, is the BBC making any effort to compete with ITA?

A: Yes. They have received a very substantial additional appropriation of funds. The first thing they did was start building a new television center. They have taken over White City, a 21-acre tract in London, where the 1908 Franco-British Exposition was held. The buildings, dog racing track and park were bombed out during the war. BBC's going to have a regular radio-television city there. They're building 16 television stages now and have other buildings completed or near completion. This is the BBC, remember, not ITA. The project is to be finished by 1966.
Q: You mean 1956 or '66?
A: 1966. It's a long-range plan, but they're moving fast. They have one big building finished and they're using it for designing sets and making props. They have the second building almost finished, with a huge soundstage included. White City is well located in London and can be reached easily by the "tubes," as they call their subways. With their recent large appropriation of funds on hand, and improved facilities coming up, BBC is in a fair way to give ITA a sturdy scrap for audience. You see what's happening. There are going to be two systems of television in England instead of only one government operation, come Sept. 22.

Q: So the BBC doesn't fear commercial tv, at least not to the point of paralysis?
A: They fear it all right, but they're fighting back. In addition to the new White City job, they've ordered equipment for a second BBC tv service. They hope to begin broadcasting in the London and Midland regions by next summer and eventually establish two BBC network services to compete with ITA. You might say that even before it has gotten started, commercial television has made things better for the British viewer, who eventually will have a choice of three programs instead of having to look at only one or none.

Q: Years ago I asked the then director general of the BBC what he thought would happen to BBC if a commercial system was adopted. His words, I think, were: "That'll be the end of BBC." Do you find that sentiment reflected in the activities of BBC in talking with BBC people?
A: I believe it remains the BBC idea unless their new facilities and programs compete successfully with ITA. BBC has convinced their government the BBC is dead the minute ITA starts, unless BBC does a tremendously better job. So, all of a sudden, the government seems to be supplying them with everything necessary to revitalize the BBC.

Q: Well, let us assume that the ITA method of operation proves entirely successful, accepted by the public. Will the public condone vastly increased appropriations for a BBC that may be producing an inferior and unacceptable service?
A: That's hard to answer. There's some talk about the possibility of an increased license fee to help meet increased costs but I don't think the public will hold still for it. The license fee now covers radio and television.

Q: What is the present license fee, do you know?
A: It's £3, or about $9.

Q: Then won't BBC, if it is to exist, be forced to go into commercial operation, too?
A: Well, I should think from the way they are acting and talking, it's just a matter of time until BBC goes commercial. This is particularly true if ITA is successful commercially and I feel quite sure it will be. Also, BBC could run its one network on a commercial basis to compete with ITA and its other network on a sustaining basis.

You have something with which to compare the present situation. When we were in England in 1945, they had a comparatively staid BBC broadcasting system. At least, this was true until several million GIs arrived in England.

If you recall, this situation brought about the creation of a so-called "light program" network that played mostly American records and electrical transcriptions from our immensely popular radio shows. Immediately the British people started listening to this particular program service and more or less forgot about the BBC programs. The BBC has continued this type of service on one of their radio networks and it has now become their most popular radio service.

It's going to happen in television. The BBC for example, are other unusual procedures, goes off the air during the long dark hour each evening because they are afraid the kids might not at television during what they consider the wrong time. The liminary ITA schedules call for continuous telecasting once a star is on the air. Now BBC is considering continuous tv schedules. The new ITA will probably change the face of British television much and as rapidly as programming for the U. S. GIs change the face of British radio.

Q: Is it likely the so-called contractors will use a great deal of television material developed in this country?
A: I don't think there's a doubt in the world about it.

Q: Can they afford to buy our programs? Will they have the revenue to pay for them?
A: Yes, they will be able to pay well for them. The newspapers over there are still somewhat restricted as to newprint quotas. The amount of advertising in English newspapers is nothing compared to the amount of advertising lineage in U. S. newspapers. Newspapers depend largely upon circulation sales for income.

Now, during commercial tv. Here is the best advertising medium the world has ever known. It can start on a five-hour-a-day basis and increase operating hours overnight, if necessary, to 18 hours or more daily, thus taking in many advertising dollars that are now looking for a place to be spent.

Q: So the new British plan of commercial operation will be a sort of American plan of operation, including its programs?
A: That should be true, regardless of what anyone says, although they may never admit it. You can see the die being cast for us to have the British like to call an "improved" system of American broadcasting. When I asked, "What's improved?", they started talking about their new tv code.

Q: Are the newspapers opposing commercial television?
A: No. Strange as it may seem, they aren't. They even comment editorially that there've been too many restrictions placed upon the new commercial television set-up. As one newspaper said of the ITA Act created by Parliament, "It's the greatest set of harnass ever devised to harness a free enterprise."

Although I was not able to trace down certain statements because of my unfamiliarity with British corporation intricacies, we have the very strong feeling that commercial tv in England is starting out closely allied with certain strong newspaper and publishing interests.

Q: You mean through subsidiary stock ownership?
A: Yes, and even more directly. I believe one reason commercial tv got through Parliament and is getting the support of the press is because the publishing business is contemplating direct participation in commercial television. Perhaps they see an opportunity to expand in television where they're pretty much restricted or barred at the present time. Also, they are tremendously interested in being news to be handled on tv.

Q: Were you told that by someone in England? Or is this just an informed guess?
A: This is my opinion, based on what I was told indirectly by informed people, who would say, "Well, don't say we said but we believe one very good reason commercial tv's moving along so well is due to the fact the press has a finger in the pie."

Q: Is it your view, based on what you saw in the way of preparation, that the commercial television plan will succeed?
A: Absolutely. I am convinced it's going to take off like a
WJAR-TV
CHANNEL 10 PROVIDENCE

GIVES SOLID ENTERTAINMENT!

...and SELLS MERCHANDISE!

Put your product before the BIG TV AUDIENCE in Southern New England through Channel 10, Providence.

WJAR-TV
Dominant Providence, Rhode Island
Represented by WEED TELEVISION
rocket. I'm even more optimistic than they are. They believe their sale of tv sets is going to be slower than I believe it will be. Where I think they're wrong about the speed of commercial tv catching on is the fact they have had very few good television shows on the air up until now.

If a decent variety of really good television shows are broadcast, John Bull is going to find a way to buy a tv set. A healthy batch of top-rated American programs would make a big difference. Remember once again what happened to pep up English radio in the early 1940's. The same thing is going to happen to tv, only more so.

Q: Don't you think, carrying that on to the next logical step, if this works out, that eventually and in not too long a time, radio will go commercial, too?
A: Well, I couldn't get anyone to say so, although I tried my best. First, the act that Parliament passed setting up ITA and commercial television definitely says that ITA cannot get into radio at all, not as a commercial radio service nor on a non-commercial basis.

To make radio commercial in England would require a new law and right now such an event appears unlikely according to best informed sources.

Q: Thus, so far as you could see, no commercial radio counterpart to this television plan is contemplated?
A: No. I saw no indication of any thinking about commercial radio in England, although it could come along easily once they're accustomed to commercial television. However, there is something going on in English radio which is almost as revolutionary. On May 2 the entire radio broadcasting system started to go through a complete changeover. They are moving radio from am to fm.

Q: Are they going to have fm stations or just move their am stations to the vhf frequencies?
A: They're changing them to fm. Here's what happened: In 1950 a conference was held in Copenhagen which re-allocated radio frequencies throughout Europe. When the stations started operating on their new frequencies—that was about two years ago—interference between English radio stations and those on the continent resulted and since then it's gotten steadily worse. There is practically no place in England where radio reception is free from interference at the present time.

The BBC met this situation head-on. They decided to create an entirely new radio broadcasting system in the fm band. The station, at Wrotham, in Kent, not far from London, went on air May 2. Ten more fm stations, covering England, Scotland and Northern Ireland, are being built, with the whole new set-up finished before the end of next year.

Q: What's going to happen to am radio?
A: For the present, it's being continued and will go on indefinitely, but, with interference as bad as it is, it is easy to believe that new sets are bought most people over there will be getting fm and eventually the entire audience will be listening to fm.

Q: What about the listeners? What do they have to do? Can they convert their radios to fm or must they get new sets?
A: Both converters and fm sets are on the market. For people a new aerial is required to get fm. The am interference is so bad—you have to be the realize how bad it is—that manufacturers are making fm sets in great numbers and sales are up. Radio remains a very important item in the life of every person living in England. They're willing to pay to get good reception. Commercial radio service nor on it.

Q: What is the fm sets cost?
A: About $80 was the charge I saw. With the installation of a new aerial, probably it would add about $100.

A funny thing happened concerning these new fm sets. In a law in England which says is not permitted to listen to radio or shipping calls. The new sets are all-wave sets and by turning a certain knob the one was liable to a fine and confiscation of his set. There was a great fuss about it.

Q: How did they settle it? Couldn't they fix the sets somehow so you couldn't tune to those forbidden frequencies?
A: They thought of that, but a lot of these sets are sold abroad where it's legal to listen to those frequencies and foreign transmitters are very important to Britain, so they dropped the idea. Fm radio remains a very important item in the life of every person living in England. They're willing to pay to get good reception. Commercial radio service nor on it.

Q: Let's hop across the channel to France. You found a lot of changes going on in England, as far as radio and television are concerned. What's the situation in France?
A: Well it seemed to me that radio and television in France today has advanced very little over what it was ten years ago. During my visits to Radiodiffusion (governmental agency controls all French broadcasting) and in view of my discussions there and elsewhere with regard to French radio and television gathered the explanation for the lack of progress is largely a matter of economics. It seems the government has allocated blind research funds—at least by our standards—for the expansion of its broadcasting services.

Secondly, the great majority of French families simply do not have sufficient cash available to buy a television set. Add to
Be the One Station In Your City To Broadcast Notre Dame Football from the IRISH FOOTBALL NETWORK

Proved Performance
In 1954, 125 stations in the U.S.A., Hawaii and Armed Forces Radio, carried Notre Dame games through the IRISH FOOTBALL NETWORK. Stations report results like this: "Ratings showed we led all stations", "High spot of our Fall programming."

Already in July of 1955 the response has been outstanding. To date stations in the following cities have contracted to carry IRISH FOOTBALL NETWORK broadcasts:

**EAST & SOUTH**
- Albany, N. Y.
- Augusta, Ga.
- Baltimore, Md.
- Biloxi, Miss.
- Birmingham, Ala.
- Boston, Mass.
- Buffalo, N. Y.
- Burlington, Vt.
- Charleston, W. Va.
- Connelsville, Pa.
- Erie, Pa.
- Johnstown, Pa.
- Labrobe, Pa.
- Norwich, Conn.
- New London, Conn.
- New Orleans, La.
- Newport, Vermont
- New York City
- Pittsburgh, Pa.
- Portsmouth, N. H.
- Scranton, Pa.
- Springfield, Mass.
- St. Johnsbury, Vt.
- Toledo, Ohio.
- Utica, N. Y.
- Washington, D. C.
- Wheeling, W. Va.
- York, Pa.

**MIDDLE WEST**
- Bad Ax, Mich.
- Canton, Ohio
- Carroll, Iowa
- Carbondale, Ill.
- Chicago, Ill.
- Cleveland, Ohio
- Dayton, Ohio
- Decatur, Ill.
- Detroit, Mich.
- Dubuque, Iowa
- Effingham, Ill.
- Flint, Mich.
- Fort Wayne, Ind.
- Hutchinson, Kans.
- Jackson, Mich.
- Jasper, Ind.
- Kansas City, Mo.
- Memphis, Tenn.
- Muskogee, Mich.
- Oklahoma City, Okla.
- Port Huron, Mich.
- Saginaw, Mich.
- Sioux City, Iowa
- South Bend, Ind.
- Springfield, Ill.
- St. Louis, Mo.
- Sturgis, Mich.
- Toledo, Ohio
- Warwick, Ind.
- Youngstown, Ohio

**WEST COAST**
- Aberdeen, Wash.
- Coronado, Cal.
- Denver, Colo.
- Fort Worth, Texas
- Fresno, Cal.
- Hood River, Ore.
- Kennewick, Wash.
- Lancaster, Cal.
- Long Beach, Cal.
- Los Angeles, Cal.
- Moses Lake, Wash.
- Pasco, Cal.
- Portland, Ore.
- Paineville, Ore.
- Redding, Cal.
- Reno, Nevada
- Salinas, Cal.
- San Francisco, Cal.
- San Jose, Cal.
- San Diego, Cal.
- Savannah, Ga.
- Seattle, Wash.
- Spokane, Wash.
- Tacoma, Wash.
- Yakima, Wash.
- Wenatchee, Wash.
- Honolulu, Hawaii

Joe Boland’s Play-by-Play
Nationally known, authentic Joe Boland’s play-by-play reflects his 12 year’s experience as football coach at four colleges, including Purdue University and the University of Notre Dame.

New Low Package Price Includes
All Line Costs
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Joe Boland’s Play-by-Play Cuing for Commercials.

And it’s easy to figure your cost. In most States it is your highest hourly SRDS daytime rate per game.

FREE NEW BROCHURE “1955 NOTRE DAME FOOTBALL”

Write! Phone! Wire!
Joe Boland, Mgr., Irish Football Network
WSBT, Tribune Building
South Bend, Indiana, Phone CE 3-3141

Pulse Ratings*
1st West, Midwest, South, North—all America, and more, listens to the Notre Dame games, ranked 1st of 9 stations.
2nd New Orleans, WVEZ, 1st of 10 stations.
3rd WMCA, NY, 1st of 4 stations.
4th KYA, San Francisco, 1st of 5 stations.
5th WMCA, NY, 1st of 10 stations.

the actual fact there is little on the air in the way of television, outside of an hour or so a day, that is interesting enough to make them want to purchase TV sets.

Here again, blame is not to be placed upon individuals but rather upon a system of broadcasting. With no money coming from government to speak of and no money from sponsors, there is just nothing with which to create programming and otherwise "improve the breed."

Q: How many television sets are there in France today?
A: I was told there are approximately 250,000.

Q: That many?
A: I think they may have boosted the figure somewhat. No one seemed to know for certain. I'm not sure anyone cares. A set count is an unheard of thing.

Q: Is it because French programs aren't attractive under government operation?
A: In my opinion, that's precisely the situation. Present TV program offerings hardly make it worth the effort to buy or sell television sets in volume, particularly in view of the low purchasing power of a vast majority of the French people. This is what you are told, confidentially, when pinning down certain individuals for an answer.

Q: How much does a TV set cost in France?
A: In the neighborhood of $300. It seems the average Frenchman today seldom has $300 cash and installment buying has not been developed on any practical basis.

Q: Do the numerous changes in the French government affect the people operating French radio and television stations?
A: Not to any great extent. The operating people feel that the government in power, regardless of who heads it up, simply overlooks their very basic needs.

Q: You mean personnel doesn't change with each change of government?
A: No, not the rank and file. Only at Cabinet level and thereabout. The people who run Radiodiffusion made a special point of impressing this situation upon me. Many of them have been there seven, eight, nine years.

Q: They're career people?
A: Yes, governments come and go, but mostly they stay on. Remember, French radio, as it is known today, was pretty much established only ten years ago following the end of World War II. It's original personnel was largely drawn from the French underground.

Q: What's the outlook for the future of French TV?
A: Unless someone in the government, since it's government dominated, comes up with funds enough to create worthwhile operation, it will never get anywhere compared to American and English television.

I would not want to leave the impression that French television is completely stagnated. At this very moment a studio building program is underway in Paris. However, if and when completed, it will be inadequate from the viewpoint of creating enough programs to get set sales moving in any real volume.

Q: Is the French system entirely government owned and operated and non-commercial now or have they . . .
A: It is entirely government owned and operated and is basically non-commercial, although, at the operating level, they are hoping the forthcoming British commercial TV will push top French officials in the same direction. Personally, I find it difficult to believe French TV will ever develop until free enterprise finds its way into the system and some sort of commercial sponsorship of programs established.

Q: Do you see any outlook for that?
A: None worth mentioning. I pursued the subject at considerable length with various people both in and out of French and TV. I could find no apparent effort on the part of anyone and "force" private enterprise into their system.

It's true French officials are watching the development of Independent Television Authority (commercial) in England if it succeeds—and I personally believe it will—a desirable situation will be cast over all of Europe with its almost wholly owned, operated governmental broadcasting systems.

Q: Has the fact that West Germany is going ahead very rapidly in commercial television affected French thinking?
A: It hasn't affected French thinking and they don't like it about West Germany.

