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No matter how you get your TV set count, you just can't cover more TV homes in Central Virginia than those reached by WXEX-TV!

WXEX-TV has maximum tower height—1049 ft. above sea level. 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.

Obviously, WXEX-TV covers the maximum number of TV homes in this rich market. Ask your Forjoe man for the whole exciting story of this new basic NBC-TV station for Richmond, Petersburg and Central Virginia.
Virginia's Best Salesman

WTVR

RICHMOND'S ONLY TELEVISION STATION

CHANNEL 6

ONE OF THE FIVE PREFERRED CHANNELS IN THE LOWER END OF THE HIGH FREQUENCY BAND

OVER 494,000 SETS COVERAGE IN 70 COUNTIES INCLUDING 100 M/V OR BETTER CERTIFIED MEASURED SIGNAL IN NORFOLK. AVERAGE NIGHTTIME RATINGS 63.9

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS
MAXIMUM HEIGHT 1049 FEET

WMBG Represented Nationally by The Bolling Company
WTVR Represented Nationally by Blair TV, Inc.
The Pulse of Public Service

WHIM's audience ratings speak for themselves—but sales effectiveness is much more than a matter of audience.

Equally as important is a station's position within the heart of the community which it serves.

Our files are filled with thank-you's for the work done by each of the members of the WHIM family serving as volunteer workers, board chairmen, co-directors or trustees of such civic organizations as

- Citizen's Committee for Redevelopment
- East Providence Free Public Library
- Brown University Alumni Association
- Big Brothers of Rhode Island • Junior Achievement
- Providence Lying-In Hospital • World Affairs Council
- United Fund • Blue Cross of R. I. • Urban League
- Providence Chamber of Commerce • Civil Defense
- Crippled Children and Adults • Rotary Club

WHIM has won literally scores of awards from such nationally known organizations as the Alfred P. Sloan Foundation to such important local institutions as St. Joseph's Hospital and the American Legion Women's Auxiliary.

NO WONDER RHODE ISLANDERS LISTEN TO

BELIEVE IN

Call Bob Engles, George Taylor or any HEADLEY-REED
Kettell-Corrier, Boston representative.
AMERICA'S 10TH TV MARKET

WGAL-TV
LANCASTER, PENNA. NBC and CBS

STEINMAN STATION  Clair McCollough, Pres.

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. For maximum sales in a multi-city market, advertise on WGAL-TV.

Representatives: MEEKER TV, INC. New York  San Francisco
Los Angeles  Chicago
"CLASS B" V'S Plan gaining impetus in FCC circles would create new "CLASS B" vhf stations to be dropped in with reduced mileage separations and antenna heights without disturbing coverage of existing v stations. Present licensees (plus ultimate victors in still pending hearings) would be protected under "grandfather" clause assuring them no service would be subtracted. Existing uhf stations in mixed markets likewise would be given priority on drop-in "CLASS B"'s under this plan, which may be broached when FCC reconvenes after Labor Day.

"CLASS B" plan, regarded as having substance because it would relieve some pressure on de-intermediate, might ease burden in seeking uhf assignments for industrial and safety purposes, and call off persistent military effort to pre-empt channels in vhf 2-6 range. Moreover, it's felt it would give comfort to fm proponents who resent covenous glances of uhf telecasters seeking vhf spectrum space through conversion of position of fm range.

MICKEY MOUSE SRO • ABC-TV's upcoming Mickey Mouse Club has just about reached membership ceiling. It's 19/20ths sold out, with Coca-Cola picking up two segments and General Mills, already signed for six, teaming with Vicks Chemical Co. to co-sponsor another. They join Tv Time popcorn, Mattel Inc. (toys), S. O. S. (elevens) and others signed earlier to bring advertiser roster to 14 and leave one weekday segment remaining to be sold out of weekly total of 20. Officials estimate 14 advantages already yet represent $14 million in billing, say that "never before have so many paid so much for something they've never seen." Show goes into Monday-Friday 5-6 p.m. period, starting Oct. 3.

WHILE WHAS Louisville remains only holdout on new station compensation agreement with CBS Radio, it does not object to rate provisions, removing block in printing of new CBS rate card. But negotiations were reported still in progress on compensation agreement, carried on at highest level by CBS President Frank Stanton and Courier-Journal & Times Publisher Mark Ethridge. With return of President-Editor Barry Bingham from Europe last week and expected return this week of WHAS-AM-TV Vice President and Director Victor A. Stolis from vacation, decision may be forthcoming shortly.

400% MELO. Screen Actors Guild's victory in winning extra payments for the first re-run of tv entertainment films will boost residual payments over $2 million mark in next 18 months, union sources claim. In last comparable period under old contract, residuals to members totaled about $550,000. Significance: TV film packages will cost stations and advertisers just that much more; other labor interests contributing to final product are getting ideas (story page 77).

OFFICIAL recognition likely to be given radio as only means of contacting public when power is off during disasters as result of New England floods. Public officials were impressed by radio's role as isolated areas dispatched solely on messages fed to auto sets and portable radios by business powered with auxiliary generators. Vivid though unscathed demonstration expected to bring new appreciation of oft-slighted Central alert system.

PIX FIX • It was emphasized in press coverage of American Bar Assn., but test of flashless newspaper cameras at mock court trial was flop. While cameras didn't blind lawyers, cameramen swarmed over room and took over 300 photos, convincing most ABA observers they wanted no picture-taking in courtrooms. While tv crews and ABA House Delegates backed in background and convinced delegates they would not upset decorum, a notable victory, it may take decade before visual coverage of trials becomes commonplace.

CHARLES ANTELL Inc. (hair preparation, Baltimore), renewing schedule of 75 one-minute announcements on NBC Radio's Monitor weekend series. Gross billings represented in Antell business said to amount to $103,000. Agency is Joseph Katz Co., Baltimore and New York.

FCC Chairman George C. McConnaughey's tour in Europe on his quasi-official tour, has been hitting some of high spots. Among top level sessions held were: Briefing on overall NATO situation with emphasis on communications from Gen. Alfred M. Greather, conference with communications officials of Sweden, now planning introduction of television probably under joint ownership of government and private interest; indoctrination in international communications matters at International Telecommunications Union headquarters in Geneva, and tour of BBC's domestic and overseas facilities last week. Chairman, accompanied by Mrs. McConnaughey, left Washington July 22 and expects to return Sept 2.

REPORT from Chairman McConnaughey on last leg of European tour (he embarked last Thursday for trip home): "From what I have seen so far there is a far better operation for the public than that which I have witnessed (government owned Europe systems). The hue and cry they put out is the horror of 'commercials'. I have been combattting that argument to the best of my ability. It has been an interesting experience indeed.

SOUTHERN COMFORT • U. S. film packagers are eying new money in growth of foreign commercial tv markets, especially Latin America, which means fresh runs for earlier American series. Ziv already has major operation in Mexico City for dubbing Spanish sound tracks on such packages as Cisco Kid, Banton Blackie, I Led Three Lives, Mr. District Attorney and others.

IN COMPLIANCE with statute which requires FCC to hold formal meeting at least once each month, Commission will convene this Wed. (Aug. 31) despite its technical "recess" until after Labor Day. Indications are that all members except Chairman McConnaughey and Conn. E. M. Webster will be present. Mr. McConnaughey returns from Europe Sept. 2; Conn. Webster flew to Europe Aug. 26, as chairman of American delegation to Baltic and North Sea Radio Telephone Conference in Goteborg, Sweden, which begins Sept. 1 and may run about month. It's expected that only routine business or matters having time limitation will be considered.

