Farmers up to their ears at harvest-time always keep an ear open to their radio as usual.

They’re interested in their own local weather conditions...their own local crop-selling conditions...in short, local news that affects them locally.

Harvest-time for farmers reaps a good harvest for you, too.

For Spot Radio turns Radio-Active farmers into active customers for advertisers.
MAN BITES DOG

WNAO-TV in mixed market outshines its "V" competition in audience share of top programs

Why???

- WNAO-TV delivered the lion's share of the market audience (from market survey ordered and paid for by the VHF competitor.)*
- WNAO-TV commanded top audience rating for 9 out of 15 most popular weekly programs in the market.
- In the rich 1,000,000 population Raleigh-Durham market "television is television regardless of UHF or VHF".

A "U" WITH AN IMPRESSIVE PROGRAM ARRAY:

- WNAO-TV is proud of its 
- CBS television programs lead in Raleigh-Durham audience preference.
- WNAO-TV currently telecasts (summer 1955) weekly 41 hours of CBS programs and delivers the top share of the audience against all local and outside channels.

IN RALEIGH-DURHAM WNAO-TV IS THE BEST CIRCULATION BUY FOR SPONSORS WHO WANT AUDIENCES NOT ENGINEERING CONTOURS. BY ANY SLIDE RULE, AUDIENCE RATING OR COST PER THOUSAND, WNAO-TV GIVES YOU A MAN SIZE BITE OF THE RALEIGH-DURHAM MARKET.

* Latest Hooperating

Avery-Knodel, Inc., Exclusive National Representatives

John H. Bone
General Manager
Covering More
...of rich, industrial, outstate Michigan than any other TV station!

Delivering America's greatest trademarks in America's 36th Market....

WJIM-TV

AMERICA'S 10th TV MARKET

WGAL-TV
LANCASTER, PENNA.

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have $5½ billion to spend each year—America's 10th TV Market.

Representatives:
MEEKER TV, INC.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Page 4 • August 22, 1955

Broadcasting • Telecasting
HEAVY rains and flash floods attributed to hurricane Diane soaked sections of Eastern seaboard last Thursday and inundated many areas in Pennsylvania, New Jersey, New York and New England. All radio and television networks covered storm on their regular news shows and aired bulletins on its progress.

Ten inches of rain were dumped over central Massachusetts. WTAG Worcester kept the area informed. Phone hookups were operated all over central New England. WTAG-FM went on air five hours early.

KYW Philadelphia was on air at 8:30 Friday morning to announce what it termed exclusive report that 450 marooned Scouts had been evacuated by boats, amphibious vehicles and helicopters. Hour later wire stories still reported Scouts marooned. Area kept informed of overflowed streams and closed roads, and water contamination rumor was spiked.

WIP Philadelphia kept parents informed of situation atupstate camps. Reports were broadcast from Scranton and Wilkes-Barre areas. Regular programming was cut to minimum for beep circuit reports.

NBC-TV sent cameraman Tom Priestley to Port Jervis, N. Y., where he shot aerial films of that city, western Massachusetts and Connecticut. Saini covered same area for network on ground. Dave Wegman was sent from Washington to Pocono mountains where two trains were stranded.

In Boston, Bill Cook boarded city with three cameramen shooting film there and in eastern Massachusetts. Network reported that WKNY-TV Kingston, N. Y., WLEV-TV Binghamton, Pa., and WPTZ-TV (TV) Philadelphia, covered network in their respective areas.

On NBC Radio, coverage began with network's morning newscast World News Roundup when telephone interview with wife of mayor of Port Jervis was broadcast. Other storm news was heard on regularly scheduled broadcasts and was highlighted with reports from local NBC affiliates in storm areas. Network spokesman reported that Gabe Posenman, roving reporter, was stranded in four feet of water en route to Port Jervis by car and completed trip by rowboat.

WCAU-AM Philadelphia kept full crew on job. Photos and detail maps along with alternate routes into city shown on morning tv newscasts.

WOR New York newscasters Jim Yoell and Dick Vigil did a survey of storm areas by phone early Friday morning for broadcast on early morning news shows. Information centered mostly on points of commuter interest such as blocked roads, bus and train schedules, and flood damage.

**CBS Radio Fall Changes**

SERIES of fall programming changes for CBS Radio announced Friday, including news that Jack Benny, who has been heard on radio for 23 years, will not be carried on radio next season but will concentrate on television on CBS-TV. In other moves, CBS Radio will place show starring Edgar Bergen in Sunday 7:05-8 p.m. slot starting Oct. 2; has cancelled Amos 'n' Andy (Sun., 7:30-8 p.m.) but continues Amos 'n' Andy Music Hall (Mon.-Fri., 9:30-9:55 p.m.). Bergen show may be sold on CBS Radio's new "segmentation" plan (see story page 78).

**WBZ NEEDS DIESEL**

WBZ-AM-TV Boston put off air by power failure at 10:26 Friday morning but returned in three minutes with diesel power. Twenty-seven tv cameramen covered Southern Massachusetts to report flood damage, with Dick Hand, WBZ-TV correspondent, chartering plane to get air shots of Western Massachusetts flood damage. Stations reported washed out and landslide spots as well as train wreck. At 6:30 Friday morning Munson state police broadcast WBZ radio newsroom to broadcast appeal for Hampton residents to rescue man stranded in car. Appeal was heard and boat removed victim. Area was entirely isolated except for tv and telephones. Just year ago WBZ-TV tower toppled on station building in hurricane Carol.

**BUSINESS BRIEFLY**

**BAKERY SIGNS** • Gordon Baking Co., Detroit, signs to sponsor Kukla, Fran & Ollie, on WBKB (TV) Chicago, WABC-TV New York, WXYZ-TV Detroit and W$Tv-TV Elkhart, all ABC-TV stations, Mon.-Fri., 7:7:15 p.m. Agency: D'Arcy Adv., N. Y.

**BEER FILMS** • Mel Gold Productions, N. Y., has completed two one-minute film commercials for Roger & Porter Adv., Rochester, on behalf of its client, Gensee Brewing Co., Rochester.

**AMANA PROJECT** • Ruby TV-Film Productions, N. Y., has signed with Maury Lee & Marshall Adv., N. Y., to produce 30 TV film commercials for Amana Products, Amana, Iowa, alternate sponsors of upcoming Phil Silvers Show on CBS-TV.


**NECCO EXPANDING** • Necco Sales Corp., Long Island City (candy products), N. Y., will start spot tv campaign in 40 eastern and midwestern markets in mid-September and running until end of year in metro to expand distribution gradually to Midwest. Business placed through C. J. LaRoche & Co., N. Y.

**SPOTS FOR NYTOL** • Block Drug Co., Jersey City, has instructed its agency, Harry B. Cohen Adv., N. Y., to line up availability for tv spot campaign on behalf of its Nytol sleeping powder. Campaign to start early October in undisclosed number of markets.

**PHILLIPS ON 115** • Phillips Petroleum Co., Bartlesville, Okla., planning spot radio campaign in 115 midwest markets during September to push its motor oil. Agency is Lambert & Feasley, N. Y.

**CAMELS STORIES** • R. J. Reynolds Tobacco Co. (Camels) sponsorship of Crusader, dramatic series, will start on CBS-TV Oct. 7 (Fri., 9-9:30 p.m. EDT). Agency: William Esty Co.

**Delinquency Report Coming**

SENATE Juvenile Delinquency Subcommittee's long-awaited special report on tv programming as possible factor in juvenile delinquency will be released Friday. Report will make halfdozen major recommendations, it was understood, two of which are for legislation and one for further research by "public and private foundations" to determine effects of tv programming on childhood behavior.

**Union Takes Anti-Toll Stand**

BLAST at pay tv creed 33rd annual convention of California State AF of L at San Diego Friday. Resolution said toll tv would impose economic burden on those least able to afford it, with average family paying estimated $1,156 yearly for shows now free.

*August 22, 1955 • Page 7*
It's Easy When You Know How!

MEREDITH Radio and Television STATIONS

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

Affiliated With Better Homes and Gardens and Successful Farming Magazines

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co.
and Blair-TV
**PEOPLE**

**JERRY MOLFESE**, head timebuyer for Ex-Lax Inc and Tangee Co at Warwick & Legler, N. Y., has resigned to join H-R Television as account executive. DON HELLER, assistant timebuyer at W&L, will succeed Mr. Molfese as timebuyer.

**JOHN A. PIEPER**, WITY Pittsburgh account executive, appointed sales manager by Ernie Tannen, vice-president - general manager. ERNEST E. BERGER, presently of KQV Pittsburgh, joins WITY sales staff.

**CHARLES F. GOETLING** appointed national sales manager for cheese products, Kraft Foods Co., succeeding CHESTER GREEN, who becomes general sales manager of company.

**Columbia Cuts Color Price; Raytheon Offers New Models**

CBS-COLUMBIA is announcing today (Mon.) slash in retail price of nearly 28% on its console color tv set using CBS-Hyrson "205" picture tube, which with its 205 sq. in. viewing area is equivalent to monochrome 21-in. tube. Tv and radio receiver division of CBS says move is to "help stimulate interest in color television and to assist in building audience for the ambitious color programming schedule projected for this fall." Color console, model 205/2, formerly retailed at $1,100. New price will be $795.

Raytheon Mfg. Co. introduced color tv 21-inch model that will retail from $795 to $895, designed for mass production. Raytheon also displayed portable radio, priced at $99.95, using small "A" pack battery for about 2,500 hours of playing time. Portable was seen by Henry F. Argento, vice president and general manager, as "new concept in radio; radio plug-in radio as we have known it for 28 years." CBS-Columbia also revealed full line of new black-and-white receivers, featuring 21-inch and 24-inch models and with suggested list prices covering $169.95 to $299.95 range.

**NBC Leases N. Y. Theatre**

LEASING of Ziegfeld Theatre in New York from Billy Rose for use as color and black-and-white tv studio to be announced shortly by NBC Chairman D. E. Cohn. Network expects to start remodeling in October and have theatre ready for color originations starting fall 1956.

**Seattle Tv Permit Deleted**

PERMIT for ch. 20 KCTL (TV) Seattle deleted Friday by FCC. Station, licensed to Seattle Construction Co., was dropped for lack of prosecution and is second tv in week deleted (story, page 82). Grant was first made April 7, 1954, and expired last June 7. Number of tv deletions now 149, 119 uhf.

**Cobb Heads Am Committee**

MEMBERSHIP of new NARTB Am Radio Committee announced Friday by President Harold E. Fellows. Grover C. Cobb, KXBG Great Bend, Kan., named chairman. Other members are:

- George Cory, KUBC Montrose, Colo.; William Doerr Jr., WEBR Buffalo; Benedict Gimmel Jr., WIP Philadelphia; Lester L. Gould, WJNC Jacksonville, N. C.; Cecil B. Hoxton, WGNW Asheville, N. C.; James L. Howe, WIRA Fort Pierce, Fla.; Richard O. Lewis, KTR Phoenix; Lester W. Lindsey, WDFD Flint, Mich.; Todd S. Molfese, KVOO Omaha; Owen F. Uridge, WQAM Miami; Jack S. Young, WEBB Southern Pines, N. C.

Network representatives: Charles T. Ayres, ABC; Charles R. Denny, NBC; Arthur Hull Hayes, CBS; Earl M. Johnson, MBS.

---

**UPCOMING**

**Aug. 23:** Assn. for Education in Journalism national convention, Boulder, Colo.

**Aug. 24-26:** West Coast Electronics Mfrs. Assn. and Los Angeles and San Francisco IRE sections show and convention, San Francisco.

**Aug. 25:** NARTB Fm Committee, Palmer House, Chicago.

**Aug. 27:** New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque. For other Upcomings see page 102
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BROADCASTING * TELECASTING

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Noon to 6 p.m. ©
Monday through Friday
(July 1955 ARB)

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IN OLD CALIFORNIA starring John Wayne with Binnie Barnes, Patsy Kelly

and

WYOMING starring Vera Ralston, John Carroll
EARL CARROLL’S VANITIES Dennis O’Keefe, Eve Arden, Pinky Lee
THAT’S MY MAN, Don Ameche, Catherine McLeod
ROMANCE AND RHYTHM, Kenny Baker, Frances Langford, Ann Miller
I, JANE DOE, Vera Ralston, John Carroll, Ruth Hussey
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IN REVIEW

THE MAN FROM THE SOUTH

NBC stuck its neck out a week ago yesterday and put on a little gem of the bizarre. It had people talking all week.

The talk has been of two kinds—glee that TV has grown up to the point where it can put on a macabre, off-beat play that had a real shocker as its climax, and quizzical sneers by the more pragmatic whose attitude was summed up by one viewer with a shocked, "What is this?"

The play, on Cameo Theatre, was Raoul Dahl's "The Man From the South," a twisted fantasy which first appeared in The New Yorker magazine. It is about a bet between an American and his wife at the green baize of a roulette table with the European, through a blaze of cigarette smoke, ominous in the background. The rest of the production was—almost—on the same plane.

Actually, and in truth, the story was a little thin for TV. As an example of the grotesque, we can see how it would lend itself to quiet cheers from New Yorker stalwarts. But as TV, the story's very queerness was its undoing. It seems to us that radio did, and still does, this sort of thing much better.

That NBC realized it had a fragile piece of story-telling on its hands was obvious when it lured Charles Addams, New Yorker cartoonist of the vampire, bats, spider webs, haunted house fame, as narrator. Actually, Mr. Addams, a soft-spoken and common-place looking flesh and blood creature (no ghoul, he), served only to introduce the play and incidentally (or maybe not so incidentally) show some of his cartoons. It was an attempt to set the scene, engender the mood, but, again, it didn't quite come off.

Undoubtedly the one whose portrayal came off best was that of the veteran stage and screen actor Joseph Schildkraut as the man from the South (of France). Perhaps it was his European accent, perhaps it was his makeup (angular facial contours, staring eyes), but he seemed to be the only member of the five-man cast who had the feel of the play.

The climax certainly brought this viewer out of his seat. It showed the wife of the European proclaiming that she had finally blest him in his madness for betting his cars against others' fingers and then reaching with an almost fingerless hand for the car keys. But, again, you never can tell about people; one viewer disgustedly termed it the most "wretched taste" he had ever witnessed.

He probably isn't a devotee of Edgar Allen Poe, Guy deMaupassant or O. Henry. For those who are, the Aug. 14 experiment must have been a real joy.

Production costs: Approximately $16,000.
Broadcast Aug. 14 as program of the Cameo Theatre series, NBC-TV, Sun., 10-10:30 p.m., alternately sponsored by Procter & Gamble Co. through Blowe-Beim-Taigo and Internation Cellucotton Products through Foutte, Cone & Belding.

Cast: Charles Addams, narrator; Joseph Schildkraut, as the Man From the South.
Writer: Raoul Dahl; producer-director: Albert Mc Cleery; associate director: Jules Seidman; script editors: Ethel Frank, Peter Kotner; technical director: Harold Platt; set designer: Spencer Davies; lighting: Boris Isaacson.

THE CATHOLIC HOUR

RELIGIOUS programming, on the whole, has no great reputation to maintain. Few people turn to it for entertainment, although a great many do for inspiration.

Whatever the reputation, a new show is being added to it with the current series being presented on the Catholic Hour. It features the works of contemporary Catholic authors in half-hour dramatizations. The first two of the four Sunday afternoon programs on NBC-TV offer a yardstick to others who would put across their religious point via TV.

The opener—"Hint of an Explanation"—was an intriguing tale of a boy and temptation. It was done in flashbacks, the boy now grown into a man telling the story to a fellow passenger on a train. It told how the boy nearly succumbed to the temptation offer of a magnificent, for the time, toy electric train if he would steal a consecrated communion wafer for the town's freethinker. He resists successfully, and at the end it is revealed that the boy has gone on to become a priest.

It was beautifully done. The story was good—Graham Greene is no slacker as an author. It was fairly simple, didn't require elaborate production and wasn't accorded any. It came through on the strength of the story, the direction and acting.

Unfortunately, the second offering—"Stage of Fools"—fell short of the mark set by the first. It was from Charles Brady's novel of the same name, and dealt with the ideological struggle between Henry VIll and the philosopher and statesman Thomas More, later to be made a saint. The issue here was bigger, involving politics as well as morals. The production again was simply done, but the idea didn't get through.

A virtue of both programs, and presumably of the whole series, is that there is no involved pitch for the church or any arm thereof. At the beginning it says merely that this is the Catholic Hour. The story begins and continues straightforward through without interruption. At the close there is notice of the sponsors and an address if the viewer wants further information. The viewer gets an entertaining drama, an idea he can accept or dismiss, and no haranguing.

Production costs: Approximately $7,500. Broadcast on NBC-TV, Sundays, 3-3:30 p.m. EDT.

Aug. 7
Cast: traveling companion, John Stanley; narrator: Francis Bethencourt; Blacker: Basil Howes; David: Robin Michael.

Produced in cooperation with National Council of Catholic Men.


Aug. 14
Cast: Fool: Dennis Patrick; Thomas More: John Stanley; Cromwell: Ronald Long; Lord Audley: James Millholland; Ann Boly: Iola Lynn.

Produced in cooperation with National Council of Catholic Men.


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WKHM
JACKSON, MICHIGAN
Carries all games played by UNIVERSITY OF MICHIGAN and NOTRE DAME

WKMF
FLINT, MICHIGAN
Carries all games played by UNIVERSITY OF MICHIGAN and NOTRE DAME

WSAM
SAGINAW, MICHIGAN
Carries all games played by UNIVERSITY OF MICHIGAN

The Community Stations
KNORR Broadcasting CORP.
Off-Heard Phrase

EDITOR:

Three cheers for your editorial, "Jimmy Isn't Harping Any More" [B*T, Aug. 8].

Mr. Petrillo's "free ride" on network shows has long been a point of protest with us. Your editorial failed to mention transcribed public service programs, however, and I submit that even we independents can't escape the long arm of union free-loading. Some transcribed public service shows, particularly Here's to Veterans, contain that off-heard phrase, "... through the cooperation of the American Federation of Musicians, James C. Petrillo, president."

I have even considered cancelling all programs giving such undue credit, but have hesitated to Jones worthwhile public service agencies of free air time. So I have left them in our schedule, muttering all the while that somebody ought to do something. You've done it...

Jerry S. Hughes, Prog. Dir.
KMLW Marlin, Tex.

... Is Well Deserved

EDITOR:

In regard to your editorial, allow me to put in an unsolicited word for the American Federation of Musicians.

For a long time we have gladly and voluntarily given them credit for the many live music broadcasts on WGMS. The reason is, contrary to the facts supposed in your editorial, that the AF of M—and in our case its Local 161—have been most generous in allowing remote pickups for maintaining broadcasts without payment of extra fees.

The policy of Mr. Petrillo in this respect has been to encourage the growth of good music for cultural purposes... Here in Washington, and for hundreds of miles around, school children are able to hear the student concerts of the National Symphony Orchestra in their classrooms due to the broadcasts which the orchestra, WGMS and the union provide free of charge. The WGMS contribution, while a proud one, is small compared to that of the musicians...

We do not begrudge the musicians' union its credit line. As a matter of fact, to paraphrase your final sentence, the listening public never had it so good.

M. Robert Rogers, Pres.
WGMS Washington, D. C.

When Not to Broadcast

EDITOR:

Happy to see Chicago radio and television stations have adopted a policy on handling racial disturbance news [B*T, Aug. 1]. WTMJ, WTMJ-TV news department long has had policy of not broadcasting news of racial or other disturbances ("Teen-age gangs") while in progress. In fact, this policy later was written into stations' revised manual of practice dated Jan

Jack Krueger, News Editor
WTMJ-AM-TV Milwaukee, Wis.

Radio's Resurgence

EDITOR:

I've read my Aug. 8 issue of B*T and for the third time turned back to pages 10B and C. Not only is B*T to be complimented for devoting a special issue to Radio's Resurgence, but may I nominate the guy who wrote the copy of this ad for top honors of the year.

It crackles.

Carl Haverlin, Pres.
Broadcast Music Inc., N. Y.

EDITOR:

Just a note to tell you that I think your ad in B*T of Aug. 8 on radio is the best thing we've come across in many moons. I was so impressed with this that I read it to the top management meeting Monday morning and we are making some radio promotion spots out of it...

Walter J. Brown, Pres.
WSPA Spartanburg, S. C.

Doorbell Ringing

EDITOR:

Many thanks for that excellent article on Bache & Co.'s radio activities [B*T, Aug. 8]. Not only were Mr. Harold L. Bache and the other partners delighted to see it—but every spot salesman in the country is ringing my doorbell.

Henry Gellermann, Dir.,
Advertising and Public Relations
Bache & Co., New York

American Airlines Radio—1932

EDITOR:

The American Airlines story [B*T, Aug. 11], was well done and most interesting, especially to me, because I wrote the first radio advertising in 1932 that American Airlines ever presented. This show originated at KTAG Fort Worth and went out weekly over the Southwest Broadcasting Co.'s 12 stations (see cut). Insofar as I know, this was the first radio advertising by any airline... I was publicity-continuity director for SBC from '32-'34.

Great National Life Insurance Co.
Dallas, Texas

American Airlines Radio Programming, Vintage 1932

Page 16 • August 22, 1955
"Mike Booms" are important...

*We ought to know... ours have been lowered on the nicest people.

But in Louisville...
WHAS-TV Programming pays off!

Are you participating?

"GOOD LIVING"
10:00—10:30 A.M.
Monday through Friday
(Market's only live daily homemaker program.)

Your Sales Message Deserves
The Impact of Programming of Character

VICTOR A. SLOGIS, Director
NEIL CLINE, Station Mgr.
Represented Nationally by Harrington,
Righter & Parsons,
New York, Chicago, San Francisco
Associated with The Courier-Journal
& The Louisville Times

WHAS-TV
Channel 11
LOUISVILLE KENTUCKY

BROADCASTING • TELECasting
August 22, 1955 • Page 17
NEW PROOF...

one radio station dominates
the Great Lakes area

You'll start to find out about WJR's amazing sales power the minute you put your nose in the revolutionary new report on radio listenership made by Alfred Politz Research, Inc.

Here's a really new method of audience study—qualitative as well as quantitative. It proves that radio stations, like printed media, have circulations—regular, faithful listeners.

Based on an extremely large sample (1,873 interviews) checked around the clock, Politz found that in the Great Lakes market WJR is the constant companion of more people than any other radio station.

In fact, in an average day, 41.4% of all adults specify that WJR is their radio station.

That's even more meaningful when you realize that in the parts of four states surveyed by Politz there are 196 other radio stations fighting for listeners.

Politz asked what kind of programs listeners preferred, and what station they chose for their favorite program.

Read this: for comedy, 52% prefer WJR; 47% prefer WJR for drama; for the news, 42% choose WJR; for music (and some other stations are nothing but) 24% choose WJR; 38% prefer the sports news via WJR; and 37% of farm listeners prefer WJR market reports.

Politz didn't stop there. His researchers found that people regard one station as best for "reliability and completeness," for "handling of advertising," "types of programs," for "helpfulness," and in "public spirit." Again, WJR.

That isn't all. The real payoff in station preference and trust came in answer to a question asking what people would do in case of a war rumor. More than 50% said they'd turn on the radio. And 25% of the total said they'd turn on WJR.

Even that isn't all. The whole report is must reading for anyone concerned with advertising and selling.

For your free copy either write directly to WJR, Detroit 2, Michigan, or your local Henry I. Christal man.

The Great Voice of the Great Lakes

WJR Detroit
50,000 Watts CBS Radio Network

Don't wait! Ask today for your free copy. This offer is limited to those who have something to sell in Detroit and the Great Lakes area.
Marchin' through what? Not the traditional cotton fields, because most of them have given way to modern diversified farming, with a tremendous dairy and cattle business building too. And there's a great industrial section here.

Right here in the Macon area alone, there are 175 manufacturing plants employing more than 38,000 persons, providing a livelihood for more than 147,000 citizens. Those citizens, and most of the business people, and the lucky ones who toil not, have plenty of spendin' money these days, because business is really good. They have lots of spare time, which many of them spend watching WMAZ-TV.

How many? Just about everybody with a television set (some 96,000) in Middle Georgia is watching WMAZ-TV these days. Take a look at our last Pulse and you'll see what we mean. All the top fifteen once a week shows, and the top ten multi-weekly shows on Channel 13. And we've added some mighty good ones from CBS, ABC and NBC since that survey was made. So folks are probably watchin us more than ever now.

So you'd better latch onto the bandwagon and get your share of that spendin' money. Avery-Knodel will give you the word about WMAZ-TV.

FOR 30 YEARS Joseph John Hartigan has been imprinting his name indelibly on advertising rolls as one of its top media men.

Today he is senior vice president, media director and executive committee member of Campbell-Ewald Co., an advertising agency with estimated gross broadcast billings in excess of $10 million a year—and one of the few last year to record an increase in radio revenue.

"Service, performance and distribution of the sponsor's dollar for maximum effectiveness" have long been Mr. Hartigan's prime requisites for a radio or tv program. His credo recalls the days when he placed Musical Moments on some 600 radio outlets throughout the country for Chevrolet.

Authorities will tell you that Mr. Hartigan "recognized radio" early in his advertising life. Perhaps the best recent example of his belief in the aural medium was the placement for Chevrolet Div. of General Motors Corp. of a bevy of weekend five-minute newscasts on CBS Radio. (Chevrolet also sponsors Dinah Shore on NBC-TV and other shows.)

Among other accounts for which he places radio and television are Goebel beer, Delco batteries (a GM product), United Motors Service, Rheem Mfg. Co., Flagg Bros. shoes and GM Acceptance Corp. Chevrolet (which earmarked $8 million for radio-tv alone in the past year) is the "big one," of course.

The story of Mr. Hartigan's 39-year-old advertising career—one that bridges motor cars, accessories, steamboat cruises, adding machines, tires, golf balls, shoes, banking, steel and other products—had its beginning in Chicago amid humble circumstances.

A Chicagoan by birth (April 27, 1899), Joseph John Hartigan was the 13th of 14 children. When their father (John J.) died, the 10 Hartigan boys all pounded newspaper beats, passing along the chores progressively to their younger brothers as they took full-time employment. Despite struggle and toil, young Joseph and seven brothers, along with sister Mary, managed to organize a baseball team (The Hartigan Tigers) and played various amateur teams. The Hartigan club was probably the scumiest of any local neighborhood it happened to be playing in at the moment, Mr. Hartigan recalls.

He graduated from Mark Sheridan grammar school in 1912 and St. James High School in 1915. The educational gamut was a slow process, with young Hartigan studying on street cars enroute to his various jobs. While in school, he worked in the Chicago Tribune's classified advertising department and doubled as a "leg" man for editorial from 1910 to 1918, still managing to complete a four-year high school course in three years.

When one of Mr. Hartigan's brothers formed City Circulation Co., a magazine distributing firm, the youth joined him. After high school he still worked nights for the Tribune and days as space buyer for Critchfield Adv. Agency.

Mr. Hartigan joined Campbell-Ewald Co. in 1925 as media director and has been there ever since. He was promoted to vice president on March 3, 1931, and to senior vice president in 1950.

Aside from promotions and prestige, the years have brought Mr. Hartigan a number of honors and "firsts." Among the latter: he telephoned the first newspaper advertisement—Detroit-Los Angeles; placed the largest single individual order ever given Curtis Pub. Co. and largest pact with a newspaper chain. And a network executive credits him with placing "the largest single tv contract up to date—for one year."

Mr. Hartigan seems to have bridged his liking for Chicago with a rich allegiance for Detroit, where he has been active in various civic, philanthropic and advertising functions (Heart Fund, Red Cross, Community Fund and bond drives). He is former director of Advertising Federation of America (1936-38) and ex-president of the Detroit Adcraft Club.

At present Mr. Hartigan is prominent in the American Assn. of Adv. Agencies (as chairman of the Outdoor and Transportation Committee and ex-officio member of media relations committee). He was AAAA secretary in 1942. He also is director and member of the National Outdoor Adv. Bureau's executive group and director of the Traffic Audit Bureau.

Mr. Hartigan married the former Helen (Bunny) Regner. They have two sons (Joseph John Jr., 28, and John Theodore, 24) and a daughter, Lucille Therese, 21. They maintain a log cabin in Oscoda, Mich. He likes fishing and baseball and is a member of the Detroit Athletic Club, The Players and the Detroit Golf Club.

In baseball Mr. Hartigan has only one allegiance, according to his colleagues—a consuming admiration for the Chicago White Sox which carries on to the present day in spite of their ups and downs in the American League standings."
Wherever the fish are biting, you'll find Shakespeare tackle — from WOODLAND, U.S.A.

"Shakespeare" is a name dear to the hearts of fishermen — from Alaska to the Caribbean. And the Shakespeare Company, manufacturers of tackle for both fresh and salt water use, is one of the largest in the industry.

Companies like Shakespeare give Western Michigan industry the kind of diversification that makes for sound prosperity. Many world leaders are located here . . . in Kalamazoo, Battle Creek, Muskegon, Lansing . . . and in the primary trading center of Grand Rapids. This rich area is served by WOOD-TV — which has the 20th highest set coverage in the country. For top sales results, schedule WOOD-TV, Grand Rapids’ only television station!
ARE YOU IN THIS PICTURE?

WSBT-TV DOMINATES THE SOUTH BEND MARKET

No other station, UHF or VHF, whose signal reaches the South Bend Market, even comes close to WSBT-TV in share-of-audience. South Bend is a fringe area for Chicago and Kalamazoo TV stations. To illustrate: After WSBT-TV began carrying the Ed Sullivan Show, this program's South Bend audience increased over 300%! Further proof: When WSBT-TV went on the air, set ownership in South Bend jumped from 29% to 60%! (Hooper, Nov., 1954).

WSBT-TV VIEWERS COMPRISE ONE OF AMERICA'S RICHEST MARKETS

South Bend's Metropolitan Area is the Nation's 5th richest in family income. The South Bend-Mishawaka City Corporate Area is Indiana's 2nd largest in income and sales!

WSBT-TV GIVES YOU A BIG, PROSPEROUS 14-COUNTY COVERAGE AREA

Population of the station's coverage area is 814,600 or 248,900 homes. Effective Buying Income...81,342,802,000. An exceedingly important market!

WSBT-TV REACHES 181,953 UHF EQUIPPED SETS

95% of the TV homes in the area are UHF-equipped to receive WSBT-TV.

AT 31, Lee Currlin, assistant media director of Benton & Bowles, New York, may be young in years, but he is "old" in media experience.

Over the past nine years, he has accumulated a diverse background in advertising media, gained during tenure at three separate advertising agencies. His skill and years of earnest effort were recognized last September when Benton & Bowles promoted him to his present post, overseeing supervision of three timebuyers and two print buyers.

Mr. Currlin, who was born in New York Aug. 6, 1924, attended Hofstra College, Hempstead, L. I., studying business administration, both before and after World War II service with the U. S. Air Force. He enlisted in the Air Force in 1942, and was discharged as a lieutenant (navigator) in 1945. While in the service, Mr. Currlin furthered his education by attending such schools as Louisiana State U., Penn State, Arkansas State College and Oswego State College.

Mr. Currlin confides that it was by chance that he entered the advertising agency field. Like many young men with no specific goal in mind, he was casting about for a temporary job in the summer of 1946 and was offered a post with Kenyon & Eckhardt. Apparently he enjoyed the summer stint because he has remained in the agency field since that time.

In his three years at K & E, he progressed from radio estimator to assistant timebuyer. In 1949, he shifted to William H. Weintraub Co. as timebuyer and left three years later as chief timebuyer. His association with Benton & Bowles dates back to 1952 when he joined the agency's timebuying department.

As assistant media director at the agency, Mr. Currlin is concerned with print and broadcast media purchases for Procter & Gamble's cosmetic products—Prell and Pin-It. On TV, Prell currently sponsors one-half of This Is Your Life and part of Welcome Traveler; Pin-It, one-half of Topper and America's Greatest Bonds. The agency also uses spot tv for both products, Mr. Currlin said, adding that neither is involved with radio at the present time.

Mr. Currlin is married to the former Helen Leonard of New York. They have an adopted son, Lee Charles, one-year-old. The Currlin family makes its home in V'T v St "ar" L. I.

Mr. Currlin's favorite outside pastime is baseball—strictly from the spectator point of view. He is a rabid New York Giants rooter and as such it is waiting for 1956.
does a

MILLION

make a market?

"Positively, yes", say more than 150 highly-successful national, regional and local advertisers who have used WBTW during the past year.

WBTW, with 316,000 watts on Channel 8, provides quality network and local shows for 1,106,700 potential customers in the 26 Eastern Carolina counties making up its basic service area. Those million potential customers have a billion dollars in effective buying income ... and fully half of them receive no other Grade "B" television signal.

Check WBTW by your own standards for a productive television budget allocation. Let CBS Television Spot Sales show you how it qualifies in facilities, audience and results.
NEW... RCA

All New Type

10,000 WATTS

With High Quality Sound Channel

Good Color Performance Depends on These Specifications

- Power Output...1 Watt
- Differential Gain (Linearity)... 0.5 db max.
- Differential Phase Distortion (at 3.58 mc)...less than 1%.
- Amplitude Frequency Response... Flat within 0.3 db 60 cycles to 6 mc.
- Synchronizing Signal Compression...Negligible.
- Low Frequency Square Wave Response...Less than 1% tilt at 60 cycles.

For descriptive literature on this newest of microwave systems or help in planning your microwave setup, consult your RCA Broadcast Sales Representative.
The TVM-1A is the only microwave equipment designed specifically as an integral part of a complete color TV system... from color originating equipment to color receivers. Whether you're a monochrome or color user, you will appreciate these special advantages:

**HIGH POWER**
An increase of 10 in transmitter power and about 3 db in receiver sensitivity offers 20 times the power margin of the popular RCA TTR-TRR series of microwave equipment. This means greater operational reliability with an increased fading margin.

**SOUND DIPLEXING**
Included in the TVM-1A system is high quality audio channel for the simultaneous transmission of sound along with picture information. This sound channel is well within FCC requirements for a studio-to-transmitter link (STL).

**TRANSMITTER AUTOMATIC FREQUENCY CONTROL**
Transmitter AFC offers exceptionally good frequency response and highest stability. It is especially useful in multihop operation with unattended repeater stations.