Q: How about technical improvements?
A: I am not a technician, but I can see nothing in the way of technical improvements that the French have developed. At other facilities, I visited their main studios in Paris where they are struggling to improve their technical situation. These are dedicated, honest and sincere people. It is a crying shame they have no money with which to work and no one in the higher reaches of the French government who seems particularly interested in what's next.

It almost seems as if those in high places would rather TV not be too successful.

Q: About the time that you were over there they were talked in terms of 1025-line pictures that were vastly superior to anything that we have. Is their television that good?
A: Well, their television isn't any better than ours. As a matter of fact, it does not seem as good. It could be their receiving equipment is not up to our standards. When you look at a picture on a monitor in one of their TV control rooms or at a receiver elsewhere when you can find one—there is no indication of a picture better than what we look at daily in this country.

Q: Then, you think that there's little likelihood for much change in the French broadcasting picture unless or until the success of commercial television in England impress them with the necessity for following suit themselves?
A: That's how it looks.

Q: And is it your view also that what happens in England will influence greatly what happens in the balance of Europe?
A: I firmly believe better television, and this means free enterprise commercial television, will cover all of Europe within a few years. If it does that, it can change the face of the world probably will—for the better.

THE HALLS of Parliament rang to some of the most heated comments in recent history before the controversial commerce proposal won through last year.
"y'want to make money in Maine?"

This is Pat Brennan talking... dispenser of pre-luncheon and late afternoon revivemnt at Chicago's London House, beside the Chicago River in the heart of the Windy City's agency row. Pat meets a lot of people—including some of the Midwest's canniest timebuyers. He knows a thing or two.

"In fact," says Pat, "I know two good things. WABI, if you're buying radio. WABI-TV, if you're buying television. Both, if you're smart. There's a real McCoy daily-double for romping home with sales in the fastest-growing part of Maine!

"How do I know? Cripes, y'think I'm deaf or something? Why do these time-buying wizards keep talking so much about WABI and WABI-TV? That's right! Because they know something!"

Do YOU want to know something? Then put your money on WABI—WABI-TV and stand clear. The sound of those cash register bells ringing up in Maine could deafen a body!
PUTTING TV'S BEST FOOT FORWARD

THERE ARE MANY WAYS TO DO IT, PROMOTION STUDY POINTS OUT. HERE ARE THE WHYS AND WHEREFORS.

By James Aberle

THE FOLLOWING article is taken from Mr. Aberle's master's thesis on "Television Audience Promotion," based on 107 usable replies to a detailed questionnaire sent to all operating U. S. tv stations.

STILL ART is the most popular form of on-the-air promotion, according to the 55 stations listing the types they use in order of frequency of use. Fifty-two reported using a form of still art as first choice; the other three divided their firsts between still art and some other form of on-the-air promotion.

Several reasons for this choice emerge from the replies to the questionnaire:

1. Ease of operation. Slides or balops are much easier to handle than film spots.
2. Economy. Whenever film spots are used, an extra workload is thrown on the film department. Slides and balops are generally taken care of by the projectionist.
3. Mechanical failure. Film projectors are more susceptible to breakdown than slide projectors.
4. Wear and tear. Film spots will not last as long as still art. Film also requires greater care in handling and is harder to keep clean.
5. Accessibility. Still art can be produced by any station, while very few have the equipment or budget to produce film spots.
6. Availability. Most networks and agencies do not supply stations with film spots on national shows.

Live "on camera" announcements or live productions have their drawbacks, and are more difficult to use than either still art or film spots. Difficulties listed by reporting stations include:

1. Production. Additional employees, anywhere from three to ten, are needed to produce live spots.
2. Economy. Not counting the cost of additional manpower, the cost of camera operation as opposed to the cost of projector operation is much greater.
3. Availability. Many times live cameras cannot be used because they haven't been warmed up.
4. Feasibility. Only on rare occasions will a promotion spot warrant live camera production.

Grouping the first three choices in order of frequency of use, there was a decline in the use of still art and an increase in the use of live spots and film spots. The upswing of live and film spots was undoubtedly due to the promotion of national shows, which probably receive less promotion support than local shows, or heavy and special promotion for certain shows.

Slides outpolled telops and balops 49 to 19 in the first three choices. Here again, economy and ease of operation are probably the biggest factors in this ratio. The economy does not concern itself with materials alone; there is economy of storage space when slides are used instead of balops. A slide projector is easier to operate than an opaque projector because it is less difficult to load and has a greater capacity.

The one distinct advantage of opaque projection is versatility. Almost any type of art work can be used with these projectors, while the slide projectors are limited to transparencies.

The percentage of stations using other devices is based on the 105 completed returns. One hundred and two stations, 97.1% used publicity releases; 84.7% reported the public appearance of talent; 72.3% ran contests at one time or another; 35.2% used stunts and gimmicks; 40% reported that station personnel answered viewer questions on the air, and 22.8% had publications for viewer consumption.

Although it takes more effort and money, the majority of stations indicated they considered the public appearance of talent the most important of the six categories. Not only is the use of talent in manner good promotion, it can also be business because talent in many instances can also serve a merchandising purpose.

There is no question that many will go out of their way to meet pop talent, especially when the talent appears on such obvious places as drug and food stores. Publicity releases are almost second to television, since this medium attracted so many stars of stage, screen, radio. Since television is one of the popular forms of entertainment, the newspapers are forced to heed reader demand and print many stories about television. Publicity and press releases also are in great quantities by television magazines whose main fare is weekly program schedules and personality sketches. There are few markets without these localized minigazettes.

Contests attract a great deal of public interest and serve to put stations in the public eye.

It is surprising that no more than 55% of the stations reported using stunts and "gimmicks" as promotional aids. They are formulated and carried out quite effectively at the spur of the moment. How can they catch the attention of people? They can reach any size and more than the recent record-playing marathons.

Stunts and "gimmicks" can easily be mass produced to do double duty. Many stations have these devices to solicit contributions to charitable organizations or for public service campaigns.

Station personnel answering viewers' questions on the air is semi-personal promotion. The viewer's ego is definitely built up; this question is discussed on the air.

Type of show affords the opportunity to expand on many programming problems. It is especially valuable when there is a major program realignment.

It also can answer questions that are not asked. Not many people write letters to station, either praiseworthy, derogatory questioning, unless they are asked to do so.

But no manager can assume that all viewers are perfectly content or completely informed. Hence, by discussing various programming problems, the vast portion of the audience which never writes letters is informed.

Station publications to be distributed to viewers have one major drawback. The cost of such an undertaking is usually prohibitive, and only stations with a large instant audience can afford this type of promotion effectively. There is the alternative of charging a nominal subscription fee, which immediately reduces the potential public. Through the years some radio stations have profited by this type of production, and no doubt certain television stations will do likewise.

Significantly, 22.8% of the reporting stations said they published material for viewer consumption. They did not specify the type or quality of these publications, but...
WHICH CAME FIRST . . .
the Advertiser or the Audience?

Frankly, we're not sure.

But we do know that WOAI-TV has "most of both" in San Antonio.

Local and national advertisers buy 33 half-hour or longer non-network weekly programs in the San Antonio market; of these 33, WOAI-TV leads 23 to 10 . . . nearly 3 out of 4!

Or, lets look at quarter-hour or longer spot sales. Advertisers buy a total of 52 in San Antonio, and place 31 of the 52 on WOAI-TV. Any way you look at it—this is advertiser preference.

South Texans prefer WOAI-TV for consistent top programming. They prefer the clearer, sharper picture WOAI-TV consistently transmits. Of the highest rated 20 programs (June ARB), 13 are on WOAI-TV. Any way you look at it, this is audience preference.

Advertisers prefer the big audiences—and the big audiences prefer WOAI-TV. We're not sure which came first, but we do know, that for the most effective TV advertising in San Antonio, be sure your campaign is on the station with "most of both" . . . WOAI-TV.

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Source: Published program schedules, July, 1955.
NOW IS THE TIME!

Yes, now is the time to contact your WGN-TV representative for prime availabilitys and film packages for fall programming.

WGN-TV has procured a number of top-notch films for fall sponsorship to be programmed at the best time periods available on Chicago TV.

INCREASE YOUR SALES IN THE RICH CHICAGO MARKET BY USING CHICAGO'S TOP STATION—TELECasting IN THE FALL WITH MAXIMUM POWER FROM CHICAGO'S HIGHEST TOWER.

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In Green Bay Packerland
get the MOST PEOPLE per dollar
on the MOST POWERFUL station
240,000 watts

WMBV-TV
CHANNEL 11
representeD nationally by
Vanderlin, Hinfault & Mcconnell

Page 66 • July 25, 1955
New! ONE Watt

Raytheon KTR-1000A TV Microwave Link
A new addition to the proven KTR series

The ultimate in simplicity and portability. Only 4 compact units per system.

- Uses stable, dependable one watt Klystron
- Reliable, low cost, powerful operation
- Frequency range 6875-7125 mc
- For STL, Remote, Intercity, Network interconnection
- Monochrome or Compatible Color with Audio Channel

Model KTR-1000E available soon for common carrier band.

† In use by leading TV stations throughout the U.S.A. - names on request.

RAYTHEON MANUFACTURING COMPANY
Equipment Marketing Division, Waltham 54, Mass.

Excellence in Electronics
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<th>Time</th>
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**Explanation:** Listings in order: Network, name of program, number of stations. Programs in parentheses were not included in the listings. TBA indicates to be announced. Times EDT.

**ABC**
- Monday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Tuesday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Wednesday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Thursday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Friday: 8:00-11:00 p.m., 5:00-10:00 p.m.

**CBS**
- Monday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Tuesday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Wednesday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Thursday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Friday: 8:00-11:00 p.m., 5:00-10:00 p.m.

**MBS**
- Monday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Tuesday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Wednesday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Thursday: 8:00-11:00 p.m., 5:00-10:00 p.m.
- Friday: 8:00-11:00 p.m., 5:00-10:00 p.m.

**SATURDAY**
- Saturday: 8:00-11:00 p.m., 5:00-10:00 p.m.
relationships. Most problems can be graphically explained in terms that any layman can grasp. This also affords an excellent opportunity for the viewers to meet some of the station's personalities. Naturally, viewer interest will guide the station in setting up tours. The first station in an area will benefit more from tours than a new station in a multi-station market. The drawbacks to tours, among other things, are scheduling and manpower. Tours must be discouraged during live camera rehearsals or programs. Yet, manpower is usually unavailable when live cameras are used infrequently or not at all. No solution can be given to these problems that would cover all stations.

Additional promotion devices which require little or no capital outlay are on-the-air phone calls, quizzes and replies to letters from viewers.

The monthly dollar value of audience promotion was tabulated according to annual income classification of the 54 stations that indicated their annual billings. The five income groups are: Under $250,000; $250,000 to $500,000; $500,000 to $1 million; $1 million to $2 million, and over $2 million (see opposite tables).

The following comments from two stations indicate why some of the stations did not answer this question.

"This is difficult. For instance, there is a great amount of time that we give to public service programming outside of the monthly promotion budget. Also, there are such items as dealer mailings, sales meetings for clients, etc."

"We don't figure dollar value for on-the-air promotion. We give what is needed and don't consider it an extra dividend for the sponsor."

Generally, the greater the income, the greater the expenditure for promotion. This held true not only for on-the-air promotion which is figured according to station rate cards but also for outside promotion such as dealer displays, billboards and car cards. Here, again, was emphasized the fact that stations with incomes of more than $1 million had access to more promotion vehicles than lower income stations. However, smaller stations can take heart since the larger stations are usually in a more competitive situation and must promote themselves to a greater extent.

Although some stations reported tremendous dollar volume promotion with other media, namely radio and newspapers, it must be remembered that these are usually trade arrangements. As one station commented:

"When one takes into consideration A, B and C time, national rates, etc., it is quite difficult to pinpoint value per month."

A small income station had this to say about value of its trade agreements:

"Indirect audience promotion by program schedule and/or tv column published in 21 daily, weekly and semi-weekly newspapers. This space is not paid for; however, we give these newspapers one 10-second spot announcement per week. Dollar value of these would total approx. $1,800 per month."

One station reported that it traded on car cards in addition to its $1,000 weekly trade deal with a theatre.

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### WHAT'S SPENT, AND HOW

Estimates of the monthly dollar volume of various types of audience promotion used by stations. Categories are by annual station income

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<th>Less Than $250,000</th>
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1. Direct mail. 2. Mimeo graph sheets for mailing.
3. Direct mail. 4. Trade papers.
5. Trade letters.
government continues from page 52)

309 (C) REVISION PASSES HOUSE

Companion measure to amend economic protest clause wins approval of Senate Communications Subcommittee. Plan's chance to clear Congress more end of session.

AIDMENT of the Sec. 309 (c) "economic provisions of the Communications Act within shooting distance last week as the approved the measure (HR 5614) some before the expected time for the con- a House action accepted a spurt of activity the first session of this Congress on the which would give the FCC discretion in whether a protested non-hearing grant into effect pending final outcome of the to give the Commission authority over the issues of a protest and deny those would not merit a hearing even if proved to the FCC-sponsored measure was approved after an hour's debate on the House bill met substantial opposition and lly passed by a "division vote"—77 present passing to indicate they favored 0 standing to signify their opposition. apest opposition came from two West Virginia congressmen interested in the Clarks- Va., ch. 12 protest case. Meanwhile, the Senate Communications Sub- headed by Sen. John O. Pastore (D- last week reported favorably on the measure (S 1648) of the same proposal. aids carry minor amendments suggested to the federal Communications Bar Assn. and agreed to by the FCC during Senate and House committee hearings on the respective measures.

A spokesman for the Senate subcommittee, which held hearings on S 1648 on July 7 [B*T, July 11], said the Senate version may be considered at a meeting of the full Senate Interstate & Foreign Commerce Committee this Wednesday. But he indicated final Senate action on the floor may come on the identical bill already passed by the House and sent to the Senate.

Pushing passage of the House measure during the Thursday debate was Chairman J. Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee, Chairman Oren Harris (D-Ark.) of the Transportation & Communications Subcommittee which held hearings on the bill in June [B*T, June 27], and committee members John Bell Williams (D-Miss.), John J. Flynn Jr. (D-Ga.), James I. Dol-liver (R-Iowa), Joseph P. O'Hara (R-Minn.) and William L. Springer (R-III.).

Voice opposition to the bill were Reps. Cleveland M. Bailey and Harley O. Staggers, both West Virginia Democrats, and Rep. James M. Quigley (D-Pa.). Rep. Staggers is a member of the House Communications Committee.

Reps. Bailey and Staggers both indicated extreme interest in the Clarksburg, W. Va., protest case, in which the U.S. Court of Appeals for D. C. has upheld a protest under the present law by Clarksburg Publishing Co., which publishes the Exponent and Telegram there. FCC had denied the newspaper firm's protest of the Commission grant of vhf ch. 12 there to WBLK in 1954. The publishing firm appealed and was upheld by the appeals court.

The two West Virginia Democrats charged that enactment of the bill would lead to a long series of litigations. Rep. Bailey hinted the FCC has favored the larger broadcasting groups in its decisions and said if the bill is enacted it will put the stamp of congressional approval on these decisions and will jeopardize the future of radio frequencies and tv channels not yet granted, to the prejudice of the small broadcaster or applicant.

He said this would give the FCC unfair power which would work against the public interest in denial of hearings to legitimate protests.

Rep. Bailey said he opposed the bill because it is "dangerous" and because he was "opposed to unlimited authority" by the FCC. Enactment, he said, will make it almost impossible for a protestor to get his case into court.

The bill, he said, "should go back to the commit-tee for more mature consideration."

Rep. Staggers said enactment of HR 5614 would be a setback to the McFarland Act of 1953, which added the present protest provi-sion to the Communications Act. He predicted that if the bill is enacted, "we will be back within the next two or three years on the same legislation."

Rep. Staggers said he didn't believe the full House Commerce Committee understood the significance of the bill's provisions when the committee reported favorably on the measure. He quoted from testimony by attorney Bene-dict P. Cottone during the June hearings that the protest section has been one of the main instruments used by hard-up uhf stations to keep from being killed off by vhf broadcasters.

If the bill is enacted, he said, "the small per-son in radio or tv won't have a chance." He charged that "the commissions downtown are running the U.S. government."

Rep. Harris, in speaking for the bill, said it... keeps viewers tuned to

K MJ-TV

FRESNO, CALIFORNIA • CHANNEL 24

N BC and CBS affiliate

the San Joaquin Valley's FIRST TV station in...

POWER
now 447,000 watts.

RECEPTION
Pacific Coast Measurement Bureau Survey (Oct. '54) shows K MJ-TV recep-tion "most satisfactory" in area.