FLIGHT DOCTOR • CBS Inc. President Frank Stanton left New York for Europe last Friday to take in electronics fair at Dusseldorf, Germany, and also visit company offices in London and Paris. Trip will take about 10 days.

IN ONE of his rare speaking engagements, FCC Conn. Rosel H. Hyde this Wednesday will address Washington Lions Club on tv allocations outlook, implementing proposal he laid before FCC last month [CLOSED CIRCUIT, July 11; story July 25]. He is expected to (1) urge need for an allocation that will encourage development of tv on sufficient number of channels to provide comprehensive long-range service; (2) need for comparable facilities for competing networks in major markets.

DOUBLE INDEMNITY • If things go as planned, part of Philip Morris' promotion of its bright-hued cigarette package, being re-designed with eye-color tv (story, page 35), will be conducted via CBS Radio's also brand-new segmentation sales plan (B&T, Aug. 22). Negotiations in progress looking toward PM sponsorship of parts of network's three name-talent, segmentized-selling strips: Bing Crosby Show, Atoms 'n' Andy Music Hall, and Tennessee Ernie. PM Agency: Bowl-Beirn-Toigo, New York.

Broadcasting  •  Telecasting August 29, 1955  •  Page 5
Do I know New Orleans Radio? Bought Some Time just the other day . . . in September, 1953

Sound like anybody you know? Buy him some time to give him a chance to freshen up a bit. Two years have made a big difference in New Orleans radio. That difference is spelled W-T-I-X.

Eleventh in audience among eleven stations then . . . first in audience among eleven stations now. All-day average share: 20.2%. Second station: 11.9%.

Primary reason: Mid-Continent management, effective 9/53, which meant new programming, ideas, excitement. It took ten months. That would place us in July, 1954. Your New Orleans radio orientation earlier than then? Get a refill . . . from National Rep Adam J. Young, Jr., or, WTIX General Manager Fred Berthelson.

* Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., July, 1955
SMALL-MARKET, AIR TRANSPORT GROUPS, UHF ASSN. PROTEST TELEV TOWER BOOSTS

THREE separate attacks on FCC's proposed increase in maximum tower height of vhf stations in Northeast (Zone 1) from 1,000 to 1,250 ft. with maximum power developed over weekend. Opposition came from group of northeastern stations that plans to meet this week to rally small-market outlets and summon a governors' conference; from Air Transport Assn. of America and Uhf Industry Coordinating Committee. New, 1,250 ft. rule effective Wednesday of this week (see page 73).

Calling regional small-market group meeting, scheduled at noon today (Monday) at Waldorf-Astoria, New York, were Aldo DeDominicis, WNHC-TV New Haven; Philip Merryman, WIVR-TV New York; WATR-TV Waterbury, all Conn. About 25 were expected to attend. Harry M. Plotkin is counsel for group.

Purpose of meeting pointed out that FCC's policies have favored powerful metropolitan vhf stations, destroying opportunities for development of community or small-market tv service. Commission's handling of uhf problem follows this pattern, it's stated, making it difficult for uhf outlets to compete with vhf outlets, giving vhf constantly growing competitive advantages.

New "1250 rule" will make community station situation even worse, invitation notes. As to 5,000 kw proposals for uhf, point is made that transmitters are too expensive. Too many stations now in operation that transmitters are too expensive.

To solve problem, regional group proposes to form committee to invite governors of Connecticut, Massachusetts, New Jersey, Pennsylvania and Rhode Island to convene public officials, legislative representatives and small coverage interests in regional meeting to consider ways of reversing FCC policy.

Uhf Industry Coordinating Committee called FCC's action "incredible" and asked Commission to set order aside and schedule hearings. Committee said amending Zone 1 antenna height and power requirements "renders sterile" solemn commitments made by Commission concerning measures for remedying plight of uhf.

Increase in power for Zone 1 vhf's further heights or existing disparities between vhf and uhf, with chance for network affiliations less likely, committee said. Such measures for uhf relief as de-intermixiture have been "clearly prejudiced" by this action, uhf group asserted.

Pointing to New Jersey, committee noted that not one tv station is in operation in this state because of "super-power" vhf's in New York and Philadelphia.

Air Transport Assn. of America asked FCC to postpone effective date of order (Wednesday) until Air Transport Coordinating Committee submits recommendations for solution to problem posed by construction of tall tv antennas.

Association noted that subcommittee of ACC, Joint Industry-Government Tall Structure Committee, is presently studying conflicting interests of users of air space. Working group of latter committee is composed of representatives of tv industry, FCC, aviation interests and Civil Aeronautics Board. FCC Comm. Robert E. Lee and Civil Aeronautics Administrator Fred B. Lee are co-chairmen.

Neb., Okla. Farm tv Data

ONE-THIRD of all farms in Nebraska and Oklahoma are equipped with tv receivers, U. S. Census Bureau announced Friday (see Kansas and Wisconsin county data, page 38). Of 100,846 Nebraska farms, 33,661, or 33.4%, have tv sets. In Oklahoma 41,695 of 118,979 farms, or 35%, have tv sets.

• BUSINESS BRIEFLY

MILLER GRID SLATE • Regular season of 12 New York Giants football games as well as three exhibition games will be carried by WMGM New York under sponsorship of Miller High Life beer. Schedule runs Sept. 24 through Dec. 11. Marty Glickman will handle play-by-play and Johnny Most will do color and other features of games. Exhibition contests are Sept. 6, 10 and 19. Agency is Mathison Assoc.

AMANA, TUMS FOOTBALL • Amana Refrigeration Co., Amana, Iowa, reported Friday to have purchased half-sponsorship of CBS-TV Big 10 regional football tv slate, with Lewis Howe Co. (Tums) picking up other half. Five games to be aired on 40 or more stations starting Sept. 24. Oklahoma Oil Co., Chicago, reported did win locally for quarter of NBC-TV national football tv program, to be offered on co-op basis.


Woolworth Series to Canada

EXPANSION of "Woolworth Hour: What's New in Music" to 47 stations of Dominion Network in Canada effective Sept. 4 announced Friday by CBS Radio which carries show in U. S. Canadian sponsorship also will be under Woolworth Co., through Lynn Baker Inc., N. Y.

Continental Buys KRKD, Plans Other Station Buys

SALE of KRKD-AM-FM Los Angeles by Mr. and Mrs. Frank P. Doughty for $1,000,000 to Continental Telecasting Corp., new firm composed of radio, tv and movie industry figures, which plans to acquire six additional radio stations and five tv outlets, announced Friday. Continental ownership includes Albert P. Zugsmith Corp., west coast station brokerage firm; Arthur Hogan, president and 50% owner of Zugsmith, and Richard Simonton, operator of Pacific Network Inc., owner of Los Angeles Muzak franchise. Firm declined to reveal movie executives involved before application is filed at FCC within next fortnight. Mr. Zugsmith, board chairman and 50% owner of brokerage firm, is producer at Universal-International. Mr. Hogan also owns Universal Recording Co., and has investment brokerage firm in own name. KRKD is assigned 5 kw day, 1 kw night on 1150 kc.

WPIX 'Adopts' Winsted, Conn.

TOWN of Winsted, Conn., almost totally decoyed in recent flood, has been "adopted" by WPIX (TV) New York as station's public service responsibility (see story, page 42). Station will contribute $1,000 to get fund started, according to Fred M. Thrower, vice president and general manager. Until further notice, all public service activities of station will be directed to flood relief for Winsted.
This is the survey the entire industry has been
awaiting since KPHO-TV became independent in
a 4 station VHF market.

Percentage of quarter hour "firsts" from 5 p.m. to
station signoff, Sunday through Saturday.

KPHO-TV. . . . . . . 34.5%
Network Station A. . . 21.5%
Network Station B. . . 13.5%
Network Station C. . .