**TRANSMITTER PICTURE MONITORING**
This facility assures an actual high quality "air" signal. It simplifies trouble shooting procedures and is also extremely useful in the operation of unattended repeater stations.

RCA Pioneered and Developed Compatible Color Television

**Radio Corporation of America**
Engineering Products Division
More North Carolinians
Listen to
WPTF
than to
Any other
Station*

WPTF
680 KC
50,000 watts

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

Page 26 • August 22, 1955
WHO'S MAKING THE MONEY IN POST-FREEZE TELEVISION?

- Major network affiliation is the surest way to profit
- Next best guarantee is to be a vhf in a big town
- Life is tough for uhfs under the guns of vhf competition

Complete tables, pages 28 and 29.

IN THE cold light of dollars and cents the story of post-freeze tv—tough sledding for uhf and tough sledding for most stations that don't have major network affiliation—was told last week.

Based on a survey of 272 post-freeze tv stations that were on the air as of July 1, 1954, the FCC's Economics Div. last Friday issued its third financial status report of post-thaw video operations. The survey covered the 10-month period from January through October 1954 and follows another report, released by the Economics Div. in June, which dealt with overall tv revenues [B&T, June 20].

The latter report showed that during 1954 tv income of all stations and network soared to $591 million, 37% above 1953, and that profits before federal income taxes increased to $90.3 million, 33% above 1953.

In last week's analysis of the post-freeze financial picture, these things were conspicuous:

- Whether vhf or uhf, NBC or CBS affiliation was the key to success.
- Profit-wise, uhf showed up poorly when it competed with vhf.
- Profits were larger in cities with larger populations. An analysis of this was made only in the case of vhf.

Of the 272 stations surveyed, 266 reported their financial positions—144 vhf and 122 uhf. Reporting a continuing profit were 52 v's and only 18 u's. Losses were reported by 92 v's, although 50 of these showed a profit in one or more months at the end of the survey period.

In the case of uhf, 104 had a loss, with 15 showing profit at the close of the period.

A footnote to the overall profit and loss picture was that 31 of the 89 u's that showed continual losses had suspended operations by June 4, 1955. In the case of vhf, one had suspended out of the 42 that showed continual losses.

The average monthly loss for vhf was $8,750 and for uhf $8,260.

The importance of NBC and CBS affiliation was dramatically emphasized in these figures. Of the 52 v's showing an overall profit, 46 were affiliated with NBC or CBS. In uhf, 14 of the 18 profit stations were affiliated with those networks.

Network affiliation was tabulated for those stations that carried more than 7 1/2 hours per week, based on the sample week Oct. 10, 1954.

Of the vhf stations that reported either an overall profit or a monthly profit by October, 83 were affiliated with NBC or CBS, with 29 showing average monthly revenues of over $50,000 and three with revenues of less than $10,000.

In the case of uhf, 26 stations showing either an overall or monthly profit were affiliated with NBC or CBS. Of the 26, seven had average monthly earnings of over $50,000.

Networks notwithstanding, 192 vhf stations showed either an overall or monthly profit, 31 of these taking in average monthly revenues of over $50,000 and six with less than $10,000.

GAIN AND LOSS

Table I

<table>
<thead>
<tr>
<th>A</th>
<th>Post-Freeze TV Stations in Survey. (Total in operation 7-1-54)</th>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>148</td>
<td>124</td>
<td>272</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Total Stations Reporting</td>
<td>444</td>
<td>222</td>
<td>666</td>
</tr>
<tr>
<td>C</td>
<td>No. Reporting Profit During 10-Month Period, January thru October 1954</td>
<td>52</td>
<td>18</td>
<td>70</td>
</tr>
<tr>
<td>D</td>
<td>No. Reporting Loss for Same Period: (a) But reporting profitable operation in 1 or more months of end of period</td>
<td>50</td>
<td>15</td>
<td>65</td>
</tr>
<tr>
<td>(b) With continuing monthly losses during period</td>
<td>42</td>
<td>89</td>
<td>131</td>
<td></td>
</tr>
<tr>
<td>(c) Canceled operating as of June 4, 1955</td>
<td>41</td>
<td>58</td>
<td>99</td>
<td></td>
</tr>
</tbody>
</table>

In uhf, 33 reported either an overall or monthly profit, eight with average monthly revenues of over $50,000 and two with less than $10,000.

What happens when v meets v or v meets u? The results are telling in both cases.

In areas where a uhf competes with two or more v's, only 10 showed an overall or monthly profit; one of these had average monthly revenues of over $50,000. Continuing losses were reported by 24 u's. In markets where a u competes with one v, 11 reported some profit, three of these taking in over $50,000 average monthly revenues. Continuing losses were reported by 28. And where a u has no vhf competition, 12 showed profit, four with average revenues of over $50,000. Only six had continuing losses.

Either overall or monthly profit was reported by 30 v's that compete in markets with two or more other v's. Of these, 13 had average monthly revenues of over $50,000, and one had less than $10,000. Continuing losses were reported by 14.

In markets where a v competes with one other v, 29 showed some profit, 15 of these with average monthly revenues of over $50,000 and three taking in less than $10,000. Losses were reported by 16.

Profits were reported by 33 v's in markets where there is no other vhf competition. Of these, three had average monthly revenues of over $50,000 and 11 showed continuing losses. Percentagewise, 68% of the vhf stations showed a profit when faced with competition from two or more other v's, as compared with 29% for uhf under the same conditions. When one other vhf is in the market, 71% of the v's showed a profit while only 28% of the u's reported a profit.

When there is no threat of other vhf competition, 73% of the v's and 67% of the u's reported a profit.

About 90% of the v's showed a profit of over $30,000, with or without competition, with 75% of the u's showing a similar profit. Profits of between $20,000 and $30,000 were reported by 56% of the v's, the same for the u's.

In the less than $20,000 category, 49% of the v's showed profits, with or without competition, and 12% of the u's.

In the case of vhf, the combination of large population and NBC or CBS affiliation proved highly successful.

In metropolitan areas of 175,000 and over, 36 stations showed a profit, 33 of which were affiliated with NBC or CBS, with 22 having average monthly revenues of over $50,000.

In areas of between 75,000 and 175,000 population, 23 showed profits, with 22 of these affiliated with a major network. Of the 22, five had average monthly revenues of over $50,000.

Markets with populations of under 75,000 had 28 stations affiliated with NBC or CBS showing a profit, two of these with revenues of over $50,000. Another 15 stations in this population category showed a profit but none with top average monthly revenues.

The financial report was prepared by Hy Goldin, chief, and James Sheridan, assistant chief of the Economics Div.
**THE FACTS AND FIGURES OF**

**Table 2**

<table>
<thead>
<tr>
<th>Network</th>
<th>Mean Profit by October 1954</th>
<th>Losses by October 1954</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF - NBC - CBS*</td>
<td>46</td>
<td>37</td>
<td>101</td>
</tr>
<tr>
<td>- All other</td>
<td>6</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>Subtotal</td>
<td>(52)</td>
<td>(50)</td>
<td>(102)</td>
</tr>
<tr>
<td>UHF - NBC - CBS*</td>
<td>14</td>
<td>12</td>
<td>42</td>
</tr>
<tr>
<td>- All other</td>
<td>4</td>
<td>3</td>
<td>49</td>
</tr>
<tr>
<td>Subtotal</td>
<td>(18)</td>
<td>(15)</td>
<td>(33)</td>
</tr>
</tbody>
</table>

* Stations carrying network programs of NBC, CBS, (or both) in excess of 7½ hours per week (based on week of October 10, 1954).

**Table 3**

<table>
<thead>
<tr>
<th>Type of Station</th>
<th>Profit - Over $10,000</th>
<th>Profit - Less than $10,000</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF STATIONS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Over $50,000</td>
<td>31</td>
<td>4</td>
<td>35</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>5</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>6</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>22</td>
<td>86</td>
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**Table 5**

<table>
<thead>
<tr>
<th>NBC - CBS</th>
<th>Profit Overall</th>
<th>Profit Less than $10,000</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $50,000</td>
<td>31</td>
<td>4</td>
<td>35</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>2</td>
<td>3</td>
<td>5</td>
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<td>6</td>
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<td>13</td>
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<tr>
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<td>11</td>
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</tbody>
</table>

**Table 6**

<table>
<thead>
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</tr>
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<tr>
<td>Over $50,000</td>
<td>31</td>
<td>4</td>
<td>35</td>
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<td>$40,000 - $50,000</td>
<td>2</td>
<td>3</td>
<td>5</td>
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<tr>
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<td>13</td>
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<tr>
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**Table 7**

<table>
<thead>
<tr>
<th>NBC - CBS</th>
<th>Profit Overall</th>
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</tr>
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<tbody>
<tr>
<td>Over $50,000</td>
<td>31</td>
<td>4</td>
<td>35</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>5</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>6</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>22</td>
<td>86</td>
</tr>
</tbody>
</table>

**Table 8**

<table>
<thead>
<tr>
<th>NBC - CBS</th>
<th>Profit Overall</th>
<th>Profit Less than $10,000</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $50,000</td>
<td>31</td>
<td>4</td>
<td>35</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>5</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>6</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>22</td>
<td>86</td>
</tr>
</tbody>
</table>

**Table 9**

<table>
<thead>
<tr>
<th>NBC - CBS</th>
<th>Profit Overall</th>
<th>Profit Less than $10,000</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $50,000</td>
<td>31</td>
<td>4</td>
<td>35</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>5</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>6</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Total</td>
<td>64</td>
<td>22</td>
<td>86</td>
</tr>
</tbody>
</table>
### POST-FREEZE TV OPERATION

#### Table 10

<table>
<thead>
<tr>
<th>UHF POST-FREEZE TELEVISION STATIONS</th>
<th>UHF STATIONS WHOSE AREA IS SERVED BY TWO OR MORE VHF STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Monthly Revenues</td>
<td>Profit Overall or Loss</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Over $50,000</td>
<td>1</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>1</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>3</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>3</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>1</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
</tr>
</tbody>
</table>

#### Table 11

<table>
<thead>
<tr>
<th>UHF POST-FREEZE TELEVISION STATIONS</th>
<th>UHF STATIONS WHOSE AREA IS SERVED BY ONE VHF STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Monthly Revenues</td>
<td>Profit Overall or Loss</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Over $50,000</td>
<td>3</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>1</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>1</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>3</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>2</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>11</td>
</tr>
</tbody>
</table>

#### Table 12

<table>
<thead>
<tr>
<th>UHF POST-FREEZE TELEVISION STATIONS</th>
<th>UHF STATIONS WHOSE AREA IS SERVED BY NO VHF STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Monthly Revenues</td>
<td>Profit Overall or Loss</td>
</tr>
<tr>
<td>---------------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Over $50,000</td>
<td>4</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>1</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>3</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>3</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>1</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
</tr>
</tbody>
</table>

#### Table 13

<table>
<thead>
<tr>
<th>VHF POST-FREEZE TELEVISION STATIONS</th>
<th>PER CENT OF TOTAL VHF STATIONS WITHIN EACH GROUP THAT WERE PROFITABLE OVERALL OR SHOWING MONTHLY PROFITS BY OCTOBER 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Other VHF Stations Serving Area</td>
<td>2 or More</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Over $30,000</td>
<td>92%</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>36%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>44%</td>
</tr>
<tr>
<td>All Stations</td>
<td>68%</td>
</tr>
</tbody>
</table>

#### Table 14

<table>
<thead>
<tr>
<th>UHF POST-FREEZE TELEVISION STATIONS</th>
<th>PER CENT OF TOTAL UHF STATIONS WITHIN EACH GROUP THAT WERE PROFITABLE OVERALL OR SHOWING MONTHLY PROFITS BY OCTOBER 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of UHF Stations Serving Area</td>
<td>2 or More</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Over $30,000</td>
<td>83%</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>60%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>9%</td>
</tr>
<tr>
<td>All Stations</td>
<td>29%</td>
</tr>
</tbody>
</table>

#### Table 15

<table>
<thead>
<tr>
<th>VHF POST-FREEZE TELEVISION STATIONS</th>
<th>POPULATION OF METROPOLITAN AREA; 175,000 and Over</th>
<th>75,000 - 175,000</th>
<th>Under 75,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Monthly Revenues</td>
<td>NBC-CBS*</td>
<td>All Other</td>
<td>NBC-CBS</td>
</tr>
<tr>
<td>---------------------------</td>
<td>----------</td>
<td>-----------</td>
<td>----------</td>
</tr>
<tr>
<td>Over $30,000</td>
<td>22</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>6</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

* Stations carrying network programs of NBC, CBS (or both) in excess of 7½ hours per week (based on week of October 10, 1954).

1 During period January thru October 1954.

2 Includes stations reporting profit overall for period and stations reporting overall loss for period but reporting profit in October or October and one or more earlier months (see Table 1, Group D-3).
That oft-dreamed-of figure, an authentic total of U. S. television sets, came a lot closer last week when the Census Bureau reported its estimate - 67% of the nation's households. It gives the industry something concrete to go on, and will prove a bonanza to the advertiser who wants to know who can see his commercial.

IT'S OFFICIAL: 32 million households, 67% of the U. S., have one or more tv sets. So says the U. S. Census Bureau, which last week released the first government estimate of set circulation since television became a national medium.

On the strength of this figure an authentic industry estimate of county-by-county set circulation may be in the making. The television air will be cleared of its statistical confusion by the end of the year, if this proposed industry effort to reduce national data to local proportions can be worked out.

As G. Maxwell Uele, research vice president of Kenyon & Eckhardt, put it, "A true picture of the present television situation has been given."

The figure is that of the Advertising Research Foundation's working committee on ratings standards [B*T, Aug. 1; Dec. 27, 1954]. And Hugh M. Beville, NBC director of research and planning, called it "the best estimate we've had in a long time."

What the Census Bureau estimate did not show, however, was a breakdown on another 6.7 million tv sets that had been delivered by factories to U. S. dealers.

As of July 1, the number of tv set deliveries by factories totaled 38,762,535, according to Radio-Electronics-Tv Mfrs. Assn. (see this story page). Where are the missing 6.7 million receivers?

Substantial numbers of these sets are being looked at by above-average size groups in clubs, taverns, restaurants and hotels, and on televisions in public schools, churches, restaurants and other public and semi-public places. Another 2.4 million are sitting on store shelves or resting in distributors' warehouses. Many old sets have been discarded.

And somewhere between a half-million and 1½ million of them are being used every day in homes having more than one television receiver. This figure at the moment is an elastic one. Within a month the Census Bureau promises to produce an estimate of multiple-set television homes.

Pending this government compilation, another figure will be announced shortly by American Research Bureau.

On the basis of a nationwide survey covering 17,600 homes, ARB will say that 4.3% of the nation's television homes have two or more television sets in use.

Market Research Corp. of America announced its own tv figures last week. These showed that 68% of all U. S. families had tv as of July 1955 (see story page 31).

The U. S. announcement of estimated total tv circulation was issued jointly by the Census Bureau and Advertising Research Foundation, marking an historic development in the history of television. The government bureau had conducted a count of tv sets in April 1950 during the decennial census, coming up with a figure of 12.3% tv home saturation or a total of 5.1 million tv homes.

In the five-year interim the U. S., aided by lifting of the FCC freeze, increased its tv-home ratio from 12.3% to 67% saturation.

And since June, when the newest Census Bureau figure was compiled, RETMA factories have turned out 700,000 sets and U. S. families have bought 500,000 sets.

While media history was made last week, the agencies and advertisers that spend media money are still anxious to get county-by-county figures bearing an official aura. There's little chance of such a government figure before the 1960 U. S. Census, apparently, but industry sources will supply carefully calculated figures in the meantime.

Advertising Research Foundation, a cooperative media-advertiser-agency organization, is anxious to promote compilation of a county circulation table of tv households. An AFR group will meet Aug. 31 in New York to ponder the possibility of taking the new census figures and all other available data — government and industry — and using it as a basis for county television circulation estimates.

What media and advertising groups have in mind is a wrap-up of all available statistical resources, including the current Census Bureau county-by-county figures on farm television homes; privately compiled state, county and city data; Census Bureau data soon to be released showing a breakdown of the June 1953 figures by four regions of the U. S., along with urbanization breakdowns and multiple-set homes; Census Bureau figures showing number of households by counties (1950), with possible industry projections; metropolitan area data showing tv circulation on the basis of industry sampling; RETMA data on factory shipments to dealers (see story below), and a group of set-junking and correction factors to be applied to each county and city. Thrown into this statistical pot will be data on size of households and latest manufacturing and factory shipment figures.

At NARTB field tests are being conducted on methodology for what is expected to result in continuing county-city television circulation data. These figures have been in the working stage for a couple of years, the association working on the theory that any private industry figures must be professionally developed and relatively foolproof.

NARTB, the tv networks and Television Bureau of Advertising underwrote cost of the Census Bureau's June study showing out tv home saturation. The bureau added a question to its June Current Population Survey in which 25,000 households were surveyed. The surveys are designed mainly to produce employment and income data. They cover 230 areas, or 455 counties and cities, with between 20,000 to 22,000 surveys completed out of the 25,000 total.

A second Census Bureau television figure will be compiled within four or five months, financed by the same industry sources.

The bureau's 67% saturation and 32 million tv homes...

---

### TV MAKERS DELIVER 39.5 MILLION SETS

**TELEVISION MANUFACTURERS have delivered 39.5 million receivers to dealers and distributors since 1946, when postwar set production started, according to figures tabulated by B*T by Radio-Electronics-Tv Mfrs. Assn.**

This RETMA total is based on an official announcement that 38,762,535 sets had been delivered by factories as of last July 1. In the meantime an estimated 700,000 sets have moved off factory platforms into dealers' hands.

RETMA found that 3,084,717 tv sets were shipped during the first six months of 1955 compared to 2,667,603 in the same 1954 period. June shipments totaled 407,087 sets compared to 348,181 in May and 297,505 in June 1954.

A breakdown showing the total number of tv sets delivered to states (not an accurate factor for tv state circulation estimates) follows:

<table>
<thead>
<tr>
<th>State</th>
<th>1955</th>
<th>July 1, 1955</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisiana</td>
<td>69,806</td>
<td></td>
</tr>
<tr>
<td>Maine</td>
<td>28,143</td>
<td></td>
</tr>
<tr>
<td>Maryland</td>
<td>42,355</td>
<td></td>
</tr>
<tr>
<td>Massachusetts</td>
<td>94,843</td>
<td></td>
</tr>
<tr>
<td>Michigan</td>
<td>122,063</td>
<td></td>
</tr>
<tr>
<td>Minnesota</td>
<td>49,245</td>
<td>625,404</td>
</tr>
<tr>
<td>Mississippi</td>
<td>29,549</td>
<td>176,500</td>
</tr>
<tr>
<td>Missouri</td>
<td>81,938</td>
<td>1,009,889</td>
</tr>
<tr>
<td>Montana</td>
<td>9,227</td>
<td>48,623</td>
</tr>
<tr>
<td>Nebraska</td>
<td>24,807</td>
<td>303,683</td>
</tr>
<tr>
<td>Nevada</td>
<td>4,423</td>
<td>24,892</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>11,016</td>
<td>131,858</td>
</tr>
<tr>
<td>New Jersey</td>
<td>98,043</td>
<td>1,752,896</td>
</tr>
<tr>
<td>New Mexico</td>
<td>10,961</td>
<td>77,729</td>
</tr>
<tr>
<td>New York</td>
<td>20,913</td>
<td>5,054,213</td>
</tr>
<tr>
<td>North Carolina</td>
<td>82,950</td>
<td>638,037</td>
</tr>
<tr>
<td>North Dakota</td>
<td>9,873</td>
<td>66,609</td>
</tr>
<tr>
<td>Ohio</td>
<td>153,946</td>
<td>2,746,924</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>46,059</td>
<td>458,608</td>
</tr>
<tr>
<td>Oregon</td>
<td>40,546</td>
<td>239,022</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>190,012</td>
<td>3,302,869</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>14,216</td>
<td>244,097</td>
</tr>
<tr>
<td>South Carolina</td>
<td>47,494</td>
<td>272,962</td>
</tr>
<tr>
<td>South Dakota</td>
<td>59,183</td>
<td>513,183</td>
</tr>
<tr>
<td>Tennessee</td>
<td>65,307</td>
<td>527,081</td>
</tr>
<tr>
<td>Texas</td>
<td>186,941</td>
<td>1,553,185</td>
</tr>
<tr>
<td>Utah</td>
<td>11,895</td>
<td>168,119</td>
</tr>
<tr>
<td>Vermont</td>
<td>9,799</td>
<td>63,240</td>
</tr>
<tr>
<td>Virginia</td>
<td>55,399</td>
<td>619,198</td>
</tr>
<tr>
<td>Washington</td>
<td>53,547</td>
<td>546,276</td>
</tr>
<tr>
<td>West Virginia</td>
<td>32,812</td>
<td>330,545</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>65,270</td>
<td>786,739</td>
</tr>
<tr>
<td>Wyoming</td>
<td>2,877</td>
<td>63,088</td>
</tr>
<tr>
<td>U. S. TOTAL</td>
<td>3,071,906</td>
<td>38,888,877</td>
</tr>
<tr>
<td>Alaska</td>
<td>4,590</td>
<td>10,086</td>
</tr>
<tr>
<td>Hawaii</td>
<td>8,221</td>
<td>63,772</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>3,084,717</td>
<td>38,762,535</td>
</tr>
</tbody>
</table>

---

**BROADCASTING & TELECASTING**

Page 30 • August 22, 1955
tv homes figures are subject to an approximate 1% error. According to the bureau, however, this one chance in three that the tv home estimate is wrong anywhere between 66-68% saturation.

There is only one chance in 20 of error if the tv circulation estimate lies in the 65-69% range, according to the bureau.

Looking at it another way, there is only one chance in 20 that the total number of tv homes does not lie between 31,360,000 and 32,640,000 homes.

But these estimates are based on application of the 67% tv saturation figure to a Census Bureau estimate of 47,788,000 U. S. households as of April 1955.

Actually, a more up-to-date estimate of U. S. households for June 1955 would be 47,977,000 instead of 47,788,000.

Applying the 67% saturation figure to the April households (47,788,000) produces 32,017,960 tv households as against 32,144,590 tv households for June 1955 would be 47,977,000 households used. In view of the approximate 1% error factor, however, this difference is not deemed important by statisticians.

Several private proposals to measure tv circulation by cities and counties are in the works. ARB, headed by James W. Seiler, has tentatively proposed to the tv networks to compile such figures next summer on the basis of 500,000 personal interviews. This would cost an estimated $1.2 million, Mr. Seiler told B/W. He plans to submit a more detailed proposal in a forthright. Standard Audit & Measurement Service has invited reaction to a similar type of measurement and A. C. Nielsen Co. is known to have put out feelers.

In announcing to subscribers the U. S. findings, a. W. Lehman, ARF managing director, promised a somewhat more detailed report in September. He said it would provide "detailed information on the tv status of households, multiple-set tv households and tv sets in the U. S." He recalled that last November an analysis of national radio-tv conditions had been supplied by ARF on the basis of May 1954 findings [B&T, Nov. 1, 1954].

In Public Interest

Mr. Lehman said the new figures mark "the first time that the U. S. Census Bureau has added any questions to its current Population Survey at the request of a non-government agency. It did so in the belief that such information would be of the general public interest, would fill an industrywide need, and because the request came from a non-profit organization representing an entire industry." Financing the study, as well as the upcoming study, were ABC, CBS, NARB, NBC and TVb.

Text of the Census Bureau's announcement of its tv findings follows:

"More than six times as many households had television sets in June 1955 than in 1950, according to the results of a survey of the United States recently conducted by the Bureau of the Census. About 32 million, or 67% of the households enumerated in June had one or more television sets, whereas in 1950, the first time that a question on television was included in a census of housing, there were about five million households with television sets, or 12% of the total.

"The current information on television sets was obtained in conjunction with the June 1955 enumeration of the Current Population Survey. The information was obtained at the request of the Advertising Research Foundation. More detailed analysis of the results of this survey will be released in the near future."

---

**Be It Ever So Humble**

**WHAT is a household?** According to the U. S. Census Bureau it is officially defined this way: "A household includes all of the persons who occupy a house, an apartment or other group of rooms, or a room, that constitutes a dwelling unit. Quasi-households, such as groups of persons living in institutions, hotels, and large rooming houses, are not counted as households."

---

**TV SET CIRCULATION 68% OF U. S.—MRC**

Market Research Corp. bases findings on 5,800-family panel. Figure is 1% greater than that found by U. S. Census.

**SIXTY-EIGHT** percent of U. S. families have tv receivers, as of July 1955, according to Market Research Corp. of America. Based on its continuing reports covering a 5,800-family panel, MRC found increases in almost all market categories with the most market increases occurring during the last 12 months in small towns and rural communities. The figure compared with a 67% tv household saturation figure compiled by the U. S. Census Bureau as of last June (see story page 30).

MRC broke down its tv family figures this way:

**PERCENT OF FAMILIES IN EACH GROUP WITH TELEVISION SETS**

Oct. '54 July '55

**UNITED STATES TOTAL**

61% 68%

**Regions**

Northeast 78% 85%

South 42 54

North Central 64 70

Mountain & Southwest 42 52

Pacific 61 66

**City Size:**

Farm 31% 43%

Under 2,500 44 56

2,500 to 50,000 42 53

50,000 to 100,000 67 75

100,000 and Over 83 87

**Total Family Income:**

Upper Fourth 71% 81%

Next Fourth 68 76

Next Fourth 62 69

Lowest Fourth 44 48

**Educaton of Family Head:**

Grad School 53% 62%

High School 68 75

College 66 73

**Site of Families:**

1 and 2 Members 51% 59%

3 Members 68 73

4 and 5 Members 71 78

6 Members and Over 57 66

**Age of Household:**

Under 35 Years 68% 75%

35 Thru 44 Years 69 74

45 Years and Over 52 61

**Presence of Children:**

5 Years and Under 68% 75%

6-12 Years 68 76

13-20 Years 61 71

No Children 53 61

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**EX-LAX CAMPAIGN LEADS SPOT BUYING**

Others who will launch spot radio and/or tv campaigns within next two months include Monticello Drug Co., Monarch Wine Co., Musterole Co., Knouse Foods and Kiwi.

EX-LAX Inc., New York, is preparing a gigantic spot announcement radio campaign breaking early in September on more than 700 stations, leading nearly a half-dozen other advertisers in spot radio and television buys last week.


EX-LAX breaks its spot announcement campaign on about 700 radio stations and in a few television markets effective Sept. 5. Plans encompass a six-week campaign followed by a two-week hiatus and then another six-week campaign. Warwick & Legler, New York, is agency.

Monticello Drug Co., Jacksonville, Fla. (666 cold preparation), starts its annual spot campaign on 150 radio stations on Oct. 3, to continue for 22 weeks. As the weather gets colder the frequency on each station steps up from as much as three times a week to 10 times a week. Charles W. Hoyt, New York, is agency.

Musterole Co., Cleveland (cold remedy), effective Oct. 17 starts a radio spot campaign for 20 weeks on 29 stations. Erwin, Wasey & Co., New York, is agency.

Monarch Wine Co., New York, will start its annual fall campaign on Oct. 2 in about 130 radio and 75 tv markets. Contracts run for 13 to 26 weeks in tv and 13 weeks in radio. Agency is Emil Mogul Co., New York.

Knouse Foods, Peach Glenn, Pa. (Lucky Leaf brand), is buying three stations in Pennsylvania on Sept. 14 for a 14-week radio spot announcement campaign to promote pie-filling and juices. Knouse agency is N. W. Ayer & Son, New York.


**IDEAL TOYS DETAILS TV PROMOTION DRIVE**

IDEAL TOY CORP., New York, last week announced details of its $375,000 television campaign [B&T, March 21, April 11], which spokes- men said will be "the largest single media advertising expenditure in toy industry history." Starting Sept. 11, for 13 weeks, Ideal will sponsor a 15-minute segment of Winky Dink (CBS-TV, Sunday, 12 noon-12:30 p.m.) on 60 stations; from late October to Christmas it will participate in Romper Room locally in 23 cities; on Thanksgiving Day, in cooperation with NBC, it will present Modell's Thanksgiving Drive Parade on more than 80 NBC-TV stations.

Benjamin F. Michom, board chairman, said tv was selected because "it is the perfect medium combining the sound, sight and play appeal of toys; it is the perfect medium to reach the pre-school child under six, the age group that receives more than 50% of the toys made..."
by Ideal; and the impact of tv is the most
dynamic sales influence on the American scene
today."

The company has also lined up spot an-
nouncements or give-away prize presentations
on various network and local shows including
Pinky Lee, Art Linkletter, Tennessee Ernie,
Dave Garroway and local programs in 40
major cities.

Ideal toys are also included in the American
Toy Promotion and Toy Guidance Council
campaigns on television [WBT, Aug. 15].
The company has more than 25 toys based on tv
personalities, officials announced last week. In-
cluded are Pinky Lee, J. Fred Muggs, Phoebe
B. Beebe, Jack Webb, Hopalong Cassidy,
Howdy Doody, Clarabelle, Roy Rogers, the
Campbell Kids, Betty Crocker, Rin Tin Tin,
Winky Dink, Dennis the Menace, Joe Palooka,
and Davy Crockett.

To aid its retailers, Ideal has produced a "tv
Timetable" promotion kit to show local dealers
how to tie-in point of sale ads with toys shown
on tv.

Grey Adv. is the agency.

Live vs. Film Popularity
Tested in Survey by Trendex

FINDINGS of a two-part survey conducted by
Trendex on live vs. film tv shows were an-
nounced last week by that company. In part
one, questions were asked of the home viewer
at the time the call was made. Part two con-
sisted of asking people not viewing at the time
of the call whether they had seen one or more
of six popular programs. If the answer was
yes, they were asked whether the show was
live or film. Results showed that the majority
correctly identified the production as being live
or on film.

In the first section of the survey, Trendex
said, 70.8% correctly identified the show as
live or film, 9.7% gave wrong identifications
and 19.5% did not know. Preference for live
tv was expressed by 51.8% while 6.0% pre-
ferred film and 42.2% had no preference.

Answers as to why a viewer preferred
time tv included clearer pictures, more realistic
effect, more interesting, and better plays, with
clarity of picture chosen by 33.3% as the chief
reason for the preference.

Of those polled 30% selected better scenary
as the reason for their preference for film with
21% giving a more finished production for their
likings and 13% stating more action was the
reason they preferred watching a show on film.

would swing to printed media and radio; (3)
hard-sell advertisers, such as soap firms, might
sponsor toll-tv shows on which they placed
commercials and concurrently merchandise
their soap and the show by distributing "slugs"
to pay for the program in their product, and
(4) viewers would be obliged to subsidize
minor league ball teams through the coin box
in order to watch major league games on their
pay-tv sets.

The panel was composed of two neutral
members, Don Belding, chairman of the execu-
tive committee of Foote, Cone & Belding,
and Warner Bros. producer-director Mervyn
LeRoy, plus pay-tv proponent Paul Mac-
Namara, vice president of International Tele-

caster Corp., and free-tv proponent Dallas
Smythe, director of the Institute of Communi-
cation, U. of Illinois. Dr. Smythe is economic
advisor to the Joint Committee Against Toll
Tv, which is opposing subscription tv before
the FCC.

Mr. MacNamara admitted his firm has
been "silent" on the question of commercials

The free-tv advocate pointed out that wide-
screen movies are not adaptable to tv anyway
and said sports are available in "reasonable
abundance" now. The present system con-
stantly is obtaining better programs, Dr.
Smythe added, citing General Teleradio's recent
acquisition of RKO Radio Pictures Inc.

The Warner Bros. producer indicated Tele-
caster's pay-tv experiment as a wired system
in Palm Springs, Calif., was a flop as far as
he was concerned. He said some films he paid
$80 to see on his home set the company should
have paid him $1.60 to watch.

Mr. Belding observed "the basic economic
structure of the U. S. is competition. Toll tv
has every right to exploit television, but the
people will make the ultimate decision, not
the government." He said that under the funda-
mental American concept, toll tv has every
right to exist if it can.

The agency executive foresaw toll tv serving
to collect the annual fund drive of Red Cross
WHO's Farm Director,

HERB PLAMBECK

gets behind the

IRON CURTAIN!

YOU'VE been hearing about the twelve American farm experts who are now touring Russia, while twelve Russian farmers study American agriculture in Iowa.

We of WHO are tremendously proud that our own Herb Plambeck was chosen as the only radio farm news man to accompany the American delegation to Russia. He's taking pictures and making on-the-spot recordings. You will be able to hear these on WHO. His material will be available to NBC, ABC, CBS, MBS, Clear Channel Broadcasting Service and the U. S. Department of Agriculture.

You can imagine the pressure that must have been used by every sort of medium, for representation on this trip. Why was Herb selected? Because, in addition to being the favorite farm commentator in America's most productive farm area, he was recommended by the U. S. Department of Agriculture and by the nation's three largest farm organizations—The American Farm Bureau Federation, the National Grange and the National Farmers' Union (also by the National Association of Radio and TV Farm Directors, and other groups).

Herb's Russian tour is a tremendous "plus" for WHO listeners and advertisers. It's the sort of "plus" you always expect—AND GET—from Iowa's most important station.

BUY ALL of IOWA—
Plus "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives
WXEX-TV covers all the rich heart of Central Virginia. Its tower is 1049 ft. above sea level—the maximum height allowed. It's 943 ft. above average terrain—more than 100 ft. higher than any station serving the Richmond market. And WXEX-TV has maximum power—316 KW.

So you just can’t cover more land area or more TV families with any other station! You can get the whole exciting story of this new basic NBC-TV station for Richmond, Petersburg and Central Virginia from your Forjoe man.
and similar agencies in one program via the home coin box, but felt the pay system would hurt the lower income groups who have so little to spend on entertainment. He was in agreement with Dr. Smythe that pay tv would force talent and management out of free tv, and supported Mr. LeRoy’s view that better movies are Hollywood’s panacea, not toll tv.

Mr. Belding said tv advertising is costly, but on the basis of mass audience, the per home cost is small, about 6/10th of a cent or two or three cents, depending on rating and circulation. For this reason, he didn’t think toll tv could distribute the advertising message any cheaper, but at another point in the discussion he emphasized that should toll tv be authorized, advertisers “would take a good look” at it.