RATINGS
K MJ-TV carries 24 out of the 35 top-rated nighttime programs in the Fresno area (ARB report, Mar. '55).

COLOR
K MJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

July 25, 1955 • Page 71
has been approved by the FCC, the Federal Communications that, and "others interested in the problem." Referring to the Clarkburg case, he said the FCC will not reconsider its designation of the case for hearing or reconsider its stay of the grant pending the hearing and resolution of the case. The FCC has clarified its policy on what it would do in pending protest cases if the bill is enacted [Hi-T, July 11]. Rep. Harris mentioned some 70 protest cases with which the FCC has dealt, with "many of them ordered for a full evidentiary hearing." Completion of these cases will take up two years, he said. He noted that the bill, as amended, allows the protestant oral argument on portions of a protest which are denied by the FCC on grounds that even if they are proved true, they do not call for a hearing. He termed some protest cases "blackmail" on the part of the protestant and said he didn't believe Congress should sanction them. As the law now stands, he said, anyone who sees he is a party in interest can delay a new radio or television station from going on the air. Under the present law, even a "jukebox operator" can hold up a radio or tv service by filing a protest, he said.

Small Operators' Rights

He differed with Rep. Bailey by saying he didn't believe the bill would restrict the rights of small operators. He noted that Mr. Cottone, now representing the Ultra High Frequency Industry Coordinating Committee, was general counsel of the FCC at the time the McFarland Act was passed over FCC objections to the protest section. Now that Mr. Cottone represents "private interests," he is against liberalizing the protest section, Rep. Harris said.

Rep. Harris, who had made the statement in answer to a charge by Rep. Staggers that members of the FCBA—majority of which favors the bill—represent "private interests," said Mr. Cottone himself is a member of the FCBA's executive committee. He said FCBA members represent both large and small interests.

A group of Washington communications lawyers kicked the Thursday House debate from the gallery.

Rep. Williams said, as he saw it, the bill would permit the FCC to grant, at its own discretion in the public interest, a special temporary authorization to the permittee pending hearing on a protest. This certainly would not place the public interest in jeopardy, he said, particularly since an evidentiary hearing will be held, and since the permittee would go on the air at his own risk. Furthermore, the FCC would not be required to grant an automatic stay but would do so at its own discretion, taking into account the public interest, Rep. Williams said.

The Mississippi Democrat said he also felt the FCC should be able to sustain its demurrer in order to check dilatory tactics and cut out "red tape." Rep. Dolliver said he believes the legislation will help the public to receive the radio and tv service "to which they are entitled." He said the bill "does not affect the rights of anyone," but is a procedure to get radio and tv service quicker.

Union Campaigning Issue May Go to High Court Test

COURT TEST designed to bring a definite ruling on the right of unions to use union funds for political purposes is sought by the government and the CIO United Auto Workers following a hearing Thursday of a grand jury indictment against the union in connection with UAW-sponsored tv shows [Hi-T, July 18].

UAW was charged with spending $5,985 to defray cost of nine tv programs during primary and general elections. No union official was indicted. The indictment charged that union money was spent illegally and "not from voluntary political contributions or subscriptions of employee members of the union." Programs were broadcast on the Mutual UAW-CIO series on WJBK-TV Detroit. The indictment was handed down in Michigan at instigation of the Dept. of Justice.

President Walter Reuther of CIO and UAW charged the indictment was "inspired" by John S. Fiskens, Republican Central Committee chairman, and Postmaster General Arthur E. Summerfield. He contends the unions have a right to broadcast time to express their views just as newspapers have the right to print their own editorials. He said the broadcast time was bought by "voluntary money contributed by union members."

Attorney General Herbert Brownell Jr. said the union's position "appears to be simply that the statute is unconstitutional and, hence, unenforceable. The constitutionality of the statute is unquestioned."

Mr. Spillane named to new FCC post

On Aug. 1 becomes chief the Broadcast Bureau's Renewal & Transfer Div. A pointment leaves only two positions vacant in Bureau. LESTER W. SPILLANE, assistant safety & Special Services Bureau, was chief of the Renewal & Transfer Div., 1 cast Bureau, last week. His appointment effective Aug. 1.

With Mr. Lane's appointment there remain top vacancies, Broadcast 2 These are Broadcast Fac and the Hearing Divisions. Last week's pointment is third in the Broadcast Bureau in weeks. Edward Kenny was named chief, and James A. Barr, assistant chief of the Broadcast Bureau earlier this month [July 18].

Mr. Spillane replaces Walter R. Powe chief of the Broadcast Bureau office deals with renewal and transfer applicatins. It also investigates complaints stations and furnishes the Commission with information on such subjects.

Mr. Powell, who resigned last year join NARTB, was Commission's chief at renewal hearing for Edward Lamb's WTV (TV) Erie, Pa.

Mr. Spillane was born in Akeley, Minn. in 1907. He attended the public schools Chicago, Ill., the U. of Oregon and Northwestern College of Law, Portland, Ore., taking his LL.B. in 1937.

In 1928, Mr. Spillane went to work for Radio Div. of the Dept. of Commerce. In July 1946, Mr. Spillane was appointed assistant general counsel in charge of the Bureau's Safety & Special Services Div, that Bureau was established 1930, he named assistant chief.

Laredo Ch. 8 Grant Final

GRANT OF Laredo, Tex., ch. 8 was mad Vidicon Industries of America last week the FCC.

The construction permit calls for 28 visual power, with an antenna 200 average terrain. Vidicon Industries is owned by H. C. Jr., architect and engineer, and David H. building supplies.
Asked to Approve 
$1,000 Sale of WTRY

CC was asked last week to approve the WTRY TV, 1,000, sale in New England sales for $500,000. [B&T, July 18].

Application showed that the buyer, the Blue Ridge Radio Company, was a group of C. George M. Farber, president; C. George M. Farber, general manager; and Van Taylor, general manager of WTRY Providence.

Mr. Farber also held options to buy 6.5% of the company, resulting in the buyer gaining control of the Providence. Mr. Lowe, the general manager of WTRY, who is the general manager of WENAM Providence, said there has less than 1% of WPRO-AM, and this application sought to buy WWHO-AM-FM, Ft. Lauderdale.

May also be sold to Frank W. Miller, president of Headley-Reed TV station sales.

The proposal of three sheets for May 31 stated that the total assets were $276,256, of which $300,000 were current assets. Current liabilities were $23,329, deficit was $236,527, and profit for the first five months was listed as $39,674.

The sale agreement showed that the buyers paid $50,000 in earnest money and obligated to pay $1,000,000 more at closing for FCC approval. The remaining $350,000 was to be paid in five years, the agreement did.

It also was agreed that Mr. Miller not engage in radio broadcasting in the Schenectady-Troy area for five years. If $100,000 payment at closing was to be from the Plattsburg Plant Bank of Rhode Island and was to be repaid immediately, the deal was disclosed, that WTRY's liabilities were liquidated, and WTRY's 50% interest in WTRI (TV) also ended operation early this year, transferred to individual stockholders.

The application covered two weeks (B&T, July 18).

Radio Station Sales Commission Approval

APPROVAL for changes of ownership of radio stations, whose sale prices totaled $500,000 was given Wednesday.

The sale was the $350,000 acquisition of Louisville, Ky. (including WKLO-TV), by Trails Broadcasting Corp. (See page for whose changes approved were:

MOL, Inc., purchase of XKOL Ft. Worth, for $206,555 from Ft. Worth Broadcast, President William J. Shine, and associate majority interests in KBWD Brownsville, KNOW Annapolis, KSNY Snyder, all Texas, with 50% of KTOK Oklahoma City.

KM Six, Ft. Lauderdale, Calif., purchase $50,000 from Wawaka. co., a partner, manager SD San Diego, Calif., is president of the licensee.

Wrens Broadcasting Co. of Oklahoma, owner of KTOW Oklahoma City, purchase price of $50,845. Citizens owns C. Abilene, Tex.

I.R. Warner, R. I., said to William F. Malo, William F. Malo Jr. and family for $50, Mr. Malo Sr. is the commercial and advertising manager of WDRD Hartford, Conn. President Malo Jr. is an account executive with WDRC-AM-TV New Haven, Conn.

WHAN Charleston, S. C., sale to Larry C. Weaver for $49,500. Mr. Weaver is 50% owner of WGAP Maryville, Tenn., and a minority stockholder of WOKE Oak Ridge, Tenn.

Sale of WSTN St. Augustine, Fla., for $39,622 to James D. Sinyard, formerly 50% owner of WATH Athens, Ohio, and still 10% owner of WKOV Wellston, Ohio. Mr. Sinyard's request for permission to sell his half interest in WATH to A. H. Kovalan and his 6.5% interest to WOKE, approved simultaneously.

KLMO Longmont, Colo., purchase by Grady F. Maples, Edna H. Maples and David F. White Jr. for $20,000 plus assumption of $4,107 in liabilities. The Maples own 50% of KGMC Englewood, Colo., and 50% of KILL Lubbock, Tex.

Porter, Resnick Exchange

Verbal Blasts in Miami Case

CLASH of attorneys highlighted oral argument before FCC last week on Miami ch. 10 case.

Attorney Paul A. Porter, former FCC chairman, who represents favored WKAT Miami Beach, referred to the efforts of other attorneys to impeach the testimony of A. Frank Katzen- tine, WKAT owner, as "amateurish" and "entrapment." He called the attacks "smeared."

In a hotly-worded rebuttal, attorney Leo Resnick, former FCC examiner and represent- ing WCKY Cincinnati, referred to Mr. Porter's "slanderous" remarks. He asked the FCC to "admonish" Mr. Porter for unprofessional conduct. "If it weren't for my understanding of his indignation," Mr. Resnick continued, "I think he ought to be excluded from this bar for going beyond what normal proprieties call for."

The oral argument was mainly a repetition of arguments during the hearing, with Mr. Katzen- tine's testimony in a previous hearing in the Greater Miami Crime Commission, and allegations that WKAT had broadcast horseracing information.

FCC Wants Hearing on Bid Of Tarzian For Roanoke Outlet

APPLICATION of Sarks Tarzian Inc. for a new TV station on ch. 21 at Roanoke, Ind., indicates the necessity of a hearing because of proposals to locate transmitter and studio near Fort Wayne, the FCC said last week. At present ch. 21 is assigned to Huntington, Ind., but also is available to Roanoke, about 15 miles away.

The Commission claimed Mr. Tarzian's proposal to set the transmitter site 12 miles from Roanoke and less than three miles from Fort Wayne indicates that the proposed station would not serve the areas contemplated by the original assignment of ch. 21 to Huntington.

In a separate action, the Commission denied petitions of WANE-TV Fort Wayne (ch. 69) and WINT (TV) Fort Wayne, Ind. (ch. 15), to assign Huntington's ch. 21 to Fort Wayne. WANE-TV wanted to switch to ch. 21 if reassigned to Fort Wayne, while WINT intended to keep it open to any interested party. Their petitions were denied because of the Tarzian application for the Huntington-Roanoke assignment and because of substantial interference that would develop if ch. 21 was shifted to Fort Wayne.

WKBW-TV RATINGS PULSE

22 of the first 26 programs (March, 1955)

17 of the first 25 programs (Nov., 1954)

18 of the first 26 programs (Oct., 1954)

WKBW-TV QUARTER-HOUR FIRSTS PULSE

406 of 444 Weekly Quarter Hours (March, 1955)

312 of 466 Weekly Quarter Hours (Nov., 1954)

363 of 451 Weekly Quarter Hours (Oct., 1954)

YOU NEED WKBW-TV TO COVER THE YOUNGSTOWN MARKET!
WSYR-TV Asks Satellite; New Orleans Educ. Bid Filed

APPLICATION for operation of Elmira, N. Y., ch. 18 as a satellite to WSYR-TV Syracuse was filed with the FCC last week by the Newhouse-owned Central New York Broadcasting Corp.

Also filed was an application for New Orleans’ reserved, educational ch. 8 by Greater New Orleans Educational Television Foundation Inc.

WSYR-TV proposes to operate Elmira’s ch. 18 from its main station in Syracuse. Elmira is about 75 miles from Syracuse. It asked for 15.1 kw power from a 200 ft. tower now existing at Hawley Hill outside Elmira. Hawley Hill had been used by the now defunct WECT (TV) Elmira. WSYR-TV plans to spend $95,500 in building the Elmira satellite and $30,000 to operate it.

Application indicated WSYR will pay $23,000 for the land, transmitter building and tower of the former WECT.

Central New York balance sheet as of May 31 showed total assets of $2,685,457, of which $901,289 were current assets. Current liabilities were listed at $334,203, long term notes at $750,000 and earned surplus at $902,754. The company said it had made less than $100,000 each year after payment of Federal taxes for the last two years.

The S. I. Newhouse family owns in addition to WSYR-AM-FM-TV Syracuse the following: WTPA (TV) Harrisburg, Pa.; 50% of WDIN-AM-FM-TV Portland, Ore.; and 23% of KWK-AM-TV St. Louis. It owns the Syracuse Post-Standard and Herald-Journal, Harrisburg Patriot, Portland Oregonian, St. Louis Globe-Democrat, and newspapers in the New York City area.

Greater New Orleans Educational Television Foundation Inc. is a non-stock, non-profit organization set up to direct the activities of the New Orleans station. None of the directors holds radio or tv interests. Mrs. Louis Abramson Jr. is chairman of the foundation’s board.

The application requests effective radiated power of 24.72 kw visual with an antenna height above average terrain of 483 ft.

Estimated construction cost was set at $338,623 and the station’s first year operating cost at $129,470. Its revenue, from other foundations and interested organizations, is to come to $494,335 during the first year.

Senate Gets Twin Bills
To Enact Hoover Proposals
IDENTICAL pairs of bills were introduced in the Senate last week implementing some of the legislative recommendations made by the Hoover Commission and its Task Force on Legal Services for separating administrative and judicial functions of the FCC and other federal agencies.

The bills, identical with measures already presented in the House (H-2T, May 16), were introduced by Sens. Joseph R. McCarthy and Alexander M. Wiley, both Wisconsin Republicans.

The first proposal ($2,540 and 2304) provides for a legal career service for civilian attorneys in government.

The second proposal ($2,541 and 2304) would “improve legal procedures in the executive branch of the government through the enactment of an administrative code.”

WHAT a market! KROD-TV covers:
El Paso and West Texas... 5th market in Texas! Southern New Mexico... rich in agriculture and atomic development! Juarez, Mexico... tourist-rich, English-speaking largest Mexican city on the U.S. border (est. population 175,000.)

And what a coverage job! KROD-TV does! From its mountain-top antenna, KROD-TV reaches a large, wealthy area much of which is covered by no other television station. Let your Branham man give you the story on the Southwest's booming 3 in 1 market.

KROD-TV CHANNEL 4 • EL PASO, TEXAS
Affiliated with the CBS, ABC and DuMont Television Networks
Affiliated with KROD-4000 and 5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick W., General Sales Manager
Represented Nationally by The BRANHAM Co.

SEVEN NEW AMS GRANTED BY FCC

FCC last week granted construction for seven new am stations and 3 changes in six existing standard station

Construction permits were granted to Tri-City Broadcasting Co., Flemington for 990 kw, 500 w daytime only.

Tri-County Radio Broadcasters, Fl. Pla., for 1240 kc, 250 w unlimited.

Edward C. Allmott, a physicist and ex-engineer at Eglin Air Force Base, was granted a new station.

Binder-Carter-Durham Inc., Flint, Ml., for 1420 kc, 500 w daytime with directional.

Newcomb Broadcasting Service, Miss., for 1410 kw, 500 w day.

E. Glenn Abercrombie is a salesman for \WAVU Alberstville, Ala.\n
Green Hills Broadcasting Co., Brook., for 1470 kc, 500 w day, direction

Central New York is a salesmen for WNYC New Orleans station. None of the

The subcommittee spokesman

After the FCC's in

Small Business Subcommittee

A HOUSE Small Business subcommittee man said last week his group has "enormous potential for investigating the FCC in a current of hearings on charges of interference and pulling by the Executive Dept. and political committees in the activities of independent regulatory agencies.