DATA VERIFIED BY A.R.B. — AUG. 16, '55

KPHO-TV STILL 1ST in PHOENIX

MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
Silent Stockton UHF Outlet Decides to Resume Operation

UFH STATION that suspended operations last April because of financial difficulties began giving FCC go-ahead Friday to resume operations following request by station. KTUV (TV) Stockton, Calif. (ch. 36), asked FCC permission to return to air rebroadcasting programs of ch. 40 KCCC-TV Sacramento.

Station, owned by Warren Brown, also notified Commission negotiations are in progress for sale of outlet to Harry W. McCart and Ashley L. Robison, owners of KCCC-TV. KTUV probably will function as full satellite of KCCC-TV, it was learned.

KTF'S Texarkana Sold

SALE of KTF'S Texarkana, Tex., by Arthur D. Smith Jr. to Robert S. Biebel for $75,000, announced Friday. Transaction was handled by Blankenship-Hamilton Co. Mr. Biebel owns 75% of station, Mr. Smith 25%. Station is called KTVX (TV), Texarkana, Ark., and is licensed to Texarkana, Tenn., in which he presently owns 60%. KTVX operates on 1,400 kc. with 250 w.

Freeman Elected to TV Group

OTIS FREEMAN, chief engineer, WPIX (TV) New York, elected treasurer of TV Broadcasters Committee, succeeding Charles Singer who has resigned his post with Mutual.

VHF Plan Clarified

LETTER circulated to FCC Commissioners Friday by Welch, Mott & Morgan contended that plan of Washington law firm and consulting engineer John Mullaney to provide "several hundred" additional vhf assignments [BT, Aug. 8] would not require formal rule making proceedings. Queries on that point prompted letter which advised Commission that "in its discretion ... [it] may immediately consider applications for construction permits for additional vhf facilities."

WTTV Seeks 1,649-ft. Tower

APPLICATION filed at FCC Friday by WTTV (TV) Bloomington, Ind., to move antenna site and erect 1,649-foot tower. New site would be at Trafalgar, Ind., about 20 miles southeast of Indianapolis. Present transmitter located at Cloverdale, about 30 miles from city. Sarkes Tarzian, equipment manufacturer, is station operator. Petition filed by attorney Abe Stein.

Oklahoma City Permit Deleted

PERMIT for ch. 19 KMPT (TV) Oklahoma City deleted Friday by FCC. Station began operating in November 1953 and suspended last March 29. Harry Onos is president and R. L. Barton vice president. TV permits deleted last total 149, 119 uhf, 30 vhf.

WCTV (TV) Joins CBS-TV

AFFILIATION of WCTV (TV) Tallahassee, Fla., with CBS-TV, effective Sept. 15, announced today (Mon.) by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. Station, on ch. 6, is owned and operated by John H. Phipps.

SALZBURG MUSIC

PRACTICALLY all of famed Salzburg music festival to be carried by WQMS-AM-FM Washington, good-music station, starting Labor Day and continuing to end of year. Hi-fi tape to be supplied by Austrian Broadcasting Corp. and flown to Washington, according to M. Robert Rogers, WQMS president, who termed it outstanding program achievement. Series includes 25 programs and three complete operas. Local Campbell Music Co. will sponsor.

Johnson Tells Furnituremen Advertising Will Help Sales

VALUE of advertising as educational force that can help furniture industry hold its position in new economy of higher living standards is being stressed by Arno Johnson, vice president and director of research, J. Walter Thompson Co., New York, at Chicago convention of National Assn. of Furniture Manufacturers today (Mon.).

By 1960, furniture manufacturers could increase their market by at least 65%, he says. With movement of mass millions to higher income levels, and trend toward larger families, furniture industry "might well raise its sights to a new understanding of the opportunities for growth that exist in our changed American economy," he says.

MBS Names Burnett, Tilley

IN EXECUTIVE changes at Mutual, John H. Burnett, producer-director of network's General Sports Time, has been named sports director and Harry Tilley, formerly of Yankee Network, chief engineer. Mr. Burnett replaces Paul Jonas, who has been with Mutual 17 years and will remain with the network until World Series to supervise broadcast details of MBS' exclusive radio coverage of this year's event. Mr. Tilley succeeds Charles Singer as chief engineer. Neither Mr. Singer nor Mr. Jonas disclosed future plans.

KOPP Sold to KYMA

KOPP Ogden, Utah, sold Friday by M. B. Scott Inc. to KYMA Yuma, Ariz., for $55,000 subject to FCC approval. Sale handled by Jack S. Stoll & Assoc., Los Angeles station broker.

UPCOMING

Sept. 2-4: National Agricultural TV Clinic, U. of Missouri, Columbia.
Sept. 2-4: West Virginia Broadcasters Ass'n., Greenbrier Hotel, White Sulphur Springs.

For other Upcomings see page 90

PEOPLE

BY COLVIG, promotion director, WXIX (TV) Milwaukee, appointed account executive.

HENRY B. KREER, account executive, Campbell-Mithun Inc., announces formation of his own agency, Kreer Adv., with offices in Chicago.

HARRY D. GOODWIN, former general manager and sales director of WNJR and WVNJ Newark, N. J.; successively Esso reporter, publicist manager; advertising director for WBBZ Boston, and promotion and merchandising manager for WCOP Boston, to sales staff, International News Service, N. Y., handling sales and client relations dealing with INS' expanding clientele in radio and tv and newspapers.

Ted Oberfelder Resigns

AFTER Decade at ABC Network

THEODORE I. OBERFELDER, vice president of ABC and general manager of its WABC-TV New York, has resigned after 10 years with ABC and its stations, it was learned Friday.

Network authorities confirmed report and said Slocom Chapin, vice president in charge of ABC's network sales, will assume command of station for approximately three weeks, in which time successor to Mr. Oberfelder would be named.

Mr. Oberfelder joined ABC in 1945 in advertising and promotion department, and was promoted to assistant director in 1946 and director in 1947. He was named general manager of ABC-owned WABC (then W2Z) New York in November 1950 and became director of owned radio stations for network in March 1952, adding vice presidency following December. He was appointed vice president and general manager of WABC Radio July 1, 1953, and transferred to vice president and general manager of WABC-TV Nov. 1, 1954.

Music Licensing Agreement For Multiplexing Sought

EFFORT to obtain "satisfactory" licensing agreement for specialized fm music services to be made by NARTB at suggestion of its Fm Committee. Group has asked NAAFTB Radio Board to file petition at FCC asking elimination of compulsory provision of multiplex order. Association is collecting fm success stories, John F. Meagher, radio vice president, told Fm Committee at Chicago meeting Thursday.

H Quentin Cox, KQFM (FM) Portland, Ore., presided as chairman. Committee favored continued effort to reduce or eliminate excise taxes on broadcast receivers.

New Film Organization Set


August 29, 1955
THE CHALLENGE OF TV NEWS

As seen by the man who directs it at CBS, John F. Day's analysis of its shortcomings and its potential...32

WHAT'S WRONG IN COMMERCIALS?

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NBC TACKLES A FLOOD

Disastrous inundation of northeastern U.S. puts heaviest communications burden on radio. It meets the challenge....42

NBC SIGNS A BIG ONE

NBC joins industry promotion organization; brings membership to 152 stations, two networks and eight representatives....50

THE OLYMPIC FILM RIGHTS

Two Canadians say they have cornered the market for all picture making at the Australian spectacular....54

TV HAS ITS DAY IN COURT

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HOW TV SELLS FOR RETAILERS

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Two more states are in—Kansas and Wisconsin. B&WT's continuing report of Census figures on rural set ownership...38

BROADCASTING TACKLES A FLOOD

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Our Respects 28
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RISING SALES CURVE AHEAD FOR TV SPONSORS
ZIV's NEW TRAFFIC STOPPERS TV SERIES

SMASHING TO NEW SALES RECORDS!