He cited the view of a Colgate executive who said that firm was considering a12 distribution of coin box “slugs” in its products for use on Colgate-sponsored toll-tv shows, should that prove workable. “The housewife who bought the Colgate product could see the show free,” he related, “but the housewife across the street would have to pay for it and watch the commercials besides.”

‘Playhouse’ Segment Acquired by Alcoa

ALUMINUM Co. of America, which has been looking for another network buy since it dropped the Tuesday night See It Now show on CBS-TV, signed a contract last Tuesday to sponsor alternate Sundays of the Philco Television Playhouse on NBC-TV. Philco will drop the series, which it sponsored weekly beginning in 1948 and on alternate weeks since 1951, after the Oct. 2 presentation. Goodyear Tire & Rubber Co., through Young & Rubicam, continues as alternate sponsor.

Philo Corp. announced it is negotiating for an entirely new type television presentation of spectacular proportions to replace the Playhouse. All details of the new show to be sponsored by Philco, including program techniques, must be worked out before a formal announcement is made, according to Raymond B. George, vice president of merchandising. Meanwhile, Philco will sponsor the 90-minute live telecast of the coronation of “Miss America of 1956” from Atlantic City, Sept. 10, 10:30 p.m.-midnight on ABC-TV, for the second successive year.

According to George H. Frey, vice president in charge of tv network sales for NBC, Alcoa has been a “member of the NBC family” for two years and was a charter advertiser on NBC-TV's Home show. Alcoa’s drama series will start Oct. 16.

Hutchins Adv. Corp., New York, is agency for Philco. Fuller & Smith & Ross, New York, is agency for Alcoa.

Linguaphone to Underwrite ‘State of the Nation’ Series

TO HELP promote world understanding through knowledge of foreign languages, the Linguaphone Institute is underwriting production costs for State of the Nation radio program on Mutual, starting yesterday (Sunday). The program, which formerly was underwritten by Facts Forum, is produced by Handy Burt, who is also moderator. On each week’s program, Linguaphone will describe its World Understanding contest, providing for prizes, including two round trips to Europe and free Linguaphone scholarships in 34 languages.

GOOD DUTY for these Madison Ave. men came last week when they went to Washington for the WWD-sponsored Miss Washington contest. Here they're shown with the winner, Judith Dunkle, l to r: Walter Bowe, Sullivan, Stauffer, Colwell & Bayles; MacDonald Dunbar, Ted Bates; Art McCoy, John Blair & Co. (station representative); Thomas Glynn, J. Walter Thompson, and Lou Faust, also of John Blair. The agencymen were judges; the representatives chaperones to the agencymen.
Mr. Reeves succeeds late Tom Harrington as board chairman in realignment at agency. John M. Lyden elected senior vice president. Three others advance.

ROSSER REEVES, vice chairman of the board of Ted Bates & Co., has been named chairman of the board of the agency, William H. Kearns, president, announced last week. Mr. Reeves succeeds the late Tom Harrington. 

The board also elected John M. Lyden as a senior vice president and Archibald McG.

Mr. Reeves

Foster as vice president and account supervisor on the Brown & Williamson Tobacco Corp. account. Thomas J. Carnese, vice president and general manager, was named a member of the executive committee, and Howard O. Andersen, assistant vice president, was named administrative assistant to the executive committee.

Domino to Use 50 tv Markets To Introduce New Sugar Line

AMERICAN Sugar Refining Co., New York (Domino sugar), will use 50 television markets in addition to print media to introduce its newest product, Domino Confections 10X Powdered Sugar. The campaign will be placed in major metropolitan areas, starting in October and running for eight weeks.

The firm has distribution in 37 states. In addition to the advertising campaign in television and newspapers, Domino is supplying retailers with merchandising aids.

Confections 10X Powdered sugar is the second important new product that American Sugar has announced this summer. Domino's Instant Superfine sugar, for iced drinks, fruits and cereals, was placed on the market last month.
The six candidates for Miss Rheingold of 1956 stand beside official Rheingold photographer Paul Hesse as station, agency and brewery officials give tips on how to give station breaks on WMGM New York. The girls ask listeners to vote for their favorite as Miss Rheingold of 1956. Seated (I to r): Peter M. Bardach, radio-tv timebuyer, Foote, Cone & Belding; Robert Weenolsen, Rheingold account executive in charge of radio-tv, Foote, Cone & Belding; Eleanore Nolan, assistant advertising manager, Liebmann Breweries, and Arthur Tolchin, director of WMGM. The hopefuls are (I to r) Gretchen Foster, Maggie Pierce, Hillie Merritt, Myrna Fahey, Carol Toby and Jeryl Johnson.

Nylon Yarn Maker Sets 50-Market Tv Spot Drive

A SPOT CAMPAIGN will be launched in more than 50 TV markets on Sept. 26 by Deer- ing, Milliken & Co. on behalf of its Agilon stretch nylon yarn, the Television Bureau of Advertising announced in New York last week.

TvB said the one-minute spot campaign is designed to popularize the nylon stocking product made by Deerling, Milliken, which in the past has been a heavy user of magazines.

The spot commercials, produced by the Amos Parrish Agency, promote the new yarn's stretch that permits both seamless and full-fashioned hosiery, a development that the manufacturer believes can revolutionize the hosiery field. The spots also will be used in a training film that will advise the firm's sales people of the promotion campaign.

Frigidaire Names Kudner For Appliance Accounts

Frigidaire Div. of General Motors, which has been with Foote, Cone & Belding two decades, has named Kudner Agency, New York, to handle its major appliance advertising, it was announced last week by Mason Roberts, General Motors vice president and Frigidaire general manager. Frigidaire's commercial air conditioning and refrigeration advertising will continue to be handled by Kircher, Helton & Collett, Dayton, agency appointed to this phase in June of this year.

'Ads, Women & Boxtops' Published in Book Form

EXPANDED version of a series of articles which ran last year in B&T under the title of Ads, Women and Boxtops, was published in book form last week by Printers' Ink Books, Pleasantville, N. Y.

The series and the book, also titled Ads, Women and Boxtops, were written by Duane Jones, president of the Duane Jones Co., as told to Mark Larkin. The purpose of the 128-page volume is to serve primarily as a "how to" book for all concerned with package products in the food and drug fields, including manufacturers, distributors, advertisers, merchants, buyers and consumers.

Mr. Jones, called the "boxtop king," long has advocated air coverage as the quickest and most economical way of building a mass market. He incorporates into the book many case histories of products that were marketed successfully through the use of radio and television.

Priced at $3 per copy, Ads, Women and Boxtops is available at local bookstores or may be obtained from the publishers.

American Finance Conference Hits Car Dealers’ ‘Bait’ Ads

“BAIT” advertising by automobile dealers in radio-tv and newspapers has been scored by the American Finance Conference in its current newsletter distributed to some 35,000 dealers.

Among practices cited by the national association of independent sales finance companies are wild discounts, over-allowances, no-down-payments and long-term arrangements. These types of deals usually appeal to "lookers, not buyers," dealers were warned, and are potentially dangerous. What's more, such advertising lacks "believability," it was pointed out.

Dealers were urged to set through local trade groups to point out the fallacies of "bait" advertising, to use state and local laws to curb such practices and to solicit the help of the Federal Trade Commission and local Better Business Bureaus.

Banks Elected to R&R Board

Ben Banks, a vice president with Ruth- rauft & Ryan Inc. and since 1952, has been elected a member of the board of directors. Mr. Banks previously was with Koehl, Landis & Landon and Maxon Inc. Before rejoining R & R in 1945, he had served an earlier stint with the agency up until 1936.
No matter where they spend their summer weekends, more people enjoy themselves with CBS Radio than they do anywhere else in network radio. During the weekend, the average sponsored program on CBS Radio commands a greater audience per minute than the number two network. This makes every minute count that much more on the CBS RADIO NETWORK.

Source: Nielsen Radio Index, Second Report for June, 1951; 8:00 a.m. to 11:00 p.m., Saturday and Sunday (Average Audience basis).
Sylvania Plans TV Campaign

SYLVANIA Electric Products Inc. will utilize its *Beat the Clock* on CBS-TV to advertise its new "Softlight," described as the "first new development in incandescent home and commercial lighting during the past 30 years." The new product will be demonstrated on *Beat the Clock* from September through December, according to a Sylvania advertising spokesman. Agency for Sylvania is J. Walter Thompson Co., New York.

Baker Moves to Brady Co.

APPOINTMENT of Richard M. Baker as vice president in charge of a newly created publicly and public relations division of the Brady Co., Appleton, Wis., advertising agency, was announced last week by Richard H. Brady, president. Mr. Baker, who will join the Brady Co. in September, has been director of public relations and special assistant to the president of Ansul Chemical Co., Marinette, Wis.

Eight Subscribe to ARF

ELECTION of eight more subscribers to the Advertising Research Foundation, New York, was announced last week by ARB's board of directors. They are: Hazard Adv. Co., New York; Lever Bros.; Reader's Digest Assn.; Steel magazine; Standard Rate & Data Service Inc.; U. of Maryland; Northwestern U., and Rutgers U.

Holiday Football on Radio

GENERAL TIRE Co., Akron, Ohio, has signed to sponsor the National Football League game between the Detroit Lions and the Green Bay Packers at Detroit's Briggs Stadium Thanksgiving Day, Nov. 24, on MBS. Television network to carry the contest has not been selected. Play-by-play on radio and television will be handled by Harry Wimsatt.

SPOT BUSINESS

DeSoto Div. of Chrysler Corp., Detroit, through BPDO, Detroit, is preparing availability for introduction of new models, effective Oct. 12-28 in radio network. Approximately 80 markets will be used.

Delaware, Lackawanna & Western Coal Co. (Blue coal), N. Y., through Sullivan, Stauffer, Colwell & Bayles, N. Y., planning radio spot announcement campaign, effective Sept. 12, for 10 weeks in number of markets.

NETWORK BUSINESS

General Mills Inc., Minneapolis, and Parker Pen Co., Janesville, Wis., sign for alternate-week sponsorship of *The Life and Legend of Wyatt Earp* on ABC-TV (Tues., 8:30-9 p.m. EDT), effective Sept. 6. Agencies: Dancer-Fitzgerald-Sample, N. Y. (General Mills); Tatham-Laird, Chicago (Parker).

Procter & Gamble Co., Cincinnati, signs to sponsor *It's Always Jan* in New York, with Janis Paige, on CBS-TV (Sat., 9-10:10 p.m. EDT), effective Sept. 10. Agency: Compton Adv., N. Y.


Scott Paper Co., Chester, Pa., signs to sponsor *Father Knows Best* on NBC-TV (Wed., 8:30-9 p.m. EDT), effective Aug. 31. Agency: J. Walter Thompson Co., N. Y.

Miles Labs (pharmaceuticals), Elkart, Ind., will replace Tues. 2:2-15 p.m. sponsorship of Robert Q. Lewis Show on CBS-TV (Mon.-Fri., 2:2-30 p.m. EDT) with Tues. 3:30-5 p.m. sponsorship of Bob Crosby Show on CBS-TV (Mon.-Fri., 3:30-4 p.m. EDT), effective Sept. 27 for 52 weeks.

Mogen David Wine Corp., Chicago signs for sponsorship of Dollar a Second, returning to ABC-TV (Fri., 9-9:30 p.m. EDT), effective Sept. 2. Agency: Weins & Geller Inc., Chicago.


AGENCY APPOINTMENTS

Electric Institute of Washington has appointed M. Belmont Ver Stangidq, Washington, to carry out special campaign promoting use of "adequate wiring," Campaign, with $100,000 budget, starts Sept. 19 with all media to be used.

Pompeian Corp., Baltimore, appoints Applestein, Levinstein & Golnick Inc., same city, for Pompeian Milk Massage Cream.


Revo Inc. (refrigeration, freezer equipment), Deerfield, Mich., appoints Fuller & Smith & Ross, Chicago.

TV Time Foods (Tv Time popcorn), Chicago, has named Ruthrauff & Ryan, Chicago.

Wyns Oil Products Inc., Mineola, N. Y., has named Anderson & Cairns, N. Y. Firm will use chiefly spot radio to launch initial campaign in seven-state area. Victor Seydel, vice president-director of radio and tv for Anderson & Cairns, will supervise radio activities.


Eastern Wine Corp. (Chateau Martin wines), N. Y., has named Stephen戈尔 Assoc., N. Y., to handle advertising and promotion of new product to be introduced and tested in eastern cities. Tv-radio will be used.

Glamorene Inc. (carpet cleaner), N. Y., appoints Product Services Inc., same city. Fall-winter plans will be announced shortly.

AGENCY SHORTS

Betteridge & Co., Detroit, moves to new office in Officenter Bldg., 15800 W. McNichols Rd., and incorporates with offices: H. W. Betteridge, president and treasurer; H. J. McLaurin, vice president; Alan Jodlin, secretary. Joseph Galagher, formerly with Campus-Bird Bldg., Co., Detroit, and Lasalle J. Hammel to agency.

Jack Trustman Adv. Agency, Detroit, has moved to new and larger offices at 8720 Chicago Blvd. W.

L. F. McCarthy & Co., Cincinnati, has moved to new and larger offices at 712 Provident Bank Bldg.


John W. Shaw Inc., Chicago, will enlarge office space Sept. 1, taking over building next door to present office.

A&A PEOPLE

Irving Gilman, special projects director, and John A. Kellogg, market research director, Institute for Motivational Research, Croton-on-Hudson, N. Y., elected vice president for business, administrative and public relations activi-
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
G.E. CATALOGS

49 BASIC ANTENNA MODELS
FOR BROADCASTERS...

plus hundreds of variations for custom
or problem antenna installations!

No matter what operating channel... rated power... or topographical characteristics—there is a dependable G-E antenna to suit your station requirements.

For more than 20 years a crack team of antenna design and manufacturing specialists has probed the secrets of antenna development. This full time General Electric program has resulted in today’s wide range of antenna models—49 basic designs—built for full time dependability.

New uses of better materials, new production techniques, and more efficient manufacturing methods are additional results of this intensive research effort.

The detailed close-ups highlighted here are but a few of the G-E advancements which combine to make a G-E antenna a dependable investment for vital full time service.

Whether for VHF or UHF, batwing or helical models, your local representative can fill you in on the latest progress in antenna development. Call or write today. General Electric Company, Section X285-22, Broadcast Equipment, Electronics Park, Syracuse, N.Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

THEN AND NOW

> EARLY TV ANTENNA DESIGNS were basic installations—often mounted atop wooden poles—as shown at left at W2X1B Schenectady in 1939. Range and pattern coverage were limited—yet adequate for early transmission needs.

> TODAY AT ROCHESTER—this G-E VHF helical, in service with WVET & WHEC, and the batwing antenna of WHAM, combine to offer the solution to a complex multi-station transmission problem. G-E antenna research has consistently improved design and manufacturing methods—leading to 49 basic antenna models for many wide requirements.
CONSTRUCTION DETAILS like these help G-E antennas provide all the coverage your transmitter can produce ...without danger of wind or power overloading.

*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**
ties and vice president in charge of newly-formed research planning div., respectively.

James R. Blocki, assistant product advertising manager, Kraft Foods Co., Chicago, promoted to newly-created position, advertising services manager.

Charles Standard, formerly in national sales dept., NBC, to Blow-Bein-Toigo, N. Y., as account executive; Bob Roberts, formerly production manager, WLWT (TV) Cincinnati, to agency's tv commercial dept.; Henry H. (Bob) Marshall, formerly with Ogilvy, Benson & Mather, N. Y., to agency as copywriter; Joseph Palastak Jr., formerly in outdoor advertising dept., Foote, Cone & Belding, N. Y., to B-B as outdoor media associate director; James A. Gray, formerly media dept. manager, Stockton-West-Burkhart, Cincinnati, to print media dept. as spacebuyer.

Gordon Stephens, formerly with Gibbons-O'Neil Inc., Cleveland, to McCann-Erickson, same city, as account executive; Charles Hansen, formerly with Young & Rubicam, Detroit, to creative-contact staff, McCann-Erickson, Detroit, as sales promotion account executive.

Lloyd Winslow to Aubrey, Finlay, Marley and Hodgson, Chicago, as account executive.

John L. Bricker, Colgate-Palmolive Co., Jersey City, N. J., appointed merchandising director, toilet article dept.

Lawrence Barnard, drug merchandising manager, Life magazine, to Carl S. Brown Co., N. Y., as merchandising director.

Joseph Field, public relations and publicity director, Compton Adv., N. Y., resigns with discontinuance by agency of program publicity dept.

Paul Martin, formerly tv art director, Geyer Adv., N. Y., to Kenyon & Eckhardt, N. Y., in similar post.


Rosemary McGirney, copywriter, McKee & Albright, Phila., to creative staff, Erwin, Wasey & Co., L. A., as copywriter.

Joseph Durand, NBC-TV, to Perrin-Paut Adv., assisting in handling number of tv shows for coming season.

--- ADVERTISERS & AGENCIES ---

--- FILM ---

**TV NETWORK FILM PACKAGES SEEN IN PARAMOUNT PLANS**

Vast new television city being erected in downtown Hollywood, matching facilities of NBC and CBS and anticipating day when film colony concedes video will be more important than theatrical films. KTLA (TV) seen as key station of national hookup.

ALTHOUGH officials of both Paramount Pictures Inc. and its subsidiary KTLA (TV) Hollywood won't admit it, the major movie interest appears to be planning a master invasion of the television network and film packaging fields, both black-and-white and color, possibly by the first of next year.

Paramount is quietly building a tv city in downtown Hollywood that in physical scope would appear destined to match the production facilities of both NBC and CBS on the West Coast.

For years a pioneer in development of basic technical equipment and systems which comprise the entertainment phase of the vast communications industry, Paramount is playing all sides of the street in anticipation of television's commercial potential. This in itself is a giant hedge against the day feature movie production admits to second place instead of first in the minds of Hollywood film executives.

With KTLA as key station, the movie major is seen filling the upswing of the former DuMont Network with the film organization under the name of Paramount Television Network. Actually a nucleus operation for four years, although hardly out of the paper stage, PTN would film live originations at KTLA and circulate them as a superior quality kinescope to its affiliates. Special new kinescope equipment is reported.

PTN now has under contract some 50 to 60 tv stations from coast-to-coast, north and south, but only a few now are used on certain package-type shows, according to informed sources.

Paramount obviously is ready to exploit pay-as-you-see television—both system-wise and in programming—through its subsidiary International Telemeter Corp. ITC is fighting for subscription tv authority at FCC (see toll tv seminar story published Aug. 32) and through another subsidiary interest, Chromatic Television Labs., color tube developer, Paramount is ready to keep pace with technical developments.

Paramount holds the largest minority interest in DuMont, now has a three-year contract and including DuMont's two owned and operated stations, WABD (TV) New York and WTTG (TV) Washington. Speculation is strong that Paramount may acquire both WABD and WTTG to comprise the East Coast and Nation's Capital origination centers for its network operation (CLOSED CIRCUIT, Aug. 15).

KTLA is operated by subsidiary Paramount Television Productions Inc., under the supervision of Vice President-General Manager Klaus Landsberg. The station moved three months ago from 5451 Marathon St. to 5800 Sunset Blvd., the old movie lot of the Bros. A major reconstruction job is underway.

Mr. Landsberg conceded extensive new studio facilities for local KTLA operations will evolve, including color. The old Warner facilities have been torn down or stripped and rebuilt from foundation. Other buildings are being refurbished. Best estimate obtainable is that Paramount spent about $2 million acquiring lot and will match that a couple of times over in the re-

--- UP MOVIEPITONE NEWS PURCHASED BY BBC ---

UNDER what was said to be "the most comprehensive news and newsfilm agreement in television history," United Press Movietone News last Monday started service to the British Broadcasting Corp.

The contract, signed by T. R. P. Hole, editor of BBC, and A. L. Bradford, vice president of UP, provides for news and film from the entire world. BBC is the second British organization to sign in recent months with a U. S. news-gathering group. Last May Independent Television News Ltd., news programming company set up by the Independent Television Authority, entered into an agreement with CBS News to supply filmed coverage of North and South America and the Far East (B'T, May 23).

Mr. Hole called the move "an interesting and important step in the development of the BBC service of news and information to the public.

He said BBC is looking forward to United Press Movietone's coverage, encompassing service on a seven-day basis, 24-hours a day.

F. H. Bartholomew, president of UP, said the new agreement is "a further extension of the worldwide broadcasting service by UP.

He noted that since United Press Movietone News was organized in 1951, it "has grown into the largest and television's first truly global news service."
"this guy must've been a beginner!"

"I mean it," says John, well-known mixer at that favored haunt of Boston agency folk, the Statler lounge bar. "There he was, sitting behind his Wurzburger, crowing about the spot schedule he'd just made up for Mother Dumple's All-American Piccalilli. And you know what? This character completely overlooks two of the best spot buys in New England!

"Sure - you know and I know! WABI for radio and WABITV for television. Real super-stuff in Maine's seven most terrific counties with almost half-a-billion retail sales! Everybody knows they're a 'must'. But not junior-boy! Cripes, he must've been a beginner or something...""

John, of course, might be drawing unfair conclusions. Could be that Mother Dumple's has no distribution in our big Bangor-centered market of 350,000 customers. But, brother, there's no slicker way to get it (and gild up a piccalilli sales chart in the bargain) than by putting these double-barrelled Down Easters to work for you!

WABIL/TV

Represented by: George P. Hellingbery - Nationally
Kettell-Carter - New England
BANGOR, MAINE
General manager: Leon P. German, Jr.
Meet News Director Rod MacLeish! He's the gallivanting globe-trotter who literally covers the news for WBZ+WBZA. He analyzes it. Reports it. With clarity, color and completeness. Among his many exclusives: Interviews with Adenauer, McCarthy, many others! Articles and stories published in Saturday Evening Post, American, Redbook, Family Circle. Monday-Friday, 12:05-12:15 p.m.

Meet Leo Egan! New England’s number-one newsman, according to Nielsen! Most often found on WBZ's News Wagon, equipped with mobile phone and tape-recorder to scoop the news exactly when and when it happens. At the Charlestown prison riot, for instance, Egan scored his usual 'first!' Monday-Saturday, 7:30-7:45, 8:00-8:05, 8:30-8:35 8:55-9:00 A.M.

Now you know them. You know the men who make the news more than just wire service copy over WBZ+WBZA. These Big 4 are reporters in fact. Their own eye-views, objective interpretations and presentations keep all of New England on its ear. Families by the hundreds of thousands follow the station that keeps them dramatically up-to-date.

If you want to give your products a newsworthy pitch, do it dramatically on WBZ+WBZA. Talk to Bill Williamson, Sales Manager, at ALgonquin 4-5670. Or call Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808 New York.
Meet Streeter Stuart! Veteran WBZ-WBZA newsman famed for on-the-spot descriptions and dynamic interviews with people who make the news. Typical breath-taking bulletins: Taped interview with commandant of an Alaskan air base when Russian MIG's shot down an American patrol plane off Alaskan coast. Monday-Friday, 6:00-6:05 P.M., 7:00-7:05 P.M., 11:00 to 11:15 P.M., and 11:55 to 12:00 P.M.

Meet Arch MacDonald! Outstanding broadcaster recently cited for "personality, diction, adaptability, voice, and versatility," won the coveted Davis Memorial Announcer's Award. Famous program pioneer and ad-lib reporter par excellence. Monday-Friday, from 9:25-9:30 A.M., 1:00-1:05 P.M., 2:00-2:05 P.M.

WBZ-WBZA—Boston+Springfield
Study on Spot TV Films
Released by ABC Film Arm

A STUDY of spot tv films, prepared by ABC Film Syndication, is being distributed to tv station salesmen to aid them in selling local non-tv advertisers on the visual medium and on syndicated film.

Called "A Reel Sales Builder," the presentation studies "advertising value of syndicated television film" emphasizing that the spot advertiser obtains a large variety of top programming with "proven" audience appeal; strong promotion, advertising, merchandising and publicity support from both syndicators and tv stations and a sales vehicle for many different types of advertisers.

Watch Out, Davy
A NEW CORPORATION has been formed for the express purpose of producing a movie on the life of Dan'l Boone and at later date, a television and radio series. Bruce Bennett has signed a seven-year contract to play the title role, with all filming to be done in Mexico.

Contained in the presentation is a list of "representative markets and the approximate number of syndicated films used weekly." Listed are 14 markets, which, ABC Film claims, represent 46.1% of the total U. S. tv homes.

The market and number of syndicated films per week (approximate average), as listed by ABC Film:
- Los Angeles, 100; Denver, 70; San Francisco, 65; New York, 65; Chicago, 50; Washington, 50; Salt Lake City, 40; Columbus, 35; Atlanta, 35; St. Louis, 35; Philadelphia, 35; Milwaukee, 35; Cincinnati, 50; Boston, 30.

Promotion Contest Set
For 8 Screen Gems Shows

NATIONWIDE promotion contest for eight national tv programs was launched last week by Screen Gems Inc., tv subsidiary of Columbia Pictures Corp. The drive is designed to stimulate audience interest in Screen Gems’ network and nationally sponsored programs on the local level, according to Henry S. White, director of advertising.

The shows are Adventures of Rin Tin Tin, Captain Midnight, Celebrity Playhouse, Father Knows Best, Ford Theatre, The Patzi Page Show, The Damion Runyon Theatre and Tales of the Texas Ranger. The contest, described by Mr. White as the largest of its kind ever conducted, is open to promotion managers of any U. S. station carrying one or more nationally-sponsored Screen Gems’ programs. It will run for 13 weeks, starting Oct. 2.

Winners will be judged on the basis of the best individual program promotion and exploitation created for any one of the shows carried by the station. First prize will be a 13-day Caribbean cruise for two. Other prizes include projectors and screens, hi-fi systems, air conditioners, deep freezers, Rolleiflex cameras and gold wrist watches.

Canyon Films Sues Disney

CANYON Films, Los Angeles, has filed a $100,000 suit in Superior Court there against Walt Disney Productions, it was reported last week. The suit alleges breach of contract for production of the tv series, When I Grow Up. It is charged that Mr. Disney last March agreed to let Canyon produce a minimum of five films, then decided to do them himself. Canyon principals include Jack Couffer, Conrad Hall and Marvin Weinstein.

Sterling Names Chicago Chief

ELLIOTT ABRAMS of Sterling Television Co., has been transferred from the Cincinnati area to head the Chicago office. Mr. Abrams has been with Sterling four years, and will be responsible for sales in the Midwest.

FILM SALES

ABC Film Syndication, N. Y., has sold Anniversary Package of 13 feature films to KOMO-TV Seattle and KRON-TV San Francisco.

Hollywood Television Service Inc., Hollywood, has sold 13 feature films to WCBS-TV New York, available to station Jan. 1, 1956, and raising to 93 number of first-run films in library for 1955-56 season. Package was reported to have cost $20 million to produce and includes such stars as John Wayne, Charles Coburn, Dennis O’Keefe and others.

Guild Films Inc., N. Y., reported last week that in five-day period sales to sponsors of new Liberace tv film program amounted to about $250,000. Stations involved in sale are WBBM, Chicago, WRGB (TV) Cleveland, WQTV-Buffalo, N. Y., KLZ-TV Denver, WTVJ (TV) Miami, KPRC-TV Houston, Tex., etc.
**TARGET: $899,481,000.00**  
Buying Power Market

**WBRZ**  
Channel 2  

**BATON ROUGE, LOUISIANA**

The only TV station completely covering the rich heartland of Louisiana. New payrolls—new wealth are generated in Louisiana by OIL, GAS, SULPHUR, SALT, LUMBER, INDUSTRY, AGRICULTURE

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**MARKET DATA PREDICTED SERVICE AREA**  
WBRZ, Channel 2

<table>
<thead>
<tr>
<th>Description</th>
<th>Figure</th>
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<tr>
<td>Population</td>
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<td>TV sets in area</td>
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<tr>
<td>Effective Buying Power</td>
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<td>Retail Sales</td>
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<tr>
<td>Drug Sales</td>
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</table>

**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  
Represented by Hollingbery

**RETAIL SALES:** $580,937,000.00
and KDKA-TV Pittsburgh. Guild said Libercast stations and sponsors plan to undertake extensive promotional campaigns, including premium records, point-of-sale tie-ins and newspaper advertising.

RANDOM SHOTS

A. V. Causer Service Inc., Independence, Mo., has available series of animated tv spot commercials for syndication to auto service dealers. Package consists of three one-minute or nine 20-second spots or both. Spots will include auto service dealer’s name and sales message and can be purchased outright for any tv market. Specimen reels and descriptive literature and rates are available from firm at 10922 Winner Rd., Independence. Causer also is distributing to dealers of Maurice-Harris Co. farm equipment series of five one-minute open-end tv spots, covering various lines of Massey- Harris equipment.

Intercollegiate Conference (Big Ten) is offering to tv stations 24-minute kinescope pre-season film outlining 1955 Big Ten football prospects, on purchase or loanout basis. Film is recommended for use in Class A time between Sept. 1-23 and provides for insertion of two-minute commercials before, after and during running with time to be sold for all but alcoholic beverage ads. Cost of prints is $45 and if purchased may be used for library purposes or for inserts on other shows. Film is obtainable from William Reed, Intercollegiate Conference, Office of Commissioner of Athletics, La Salle Hotel, Chicago 2.

Association Films, N. Y., is making available for free loan to tv stations series of short subjects on Italy, titled “Italian Rainbow.” Association Films is requesting stations to pay service charge for films.

Films of the Nations, N. Y., is making available free to tv stations second of new series on France titled “Landmarks of France.” New four-and-a-half minute films, produced by D. P. M. Productions, N. Y., in cooperation with French government tourist office are being offered in color and black-and-white.


FILM PEOPLE

William Koening has resigned as associate story editor of RKO Radio Pictures to become story editor for Cavalcade Theatre, produced by Four Star Productions, Hollywood.

FRED TODEGNO, general plant superintendent, Color Service Inc., named head of color facilities at Circle Film Labs, N. Y.

Floyd Crosby signed as photography director, ’Tv Reader’s Digest,’ ABC-TV film series.

Richard Carlton, vice president in charge of operations, Sterling Television Co., N. Y., father of boy, Ralph Kenneth, Aug. 7.

Marlon Parsonnet, chairman of board, Parsonnet & Wheeler Inc. (tv films and commercials), N. Y., father of girl, Marin Alina, Aug. 5.


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**PERSONNEL RELATIONS**

**SAG STRIKE ENDS; OPERATIONS RESUME**

Film production back in high gear after Wednesday settlement. New pact, in effect until March 31, 1960, gives actors larger rerun payments.

PRODUCERS of tv entertainment films were resuming full production of all packages by late last week for both networks and independent stations after Screen Actors Guild reported for work after their 12-day strike for larger rerun payments.

The strike ended Wednesday after a majority of SAG members overruled a strong minority movement in a Tuesday night Hollywood mass meeting which sought to prolong the walkout in an effort to win a better contract. The new pact, which for the first time gives actors extra payment for the second showing of a film, will run until March 31, 1960. It is retroactive to July 21.

Additionally, the new contract calls for increase in minimum rates and changes in certain other conditions. Among them: actors signed in the U. S. to make pictures abroad must be paid the SAG scale and accorded all Guild conditions.

Culmination of the dispute, first since the strike against producers of tv film commercials several years ago, was announced jointly by Charles Borin, vice president of the Assn. of Motion Picture Producers; Dean Johnson, counsel for the Alliance of tv Film Producers, and John L. Dales, national secretary of SAG.

One of the first production studios in the West Coast to resume filming was Ziv TV Corp., which put two series before camera on Wednesday. These were “Cisco Kid” and “Science Fiction Theatre.” At Hal Roach studios, “The Great Gildersleeve” and “It’s a Great Life” were resumed Thursday, while Screen Director’s Playhouse and Waterfront were to resume Friday.

William F. Brody Productions began Wild Bill Hickok Thursday. Others scheduled Friday included Gunsmove, Highway Patrol and Dr. Hudson’s Secret Journal (the latter an MCA-TV Ltd. package), at California Studios; “December Bride,” “Always Jan” and Wyatt Earp at Desilu Productions and The Jack Benny Show and The Crusader at Revue Productions.

The new SAG contract calls for these minimum rate increases:

- Day players: from $70 to $80 a day.
- Singers: mounting to playback, $45 to $50.
- Airplane pilots: $100 to $115.
- Freelance contract: $250 to $285 a week.
- Stunt men and airplane pilots: $300 to $345 a week.

Three day contract: $175 to $200.
- Multiple pictures: from two pictures for $320 and three pictures for $375 to new rate of $185 per picture.
- Series contract: 13 pictures in 6/8 weeks, $115 to $145 per episode; 13 pictures in 13 weeks, $250 to $285 per episode.

New Residual Payments

New residual payments were set as follows: second run (first rerun) not less than 35% of minimum; third run and 30%; fourth, fifth and sixth runs 25% each, the sixth run payments covering all subsequent runs, if any.

The rerun provisions also specify that the producers may defer payment for each respective rerun until six months after the first telecast of the respective rerun in any city in the U. S. or Canada, or after the rerun has been telecast in 70 cities, whichever occurs first.

It was agreed that Guild conditions other than Guild shop shall be extended beyond the continental U. S. as in the former contract to include Canada and all territories and possessions of the U. S.

**UNIONS HIT FILMS MADE OUTSIDE U. S.**

CALIFORNIA State Theatrical Federation, composed of APL unions and guilds representing some 67,000 people in the entertainment industry, opened last week what it hopes will turn into a nation-wide battle by organized labor against “runaway” production in foreign countries of tv film commercials for use on American stations.

In a strong resolution adopted at its annual convention in San Diego, Calif., the group condemned “Sterling Drug,” major radio-tv advertiser, for having made recently in England a series of tv commercials to advertise Bayer aspirin, Phillips milk of magnesia, Phillips tablets, Dr. Lyons tooth powder, Hale’s M-O and Energetics. The resolution was introduced by Pat Somerset, CSTF president and a delegate from the Screen Actors Guild.

The labor group declared that Sterling Drug’s action constituted an “evasion of American labor standards” that adversely affected the livelihood of American workmen. CSTF said the filmed commercials in question are designed to sell American products to American consumers in the American market but were made by Sterling Drug at New York, N. Y., and can be purchased by American companies at rates of compensation for the English craftsmen and actors employed therein that are below the standards established by American unions and guilds.