The subcommittee spokesman said it was certain that hearings will be held on FCC activities. He said that would depend on what the FCC has been questioned along these by other congressional committees and on priorities and pressures of the subcommittees.
work Plans Don't Count; Broadcast Bureau Warns

ING that an applicant in a contested tv cannot be awarded a preference be- network proposals, even though they superior to those of their opponent, was by the FCC's Broadcast Bureau last

Broadcast Bureau's point of view was an exceptions it filed in the Hartford ch. There, WTIC Hartford was favored by minor in an initial decision over Hart-
 casting Co. Exceptions also were filed two applicants. The Broadcast Bureau object to the initial decision's con-

Broadcast Bureau disagreed with the rule's ruling that because WTIC planned battle with NBC or CBS, whereas Hart-
casting planned affiliation with all four works on a non-option basis, the Hart-
casting station was to be preferred. The ed proposal was not realistic, the ex-
said. The Broadcast Bureau declared: realistic approach to this entire question of course, recognize the dynamic and station which exists with respect to net-

ations. In any specific case the avail-

the programs of a particular network better not precisely known at the time ding, but can only be determined when station permit has been issued." tion was called to the fact that both bids CBS have bought, subject to FCC ap-
hf stations in the Hartford area. NBC has WKNB-TV New Britain, and CBS, BTC and Hartford.

TC Approves Reopening Chattanooga Ch. 3 Case

AUGUST by WDDO Chattanooga to re-open Chattanooga ch. 3 hearing to see if Ramon Patterson's radio and tv interests in that

in conflict was approved by the FCC

Patterson is president, director and 50% owner of Mountain City TV Inc., holder of an

's initial decision favoring it for ch. 3 Chattanooga. WDDO is a competing applicant for the same channel.

Patterson, former sole owner of WAPO-

Chattanooga, early this month sold of the stations [BT, July 11]. A con-
deal was that Mr. Patterson would remain as WAPO manager for two years.

whether he nor his wife will be dis-
etched to final action on the Mountain-

case.

PD contended that Mr. Patterson's pro-
television interests and duties in tv will conflict with that WAPO.

Mountain City charged that this is an in-

interpretation, that Mr. Patterson's interests do not affect the tv proceeding.

FCC stated that the issue raised could direct bearing on integration of owner-

management of Mountain City TV.

Question Changes Hands

SENATE Interstate & Foreign Commerce three last week agreed to turn over the of a schedule of fees—recommended a Budget Bureau for the FCC and other to the Senate Government Opera-

Committee for study.

Resolution to this effect will be introduced

FCC Denies KOVR (TV) Bid To Become S. F. Station

BID of KOVR (TV) Stockton, Calif., to be designated a San Francisco station was denied by the FCC last week. KOVR had asked that ch. 13 assignment be moved to San Fran-

isco without changing its transmitter site.

KOVR said that San Francisco-Oakland rep-

resents about 69% of its audience, while the Stockton metropolitan area is only about 5.5%. The Stockton station said in the past eight months it lost $400,000 and that it must become a San Francisco station to compete effectively with stations there.

The Commission stated that at the time of the Sixth Report & Order ch. 13 was sought for San Francisco-Oakland but the request was denied because there was no basis to add another vhf to that area. San Francisco-Oak-

land has five vhf assignments, one an educa-

tional. Four of these are in operation and the fifth is in hearing status. FCC pointed out that KOVR is Stockton's only vhf.

WLSA-TV Hearing Continues

HEARING on application of ch. 8 WLSA-TV Selma, Ala., to move its transmitter site nearer Montgomery, Ala., and install a 1,993 ft. an-
tenna continues this week with principal owner William E. Bonn Jr. under cross-examination.

Issues in the hearing involve questions of city "straddling," financial qualifications and air hazard. The proposed transmitter site is 50 miles from Selma and 23 miles out of Mont-

gomery.

The move is being opposed by WCOV-TV and WSFA-TV, both Montgomery, and the Dept. of Defense, for the Air Force.

The

QUINT CITIES

5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market.WOC sells your product.

Surveys prove it. Advertisers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pocket . . . a market blanketed by WOC.

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

July 25, 1955 * Page 75
NARTB HIRES TWO, Completes D. C. STAFF

Fred Garrigus, Boston public relations man, named to head organizational services. Robert Heald, Washington lawyer, becomes chief attorney.

NARTB last week completed its headquarters staff with appointment of Frederick H. Garrigus, Boston public relations executive, to a new post, manager of organizational services [Closeout CIC, July 18], and Robert L. Heald, of Welch, Mott & Morgan, as chief attorney.

Mr. Heald on Sept. 1 succeeds Vincent T. Wasilewski as chief attorney, the latter becoming government relations chief Aug. 10 following the appointment of Ralph W. Hardy as CBS Washington vice president. Before joining Welch, Mott & Morgan, Washington law firm, in 1947, Mr. Heald was law clerk to Chief Justice Groner of the U. S. Court of Appeals. He was an FBI agent from 1941 to 1946.

While serving with the law firm he also had assignments as consultant to the Joint Committee on Atomic Energy and assistant counsel to a Senate Foreign Relations Subcommittee. He is a member of the American Judicature Society, American Bar Assn. and D. C. Bar Assn.; chairman of the Junior Bar Section of the D. C. group 1972-33 and later chairman of the Practice Manual Committee. Currently he is chairman of the hearing examiners cooperation group of Federal Communications Bar Assn. Born in Sioux City, Iowa, he received his LL.B. degree from Georgetown Law School in 1947. He holds a political science M.A. from Western Reserve U. and A.B. from Miami U. He was elected to Phi Beta Kappa and was a member of Phi Delta Theta fraternity.

Mr. Garrigus, head of his own public relations firm in Boston, assumes his duties today (Monday). He will handle NARTB’s liaison with private and governmental service organizations related to broadcasting. His 20 years experience in radio, tv and education include 16 years with CBS in Boston and New York. In Boston he served 13 years as announcer, writer and production executive of WEEI when NARTB President Harold E. Fellows headed the station. During World War II he was WEEI war program manager and later public affairs director. He set up the Boston College radio department and served as teacher and consultant for Boston U., Curry College and the Mass. Dept. of Education.

Moving to CBS New York in 1951 he served as writer, producer and director in the public affairs unit, aiding in the prize-winning The Nation’s Nightmare as well as Feature Project. He also wrote and produced the 1954 CBS Radio Brings in a Gusher

“...radio an inch and it brought me a million feet of drilling.”

That’s the description of his radio experience given by R. O. Heater, president of Heater Well Co., Raleigh, N. C. It is also the subject of a new four-page folder released last week by the Radio Advertising Bureau, New York.

The Heater Well Co., a radio advertiser for 13 years, spends 75% of its advertising budget in radio. The folder points out the role radio played in making Heater the largest well-driller in the southeast.
MB-TV, KFSD-TV POST TO 316 KW

INCREASES for two San Diego tv outlets, KFMB-TV and KFSD-TV, to the maximum 316 kw for vhf outlets went into effect this weekend with the installation of two CA 25 kw transmitters on Mt. Soledad.

The announcement was made jointly by George Whitney, general manager; and William E. Goetz, KFSD Inc. gen. mgr.

Installation of both transmitters was achieved by construction of two 12-bay RCA vertical antennas-type AH for KFMB-TV and type BH for KFSD-TV (ch. 10). Cost of the two installations was nearly $316,000.

New transmitters will increase the effective power of both stations about five times and will provide stronger, steadier signals to all service area, the managers said. It will result in improved color transmission reception, they said.

RF Signs Five-Year Pact with Gambling at $1 Million

A $1 million five-year pact contract for $1.1 million for the entire radio services of John B. Gambling, morning personality on WOR New York, was signed last week by Mr. Gambling and Gordon Gray, general manager of the station.

The contract runs until Dec. 31, 1960 and will make Mr. Gambling past his 35th year with the station.

Gambling broadcasts Gambling's Musical Monday through Saturday; Gambling with Gambling, Monday through Saturday; Gambling's Open Breakfast, Monday through Friday, 7-9 a.m., and John B. Gambling Show, Monday through Friday, 8-11 a.m.

MR. KREIGER

John R. Kreiger Named To Manage KDUB Lubbock

JOHN R. KREIGER, recently assistant manager of WQAN Scranton, Pa., has been named manager of KDUB Lubbock, Tex., by W. D. "Dub" Rogers Jr., president. Mr. Kreiger was cited while manager of WDCL Carbondale, Pa., for his joint community service series, The People Act. He served two years with the Northeastern Pennsylvania Industrial Development Commission.

In Scranton Mr. Kreiger was active in community activities. He is a Mason and member of the Methodist Church. Mrs. Kreiger served on the board of the Pennsylvania Federated Women's Clubs. The Kreigers have four children.

Notre Dame's WNDU-TV Debuts Commercially July 15

WNDU-TV South Bend, Ind., began commercial operation on uhf ch. 46 July 15, carrying NBC-TV shows, and hopes to complete its own local live studio facilities by month's end.

Switch was thrown at 7 a.m. as the Notre Dame U. outlet picked up the network's Today feed. WNDU-TV plans to add news, weather, sports and other programs once it completes installation of studio facilities on the university campus and also to air film properties. The university's radio outlet, WHOT, changed its call letters to WNDU July 15.

WINC '55 Sales Boom

WICC Bridgeport, Conn., reported last week that the first six months gross sales of the station were the highest in its 28 years on the air, totalling 31.9% over the same period last year. Local gross amounted to $2.8% over 1954.

The firm's report says profits were lower primarily due to the entry of another tv channel in the Indianapolis market and because of program cost additions following a change in networks. WFBM-TV Indianapolis shifted from basic CBS to supplementary ABC-TV and NBC-TV affiliations last June 3. WFBM-AM moved from basic CBS to supplementary ABC and MBS.

Consolidated is still seeking, through a subsidiary, to acquire a tv outlet in Flint, Mich., where it operates WPFD. Petion for hearing is before the U. S. Court of Appeals.

Last June 30 Consolidated sold WEOA Evansville, Ind., for $116,000 [B&T, June 27]. The stockholders report does not include the record of WTCN-AM-TV Minneapolis, acquired with WMIN-TV Minneapolis (sharing time) April 15 for $3.2 million [B&T, April 11], and operating results will not appear until the statement for the fiscal year ending next Nov. 30.

The report notes that advent of a second tv outlet in Indianapolis doomed off some revenue from WFBM-TV but that the loss will be largely recovered as advertising budgets recognize the arrival of a second station in the market.

Consolidated also owns WOOD-AM-TV Grand Rapids, Mich.

Lubbock's steady, month by month growth is dramatically illustrated by Sales Management's high spot cities. It now shows Lubbock, Texas as 4th in the nation in retail sales on the City - National Index.

TV enjoys a particularly prominent place in this entertainment-hungry area and KDUB-TV & CBS dominate 83.472 sets as the first and favorite on the South Plains.

affiliated with CBS Du Mont
WABD (TV) Color Plan Gets Response

MORE than 30 advertising agencies thus far have indicated willingness to accept an offer of free time on WABD (TV) New York color programs for use of their color commercials, B&T was told last week.

Ted Cott, general manager of DuMon’s owned and operated stations, has sent out approximately 120 letters to agencies offering the use of the station facilities for color commercials so that agency and sponsor executives might see exactly how the commercials look on the air and how they could be integrated into regular programming. Emphasizing that no charge would be made for the service, and that it was being offered to encourage a wider, more regular use of color, Mr. Cott said time would be allocated on a rotation basis—first to WABD’s current advertisers and then to new clients.

Agency responses were still being received, Mr. Cott said.

In addition, Mr. Cott plans to introduce a “station-break art gallery” where, through the use of slides, famous paintings will be shown in color for 60 seconds while an announcer discusses the exhibit of the day and its creator.

The station has taken its Sunday Supplement telecast (6:30 p.m. EDT Sunday) off the air temporarily in order to permit relocation and improvement of the station’s color transmitting equipment.

Once the change is effected, the basic projection room will be able to transmit black-and-white as well as color with the same personnel. Color programs, Mr. Cott said, will be interjected with black-and-white shows. For example, when a film scheduled for a regular program such as Looney Tunes, Featurama or Junior Featurama is available in color, it will be telecast in color as well as in black-and-white.

Mr. Cott is also looking forward to an “all color” day or evening in the fall. He plans to assemble films from all WABD producers who have put their programs on color stock and show them during the regular schedule.

Tv to Put Itself to Acid Test

In Covering Bar Assn. Meeting

TELEVISION will have its first chance to grace the sacred halls of an American Bar Assn. meeting the week of Aug. 21 when a telecast will originate from the ABA’s Judiciary Section meeting in Philadelphia. ABA’s famed Canon 35 opposes radio-television pickups from courtrooms.

The three Philadelphia tv stations—WPTZ (TV), WCAU-TV and WFIL-TV—will offer pooled coverage, each picking the portions of the program they desire to put on the air. The pickup will be a demonstration of television’s ability to cover proceedings in a meeting room or courtroom unobtrusively without use of theatrical lighting or noisy equipment.

A closed circuit telecast is planned of an open session of ABA’s House of Delegates in the Bellevue-Stratford Ballroom, provided the group approves.

NARTB has been campaigning for years to obtain a hearing before ABA. Judge Justin Miller (former chairman of the board of NARTB) is a member of the House of Delegates.

Berkman, Foster Assume WFPG Posts Left by Weber

JACK N. BERKMAN, board chairman of WFPG Atlantic City, N. J., has assumed presidency of the station following the resignation of Fred Weber. Mr. Berkman simultaneously announced that Harry H. Foster has been promoted to general manager, a post that had been held by Mr. Weber.

Mr. Weber left the station to take charge of WHTN (TV) Huntington, W. Va.

Under the new WFPG setup, Mr. Foster be responsible to John J. Laux, executive vice president of the station which is part of Friendly Group operating WSTV-AM-AM Steubenville, Ohio, WPIT Pittsburgh and WBMS Boston.

Pearson Appoints Stitt

APPOINTMENT of Calderon P. (Bud) Stitt as vice president and general manager of KOP-AM-AM-AM Philadelphia was announced last week by John E. Pearson, president of the dio-station representative organization. Mr. Stitt’s predecessor in the Philadelphia office is not yet been named.

In Minneapolis he replaces Jim Bowden who has resigned to join John Black Co., Chicago. Mr. Stitt’s appointment is effective Aug. 8.
J Local Billings Up 54.2%  

Billings of WWI-AM-FM Detroit increased 54.2% during the first six months of 1985, according to Robert J. McIntosh, sales manager. National spot billings were up 8.9% for the period, he said, crediting strong local station sales effort for the upward trend. In the first six months of 1985 should be as strong or stronger than the first six months," said. "This will be due to the fact that advertisers now know they can get excellent air time on radio at a minimum cost. Advertisements sold to facts.

Jingles Mean Jack for WNEW

NEW York is justifiably proud of public service singing commercials that are jingle-jingle to the tune of more than million a year in gross billings—and this potential bonanza has not been fully tapped, was about five years ago that the sprightledependent station decided upon a course of publicizing the public with informative jingles and making the adjacent time periods available for sponsorship. This move, according to a station spokesman, provided a satisfactory source of revenue that this summer WNEW will expand its public service packages from five to seven. In the past, the station's public service pieces centered around the broad categories of weather, baseball scores, traffic, time and where to go. Jingles are spotted throughout the 24-hour broadcast day and are sold to local and national advertisers. This summer WNEW decided to add two new ones—"good taste" and "fact or fancy".  

Richard D. Buckley, president and general manager of WNEW, is convinced that the process of public service commercials points to the strong points of radio: music and news. The public, he contends, tunes in to hear music and to be informed. The tunes at WNEW, he added, combine music and information, spiced with a dash of imagination. 

The "good taste" package already has been sold to Arnold's Bakeries and George Washington Coffee. Two advertisers currently are negotiating for sponsorship of the "fact or fancy" schedule, according to Mr. Buckley. 

The new packages were created by John Ogan, program manager of WNEW, for the public service jingles were written by Milton Robertson, station copy chief, and the music was composed by Roy Ross, executive director. 

An example of the "good taste" commercials, which stress etiquette, is:  

JINGLE:  
If you're not sure of procedure  
And with a dilemma you've faced  
We offer a clue... that we think  
is the clue  
For solving the problem with good  
good taste  
A matter of very good taste  
ANNOUNCER: 

JINGLE:  

ANNOUNCER:  

Files for Bankruptcy

PETITION for voluntary bankruptcy was filed in Topeka Federal court last week by KEDD Inc., permittee of ch. 16 KEDD (TV) Wichita. Stanley H. Durward Jr., president of the uhf station, listed his liabilities as $191,000 unsecured and $520,000 secured and partially secured. Assets were set at $551,000. Meanwhile, Ziv Television Programs Inc. filed suit last week in Sedgwick County court for $20,000, and Standard Rate & Data Service for $1,200. These are in addition to claims by MCA-TV Ltd. for $5,200 and of Atlantic TV Co. for $1,400 filed earlier [B+T, July 11].
STATION PEOPLE


Bob Kane, KSAN-TV San Francisco, promoted to director, national sales dept.; Harvey Asher, sales staff, named retail sales manager.