HIGH-OCTANE ADVENTURE OF MEN OF SKILL AND DARING!
Already bought by...

BALLANTINE BEER
... in New York, Boston, Philadelphia, Miami, Washington, D.C., New Haven, Buffalo, Schenectady, Syracuse, Binghamton, Springfield, Mass., Providence, Portland, Bangor, Harrisburg, Wilkes-Barre, St. Petersburg, Norfolk, Richmond, Va., Watertown, Orlando.

WIEDEMANN BEER
... in Cincinnati, Dayton, Columbus, Indianapolis.

THE KROGER COMPANY
... in St. Louis, Mo., Roanoke, Va., Greensboro, Winston-Salem, N.C., Huntington, Charleston, W. Va., Kansas City, Louisville.

PFEIFFER BREWING
... in Lansing, Bay City, Grand Rapids, Cadillac, Rochester, Minn., Austin, Minn., Detroit, Minneapolis, Toledo, Ft. Wayne, Traverse City, Fargo, N. D.

HURRY! YOUR MARKET MAY STILL BE AVAILABLE!

CARNATION COMPANY
(Morning Milk Division)
In Salt Lake City, Seattle, Tacoma, Portland, Spokane, Yakima.

LION OIL COMPANY
... in Memphis, Pine Bluff, Jackson, Miss., Jackson, Tenn., Nashville, Monroe, La., Little Rock, Ft. Smith, and Texarkana, Texas.

SAFEWAY STORES, INC.
... in Tulsa, Oklahoma City.
THE MOST IMPORTANT PROGRAM IN YOUR COMMUNITY AND FOR YOUR COMMUNITY! THE PERFECT COMBINATION... A BIG STAR, STIRRING ADVENTURE, TENSE DRAMA, AND FEATURING... A COLORFUL LAW ENFORCEMENT AGENCY IN ACTION!

WRITE, WIRE OR PHONE TODAY FOR YOUR AUDITION!

NOW AVAILABLE IN SPANISH

ZIV Television
NEW YORK
CINCINNATI
HOLLYWOOD
STARRING ACADEMY AWARD WINNER
BRODERICK CRAWFORD
AS HEAD OF THE HIGHWAY PATROL...

BASED ON THE EXPERIENCES OF HIGHWAY PATROL OFFICERS IN ALL 48 STATES!

FILMED ON THE HIGHWAYS!
...at scenes of real roadblocks, fires, disasters, investigations...in real homes, farms, factories...along the way...in real State Patrol headquarters!

EACH DRAMATIC HALF-HOUR A COMPLETE STORY
• Newest TV camera techniques!
• Imaginative direction!
• Dramatic music!
• Authentic stories!

★ BRODERICK CRAWFORD as DAN MATHEWS
HIS CREED—devotion to duty,
HIS REWARD—unswerving loyalty of his men.
“HIGHWAY PATROL” OFFERS THE
mightiest, the most complete
PROMOTION PLANS
ever put in the hands of TV Advertisers!

YOU GET THE UNIQUE NEW ZIV-PLANNED
EMPLOYEE ENTHUSIASM KIT

To get your employees talking up your TV show wherever they go, you get a carefully planned kit containing practical suggestions for letters to executives, bulletins to salesmen, postcards to employees' homes, payroll inserts, postage meter designs, etc. Your entire personnel is included in the plan.

YOU GET THE PRESTIGE-BUILDING ZIV-PLANNED
SAFETY KIT

You'll capitalize on community interest in highway safety and win big audiences for your TV show. The kit includes: "road conditions" ad, TV announcements, newspaper editorials on highway safety, "Safety" streamers, letters from Broderick Crawford to newspapers ... plus National Safety Council tie-in literature.

YOU GET THE FULL-SCALE ZIV-PLANNED
ADVERTISING & PUBLICITY KIT

Packed with ideas to alert customers and prospects to your TV show ... publicity stories and photos, large and small-space ad campaigns, point-of-purchase display materials, TV announcement series, mass distribution literature, personal "star-signed" letters, etc. ...
THE WORLD AT HOME

"A PROGRAM dedicated to people, unusual people, memorable people, people in trouble, people in triumph ... " That's how Hugh Downs announced the arrival of the regular talent on The World at Home, describes the program in his opening announcement.

Last Wednesday, The World at Home's people were troubled, if not exactly "in trouble." In the studio, to talk to Arlene Francis, who has extended her mistress-of-ceremony chores of Home to include this preceding quarter-hour program as well, were three Chinese students in America, three of the 4,000 which Red China would like to get back in exchange for the 50 American civilians that the U.S. government is seeking to liberate from behind the Bamboo Curtain.

The idea that they go back to a country which has become communist in their absence was not an acceptable one to Miss Francis's three guests. Neither did they think much of the suggestion that a third party, India, send interrogators to America to interview the Chinese students and determine those who want to go back under present conditions and those who wish to remain here. This, the students said, would uncover a lot of information which Red China might use against the students' families who are still in China. For fear of reprisals against his relatives there, one of the three students, identified as "John," appeared only as a shadow on a screen.

The Chinese students are somewhat unwilling guests in the U.S., they revealed. The girl, trained as a teacher, can find no work at her profession in this country, despite the teaching shortage, and is selling life insurance for a living. The other young man, educated in international law, has a job in the camera supply field.

On the basis of a single program, The World at Home seems an interesting experiment in TV news analysis with a somewhat "folksy" human interest accent, an approach eminently suitable for the housewife audience of the Monday-Friday, 10:45-11 a.m. period.

Production Costs: $7,000. Broadcast on NBC-TV, Mon.-Fri., 10:45-11 a.m. with multiple and rotational sponsorship. (The Aug. 24th telecast reviewed above had no commercials.)


STUDIO TENNIS

TENNIS play on TV has been done before. But, for the first time, an imaginative studio-originated group of tennis matches was presented on WABD (TV) New York last Tuesday evening.

Unfortunately, fans and the uninstructed country-over did not share with metropolitan New York viewers the splendid exhibition featuring several members of Davis Cup teams and the all-time great, Don Budge. However, national network coverage of the Davis Cup matches at Forest Hills, Long Island, was scheduled "on another network" over the weekend.

For this experiment, DuMont-owned WABD set up a hard rubber floor, which in tennis talk is a "fast court," making play speedier and more slippery than even on the slick grass courts. This challenge was met by the players with brilliant results.

Good lighting, sufficient space, air conditioning and an excellent camera effort eased the pickup considerably and permitted the players ample flexibility. Nothing, it would seem, could restrict tennis skills more than to place unnecessary or artificial barriers on the players' freedom of movement.

Mr. Budge also did a turn at the microphone. His voice is as pleasing to the ear as his court manners are to the tennis initiated. Except for excessive talk by others the viewers had two hours of healthy, fast and fetching match play. On WABD (TV) New York, Tuesday (Aug. 23), 9-11 p.m. EDT.

Sponsored by Pepsi-Cola Co. through Biowein-Togko.

Matches and Players: Nicola Pietangeli and Guiseppe Merlo (Italy) vs. Kurt Nielsen (Denmark) and Sam Giammalva; Gil Shea (U.S.) vs. Ashley Cooper (Australia); Don Budge (U.S.) and Gil Shea vs. Ashley Cooper and Neal Fraser (Australia); Kurt Nielsen vs. Herb Flam (U.S.).

Commentators: Harry Hopman, Australian Captain; Bill Talbot, U.S. Captain; Don Budge and Jack Kramer.