The resolution claimed “this gives Sterling Drug an unfair competitive advantage over other manufacturers” who produce their commercials in the U. S.

CSTF asked the California State Federation of Labor to take similar action. Earlier, a comparable resolution was voted at a convention of the New York State Federation of Labor in Albany, N. Y.

**CGA Wins Movie Contract**

THE Composers Guild of America has been certified as the collective bargaining agent for composers of music and/or words with the major film studio members of the Assn. of Motion Picture Producers, according to results of an election held by the National Labor Relations Board. Studios concerned are: Allied Artists, Columbia, Loew’s Inc. (M-G-M), Paramount, RKO Radio, 20th Century-Fox, Universal and Warner Bros.

Directors Termed Supervisors

PETITION filed by International Brotherhood of Electrical Workers, Local 45, seeking to represent a unit of directors and announcers at KFMD San Diego, was dismissed by National Labor Relations Board. The board held directors are supervisors.

(Continued on page 75)
FAMED as a preacher and undoubtedly one of the great evangelists of our time, Dr. Billy Graham also is a radio sponsor, currently spending at the rate of more than $1 million a year to spread the gospel across the nation through his Hour of Decision broadcasts on some 900 ABC and MBS affiliated stations. He is preparing a religious series for Britain's new commercial TV service and plans on the use of this new broadcast medium at home next year. Dr. Graham tells how he uses broadcasting to sell religion to the American public, as another sponsor would use it to sell a commercial product or service, in this recorded interview with B&T editors.

Q: Dr. Graham, how did you come to get started in radio?  
A: Well, in 1949 we started our crusades in Los Angeles. At that time Jerry Beaven and George Wilson and I were connected with the Northwestern College in Minneapolis and we never dreamed that we would be in this type of work at all. Our work was more or less educational until that time when the crowds began to grow.

I was a great admirer of the late Dr. Walter Mair of the Lutheran Hour and I was in Boston when I heard that he died. I remember going to my room and getting on my knees and praying that someone would rise up to take his place in radio because I felt that he had a tremendous influence in this country in radio. Then the next year Mr. Walter Bennett, who had been closely associated with Dr. Mair, came to see me several times about the possibility of my going into radio. We told him that we were not interested, that we couldn’t afford it, that we didn’t know anything about radio and that it all sounded like too big a venture for us.

We were holding a crusade in Portland, Ore., and Mr. Bennett and his associate came out to see us again and they were quite persistent. I avoided him for about two weeks and wouldn’t give him an appointment. Finally, one night, I said, “Now look, I want you to leave me alone. We’re not going on radio.” And he said “All right I’m going to catch the plane.” And I said “Fine.” Then I said, “Before you go, let’s have a prayer together.”

We got on our knees and I prayed a prayer that I have never prayed before or since. I said, “Oh, God, if it’s your will that we go on radio before this night is over you put into my hand $25,000 and we’ll take it as a sign.”

Of course we all smiled at that. I had never even had $1,000 given to me for any cause prior to that. We were just working on a very small budget, so we left it that way.

Well, that night we had about 18,000 people and I just mentioned the possibility of going on radio. Then I addressed them and after the sermon I went back to the office and some people came to me and said, “We have suddenly had it laid upon our hearts that you should go on radio.” And they handed me $24,000 in pledges and cash.

When I turned around, there stood Walter Bennett. He said, “I started to get on the plane but something said don’t get on.” And he said, “We were already up the steps” but he turned around and came back and cancelled his flight to Chicago. Then he said, “Well, you’ve got $24,000; there’s an answer to your prayer.” I said “No.” I said, “We said $25,000. It could be a trick.” And I went back to the hotel, we had some oysters. I went to the mailbox at a quarter till 12 and in the mailbox were two letters from separate parts of the country, each with $500 in it, saying we believe you should go on radio. And they had been mailed two days prior. One was from Texas and one, I’ve forgotten where the other one was from. So that’s how we started.

Q: How did you start at that point? What did you do, now that you had the $25,000?
A: Well, we immediately told Mr. Bennett to go ahead and make the arrangements with the American Broadcasting Company and we started in about two months on a 13-week cycle, thinking we could only stay on 13 weeks. But during that 13 weeks interest began to increase across the country and we became encouraged to stay on and gradually our program grew. We took more and more stations and today I think we are on about 900 stations.

Q: Was your program format the same then as it is now, or did you have to do some experimenting?
A: I recall that when we first went on I said what style shall we use? The only radio I’d ever done had been an intimate style, a little Chicago program called Songs in the Night that we had started a few years before. I just talked quietly and intimately late at night with an organ background.

So I said to Walter, I want all the news commentators that you can get me, their Hooperating and Nielsen Index, or whatever it was at that time. I want to see what style goes over in news broadcasting because that’s talking that’s getting a message over. And I found that Drew Pearson and Walter Winchell and men like that with this tremendous powerful drive and rapid style had the high indexes. And so I said, well, that’s the style I’m going to use. And so I started out.

I read it. Every word of it is read usually, which has been carefully prepared ahead of time. I’d been giving it in a rapid style. But when I went to England two years ago I slowed down and I’ve been gradually changing pace to slow down just a bit. Whether I’m wise or not I don’t know, it may be that I’m growing older. But I just don’t feel it any more in the rapid style, so that’s the reason that I use the particular technique that I do use. We did it deliberately to try to get over the message to the people.

Q: When was this, Dr. Graham, that you first started your network broadcasts?
A: In November 1950. We’ve been on the ABC network ever since that time and now we’re on Mutual as well as ABC.

Q: That’s on a regular commercial basis?
A: That’s on a regular commercial basis.

Q: How much is your overall budget for radio and television time?
to win with FULL 316,000 WATTS POWER coming in early fall. Maximum coverage of the Ark-La-Tex from Louisiana's tallest tower!

to place advertising at Shreveport's LOWEST TV COST PER 1,000 because LOW 1955 rates are in effect for established clients HALF WAY THROUGH 1956!

to show adjacent to CBS-ABC and established local programs ... backed by the 19 months experience of Shreveport's FIRST TV station.

Let your Raymer Man put you on the inside track!

KSLA CHANNEL 12 FIRST IN SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC. NATIONAL REPRESENTATIVES
A: I'm not sure of the exact amount. I think it is in the neighborhood of a million dollars a year, or maybe a little more.

Q: That is for time alone?

A: Time, yes, and engineering and line charges, because you see we originate wherever we are and those line charges are very, very high. For example, when we were in Britain we did our programs there and they came through here.

Q: How large a staff do you maintain for your broadcast work, aside from other activities?

A: We don't maintain any staff exclusively for broadcast work, because the team that travels with me—there are a group of us that go from city to city for these various crusades and meetings—that team also does our broadcasts. We only use about four or five people on our programs, other than a choir. We usually use a local choir wherever we are and they furnish some of the music.

Q: You don't carry a choir with you?

A: Oh, no. We couldn't possibly afford that.

Q: How are your broadcasts financed?

A: Many people wonder where the money comes from to support them. Some of it comes from listeners who just write in and send contributions.

Q: Is there any suggestion in any of your broadcasts or telecasts that they send contributions?

A: No. Never anything like that.

Q: Are you incorporated?

A: Yes. We are incorporated as a non-profit corporation in Minneapolis that handles our funds.

Q: What is the name of that organization?

A: The Billy Graham Evangelistic Association. We probably should change the name, but that's the way we started.

Q: And your listeners support it?

A: Some of the funds do come from listeners, but by far the majority of our funds come from people and friends that we have met in our tours who help us each year to meet our budget.

Q: Do they just mail the funds to the Minneapolis organization?

A: Yes, that's correct. Yes, we write letters to quite a number of our friends from time to time and most of our gifts—this would be a surprise to most people—are rather small. A lot of people contribute rather small gifts.

Q: Do you have any idea how many people might contribute in the course of a year?

A: I have no idea at all.

Q: If this isn't a prying question, does the organization pay you a salary as talent for broadcasting?

A: No. I receive a salary from the organization for all of my appearances. I receive $15,000 a year and for all of my speaking engagements wherever I go anywhere in the country, or the world, for that matter, I receive no honorariums or salary or remuneration. If any place does pay me, they give it to the foundation and it's applied toward my salary.

Q: Do you place time through an advertising agency?

A: That's correct, yes.

Q: What agency is it?


Q: Referring to the advertising question, do you use any other paid advertising media, newspapers, magazines?

A: No, I don't believe we do.

Q: You use radio exclusively, with television to be added?

A: Yes.

Q: There was a report from Hollywood the other day that you might appear on one of the Colgate Sunday evening Variety Hour programs this fall.

A: I haven't heard about that.

Q: Have you found any commercial sponsors who might be interested in underwriting your radio or television work?

A: Yes, we have been approached. In fact, I should say that probably no week goes by but what we have some approach made for commercializing our program, either on a local basis or, on occasion, a national basis. As yet we haven't made that decision. We have been giving it very serious thought, particularly as regards to television. We haven't really decided what we're going to do about that because we have been approached to go on as Bishop Sheen has done, on a commercial basis. If we did that it would be with the understanding, as he does, that any remuneration or any salary would go to charity or some religious cause. I wouldn't be interested on any other basis.

Q: But you haven't definitely decided yet?

A: No. You see, we've been invited—and have accepted the invitation—to become the only religious program on the new commercial television in Great Britain beginning in September. We will be on every Sunday night at 10:30. We are not purchasing that time. They are; they've invited us; they pay all the bills, but there's no advertising connected with it.

Q: Is that going to be on film?

A: Yes, that'll be filmed. We've already made three films and it'll be on every other Sunday night until we can make more films and then it will be on probably every Sunday night.

Q: Is that 15 minutes or a half-hour?

A: That's 15 minutes. We have one song and then I give a very
Those deal of to commercial television here and yet release would have to come before hour where their in an British audience, at least, I believe that the new formula we have worked out in Britain is much better.

Q: Can you give us a comparison of what you had done in this country and how it's going to be done in England?

SIMPLICITY AND INTIMACY

A: Well, I feel that in the matter of religious television, at least as far as I'm concerned, simplicity is much better. We went to Hollywood and made films in which we used a great many props, a great many sets and we tried to dress it up and glamourize it just a bit to give background to it and then I tried to talk with the camera a long range away. In other words, it was a long way off and it took me all in and then they had me stand up and deliver a very dynamic talk. But after some period of time I began to doubt that method and I began to realize more and more that we were coming into the homes of people, to talk very confidentially and quietly to them. So now when we're on television, and we learned this particularly in Britain on the BBC, the camera comes right in and just takes my full face into the screen and I talk quietly, just as though I'm talking to one person and reasoning with him.

Q: In other words, you make it an intimate thing rather than . . . ?

A: Very intimate, yes. That's correct. And the interest of the British audience, at least, was far beyond our expectations—or BBC's, for that matter. On Good Friday the BBC put us on for an hour which they said publicly had the second largest audience in the history of BBC, next to the Coronation. We read stories in the press the next day about pubs where men were putting down their beer and just sitting there, glued, and how pub owners everywhere said that they sold less beer during that hour than any hour on Good Friday.

So there is a way, although I personally do not believe that as yet religion has properly utilized the possibilities of television. I think that is my observation both here and in Great Britain.

Q: Can you tell us who approached you on the matter of a Bishop Sheen type of broadcast?

A: No, because there have been many approaches from quite a number of companies. They have approached us through agents. There are also two networks that have talked to us about it, both before I went to England in February this last trip and since I have returned they have been in contact with us again. I don't think that I would be free to say anything about it, because any release would have to come from them.

Q: Did I understand that you have not yet made a final decision?

A: No, because having received the invitation and made the decision to go on British television has somewhat altered our plans. The program that is being made for Britain could easily be adapted to commercial television here and we are going to give that a great deal of thought and discussion during the next two or three weeks. Those films that we have already made will be here shortly and we believe that they are the very finest films that have ever been made for television. It's some new system that they have in England. I'm not quite sure that I know what it is but they say that American television has been trying to get it and hasn't been able to work out the legal problems yet. Somehow they film it on a tube and it's absolutely magnificent.

Q: Returning to the television sponsorship outlook, when do you think you will make a decision?

A: I imagine it will be within the next six weeks.

Q: In time for the fall season?

A: No. If we do start we probably wouldn't start until sometime in January because I'm completely filled up. We won't be making any more television films until we go back to Britain in November.

Q: Is it your intention that your television program will be a filmed program or a live . . . ?

A: It will be partially filmed and partially live. Where we can do it live we'll do it live, but otherwise it'll be filmed and they'll be undated. In other words, I'm not going to discuss current topics.

Q: Do you foresee it as a Sunday program?

A: I don't know. I would like personally to go on a network and try to buck one of these top rated shows because I'm of the opinion that a little dent could be made. I wouldn't be afraid to go opposite anything because I believe there are enough people interested in what we're going to try to say.

Q: Bishop Sheen took on Berle on Tuesdays; the next step is for you to take on Gleason on . . .

Q: Or Bishop Sheen.

A: I would much rather tackle Gleason.

Q: Dr. Graham, do you think religion has been more successful in using radio than tv?

A: Yes, because we've had 25 or 30 years of religious radio to experiment in. When we went on radio I didn't know exactly what method and what approach to use.

Q: Would you consider your broadcasting, the fact that you reach such a vast audience in radio, an element in your success, or would you have gained the same results anyway?

A: Here is the great value of radio. It has allowed us week after week to inform thousands of Christian people of all denominations of the work that we are doing. Therefore we have built up a tremendous backing of prayers. I am a great believer that the success that we have had has been in answer to the prayers of our radio friends. This radio program has allowed us to go into their homes week by week and they have followed us and our various activities and they could pray and we have thousands of people that write us every week and say "We're praying, we're praying." I believe the London and Glasgow meetings were a success because of the prayer support of our radio audience.

Q: There seems to be an upsurge in religious interest all over this country certainly. Do you think that any of that is due to your radio activity?

A: I would say that one of the great factors in the religious renaissance that is on in the United States now is religious radio. I certainly do not claim that our program, The Hour of Decision, is responsible for it, although I believe it has made a small contribution. But there are many religious programs that I think are
HAPPENS EVERY YEAR!

just as though Topeka, Kansas moved to South Florida

During 1954 Over 115,500* Persons (equivalent to the entire City of Topeka, Kansas) Moved to, and Became Permanent Residents, of Fabulous South Florida.

***

THIS MARKET NOW CONTAINS 1,185,200 PEOPLE

***

For your best sales results use WTVJ, Channel 4, MIAMI . . .

The only TV station giving complete coverage of the entire market.

WTVJ
Channel 4
MIAMI

FLORIDA'S FIRST TELEVISION STATION
100,000 Watts Power—1,000 ft. Tower
quite outstanding in reaching the people. We have had in this
country religious radio for nearly 30 years that has brought the
Gospel of Christ into the homes of millions of people. I think
that that is one of the great factors at the moment in leading to
this religious renaissance in the country.

Eighty percent of the American people, if you exclude children
who are not eligible for certain communions, are members of a
church. Ninety-nine percent of the people now believe in God,
according to The Catholic Digest. Religious books outsold all other
books last year three to one. The government officials in Wash-
ington, such as the President, are attending church every Sunday,
which we haven't had in recent years on such a faithful scale. And
the religious films that are coming out of Hollywood indicate the
tremendous interest in religion throughout the United States at the
moment. I certainly believe that one of the great contributing
factors has been radio, that is religious radio, and now, to a lesser
degree, television.

Q: Do you get many communications from the radio audience?
Just letters?

A: Yes we do, although it's difficult to tell how many come from
the radio audience because I write a daily newspaper column in
a little over a hundred newspapers every day. It's in some of the
major papers in the country six days a week and it's called "My

"GOD, if it's your will that we go on radio . . . put into my hand $25,000"

Answer." People write in questions and I answer them and all
of that mail is directed to our Minneapolis office. So what comes
from radio and what comes from the newspaper column or just our
meetings and general interest is difficult for me to say. But we do
get several thousand letters a week.

Q: With all these newspaper columns, sermons, broadcasts,
travel and telecasts, how in the world do you find time to
put it all together?

A: First of all, the Bible says that "as thy day so shall thy strength
be." All of my work, in my opinion, is dependent upon God. I
have no explanation for the great crowds that come, for the interest
in what we're doing, except the Spirit of God. That's the first thing.
Secondly, our work is highly organized. I'm just a preacher, but
every department is carefully organized. Everybody has his respon-
sibilities. For example, the responsibility for our radio program
lies largely with Cliff Barrows and all I do is present the message
each week. So I spend all of my time preparing messages, studying
and writing. I should say that 90% of my time is taken up with
studying and writing and preaching. All the rest of it is handled
by other men.

Q: If you were approaching a broadcast assignment at four
o'clock . . .

A: Which I am doing immediately when I leave here . . .

Q: Well, now, have you laid it out?

A: I've got it right here, all written out in manuscript form.

Q: Dr. Graham, I notice that one of the newspaper interviews
said that you were interested in juvenile delinquency.

A: Yes, very much so.

Q: What is your attitude with regard to radio and television
and any impact they might have on juvenile delinquency?

A: Well, of course, I'm one of those that has been of the opinion
that particularly in television we have had too many crime pro-
grams that have not lent themselves to the development of our
young people morally and spiritually. I feel that we have not had
enough of the educational type of programs. I believe that moral
and spiritual values to our young people are vitally important. Our
young people are more than just bodies and minds to be developed,
they've got souls. I think that television and radio could do a great
deal along that line. It already has done a great deal, but I think
that some of it has been dissipated by so much of the crime that
has been on television, in particular.

Q: Do you think, then, if there is a juvenile delinquency prob-
lem, that television has a major share in that blame or is it
just another factor?

A: No. I would say that television has a share in that blame,
but certainly not a major share. I think even more potent than
 television have been some of our comic books and a great deal of

the literature that you can buy on the stands today that our young
people are reading. Another factor which is even more powerful
is the lack of discipline in the home and home rearing. I would
say that television is a factor, but it is a very small factor in com-
parison to the many other factors that contribute to juvenile
delinquency.

We've just made a tour of American Army bases in Europe
and the commanders told us this, that any soldier who has a dis-
ciplinarian problem usually came from a broken home or from a home
where there was lack of discipline. They said that almost all of them
could be traced to that. So I think that the breakdown in the
average American home is the greatest single contributing factor
to the juvenile delinquency problem. But I do believe that tele-
vision and radio have a tremendous responsibility in trying to help
remedy this situation.

Q: Dr. Graham, you just mentioned Europe. You said earlier
you were going to tell us something about the differences
that you found in broadcasting conditions over there as
compared with those in our country. What is the thing
that comes to mind as the most outstanding difference be-
tween European or Asiatic broadcasting and broadcasting
here?

A: Well, it's difficult for me to make any comparison except with
Great Britain, since I do not understand the languages of these
other places. In some ways I think that British television—I'm
speaking of television at the moment—is probably ahead of us in
some things. Particularly their dramatic lighting and their con-
trasting black and white, which to me is something that I haven't
seen so much of in the United States.
Pulse Pounds it Home:

"Clearly Nashville's #1 TV Station"

- Of the top 10 once-a-week shows in this market, 10 are on WSM-TV.*
- Of the top 10 multi-weekly shows in this market, 10 are on WSM-TV.*
- Of the top 25 shows in this market, 23 are on WSM-TV.*
- WSM-TV not only dominates the audience in all listening periods measured, but also — during the most popular TV viewing time (6 p.m. to midnight Monday through Friday) — WSM-TV has a larger audience than the other two VHF Nashville TV stations combined.*

* Survey by The Pulse, Inc., April, 1955

WSM-TV Channel 4

NBC-TV Affiliate • Nashville, Tennessee
**Sioux City Sue favors the rectangular look**

Fashion plays a large part in Sioux City Sue’s life — she keeps a close eye on the Paris couturiers — but this particular “look” refers to the shape of TV screens, not clothes.

Sue (plus 152,875 of her 204,500 neighbor families) owns a TV set, and television fashions a lot of her spare time. She’s an inveterate viewer, true — but discriminating, too. She looks mostly at KVTV Channel 9.

A recent Telepulse Survey clearly pointed to Sue’s viewing preference — KVTV rated a 77% share of audience from 6 to 12 weeknights . . . with the top 10 shows plus the top 23, and 24 of the top 25!

To set the style for advertisers, this should be titled “Sioux City Sue favors KVTV Channel 9.” But no matter if the moral hit home . . . the best way to reach Sue and her $991 million buying income is KVTV television.

Your Katz man is as close to you as your telephone.

---

**CBS • ABC**

**KVTV**

Serving Iowa’s 2nd largest market.

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota.

Don D. Sullivan, Advertising Director.

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**B-T INTERVIEW**

I think competition is good. American television and radio indicate that and I think the British are beginning to realize that competition is good because the new commercial television in Britain is making the BBC revamp its entire schedule of programs, its personnel, in order to give the British public a better type of program.

Everywhere we went on the continent we would ask people about television and most everywhere they would say it’s not worth watching. The people did. Whether that’s true in all countries or not, I doubt. Certainly there are some very good programs in Great Britain. Particularly was I impressed with the British news coverage. In fact, newspaper reporters in Europe that have been there for many years say that they believe it’s the best news coverage in the whole world. And also, BBC radio news coverage is excellent. But I am still in favor of competition. I think it produces better programming and I think that probably the codes of decency that we have here in this country are very, very good.

Q: You mean the NARTB Radio Standards of Practice and the Television Code?

A: That’s right.

Q: Considering your busy schedule do you get much time to watch television? Or listen to radio?

A: No. I do some, but not much.

Q: About how much would you say on the average you do manage to steal away from other pursuits to watch television in an average week?

A: Well, as I said, most of my time during the past two years has been spent in Britain and I’ve seen just a very little television here, but I listened to the radio a great deal, particularly the newscasts. And here in this country, in the place where I live, we can get only one station so we’re not very much a judge. I have to go by what I read and what I see and hear others say.

Q: Where do you live?

A: In the little town of Montreat which is a small village outside of Asheville, N. C.

Q: Do you think that the use of television and radio will ever take the place of individual public personal preaching?

A: No, I don’t think so. I think if properly used it will help it.

Q: We won’t be going to church sitting at home?

A: I don’t think so. At least, I hope not.

Q: Do you want to develop that idea?

A: I would like to say that with the development of television and radio in this
GET INTO THIS PICTURE
THIS RICH AREA
3,476,600 people with a $5,751,633,000
annual consumer spendable income*

PREFERS WHIO-TV
8 of top ten weekly shows**

BUY WHIO-TV AND SELL!
For more details, call George P. Hollingbery,
our national census taker.

CHANNEL 7 DAYTON, OHIO
ONE OF AMERICA'S GREAT AREA STATIONS

*1955 Consumer Markets
**June, 1955 Pulse Report
country, church attendance has shown a remarkable increase. However, I believe some ministers are reporting that their Sunday night congregations are down. Some ministers are reporting anywhere from ten percent to forty percent decrease in certain areas and they attribute that partially to television. I'm not so sure that it's altogether television.

Q: Wasn't that true before tv?
A: I'm sorry, I cannot answer that. I just don't know. I discussed this in my visit back home a year ago and talked to quite a number of clergymen about it and they did say that television was a factor. Personally I think the church is going to have to rethink its Sunday evening program, either having a midweek program or having it earlier Sunday afternoon. I don't know the answer, but it seems to me that there's going to have to be a rethinking process because in the average place Sunday night services are not altogether successful.

Now Sunday morning congregations are crowded everywhere. We're having the largest attendance in American history. We talk about the good old days, but in the Revolutionary War period only about ten percent of the Americans went to church. Today it's many times greater than that. More people are attending church per capita today, Protestant, Catholic, and Jewish churches, than ever before in American history.

Q: Didn't they use to blame the automobile for the drop in Sunday evening church attendance? People spent less time at home, they visited more on a Sunday evening . . .
A: I think that's true. I think the motor car, the theatres open on Sunday which we didn't have some years ago, the radio and now television, all of these must be faced realistically. They are competition for a man's time on Sunday evening.

There was a time when the church might have been about the only thing open in a village or town, particularly in the rural areas. But that's no longer true. Now even the farmer has entertainment in the town near him. He can get to it in a motor car. He can take a drive in the evening. He can go distances to see his relatives.

As someone said to me this past week, I think it was, yes, Mr. Louis B. Mayer. We were on the boat and he said that the great competition that we all have today, the great thing we're all facing today, is the competition for a man's time. It's not competition with each other.

Today a book has to be a top book to get a man to read it, it's got to be a top film to get people to see it, and everyone has to be the best if they're going to get that hour of a man's time because the competition for the 24 hours he has is really when he spends eight hours working and eight hours sleeping and he only has eight hours off. What part of that eight hours can you get out of a man's time?

Q: Dr. Graham, you said you're going back to Europe? When?
A: We will be going back the latter part of October, when I'm holding a week's mission at Cambridge University. Then we go to Oxford University and we'll make some of these films.

Q: It seems to be quite a current fad of the Kremlin inviting distinguished Americans behind the Curtain. Have you been invited?
A: We have been approached and talked to by Russian leaders, yes.
Q: Are you going?
A: I am not prepared to give an answer to that yet.

Q: There were great evangelists before the radio-tv era, like Sankey and Moody. What do you think they would have accomplished if they had some of the media that we have now, such as radio?
A: That's certainly very, very difficult to answer, because each man, I think, has been raised up in God in his own age. The great problem that those men faced in those days was that they did not have amplification. Therefore their attendance was much smaller in comparison to those of modern day evangelists or ministers. But they also had one other factor in their favor—they did not have the keen competition of these other means of amusement and so forth. Though transportation has probably taken away from these meetings, yet at the same time it has allowed people from great distances to come, too, and they counter-balance each other. I think that those men would have had to adjust themselves a great deal because it's altogether different in talking on radio and television than in trying to hold the attention of a vast audience. It's a different approach and a different technique.

BIOGRAPHY

BORN (37 years ago) on a farm near Charlotte, N. C., William Franklin Graham Jr. cut his business teeth as a Fuller brush salesman. Attended Bob Jones College and Florida Bible Institute, doing his first preaching at a Tampa mission. Ordained a minister by the St. Johns Baptist Asm. of Northern Florida, he won a scholarship to Wheaton College in Illinois, earning an A.B. in anthropology. After a year as pastor of a church in Western Spring, Ill., he joined "Youth for Christ," organized to combat juvenile delinquency. In 1946 he became president of Northwestern College in Minneapolis. Two years later he became an evangelist and in 1950 began using radio to reach a nationwide audience. Dr. Graham lives with his wife, Ruth Bell Graham, and their four children in Montreal, N. C.

IN MAY, 1949

WE ASKED QUESTION . . .

Television has come a long way since then . . . but the principle of specialized representation by a company exclusively devoted to television is as sound today as it was then.

Harrington, Righter and Parsons, Inc.

national representatives for

WROW-TV Albany
WAAM Baltimore
WBEN-TV Buffalo
WJRT Flint
WFMY-TV Greensboro
WTPA Harrisburg
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
WSYR-TV Syracuse
Does Television Deserve Stepchild Representation?

This is addressed to those people who have had the courage to invest millions of dollars in this new medium of television. You've invested money in towers, sites and technical equipment, you've planned the programming, set up technical staffs that had to be schooled, you've organized your business and local sales structures and you took for granted that your sales representation was as soundly planned as all your other planning.

Television is different
No one has to tell you that this "newest medium" is different. It is no stepchild of radio by a long shot. It is unto itself. It is the most powerful medium yet developed. You appreciate this, or you would not have put the huge sums into it you have. Let's not kid ourselves. Television is competitive to all media—magazines, newspapers, supplements, outdoor, radio, network and spot. The public knows it's competitive. You know it from your own experience with your own set at home. No one yet has figured a way to read a magazine and look at a television set at the same time.

Television has arrived
Agencies are showing their clients how television right now is an economical advertising buy on a dollar basis. Advertisers are not only anxious but well aware they must get into television to protect their trade positions. But whom can their agencies turn to for full-time advice, full-time service and information?

National advertisers and their agencies have always been well informed on media, but have little or no information on television stations and have a hard time getting it. In many cases they have had to go direct to you for it.

Ask yourself these questions:

* Does your representative have the same faith and confidence in the television medium you have?
* Is your representative making any investment such as you have in the future of television?
* Is your representative providing the television manpower necessary?
* Is your representative giving you the adequate sales effort you need?
* How well has your representative familiarized himself with your local television operation?

The answers to these questions are all too clear. More than a few representatives have actually stated that they wished television had never happened and would give plenty to get the guy who invented it. Your representative today is taking the easy way out—is doing as little for you as fits his pocketbook. And, this is all too understandable.

They have done well with AM. They have worked hard and long and built up a prosperous organization. You can't blame them for not wanting to start all over again. After all, life's too short. They've made their money. Television today is only a headache and an expense to them.

Furthermore, let's face the facts about what REALLY happens when a radio representative sets up a TV Department within his own organization. Both cannot get the services of the best people—the full-time wholehearted application that's required to do a real job. From the management level right down the line AM or TV or both must suffer.

How do you come out?

You have a big investment in TV. You expect TV to develop into the greatest advertising medium ever, but you need help. You need sales help that means the kind of manpower that can give you intelligent service in the national field full time. Your story must be told to advertisers and their agencies with aggressiveness, experience, ability and a singleness of purpose. You need a specialized organization to help solve the complex problems arising in television—problems that have never arisen before in advertising. You need the undivided attention of a company for the efficient development of new accounts that find television a natural but who have found other consumer media difficult to use.

You need an organization whose conscience is clear on television, one that is not torn between the other older media and the new.

Now's the time

Why wait? You can get what you need now. Ours is an organization with the know-how to provide effective and active service. It's a young company looking to the future with conviction and confidence in television. Our revenue and business future depend solely on television.

HARRINGTON, RIGHTER & PARSONS is not complicated with radio and/or newspaper problems which thwart your television progress in the national field. Further, we have the stability and interest to do the sound selling job you need in television.
You can’t see it—but you certainly can’t get along without it. It covers 3,022,387 square miles and it’s about 34½ miles deep. In sheer cubic area, that’s over 105¼ million square miles of the stuff! By volume, over three-fourths is nitrogen. 21% is oxygen, plus a 1% soupçon of argon (and some scantling amounts of hydrogen, carbon dioxide, neon, helium, krypton and xenon).

Sure . . . it’s air—our greatest, most plentiful resource. And no matter where you go in this enormous United States, it’s also charged with another very vital element.

Air is what we’ve got most of. Next is customers. The average American family has 3.66 customers. It also has 2.5 radio sets. Back in 1948 (when TV was just starting to flex its silken biceps) the average was only about 1.8.

Radio today, more than ever, is an integral part of daily living in more homes than any other single necessity except the knife and fork. Nothing, including eyeglasses, is so universal.

Naturally, perhaps, we’ve come to take radio for granted—just as we do the air we can’t see either (but breathe). Air exerts a pressure of about 15 pounds per square inch. But radio exerts a pressure upon America’s buying atmosphere that’s gigantic beyond our facilities to measure it.

Some smart advertisers, though, are re-discovering that you don’t have to see radio to profit from its universal wallop. Where they are going, others are starting to follow.

We call this “Radio’s Resurgence”.

So will you when you read September 19’s special issue of Broadcasting-Telecasting—a cogently assembled report that helps bring the terrific dimensions of Radio-1955 down to graspable proportions.

The facts will open eyes. Even more important, they can re-open media minds to productive assignments for America’s most pervasive (and, per dollar invested, persuasive) link between those who sell and the millions who buy.
This is a report so complete . . . so essential . . . that advertisers and their agencies will give it preferred desktop space for many months to come. If you are part of radio's resurgence, it follows that your message should be part of this special Broadcasting-Telecasting issue.

There is still time — but not much. September 5 is deadline for proofs; September 9 is the day we lock up the forms. It takes no premium to be represented in its pages. Regular rates and mechanical specifications prevail.

Write us . . . wire us . . . call us — but reserve the optimum position for your message. Like the air you breathe, this round-up of "Radio's Resurgence" is something nobody who has a stake in radio can get along without!

The Year's Most Complete, Most Authoritative Report on Radio's Steady Come-Back. Among its valuable contents you'll find:

- A report on radio's financial position.
- An analysis of trends in station and network rates.
- Radio's most outstanding, most recent success stories (by advertiser categories).
- A recorded interview with a major radio advertiser.
- A recorded interview with a major advertising agency executive.
- An outline of current radio listening trends (including out-of-home listening), compiled from latest research sources.
- A report on today's national spot business, based upon findings of station representatives.
- A psychologist's study of radio's advertising advantages over television.
- A resume of radio set production and sales.
- An analysis of radio advertising's future and potentials in the U. S. economy.

In short — solid facts that explain radio's all-encompassing resurgence . . . that point to its sound future. A graphic framework, too, in which to display what you offer today's planners and buyers of advertising!

**BROADCASTING • TELECASTING**

1735 De Sales Street, Washington 6, D. C.
A NEW program format has helped the Worcester County (Mass.) Extension Service kick off its 25th year of radio broadcasting.

Probably the longest-running Extension Service program in the nation, the Worcester County Farm Roundup has been aired continuously since 1930 as a public service sustainer over WTAG Worcester. Located in a highly industrialized area, the Worcester County staff must entertain and inform not only the full-time farmer, but also the city apartment dweller and suburban backyard gardener. The program's new 20-minute format permits such diversity.

Charles W. Turner, County Extension director, is master of ceremonies for the three-part program, aired 6:05-6:25 a.m. The first segment brings to the listener timely information from urban house and grounds agent, Lewis Hodgkinson. The second portion is conducted by one of four home agents, and includes, as its weekly feature, the "best food buys," presented by agent Mildred Thomas. The third and final daily feature is agricultural news, replaced each Wednesday by news of Worcester County's 4-H clubs.

Between segments of the program, Turner announces coming meetings and events, and WTAG announcers give up-to-the-minute weather information. A complex recording schedule makes it possible to tape the three segments on different days of the week.

"We realize that ours is a moving audience," he says. "They're not just sitting and listening specifically to our program. They're waking up, getting breakfast, doing dishes, driving the car and milking cows. We use four voices (five, really, counting the weather announcer's) during the 20 minutes, to keeping changing the pace, bringing this moving audience back to attention."

Mr. Turner values very highly the Extension-WTAG relationship. "We've yet to come up with a reasonable request that they haven't followed through," he says.