Harry G. Fletcher, formerly representative, Carnation Co., L. A., appointed merchandising director KSL-AM-FM-TV Salt Lake City, succeeding Ray Fritsch, who has been named KSL-AM-FM account executive.

Sanford Senel, director, Surprise, WCPO-TV Cincinnati, resigned to go into tv production in N. Y.

Gene P. Lollfer, formerly program director, KSO Des Moines, Iowa, is general manager, KAUS-KMNT (TV) Austin, Minn., succeeding Thomas J. Steensland, who has become diac- onuate, Christ Church, Austin [B&T, July 11].

STATIONS

John Hernandez, iv spot billing supervisor, CBS accounting dept., to CBS-TV Spot Sales, N. Y., as business manager.

Harry D. Jacobs, formerly salesman, Forjeo & Co., Chicago, and George Dubinetz, formerly sales executive, Bonnie Buick, Evanston, Ill., to NBC Radio Spot Sales, Chicago, as salesmen.
WNHC-TV Signs
As ABC Outlet

WNHC-TV, New Haven, Conn., whose affiliation contract with ABC is being cancelled effective Oct. 1 (Closes Circuit, July 4), signed Friday with ABC-TV as a primary affiliate. Announcement was made by Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC.

Meighan to Head B-TV in West

Appointment of Howard S. Meighan to a re-created post of vice president of CBS's affiliations of its western division was announced last week by J. L. Van Volkenburg, head of CBS-TV.

Mr. Meighan, who has been a vice president of CBS since 1946, joined the network in 1934, and has been a sales and administrative executive. Two years after his appointment as a vice president, he was made a general executive of CBS. From 1949-51, he was the chief executive for the network in Hollywood, and from 1951-52 he served as the first president of CBS Radio. Since 1952, he has been vice president and general executive of CBS Inc.

Mr. Meighan is chairman of the television committee of the Broadcast Advisory Committee of the U.S. Information Agency.

B-TV Names Hazelhoff

Appointment of Erik Hazelhoff to the newly created position of manager of NBC-TV's participating programs, was announced last week by Mort Werner, director of participating programs for NBC. Mr. Hazelhoff was former manager of NBC's Telesales Dept. He was replaced by Peter J. Smith, a writer-producer in the department.

Mr. Hazelhoff has been with NBC since 1952, having successively been production coordinator, the network's news, and public affairs staffs. He serves in NBC's Los Angeles office.

Mont Further Consolidates

Len B. Dumont Labs' Broadcast Div. is to move executive and sales offices to the Mont Telecenter at 205 E 67th St., New York, over the weekend, thereby consolidating activities at that location. The telephone number at the Telecenter is Lehig 5-1000.

MBS Lines Up Golf Events

MBS will cover the three major golf tournaments to be played at the Tarn Shamer Country Club in August. The $25,000 All American will be broadcast on Aug. 6 (7:30-8 p.m. EDT) and Aug. 7 (8:30-9 p.m. EDT); the $25,000 International on Aug. 10 (6:30-7:45 p.m. EDT) and the $100,000 World Championship on Aug. 13 (7:30-8 p.m. EDT) and Aug. 14 (8-8:30 p.m. EDT).

Two More Join CBS-TV

Affiliation of KSLA (TV) Shreveport, La., and KIVA (TV) Yuma, Ariz., with CBS-TV was announced last week. KSLA, operated by Interim Television Corp., joins July 1 as a primary affiliate in the basic affiliate group. KIVA, operated by the Valley Telecasting Co., was affiliated early this month under the Extended Market Plan.
ABC BUSINESS CONTINUES TO FLOURISH

Goldenson releases second quarter AB-PT report, showing improvement over same period in 1954. Corporation also expects its broadcast properties to show increase during the current summer quarter.

ABC's third quarter can be expected to be "considerably better" than last year, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., predicted Wednesday in a second quarterly report to stockholders.

Mr. Goldenson said that in the second quarter, ABC (a division of AB-PT) "continued to operate at a profitable level, showing a marked improvement over 1954. While there is a seasonal downturn in television business in the third quarter since many of the leading television networks show declines during the summer months, we expect that ABC's third quarter this year will be considerably better than it was last year."

The AB-PT head, in reporting that the estimated net operating profit for AB-PT's second quarter was double the earnings for the same quarter last year, said of ABC-TV, that in the fall season, "the sales already made of new tv programs and renewals of shows now on the network will contribute to increased advertiser acceptance and the continued growth of ABC as a major network."

Fall Production Plans

He noted that one of the new fall tv shows will be produced by Metro-Goldwyn-Mayer, third major motion picture company to associate with ABC-TV programming. (Other two: Walt Disney and Warner Bros.)

AB-PT's estimated net operating profit for the second quarter of 1955 was put at $1,438,000 or 32 cents per share common on $4,119,542 common shares outstanding. This, Mr. Goldenson reported, compared to the $1,500,000 or 37 cents per share common on $3,967,496 common shares outstanding for the same quarter last year.

For the six months of 1955, estimated net operating profit of $3,355,000 (or 77 cents per share on common) compared with $1,754,000 or 37 cents per share on common for the corresponding period last year. Mr. Goldenson said.

Theatre earnings of AB-PT also were ahead for the first six months, he said, noting that this business was off slightly in the seasonally weak second quarter and that the third quarter looked promising.

Mr. Goldenson said that Am-Par Record Corp., an AB-PT's new subsidiary organized last month to engage in the phonograph record business, would enter the market within six months. He also took note of the Disneyland amusement park which opened July 17. AB-PT has an approximate 35% interest in the park.

'See It Now' to Expand Into More Flexible Format

ALTHOUGH no sponsor has yet been announced for See It Now, weekly series produced on CBS-TV by Edward R. Murrow and Fred W. Friendly, plans to expand it were revealed last week by J. L. Van Volkenburg, CBS-TV president. This fall, the series will be lengthened from its half-hour format to one hour or hour-and-a-half programs presented at peak evening times on a flexible schedule.

Since See It Now was inaugurated in 1951 it was telecast under the sponsorship of Aluminum Co. of America. Alcoa did not renew sponsorship for the coming season (B & T. May 16). Mr. Van Volkenburg announced that the time expansion had been decided upon so that Murrow and Friendly "might have more ample scope to treat subjects in greater detail and depth."

Plans for the forthcoming series, which returns to CBS-TV in October, include profiles of New York City and Paris, a report on Africa, and a study of the nation's educational problems.

In addition to the major reports, See It Now also will present special half-hour reports on news subjects of current interest, Mr. Van Volkenburg said.

CBS Radio Plans Two-Week Series on Atom Use in Peace

PEACEFUL use of the atom will be the topic of a special "saturation schedule" of programs planned by CBS Radio for broadcast during a two-week period starting Aug. 8, Arthur Hull Hayes, network president, announced last week. Purpose of the series, to be aired while the United Nations' conference at Geneva, Aug. 8-20 on the atom and its peaceful applications, is in session, is to give listeners information on the importance and meaning of the new horizons in atomic research, Mr. Hayes said.

The broadcasts, entitled Age of the Atom, will be heard Aug. 8 through Aug. 12, and Aug. 15 through Aug. 19, 10:05-10:30 p.m. EDT. Mr. Hayes announced that three of these periods will be comprehensive documentary reports produced for CBS public affairs by Ralph Backlund, on the past, present and future of peaceful development of atomic energy.

On the other programs, the 10:05-10:15 p.m. period will be used for news reports (from

Geneva and interviews with leading scientists at the conference. The 10:15-10:30 sec on these same nights will center on talk discussions by leading scientists abroad a the U. S. These will be under direction of Helen J. Sioussat, CBS directs.

Overall series was conceived by Irving G. CBS director of public affairs, and was supervised by John F. Day, network's dir of news.

CBS-TV Slates Five Eastern College Grid Tilts in Fall

SCHEDULE of five eastern collegiate ball games to be telecast by CBS-TV in the fall was announced Friday. The games contain the network's plans for regional telecasts disclosed in May by Sig Mickelson, CBS director in charge of news and publicity (B & T, May 23). At that time, Mr. Mi cksion had outlined Big Ten and Pacific Coast Conference coverage plans.

The top eastern games will be telecast Sept. 24 (Boston U. vs. Penn State at University Park, Pa.); Oct. 8 (Holy Cross vs. Colgate, Hamilton, N. Y.); Oct. 22 (Harvard vs. 1 month at Hanover, N. H.); Nov. 5 (Syracuse vs. Penn State at University Park, Pa.); Nov. 12 (Brown vs. Harvard at Cambridge, Mass.).

These dates, Mr. Mickelson said, were fixed by the National Collegiate Athletic Association for regional telecasting. The contests will be seen in the New England states, New York, Pennsylvania, New Jersey, Delaware and Virginia.

Added Color Slate Prompts NBC-TV Facility Revision

NBC-TV's studio renovators have been preparing for upcoming color tv programs.

The network last week noted that its Ho doody show will be telecast in color, begin Sept. 12. The show (Mon.-Fri., 5:30-6 p.m. EST) will originate from a new color set (3K) in New York which accommodates 4 times as much scenery as is found in the age studio of the same size and with devices and built-in background to permit its programming.

At the same time, NBC-TV has installed permanent color equipment at the 67th New York, studio where Home (Mon.- 11 a.m.-noon) originates. The job was completed in time for the scheduling of a full line (Aug. 1) of daily, 15-minute (11:45 a.m.) specially segments to be telecast in color.

The show. Only a fortnight ago, NBC-TV announced plans for a regularly scheduled noon drama series in color. Matinee, Mon.-Fri., 3-4 p.m. EST, beginning Oct. 3.

Ace to Write Como Show

GOODMAN ACE, radio-vc writer and the pioneer radio serial Easy Aces, has signed as chief writer for NBC-TV's hour- Saturday night telecast, the Perry Como Show due to begin in September (Closed Capt July 18). Mr. Ace's signing was announced last week by Thomas A. Mcauliffy, vice pres in charge of the television network NBC.

Among Mr. Ace's most recent writing assignments were the Big Show starring Tall Bankhead on NBC Radio and The Big Show on NBC-TV.
A Candelabra Antenna Readied in Texas

In antennas of WFAA-TV and KRLD-TV will go atop a single tower being constructed in Dallas. Dresser-Ideco is installing the tower antenna.

The "candelabra" antenna "represents a new approach to tv antenna design," according to A. R. Hopkins, manager of the Broadcast, Marketing, Engineering Prod-

Haffa Steps In for Owen

As Webster-Chicago Head

TITUS HAFFA, Chicago industrialist who recently acquired a substantial block of stock in Webster-Chicago Corp. (B+T, June 27), has replaced Norman C. Owen as president of the electronics firm, it was announced last week. Mr. Owen reportedly quit over a disagreement in policy.

 Earlier, at a meeting of firm's distributors in Chicago's Morrison Hotel, Mr. Owen reported record sales the first six months of 1955 for the manufacture of phonographs, tape recorders and record changers, and predicted greater gains the last half. Webcor plans to sell 1.2 million phonographs this year.

It was pointed out by H. R. Letzter, vice president and general manager, that some 29 million phonographs now in use represent only 37% saturation of the American market, compared to 94% for radio sets, 74% for tv, 92% in refrigerators and 81% in electric washers.

'Caution' Plan for Color Announced by Hallicrafters

HALLCRAFTERS Co., Chicago, is planning a "cautionous, limited production" of color tv receivers this fall in anticipation of an equally limited market and with the conviction that color tv was a "premature baby" now just starting to grow.

These remarks emerged as the highlights of a talk made July 16 by Raymond W. Durst, president of the company, at a regional sales meeting in Chicago. Simultaneously, Hallicrafters announced introduction of a 17-inch table model tv receiver under $100 and a remote control device for tuning.

Lacking on the firm's model list was a price for its uhf-vhf 21-inch console color set with RCA type tube. Last May William J. Halligan, Hallicrafters board chairman, predicted a $695 color receiver "soon" [B+T, May 9]. The company is producing a limited quantity of receivers for fall but declines to reveal a price.

Atomic-Powered

Radio-Television literally crossed paths last week with the atomic age at West Milton, N. Y., where dedication ceremonies were held marking the opening of a General Electric plant there. The GE plant generates electricity from atomic power for commercial distribution. TV's union with the atom occurred when a location unit of George Blake Enterprises Inc., New York, plugged its cameras into the atomic circuit and shot film footage of the event for showing on the General Electric Theater yesterday (Sunday) on CBS-TV. It reportedly is the first time tv cameras have been nuclear powered. On the radio side, GE's WGY Schenectady used electricity generated from atomic energy to relay a program to its transmitter.

GE NOW PRODUCING IMAGE ORTHICONs

GENERAL ELECTRIC has entered factory production of the image orthicon camera tube for the first time, it was revealed by J. M. Lang, general manager of GE's Tube Dept., last week.

GE and RCA are the only manufacturers in the U. S. making the tubes. GE had set up a project to study the production of the tube about a year ago. Production schedules, according to Mr. Lang, call for shipments of the tubes this fall.

To accommodate the new production at the Schenectady plant, GE has installed air-conditioned and air-filtered manufacturing space in the power tube sub-department.

Lewis Takes RCA Market Post

APPOINTMENT of Morris S. Lewis, manager, sales administration, RCA Tube Division, as manager of market planning and analysis, was announced last week by Lee F. Holleran, general marketing manager of the RCA division. In his new post, Mr. Lewis will coordinate the planning and development of marketing, distribution and sales policies of the division including tubes, batteries, electronic components, service parts, test equipment and related items.

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

July 25, 1955 - Page 83
**Freak Propagations Harried by MIT**

Scientists discover new means to send radio waves long distances, send voice signals in uhf 385 miles.

IT USED to be called freak propagation, but now the scientists have learned how to use the scattering effect in uhf and vhf transmissions to establish long distance communications.

Last week, scientists at Massachusetts Institute of Technology announced they have discovered new methods of sending radio waves over long distances.

Earlier, Bell Telephone System reported in full-page ads in news and business magazines that "There's Something New on the Telephone Horizon." This referred to long distance uhf transmissions.

Until recently, the MIT announcement said, it was believed that there were only three means of transmitting radio waves over long distances. These were (1) ground wave for low frequencies, (2) skywave for medium frequencies and (3) line-of-sight transmission via relays for vhf and uhf bands.

Through the use of high powered (10 kw) beamed transmitters and large (60-ft.) parabola receiving antennas, it has been determined that sufficient signal can be "scopped" up from erratic, low-level vhf and uhf signals to be useful in some instances at long distance. This enlarges the spectrum for long distance communications, it was explained.

The MIT report mentioned that voice signals in the uhf band have been transmitted reliably over 385 miles, and teletype signals in the vhf band sent reliably 1,100 miles (between Cedar Rapids, Iowa, and South Dartmouth, Mass.).

The first application of the new systems, MIT officials said, will be in the continental defense system of the United States and Canada. The MIT project is financed by the U. S. Air Force.

The AT&T project involves the use of uhf frequencies to transmit telephone and tv signals from southern Florida across the Straits of Florida to Cuba [B&T, Dec. 20, 1954]. The FCC granted this over-water facility contingent on the promise that there would be no interference to tv stations in southern Florida.

Edward W. Allen Jr., FCC chief engineer, said that the Commission was familiar with these findings when it set the separation factors for tv stations in 1952. He also pointed out that the level of such signals at a substantial distance from a transmitter is so low that they were not factors in causing interference between tv stations—either vhf or uhf.

**DuMont Reports Sales Drop For 24-Week Period in '55**

DROP IN sales for a 24-week period, ending June 19, was reported last week by Allen B. DuMont Labs. The 1955 figure was $29,741,000 compared with $41,590,000 for the same period in 1954. DuMont pointed out that the 1955 sales figure included sales made by WDTV (TV) Pittsburgh but the 1955 sales figures include WDTV (TV) sales for only 10 days in January. WDTV (TV) was sold to Westinghouse Broadcasting Co. for $9,750,000 in January [B&T, Jan. 10].

For the first 24 weeks of this year, DuMont recorded a loss of $1,249,000 as against a net profit after taxes of $479,000 for the same period in 1954.

**Electronic Strides Shown at Chi. Show**

THE NATION'S music merchants received first-hand, first-time view of the newest music devices at the 1955 Music-Orange Julep Show in Chicago last week.

Products included transistor radios, tv sets and a wide range of high fidelity components, as well as band instruments at the show held by the National Association of Music Merchants in the Palmer House.

A highlight of the show was the entry of Bell & Howell (cameras) into the high fidelity with six radio-phonograph recorders ranging in price from $500 to $2,000, instruments were described by Charles Percy, B & H president, as deriving from a new concept in design and engineering.