Guests: Tony Trumbet and Vic Seixas.


IT'S TIME

THE NEW It's Time series of dramatized news vignettes which ABC Radio and Time magazine launched Aug. 20-21 gives better promise than it gave performance in its inaugural go-around.

Consisting of 18 five-minute capsules scattered throughout ABC Radio's Saturday and Sunday schedule, featuring "March of Time"man Westbrook Van Voorhis as narrator-producer backed by a sizeable cast, the various segments on the opening weekend somehow failed to deliver the punch—or pull—that is associated with newscasts.

They are not, of course, intended to be newscasts. The first weekend's output ran heavily to the off-beat side: the disappearance of the organ grinder, for instance; a Montgomery (Ala.) man thrice robbed by the same felon; a flight of guinea pigs in a balloon; an army parachutist who survived a 1,000-foot jump in which neither of his two parachutes opened (he fell into a 40-foot snowbank).

Some of the "news" dealt with was not, if the unavoidable pun may be pardoned, timely. The free falling parachutist incident dated back to January, and there were others which Time would not have considered recent enough to commit to print. In another category was one bit that consisted of a recitation, with credit, of a collection of cliches which Steve Allen originally presented on another network.

An obvious conclusion is that Time and ABC had been preparing for this series for a long time and wanted to waste nothing. It is to be hoped that they will get through their backlog before long and start tackling sidelights of news of more current date, paying more attention especially to background and human interest episodes relating to major events and personalities. With the facilities of Time cooperating with those of ABC, this ought to be an informative as well as diverting series, considerably beyond its accomplishments of the first time around.


Script Writers: Don Higgins, Ted Wear and Joseph Alger.

Material Source: world wide facilities of ABC.

Time, news bureaus and correspondents and all available news sources.

Produced by ABC News and Time magazine.

CAPITAL TYPES #9

THE EXPEDITOR

Calls himself "the shortest distance between two points"; known around the office as the Short Circuit. In constant touch with a man who can get you anything from a crate of eggs to a hot motorcycle. Favorite song: "In the Gloaming." Writes poetry, has a tendency to fall out of canoes.

In the Washington area, one station gets more results faster for its advertisers than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station.

WTOP RADIO

Represented by CBS Radio Spot Sales.

Broadcasting • Telecasting

IN REVIEW

Production Costs: $7,000. Broadcast on NBC-TV, Mon.-Fri., 10:45-11 a.m. with multiple and rotational sponsorship. (The Aug. 24th telecast reviewed above had no commercials.)


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Script Writers: Don Higgins, Ted Wear and Joseph Alger.

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Time, news bureaus and correspondents and all available news sources.

Produced by ABC News and Time magazine.
How to get ahead in week-end traffic
Raging and ranting won’t do it.
More and more motorists stay ahead of the game by keeping their tempers cool—and their radios tuned to MONITOR.

An Advertest survey* proves MONITOR’s impact on the car-riding segment of its huge out-of-home bonus audience.
The survey shows MONITOR with . . .
• a greater share of the automobile audience than all the other networks combined!
• more than double the audience-in-cars of the second network—ABC!
• more than four times that of the third network—CBS!
• twice as much sponsor-identification among MONITOR-listeners as among listeners to all other networks combined!
• 50% more sponsor-identification among MONITOR-listeners than among listeners to local independent stations!

To MONITOR’s impact on the huge car-riding radio audience, add the 3,670,000 different homes** reached by only 15 MONITOR participations spaced over a single week-end.
What’s the answer? To get ahead on week-ends, the power-vehicle for advertisers is . . .

MONITOR
on the NBC RADIO NETWORK

**Nielsen Special Report, covering 2 weeks ending June 25.
Canine Calls
EDITOR:
At the suggestion of several managers of radio stations, I am sending you along a clipping of a recent column I wrote. Briefly, the column suggests a method whereby radio can be used to recover lost or stolen dogs. My suggestion is to enlarge the present ear tattoo system now used to identify valuable hunting dogs or pets. This would call for tattooing of the owner's local radio station call letters. In the event a dog was stolen and taken to another part of the country, his home grounds could readily be identified by the call letters of the radio station. As it is now, there is no real system to determine where a dog belongs, once he is stolen and taken to a different part of the country...

Gordon Charles, Outdoor Editor
Traverse City Record Eagle
Traverse City, Mich.

[EDITOR'S NOTE: Mr. Charles' column outlined the plan in more detail, pointing out that "a man finding a lost dog in any section of the United States would have only to check with his nearest radio station in order to find the section of the country from which that dog came. After that it would be a simple matter to notify the other radio station by mail that a dog from their service area had been found and the rest would be easy. The dog owner, upon losing his dog, would merely notify the radio station to be on the lookout for such and such a serial number in the dog's other ear..."]

American Airlines Radio
EDITOR:
...I want to thank you on behalf of myself, C. R. Smith and the company for the splendid presentation on American Airlines' radio program on page 34 of your Aug. 1 issue. It was not only a good piece but it was a constructive piece well documented. I would like you to express our appreciation to those who worked on the story.

Rex Smith, V. P. for Pub. Rel.
American Airlines, New York

"Oops, Sorry"

EDITOR:
...On page 9 of B+T, Aug. 15 issue, the KFEQ sale story mentions that Barton Pitts is the owner of the St. Joseph News-Press and Gazette.

The fact of the matter is that at one time Mr. Pitts owned 160 shares out of a total of 14,000 shares, which I think you will agree did not qualify him for the title of "owner." The shares that Mr. Pitts did have were purchased some time ago. The owners of the St. Joseph News-Press and Gazette are my father, Henry D. Bradley, and myself.

The sale was listed at $635,000, but I believe the actual price was $735,000. I think this is a slight error in addition of the $550,000 for the station properties plus the assumption of the $185,000 long-term debt.

David R. Bradley, Sec'y-Treas.
St. Joseph News-Press and Gazette
St. Joseph, Mo.

[EDITOR'S NOTE: B+T regrets that a hasty at deadline check of what proved to be an inaccurate source resulted in an erroneous report of the ownership of the St. Joseph News-Press and Gazette.]

Conelrad Test
EDITOR:
In your June 27 issue and again in the Aug. 15 issue, you commented editorially on the Conelrad situation, stressing the fact that Conelrad was supposedly ignored during Operation Alert, held last June.

Evidently a press release by the Connecticut Civil Defense organization did not come to your attention. This release announced that a statewide daytime Conelrad test as part of Operation Alert was held June 15, 1955, between 12:15 and 12:30 p.m. in which all metropolitan Connecticut AM stations participated with the entire state on a Conelrad test alert basis. Those stations not equipped to shift to 640 or 1240 kc voluntarily left the air during the 15-minute Conelrad test period. Several hundred letters received from all over the state by the Connecticut Civil Defense authorities indicated keen public interest...

Herman D. Taylor, Ch. Eng.
WTIC Hartford, Conn.
Conelrad Cluster Coordinator, Hartford Area

Permission Granted
EDITOR:
We are seeking your permission to reprint the cartoon appearing in the July 25th issue of "Canine Calls."

"Our sensational offer of a lifetime guaranteed, completely rebuilt sewing machine for only $2.98 comes to you from a new location this week!"

B+T in Shop Talk, a publication of the Singer Sewing Machine Co. . . .

Ruth E. Girard
Asst. Editor, Shop Talk
Singer Sewing Machine Co.
New York, N. Y.

No NABET-IBEW Merger
EDITOR:
I note that on page 5 in the column titled CLOSED CIRCUIT of the Aug. 15th issue of B+T there is an item which reports that to all intents and purposes a merger of this union with IBEW is accomplished. . . .