In times of emergency, especially, this relationship is invaluable. When a tornado devastated much of the county in 1953, a "Worcester County Farmer's Relief Fund," sponsored by Extension Service, was promoted by WTAG with remarkable success. Again, when hurricane "Carol" ripped across Massachusetts last summer, advice on emergency food care, building repairs, etc., from University and County Extension personnel, reached Worcester County residents from WTAG within hours.

Another highlight of the radio services performed by Worcester Extension personnel has been the daily "crop pest control messages" broadcast during the growing season. Extension fruit specialists make an early morning check of orchards in the area. Then they telephone spray recommendations to the station, and a telephone recording of the message is used during a WTAG newscast. It reaches fruit growers at a time when advance notice of just a few hours may mean the saving of several thousands of dollars by preventing insect damage.

WTAG management says of the Worcester County Extension effort, "The Farm Roundup has furnished central New England listeners not only with vital information for successful farming but with workable suggestions for better, happier and more comfortable living."

Any long-time resident of Worcester County will testify to the accuracy of that opinion.

**DEPARTMENT STORES AND TV**

"THERE definitely is a place in department store advertising for television."

That's the conclusion reached by Stanley Cox, general manager of Diebel & Co., department store in Saginaw, Mich., following the store's first use of television in a one-week test campaign on WKNX-TV in that city.

The occasion was Diebel's annual Spring Carnival of Housewares Sale. The promotion began on Sunday, March 13, and continued until Friday, March 18. This year $388 was spent for tv, $787 for newspaper advertising, a combined total of $350 less than the $1,125 spent for newspaper ads alone during the 1954 sale.

Last year, Diebel's had no competition during the sale week; six large newspaper ads were placed competitively this year. This year's sale week was two weeks closer to Easter than in 1954. Last year there was a bus strike on sale time; this year the busses were running.

The results: Diebel's housewares department showed a $600 increase in sales for the event this year over last. The store volume for the 1955 sale week topped that of 1954 by $10,000.

One more result: Diebel's has signed a year's contract with WKNX-TV for 400 tv announcements.
To prove that we are objective reporters, the following incredible tale is offered.

A tall and healthy-looking traveling man consulted a famous psychoanalyst. After several preliminary sessions, the doctor commented, "You appear to be in splendid mental trim. Tell me, why did you come to me?"

If that in itself doesn't seem incredible, read on.

"I came to you, doc, because I'm worried. Something's got to be out of kilter in my rigging. I hail from Texas—and I just don't give a damn."

Can you imagine anyone not giving a damn about coming from the state that has Amarillo, the city that for the third consecutive year has the highest retail sales per household in the U.S.A.?
“TELEVISION’S FINEST”
— for all visual-aural operations

Regardless of the tubes you need—for your cameras, transmitter, film system, video and audio equipment, control equipment, power supplies—you can rely on RCA high-quality types for day-in, day-out dependability. When you need replacement tubes, call your RCA Tube Distributor. He'll give you prompt, efficient service on the entire line.
Four-Station Strike Averted
In Seattle Labor Compromise

MANAGEMENT representatives of KING KJR KOMO KIRO Seattle and the members of the AFTRA local have accepted a compromise proposal suggested by the Seattle Central Labor Council (AFL), thereby averting a threatened strike at the four stations [B*T, July 18].

Covering staff announcers on the four AM outlets, the agreement is subject to national AFTRA approval and will be retroactive to May 1, running to Sept. 1, 1956. Principal provision is a $5.60 weekly raise for announcers, bringing the scale to $110.60. The union had asked a $20 increase and the stations had offered $4.

Also in the agreement is a provision for more liberalized vacation schedules, from the present maximum of two weeks. Announcers will earn one additional day for each year of employment over five years, up to a maximum of three weeks' vacation.

A fifth station, KXXA, which had been negotiating separately, is expected to follow substantially the same pattern, although there are other issues involved, according to Don Courtney, Seattle AFTRA president. He also noted that the television stations in Seattle currently are engaged in negotiations with the union, on a separate basis from the radio bargaining.

--- PROFESSIONAL SERVICES ---

Tatum-Norman & Co.
Formed on West Coast

TATUM-NORMAN & Co. has been established by Donn B. Tatum and Donald A. Norman, with offices in Los Angeles and Oakland. The firm will furnish a broad scope of services with emphasis in the field of television, including program development, production administration, advertising agency representation and radio and television station consulting.

The new partners have had wide experience in radio and tv. Mr. Tatum has been in the

field for the past 14 years, having served as Pacific Coast counsel for both RCA-NBC and ABC. He was vice president of the Don Lee Broadcasting System and Pacific Coast director of tv for ABC.

Mr. Norman, executive vice president for Tv East Bay Inc., applicant for ch. 2 in Oakland, was general manager of KRCA (TV) Los Angeles for two years and previously was assistant manager of the New York NBC radio and tv stations. He will continue his present duties with Tv East Bay Inc., in conjunction with his new activities.

Everybody talks about the weather in Flint . . . especially after Roy Nester's 7:55 AM and 4:40 PM special 5-minute weather show. Roy, with thorough U. S. Navy training, not only gives current conditions and forecasts, but supplies extensive background information on local activity. Dew point . . . frontal passage . . . relative humidity . . . are all everyday conversational items with Roy's

weather works wonders

loyal and steady band of listeners. As you might expect, 'Today's Weather' gets results . . . in any weather. That's why your Katz Agency man can show you a distinguished sponsor list dating back to 1947. Right now there's room for you on the list on Tuesday at 7:55 AM, Thursday and Saturday at 4:40 PM. Call Katz today!

flint, michigan

wfdf

nbc affiliate

Represented nationally by the

Katz Agency

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

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NBC RADIO AFFILIATES CALL MEETING;
THE PUZZLER: SHALL 'MONITOR' EXPAND?

Sept. '9 gathering will discuss whether, and if so how, to have program branch out timewise. Some affiliates feel the show infringes on their own national spot potential.

RADIO AFFILIATES of NBC will convene early next month in "a most important meeting" that may set the pattern of NBC Radio's future approach to sales and programming.

A keynote objective of the meeting, it was reported, is discussion of plans for extension of the participating-announcements sales concept to weekday periods either via expansion of Monitor or through some other program format. The meeting was called for Sept. 9 in New York in letters sent to all NBC Radio affiliates last week by Harold Essex of WSJS Winston-Salem, N. C., secretary of the NBC Radio Affiliates Committee. Mr. Essex said he was acting at the request of Robert D. Swezey, WDSU New Orleans, RAC chairman.

"The future course of network radio will probably come in for full discussion," Mr. Essex said in urging the affiliates to attend. Indicating the importance the session holds in the view of the affiliates' executive group, two days of preliminary committee and committee-network conferences have been scheduled to prepare for the Sept. 9 general meeting.

The six-man executive committee of the affiliates, also headed by Mr. Swezey and with Mr. Essex as secretary, will meet Sept. 7 with the Affiliates Planning Committee, a group of five other key affiliate officials. This session will be devoted to planning the general meeting. On Sept. 8, the two committees will meet with NBC officials to work out the agenda for the general meeting.

The general session for all affiliates will be held in the Waldorf-Astoria's Empire Room, starting at 10 a.m.

Certain to be a prime subject are the network's plans regarding expansion of Monitor, the weekend continuous program which is sold on a participating-announcement basis and accordingly has aroused the ire of some affiliates who brand it an intrusion on their own national spot potential.

This opposition appears to be mounting, indicating network plans to expand the concept to other portions of the week may encounter hard going.

NBC 'Elated'

Network officials, elated with the progress Monitor has made since its inauguration last June, have been holding major discussions regarding the program's future. Although their decisions—if any have been reached—had not been officially disclosed late last week, informed sources indicated that:

* NBC authorities appear agreed on desirability of expanding Monitor's participating-announcement type of selling to other portions of the week.
* There apparently is some difference of opinion as to whether expansion of the participants' sales technique should be accomplished by expanding Monitor itself or by some other program format for the weekday periods.
* Another question to be resolved: if Monitor is expanded, should the move be made gradually or in one swoop? Should it be extended only to weekday morning hours at first, for example, or should it be spread to both morning and afternoon periods simultaneously?

The network's full plans are expected to be formulated in time for presentation at the Sept. 9 meeting. According to earlier timetables the affiliates' executive and planning committees will be notified in advance.

As part of Monitor, NBC is offering advertisers time at a reduced rate in the period from midnight Saturday night to 8 a.m. Sunday. The rate depends upon the number of stations carrying the overnight service and this number varies from hour to hour but averages around 40 to 50, according to NBC officials. In the regular daytime and evening hours sales have exceeded network expectations.

Members of the RAC executive committee, in addition to Chairman Swezey and Secretary Essex are: Richard Mason, WPTF Raleigh, N. C.; Robert Hanna, WGY Schenectady, N. Y.; George Norton Jr., WAVE Louisville, Ky., and Paul W. Morency, WTIC Hartford, Conn.

On the RAC planning committee are Walter Damm, WTMJ Milwaukee; Jack Harris, KPBC Houston, Tex.; Edwin K. Wheeler, WJW Detroit; William Fay, WHAM Rochester, N. Y., and Nathan Lord, WAVE.
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NCAA Telecasts Offered Locally

ONE-FOURTH sponsorship remaining on NBC-TV's telecast of the 1955 National Collegiate Athletic Assn. national and eastern regional football games will be offered for local sale by NBC-affiliated stations, it was announced by George H. Frey, vice president in charge of sales for NBC-TV.

"At the request of our affiliates, the remaining availabilities on these classic national sports events are being turned over to them by the network," Mr. Frey said. "NBC, which has pioneered in creating revolutionary sales plans for the benefit not only of our basic stations, but also our optional stations through such steps as our program service plan, is taking this step to effect even stronger cooperation between the network and its affiliates."

Advertisers, which already had signed for one-quarter sponsorship each of the 13 contests (8 national and 5 eastern regional), set to begin on Sept. 17, are the General Cigar Co., Schick Inc. and the Dow Chemical Co. The Dow Chemical Co. will sponsor the 15-minute post-game series, Scoreboard, to be presented following the eight national telecasts.

NBC-TV was awarded the first choice of eastern games by the Eastern Collegiate Athletic Conference on June 1. Previously the NCAA had granted the network exclusive national rights to telecast a schedule of eight games.

Mr. Frey also announced that the Gulf Oil Co. has purchased one-quarter of the eight regional NCAA telecasts in districts 3 and 6 only, covering south and southwest, which will be carried on a total of 59 NBC-affiliated stations.

CBS-TV Closed Circuit To Preview Fall Shows

A PREVIEW of new CBS-TV programs for the 1955-56 season will be given primary affiliates Thursday via closed-circuit. Hubbell Robinson Jr., CBS-TV vice president in charge of programs, will outline the network's plans on the telecast.

A one-hour show has been planned, featuring excerpts from new programs to be presented by the network this fall. Among these are two Saturday shows, "It's Always Jan," slotted three weeks out of four in the 9:30-10 p.m. period, starting Sept. 10 under sponsorship of Procter & Gamble, and "Gunsmoke," also three weeks out of four and in the 10-10:30 p.m. period, starting the same date under sponsorship of Liggett & Myers. Two Tuesday shows to be excerpted are "You'll Never Get Rich" (Phil Silvers) in the 8:30-9 p.m. period, starting Sept. 20 under alternate-week sponsorship of R. J. Reynolds Tobacco and Amana Society, and "Joe & Mabel" in the 9:30-10 p.m. slot, starting under alternate sponsorship of Carter Products on Sept. 20 and Geritol on Sept. 27.

Some of the show's stars are slated to appear. Under plans being made, each of the primary affiliate stations participating will invite radio-tv critics and reviewers or other newsmen to watch the telecast. In New York, where the telecast originates, New York newsmen will hear and see CBS-TV's plans on camera. The telecast is set for 6-7 p.m. EDT.

Three CBS Radio Shows Under Segmentation Selling

SEGMENTATION selling plan is being initiated by CBS Radio, beginning about the first of next month, on three nighttime strip programs: Bing Crosby Show, Tennessee Ernie Ford, and Amos 'n' Andy Music Hall. The network will sell the programs to advertisers at a uniform rate of $2,100 gross (includes time and talent) per five-minute segment, permitting one-minute commercials.

The Crosby show runs a quarter-hour while the other two are half-hour programs.

The network also may extend the new selling plan into its weekend schedules. Although considered a development from the single rate policy adopted by the network, the new plan does not change CBS Radio's rating structure but rather the method of selling.

CBS-TV Appoints Reubens

APPOINTMENT of Beryl L. Reubens, press information staff, CBS-TV, New York, as trade publicity manager for the network, was announced last week. Mr. Reubens succeeds Jim Kane, recently appointed director of West Coast information for CBS-TV Hollywood. Mr. Reubens has been with the network since 1947.

Jane Wyman Show Premieres

PREMIERE of Jane Wyman's Fireside Theatre will take place Aug. 30 on NBC-TV, 9-9:30 p.m., the network announced last week. The $4,500,000 series will be under the sponsorship of Procter & Gamble Co. for Ivory Soap, Crisco and Duz. Agency is Compton Adv. Miss Wyman will be hostess for all telecasts in the series and will star in 20 of them. She also is head of Lewman Ltd., which is producing the filmed series.
SAM HAYES (l) veteran Don Lee newscaster, and William J. Tormey, vice president in charge of sales and advertising for White King Soap Co., complete arrangements for White King to sponsor the Sam Hayes Newscasts on 85 Don Lee, Arizona and Intermountain stations. The contract calls for the soap company to sponsor two broadcasts each week on an alternating basis, Wednesday-Friday and Tuesday-Thursday, and runs for 52 weeks. The agreement went into effect Aug. 3.

**NBC Newsman Levine Gets Permanent Visa to Russia**

PERMANENT VISA to Russia has been issued to NBC correspondent Irving R. Levine, William R. McAndrew, director of NBC news, announced last week. Mr. McAndrew said Mr. Levine was the first western non-communist radio correspondent since 1948 to receive such credentials. The last reporter to be so accredited was Robert Magidoff, then an NBC news correspondent, who was expelled from Russia in 1948.

Mr. Levine is now touring the Soviet Union with a delegation of American farmers. CBS Radio meanwhile reported Friday that the Russian embassy in Washington had notified CBS News that temporary visas would be granted to Richard C. Hottelet, CBS Rome correspondent, and Daniel Schorr of the CBS News Washington bureau. Though the exact time for which these visas would be valid was not specified, CBS Radio said it understood it will be for the period of West German Chancellor Konrad Adenauer's visit to the Soviet Union the first week in September.

**WLDB Affiliates With MBS**

WLDB Atlantic City, N. J., announces its affiliation with MBS, effective Aug. 7. The station operates fulltime on 250 w, 1490 ks and is licensed to the Atlantic City Broadcasting Co., with offices and studios in the Senator Hotel there. WLDB, which went on the air April 8, 1955, is owned and operated by Leroy and Dorothy Bremmer.

**Stern Returns to Air**

BILL STERN returned last week to his ABC Monday-through-Friday radio program after having been hospitalized as the result of an automobile accident [B*T, Aug. 15]. During his absence, other sports personalities have been substituting on his regular broadcasts. Mr. Stern's programs are being handled temporarily from his home in Purchase, N. Y.
POSSIBLE SUBPOENA IN '51 CAUSED BREAK WITH CBS, KRABER TESTIFIES

Former network executive tells House group meeting in New York he was asked to resign when possibility arose that he would be asked to appear before earlier House probe. Testimony disputed by CBS and WNYC New York.

TESTIMONY by a former CBS executive implying that he was discharged from his post in the network's special radio department in 1951 because he was believed to face imminent call before the House Un-American Activities Committee was presented during a four-day hearing held by the committee last week in New York to consider infiltration by communists in the entertainment industry.

Before and after Tony Kraber, 50, offered this testimony, 23 of 22 witnesses who appeared before the committee up to last Thursday declined to say whether they are or ever have been Communist Party members.

A spokesman for CBS in New York offered no comment on Mr. Kraber's version of his discharge, but said that personnel records show the resignation: "resigned by mutual consent."

Though many of the witnesses who appeared before the committee last week had some association with radio-tv, only Mr. Kraber, as far as could be ascertained, had been employed in the industry in an administrative capacity. The others appeared on radio and tv for varying periods of time as entertainers.

CBS said the personnel records showed that Mr. Kraber was employed by the network from 1942-48 as executive assistant in the short wave operation; Sept. 1949-Dec. 1949 as a producer in television, and 1949-51 as assistant director of special events for radio. He resigned on Sept. 28, 1951. The DuMont Tele-vision Network confirmed that Mr. Kraber had been employed there July 1948 until Sept. 1949 as manager of program presentations and had left in a reduction of staff.

After invoking the First and Fifth Amendments in refusing to answer questions on possible communist affiliations, Mr. Kraber traced events leading to his discharge from CBS in 1951 as follows:

"The New York Journal-American reprinted a tape recording of a broadcast I made on station WNYC at a time when Sen. Pat McCarran was trying to smear that station.

"The president of CBS called me in his office and told me that although I had the finest record of any of his young executives, he would have to ask me for my resignation. He told me he had reason to believe I was to be subpoenaed by this committee. I resign and since that time I have been denied employment and the American public has been denied the advantage of my trained talent."

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124 million bushels of golden Kansas wheat, moving to market in endless caravans of trucks, will put $235,600,000 into the pockets of our listeners, the Kansas farmers, helping to swell their average annual income to $8,830* after taxes...52% above the national average!

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broadcasting • telecasting
stage manager. Three of the witnesses, though declining to say whether they were Communists, did not fall back on constitutional protection.

A spokesman for the American Federation of Television & Radio Artists said last Thursday no steps had been taken as yet to make use of an AFTRA ruling under which a member refusing to tell a congressional committee whether or not he is a Communist may be subject to union discipline, including suspension or expulsion (BWT, Aug. 15).

Sacramento Ch. 3 Decision Appealed to Court by KXOA

KXOA Sacramento, Calif., last week appealed to the U. S. Court of Appeals in Washington against the FCC's grant of Sacramento's ch. 3 to KCRA there (BWT, April 18). It also appealed against the FCC's denial of its petition for a rehearing (BWT, July 25).

The Sacramento ch. 3 grant was made to KCRA on the basis of a preference for past performance, the Commission said. It said the two applicants were evenly matched. The Commission's final decision agreed with the examiner's initial decision.

KXOA, owned by veteran broadcaster Lincoln Dellar, attacked the financial qualifications of KCRA. It also claimed that the Commission's decision was "virtually a brand new decision" thus indicating, it said, that the examiner's decision was in error.

It asked the court to order the FCC to reopen the hearing.

LAMB CASE GOES BACK TO EXAMINER

Both sides file recommendations. Broadcast Bureau asks denial of WICU (TV) bid for license renewal.

THE CONTROVERSIAL Edward Lamb case entered another stage of development last week with counsel for FCC's Broadcast Bureau recommending that the application for license renewal of WICU (TV) Erie, Pa., be denied.

Counsel for Mr. Lamb—former Attorney General J. Howard McGrath and Russell M. Brown—fired back that the record failed to show any "credible evidence" that Mr. Lamb ever sympathized with or supported any communist or communist dominated organization or any other organization which advocated change by unconstitutional means.

Recommendations by counsel for both sides were submitted last week to the FCC for consideration by Examiner Herbert Sharfman, who conducted the eight-month hearings into Mr. Lamb's background (BWT, Sept. 20, 1954 et seq.).

The Lamb attorneys hold that the WICU license should be renewed because the applicant is in all respects qualified.

The hearings arose from what ordinarily would have been a routine request for license renewal. Mr. Lamb was charged with falsely telling the FCC he never had Red ties.

The Broadcast Bureau counselor, in a 335-page brief, said that Mr. Lamb's denial of ever having advocated the communist form of economy as being superior to the American economy and form of government "is not true ... and constitutes both misrepresentation to and concealment of facts from" the FCC.

Cited by the attorneys were Mr. Lamb's book, "The Planned Economy in Soviet Russia," published in 1934. This was said to show "by clear and necessary implication" that Mr. Lamb advocated that the communist (Soviet) form of economy and government was superior to the American.

The FCC counsel said Mr. Lamb's testimony was "on many occasions knowingly false, evasive and lacked candor" and that he "knowingly was directly tied up with organizations whose purpose was the furtherance of the communist cause."

Counsel for Mr. Lamb, in a 14-page brief, said there is neither testimonial nor documentary evidence that he unretruly denied advocating the communist form of government and economy as being superior to the American. Messrs. McGrath and Brown further stated that no witness testified that Mr. Lamb on any occasion ever voiced such advocacy.

As to the book "The Planned Economy in Soviet Russia," which was written after a voyage around the world that included a visit to Soviet Russia, the Lamb counsel said this "falls far short of advocating communism ..." Messrs. McGrath and Brown added that in the book "Mr. Lamb expressly avers that the only purpose of the book is to determine whether or not the American political and eco-

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NBC Primary — CBS ABC DuMont

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nomic society can be improved within the limits . . . of our Constitutional system . . . The FCC attorneys held that the record "establishes beyond question that, from time to time during the period approximately 1954-1944, Lamb by officers and members of the Communist Party with regard to Party affairs; that during this period, and as late as 1946, he made financial contributions to functions and causes sponsored by the Communist Party . . . ."

They also argued that Mr. Lamb, who also is an attorney, has represented the Communist Party in court proceedings.

Lamb counsel questioned the testimony and background of certain Commission witnesses. One witness, the counsel said, admitted pleading guilty to a charge of murder in Cleveland and that this witness, along with another, have records of swearing falsely under oath.

They said the FCC action is "illegal" in that the Commission is exceeding its statutory authority by inquiring into the alleged past communist beliefs and associations of Mr. Lamb. It also was argued that "even if Mr. Lamb had held the alleged beliefs and maintained the alleged affiliations and associations, he would not have been guilty of any wrong-doing inasmuch as such activities were lawful . . . ."

Messrs. Brown and Brown further hold that the FCC is not authorized to shift the burden of proof from itself to the broadcast licensee by choosing to proceed against the licensee on a negative implication.

The high cost of the proceedings was indicated in statistics provided by the Broadcast Bureau counsel. The hearings consumed 64 days. Commission counsel called 23 witnesses, including Mr. Lamb, with WICU calling nine.

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TV OUT TO WOO NATION'S LAWYERS

Philadelphia stations propose coverage of American Bar Assn.'s House of Delegates meeting there to demonstrate that television can report without disturbing.

TELEVISION hopes to crash the juridical barrier this week as the American Bar Assn. holds its annual convention in Philadelphia.

At 2 p.m. today (Monday) the ABA's House of Delegates will consider a proposal to admit tv camera to its proceedings. If permission is granted, the three Philadelphia tv stations—WPZT (TV), WFIL-TV and WCAU-TV—will stage a pooled closed-circuit coverage from the Bellevue-Stratford Hotel ballroom.

Outside the ballroom, the nation's top judges and lawyers will have a chance to observe what comes out of a tv picture tube and loudspeaker when television is allowed to report a meeting.

Inside the ballroom, the House of Delegates will be shown that tv can cover its proceedings with absolutely no noise or disturbance—just as it can cover a Congressional hearing or court trial.

Another experimental pickup is scheduled Wednesday when the Committee for Cooperation With Laymen holds its meeting. Presiding officer will be Judge Bolitha Laws, chief justice of the U. S. District Court, District of Columbia. The three Philadelphia stations will put this meeting on the air 10:11:30 a.m., each station carrying a half-hour segment.

The two telecasts mark an epoch in ABA history. The association's Canon 35 bans broadcasting, telecasting or the taking of photographs in courtrooms. NARTB's Freedom of Information Committee and other groups have long fought this canon. Newspaper photographers also are also to be tested this week during the ABA proceedings.

A Philadelphia broadcast committee has been working out plans for tv coverage in cooperation with NARTB and Judge Justin Miller, NARTB consultant and former board chairman. Judge Miller will submit the appeal for circuit telecast to the House of Delegates. He will report to the NARTB Freedom of Information Committee Aug. 29 (see committee story page 55).

Chairman of the Philadelphia group is E. Preston Stover, WPZT. Working with him are John McClay, WCAU-TV, and Chet Cooper, WFIL-TV. NARTB headquarters is to be represented by Thad H. Brown Jr., tv vice president, and Daniel Shield, his assistant, and A. Prose Walker, engineering manager.

If the House of Delegates permits today's telecast, three cameras will be used under normal ballroom lighting. They will be stationed in the U-shaped balcony. Sound will be picked up from the balcony public address system. The operation will be noiseless and unobtrusive, answering the charges of jurors that tv clutters rooms with blinding lights and clattering cameras.

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Booth Interests Buy Toledo Lamb Stations

Also sold last week: WBGE Atlanta, WKKV Knoxville and 75% of KTXN Austin. All subject to FCC approval.

PURCHASE of WOTD and WTRT (FM) Toledo, Ohio, from Edward Lamb by Booth Radio & TV Stations Inc. for $122,500 was announced last week. Application for FCC approval of the Toledo sale was filed with the FCC Friday.

Also announced last week were the sales of WBGE Atlanta, KTXN Austin, Tex., and WKKV Knoxville, Tenn. All are subject to FCC approval.

Involved in the Toledo transaction is an application for ch. 11 there. This now is in hearing with six other applicants who are vying for the city's second, and last, vhf channel.

Non-affiliated, nine-year-old WOTD operates on 1560 kc with 1 kw, daytime. WTRT is licensed for 99.9 mc, with 8.8 kw power.

Booth stations are WJLB and WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson, all Michigan. They are owned principally by John Lord Booth, who has a minor interest in the Booth newspapers.

Mr. Lamb, who has been involved in renewal hearings with the FCC—on charges he misrepresented his association with Communists and Communist-front organizations (see story page 81)—also owns WIKK and WICU (TV) Erie, Pa.; WHOO-AM-FM Orlando, Fla., and holds a grant for ch. 23 WMAC-TV Massillon, Ohio. He also is publisher of the Erie (Pa.) Dispatch.

The application for transfer of the Toledo stations showed that as of May 31, licensee Unity Corp. had total assets of $271,304, of which $70,693 was current assets. Current liabilities amounted to $149,119, and earnings retained amounted to $22,285.

Agreement included a provision for a three-year consulting contract with Mr. Lamb for $17,500. He also agreed to remain out of Toledo radio for three years.

Bartell Broadcasters Inc., which owns WOKY Milwaukee and WAPL Appleton, Wis., purchased WBGE Atlanta, Ga., 1340 kc, 250 w, unlimited, for $100,000. Among the sellers are Robert Pinkerton and Edgar B. Pool.

Meredith, Pinkerton and Perot, together with Mrs. D. B. Perot, agreed to buy 75% of KTXN Austin, Tex., 1 kw daytime on 1370 kc, for $75,000. Ed. B. James is the seller. Mr. Pinkerton and Mrs. Perot have no other broadcast holdings. Mr. Pool is tv president and 25% owner of KIFN Phoenix, Ariz.

Tele-Broadcasters Inc., wholly-owned by H. Scott Kilgore, purchased WKKV Knoxville, Tenn., 1 kw day on 900 kc, for $95,000.

Thomas Carr and his family are the sellers. Tele-Broadcasters owns WARE Ware, Mass., and WKKL Concord, N. H. Mr. Kilgore holds no stock in, but is an officer of WSTA Brattleboro, Vt., and WKBR Manchester, N. H. He also has applications pending for new am stations to operate in Athol, Mass., and Dover, N. H.

Sales of WBGE, KTXN, and WKKV were handled by station broker Paul H. Chapman, Atlanta, Ga.
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Tower height data from TV Factbook, spring 1955 edition.

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*Tower height data from TV Factbook, spring 1955 edition.
WHAT FREQUENCIES FOR SPACE TRAVEL?

Lawyer-rocket enthusiast Andrew G. Haley reports American Rocket Society is studying allocations for use outside earth's gravitational field. Unmanned satellites may become radio-tv repeater stations.

A WHOLE new field of frequency allocation has arisen with the imminence of an unmanned space ship, and a working group of the American Rocket Society is already on the problem, Andrew G. Haley, Washington radio attorney and rocket enthusiast since before World War II, reported last week.

The requirements for frequencies for space flights will be enormous, Mr. Haley explained last week following his return from Copenhagen where he attended the sixth annual congress of the International Astronautical Federation.

Mr. Haley is a director and a past president of the American Rocket Society and a past vice president of the international federation. He is chairman of the IAF's committee on international affairs.

Radio frequencies will be required, Mr. Haley pointed out, for satellite guidance, telemetry and, after manned space travel becomes a practicability (and he has no doubts on that score) for communications, including voice and video, "to the moon, thence to Mars, Venus and finally throughout the solar system."

When ARS' frequency allocation recommendations are ready, Mr. Haley said, they will be sent to the International Telecommunications Union at Geneva. The ITU will have to secure the concurrence of all nations, Mr. Haley said.

But there is one use in radio-tv communications that may be possible as soon as unmanned satellites become established, Mr. Haley prophesied. They could serve as broad-band repeaters for trans-oceanic radio and tv signals.

Such a suggestion was made last year to the National Science Foundation.

The recommendation, written by Dr. Richard W. Porter, General Electric Co., envisaged a series of spheres in orbits relatively near the earth (about 2,200 miles distant) so that a satellite always would be available from any point on earth. Using a plane mirror or a repeater located 22,000 miles above the equator would be another method for bouncing radio and tv signals across oceans.

The antennae on earth would be 250 ft. in diameter, Dr. Porter indicated. He based his discussion on the use of a 3 mc video channel "provided by an eight-digit binary pulse code modulation and a wavelength of 10 cm [1,000 mc]."

Depending on the type of satellite and its distance from the earth, the transmitter on earth would have to produce power ranging from 10 megawatts to 100 w.

Among the findings from the unmanned satellite that may be of major significance in the broadcasting field, Mr. Haley said, were those regarding cosmic rays, sun radiation, the ionosphere and the various E and F layers—all of which have an influence on radio propagation.

Mr. Haley recalled that John H. DeWitt, WSM-AM-TV Nashville, then a Signal Corps colonel, bounced a radar signal off the moon in 1946 indicating the feasibility of this method of communication relay.

At a news seminar in New York last week, Kurt R. Stehling, Bell Aircraft Corp.'s rocket specialist, temperly expressed reservations regarding the putting of a tv camera in the satellite to view the earth and space. This would require satellites much larger than the 30 lb. "moon" proposed, Mr. Stehling prophesied, and is not in the cards yet. The first satellite will be shot into space sometime during the International Geophysical Year (June 30, 1957, to Dec. 31, 1958).

Court Denies WENS (TV) Petition to Stay Ch. 11

MOTION by ch. 16 WENS (TV) Pittsburgh to stay construction of ch. 11 there was denied last week by the U. S. Court of Appeals in Washington. The motion followed WENS' appeal, pending before the same court, to have the ch. 11 grant to WWWS Inc. set aside so it may seek that assignment by becoming a party to a new hearing [B.T, Aug. 15].

The stay action was argued before Judges Charles Fahy, Wilbur Miller and Walter Bastian. Judge Fahy dissented.

Opposing the stay were the FCC and a surprise participant, the solicitor for the City of Pittsburgh, J. Frank McKenna.

The FCC, through J. Smith Henley, assistant general counsel, said WENS has not challenged the ch. 11 grant properly. The station should have first submitted a petition for reconsideration, he said. Mr. Henley stated there is no showing of likelihood that WENS will succeed on the merits of the case and therefore he saw no necessity to hold up construction.

He said Pittsburgh has only one vhf outlet that provides principal city service. Mr. Henley further declared WENS has not shown that construction of the station at this time would inflict "irreparable injury."

Mr. McKenna said he was taking no position on the merits of the case, but felt a stay of construction would harm the city. He said Pittsburgh, with a metropolitan population of 1½ million people, lags behind cities of comparable size in tv service.

The solicitor concluded, in reply to a WENS charge, that vhf stations in Steubenville, Ohio, and Johnstown, Pa., cannot be considered Pittsburgh stations.

WENS, represented by Vernon Wilkinson, of McKenna & Wilkinson, argued that its operation is "doomed" if the ch. 11 station goes on the air. Thus, winning the pending appeal to force a new hearing would be a useless victory, WENS said.

Mr. Wilkinson declared when the second vhf outlet goes on the air WENS will lose its network affiliations plus national spot adjacencies. At present, WENS is affiliated with CBS and ABC. KDKA-TV (ch. 2) there is a primary NBC affiliate.

The Pittsburgh uhf said that for two summer months, emphasizing these were hiatus months, it has received more than $8,000 for 49 hours of key CBS programs. WENS further stated it has lost $400,000 since it began operating in August 1953.

The basis of WENS' bid to set aside the ch. 11 grant is its contention that the merger of

as of July 1

TRANSIT RADIO, INC.
changed its name to

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WWSW and WJAS represents a new application that should have been returned to the processing line. WWSW and WJAS were the two remaining applicants for ch. 11 after Westinghouse Broadcasting Co. dismissed its bid following purchase of KDKA-TV. WENS maintained that a new application was formed and it should have been allowed to be a party to the proceeding. It filed an application for ch. 11 which was dismissed by the FCC because it was too late to be considered, FCC said. Under Commission rules, applications for the same facility may not be filed later than 20 days before a hearing starts. The Pittsburgh ch. 11 hearing began in April 1954.

Final grant to WWSW Inc. was made last month [B*T, July 25].

Court Action Said to Bar Reversal of WMFJ Sale

EFFORT by Theodore Granik and William H. Cook to invoke Sec. 309 (c) of the Communications Act in the FCC-approved sale of WMFJ Daytona Beach, Fla., to the Harold Kaye-Emile J. Arnold group [B*T, July 4] was opposed in a petition filed Thursday by attorneys Sam Miller and Abe Stein on behalf of W. Wright Esch, who sold the station. Mr. Esch contends Messrs. Granik and Cook are not parties in interest.

Accompanying the petition is a copy of a decision handed down Aug. 12 in Volusia County (Fla.) circuit court. This decision denied the plea of Messrs. Granik and Cook for an injunction to restrain sale of WMFJ and delivery of the license. The court held the allegations insufficient.

Messrs. Granik and Cook contended they had option to buy WMFJ and the ch. 2 tv permit. In their FCC petition to stay the WMFJ sale and set it for hearing they noted FCC should wait the court's decision before acting on the sale.