A rich future was forecast for color too, along with hi-fi, as exemplified in comments by Frank Freimann, president of Magnavox Co., Fort Wayne, Ind. At Radio Corp. took the occasion to intro its new 21-inch color set with RCA round metal tube, as did Magnavox.

Mr. Freimann, who appeared on a tv merchandising panel Wednesday, predicted that the tv industry is reaching "a new peak"—launching of color television sets on a practical basis—looking toward mass sales in 1956.

Music merchants were warned by an age ment consultant-accountant, H. R. S. of E. H. Scully Co., New York, to think full about "money spent for newspaper advertising as well as radio and television". Scared lack of research among the med to the pulling power of each.

Among new developments at the show were:

- General Electric's complete line of receivers, 18 of them new, the last, rear price in $129,95 to $319.95. GE showed a clock tv "wake up" set with a 14-inch set and a radar-like development promised a larger antenna area made possible by raising the cabinet an integral part of the antenna system.

- Granco Products Inc.'s new hi-fi phonographs and fm-am radio combinations.
INTERNATIONAL

International Ad Session Starts Thursday in Zurich

ADVERTISING men from 35 countries will be represented at the International Advertising Conference scheduled July 28-30 at Zurich, Switzerland.

Paul R. Kruming, a director of the International Advertising Assn., left New York the weekend of July 16 for Zurich, accompanied by Jere Patterson, president of the IAA and chairman of the Zurich meeting. Before proceeding to Zurich, Mr. Kruming will confer with business leaders in various European countries.

The conference will deal with case histories of international advertising as carried on by leading companies, new research steps in developing world markets, the best use of advertising agencies to build world sales, and other means of stimulating world business through advertising and related techniques.

CBC's Rene Morin Dies

RENE MORIN, 71, vice chairman of the board of governors of the Canadian Broadcasting Corp., died July 16 at Montreal, following a heart attack. A former mayor of St. Hyacinthe, Que., he was a financier, vice president and general manager of the General Trust Co. of Canada, Montreal, and had been on the CBC board of governors for more than a decade.

INTERNATIONAL SHORTS

KSAR Okinawa has appointed Pan American Broadcasting Co., N.Y., as representative. Station is only commercial radio outlet serving Ryukyu Islands with estimated 75,000 population.

CKVL Verdun, Que., has announced cuts in nighttime rates in both French and English commercials, effective Sept. 1, and increase in daytime rates between 6 a.m. and 8 p.m. CKVL operates in English mainly between 11:15 p.m. and 5:30 a.m. and rates for this time will not change.

INTERNATIONAL PEOPLE

Maurice J. Latour, in charge of radio-tv advertising, Molson's Brewery Ltd., Montreal, to National Broadcast Sales (station representative), Montreal, as national sales executive.

E. J. Farting, director, Assn. of Canada Advertisers and a member of its tv-radio committee, to Canadian Westinghouse Co. Ltd., Hamilton, Ont., as advertising manager, consumer products div.

David Hilbert, founder of United Productions of America, Burbank, Calif., to Pearl & Dean Productions Ltd., London, as animation and cartoon subjects adviser, organizing P&D's designer and animator staff.

1.4 Million Canada TV Sets

TOTAL NUMBER of television sets in use in Canada, according to tabulation of All-Canada Television, at end of May was 1,427,900. This was based on latest sales figures from the Radio-Electronics-Television Manufacturers Assn. of Canada and previous compilations. Of this total, 744,429 sets are in Ontario province, 413,052 in Quebec province, 112,793 in the three prairie provinces, 105,661 in British Columbia, and 53,051 are in the four Atlantic Coast provinces.
KMTV (TV)'S 'FOCUS'
FACTBOOK detailing comprehensive information on all departments involved in the advertising process at KMTV (TV) Omaha, Neb., is being distributed by the station. The booklet, "Focus," includes such information as department deadlines, contracts, art and film specifications and available equipment at the station. Intended for use primarily by advertisers, agencies and program participants, the nine-page handbook is "designed as an additional aid to quality production" and is published in looseleaf form to allow for updating by KMTV whenever necessary.

'CJOC AND PEOPLE'
CJOC Lethbridge, Alta., has distributed a brochure, "CJOC and People," to national accounts, timebuyers, account executives and representatives. The people are the people of Lethbridge, "who have money to spend... who will buy your product... who listen to radio... who hear CJOC programs." Complete with large illustrations, the booklet also diagrams the station's layout and the layout of the surrounding area pertaining to goods production. CJOC has also distributed another promotion piece calling attention to its July 8 power increase from 5 kw to 10 kw.

MATCHES FROM WTTV (TV)
BOOK MATCHES in a box shaped like a tv set have been sent to advertisers and agencies by WTTV (TV) Bloomington, Ind. The copy reads, "It's WTTV ch. 4 for Indianapolis, Terre Haute, Bloomington and all the 2½ million people in the great Hoosier heartland."

broadcasting's gold mine of bright new instrumental tunes

STANDARD SHORTE-TUNES
Monthly releases of 20 current and standard pop tunes—each averaging only...

1 1/2
Minutes in length

Includes Top Talent instrumental selections—specially arranged and recorded each month expressly for this Standard Shorty-Tunes service. 100% usable numbers—duds. Discs are 12 inch vinyl vinylite, high fidelity recorded at 33-1/3 rpm with 10 second spirals between selections for continuous play or easy cueing.

NOW NO CONTRACT REQUIRED

Buy Outright Month to Month

STANDARD RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

PROMINENT display of the calls of KXLY-AM-TV Spokane, Wash., is featured on trucks of the Keenan News Agency in that city. The agency's four trucks cover all parts of Spokane. While making deliveries they are backed up to the sidewalk, exposing the stations' message to the passing public.

KUJ COVERS PRISON RIOT
COVERAGE of a riot in the penitentiary at Walla Walla, Wash., was provided by KUJ there. KUJ supplied several other Washington stations with broadcasts from the prison via telephone recording and augmented its own telephone reports with tape recordings of press meetings in the penitentiary. The station also fed reports to the United Press, covering the first five hours of the riot for them.

$32,000 AND MOTHER
AIRMAN IRS Kreitzer traveled 150 miles from Loving Air Force Base to WTVO (TV) Bangor, Me., to watch his Bible-student mother try for $32,000 on CBS-TV's $64,000 Question. With his girl friend from the U. of Maine, Mr. Kreitzer strolled into the WTVO studios and said he wanted to see his mother on tv. After a confirmation of his identity, "Zeke" was interviewed on the air and then watched his mother take Revlon for the $32,000. A second interview after the program was aired by WTVO.

KALE IS A SUCCESS
FOR the grand opening of a new supermarket in Pasco, Wash., KALE-AM-FM Pasco-Kennewick-Richland aired 20 ten-second promotional spots five days and 10 one-minute spots four days prior to the event. On the first day of the two-day opening, hourly five-minute audience participation shows were broadcast from the market from 10 a.m. to 5 p.m. During both days personality Loyd Aman conducted his western show from the store. Drawings and giveaways featured the celebration and KALE estimates the attendance at 10,000. Many items of merchandise in the store were sold out completely either in the first or second day. As a result of the successful promotion, KALE reports it has been guaranteed 50% of all future advertising of the supermarket and its sister store. In addition, KALE says, it has been solicited by two supermarket chain owners to lay out an opening promotion for them with a carte blanche budget.

CJSP WINDSHIELD STICKERS
CJSP Leamington, Ont., has distributed windshield stickers with its call letters to thousands of local motorists and summer tourists.

TOM AND LAVINIA
COMPETITION among elementary children for the titles of Tom and Lavinia Warren, famous midget couple annual week-long Barnum Festival in Johnstown, Conn., was conducted for 10 w. WICC there. Festival honors the 10 of P. T. Barnum of circus fame, who Bridgeport native. The station aired casts on Barnum history and childrening the contest matched with quizzes historical material. WICC reports the was so great that a qualifying step of essay was added. Top contenders a Saturday quiz show competed in the final two youngsters were selected to play if of the circus team.

WOKY'S QUICK INTERVIEW
INTERVIEW with Dr. Cary Middlecoff, of the $33,000 Miller Open Golf Tour in Milwaukee, was broadcast by WOKY two minutes after he finished the 180 with a score of 64. WOKY, which on 16 picking from the tournament, is Memphis dentist's account of his round.

WFBR PRESENTS IN CHICAG
WFBR Baltimore will offer a station to midwest agency and advertisingives at a luncheon in Chicago's Drake next Thursday. Timebuyers, account ives, advertising and sales managers and have been invited to attend the lunch be hosted by John Blair & Co., nation representative for WFBR. Robert B. Jo vice president and general manager of is expected to head up the WFBR cont. A similar presentation was given in New some weeks ago.

SPANISH FROM THE SUMMIT
SPECIAL series of News Round-Up For Summit broadcasts in Spanish are being by WRUL Boston, international radio in cooperation with the U. S. Information Agency. The USIA has a special radio circuit direct from Cuba and Cuba, Colombia and Central Ica. In connection, WRUL is conducting test for essays by Latin Americans to implement President Eisenhower's efforts at Geneva.

HOWARD E. STARK
BROKERS AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATION
50 EAST 58th STREET EL 5-0
NEW YORK 22, N. Y.
TIMES A WEEK

OLD HIGH of 210 newscasts and weather reports per week is now being prepared for WNBC - AM - TV Boston and the Yankee Network under the supervision of Leland C. Bickford, editor-in-chief of the Yankee Network News Service, and his staff. Since their start in March 1934, the news editions always have been a successful vehicle, Yankee reports, and it currently lists a total of 40 sponsors. Mr. Bickford wrote his first story for Yankee on March 1, 1934, and has been on the beat ever since.

COVERS TRAIN WRECK

A few minutes after a Washington-Boston train wrecked nearby, WNBC Bridgeport, Conn., was on the spot reporting events. An agent with the train's fireman who managed to pull himself from the locomotive was interviewed by Jim Elliott. He also interviewed the assistant superintendent of the New Haven crew who said excessive speed caused the accident. In addition, Mr. Elliott fed news of the accident to CBS.

JUMPING SALES

Metal discs advising recipients of what newswomen they use Westinghouse Broadcast stations are being distributed by copy on the metal says "your sales to WBC," and when the disc is placed in the display case it further illustrates the point during a few feet in the air.

SUFFOCATION

At Kalamazoo, Mich., held its annual "Big Days" celebration early this month, the theme "emancipation of suffocation" in the days designated the town dons white suits and this year even the mayor wore a white jacket with WKZO's call letters.

UPCOMING

JULY

July 28-30: International Advertising Conference, State Palace Hotel, Zurich, Switzerland.

AUGUST

Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14: RAB Clinic, Des Moines, Iowa.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 5: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 8: RAB Clinic, Ogden, Utah.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12: RAB Clinic, Denver, Colo.
Sept. 19: RAB Clinic, West, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Taqueria, N. M.
Sept. 25-Oct. 1: Teenth Dist. AFA Convention, Oklahoma City, Okla.

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Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 5: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 8: RAB Clinic, Ogden, Utah.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12: RAB Clinic, Denver, Colo.
Sept. 19: RAB Clinic, West, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Taqueria, N. M.
Sept. 25-Oct. 1: Teenth Dist. AFA Convention, Oklahoma City, Okla.

SEPTEMBER

Oct. 4: RAB Clinic, Pittsburgh.
Oct. 5: RAB Clinic, Rochester, N. Y.
Oct. 6: RAB Clinic, Burlington, Vt.
Oct. 7: RAB Clinic, Boston.
Oct. 7-8: Third Dist. AFA Convention, Sedgfield Inn, Greensboro, N. C.
Oct. 11-16: National Ad. Agency Network, eastern meeting, Atlantic City, N. J.
Oct. 17: RAB Clinic, Milwaukee.
Oct. 18: RAB Clinic, Chicago.
Oct. 19: RAB Clinic, Detroit.
Oct. 19: RAB Clinic, Columbus.
Oct. 20: RAB Clinic, Cleveland.
Oct. 21: RAB Clinic, New York City.
Oct. 31: RAB Clinic, Indianapolis.

NARTB Regional Meetings

Region 4 (Dist. 7, 9, Ky., Ohio, Ind., Mich., Ill., Wis.) Sept. 9-15 Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, 3, 4, N. Central States, N. Y., N. J.) Sept. 9-15 Saranac Inn, Saranac, N. Y.
Region 2 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico) Sept. 28-30 St. Charles Hotel, New Orleans
Region 4 (Dist. 15, 16, Ind., Ohio, Ill., Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska) Sept. 13-20 St. Francis Hotel, San Francisco
Region 5 (Dist. 17, 18, N. M. Colo., Utah, Wyo., Idaho, Mont., Western S. D., Colo.) Sept. 21-24 Broadmoor Hotel, Colorado Springs, Colo.
Region 6 (Dist. 19, 20, Minn., N. D., S. D., Wyo., Neb., Mo.) Sept. 25-27 Fort Des Moines Hotel, Des Moines
Region 7 (Dist. 12, 13, Kan., Okla., Tex.) Sept. 28-30 Baker Hotel, Dallas

WINSTON-SALEM, N.C.

IN NORTH CAROLINA'S GOLDEN TRANGLE

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BIG VOICE

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FOR THE RECORD

Station Authorizations, Applications, (As Compiled by B-T)

July 14 through July 20

Includes data on new stations, changes in existing stations, ownership change cases, rules & standards changes and routine roundup.

Abbreviations:
- CP—construction permit
- DA—directional antenna
- ERP—effective radiated power
- STA—studios-transmitter-antenna
- Aud.—audio
- wk—kilowatts
- w—watts
- mc—megacycles
- d.—day
- n.—night
- t—transmit
- ul—unlimited hours
- kc—kilocycles
- STAA—special service authorization

TV Summary Through July 2
Television Station Grants and Applications
Since April 14, 1952

Grants Since July 11, 1952:

Commercial

49

Noncommercial

17

Total Operating Stations in U.

VHF

5

UHF

3

VHF

6

Commercial

158

Noncommercial

29

Total

187

Applications Filed Since April 14,

New

953

Renewal

337

Noncommercial

59

Total

1,359

1,691

145 Cps (19 vhf, 115 uhf) have been de

* One applicant did not specify channel.

** Includes 35 already granted.

** Includes 45 already granted.

FCC ANNOUNCEMENTS

New TV Stations . . .

PETITIONS

Houma, La.—Fred Weber petitions FCC to amend sec. 3,606 so as to assign ch. 11 in lieu of ch. 30 to Houma. Received July 17.

Houma, La.—St. Anthony Television Corp. petitions FCC to amend sec. 3,606 so as to assign ch. 11 to Houma. Received July 17.

Mayazzer, P. R.—Eli Mindor Inc. and The Ponce de Leon Hotel Co. of P. R. petitions FCC to change allocation of ch. 7 from Ponce, Puerto Rico to Mayaguez, Puerto Rico. July 13.

APPLICATIONS

KATV (TV) Pine Bluff, Ark.—Seeks cp to change ERP to 316 kw visual, 158 kw audio and make equipment changes. Antenna height above average terrain 1015 ft. Filed July 14.

WGBS-TV Miami, Fla.—Seeks mod. of cp to change ERP to 187.2 kw visual and 94 kw audio, install non-directional antenna system and make other equipment changes. Antenna height above average terrain 1015 ft. Filed July 14.


This can only happen in front, because KRIZ Phoenix vertised both my rear ends.
CALL LETTERS ASSIGNED

KTVY, Yuma, Ariz.—Seeks mod. of cp to 15 kw. See letter 98.

TV Stations . . . . . . . Actions by FCC

-KTVY Yuma, Ariz.—Mod. of cp ch. 2 to change ERP to 10 kw. See Letter 98.

Golden Meadow, La.—Lee Joseph Theriot granted 1600 kc, 500 w. daytime. Post office address Box 1114, Lovington, N. M. Estimated construction cost $19,559, first year operating cost $36,000, revenue $50,400. Mr. Theriot general in-


Newborn, Miss.—E. Glenn Aichermond tr/ Newborn, Miss. Service, granted 1410 kc, 500 w. daytime. Post office address Albertville, Ala. Estimated construction cost $17,800, first year operating cost $10,000, revenue $12,500. Mr. Aichermond is salesman, WAU Albertville, Ala., and former 48.6% owner of WCR, Oneonta, N. Y. Granted July 2.