IBEW has, through Al Hardy, suggested their philosophy of such merger and their right to decide has been rejected by myself and the responsible officials of NABET. . . .

C. F. Rothery, Pres.
NABET-CIO-CCL

Now Is the Time
EDITOR:
I was very much interested in an article in the Aug. 8 B+T concerning standardization of Daylight Savings Time.

I spent most of last week in New York and, believe me, things are in worse turmoil than I could ever believe would become possible.

I feel that now is the time for the entire industry to make a concerted effort for some national adjustment in the entire matter. Let's not wait until the horse is stolen next April before we mend the barn door.

Ben Ludy, Gen. Mgr.
WIBW-AM-TV Topeka, Kan.
BUSINESS LOOKS GREAT FROM UP HERE!

More People – More Retail Sales. These are the important results of WFAA-TV's upcoming coverage increase.* From the tip of Texas' tallest structure, 1685 feet above average terrain, Channel B's 316,000-watt signal will create new "A" and "B" contours which include:

1. MORE PEOPLE — a population increase of more than one-third million over the present "A" and "B";
2. MORE RETAIL SALES — a whopping gain of nearly one-half billion dollars annually;
3. THREE recognized metropolitan areas — Dallas, Ft. Worth and Waco.

As Egbert, the Chanel 8 Electron, says: Business Looks Great — for sponsors who use WFAA-TV to cover one of the nation's top dozen markets in one easy operation.

*Target Date: October, 1955

WFAA-TV
DALLAS
NBC • ABC • DUMONT

Ralph Hummons, Station Manager
Edward Petry & Co.,
National Representative
Television Service of the
Dallas Morning News

August 29, 1955 • Page 21
WAAF Airs 1922 Newscasts In Marking 34th Anniversary

WAAF Chicago, 1 kw daytime station licensed to Corn Belt Publishers Inc. (Drovers Journal), currently is observing its 34th year of operation as one of the city's and nation's pioneer radio outlets. Celebration was marked during the week of Aug. 15-19 with special features, including finals of a "Miss-WAAF" beauty contest, transcribed messages from celebrities, special taped programs by former WAAF personalities and five minutes of news each day repeated from newscasts broadcast when the station first went on the air April 7, 1922.

➤ WTMJ Milwaukee Sept. 24 starts its 29th season of broadcasting U. of Wisconsin football games.


➤ ELEANOR NICKERSON, bookkeeping department head, WDRC Hartford, Conn., observes her 19th anniversary with the station. RUSS NAUGHTON, chief announcer, marks his 13th anniversary.

➤ With the graduation of its 51st class Sept. 16, the NATIONAL ACADEMY OF BROADCASTING, Washington, will celebrate its 21st birthday.

➤ CBS Radio's MAKE UP YOUR MIND program has marked its second anniversary on the network.

William D. Shaw (c), general manager of KNX Los Angeles and the Columbia Pacific Radio Network, shows the KNX-CBS radio master control room to Robert F. Sutton (l), KNX-CPRN program director, and Fred Christian, who in 1920 started KGC, the predecessor of KNX. Mr. Christian, on Sept. 10, will take part in the Birthday Bonanza, an 18-hour broadcast celebrating KNX's 35th anniversary.

FIFTY pioneers in radio were saluted during WMGM Jamboree Day in New York City. Among the veterans of the industry saluted and those doing the honors were (l to r): seated, Rosaline Green, winner of the 1926 title "Radio's Perfect Voice" and one of the first women newscasters; Sam Taub, pioneer sportscaster; standing, Phil Goulding, conductor of WMGM's Your Hits of the Week; Tommy Cowan, early-day WJZ (now WABC) announcer; Joseph M. Barnett, originator of the morning gym classes on radio and main-in-the-street programs on WOR and now president of Film Creations Inc., and Ed Stokes, m.c. of the WMGM Best Sellers program.
KARD-TV
Channel 3 Wichita

Makes its debut September 1
and Announces the Appointment of

Edward Petry & Co., Inc.
as National Representatives
EFFECTIVE IMMEDIATELY

Operating on full power, 100,000 watts: tower 1070 feet.
Covers 222,000 TV homes with population of 1,036,700.
Retail sales in 1954: $7,170,141,000.00.
Market information

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Population</td>
<td>1,384,000</td>
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<tr>
<td>Radio Homes</td>
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<td>Effective Buying Income</td>
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<td>Retail Sales</td>
<td>1,347,875,000</td>
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<td>Food Sales</td>
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<td>General Merchandise</td>
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<td>Furniture-Household</td>
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<td>Automotive Sales</td>
<td>255,985,000</td>
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<tr>
<td>Drug Sales</td>
<td>50,868,000</td>
</tr>
<tr>
<td>Gross Cash Farm Income</td>
<td>449,262,000</td>
</tr>
</tbody>
</table>

NEWEST RADIO STATION

on the Air

Sept. 9

DAYTONA BEACH

OWNED AND OPERATED
BY KWK INCORPORATED

HAINES CITY
W·GTO
540 KC
10,000 WATTS

from Gulf To Ocean
Gainesville To Okeechobee

wire, write
or phone 6-2621
Haines City, Florida

W·GTO
IN PUBLIC INTEREST

WEWS (TV), Barbers and Crippled Child
TO HELP the fund-raising drive of the Society
for Crippled Children of Cuyahoga County
and Stark (Ohio) counties, WEWS (TV) Cleve-
land set up barber chairs in its studios last
fortnight to call attention to the get-a-hair-cut-
for-a-kid day the following day. Through the
cooperation of barbers in the counties, all pro-
ceds from haircuts that day were to go to the
society. WEWS devoted "virtually all" of its
local-on-the-air time the previous day to the
campaign. With a male and female barber
working behind the station's chair, all WEWS
personalities either had their own hair cut or
had visiting dignitaries, including the mayor of
Akron, sit in for clippings on their programs.

101 Hours for Blood
KEN ROBINSON of WTVN Columbus, Ohio,
spent 101 hours on the roof of a drive-in restau-
rant there to call attention to the dwindling
Franklin County Red Cross Blood Rank. Mr.
Robinson's goal was 1,000 plats and according to
the Red Cross tabulation, 1,065 persons
offered to give, although only 868 were quali-
fied to donate. Mr. Robinson's price was 10
pounds lost.

Radio Against Polio
WTMJ Milwaukee demonstrated the power of
radio during a serious polio situation. In West
Allis, Wis., a Milwaukee suburb, gamma globu-
lin injections were being given to such large
turnouts of children that delays often developed.
During one slack period, the health commis-
sioner notified WTMJ and a single announce-
ment brought out 200 children and their parents
within a few minutes.

Out of the Past
ALTHOUGH Congress has adjourned, the
voices of 6 senators and 19 congressmen will
continue to be heard in Washington until Janu-
ary. WRC-AM-TV recorded one minute non-
political messages by the 25 and plans to air
them on both radio and tv. The talks range
from a message on natural resources to "In
God We Trust."

Aid for a War Orphan
EMPLOYEES of WBBM-AM-TV Chicago have
chipped in with contributions to become the
"parents" of an 11-year-old Italian war orphan
under the Foster Parents Plan for War Chil-
dren, a non-profit group which provides food,
clothing, and other benefits for orphans se-
lected by donors. CBS Chicago employees con-
tributed $180 through the CBS Dept. of Edu-
cation-enough to furnish the plan's services
for one year. Last Monday, two plan execu-
tives presented a gift in Chicago to Mayor
Richard Daley on behalf of the European chil-
dren in gratitude for the city's support of plan.