The Kaye-Arnold group, operating as WMFJ Inc., opposed the Granik-Cook 309 (c) petition in a brief filed Thursday by Koteen & Burt. WMFJ Inc. argues the Granik-Cook claims are invalid and notes that no valid contract existed under the court's dismissal of the injunction plea, which is described as binding on the FCC.

FCC Asks Court to Delay Rochester Ch. 10 Decision

FUTURE of Rochester, N. Y., ch. 10 sharetime stations remained unclarified last week following the FCC's request to the U. S. Court of Appeals to stay the issuance of its decision until Sept. 11.

The Commission asked that the "mandate" be held up until the full FCC can consider whether to appeal the decision to the Supreme Court. The FCC is in recess, except for routine actions, until after Labor Day.

In its plea to the appellate court, the Commission said that the two stations now operating on ch. 10, WHEC-TV and WVEI-TV, would have to close down for an indefinite period with a resultant loss of service to the public if the mandate was issued immediately.

The appeals court ruled last month that the protest of Gordon F. Brown, WSAV'E Rochester, against the 1953 grant to the present occupants of that city's ch. 10, should have been allowed [B*T, Aug. 1]. The Commission had refused the protest on the ground that Mr. Brown had not been detailed enough in his allegations.

Under the law, when a protest against a grant made without a hearing is accepted, the grant in question must be stayed. The stations have been operating since November 1953.

Loyola U. Files Opposition In New Orleans Ch. 4 Case

OBJECTIONS to the examiner's initial decision favoring the grant of New Orleans' ch. 4 to WTPS-New Orleans Times-Picayune and States [B*T, July 11] were filed with the FCC last week by Loyola U. (WWL New Orleans).

Loyola U. asked for oral argument. Deadline for exceptions is August 23.

In a multi-colored, multi-inked document—an obvious reference to the color tv issue in the case, Loyola U. argued that Examiner Elizabeth C. Smith erred in preferring the newspaper application on the grounds that it proposed regularly scheduled programs for outlying areas and regularly scheduled color tv programs.

It claimed that WTPS' programs for so-called outlying areas were a "concocted program" category. The weight given WTPS' color programs was in error, WWL said, because the tinted programs "exceeds the art of color telecasting today." It referred to the opinion of Examiner H. Gifford Irion in the Charlotte, N. C., ch. 9 case where he refused to give any preference to either applicant on color plans because of their "fluid" state [B*T, Aug. 8].

WWL also emphasized the examiner failed to rule against the New Orleans publishing company in the interest of diversification of media and because the newspaper charged combination rates for classified and general advertising.
Mayer Applies for Permit In Bid to Re-Enter Television

HERBERT MAYER, who in 1954 sold two TV stations plus a manufacturing firm to Storer Broadcasting Co. for $8.5 million, last week made a bid to re-enter broadcasting by applying for ch. 23 at Philadelphia.

The application, filed under the name Ajax Enterprises, Greenwich, Conn., noted that the station will be programmed a minimum of eight hours a day, from 3 to 11 p.m., for a total of 56 hours a week. Total construction costs were set at $414,100, the application showed, with first year operation costs of $500,000 and estimated first-year revenue $200,000.

Funds on deposit in a bank or other depository were reported as $3.5 million.

About 32 staff personnel plus four executives are planned for the proposed station. Transmitter and antenna will be RCA, with the antenna to be located in Ardmore, Pa. Site of the Philadelphia studios have not yet been determined, the application noted.

Mr. Mayer's net income after federal taxes in 1954 was reported as $3 million. In 1953 it was $400,000.

In 1954 Mr. Mayer sold ch. 27 KPTV (TV) Portland, Ore., and ch. 8 WXYZ (TV) Cleveland plus Empire Coil Co. (electronic parts) to Storer. He also held a permit for ch. 25 KCTV (TV) Kansas City which he sold to DuMont for $1. This permit was later surrendered.

Three TV stations are in operation in Philadelphia: ch. 3 WPTZ (TV), ch. 6 WFIL-TV and ch. 10 WCAU-TV.

Broadcast Bureau Opposes WMID Initial Decision

THE FCC's Broadcast Bureau last week filed exceptions to an examiner's initial decision that recommended the license renewal of WMID Atlantic City, N. J., and transfer of station control from Richard Endicott to Arthur A. Handler and Joseph F. Bradley [BT, July 11].

The Broadcast Bureau said the decision failed to consider the entire course of conduct between Joseph Slotoroff and David Freedman, general manager, and overlooked Mr. Slotoroff's participation in repaying a bank loan as evidence, which the bureau said, establishes that Mr. Slotoroff had hidden ownership in WMID stock.

FCC Defends Making Grant To WSAV in Savannah Case

THE FCC's right to make a grant, notwithstanding a finding that construction was begun before the grant was made, in violation of the Communications Act, was defended by the Commission last week in filing its brief in the Savannah ch. 3 case in the U. S. Court of Appeals in Washington. It was in answer to an appeal by WJTV Savannah against the grant to WSAV there [BT, March 7].

The Commission said that the grant in question prohibited the successful applicant from using the premature work in building its station. In this way, the FCC said, the intent of the prior construction provision of the Communications Act was upheld.

The Commission's grant to WSAV prohibited that station from using tower anchor "sleeves" which had been installed atop the Liberty National Bank Bldg. in Savannah when the Savannah station remodeled the penthouse of the building. It termed the construction "insignificant."

RETMA Asks New FCC Rules To Aid Low-Power Vhf Costs

REQUEST that the FCC make rule changes to permit lower operating costs of low-power VHF TV stations and thus make these stations more attractive to potential operators was made last week by the Radio-Electronics-TV Mfrs. Assn.

Further attention should be given to rules governing daily operations, RETMA said, adding such things as remote control and directional antennas will permit functioning at reduced costs. The association said that in certain cases the FCC should waive the 100 w minimum power rule.

The Odessa Tv Co. Asks FCC To Rehear Ch. 7 Case There

THE Odessa Television Co. last week asked FCC to rehear the decision that awarded ch. 7 at Odessa, Tex., to another firm, Odessa Television Co., owned by KOJA there and business manager Cecil Mills [BT, July 18].

The Odessa Television Co., owned by Clarence E. Wilson and Philip D. Jackson, said the FCC erred by not finding that its application would tend toward diversification of media of mass communication. Messrs. Wilson and Jackson said the FCC disregarded Mr. Jackson's experience in the operation of KTVQ (TV) Oklahoma City. They also questioned the "grandiose" program proposals of KOJA-TV and said the FCC erred by not giving consideration to Mr. Jackson's civic activities.

Educators Ask Uhf-Vhf Swap

THE FCC was asked last week by the Board of Public Instruction of Duval County, Fla., to change the channel designated for educational use in Jacksonville from ch. 7 to ch. 36 and make the lower channel available to WJHP-TV, operating on ch. 36. The switch, the board indicated, would allow it to take advantage of an offer of facilities by WJHP-TV [BT, April 23].

The educational group noted that except for WJHP-TV's offer, there is no prospect for construction and operation of an educational station, either from public or private funds. Last April WJHP-TV filed a similar petition which said it would offer the board facilities costing $550,000.

Johnson, Politics to Part

DEMOCRATIC Gov. Edwin C. Johnson of Colorado said last week that when his two-year term ends next year he will not seek or accept public office in the future. As U. S. Senator from Colorado, Gov. Johnson served several years as member and as chairman of the Senate Interstate & Foreign Commerce Committee and was active in radio-tv legislation.
Get an on-the-job demonstration of your next steel tower...

Our Youngstown "Showroom" has a variety of Truscon Towers in full operation

We can't bring a steel tower to you; but the next time you're in Youngstown, you can see and inspect several Truscon Steel Towers in actual operation—study their features—and select the one that can do the best job for you.

You'll be able to examine:
1. A 150-foot self-supporting tower for AM broadcasting
2. Four 400-foot self-supporting towers in directional array for AM broadcasting
3. Six 350-foot self-supporting towers in directional array for AM broadcasting with one supporting an FM antenna
4. A 539-foot self-supporting tower sustaining both an FM and a TV antenna
5. A 1000-foot guyed tower with TV antenna.

Of course, Truscon will engineer and construct a tower to suit your specific requirements—whether tall or small... guyed or self-supporting... tapered or uniform in cross section, for AM, FM, TV, or Microwave transmission.

Be sure to inspect Truscon's modern and efficient manufacturing facilities. These, combined with Truscon's unexcelled fund of practical knowledge, assure towers of strength and lasting dependability.

If you're planning a trip in the vicinity of Youngstown, make it a point to see these Truscon Towers. Let our Radio Tower Sales Department know when you're coming. They'll be glad to see you.

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1074 ALBERT ST. * YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N.Y.
A NAME YOU CAN BUILD ON
CONNIE, DIANE GIVE BROADCASTERS UNPRECEDENTED COVERAGE CHANCES

Radio-TV facilities damage is small. Camera crews finish reporting of season's third recorded hurricane when they begin all over again as fourth hits East Coast.

TWO adjacent hurricanes in less than two weeks gave several hundred radio and TV stations plus the national networks, unprecedented opportunities to keep the public informed of hourly storm trends as well as to promote community efforts to avoid damage and save lives.

As Diane came last week on the heels of Connie, station crews that had returned to their home posts were again dispatched to the Carolinas and Virginia shores, where the storms crossed inland.

Little important damage to radio-TV stations was reported from the Carolinas or Virginia. Power shutdowns brought auxiliary equipment into operation in some cases, but as of Thursday night there were no official reports of downed towers or wrecked transmitting plants.

While nationwide interest in the storms was intense, their total damage was estimated at less than $25 million compared to $100 million during Hazel's sweep across the Atlantic area in 1954. Efficient reporting by radio and TV was credited with keeping down damage and loss of life.

MBS aired a special network report on Hurricane Connie Aug. 12 in addition to information on the hurricane which the network carried on all its regularly scheduled news shows. A number of stations in areas hit by the hurricane made tapes of developments in their respective communities and sent them to MBS for network broadcast.

On Aug. 12 CBS-TV took its cameras to the Weather Bureau in New York for a special telecast, 11:15-11:30 p.m. The preceding night the network carried a pickup on "Douglas Edwards and the News" from Andrews Air Force Base, Washington, for an inspection of special hurricane-detecting equipment installed there.

Throughout the storm, network camera crews were at work along the coast from South Carolina to Maine shooting film for use on network newscasts.

A live pickup from the Washington Weather Bureau was telecast by NBC-TV Aug. 10 on its nightly Camel News Caravan. On the same program the network visited Andrews Air Force Base. On Aug. 10 live pickups from Washington were featured on Today. Throughout the hurricane NBC-TV camera crews were active along the Atlantic seaboard filming the hurricane for use on new shows. Among films used on telecasts were those from Norfolk, Va., Myrtle Beach, S. C., and Wilmington, N. C.

NBC Radio stationed commentator W. W. Chaplin at Riverhead, Long Island, where he aired broadcasts on the storm. The network also carried live pickups from WPTP Raleigh, WITM Trenton and KYW Philadelphia. News of the hurricane was aired on all regular news programs and the network reported that it was followed closely over the weekend on Monitor.

CBS Radio on Aug. 12 and 13 broadcast eyewitness accounts from North Carolina and Virginia on the progress and effect of Connie as it swept inland and northward through those states.

WMAC-AM-FM Fayetteville, N. C., said at least a dozen stations were picking up its reports off the air. Bleep circuits were operated around the storm area during the two hurricanes, with special Diane broadcasts starting last Sunday shortly after the Connie operation had ceased. What-to-do information was carried, based on advice from official and relief agencies. Vestal Taylor, news director, headed the hurricane staff that included Tom Slade, newsman; Mack Stamps, program director; Johnny Joyce, announcer; Jack Ikner, chief engineer; Allen Hall, transmitter engineer; Tom Harrell, commercial manager, and Robert N. Newton, salesman. Victor W. Dawson, president-general manager, coordinated the operation. Messtis, Ikner and Hall operate ham sets in the civil defense network.

WMCT (TV) Greenville, N. C., sent three movie crews from Wilmington to Pamlico Sound, augmenting its telephone reports and other weather information sources. Shortwave transmitters and receivers were set up in the main studio. The Diane coverage followed the pattern of WMCT's Connie operation. Many personal messages were carried.

WARL Arlington, Va., covered the storms from flooded offices, wading through the water while getting latest reports from all available sources and broadcasting them as fast as news was gathered.

WIP Philadelphia received beep reports from the skipper of a fishing boat at Barnegat Light Basin, N. J. Ralph Brent, WIP vice president, handled the loop. Sam Serota, special events director, set up a beep circuit to get Carolina cape reports. Bob Momeef, WIP mc, fed reports from his village spot at Wildwood, N. J.

WBT-WBTV (TV) Charlotte, N. C., had a five-man team covering the hurricanes. Two reporters, two photographers and an engineer provided remote service. During Connie, 74 reports were broadcast in a three-day period in what was dubbed "the year of Connie" coverage. The crew left last Tuesday for the Carolinas as Diane approached. It included Clyde McClain, announcer, and Nat Tucker, photographer, from Charleston, S. C.; Nelson Benton, news editor, Earl Wells, photographer, and Bill Pritchard, engineer, at Myrtle Beach, S. C.

In Charlotte a ham radio network was monitored and direct contact was maintained with the weather bureau at Raleigh-Durham airport. WBTW (TV) Florence, S. C., was serviced by WBTV.

WFMY-TV Greensboro, N. C., kept a crew on the coast during both hurricanes. Jack Wiggins, film director, and Buddy Moore, staff photographer, worked through 80-mile winds to shoot the hurricane. They covered the evacuation of tourists during Connie, sending film to Greensboro. WFMY-TV carried extensive local, state and network programming plus coverage from its own crew.

WBIG Greensboro found a reverse switch during the storm. The local weather bureau, which WBIG normally contacts in its daily weather coverage, reported no information from the station which was monitoring a line direct from the coast. Robert Montgomery and Daniel Griffin, of the WBIG staff, were stationed at Wilmington. Its mobile gear operated after power went out, with staff men cruising around the area between Myrtle Beach, S. C., and Manteo, N. C.

WBLOW Norfolk, Va., kept telephone con-
tact with other stations in the Carolinas and ham operators, bringing regular reports. Bob Dredder, program director, was in charge. Public service messages were provided the Red Cross and other public agencies. Over 900 bulletins were carried during Connie alone.

In New England, WTIC Hartford, Conn., stayed on the air all night Aug. 12, providing advisories from Travelers Insurance weather bureau under direction of Thomas Malone, chief meteorologist.

WUNC-TV Chapel Hill, U. of North Carolina station, installed cameras at Raleigh-Durham airport, telecasting hourly or half-hourly throughout the storms. Other tv stations picked up the signal for rebroadcasting. Special features were telecast and Bill Long, WUNC-TV meteorologist, supplied commentary. Weyel Wallace, news director, handled special events. Ham operators activities were followed by the cameras. Volunteer university students with tv training helped provide 24-hour coverage.

Programs were fed from WUNC-TV's Raleigh and Greensboro studios. Duff Brown, WUNC-TV tv director, and Allen MacIntyre, chief engineer, directed and coordinated programming.

Prediction that more than 100,000 tv home antennas along the Atlantic Coast would be knocked down this year by hurricanes was made by Harold Harris, Channel Master Corp. engineering vice president. He figured the 1955 loss may exceed 1954 because there are more antennas now in use and the hurricane season has started earlier than usual.

WTVJ (TV) Will Advise Hotels on TV Setups

FREE CONSULTING service to area hotels and convention sites to help them make the best possible use of television has been offered by Lee Ruvitch, executive vice president and general manager of WTVJ (TV) Miami, Flia.

Pre-planning of network tv origination facilities and closed-circuit tv setups for business groups in southern Florida hotels now under construction falls within the scope of the station's program. Jack Shay, WTVJ (TV) vice president, will handle the service.

The station itself also is making plans for a heavier schedule of remote origination and color work. Among other equipment it is purchasing a 35-ft. trailer—what the station terms "a network color studio on wheels."

WCPO-TV Sets Three Panels On Subscription Tv Dispute

FEE VS. FREE TV is the subject of three panel discussions to be aired next month by WCPO-TV Cincinnati, Ohio.

Proposed pro-pay television panelists are: Joe Wright, vice president and general counsel of Zenith Radio Corp.; Ted Leitzell, Zenith director of public relations, and Bob Hall, Skiatron Electronics & Television Corp. Tentative panelists against subscription tv are: Trueman Rembush and Alfred Starr, co-chairmen of the Committee Against Pay-As-You-See Tv; Horace Adams, Ohio State Theatre Assn. president, and Victor A. Sholis, general manager, WHAS-TV Louisville, Ky.

Dick Thornburg, editor of the Cincinnati Post is scheduled to be moderator. Complete Post coverage of the shows is planned. Both the station and the paper are owned by Scripps-Howard.

The Sept. 13 and 15 discussions will each be a half-hour long and the third, Sept. 16, will be an hour long. All three are scheduled during mid-evening hours.

Purcell to KEYD-AM-TV Managing Directorship

APPOINTMENT of Robert Purcell as managing director of KEYD-AM-TV Minneapolis, was announced last week by Lee Whiting, vice president. Mr. Purcell, an executive vice president, member of the board of directors and stockholder in Massachusetts Bay Telecasters, applied for cl. 5 in Boston, was formerly a tv consultant in Hollywood.

Mr. Purcell also had been associated with KTTV (TV) Los Angeles first as program director and later as assistant general manager and director of operations. He is the author of Hidden Costs of Television and Management Manual for Television. He has taught tv production for the U. S. Air Force and has served on the faculty of the Pasadena Playhouse.

Katz Stations Show Increase, Credited to 'Operation ID'

INCREASE in daytime ID business on television stations represented by the Katz Agency Inc., amounting to more than 25% from March to June 1955, was credited last week to the company's "Operation ID" plan.

The plan, according to Scott Donahue, tv sales manager of Katz, offers 15 daytime ID's a week at a flat package price. He said that last March it was suggested to Katz-represented stations that a package of daytime ID's be made available at a price approximating that of three nighttime ID's. Of the 35 Katz tv stations, 27 have instituted "Operation ID" and the remaining eight have some other form of ID plan.

Mr. Donahue said the three-month report bore out the company's contention that a combination of daytime and ID could be "an effective, low-cost method of tv advertising." Among the national and regional advertisers who have bought the "Operation ID" packages on Katz stations, he said, are Lanolin Plus, Lite-Bake biscuits, Maxwell House coffee, Tetley tea, Vitality feeds, and Wish-Bone salad dressing.

Stations, he said, have reported making many more sales on local accounts.
CONSTRUCTION is nearly completed on this new building to house offices and studios for KFJZ-TV Fort Worth, slated to begin telecasting Sept. 11 on ch. 11. The CBS affiliate the Fort Worth-Dallas area [BET, Aug. 8].

Goal Set at $1 Million
For KFJZ-TV Local Sales

ALTHOUGH air date for KFJZ-TV Fort Worth is still three weeks away, local sales alone have now passed the $700,000 mark, distributed among 75 accounts. This has prompted Commercial Manager John Hopkins to set a goal of $1 million in local sales by air time Sept. 11.

Dale Drake, KFJZ-TV national sales manager, is now in New York calling on the agencies and working with the station's representative, H-R Television Inc.

KTVW (TV) Creates New Post, Hires Three, Promotes One

KTVW (TV) Seattle has announced the hiring of three new personnel and promotion of another. John Courolier has been named to the newly created post of director of operations. He comes to KTVW from a similar position at KOOL-TV Phoenix.

Also added to the staff were William Rambo as manager of the station's Tacoma operations and William Rickard, sales department. Don Wood, producer-director, has been promoted to program director for the station.

EL PASO county
5th in Texas
in Drug Store Sales*

1955 Sales Management Survey of Buying Power

If your product is sold in drug stores, you'll want to put your sales story in the key markets where the drug store sales are. Here are the top ten counties in Texas in drug store sales:

1—Dallas County (Dallas) $37,041,000
2—Harris County (Houston) 37,219,000
3—Tarrant County (Fort Worth) 18,826,000
4—Bexar County (San Antonio) 17,828,000
5—El PASO COUNTY (El PASO) 8,244,000
6—Jefferson County (Beaumont) 8,244,000
7—Travis County (Austin) 8,244,000
8—Nueces County (Corpus Christi) 7,818,000
9—Lubbock County (Lubbock) 7,811,000
10 Galveston County (Galveston) 6,678,000

KWOS Promotes Two

R. L. ROSE has been named general manager of radio properties of the Capitol Broadcasting Co., operator of KWOS-AM-FM Jefferson City, Mo., according to Mrs. L. R. Goshorn, president. Mr. Rose will remain in his former position of general manager of the News-Tribune Co., parent organization of Capitol. Announced at the same time was the promotion of E. A. Richter from sales director to station manager of KWOS.

KT LA (TV) Gross Up 40% ALMOST 40% increase in gross income for the first half of 1955 over the comparable period last year was reported Thursday by Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles.

KTLA Wednesday signed a new pact with International Brotherhood of Electrical Workers providing increases for about 50 stagehands, makeup artists and engineers.
WPAT Increases Rates, Claims Larger Audience

A BOOST of approximately 20% in rates for time on WPAT Paterson, N. J., bringing the gross one-time buying charge to $360, was announced last week by Dick F. Wright, president and general manager. The increase, attributed to gains in both total audience and station business, became effective immediately.

Mr. Wright said the station's gross billings for the first six months of 1955 ran 26% ahead of those for the same period last year. The new rate boost is the station's first since July 1952.

Largest audience gains, the station said, are in what is normally considered prime time viewing time, 7-11 p.m., in which WPAT presents the Gaslight Revue, a musical feature. Officials noted that after announcing plans to issue a monthly program guide for the Gaslight Revue they received 15,000 one-year subscriptions at $1 apiece within six weeks. First issue of the program guide will be mailed Sept. 1.

Bandleader Welk Seeks To Break KTLA (TV) Pact

Bandleader Lawrence Welk has petitioned the Superior Court at Los Angeles to declare that his contract with KTLA (TV) there is no longer in effect on the grounds the station insisted on inserting a station-break commercial for an advertiser other than Dodge, sponsor of the Welk show, contrary to agreement.

KTLA cancelled the four-year-old Friday night remote program several weeks ago when it issued a memo to a climax [BT, Aug. 1]. KTLA contends station-break time has always been open for other sponsors according to industry practice. The station has not filed a formal answer to the suit. Mr. Welk now is on ABC-TV Saturday nights for Dodge.

WTOP-TV Issues New Rates

CHANGE in the rate structure at WTOP-TV Washington became effective July 1 with the issuance of the station's Rate Card No. 7 Class AA-one-hour time is unchanged and Class A-one-hour increase from $900 to $916.65. Only major change is recorded in discount policy with a discontinuance of a days-week discount and substitution of a consecutive-weeks discount plan. For almost all categories the new discount for 52 weeks is 20%, scaling down to 10% for 26 weeks.

KTTV (TV) Buys 10 Series

KTTV (TV) Los Angeles, in what it terms "probably the largest acquisition of new programming ever made by a television station at one time," is announcing today (Monday) the purchase of 10 nationally-syndicated film series—more than 706 half-hour shows. The series are: Jungle Jim, Count of Monte Cristo, Highway Patrol, Adventures of Scarlet Pimpernel, The Ray Milland Show, San Francisco Beat, My Little Margie, Trouble With Father, City Detective and Fabian of Scotland Yard.

KOMO Names NBC Spot

APPOINTMENT of NBC Spot Sales, New York, as national sales representative for KOMO-AM-TV Seattle, Wash., was announced last week by W. W. Warren, vice president and general manager of Fisher's Blended Station Inc. and Fisher's Television Co., owners of KOMO and KOMO-TV, respectively, and Thomas B. McFadden, vice president in charge of NBC Spot Sales. The appointment is effective today (Monday).

KOMO is a 50 kw outlet on 1000 kc. KOMO-TV operates on ch. 4. With the addition of these stations, NBC Spot Sales now represents 11 tv stations and nine radio outlets.

KFOX Appoints Rambeau

KFOX Long Beach, Calif., has announced the appointment of William G. Rambeau Inc. as its national representative. The station is independent with 1 kw on 1280 kc.

KRSD Fighting $75,000 Personal Slander Suit

A $75,000 slander suit has been brought against newscaster John Tilton and KRSD Rapid City, S. D., by Sheldon Reese, Rapid City real estate man.

The action came as a result of a newscast by Mr. Tilton in which he reported the actions and comments of Mr. Reese during a meeting of the city commission. Mr. Reese is asking $25,000 actual damage and $50,000 punitive damages, alleging that his reputation, character and business were damaged as a result of the newscast.

AN AMPEX FALLS -AND PROVES ITSELF!

A LETTER FROM STATION CFAC, CALGARY, ALBERTA.

An accidental fall really proved the ruggedness of one of our Ampex 600's. It had to be located on a narrow shelf four feet above a cement floor in an industrial building. Despite precautions someone pulled on the microphone cable at precisely the wrong moment and the recorder landed on one corner on the floor. The Ampex continued to record, and to the surprise of all concerned, it was impossible to detect the spot on the tape where the machine had fallen off the shelf. The only damage to the recorder was a displaced hold-back tension spring.

At present we have in service two Ampex 401's, two 403's, two 350's and two 600's. Required servicing has been much less than anticipated, and all are within specifications. To say that we are enthusiastic about the performance of our Ampex recorders could be considered an understatement.

Sincerely,

E. C. Conner
Technical Director

THE AMPEX 600 WAS DESIGNED BOTH FOR USE AND ABUSE

When the 600 was first developed, Ampex engineers performed a test similar to CFAC's accidental drop—not by accident, but quite intentionally. Also, the Ampex 600 was given running tests equivalent to an estimated 10 years of service. These are reasons why the price you pay for an Ampex buys both the finest performance available and the most hours of service per dollar.

For descriptive literature, write Dept. D-2304

AMPEX
CORPORATION
934 Charter Street • Redwood City, California
Clevelanders Buy Homes
Via New Television Show

AFTER one week, WNBF (TV) Cleveland reported $15,000 in real estate moved on Its "Homes For Sale" show, despite the hottest house-hunting weather in years. Twenty members of the Cleveland Real Estate Board each feature photos or films of their listings on the half-hour Sunday show.

One dealer not only sold his featured tv home, but the 20 couples responding netted him two other sales, plus several prospects. Viewers contacting realtors like the broad selection, chance for quick comparison and even use the program as a guide to pricing their own homes for sale.

A good indication of the programs success is given by the fact that banks and finance company's are interested in buying into the show.

WNBF Names Hubbell

APPOINTMENT of Andrew G. Hubbell, tv sales manager of WNBF-AM-TV Binghamton, N. Y., as general sales manager of the stations, was announced last week by George R. Dunham, general manager. Mr. Hubbell, succeeding Stanley N. Heslop who retired early this year, joined the local sales staff of WNBF in 1946. He was named local and regional sales representative for WNBF-AM-TV when the tv operation got underway in 1949. In 1953, when separate radio and tv sales departments were organized, Mr. Hubbell was appointed tv sales manager.

Weekend on the Boss

KOWL, Santa Monica, Calif., is sending its staff to Las Vegas, Nev., for a weekend vacation with the station picking up the full tab. George Baron, KOWL vice president, credits his staff with much of the station's success and feels that an enjoyable weekend is due all. KOWL is a 10 kw daytimer operating on 1580 kc.

KEX Appoints Christensen

APPOINTMENT of A. H. Christensen as advertising and sales promotion manager of KEX Portland, Ore., was announced last week by J. B. Conley, general manager of the Westinghouse Broadcasting Co. station. He has been continuity director of the outlet for three years.

Mr. Christensen's radio career was started with a scholarship from KFAB Omaha where he worked in every department of the station. He became affiliated with KEX in 1952.

In his new assignment, Mr. Christensen succeeds Charles L. Burrow, promotion manager, who has been transferred to Westinghouse-owned WBZ-WBZA Boston-Springfield, Mass., as advertising and sales promotion manager. Mr. Burrow replaces C. L. Richards, who has been named national account executive in New England for WBZ and WBZA.

KWAT Plans New Building;
Program Format to Be Revised

EARLY next year, KWAT Watertown, S. D., will move into new combined studio-transmitter facilities. A new format of programming is being devised.

KWAT is owned and operated by the Midland National Life Insurance Co. It went on the air in 1926, making it one of the oldest stations in South Dakota, according to Ross Case, manager. The new building will house a large audience studio, a recording studio and a news studio.

City Curtains Stage Drama;
KYW Presents Shakespeare

KYW Philadelphia yesterday (Sunday was to present the British Broadcasting Co.'s 2 1/4 hr. recording of Shakespeare's "The Merchant of Venice." The city fathers had banned stage production of the play in certain areas of Philadelphia because of strong minority sentiment against it and the station decided to present the bbc version so that people in all sections who wanted could hear the drama.

In announcing the program would be aired Program Manager Gordon Davis said, "We realize that the play may be in part, distasteful to a minority group. At the same time, we know that the majority of people, including this group, are deeply sensitive to the dangers of censorship." BBC's recording was made by the Shakespearean Memorial Theatre with Michael Redgrave as Shylock and Peggy Ashcroft as Portia.

Munkhof to Head WITI-TV

SOREN H. MUNKHOF has been appointed vice president and general manager of WITI-TV ch. 6 Milwaukee, Wis., according to Jack Kahn, president of Independent Televis ion Inc., holder of the WITI-TV construction permit, which has a Feb. 1 target date.

Mr. Munkhof had a long career in radio and tv, starting with WO W Omaha 19 years ago. He helped plan WOW-TV, which began operations in August 1949, and was in charge of tv operations there until late in 1952 when he left to become a tv consultant. His latest position was general manager of WTVW (TV) ch. 12 Milwaukee.

Morris Moves to WORC

M. D. MORRIS, an account executive at WAAT Newark, has been appointed station manager of WORC Worcester, Mass., it was announced last week. Before entering the broadcast industry 13 years ago, Mr. Morris was with the New York Sun as manager of hotel, restaurant and night club advertising.
KOIL Omaha becomes L.

KOIL Omaha goes independent Aug. 22 and launches a new program format at the same time which will feature five minutes of news on the hour and half hour plus continuous music, according to Don W. Burden, KOIL co-manager. The station also carries the Omaha Cardinal baseball games and is on the air 24 hours a day.

**REPRESENTATIVE APPOINTMENTS**

WJOY Burlington, Vt., and WDEV Waterbury, Vt., have appointed Everett-McKinney Inc., N. Y., as national representative.

**STATION PEOPLE**

G. Max Kimbrel, general manager, WIPC Lake Wales, Fla., to WHBO Tampa, Fla., as general manager; Bill Van Steenburgh, WIPC announcer-sales representative, succeeds Mr. Kimbrel as WIPC general manager.

L. W. (Lew) Reynolds, sales staff, WAGA-AM-FM Atlanta, Ga., appointed sales manager.

Rick Bennett, formerly with WHLD Niagara Falls, N. Y., to WFRM Coudersport, Pa., as program director, succeeding Joseph Manning, who has moved to WBNY Buffalo, N. Y.

Jack Day, formerly with WFRB Baltimore, to WAEY Baltimore as program director and personality; Winkle and Harry Phillips, personality team, formerly with WMAR-TV Baltimore, to WAEY; John MacLean to station as sports personality.

Robert Askey appointed program director, KFOR Lincoln, Neb., succeeding Av Bondarin, resigned; Ralph Johnson, WKHM Jackson, Mich., Art Westergard, KRBI Grand Island, Neb., and Joe Cooper, KGLO Mason City, Iowa, to KFOR as announcers.

Alvin Pilmutter, Tex and Jinx Show business manager, WRCA-AM-TV New York, appointed station special projects, news and special events manager.

Joe E. Arden, former advertising and sales pro-

**Swinging Doors and TV**

WAY BACK WHEN, when tv was in its infancy, taverns were jammed with customers with one foot on the rail and both eyes on the set above the bar. The novelty has worn off by now, but those sets are still there, and working.

So says a survey conducted by Guide Post Research for WSTV-TV Steubenville, Ohio, which reports that 95% of 300 taverns and bars in the Pittsburgh area had sets in working order. Of those, 71% could receive WSTV-TV's signal. The study was made during Pabst-Mennenn Wednesday Night Fights time on ABC-TV and WSTV-TV, and found that 92% of the tavern sets were tuned to the fights.

**THE BEST MUSIC IN AMERICA**

a repertory of distinction

and an outstanding Transcribed Library

**SESAC INC.**

475 Fifth Avenue

New York 17, N.Y.

**Bob Flanigan, NBC Radio Spot Sales, Chicago, to sales staff, WOV New York.**

**Frank Bissett, news director, KCEN-TV Temple, Tex., to KRLD-AM-TV Dallas, as news commentator.**

**Charles L. Burrow, promotion manager, Westinghouse-owned KEX Portland, Ore., transfers to Westinghouse WBZ-WBZA Boston-Springfield, Mass., as advertising and sales promotion manager, succeeding C. L. Richards, who has been named WBZ-WBZA national account executive.**

**Edith Kirkham, formerly radio-tv estimator, J. Walter Thompson Co., N. Y., to WMGT-TV Pittsburgh, Mass., as traffic manager, succeeding Mrs. C. A. Oakes, resigned.**

**Allen Pierce to announcing staff, WGLS Dacatur, Ga.**

**Don Sherman, formerly with WXXL Concord, N. H., signed by WAFB-AM-FM Baton Rouge, La., conducting daily record show.**

**Robert Holspain, Spanish-English announcer, to KOWL Santa Monica, Calif.**

**Mary Delter named assistant to treasurer, Radio Cincinnati Inc. (WKRC-AM-TV Cincinnati).**

**Gordon Coker, graduate, Northwest Radio &**
MD. COMMUNITY TV SEeks Advertising

Cumberland firm moves into program origination field and tries for adjacency sponsorship of repeat shows.

MOVE into the field of program origination and the sale of advertising time has been under taken by the Potomac Valley Television Co., a community television system in Cumberland, Md.

Letters have been sent to advertisers and networks offering to run kinescopes of network shows, including commercials, on a vacant channel in the five-channel Cumberland system. The wired tv company picks up and relays each of Washington's four tv stations.

The company explained that it plans to sell adjacencies before and after the programs to the local dealers of program sponsors. It also will sell time between programs (presumably similar to IDs) to other local advertisers. Rates will be less than $10 per minute.