St. Joseph, Mo.—Broadcast Group Inc., granted 1750 kc, 1 kw. daytime. Post office address Suit 504, Commerce Building, Kansas City, Mo. Estimated construction cost $12,016, first year operating cost $4,000, revenue $6,000. Principals in equal partnership include President J. D. Spears (50%), real estate broker; Vice Pres. and advertising, Vice Pres. Peter T. Scott (40%), advertising, and Secre-tary T. W. Bigler (10%), attorney. Granted July 14.


Skylines Group . . . Top Markets, Top Stations

TOUR OF OCEAN KMVH THE FIRST
AGAIN IN WICHITA AREA

June, 1955 ARB* shows KTVM taking seven out of ten top class 'A' time shows. WINDY says, "Once again for the third straight survey KTVM proves domi-
nance in Wichita and 14 other important Central Kansas communities." To Cover Central Kansas Better Buy KTVM

-Am Stations . . . . . . . Actions by FCC


-Am Stations . . . . . . . Actions by FCC


Am Stations . . . . . . . Actions by FCC


1st in Power and Coverage

104,000 WATTS

WILK

-Scranton, Wilkes-Barre

Call: WILK-92

Applications July 15, 1955 • Page 89
unde $30,000. Mr. Reiddoch owns 50% KDIA DeRidder, La., 66.7% KRRH Oakdale, La., and WFFR Hammond, La. An executive of estate Mr. Reiddoch controls 33.3% KDBS Alexandria, La., and 50% WRRG Monroe, La.

Tahlequah, Okla.—Galen O. Gilbert and J. K. Ritchie, owners of Mephebith Britz, Co., 1530 kc, 500 w day. Post office address Box 102 Stephens- ton, Tenn. Estimated construction cost $10,176.36, first year operating cost $28,000.00, revenue $35,000.00. Stephensville best known as KSTP Stephens- ton, Tex. Filed July 14.

Billerica, Tenn.—James M. McGrew, Revis V. Hobbs, and James B. Ross d/b as Shost Britz, Co., 1410 kc, 500 w. Post office address 1807 Buhler Bidg. Columbia, Tenn. Estimated construction cost $14,000. first year operating cost $30,000, revenue $40,000. Mr. McGrew (33.3%) is station manager, officer, Director of Middle Ten. Bank, Columbia, Mo. Mr. Hobbs (33.3%), is WSM Nash- ville, Tenn. operation of firm. Mr. Ross (33.3%) is an attorney. Filed July 20.

WASHINGTON, D.C.—Roy W. Gray, 1420 kw day. Post office address Route 4, Box 27, Vienna, Va. Estimated construction cost $29,998, first year operating cost $30,000, revenue $47,329. Mr. Gray, WARL Arlington, Va., disc m/c. is principal owner. WVSY-WJFS (Fm) Fairmont, W. Va., and has application pending for control of WKKO Ashland, Ky. Filed July 15.

APPLICATIONS AMENDED

Fl. Lauderdale, Fla.—Charles W. Stone amends application for cp for new station on 1470 kc. 1 kw day with DA to specify changes in DA pat- tern.

West Moorse, La.—Howard E. Griffin amends application for cp for new station on 1500 kc. 500 w day. Change to specify 310 kc. Filed July 15.

Niles, Mich.—Voice of Berrien County amends application for 1400 kc, 250 w to unlimited with change to specify antenna height. Filed July 15.

Kankakee, Ill.—Amends cp for new station to specify 1400 kc. 500 w day to specify station location from Monmouth Beach, N. J., to West Long Branch, N. J. Filed July 15.

Milton, Pa.—John S. Booth amends application for new station on 1260 kc, 500 w day to specify changes to Lowan Beach. Located at 1320 kc. 500 w day to specify change to 1570 kc.

Oak Harbor, Ohio.—News on the Air Inc. amends application for cp for new station on 1320 kc, 500 w day to specify changes to location from Monmouth Beach, N. J. to Long Branch. Ohio. Filed July 15.

APPLICATIONS DISMISSED

Georgetown, Del.—Rollins Best of Delaware Inc., amends application for cp for new station on 1320 kc, 500 w day. DA dismissed at request of attorney. Dis- missed July 19.

Maze, Miss.—Application for cp for new station on 1470 kc. 10 kw day. DA dismissed at request of applicant. Dis- missed July 19.

CALL LETTERS ASSIGNED

WWIL, Ft. Lauderdale, Fla.—Missouri Britz, Co., 1500 kc, 500 w day. WFMY变更 from WQAM 750 kc.

KDFS The Dales, O.—The Dales Britz, Co., 630 kc 1 kw. Changed from WQAM 630 kc.

WEJL Scranton, Pa.—The Scranton Times, Scranton, Pa., changed to WEJL.

WKLC St. Albans, W. Va.—Raymond I. Kandel, 1418 kc, 1 kw day.

Existing Am Stations

ACTIONS BY FCC

WPMT Prestonburg, Ky.—Granted cp to change facilities from 160 kc, 1 kw day to 1270 kc, 5 kw day. Granted July 20.

KCSH Truth or Consequences, N. M.—Granted mod. of station to be from unlimited operation to specified hours on 1400 kc, 250 w. Granted July 20.

WCDL Carlisle, Pa.—Granted cp to change facilities from 1330 kc, 250 w unlimited to 1440 kc, 5 kw day. Granted July 20.

WABA Annadilla, P. R.—Granted cp to change frequency from 1260 kc 250 w unlimited to 1450 kc, unlimited. Granted July 20.

WLKJ Newport, Tenn.—Granted increase in power from 1 kw to 2 kw, operating day only on 1270 kc. Granted July 20.

APPLICATIONS

KXLA Pasadena, Calif.—Seeks mod. of cp to make changes in night DA system. Filed July 15.

KYFC Cortez, Colo.—Seeks to increase power from 250 w to 1 kw. Filed July 20.


WJWL, Georgetown, Del.—Application for cp to change antenna-trans. studio and station location from Georgetown to Philadelphia amended to include DA. Application as amended considered as application for new standard station to be operated on 500 kc, 1 kw day DA. Filed July 15.

WWIL, Ft. Lauderdale, Fla.—Seeks mod. of cp to change DA to 2-D to 1-A. Filed July 19.

WPFT, Fort Myers, Fla.—Granted mod. of station to make auxiliary antenna system changes and changes from 1 kw day, 5 kw day DA, to 1 kw, 5 kw day with non-directional antenna on 550 kc, 1 kw day. Granted July 14.

KYKB Albuquerque, N. M.—Amends cp to change from 1280 kc to 1150 kc, change hours of operation from day to unlimited times, specify 1 kw day and night, 250 w night. Granted July 17.

WODS Shelby, N. C.—Seeks to increase power from 250 w to 1 kw on 730 kc. Filed July 14.

APPLICATION AMENDED

WHBN Harrodsburg, Ky.—Amends application to specify changes to station location from Kentucky Station to Huiwe R. Hogenauer, 1071 kc, 30 kw. Changed from WQAM.

APPLICATION DISMISSED

KTIX Seattle, Wash.—Application for cp to cover which authorized new standard station to be on 1320 kc, 5 kw day. Granted and small change in name of appli- cants to C. H. Hauser, Robert T. Schaffer and Frank Gwin, d/b as Pioneer Best, Co. Filed July 19.

New Fm Stations

ACTIONS BY FCC

Mayfield, Ky.—Michael R. Freeland and John M. Lamb, d/b as Kentucky Britz, Co., granted 101.1 mc. 5 kw, 5 kw day unlimited, condition. Post office address, G. F. Roach, 801 cigarette building, Mayfield, Ky. Filed July 15.

Ownership Changes

ACTION BY FCC

KTCU Tucson, Ariz.—Lee Little tran- quillization of post control of license on W');// to 460 kc. 1 kw to WCIU. The license of its stock of Ralph W. Greiner and W. S. Scott, stock is stock transaction involving exchange license and purchase of stock. Filed for control granted in Co. Granted July 20.

KXFM San Dimas, Calif.—Grants of control to KFXM Inc. through stockholders for Illinoise, George D. Willard, William R. Hashbook (25%), manager. Grant to David G. Leach (25%), assistant manager. Filed July 20.

KLLF Lomita, Calif.—Granted license to Edna Hill Maple, David Parker Jr. and Grant for new station KLLF at Lomita, Calif. 10 kw, 30 kw day power, 1 kw at night for the remainder of the license term. Granted July 20.

WSTN St. Augustine, Fla.—Granted mod. of license on WSTN, 930 kc, 5 kw day, 5 kw at night. Granted for $39,662. Mr. Sinyard owns WSTN Athens, Ga., where he is a major stock owner of the WSSG stock, and holds WSSG stock in WABT Atlanta, Ga., where he is a major stock owner. Granted July 20.

LOAM-IV Tallahassee, Fla.—Grants of control to Great Trails Best, Co. Granted for 913 kc. 2 kw day, 4 kw at night. Granted for $2,630. Filed by Principal control WOOI Co. Canada's under another firm name in WZGE Springfield, Ohio. Granted July 20.

WABA, Chicago, Ill.—Granted transfer of control from Stephen P

FOR THE RECORD

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Garded type — heavy legs and braces — designed for 100 MPH wind and one-half inch steel plates have digested galvanized or shop cost of primer undercoat supports — types of alignment antennas and coaxial feed line or wave guide complete erection by experienced crews.

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TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous microwave passive reflectors used by the U. S. Government, Bell Telephone System and leading manufacturers; TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators
And Constructors
The World Over

July 25, 1955 • Page 91
Southern Independent $35,000.00

Fulltime independent in outstanding area of south. Rare opportunity to own a good AM-FM station with 100 kW power and know how. Station making some money. Terms available.

Pacific Northwest Network $90,000.00

Fulltime single station market. Twenty-six million dollars retail sales in county. Manufacturing, pay roll, agriculture, nature, tourist attractions all contribute to make this a solid market and well worth the asking price. Some financing available to qualified resident owner-manager.

Appraisals • Negotiations • Financing

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Clifford Marshall
Washington Blvd. Sterling 3-0414

CHICAGO
Ray Applegate
Phil Jackson
Tribune Tower
Delmar 2-2526

SAN FRANCISCO
William T. Stubblefield
111 Sutter St.
Exmouth 5-2512

FOR THE RECORD

July 20 Applications

KPOO San Francisco—Seeks mod. of new station for completion of date.

KRLQ Martinsville, Va.—Seeks mod. of new station for completion of date.

KZLW La Sa.—Seeks mod. of new station for completion of date.

License to Cover Cp

WJBR Detroit—Seeks mod. of new station for completion of date.

WZAL-FM Hazelton, Pa.—Seeks license to cover which authorized change frequency, power, antenna type and distance change, relocation.

Renewal of License Returned

WHOK Lancaster, Ohio (signature)

Remote Control

KXJQ Caldwell, Minn.—KGAQ Gallup, N. M., and WSAU Wausau, Wis.

Renewal of License

WARU Peoria, Ill.—WYSH Michigan City, Ind.; WCTF East Lansing, Mich.; WENF Columbus, Ind.; and WMRP Flint, Mich.

July 19 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions Taken

Cancel License

KQXK-KM, KQXK-KM, Iowa—Granted renewal of license and granted cancellation of same.

Cancel Cp

WRNY-TV Rochester, N. Y.—Granted permission to increase effective radiated power, and granted cancellation of call.

Actions of July 14

WABA Annadilla, P. R.—Granted license broadcast station condition.

WAKU-WAKU, KQXK-KM, KQXK-KM, Kansas—Granted renewal of license to permit (which authorized changes in location). Renewal of license.

Extension of Completion Dates

The following were granted extension of completion dates: WAGC, WNN, WNIR, to 12-21-55, conditions. WIFE (TV) Dayton, to 1-15-56.

Remote Control

The following were granted authority to operate transmitters by remote control: Palestine, Tex.; WCHS (Main and Aux) Fairmont, W. Va.; and WDKG Murfreesboro, Tenn.; WKTG Thomasville, Ga.

Action Taken

July 11

Granted Cp

WQAQ San Juan, P. R.—Granted mod. of new station for antenna system. Condition: change type.

Modification of Cp

WAEI Mayaques, P. R.—Granted mod. of new station for antenna system. Condition: change antenna-trans. location.


Extension of Completion Date

The following were granted extensions of completion dates, as shown: WKNX-TV Sebring, Ohio, to 6-2-56; WTV (TV) Asbury Park, N. J., to 7-15-56.

Remote Control

WOOD Grand Rapids, Mich.—Granted authority to operate transmitters by remote control, while nondirectional.

Actions of July 12

Granted License

KONI Phoenix, Ariz.—Granted license to cover which authorized change in the station location.

KLNE Porterville, N. Y.—Granted license to cover which authorized change in the station location.

KORN Denver, Colo.—Granted mod. of new station for antenna type and distance change, relocation.

KSLQ Seaside, Ore.—Granted mod. of license to cover which authorized construction of a new antenna (decrease in height, increase antenna-trans. location).

KSTC-Aurora, Colo.—Granted license to cover which authorized change in power.

VMC Chester, Pa.—Granted mod. of new station for completion of date.
JAMES C. McNARY
Consulting Engineer
National Prest Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE*

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Riverside, Ill.
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Consulting Electronic Engineers
612 Evans Bldg. NA 8-3698
1437 New York Ave., N. W.
Washington 5, D. C.

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

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Laboratories Great Notch, N. J.
Member AFCCE*

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CONSULTING RADIO ENGINEERS
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There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone calls. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer and Radio Station Management Consultant. Our placement clients constitute the LARGEST NATIONAL-WIDE POOL of well qualified and carefully investigated personnel ready to go to work.

CURRENT AVAILABILITIES

TV 
Network Executors, Station Managers, Technical, Sales, Promotion, Program Directors, Producers, Supervisor, Engineers, Sales Personnel, blankets, Film Buyers, Continuity Writers, Spot Reporters, etc.

RADIO
General Managers, Program Managers, Chief Engineers, News Directors, Promotions Managers, Station Managers, Technical, Sales, Public Relations, Sales Personnel, Salesmen, Anchors, News Editors, Technicians, Station Managers, Salesmen, Spot Reporters, etc.

HELP WANTED

Manager and assistant manager for top metropolitan market with station specializing in retro programming. Must be strong in sales, willing and able to do better than average job. Prefer man experienced in selling large markets and/or Negro operations. Box 255C, B-T.

Wanted: Commercial manager for non-tv market. Salary plus commission and mileage. Opportunity to earn good money. Send full details first letter, photo, references, records, etc. for analysis by work. Must be honest and reliable. No floaters necessary. KSCB, Liberal, Kansas.

Good commercial manager for independent station in midwestern market. Excellent opportunity for good money. Send full details, photo, references, records, etc. for analysis by work. Must be honest and reliable. No floaters necessary. KSCB, Liberal, Kansas.

Wanted: Salesman to earn $600 a week, plus 25% commission. Must have liberal contacts. Box 259A, B-T.

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 967A, B-T.


Florida resort daytime wants experienced salesmen. Must have liberal contacts, guaranteed accounts. Send complete resume, photo, references. Immediate opening. Box 260C, B-T.

Business is good. We need an ambitious salesman that wants to work and earn real money. Radio station that's known throughout Florida. Send resume, photo, references. Box 261C, B-T.

Announcer-salaries? Emphasis on selling. Salary, commission, profit sharing. VTG production you get talent. Good salary $400.00-$600.00 or better. Airmail, phone XPRK, Livingston, Montana.

Excellent salesman. Permanent position for aggressive man selling radio and TV. WPAG, Ann Arbor, Mich.

Wanted: Personality; "country music" type preferred. Sell afternoon. Must have 25% commission. Good regional station, active account list. Good salary first three months. State age, past experience. Include photo. Box 259C, B-T.

Southern daytime music station going on the air in August needs good announcer with plenty of experience who can write some copy. Box 260C, B-T.

Young colored male personality, with real showmanship and enthusiasm. Must have a real racquet and sock 'em style. Send tape if possible and write Box 259C, B-T.

Hillbilly, playing musical instrument. Now employed in small community for opportunity in metropolitan market. Fine chance for advancement. Box 259C, B-T.

Announcer with first phone needed immediately in North Carolina. Top salary, plus commission. Box 260C, B-T.

Wanted: Experienced staff announcer, strong on play-by-play. ABC-MBS Networks. Excellent working conditions. Good pay. Box 258C, B-T.

Young man, 16 to 18 who wants chance to become announcer. Permanent job. Send complete resume. Box 258C, B-T.

Experienced announcer: Background desirable, must have friends. Sales ability. Send tape, photograph and complete education. Experience and references on all stations. KCHS, Truth or Consequences, New Mexico.

Wanted: Dependable, married, night duty, experienced announcer. ABC network. Send resume. Box 260D, B-T.