Entertainment and Safety
THE Cincinnati Police Dept. is wholeheartedly
endorsing a local television personality—
WKRC-TV's Warren Thomas, better known as
"Officer Friendly" on that station's Little Rascals
show. In addition to providing his small-
fray fans with entertainment, Mr. Thomas de-
votes a portion of each of his five-day-a-week
shows to outdoor safety instruction. He at-
tended the Cincinnati police training school
to catch up on the newest tricks of safety and
had been an honorary officer of the city's Police
Department.

AN APPEAL by WXIX (TV) Milwaukee
brought in funds for a stranded, penniless fam-
ily of seven who were enroute to Duluth, Minn.
The station aired the appeal late Aug. 10 when it
heard Mr. and Mrs. Robert Wyatt and five
children were discovered trying to hitchhike
out of Milwaukee. They had traveled from Charle-
ton, W. Va., for 10 days and had run out of money.
Police took them to the suburban police-fire station and the station
was notified of their straits. Within half an hour, WXIX claims, it raised enough money
to buy seven bus tickets and provide a cash reserve.

SPECIAL series of four weekly Sunday pro-
grams broadcast in cooperation with CARE
started last week on WLIR New York. The shows urge New Yorkers to send food packages
for Israel to the Jewish Holy Days. The quarter-
hour broadcasts are being curried by the station as a public service.

EXTENSIVE coverage is being given by
WDRC Hartford, Conn., to a new state adult
probation system being set up for the first
time in Connecticut. The law, which is effec-
tive Jan. 1, was approved without debate by the
legislature during the adjournment rush and
provisions were not publicized. WDRC com-
mentators are giving background broadcasts
on the new law which will be administered
by a six-man, governor-appointed commission,
which three are from the Hartford area.

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CARE Appeals on WLIB
FRONT-PAGE newspaper coverage was pro-
vided a public service broadcast of WTAM-
WNBK (TV) Cleveland in which city council-
men and Cleveland Transit System officials de-
bated a five-cent increase in fares. The panel
discussion, moderated by Edward R. Wallace,
news and special events director, received cov-
erage in all Cleveland newspapers.

WDRC Publicizes low
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on the new law which will be administered
by a six-man, governor-appointed commission,
which three are from the Hartford area.

Tv Locates Relative
THROUGH television, a Philadelphia
lawyer found a long-lost cousin in a small
town on the Pacific Coast.
Martin F. Papish of Philadelphia, presi-
dent of the National Assn. for Re-
tarded Children, was scheduled to speak
at Aberdeen, Wash., in connection with the
state convention of the Washington
Assn. for Retarded Children.
On his way to the convention, Mr.
Papish stopped briefly in Seattle, where he
was interviewed on several radio and
television programs, including This After-
noon on KOMO-TV, and KING's Kam-
era on KING-TV.
Both interviews took place on a Wed-
sday, and when Mr. Papish arrived in
Aberdeen Thursday afternoon, he found
a message to call his cousin, Philip
Papish, whom he hadn't seen in 30
years. The cousin, who had seen the
Philadelphia on a Seattle-originated tv
show, lives in Elma, Wash. (population
1,680), which is about 30 miles from
Aberdeen.
ON THE AIR SEPTEMBER 11th

A New Brand in Texas

Covering the Fort Worth-Dallas area of 490,000 TV sets in a two billion dollar market with programming designed for family unit viewing, on...

Channel

210,000 WATTS POWER 1074 TOWER

The Channel 11 Brand will be smoking with sales power for your brand when KFJZ-TV goes on the air September 11. Your H-R TV man has the program schedules and availabilities now. Let him show you why KFJZ-TV is a must on any time and spot list. Your time selections are guaranteed.

KFJZ-TV

FO RT W ORTH, T EXAS

REPRESENTED NATIONALLY BY H-R TELEVISION, INC.
REGIONALLY BY CLARKE BROWN COMPANY
THE MAN with the open mind—who yesterday tried the untried in radio and tv and succeeded when others said it couldn't be done—is today the man who supervises the ever-growing west coast origination of CBS-TV.

First a pioneer in advertising and later tv as an agency executive, Alfred James Scalpone now is counted among "top brass" at the network's modern glass wonderland in Hollywood, CBS Television City, but he has never lost the common touch. He became CBS-TV vice president in charge of network programs, Hollywood, just two months ago, reporting directly to New York and Hubbell Robinson Jr., vice president in charge of network programs.

Previously, Mr. Scalpone was vice president in charge of radio-tv for McCann-Erickson, New York, where he supervised campaigns and placements for a host of major accounts and where he also was chairman of the central department's management committee.

His new program coordination responsibilities are an integral part of CBS' executive direction on the coast. The extent of Mr. Scalpone's duties are evident in the fact that about half of the network's tv originations are from Hollywood. Some three dozen shows weekly are involved, both live and film. Although most shows now go East in black and white, color originations are expected to increase sharply, especially this season.

If businessmen are considered conservative, where does one acquire an open mind? Mr. Scalpone says he learned, head of talent, and in this important attitude during the depression of the '30s, working in his father's New York laundry. "If I learned anything," he says, recalling the long hours of pushing wet, dirty clothes in and out of whatever they are pushed in and out of in a big laundry, "it's that there must be another way of doing it, instead of being so damn sure you have the answer."

"But I guess the biggest thing I got out of it, the one thing that later helped me as a copywriter and helps me now, was the people who worked there. Many of them were immigrants; first generation; poorer people. It was rough work. Depression times. But I learned each was a complete individual."

"There was one woman, a shirt ironer. She had a brand new Steinway piano, $1,500. Paid a little each month. She couldn't play it. Her husband and daughter couldn't play it. But whenever a new girl came in, it wasn't a half-hour before she asked the new girl if she was interested in music and said 'I have a Steinway, paid $1,500 for it.' We're individual, but we all have our Steinways, that's what I learned."

This is the way Al Scalpone learned a great deal of his advertising and showmanship fundamentals, the practical way. A native of New York City beginning Aug. 23, 1913 ("I was born there and then my parents beat it"), he grew up "across the river and up a-ways" at West Orange, N. J. He attended public schools there and later attended Columbia U. for two years. "I was going into business administration, but then in 1932 because of the depression I had to quit and help my father at the laundry."

During his brief college experience, however, the youthful Scalpone displayed his business leadership in the printed media. Although he could only play a couple of instruments by ear, he organized a nine-man dance band and drummed up bookings. "I stood in front and waved the stick. Sat in one a while and looked like I was playing. We got $11 for me and $9 each for the men."

In 1936 he applied for a job as copywriter at Young & Rubicam in New York. "They only had a messenger job for $14 a week, so I grabbed it." Within months he was writing copy for printed media and soon the agency put him through an intensive training course. By 1937 he was writing radio commercials and originated the gag commercial, voiced by stars like Fred Allen and Eddie Cantor. Later, when Burns & Allen went on the air for Swan soap, he developed the format of "commercial integration," with sponsor identification woven into the story plot, rather than middle breaks.

Soon he "began to wear a number of hats" as story editor, copy writer, and performer. Scalpone went on the air for CBS-TV in New York, where he also was head of talent, and in 1939 he came to Hollywood where he became supervisor of program development, one of radio's first creative posts. By 1947, when he resigned for a long-needed six-month vacation, Young & Rubicam was producing six out of the top 10 radio originations there, he recalls.

A trip East in 1948 convinced him television was here to stay and he accepted an executive post with McCann-Erickson, handling such tv network pioneering efforts as Washington's Studio One and West Coast's Night Beat. "We called me God-father to Betty Furness," he modestly admits.

Considering television the "greatest advertising medium of our time." Mr. Scalpone says, "Just wait until the full impact of color hits the mass audience. It's going to be far greater than the impact of color over black-and-white in the printed media."