Some responses to this offer have been received, said J. Holland Rannels, president of the company, told BST last week. Network re-action has been that the question of property rights and overlap with affiliates must first be determined, Mr. Rannels said.

The community tv system, which has been operating since 1951 with a three-channel system, has 5,000 subscribers, with a total potential of 15,000 families, Mr. Rannels said. Last year, the company acquired two camera chains, a film and a slide projector and a multiplexer. On a five-days-a-week schedule, it originated local programs for the hour 7-8 P.M. These consisted of free and purchased films, local sports and news, dance studios, local teacher's college. It also covered Kiwanis, Lions and other civic meetings, and presented interviews with 'interesting' people.

The local originations were put on a pre-empted channel. Mr. Rannels explained that the closed circuit channel which was taken out of relay service for local programming was usually one that was either poor in reception or one that was duplicating the same network show another relayed station was presenting. At that time, the Cumberland antenna company was feeding Pittsburgh, Johnstown and Altoona stations to its subscribers.

In only one instance was payment made for local originations, Mr. Rannels said. This was during the 1953 primary and general election, when five local merchants paid $20 apiece to participate in election returns. They were allowed several minute announcements during the evening.

The local closed circuit service was discontinued last summer, Mr. Rannels explained, and was not re-instituted. With the changeover to the five channel system in March of this year, the fifth channel became available for local origination without deleting reception from any of the presently-relayed Washington stations, Mr. Rannels said.

In his letter to advertisers and networks, Mr. Rannels declared the audience for reruns would be substantial.

"Many of our subscribers complain that they miss seeing many good programs due to the fact that the networks normally run their best programs opposite each other, so we believe our setup will do a good job of serving the public, and at the same time serve your representatives well," he wrote.

The closed circuit system will be operated by a separate company, the Potomac Valley Tele-casting Corp., Mr. Rannels explained. This, owned by the same principals who own and operate the relay system, maintains the distinction between relay functions and the originating business, Mr. Rannels said.

The Cumberland experiment is believed to be the first in the community tv field.

Until last week, Cumberland's WTBO-TV (see page 82) held a grant for ch. 17 there. It was withdrawn by FCC when the local station failed to seek renewal of its construction permit.

The only comparable situation in the community tv field is that in Douglas, Ariz., where Trans-Community tv Networks Inc. has arranged to feed kines of network shows to its subscribers. It does not relay stations' signals, being too far from tv stations to pick up and route such programs to its subscribers.

New Football Show Released by World

NEW RADIO show for the coming football season has been released by World Broadcasting System, New York. The program, Fifty Yard Line, is made up of 13 weekly half-hour programs scheduled to begin Sept. 4.

Features of the show include "Pigskin Payoff," a compilation of facts, figures and past performances in gridiron history; the "Big Game" in which local football news is integrated with news of important nationwide contests; the "Winning Play" which gives word pictures of the top plays in famous games; "Football Previews," outlining a line-up of the principal games scheduled for each week, and the "Trophy Room" which consists of stories about outstanding players and coaches.

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Broadcasting • Telecasting
Daytimers Map Plans
At Directors Meeting

BOARD of directors of Daytime Broadcasters Assn. held a policy meeting in Chicago's Sheraton Hotel last Monday, mapping strategy for the association's continued fight before the FCC for uniform sign-on, sign-off hours.

Jack Younts, WEEB Southern Pines, N. C., and Ray Livesay, WLBT Mattoon, Ill., board chairman and former DBA president, presided over the strategy sessions. The board approved expenditures for expanded activities, including further studies on DBA objectives, to be announced to the membership this week. DBA now claims some 200 members among daytime-only station ranks.

Board members attending Chicago meeting, in addition to Messrs. Younts and Livesay, were Robert D. Enoch, WXLW Indianapolis; James Davidson, ABC; Nick Sholis, WHAS-TV Louisville; Jim Mickelson, WKY-FM Oklahoma City; Ben Letson, WMOP Ocala, Fla.; Cecil Woodland, WJAN Scranton, Pa.; and Edwin Evans, WWST Wooster, Ohio.

Swezey Heads NARTB Unit
On Freedom of Information

ROBERT D. SWEZEY, WDSU-AM-TV New Orleans, has been named chairman of the new NARTB Freedom of Information Committee, announced Thursday by NARTB President Harold E. Fellows. Membership includes news and public affairs directors of the networks.

The committee will hold its first meeting Aug. 29 at the Waldorf-Astoria Hotel, New York, to hear a report on the TV test coverage this week of the American Bar Assn. convention in Philadelphia (story page 82). It will also review work of state broadcasting associations in the freedom of information field. Most of the state associations have formed freedom of information committees.

Members of the new NARTB group, besides Chairman Swezey, are: Joseph L. Brechner, WQAY Silver Spring, Md.; Victor C. Diehm, WAZL Hazleton, Pa.; Richard O. Dunning, KHQ Spokane, Wash.; Harold Essex, WSJS-TV Winton-Salem, N. C.; Henry H. Fletcher, KSEI Posto, Idaho; Frank Fogarty, WOW-TV Omaha; John S. Hayes, WTOP-TV Washington; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Paul Rabourn, KTLA (TV) Los Angeles; Victor A. Sholls, WHAS-TV Louisville; P. A. Sugg, WKY-TV Oklahoma City, and E. R. Vedeboncour, WSYR Syracuse, N. Y. The network members are John Daly, ABC; Sig Mickelson, CBS; Milton Burgh, MBS; and Davidson Taylor, NBC. Nick Basso, WSIP Huntington, W. Va., was named an observer representing Radio-Television News Directors Assn. at committee meetings.

N. M. Broadcasters Meet

SEMI-ANNUAL meeting of New Mexico Broadcasters Assn. will be held Aug. 27 at the Alvarado Hotel, Albuquerque. The program will be crowded into a one-day session starting at 8 a.m. It will follow the shirtsleeve pattern, according to Lloyd Hawkins, KHOB Hobbs, NBA president. Speakers will include Grady Franklin Maples, co-owner of KGMC Englewood, Colo., and KLLL Lubbock, Tex., discussing local sales, and Charles H. Tower, manager of the NARTB Employer-Employee Relations Dept., who will speak at the luncheon.

SHIRTSLEEVE session of Daytime Broadcasters Assn. board of directors in Chicago last week brought together (l to r): seated, Jack Younts, WEEB Southern Pines, N. C., DBA president; Morris Mindel, KGST Fresno, Calif., vice president in charge of public information; Ben Letson, WMOP Ocala, Fla., director; Ray Livesay, WLBT Mattoon, Ill., board chairman; George Volger, KWFC Muscatine, Iowa, secretary; standing, directors Jim Firmin, WMOK Metropolis, Ill.; Richard E. Adams, WKOX Framingham, Mass., and Ted Woods, KOSE Osceola, Ark.

Tv Ethics Meeting Planned

INVITATION to all television producers to attend a meeting in late September to formulate a code of ethics has been circulated by the National Society of Television Producers, Hollywood, B&H was told last week by Max Gilford, acting secretary and general counsel of the trade group. The purpose, he said, is to control production through a code administered by a special committee and thereby avoid any censorship moves by government.

TIE 108
Phase Meter

- Complete with remote antenna current meters
- Tailored to your specific requirements
- Unaffected by modulation
- Low power consumption
- Simplified operation

Designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

NEMS • CLARKE
INCORPORATED

919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

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Los Angeles Adv. Women Install Hughes as President
CLAIRE HUGHES, women's director of KWKW Pasadena, Calif., last Friday was installed as president of the Los Angeles Adv. Women. Also taking office were Helen M. Hall, first vice president; Betty Kizer, second vice president; Dee Davis, recording secretary; Anne K. Carr, treasurer; Lucille Liets, corresponding secretary, and Marion Vilmure, assistant treasurer.

New directors are Marjorie A. Lenz, Helen M. Pine and Doris M. Jackson. Gloria Waken and Geraldine P. Knight will serve on the board for another year with Jacqueline Britton, outgoing president and ex-officio board member.

Radio Adv. Bureau Names Boorom to Promotion Post
WARREN J. BOOROM, assistant director of local promotion at Radio Advertising Bureau, New York, has been named director of local promotion, it was announced last week. Mr. Boorom has been acting head of the department since May when R. David Kimble was promoted to director of local sales and service.

Mr. Boorom has been with RAB for a year. He formerly was director of advertising and promotion for WTOP Washington and before that, with WWDG Washington.

In his new assignment, Mr. Boorom will be responsible for the creation of sales tools which RAB provides for its member stations to develop local-level business.

Admiral 'Moves' More Sets But Sales, Earnings Drop
THE "movement" of television receivers to dealers by Admiral Corp. was 21% higher the first half of 1955 compared to the first six months of last year, the set-maker reported in a financial statement issued early last week.

Among other civilian product boosts were radio sets—up 37%.

Admiral did not report on actual consumer tv sales but noted that movement of receivers is a "direct reflection of consumer business." The report was delivered by John B. Harrisa, executive vice president of Admiral.

Highlights of the 1955 first-half report contrasted to last year's period:
- Consolidated sales of $94,018,923 against $105,201,498 last year.
- Earnings before taxes and other reserves—$2,845,413 compared to $6,054,633.
- Net earnings of $1,946,192 to $2,558,850.
- Second-quarter sales fell off from $49,223,-
- $936 last year to $43,984,527.

The drop in sales, earnings before taxes and net earnings were discounted by an Admiral official because of a 66% drop in government business which "more than offset sharply higher civilian business."

Philco to Pay for Old Tubes In Effort to Break 'Racket'
PHILCO Corp. is offering radio-television dealers and servicemen a credit of five cents apiece for used tubes turned into Philco accessory distributors in an effort to break what the firm has termed a $100 million a year racket in worn tubes.

Philco said up to 30 million old tubes annually get into racketeer's hands and that an investigator estimated three million used radio and tv receiving tubes were sold in New York alone over a three-month period.

The tubes collected by Philco distributors will be smashed in the presence of the person bringing in the tube.

McMann, Sarlin Promoted By Westinghouse Electric
EXECUTIVE changes at the television-radio division of Westinghouse Electric Corp., Me-tuchen, N. J., were announced last week by Dan D. Halpin, general sales manager. Rennville H. McMann, district manager for the metropolitan New York area, was promoted to eastern regional manager. H. Joseph Sarlin was named to the post of assistant to the executive vice president of the division.

AT&T Declares Dividend
QUARTERLY dividend of $.225 a share was declared last week by the directors of American Telephone & Telegraph Co., New York. The dividend is payable Oct. 10 to share owners of record at the close of business Sept. 12. It is the 158th consecutive dividend at the annual $9 rate paid over a period of 34 years and will go to more than 1,375,000 share owners.
July Record Month For Emerson Sales

BIGGEST sales month in the history of Emerson Radio & Phonograph Corp., New York, was recorded in July by Emerson distributors, the company announced last week. Spokesmen said the record was the fulfillment of a promise made at the June sales convention to make July the greatest sales month as an anniversary gift to Benjamin Abrams, president of the company.

In a letter to distributors, Mr. Abrams stated that "this also completes the best six-month sales period in our history. I have every reason to believe that the balance of the year will yield the highest goals in sales and profits for Emerson distributors."

RCA Ships Transmitters

RCA Friday reported it has shipped a 25 kw transmitter to KARD-TV Wichita, Kan. (ch. 3, not yet on air); a 10 kw transmitter to KONA (TV) Honolulu (ch. 11), and a 1 kw transmitter to WCOV-TV Montgomery, Ala. (ch. 20).

Booher Addresses RCA Grads

DIPLOMAS from RCA Institutes, New York, were presented Friday to 226 students. Commencement address on "The Engineering Technician: His Place and Responsibilities" was delivered by Edward E. Booher, executive vice president, McGraw-Hill Book Co.

MANUFACTURING PEOPLE

Donald Kirk Jr. elected vice president in charge of research and development and director, Jerrold Electronics Inc., Phila.; Caywood C. Cookey, field service director, elected vice president; Simon Pomerantz, controller, elected treasurer and director; James J. Puls, legal counsel, elected secretary and director; Milton J. Shapp re-elected president and board chairman; Henry J. Arbeiter, chief engineer, re-elected vice president.

Fritz A. Gross, chief engineer, equipment engineering div., Raytheon Mfg. Co., Waltham, Mass., appointed manager of division, succeeding J. Ernest Smith, who continues as vice president and director of engineering of Data-matic Corp., recently formed under joint ownership of Raytheon and Minneapolis-Honeywell Regulator Co.

INDEPENDENT Television Inc. contracts to buy a DuMont 25 kw television transmitter, antenna, tower and complete color and black-and-white studio broadcast equipment for its new WITF-TV Whitefish Bay (Milwaukee). Present at the contract signing were: (1 to r): seated, Sol J. Kahn, secretary of Independent Tv; Jack Kahn, president of Independent Tv, and Kenneth Peterson, marketing manager of the television transmitter department for Allen B. DuMont Labs.; standing, Don Gellerup, consulting engineer for Independent Tv, and John Klindworth, DuMont sales representative.

Dr. B. W. St. Clair, formerly with radio isotopes lab, Syracuse U., appointed research director, Waveforms Inc. (electronic test equipment), N. Y.


Robert Zollars, formerly manufacturers' representative, to Shure Bros. Inc. (microphones, acoustic devices), Chicago, as staff assistant to vice president in charge of sales.

Michael P. Fumarola appointed publicity director, JFD Mfg. Co., Brooklyn, N. Y.

Monte L. Levin, industrial designer, and radio and air conditioning consultant, Emerson Radio & Phonograph Corp., N. Y., retained by Emerson as tv consultant.


MANUFACTURING SHORTS

Prodell Inc., Kearny, N. J., is distributing new two-color 14-page booklet describing parabolic antennas for use in radio and tv microwave relay systems. Antennas are of mesh-reflector, dipole-feed type in four, six and ten ft. sizes. Booklet, Bulletin 428, contains data on applications, features, descriptions, specifications, photos and ordering information. Available free from firm at 507 Bergen Ave., Kearny.

Sentinel Radio Corp., Evanston, Ill., announces new remote control unit for tv receivers. Lightweight plastic box unit permits viewer to switch dials of set from armchair on which model fits.
AWARDS

International

Radio Listening in England Dips in April-June Quarter

Radio listening in England showed a slight drop for the April-June 1955 period compared with the corresponding 1954 period and this trend is carried out even in radio-only homes, according to statistics published by the BBC in London.

In the April-June 1955 quarter, evening radio listening among the adult population of the United Kingdom was 13.2% compared to a figure of 14.4% for the same 1954 period. Among the "sound public," or radio-only homes, the listening percentage dropped to 17.8% from 18.2% registered a year ago.

Television viewing showed a slight gain among the total adult population, according to the British Broadcasting Corporation, with 13.1% for the current period against 10.4% for the corresponding 1954 months. But the gain was not a general one as viewing among the "tv public," or people in homes with tv sets, dropped down to 36.2% from a percentage of 38.8 for 1954.

Reporters Visit Sunken City, Record Underwater Broadcast

Radio visited a sunken city near Schleswig, Germany, July 25 and the submarine reporters found a fully-loaded Viking vessel and complete pier installations of a city that disappeared beneath the waves 905 years ago.

The occasion was the anniversary of the flood that in 1050 completely submerged the city of Haithabu, a Scandinavian trading center. The reporters, from Finland, Sweden, Norway and Denmark, equipped with diving gear and microphone by North West German Radio, went to the bottom of what now is Lake Hadelbyer Noor and, meeting at the bottom, they marked the anniversary with a recorded radio broadcast from the ancient city.

Evening Network Shows Down In Canada Listings

The LONE network evening show on the August national ratings of Elliott-Haynes Ltd., Toronto, was Our Miss Brooks while the International Surveys Ltd. of Montreal listed only two evening network shows in its July ratings for Canada.

CBC News was reported by the diary method of the Radio Panel of Canada to have reached 10% of the radio homes in Canada, with CBC News Round-up reaching 6%. Both of these shows were on the International Survey while Our Miss Brooks received a rating of 9.4 by Elliott-Haynes. The Lone Ranger was the only recorded evening show rated in August with a 5.6 rating by Elliott-Haynes.

Daytime the story was better with eight daily network shows and four recorded or selective shows, according to Elliott-Haynes. Leading daytime network shows were Ma Perkins with a rating of 10.4, Guiding Light 9.7, Pepper Young’s Family 9.7, Road of Life 9.3 and Right to Happiness 9. In the French-language field the story was somewhat similar with only one evening network show reported, Un Docteur de Chez-nous with a rating of 10.3. Daytime they were nine French-language network shows led by Rue Principale 17.8, Quelles Nouvelles 13.6, Tante Lucie 13.4, Francine Lourain 13 and Face a la Vie 12.2.

BBC Strengthens Schedule To Vie With Commercial TV

The imminence of British commercial television has moved the BBC to fortify and enlarge its fall tv schedule. Starting Sept. 19, three days before the scheduled debut of commercial tv in Britain, BBC transmission hours will be increased from the present 36 hours per week to about 49 hours—one hour less than the maximum air time the BBC is permitted to use.

At the same time, the number of separate programs carried by BBC will be increased by about 20, and a second daily newscast show will be added to the lineup.

British Wage Pact Signed

British Actors in film commercials are guaranteed of £7 [59.60] for each working day under an agreement reached between British producers of film commercials and the British Actors’ Equity Assn. The contract, signed after five months of bargaining, was negotiated by the union and delegates of the Assn. of Specialized Film Producers and the Institute of Practitioners in Advertising.

Canadian Set Sales Report

Sales of tv receivers in Canada for the first half of 1955 amounted to 245,917 sets valued at $75,764,756, as compared with 181,233 sets sold in the first half of 1954, according to the Radio-Electronics-Tv Mfrs. Assn. of Canada. Most of the sets sold this year were in the 21-in. group. Geographically, 91,948 sets were sold in the province of Ontario, 57,719 sets in Quebec province, 68,379 sets in the four western Canadian provinces and the remaining 57,871 sets in the four Atlantic Coast provinces.
VISITING the Telechrome exhibit at the International Trade Fair in Hanover, Germany, are (l to r) U. S. Secretary of Commerce Sinclair Weeks; Alfred Kubel, Lower Saxony finance minister; H. Charles Riker, Telechrome vice president, and J. R. Popkin-Clurmon, Telechrome president. The firm featured color equipment.

Telechrome Features Color During Hanover Trade Fair

AT THE invitation of the U. S. Dept. of Commerce, an extensive demonstration of color tv was presented by Telechrome Inc., Amityville, N. Y., at the International Trade Fair in Hanover, Germany.

More than two million visitors came to the fair from over 80 countries and the closed-circuit color programs were shown to large crowds of engineers, industrialists, scientists and other visitors. Telechrome flew more than three tons of color equipment to Hanover enabling Europeans to have their first look at color television.

W. Germany Leads Set Export

WEST GERMANY is now the largest exporter of radio and television sets, according to German manufacturers, who claim that the 900,000 units exported during the 12 months ending in June 1955 top the export figures of the United States, Great Britain or The Netherlands. Of the annual German set output of 2.9 million, almost one-third is being exported, it is reported.

CHCH-TV Increases Rates

CHCH-TV Hamilton, Ont., will increase its rates effective Sept. 1 to $450 per hour Class A time, according to the Canadian Broadcasting Corp.

INTERNATIONAL PEOPLE

E. W. Brodie and C. W. Duncan to McConnell, Eastman & Co. Ltd. (adv.), Toronto, as vice presidents.

Roland Beaudy, operator of own Montreal advertising agency, to Collyer Adv. Ltd., Montreal, as vice president and director.

W. Hugh Clark, assistant supervisor of commercial sales, Canadian Broadcasting Corp., Toronto, named supervisor of sales; Gunnar Bagheimer, newsrel editor, CBC tv div., appointed senior sales representative; Donald J. MacDonald, assistant manager, CBC tv news div., named manager; Kenneth P. Brown, tv news editor of div., named assistant tv news manager.

Ralph Draper, radio-television department, Leo Burnett Co., Toronto, to time sales division.

PROGRAMS & PROMOTION—

‘MARGIE’ ON FIVE-TIMES-WEEKLY

WPTZ (TV) Philadelphia believes it is pioneering in daytime television with the scheduling of My Little Margie on a five-times-weekly basis starting Sept. 5. WPTZ claims to be the first local tv station screening the network series starring Gale Storm and Charles Farrell in the daytime and the first station to present a previously nighttime network show on a five-times-weekly basis. The series, produced by Hal Roach Jr. and purchased from Official Films Inc., New York, is being backed with an extensive publicity-promotion campaign, including full-page tv Guide ads, newspaper ads, truck streamers, over 3,000 newstand posters in conjunction with Look magazine and an on-the-air campaign.

KTRK-TV KICKS OFF DRIVE

KICKOFF for the national campaign of the Foster Parents Plan for War Children Inc. was staged with a two and one-half hour sports spectacular remote telecast by KTRK-TV Houston, Tex., from the San Houston Coliseum. The show, “Sportoramas,” was staged Aug. 13 and featured a series of boxing bouts, wrestling matches, a water ballet, exhibition of flying-acting, archery and other events. Following the Houston event, Harlan Lane, Texas golfer and head of the Texas division of the campaign, started a 2,000-mile tour to New York and the East Coast on behalf of the plan.

PARTY FOR PROPHET

ANNUAL birthday party providing free refreshments for 10,000 persons was staged Aug. 14 by KCOP (TV) Hollywood for its program personality, the prophet Great Crisswell, at the Knickerbocker Hotel there. Sponsored Tuesday evenings by Ideal Mortgage Co. through Smith & Ganz Adv., the tv prophet predicts the future and invites viewers to send a dime to Ideal for his newest prediction booklet. The party, lasting seven hours, drew 9,000 fans last year, KCOP said.

BIRTH OF POWER

TO PROMOTE its power increase, KFDA-TV Amarillo, Tex., sent to all timebuyers a “birth announcement.” On the front is a Texas-style stock, with boots and spurs, carrying KFDA-TV’s tower in its diaper-sack. “We are proud to announce the arrival of our power increase,”
Weekly attendance
WKRC Weight, Inc.

NEW YORK

Presentations

full half-hour

brochure

radio)
certainly hasn't passed on.

keep on listening.

the brochure says. Caricatures of station and
Texas State Network executives are featured.
The vital statistics are: parents, Texas State
Network; attending physicians, H-R Television
Inc. and Clarke Brown Co.; height, 550 ft.;
weight, 250 kw; time, June 12; grandparents,
CBS and ABC.

WKRC RADIO-TV DAY
WKRC-AM-TV Cincinnati staged a Radio-TV
Day at the city's LeSourdsville Lake, featuring
the stations' personalities, and according to Don
Daisy, Lake manager, it drew the largest
Wednesday attendance in the park's history.
Activities were highlighted by a boat race be-
tween two teams of tv personalities and two

tems of radio talent. Two 30-minute personal
appearance shows were staged from the park's
outdoor gardens. Hundreds of prizes were
given to visitors throughout the day, according
to the stations.

KING-AM-TV'S BEATS
SEVERAL BEATS are claimed by KING-AM-
TV Seattle in its coverage this year of the
Gold Cup hydroplane race there, including the
only live and recorded coverage of the crackup
of Slo-Mo-Shun V. The stations also claim
they were the first to air the official winner of
the gold cup, to interview the driver and crew
of the winning boat, to announce the resigna-
tion from racing of Stanley Sayres, whose Slo-
Mo-Shun boats had won the cup the previous
five years, and were the only ones to obtain
immediately after the race an interview with
the referee who explained how the judges ar-
ived at their decision and the only stations
to provide live coverage of the entire week's
activity prior to the race itself. KING-TV's
exclusive photos of the complete backward
somsault of Slo-Mo-Shun V were published in
both Seattle metropolitan newspapers and
were sent to papers all over the country via
AP wire and to Time, Life and Sports Illus-
trated. On the day of the race KING-TV used
six cameras and with KING a crew of more
than 50 to provide coverage. With next year's
race to be held in Detroit, KING-TV has an-
ounced if a Seattle boat is entered and cable
facilities are available, it will televise the event
live.

AS OTHERS SEE US
IDECO TOWERS has distributed a brochure
of caricatures drawn by Len Redman at the
May NARTB convention in Washington.
Containing 59 caricatures of station, manufac-
turing, FCC and other industry figures, the
brochure says, "Oh wad some power the giftie gie
us to see ourselves as ithers see us ... sketched
in fun at Ideco Tower headquarters, NARTB
convention... " The promotion also features
caricatures of seven Ideco salesmen climbing a
tower and reminding them they will "see you next
year in Chicago."

WGAY COVERS FAIR
FOR the second consecutive year personnel of
WGAY Silver Spring, Md., will move "bag and
baggage" to Gaithersburg, Md., to provide com-
plete coverage of the Montgomery County Fair,
Aug. 23-27. Chuck Dulane, program director,
and Roy Spickler, technical director, will live,
eat and sleep at the fairgrounds along with the
animals and farm folk. Other staffers will com-
mute to participate in daily programs. Several
regular programs plus special broadcasts will be
aired from the fair.

RADIO-TV DIRECTORY
THE MINNEAPOLIS Chamber of Commerce
has published a "Twin City Radio-Television
Directory" to aid the area's publicity chairmen
in standardizing the information supplied radio
and tv news and community service depart-
ments. Tips also are given the average citizen
on what to do in preparing for and appearing
on television.

'CHILDREN'S CORNER' ON NBC-TV
JUVENILE show entitled Children's Corner,
currently on WQED (TV) Pittsburgh, educa-
tional station, was scheduled to make its net-
work debut on NBC-TV last Saturday and will
run weekly through Sept. 10, 10:30-11 a.m.
EDT. Davidson Taylor, NBC vice president,
similar amount in cash; a two-week, expense-paid trip to Paris plus spending money, and a 1953 Packard Caribbean convertible car. Each of the 5,000 winners will be given a Posturepedic mattress,
local winners will be featured by radio, tv, and press. The grand-prize winners will be brought to New York for radio-tv appearances.

**'BIG FIVE DAY'**

TO PROMOTE its power increase to 5 kw, WRAD Radford, Va., is staging a "Big Five Day," starting with a Big Five Caravan of convertibles donated by auto dealers carrying the station's staff and local bathing beauties to neighboring cities. A squadron of planes is dropping balloons, some of which contain redeemable cash certificates, over the towns. An air-to-ground broadcast is being staged as the planes "bombard" WRAD listeners. The broadcast is being integrated into the "Big Five Show" which is featuring congratulatory messages from congressmen, mayors and sponsors.

**BBC PROGRAMS ON WIP**

SPECIAL series of programs, Drama Festival, has started on WIP Philadelphia in cooperation with the British Broadcasting Corp. The BBC is making available to the station a roster of thrilling series of dramatic works that have been featured in England, Australia and South Africa. The first show, Shakespeare's "A Midsummer Night's Dream," was aired last Thursday. Three more will be aired at various times during the next three months and plans are now being made to extend Drama Festival throughout 1956 as a regular monthly feature. Participating in last week's opening show were John K. O'Donaghe, British consul general of Philadelphia, and Sir Ian Jacob, BBC managing director, who was on via shortwave from London. Extensive promotion is being utilized to promote the series.

**COOLING OFF**

TO COOL OFF his listeners on a hot night, Mike Heny, disc jockey with KIOA Des Moines, Iowa, played Christmas and winter music and aired mid-winter weather forecasts, snow-blocked road announcements, blizzard warnings and zero temperatures. The day's high was 63°. KIOA reports its switchboard was swamped with about 200 calls from listeners including a state trooper who reported the road between Des Moines and Ames, Iowa, had been cleared of snow.

**RADIO IS GROWING BIGGER**

RADIO is not only "here to stay" but it's "growing bigger every day," according to a promotion piece KWTO Springfield, Mo., is sending to agencies and clients. The mailer points out that in 28 days "thousands of Ozarkians"—representing 339 towns in Missouri, Arkansas, Kansas and Oklahoma—wrote to the station telling "What My Radio Means to Me." Four of the letters are reproduced along with a letter from a satisfied Ford dealer who says that his three-day saturation announcement campaign on KWTO sold 50 cars over the 4th of July week-end. Also included in the promotion piece are statistics showing KWTO's leads the "Ozark Empire" market in lowest cost-per-thousand and highest listenership ratings, and an 11% increase in local advertising over 1954.

**SHIP SELLS CARS**

WITH THE AID of a model ship, KBUR Burlington, Iowa, helped a local motor company sell 15 new cars and 37 used cars, with results still coming in. After several days of spot teaser announcements, an 11½ model of the Hikawa Maru, only Japanese ship un-damaged in the war, was unveiled at a public showing at the Hawkeye Motor Co. KBUR gave an off-the-spot broadcast of the ceremony and the motor company gave out certificates entitled a discount on the purchase of a car. In three days, 27 certificates were "cashed in" on new or used cars, with more certificates still coming in daily, according to Harry Murray, owner of Hawkeye Motor Co.

**NEGRO SHOW ON WBTB (TV)**

ALL-NEGRO variety show, Five O'Clock Shop, is being aired weekly by WBTB (TV) Charlotte, N. C. Vernon Buck, professor at Carver College (Negro) in Charlotte, is m.c. of the new program, which includes musical varieties by Negro groups, production numbers by permanent talent and a news and sports-cast of special interest to Negro viewers. Mr. Buck terms the show "the first opportunity Charlotte Negro talent has had to be seen." Auditions for Five O'Clock Shop already have won guest spots on other WBTB shows for some contestants. The program is planned and administered by a committee of prominent Negro citizens selected from the fields of religion, entertainment, music and youth work.

**WOAI-TV COLT CONTEST**

"NAME THE COLT" contest, co-sponsored by WOAI-TV San Antonio, Tex., tv and movie cowboy Johnny Mack Brown and Metzger's Dairy there, pulled 9,011 entries in less than two weeks. The contest, conducted to promote a personal appearance of Mr. Brown in the city, was plugged for 13 days over the station. First prize was the colt.

**'DISC JOCKEY FOR A DAY'**

DISC JOCKEY Bill Garr of KWKW Pasadena, Calif., who each year during his vacation lines up such persons as the mayor, city manager and recording artists to do his show, this year has added newspapermen. Two Pasadena newspapers are playing "Disc Jockey for a Day" during his annual sojourn because, Mr. Garr feels, listeners would like to hear the writers, columnists and reporters they read. In addition, he has also lined up the chiefs of the city's police and fire departments, chamber of commerce and post office to do stints this summer. Each is having his day to put on a disc show, parade his talents and publicize pet projects.

**WFIL-TV PROGRAM ON WNBF-TV**

EDUCATIONAL tv series entitled University of the Air, produced by WFIL-TV Philadelphia in cooperation with more than 25 colleges and universities in Pennsylvania and New Jersey, will be telecast in the fall on WNBF-TV Binghamton, N. Y., George R. Dunham, general manager of the station, announced last week. Courses are given by professors from cooperating schools and deal with subjects covered in the college classrooms. The programs carried by WNBF-TV will be aired via video recording.

"TOPS IN AUDIENCE! (PULSE)"

Bill Pierce is your best buy in the Scranton market!

"TOPS in popularity!"

WEJL (PUBLICATION RESEARCH SERVICE)

Scranton, Pennsylvania

Broadcasting • Telecasting

August 22, 1955 • Page 101
DO IT YOURSELF

DO-IT-YOURSELF promotion, consisting of a large sheet of decorator's aluminum, scissors and pattern, was mailed to the trade last week by Cliff Arquette and Dave Willock, stars of *Do It Yourself*, telecast Sunday night 7:30-8 p.m. on NBC-TV. Artistic wall design is the result of doing it one's self. Show is sponsored by Reynolds Metals Co. through Clinton E. Frank Inc., Chicago. Reynolds originated the promotion item.

ONE SHOW PULLS 4,911

PULL of 4,911 entries from one broadcast was registered by WCCO Minneapolis-St. Paul for its "U-Scramble-the-Town" contest. Cedric Adams, the Tuesday night host on *As You Like It*, a 55-minute variety show, launched the contest by spelling his hometown, Magaalia, Minn., in a scrambled order and asking listeners to unscramble it. New names of towns in the station's coverage area will be used and each week two entries are picked at random from the correct answers received. Weekly winners receive a merchandise prize. The contest, which started early this month, will run for 26 weeks. The winner of the grand prize--an all expense paid week trip for two in Hawaii--will be picked at random at the end of the 26 weeks from all the correct answers received.

VOA EXHIBIT IN PAKISTAN

TELEVISION programs featuring local Pakistani talent will be one of the highlights of the U. S. exhibit at the International Trade Fair opening in Karachi, Pakistan, Sept. 2 and running through Oct. 2, the U. S. Information Agency has announced. The exhibit will provide the Pakistani people with their first look at tv. USA's Voice of America has sent Edwin L. Dunham, NBC music services coordinator, to Karachi as fair tv program director and he is recruiting Pakistani talent there for programs. He also will provide American films and kinescopes for shows. RCA is supplying equipment and technicians to produce the shows. A similar fair, featuring tv exhibits, is being conducted in Jakarta, Indonesia, Aug. 12 to Sept. 18, and another is scheduled Oct. 29 to Dec. 15 in New Delhi, India.

NBC-TV'S PEOPLE'

NEW SERIES of profile sketches, called People, was set to be launched yesterday (Sunday) on NBC-TV (Sun., 5:30-5:30 p.m. EDT), featuring NBC news commentator Morgan Beatty. The series, which will continue for five weeks, will present individuals who have distinguished themselves in unusual ways, have been involved in unique experiences and have stories to tell which are out of the ordinary.

MBS SHOW TO WEST COAST

MBS' Northwestern U. Reviewing Stand, 21-year-old discussion program, will move to Los Angeles for four weeks' origination starting Aug. 28. Four broadcasts will emanate from KHIJ there, with the first reviewing a topic circuited on the program's first west coast trip in 1945—"Should Industry Move West?" Other topics slated for airing are juvenile delinquency, preparing for retirement and the status of motion pictures. James H. McBurney, dean of Northwestern U.'s School of Speech, is moderator of the program.

FOR THE RECORD

UPCOMING

AUGUST

Aug. 22: RAB Clinic, Los Angeles.
Aug. 23: RAB Clinic, San Francisco.
Aug. 23: RAB Clinic, Portland, Ore.
Aug. 25: RAB Clinic, Seattle, Wash.
Aug. 26: RAB Clinic, Boise, Idaho.