Announcer-engineer with Ist class ticket. Send tape, full details, position available immediately. KGHF, Pueblo, Colo.

Do you have your tape? No immediate opening, but always interested in top DJ personalities. KOWH Omaha, WHB Kansas City, WTVX New Orleans. Tapes promptly returned. Send all tapes to: Tod Storl, President, Mid-Continent Broadcasting Company, Omaha 2, Nebraska.
RADIO

Help Wanted—(Cont'd)

Bloomington, Ill., plans to add one or two men to staff. Want experienced strong evenning personality. Confident and friendly approach. Fred Maxfield, with resume of experience and previous experience, will be required. All references will be checked.

RADIO

Situations Wanted—(Cont’d)

Only personality stations apply—East coast deejay with metropolitan following available after August 1st. Box 287C, B-T.

Experienced DJ-announcer. Young, talented, college, car, third hotel, married. Stable, looking for spot with progressive station. Box 20C, B-T.

Negro deejay. Light experience, friendly, emphasis news, commercials, control board experience. Box 50C, B-T.

Announcer, DJ, recent graduate, willing to work hard, tape on request. Box 74C, B-T.

Station manager! Recent radio school graduate with real ability. DJ too, tape waiting for Try me vet. travel. Box 275C, B-T.

Staff-accountsealer — top news-DJ-play-by-play. Available two weeks. Tape. Box 29C, B-T.


Recent graduate of broadcasting school looking for a start in radio. Good voice. Interested in news and sales. Will do easy or hard to sell DJ. No tapes on request. Lawrence Foreman, 4219 North Newhall St., Milwaukee, Wisconsin.

Experienced announcer—solid background, re-locating person. Station manager or larger station needed. St. Louis—smooth, strong character. Man, tee & commercial personality. Box 201, B-T.

Well spoken, white male, 25 years experience, interested in new personalities. Box 256C, B-T.

RADIO

Situations Wanted—(Cont’d)

Help Wanted—(Cont'd)

Situations Wanted—(Cont’d)

RADIO

Situations Wanted—(Cont’d)

Top experience young man. NBC regular staff production-director. Must be interested in small station experience, all phases. College grad. Desires production or administrative position. Radio or TV. Box 216C, B-T.

Five years experience in continuity, traffic, programing and bookkeeping. Girl Friday with gumption desires Florida. Box 285C, B-T.

Program director—chief announcer with leading station experience. Must be interested in management position. Seven years experience in all announcing—programming—production phases. Married. Minimum salary $125. Box 254C, B-T.

Program director—with ideas, ideas, ideas, ideas for radio and/or TV. Ten years radio, some TV experience, executive, manager. Must be aggressive, married, family on way. Let me roll up my sleeves and work with you. Box 286C, B-T.

Top-notch newsmen. 7 years radio—2 television. Experienced tape, photo, details on request. Box 287C, B-T.

TELEVISION

Help Wanted

Salesmen

Experienced tv salesman for new southwestern vhf in major market. Box 215C, B-T.

Salesman or trainer, 20 to 25, veteran or draft exempt for expanding sales staff of established midwest uit television station and 34-year-old 5000 watt CIB radio affiliate. Radio or television sales experience preferred. Opportunity to advance. Hospitalization, free life insurance and pension benefits. Write Personnel Department, WBST-AM-TV, South Bend, Indiana.

To a NATIONAL ADVERTISER or LEADING AGENCY...

I am seeking a radio-te executive position with an advertiser or a strong, medium size agency in a major market.

My qualifications: Have handled in 12 years time many of the largest radio-TV accounts from a network & spot basis; in the case of one multi-million client I bought all media. I know the business thoroughly; personally acquainted with major network executives, leading advertisers, stations and national representatives. Mature lady, age 36; can furnish references from agency, advertiser and industry.

Please write or wire Box 285C, B-T
TELEVISION

Help Wanted—(Cont’d)

Announcers
Staff announcer for top CBS radio-tv affiliate in Pennsylvania. Send complete resume and picture Box 184C, B-T.

Technical
Experienced, top-caliber maintenance engineers for DuMont equipped vhf in southwest. Box 216C, B-T.

Programming-Production, Others

Situations Wanted

Managerial
Tv executive, under thirty-five, bon available and ready for tough but rewarding assignment. Thoroughly experienced (thirteen years) in station operation, including sales, promotion, and personnel. Have trained television staffs. Top network experience. Top references. top man. Box 255C, B-T.

Announcers
Sportscaster, radio-tv, 5 years radio, 11/2 television. Capable of directing one-man, radio-tv sports department. Same capacity with am-only operation, built annual sports income to $40,000. Colorful play-by-play for all sports, over 1,000 events during career. Midwestern broadcaster, married, veteran. Seeking advancement. Salary now $400 monthly. Available 2 weeks. will answer by telephone. Box 230C, B-T.

Talented tv performer: Strong on sports, commercials, news, kids shows. College grad, age 26, 3 years radio, 1½ years vtv-500 minimum. Box 258C, B-T.

Announcer with almost two years radio experience. Do news-commercial DJ-man on the street. Desire opportunity in tv. Capable, confident, sincere. Box 258C, B-T.

Experienced staff announcer, family, looking for right break-secruity. Solid background all phases, 3½ years radio, conservatory scholarship student, former show business personality, accomplished baritone. Interested combining singing with announcing, tv or radio. Be convinced with type personal interview. Box 259C, B-T.

Announcer-director, now large southern operation seeks fine opportunity north. Box 233C, B-T.

Technical
Tv engineer, first phone, experience audio, video, camera maintenance, operation. Box 251C, B-T.

Engineer: 12 years broadcast experience. First phone. Wants permanent position. Will consider moving or stay in area. Box 251C, B-T.

Programming-Production, Others
Experienced switcher, cameraman, audio, boom, lighting, with first class licenses. B.S. degree program desires directing or program opportunity. 6 years experience, 2 years television, mature, family man—midwest or west. Box 258C, B-T.

TELEVISION

Situated Wanted—(Cont’d)

Tv program director. Have been employed by two of the nation's largest tv operators 7 years in tv. Now working in small market. Would like to locate for right opportunity. Box 361C, B-T.

Ventribouquet, magical MC, wants a kid's type western show on tv; presently in radio. Southwest or south preferred. Box 266C, B-T.

Have written, directed, produced tv shows at Drake University. Top training, including all phases of technical and programming operations. Station experience, 25 years old, single. Draft-exempt. Desire production, writing or directing. Willing to work and learn. Excellent references. Available for interview. James Sawyer, 7159 Gablesby Avenue, Chicago, Illinois. Phone Plaza 2-7466.

FOR SALE

Stations

Fulltime small market local. Excellent staff. No competition. Price $75,000.00. Gross last years, $150,000.00. First $50,000 this year. Box 181C, B-T.

Exclusive listings. Radio stations. Arkansas, Texas, Oklahoma, Missouri, Kansas, as available. Ralph Erwin. Broker, Box 815, Tulsa.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Free list of good radio and tv stations buy now ready. Jack L. Stoll & Associates, 4598 McRae, Los Angeles 29, California.

Equipment

Amplex 699-A, 750; Altec. M-11 mike system. $175. Presto Tube Type mechanism. $125. All excellent condition. Private owner. Priced F.O.B. Box 234C, B-T.

Western Electric: Jack panels $17.00; patch cords $4.00; write for list of Western Electric and UTC transformers. Box 271C, B-T.

Viking kilowatt, desk, other deluxe ham equipment. Trade for stock or broadcast equipment. Engineer. References. Box 286C, B-T.

For Sale: RCA fm transmitter, type No. B-8B, rated power 3kw, antenna type no. B-21-B, one section 21B1, each section 10' over. Write or wire Manager, KOKX, Keokuk, Iowa.

Langeney type 119-A Progar program amplifier in excellent condition. Make offer. KOWH Omaha 2, Nebraska.

Western Electric 451A 250 watt am transmitter and 32 ene console. Both for 12,000. WCHN, Quincy, Florida.

Complete Rust remote equipment for sale. Slightly used, practically brand new for am and fm transmitters. Contact Radio Station WNT, Crispin, New Jersey. WCHN, Quincy, Florida.

Complete Rust remote equipment for sale. Slightly used, practically brand new for am and fm transmitters. Contact Radio Station WNT, Crispin, New Jersey. WCHN, Quincy, Florida.

68" guyed 90lb windload tv tower complete with "AS" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1512, Muskegon, Michigan.

NEW TV EQUIPMENT NEVER USED

Substantial Discount

5 KW DUMONT TRANSMITTER

High Band VHF, complete wit 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 Sweeper Generator, Waveform Monitor, Oscilloscopes, etc.

TRANSMISSION LINE

Including 650 feet of 3/8" Andretti 51.5 Ohm Line, Connecters, Harness, etc.

Interested in quickly selling complete package or individual items.

Box 198C, B-T
FOR THE RECORD

July 14 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee
WFPA Fort Payne, Ala.—Granted petition for extension of time to challenge on the basis in which it may file exceptions to initial decision re KWSV-AM-Tuscaloosa. N. Mex. Action of 7/12.

KKA San Francisco, Calif.—Granted petition for extension of time to challenge on the basis in which it may file exceptions to initial decision re KWSV-AM-Tuscaloosa. N. Mex. Action of 7/12.

By Hearing Examiner James D. Cunningham
Kvrio Portland, Ore.—Granted petition for extension of time to challenge on the basis in which it may file exceptions to initial decision re KWSV-AM-Tuscaloosa. N. Mex. Action of 7/12.

By Hearing Examiner Harry J. Buchanan
WMEU-Monroe, Wis.—Granted petition for extension of time to challenge on the basis in which it may file exceptions to initial decision re KWSV-AM-Tuscaloosa. N. Mex. Action of 7/12.

July 14 Applications

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee
WJLB Homevillie, Ala.—Seeks mod. of cp which authorized antenna changes in antenna system. Proposed to be used to extend cp to new station for extension of completion date.

WPGC Washington, D.C.—Seeks mod. of cp which authorized new station for extension of completion date.

WMCA-TV Miami, Fla.—Seeks mod. of cp which authorized new station for extension of completion date.

WMFU-TV Coral Gables, Fla.—Seeks mod. of cp which authorized new station for extension of completion date.

WIREWAV-AM Richmond, Va.—Seeks mod. of cp which authorized new station for extension of completion date.

July 18 Applications

FOR ELIETING

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On Stage: Real Life

IT IS our natural inclination to argue for fewer rather than more congressional investigations, but we make an exception in the case of the inquiry announced last week by the House Committee on Un-American Activities. The committee will hold hearings in New York next month on possible Communist influence in the entertainment business—including radio and tv. It is a subject that has received wide, if not enlightening, publicity in recent weeks. In our view it is a subject which should be thoroughly explored officially.

As matters stand, one cannot dismiss the possibility that Communists and their sympathizers may be operating within radio and television, but there is no specific evidence either to support or discredit that surmise. A properly conducted investigation by the committee should be able to gather enough evidence on the subject.

If the hearings fail to produce evidence of Communist infiltration, they will serve to allay what will have turned out to be unreasonable fears. One hopes, of course, that will be the case.

If they develop clear indications of party influence in broadcasting, the information can be used by broadcasters to tighten security measures. Assuming the investigation is conducted responsibly, such information would be far more reliable than the unofficial word of private groups which is all that is now available to broadcasters.

Whatever the outcome, the investigation provides an opportunity for a real service to establish factually what the Communist situation is in radio and television.

In recognition of the coming hearings by the Un-American Activities Committee, the American Federation of Television & Radio Artists is seeking membership approval of a union stand against actors who take refuge in the Fifth Amendment. If a referendum approves the AFTRA resolution, disciplinary action could be taken by the union against any member who refused to tell the committee whether he is or was a Communist.

To our way of thinking, the resolution is sound. Only the scoundrel or the disloyal will refuse to answer so basic a question on party ties. Neither should have access to camera or microphone.

It would be a reasonable contribution to the welfare of radio-television, not to mention the radio-television audience, if AFTRA drummed out of membership those who d Hick the big question. But with or without disciplinary action by the union, broadcasters, producers, agencies and advertisers certainly will have reason to reject such persons for future employment.

Political Ground Rules

BROADCASTERS, who for years have been caught in the crossfire of political electioneering, may get their relief by virtue of the grand jury action in Detroit of the CIO-UAW on charges of violating the Corrupt Practices Act. The indictment charges the union with using illegal expenditure of union funds to influence votes in the bitterly contested 1954 primary and general elections in Michigan. It deals directly with about $6,000 allegedly paid from the union's fund to prepare and telecast nine programs in behalf of congressional candidates.

Broadcasters have had their hands tied behind their backs in these election contests. They have time for sale. Under the law they cannot discriminate against qualified candidates for the same office. The broadcaster cannot investigate the sources from which money paid for political broadcasts is derived, or determine whether the particular political organization has exceeded the legal limits for political campaign expenditures, whether local, state or federal. That the federal limits are unrealistic is generally accepted and the Hennings Bill to substantially increase them (largely in the light of radio and television campaign costs) is now pending in the Senate.

Now the way is opened to test the validity of the law in respect to labor union electioneering. New ground rules are needed. If the unions, which are tax exempt, can spend their funds without limit, they might well control all elections. That is so because corporate and individual campaign contributions are limited and are deductible.

The CIO-UAW contends that use of radio and television is part of the union function of enlightening the public. It argues that radio-television use comes within the framework of freedom of the and freedom of speech. Both AFL and CIO are now sponsored nationwide radio news programs. A vast number of union members are using both radio and television in furthering union causes.

Attorney General Herbert Brownell, in announcing the grand jury action, said the law prohibits banks, corporations and labor organizations from making any contribution in come with an election of a U. S. senator or representative. The question arises whether the buying of television time, in this instance, constitutes a "contribution." But it is to be hoped that the ultimate decision will go beyond the congressional level, and reach the election strata.

Wisconsin has already taken an important step. The legislature at this session passed a law prohibiting unions from contributing to any state election campaigns in any manner whatever.

Tom O'Neill Rides Again

The $25 million purchase of RKO Radio Pictures Inc. by Thomas F. O'Neill, president of General Teleradio, is bound to change television history. For one thing, it is certain to be a bull market in filmed programming.

With the purchase, Mr. O'Neill acquires hundreds of films which were box-office successes when shown in theatres are still new enough not to bear the marks of antiquity which disfigured a large percentage of the theatre films that so far have been released to tv. Unquestionably Mr. O'Neill will make pictures available to television, in quantities large enough to justify his investment and small enough to keep from flooding the market.

When good and recent RKO products begin appearing on other movie companies can be expected to follow suit. The cannot help but be a tremendous supply of audience-building feature film for television.

But Mr. O'Neill also bought production facilities which will enable him in the movie-making business. It goes without saying these same facilities are ideal for filming tv programs too. RKO Radio setup under its new ownership will lead to collaboration between theatre and television film operations. Movie makers certainly will not stick indefinitely to the market of theatres when they have a chance to sell products to theatres and to tv.

The increase in quantity and quality of film will invigorate television programming. In time it should enable non-network operations to program period-for-period against the biggest networks and, of course, help even the network affiliates build their own schedules. It may well mean the emergence of a "dependent" station in tv. When that day comes, Mr. O'Neill has been influential in its arrival.
Big Events...

... the exciting Gold Cup Races ... colorful Seafair Celebration ... annual Salmon Derby ... the major league All Star Game ... World Series ... local and national, the big ones are brought to Western Washington viewers by KOMO-TV.

Big Market...

... some 40,000 high pay craftsmen crowd the huge Boeing plant these days, one of the many industries (and payrolls) concentrated in Seattle and Western Washington. KOMO-TV is first choice again for coverage ... 605,480 families with 3 billion dollars of effective spending money—around 70% of the state total.

KOMO-TV
CHANNEL 4
Covers Both!

Big events or big market, KOMO-TV is first choice for coverage. Your first choice, too, for sales power that moves merchandise.
BIGGER and better!

The 1955 Sales Management Figures Show That The WTVJ South Florida Market Area Has Increased 10.9% In Population Over 1954.

Retail Sales Are Keeping Pace . . . UP 8.9% To An All Time High Of $1,477,290,000.

WTVJ NOW DELIVERS YOUR SALES MESSAGE TO 1,185,200 PERSONS – 363,600 FAMILIES.

WTVJ is the ONLY TV Station giving you complete coverage of the Fabulous South Florida Market.

CONTACT YOUR FREE & PETERS COLONEL NOW

WTVJ Channel 4
MIAMI
FLORIDA'S FIRST TELEVISION STATION
100,000 Watts Power—1,000 ft. Tower