SEPTEMBER

Sept. 2-4: National Agricultural tv Clinic, U. of Nebraska, Lincoln.
Sept. 2-4: West Virginia Broadcasters Assn., 8-10, Bennett Hotel, Parkersburg.
Sept. 4: RAB Clinic, Atlantic.
Sept. 4: RAB Clinic, Charlotte, S. C.
Sept. 5: RAB Clinic, Raleigh, N. C.
Sept. 7: RAB Clinic, Norfolk, Va.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 16: RAB Clinic, Tampa, Fla.
Sept. 17: RAB Clinic, Birmingham, Ala.
Sept. 18: RAB Clinic, Baton Rouge, La.
Sept. 21: RAB Clinic, Columbus, Ohio.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.
Sept. 30-Oct. 2: High Fidelity Show, Palmer House, Chicago.

OCTOBER

Oct. 3-5: National Electronics Conference, Sheraton Hotel, Chicago.
Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Texas.
Oct. 7: RAB Clinic, Fort Worth, Texas.
Oct. 7-9: Third Dist. AFA Convention, Sedgfield Park, Wash.
Oct. 8: Alabama Broadcasters Assn., 2-7, Embassy Hotel, Mobile.
Oct. 14-16: National Ad. Agency Network, eastern meeting, Atlanta City, N. Y.
Oct. 27-29: RAB Clinic, Burlington, Vt.
Oct. 28: RAB Clinic, Albany-Troy-Schenectady, N. Y.

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.) Sept. 19-21 Edgewater Beach Hotel, Chicago.
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.) Sept. 23-25 Saranac Inn, Saranac, N. Y.
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.) Oct. 7-9 Fort Des Moines Hotel, Des Moines.
Region 6 (Dist. 13, 14, Ark., Okla., Tex.) Nov. 17-19 Baker Hotel, Dallas.

BROADCASTING & TELECASTING
Station Authorizations, Applications
(As Compiled by B•T)
August 11 through August 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

- AM: AM broadcast station
- FM: FM broadcast station
- TV: TV broadcast station
- Cps: Cps on air
- ing: ing license
- kHz: kilohertz
- mc: megacycles
- D: day
- nIGHT: night
- vis.: visual
- kw: kilowatts
- w: watts
- mc: megacycles
- uF: microfarads
- HC: high current
- kHz: kilohertz
- kw: kilowatts
- SA: special arrangement
- US: United States
- tv stations: television stations
- VHF: very high frequency
- UHF: ultra high frequency

FCC Commercial Station Authorizations
As of July 31, 1955

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*Does not include noncommercial educational and tv stations.

 FCC ANNOUNCEMENTS

New TV Stations...

**APPLICATIONS**


- Philadelphia, Pa.—Ajax Enterprises, uhf ch. 23 (294-390 mc): ERP 365 kw visual, 142 kw audio; ant. height above average terrain 555 ft, above ground 488 ft. Estimated construction cost $614,300, first year operating cost $500,000, revenue $500,000. Post office address P. O. Box 376, Greenwich, Conn. Studio location Philadelphia. Trans location Lancaster Pike opposite intersection of Church St., Ardmore, Pa. Geographic coordinates 40° 00' 15" N., 76° 17' 27" W. Long., Transmitter owned by Ajax Enterprises. Legal counsel Martin W. L. Brooks, New York. Consulting engineer Thomas B. Friedman, New York. Station will be wholly-owned by Herbert Mayer, former president-director and one of two principals of Triangle TV (see TV Cleveland, Ohio, KFTV TV Portland, Ore., and KCYT TV Kansas City, Mo. (latter turned back to ccc). Filed Aug. 15.

PETITION

Leesburg, Fla.—WLEK Inc., petitions FCC to amend sec. 3.801 so as to assign ch. 1, presently assigned to Jacksonville, Fla., for non-commercial educational use only, to be assigned to Leesburg, Fla., for commercial use. Announced Aug. 12.

Existing TV Stations...

**ACTION BY FCC**

- KBST-TV Big Spring, Texas.—Granted mod. of ccc to change ERP to 129 kw visual, 89 kw audio, install new ant. system and make other equipment changes. Ant. height 220 ft. Granted Aug. 11; announced Aug. 15.

**NEW AM STATIONS...**

**APPLICATIONS AMENDED**

- Eau Gallie, Fla.—Mel-Kau Bestc, Corp, amends application for cp to operate on 1600 kc, 500 w to specify 920 kc, Aug. 11.
- Marietta, Ga.—Marietta Bestc, Co. amends application for cp to operate on 1490 kc, 1 kw to specify 1060 kc, Aug. 11.

**APPLICATION RETURNED**

- Weatherford, Tex.—Application of Parker County Bestc, Co, for cp to operate on 1900 kc, 250 w d returned to applicant (not completed properly). Returned Aug. 15.

**APPLICATION DISMISSED**

- Auburn, Calif.—Sierra Bestc, Co, application for cp to operate on 1490 kc, 100 w d dismissed at request of applicant. Dismissed Aug. 15.

**APPLICATIONS**

- Des Moines, Iowa.—Christen P. Anderson, 1580 kc, 50 kw, AM, State Capitol, Des Moines, Iowa. Application filed Aug. 11.

**APPLICATIONS RETURNED**


**APPLICATIONS**

- KQA-TV Denver, Colo.—Seeks mod. of cp to change studio location to 1660 California St., Denver, Colo. Change ERP to 50 kw Audio, make ant. and minor equipment changes. Ant. height above average terrain 588 ft, Transmitter owned by Western Auto Assoc., Inc., Denver, Colo. Filed Aug. 15.

- WKST TV Columbus, Ind.—Seeks mod. of cp to change studio location to South Bend, Ind., and request waiver of sec. 3.813 of FCC rules. Filed Aug. 11.

**APPLICATIONS**

- WJWG Inc. TV Woodstock, Pa.—Requests mod. of cp to change studio location to trans. site, W. Perryville, approx. 25 miles south of city, near Austin, Tex., and request waiver of sec. 3.813 of FCC rules. Filed Aug. 11.

**APPLICATIONS AMENDED**

- RWAY Plattsburg, N. Y.—Amends application for cp to increase power to 5 kw and 50 kw and specify 1000 kc to specify 920 kc. Aug. 11.
changes to specify change in DA system. Filed Aug. 16.

APPLICATIONS RETURNED

WPIM Plymouth, Mass.—Application for license to cover cp which authorized new am station returned to applicant. Exhibit dated after Sec. 1. Returned Aug. 16.

WJAK Jackson, Tenn.—Application for cp to change 250 hours of operation from D to U, revoked and returned to applicant (incomplete). Returned Aug. 16.

APPLICATIONS DISMISSED


WYJO Joplin, Mo.—Application for mod. of cp (which authorized increased power, change hours of operation and make changes in ant. system) for change in hours of operation from D to U, 1 kw D to 1 kw-DA returned to applicant. Exhibits dated after Sec. 1. Returned Aug. 15.

APPLICATIONS

KAMD Camden, Ark.—Seeks cp to change frequency from 1400 kc to 916 kc, increase power from 250 to 500 kw. D, install DA-DN, change trans. location and operate trans. by remote control. Filed Aug. 15.

KROG Sonora, Calif.—Seeks cp to change frequency from 1400 kc to 916 kc, increase power from 250 w to 1 kw and change hours of operation from D to U, 1 kw; install DA-DN, change trans. location and operate trans. by remote control. Filed Aug. 15.

KUMA Pendleton, Ore.—Seeks mod. of cp for change from 1570 kc to 1200 kc, install DA-DN, change trans. location and operate trans. by remote control. Filed Aug. 15.

KWDB Memphis, Tenn.—Seeks cp to change trans. location to E McIntire Ave. at Friscs Railroad. Memphis. Filed Aug. 15.

New Fm Stations . . .

APPLICATIONS

Los Angeles, Calif.—Planned Music Inc., 105th mo, 16.5 kw, 250 w un. Post office address 135 S. Kernwood, Glendale, Calif. Estimated construction cost $125,000, first year operating cost $10,000, revenue $15,000. Principals include Pres. Elias Schwartz, 14950 S. Allen, Los Angeles (100%); Tel. Music</td>
COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5322
P. O. Box 7027 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Courses
2224 14th St. N.W., Wash. 19, D. C.
Practical Broadcast TV, Electronics engineering home study and residence courses. Write for free catalog, specialty course.

SPOT YOUR FIRM'S NAME HERE,
To be seen by 75,256* Readers
among them, the decision-making station owners and managers, chief engineers and technicians—applicants for em, fm, tv and facsimile facilities. *1953 AER Projected Readership Survey

TO ADVERTISE IN THE SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 Delaware St. N.W., Wash. 6, D. C.

Broadcasting • Telecasting
August 22, 1955 • Page 105
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$5.00 minimum.

No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 1735 DeSales St. N.W., Washington 6, D.C.

Applications: If transcripts or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Bookkeepers • Bookkeeping expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Eastern daytimer needs young married assistant manager immediately. Must have advertising, car and be willing to take air shift during indoctrination period. Assistant managership guaranteed by end of year. Send tape, resume, references and recent photograph. Box 456C, B-T.

Wanted: Commercial manager for kilowatt Mutual stations-Announcer, non-network, midwestern market. Must be proven salesman, with ability to make friends and influence listeners. Excellent facilities. Very attractive commission arrangement. Give complete details of experience, first letter. Box 466C, B-T.

Sales manager who can show solid accomplishment in that capacity and experience in small station work, but who wants to prove himself along lines of his own choosing. Must be able to take charge this daytime station in quarter million unit midwestern market. Reply with all essential details. Box 500C, B-T.

Manager with investment—$250 waffler—southeast N.Y. State—high profits. Box 520C, B-T.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B-T.

Experienced salesman. Can offer extra good deal if you're a clever DJ, too. No drunks or drinkers. Send resume, photo, tape, salary requirements. 5 kw southern station. Box 510C, B-T.

Immediate opening for young able radio salesman at progressive Michigan station. Draw and commission to give you a good living. There's room for growth. Send resume to Box 522C, B-T. about you—experience. etc. Box 542C, B-T.

Experienced radio time salesman. Guarantee $300 and commission. Send resume and references. Box 528C, B-T.

ANNOUNCERS

Numerous DJ—flowing adlit, stage, tv acting experience more will go very well. Verbal approach on chatter-Crosbyish. Midwest, single. Box 420C, B-T.

EMPLOYERS WANTED...

by ambitious men and women

highly trained as:

Announcers

Disc Jockeys

Radio Program Directors

Technical

TV BROADCASTERS! SAVE TIME AND MONEY.

Let us help you with your personal problems. TVM offers E.D.S. thru our Free Placement Service. It is designed to help you and your employer WHERE YOU ARE in the United States.

These and women are well-screened and highly trained. Give us your specific needs and I will go to work for you NOW.


RADIO TELEVISION TEACHING SCHOOL

SITUATIONS WANTED

Managerial

Situations Wanted

RADIO

Help Wanted—(Cont'd)

Wanted: Highly respected New England independent needs a man with ideas and knowledge of the business. Must be able to make friends and influence listeners. Pleasant community . . . excellent facilities . . . air conditioned studios . . . genial staff . . . all benefits. If you'd like to build a reputation (not just one only) and know how, write Box 451C, B-T.

Wanted immediately, combo-anouncer, network affiliate, 5 kw station for 2 continuous nights off per week. Box 550C, B-T.

Announcer-KLIN-Lincoln, Nebraska, will have staff announcer opening on Sept. 1st. Salary depends on ability and experience. Wire or write immediately.

Announcer-engineer, 1st class ticket. Experience in combo announcing-radio sales. Knowledge of the classics helpful. Please send tape, background photo, and references. Box 560C, B-T.

Wanted: Engineer for 250 watt station in town of 52,000 population. Must have experience in announcing. Starting salary $67.00. Send background, tape to Box 561C, B-T.

Wanted immediately, combo-anouncer, network affiliate, 5 kw station for 2 consecutive nights off per week. Box 550C, B-T.

WANTED: Combination Engineer-Announcer, for 250 watt station in southeast. Must be good engineer as well as announcer.

2 announcers with 1st class tickets. Combo-anouncer 15 hours per week. Details to Box 527C, B-T.

WANTED: Chief Engineer for network affiliate, 5 kw, New York State. $100 week to start. Box 558C, B-T.

WANTED: Chief Engineer, Montana's most modern Station, 250 watt, first class license, complete immediate opening. Fine future for right man. State qualifications, experience, etc., to J. A. Elliott, KAITL, Miles City, Montana.


Chief announcer, accent on announcing. New daytime station 30 miles from major city. Ideal working conditions in new air conditioned building. State salary expected. KOEB, Newton, Iowa.

Chief announcer for 20000 directional. Small amount announcing. $100 week. Send resume and tape. KGHF, Pueblo, Colorado.

WANTED: Combination engineer-announcer, permanent. Send tape and resume. KWOP, Powell, Wyoming.

WANTED IMMEDIATELY: First class licensed engineer familiar with control room operation. Contact Chief Engineer, KSCD, Liberal, Kansas.

RADIO

Help Wanted

Managerial

WANTED: Combine most successful station in state! Excellent sales and advertising department. Full details to Box 530C, B-T.


WANTED: Combination Engineer-Announcer, for 250 watt station in southeast. Must be good engineer as well as announcer.

HELP WANTED—(Cont’d)

Wanted: Help wanted for growing station. Must be willing to take air shifts immediately. Send tape immediately if interested. Box 530C, B-T.

Wanted: Announcer, Network affiliate, 250 kw. Good background and references. Box 531C, B-T.

WANTED: Help wanted—both announcer and engineer. Positions open. Send resume, reference and photos to Box 532C, B-T.

WANTED: Combination Engineer-Announcer, permanent. Send tape and resume. KWOP, Powell, Wyoming.

WANTED IMMEDIATELY: First class licensed engineer familiar with control room operation. Contact Chief Engineer, KSCD, Liberal, Kansas.

Help Wanted—Radio

WANTED: Help wanted for growing station. Must be willing to take air shifts immediately. Send tape immediately if interested. Box 530C, B-T.

WANTED: Help wanted—both announcer and engineer. Positions open. Send resume, reference and photos to Box 532C, B-T.

RADIO

Help Wanted

Managerial

WANTED: Help wanted—both announcer and engineer. Positions open. Send resume, reference and photos to Box 532C, B-T.

WANTED: Help wanted for growing station. Must be willing to take air shifts immediately. Send tape immediately if interested. Box 530C, B-T.

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Situations Wanted

Managerial

Situations Wanted
ANNOUNCER - DJ


For continuity director wanted. Send resume and sample copy to: Program Director, Cowles Broadcasting Company, KVPV, Sioux City, Iowa.

SITUATIONS WANTED

SALES

Account executive, 25 years radio experience, seeks tv position. Box 496C, B-T.

HELP WANTED

TELEVISION

Productions-Programming, Others

Versatile, 3 years medium market producer-director, 5 years experience in production. Desires similar capacity with sound progressive operation. Single, 30, has MS. Available reasonable notice. Prefer east but consider any offer. Box 385C, B-T.

Photographer-cameraman. Two years with vhf stations, skilled in slides, movies, news, etc., live camera experience. Southeast or western experience preferred. Send samples and single. Box 519C, B-T.

Promotion manager, tv experience, versatile, reliable. Will relocate. Vet. married, available now. Resume on request. Box 460C, B-T.

FOR SALE

STATIONS

Southeast New York State - 290 watt - high profile or manage with investment. Box 529C, B-T.

Control Texas local $25,000; Florida dairymen, $61,000; Tennessee single station market $50,000. Terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv stations buys now ready. Jack L. Snowdon, Blvd 129, Augusta, Georgia.


Continued on next page

FOR SALE

TELEVISION

STUDIO EQUIPMENT

Purchased new by tv and never in broadcast use. Will make attractive proposition on entire lot: COST:

1 E Film Camera Channel $13,500.00
Type PF-5-A

1 G-E Studio Camera Channel Type 4 TT-7 B 1

1 G-E 16 mm Projector

1 G-E Calibration Monitor Console incl. 75-M-A Monitor

1 G-E Program Switching Panel

1 G-E Electronic Video Mixer

1 G-E Power Supplies, TP-12-A

1 G-E Slide Projector, PP-3-C

5 - 750 watt Spotlights

1 - 2000 watt Spotlight @ $195.00

1 Oricon Pro Camcorder, complete with all accessories

2 -250 watt Spotlights

2 - 150 watt Spotlights

2 - 400 watt Spotlights

4 - 750 watt Spotlights

Contact: Walt Berger

STATION B

Sacramento, Cal. Phone Wabash 5-2717
FOR SALE—(Cont’d)

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tunable 7, 8, 9, 4, 500C, B.T. Remote truck: 1946 Chevrolet truck, 12,000 miles. Equipped with built-in power distribution and racks for DuMont or RCA. Available upon merger. Low price P.O.B. Penna. Details and photo Box 384C, B.T.

For sale: Used 230 composite transmitter complete with crystal holder also Western Electric limiters. Low price P.O.B. Penna. Details and photo Box 384C, B.T.

I model 31A Gates console in working condition. First $400.00 gets. Contact Radio Station KRTX, Box 628, Baytown, Texas.

One RCA 9T-11, used TV transmitter complete. One BBU-4A visual transmitter and 500 feet 1/4 inch 15 ohm transmission line. The unit is in excellent condition and priced at approximately 50% off. WTVY, P.G. Box 1874, Jackson, Mississippi.

FM equipment offered for sale at public auction Tuesday, September 29, 1953, 10:00 a.m. 340 Federal Building, Los Angeles, California. For inspection and viewing contact Fred C. Carr, 3401 Riverside, California. Box 947, Phone Overland 4-4477. RCA 9T-11, RCA 12C. GE 2500 watt amplifier (C3B61; GE 10 kw fm amplifier (C36f). 20,000 kw gasoline-driven 11kw. 220v generator with presto tank, as is: miscellaneous items. Opening bid of $2500.00 already received.

WANTED TO BUY

Stations

Financially qualified, experienced and successful station owners want to buy for cash or terms—a station in one or two station market in Pennsylvania or New Jersey. No brokers. All replies confidential. Box 392C, B.T.

Wanted: Small or medium am or tv stations in financial trouble. Will purchase or reorganize for present ownership. Box 392C, B.T.


Attention station owners. I have clients waiting for new or secondhand stations. 100,000 current billings not important. Texas, Oklahoma, Arkansas. Kevin S. Goodell. 506 Exeter, Kansas City, Mo. Lecie owned, 1151, Tulsa, Oklahoma.

Equipment, etc.

Urgently need one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 391C, B.T.

500-1000 watt RCA am transmitter; 5 or 10 kw RCA fm and Collins type s-bay antenna. Box 391C, B.T.

Wanted to buy: RCA TMA8 or SB master monitor complete, with supply. Must be in good condition. Contact Bill Hargen, KESV-WB, Salinas, California.

Wanted: Used 3kw fm transmitter, fm modulation monitor, antennas and coax. Contact Radio Station WHPS in Central City, Kentucky. Immediately.


One kilowatt Collins fm transmitter. Advise price, condition. Box 792, Glendale, California.

INSTRUCTION


FCC first phone license. Start immediately. Guaranteed. No liens. North West Radio & Televis-

ION MANAGER

To Manage Sick Radio Station

Must be aggressive, highly promotional. Exceptional and most unusual opportunity. Small capital investment required to show good faith. Write giving complete background and experience to Mr. J. Lucas, 2 Cedar Drive, Canton, Mass.

SALESMAN

Experienced radio salesman wanted immediately with top references. Must have selling ability. Also experienced announcer-engineer — Id phone preferred. car necessary. Send full details to Dave Button Manager Radio Station KSPV, Artesia, N. M. Technical

WANTED

Transmitter engineer with car 50 kw experience preferred Midwest location Reply BOX 447C, B.T.

SITUATIONS WANTED

Manager

ATTENTION SAN FRANCISCO

Four years ago I left the radio- TV advertising business to operate a retail carpet-furniture store in South Bend, Indiana. Needing new type of experience, I've sold my store and am ready to return to advertising. I have had 12 years experience in making advertising work. I have seen top New York advertising agencies both in management and sales experience in radio stations and also served 2 years as Deputy Director of the OWI Radio Bureau in Washington, D. C. I am moving with my family to San Francisco and would like to re-enter the advertising field in that area. I'll be available there by October 1 and will be most interested in considering any appropriate proposition which might be open. I can furnish complete national industry references. Write to:

JOHN D. HYNES
2020 Pacific Ave., South Bend, Ind.

TOP SPORTSCASTER

AVAILABLE SEPTEMBER 1st

Sports Director, 5 kw AM-TV in Southern capital. 8 years play-by-play includes minor league baseball past 6 seasons at present station, also with no college football, basketball, boxing, bowling (major Bowl and NCAA tournaments). Current top rated sports shown on radio-TV. Op-or tape of all events available. Finest reference. Accept sound Sports Director's position or individual play-by-play assignments.

Box 376C, B.T.

FOR SALE—(Cont’d)

Manager

RADIO STATION

PROGRAM DIRECTOR

Ten years radio, some TV. Experience plus good record. Looking for radio and/or TV location with a future. You know that dollars are invested with good programs, solid audience and sound ratings. Let's work together building to- ward that goal. I've had hard work looking for a real opportunity. Married, family on the way, Community minded. Amateur radio operator and much more. For the complete story write to Box 393C, B.T.

TELEVISION

Help Wanted

Salesmen

SALES

WANTED

Transmitter engineer with car 50 kw experience preferred Midwest location Reply BOX 447C, B.T.

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Box 376C, B.T.

CLOSE-OUT CLEARANCE AUDIO & TAPE EQUIPMENT

1 RCA 61-XN Mike $ 5.00
1 Console Ampex 600C Recorder 75.00
2 Stantini-Hoffman R-4 Tape Recorders, each 300.00
1 Channel Mixer and Power Amplifier 100.00
1 RCA DP-5 and 5, both for 250.00
1 Magnecord PFS-K Amplifier, with rack 125.00
1 Nonsnar (Goodell) 30.00
102 Ft. Federal Wire gives you 3/8 or 1/2 current wherever you want it—brand new with fittings 246.00
100 Used 2000 Tapes on N A B Hubs 2, 25.00
100 N A B Hubs, 2, 000 each .15
Write, wire, or call Brown Radio-TV Productions, Inc., 1037 South Clemontes, Springfield, Mo. Phone 2-1733.

FOR SALE

Equipment, etc.

RADIO

Situations Wanted—(Cont’d)

Programming-Production, Others

PR vs PR

Well match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people. A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-Demeyer (Agency)
50 E. 42nd Street, N.Y.C.
M 1112
Paul Baron, Dir.: Radio-TV-Film Adv.
Resumes welcome from qualified people.
August 12 Decisions

**ACTIONS ON MOTIONS**
By Comr. Rose H. Hyde

Broadcast Bureau—Granted petition for extension of time to and including Aug. 16, 1955, to file reply to notice of violation, with Westinghouse Electric Corp., for new tv station at Columbus, Ohio.

Broadcast Bureau—Granted petition for extension of time to and including Aug. 16, 1955, within which replies may be filed to exceptions to initial decision in re application for renewal of tv license to American Broadcasting Co., for new tv station at New York, N.Y.

Broadcast Bureau—Granted petition for extension of time to and including Aug. 16, 1955, to file comments, objections, etc., filed by World Broadcasting Co., protestor in re application of National Broadcasting Co., for new tv station at Cleveland, Ohio.

Broadcast Bureau—Granted petition for extension of time to and including Aug. 16, 1955, to file comments, objections, etc., filed by World Broadcasting Co., protestor in re application of National Broadcasting Co., for new tv station at Cleveland, Ohio.

Broadcast Bureau—Granted petition for extension of time to and including Aug. 16, 1955, within which replies may be filed to exceptions to initial decision in re application of Traders Bank, Serv. Corp. and Hartford Telecasting Co., for ch. 2, Hartford, Conn.

Radio Station WBOC Inc., Charlotte, N.C.—Granted petition for extension of time to and including Sept. 22, 1955, to file exceptions to initial decision in re application of WBOC-AM-FM, for new radio station at Rehoboth Beach, Del.

William E. Hall, Anderson, S.C.—Granted petition for extension of time to and including Sept. 22, 1955, to file exceptions to initial decision in re application of WEBO-AM-FM, for new radio station at Pendleton, S.C.

By Hearing Examiner H. Gifford Irion

WCLG Morganton, W. Va.—Granted amended petition in re application of WCLG-AM-FM, to move from hearing docket its application for am faciliies; said application was removed from docket and returned to processing line.

**August 15 Decisions**

**BROADCAST ACTIONS**

By the Broadcast Bureau

Actions of Aug. 12

WKNV Wilkes Barre, Pa.—Granted authority to operate trans. by remote control.

WJWI Watertown, N.Y.—Granted permission to sign-off at 7 p.m. Aug. 13.

Following were granted extensions of completion dates as shown: WJTV-AM-DTV Daytona Beach, Fla. to 9-16-55; WDKB-AM-DTV Detroit, Mich. to 9-24-56; WMAG Forest, Miss., to 10-22-56.

**EMPLOYMENT SERVICE**

**INSTRUCTION**

BROADCASTING • TELECASTING

**INCORPORATED**

**For Sale**

**FCC 1ST LICENSE IN 5 to 6 WEEKS**

**THE ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION**

**OUR INTEGRITY PROVEN**

Check the school that others try to copy.

**WILLIAM B. OGDEN**

1150 W. Olive Avenue
Burbank, California

Be Taught—Not Told

Over 1600 successful students in NINE years

Ohio, WLEC Sandusky, Ohio; WSTV Steubenville, Ohio; WTOL Toledo, Ohio; WBFK-FM Detroit, Mich.; WBGK-FM (FM) Oak Park, Mich.; WPAB-FM Alliance, Ohio; WTAM-Cleveland, Ohio; WWHO-DT Dayton, Ohio; WSPD-FM Toledo, Ohio; WEOO-FM Wooster, Ohio.

Amended License

KYES-TV Medford, Ore.—Amended to specify changes in component of Oregon Television Inc. (an Oregon corporation).

WFOB Fosteria, Ohio—Seeks cp to make changes in DA system.

**August 16 Applications**

**ACCEPTED FOR FILING**

Renewal of License Returned

WBBG Bowling Green, Ohio—Sec. II and exhibits dated after Sept. 1.

Subsidiary Communications Authorization

WHDL Allegheny, N.Y.

WTVM Columbus, Ohio; WJW-TV Cleveland, Ohio.

**Modification of CP**

KENI-TV Anchorage, Alaska—Seeks cp to extend completion date to 3-1-56.

WWKM (TV) Madison, Wis.—Seeks cp to extend completion date to 3-1-56.

**WAB-Radio**

HCUC-AM Blache, N. Y.—Seeks cp to extend completion date to 3-1-56.

WARC-FM New York—Sec. II of cp to extend completion date to 3-1-56.

**WABC**

WABC-TV New York—Sec. II of cp to extend completion date to 3-1-56.

WANC-TV San Antonio, Tex.—Sec. II of cp to extend completion date to 3-9-56.

WLWA-TV Lynchburg, Va.—Sec. II of cp to extend completion date to 3-1-56.

WMUB (FM) Oxford, Ohio—Sec. II of cp to extend completion date to 1-10-56.

**WMB (FM)**

WMBF (FM) Alexandria, Va., Sec. II of cp to extend completion date to 1-10-56.

WCY-C FM Allentown, Pa.—Seeks cp to extend completion date to 1-10-56.

**WTLY (TV)**

Whitlinga, W. Va.—Sec. II of cp to extend completion date to 1-10-56.

**License to Cover CP**

KTVK (TV) Phoenix, Ariz.—Seeks license to cover cp which authorized new tv station.

WISH-TV (FM) Davenport, Iowa—Sec. II of cp to extend completion date to 3-1-56.

**KDRO (FM)**

KIDB (TV) Sedalia, Mo.—Sec. II of cp to cover station since original license to cover cp which authorized new tv station.

**KSTOP (FM)**

KSCO (FM) Independence, Mo.—Sec. II of cp to cover cp which authorized new tv station.

**KXST (TV)**

KXST (TV) Exeter, N. Y.—Sec. II of cp to cover cp which authorized new tv station.

**KMB (FM)**

KWAM-WLW (FM) Chattanooga, Tenn.—Sec. II of cp to cover cp which authorized new tv station.

**KXST (FM)**

KXST (FM) Darlington, S. C.—Sec. II of cp to cover cp which authorized new tv station.

**KMB (FM)**

KMB (FM) Tifton, Ga.—Sec. II of cp to cover cp which authorized new tv station.

**KIDB (FM)**

KIDB (FM) Sedalia, Mo.—Sec. II of cp to cover cp which authorized new tv station.

For the Records


August 22, 1955 • Page 109
Local Express

The upsurge in local radio advertising reported by Radio Advertising Bureau [B&T, Aug. 15] is in itself, a happy circumstance indeed. But it could mean more than that.

It could mean a revitalization of national advertiser interest in radio.

The significance of the RAB report lies not alone in the fact that local business volume is increasing. Of equal importance is the changing identity of local radio advertisers. Businesses which have not heretofore been heavy users of local radio are now radio's best customers. Automobile dealers buy the most local time; supermarkets, department stores and groceries are second; local dealers are third.

It hardly need be pointed out that all three of those enterprises distribute goods which are made by national advertisers. If their dealers are investing more than ever in radio, national advertisers, it would seem to us, could be persuaded to do likewise. The man who has to move a product off the shelf or showroom floor is in the best position to know what advertising medium gives him the most assistance.

Now, to translate this local sales activity to the national level requires the same kind of vigorous salesmanship and promotion that stations have used to bring the local merchants into radio. It requires an industry-wide sales effort.

It requires a slogan that identifies radio in its new role as a prime local advertising medium, offering for the first time a real challenge to traditional newspaper dominance. We can't think of a better slogan than one which the newspapers themselves once used: "All business is local."

Upon that slogan the newspapers' Bureau of Advertising based a major campaign—aimed at telling national advertisers that they could not do an effective advertising job without penetrating to the local level.

By no coincidence, the newspapers have lately quit saying that all business is local, because a lot of local business that they once had all to themselves is going into radio. Why should radio not adopt the newspaper slogan for itself, to fit contemporary circumstances?

All business is indeed local, and much of it is where it belongs—on radio.

One Touch of Venus

At the risk of seeming an enemy of progress, we suggest that broadcasters march on Washington at once in protest against the plan to shoot an earth satellite into space.

If the satellite project works, it can lead only to more and bigger satellites—all sending and receiving messages by radio and television. It will lead eventually to journeys into space, to other planets, to still more crowding of the spectrum. Who knows whether the Martians have licked the uhf-vhf problem? Will their radiotelevision allocation problems be added to ours?

In 30 years of more or less constant international bickering, the earthbound world has never been able to distribute wavelengths to the satisfaction of all countries. What can ensue but chaos when other worlds have to cut in on the pie?

The U. S. is having difficulty in coming to terms with the Mexicans over the use of frequencies. What chance will it have in the Interplanetary Allocation Conference when Venus insists that 540 kc is the only wavelength that its people's head-radios work on? Or who will control that super-stratovision station whose elevation above average terrain will give it inter-constellation tv coverage?

"The sky's the limit" may become an allocation standard before the U. S. satellite problem is solved by the FCC.

Those 'Fifth Amendment Patriots'

There's more than meets the eye or hits the record in those House Un-American Activities Committee hearings probing Communist infiltration of show business.

Most of the witnesses, who have performed variously on Broadway, in the movies and on radio-television, took refuge in the Fifth Amendment. This is their constitutional right, if they're prepared to accept the inferences that must be drawn from their refusals.

There was one witness, however, who did admit former associa-

Let Democracy Speak

Next month National Radio & Television Week will be observed (Sept. 18-24).

It should not be just another of those events used by manufacturers to sell their wares. As business enterprises the broadcast media deserve recognition, because they constitute business in the atmosphere of free, competitive enterprise.

But broadcasting, the American way, is more than a business. It epitomizes life in a democracy. It is electronic journalism, and as such, the modern counterpart of the press. Its freedom is as significant as the freedom of the press. Without it our democracy could not survive.

More and more the importance of a free radio (and television) is becoming ingrained in the American mind. There remain the carping politicians and the do-gooders who would abridge that freedom. But by and large, the broadcast arts are receiving recognition for their stewardship as disseminators of information and for their contribution to the freedom of speech ideal.

Such recognition does not self-start. It must be stimulated. That is the job of the broadcaster. The forum of National Radio & Television Week should be used to tell the story of this great free American institution. The public should be reminded of the miracles that already have been wrought, of those that are ahead—all in one short generation.

Broadcasting, both audio and video, was born, nurtured and developed in free America, the American way. Every American should know that story. The time to tell it most effectively is during National Radio & Television Week.
The Detroit News
World's first radio station and...

WWJ-TV
Channel 4
Michigan's first television station

Announce the Appointment of

FREE & PETERS, INC.
Pioneer Station Representatives Since 1932

EFFECTIVE SEPTEMBER 1, 1955
The man who said "build a better mousetrap etc." wasn't kidding! Ever since we announced our new ABC-TV affiliation to be effective Sept. 28—and plans for our new "Big Time Daytime" fall programming—time buyers have not only beat a path to our door; they've darn near beat down the door requesting availabilities!

The first four weeks after our announcement we had the biggest upsurge of spot business in our history—gratifying proof that dynamic, imaginative programming is the number-one demand of the nation's TV advertisers!

The new ABC evening line-up of such fresh, stimulating shows as Mickey Mouse Club, Warner Brothers Presents, MGM Parade, Wyatt Earp, Bishop Sheen, Wednesday Night Fights and Disneyland (plus the older ABC-TV network favorites) will be preceded by a "Big Time Daytime" schedule that's a sponsor's dream.

Now, for the first time in Kansas City, you have flexibility of format that allows any type of commercial handling you desire! You can assume complete sponsorship of high-rated station-produced shows...of fine syndicated film shows...or you can buy filmed minute-participations...schedule live commercials, demonstrations, sampling or audience-participation testimonials...utilize station breaks or IDs in saturation schedules. See your Free & Peters Colonel for details.

You ask for it, we'll deliver it—to the farthest reaches of the Kansas City trading area from our 1,079-foot tower (tallest in the area) and 316,000 watts of power. Hope we'll be ABC'ing you on Channel 9 this fall!