Fifteen years ago this September Mr. Scalpone married Patricia Leistikow of Pasadena, Calif. They have two "natives," Suzanne, 13; and Russell, 11. They are moving to a new home in Santa Monica, Calif., complete with pool and tennis court.
...gives you more than 50% greater kid audience in Northern California

For full details of this 5 to 6 p.m. Monday through Friday show that’s far out in front in San Francisco and the great KPIX area, call Lou Simon at KPIX (Prospect 6-5100), or see your Katz man.

No selling campaign in the San Francisco area is complete without.....

WESTINGHOUSE BROADCASTING COMPANY, INC.

SAN FRANCISCO, CALIFORNIA
Affiliated with CBS Television Network
Represented by the Katz Agency
From where I sit

by Joe Marsh

Daisy’s Sure
“Got My Number”

They’re installing dial phones in Center City. Represents progress, I guess—but I hope they have no such plans for our town. We’re doing just fine with Daisy, the Demon Switchboard Operator.

With dials you have to remember numbers. With Daisy you don’t. And no mechanical system will ever know what’s playing at the Bijou. Daisy always does—and, what’s more, she tells you if the picture’s “worth it.”

And if you get an important out-of-town call about 3:30 P.M. on a Friday after you’ve closed the office, that dial gadget won’t report, “He’s out on a job. I’ll try and get him for you”—then have you paged at the football field. Give me Daisy any time!

From where I sit, neighborly interest always beats mechanical perfection. No one in our town cares about your politics, your bank account (if any) or whether you prefer beer or buttermilk. We are only interested in living happily according to our own consciences ... an attitude that has “rung up” a fine reputation for this community.

Joe Marsh

Copyright, 1955, United States Brewers Foundation
ALL OF US AT KGAK, GALLUP, NEW MEXICO...

wish to express our deepest
gratitude and appreciation
upon being selected as the
recipient of the --

AND THE GEORGE FOSTER PEABODY AWARD

for RADIO LOCAL PUBLIC SERVICE
for THE NAVAJO HOUR

Our gratification is
heightened by the
knowledge that this is
the first time both of these high honors have
been accorded simultaneously to a single
station for local public service.

KGAK 1230 KC  250 W  (SOON 5 KW... Watch for announcement)

THUNDERBIRD BROADCASTING CO.

Merle H. Tucker, President  Harold "Boe" Cook, Station Manager
KWKH—
FIRST BY FAR in Shreveport!
FIRST in Share of Audience

January-February, 1955 Hoopers

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<td>29.6</td>
<td>17.2</td>
<td>14.1</td>
<td>12.7</td>
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<td>26.1</td>
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<td>7.0</td>
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*Do not broadcast after sundown

FIRST in Time Period Leadership

Morning (8:00 AM—12:00 Noon; Monday through Friday)

<table>
<thead>
<tr>
<th>KWKH FIRST in 11 quarter hours</th>
<th>All Others</th>
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Afternoon (12:00 Noon — 6:00 PM; Monday through Friday)

<table>
<thead>
<tr>
<th>KWKH FIRST in 17 quarter hours</th>
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</tr>
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</table>

Night (6:00 PM — 10:30 PM; Sunday through Saturday)

KWKH FIRST in 56 HALF HOURS

<table>
<thead>
<tr>
<th>All Others</th>
</tr>
</thead>
</table>

Any way you look at it, KWKH is the unquestioned favorite in Metropolitan Shreveport. And — 50,000-watt KWKH gives you a whole lot more...

Nearly 85% of our coverage is in the tremendous North Louisiana-South Arkansas-East Texas area... with a population of nearly 2 million people.

If you want the top station in Shreveport, the dominant station in this whole area — then you want KWKH. Listened-to by more than a million people every week. Get all the facts from The Branham Company.

KWKH
A Shreveport Times Station
50,000 Watts • CBS Radio

The Branham Co. Henry Clay Fred Watkins
Representatives General Manager Commercial Manager

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS
KEFAUVER TAKES A SWIPE AT TV 'CRIME AND VIOLENCE'

- He'd have FCC establish program censorship
- And make all tv broadcasters join the NARTB
- While various foundations examine programming
- Along with a Presidential mass media study
- And local ‘listening councils’ watchdog tv

A SPECIAL REPORT on television programming as a possible cause of childhood delinquency—sharply critical of both the television broadcasting industry and the FCC—was released last week by the Senate Juvenile Delinquency Subcommittee headed by Sen. Estes Kefauver (D-Tenn.).

Although the subcommittee said it had been unable to prove a “direct causal relationship” between viewing of “crime and violence” on tv and the “actual performance of criminal deeds,” the Senate group said neither had it found “irrefutable evidence that young people may not be negatively influenced in their present-day behavior” by saturated exposure to lawlessness depicted on tv.

The subcommittee recommended:
- That the FCC establish minimal standards for children's programs, increase its monitoring activities to cover such programs, and enforce the standards by “fines” and revocation of licenses.
- That broadcasters, no matter how high their program standards individually, join the NARTB or some other organization in “collective” efforts to improve programming for children.
- That producers and distributors of film for tv be “invited and solicited” to subscribe to the NARTB tv Code.
- That the tv Code itself be publicized and bolstered and that the NARTB establish machinery to review all motion picture films presented on television; that NARTB increase its monitoring activities.
- That the National Science Foundation and private foundations conduct research into several fields concerning children and tv programming.
- That the President appoint a commission to study the mass media and what phases of it may have a detrimental effect on children.
- That citizens form local “listening councils” to keep a close watch over children’s programs.

The Senate group’s report had been held up several weeks because of “printing delays,” according to staff spokesmen. The subcommittee had held a total of five days of hearings in the 83d and 84th Congresses, ending last spring [BT, April 11, 1955; Oct. 25, June 14, 1954].

The report released last Friday not only criticized NARTB, the broadcasting industry and the FCC, but also took a swing at a House Commerce subcommittee which held hearings in 1952 on the content of “immoral” and “crime and violence” material in radio-tv programs. This subcommittee, headed by Rep. Oren Harris (D-Ark.), failed to make recommendations to the FCC, the report last week charged.

The Senate group said last week that it is doubtful that NARTB has given sufficient publicity to the NARTB seal of good practice used as a screen identification by stations which subscribe to the tv Code. NARTB, the report said, could give the seal more potency by making more numerous spot checks of programs instead of, along with networks, declining to assist the local station manager and taking the position that the law places the responsibility on the individual station.

The report termed as “unfortunate” the tv Code's emphasis on the “individual television program,” instead of “the cumulative effect upon a child from watching many crime programs over one station, then over another and still another station.”

“It is the attitude of the subcommittee that this cumulative effect is the greatest source of danger,” the report said, although indicating that, more recently, the tv Code Review Board has recognized the problem of continuous “violence” programming during children's viewing hours.

The report said that tv industry leaders tend to wait for proof that a program is harmful before changing it. “Yet in other fields such as in the production of food and drugs, for example, it is generally agreed that the producer has an obligation to withhold foods and drugs from the market until every precaution has been taken to insure their purity.”

The Senate report noted that the FCC “has consistently taken the position that it is expressly prohibited by Sec. 326 of the Communications Act from exercising any powers of censorship over the contents of programs.” It cited testimony last fall by Sen. Fred H. Hyde that license renewal has become “a fairly automatic procedure” [BT, Oct. 25, 1954].

The report then referred to testimony the same day by former FCC Comr. Frieda B. Hennock in which she said she believed the FCC was responsible for program content and should set up standards for programs, with revocation of licenses for violations.

The Senate group indicated it believed individual station self-regulation has failed, pointing to “the abundance of programs dealing with crime and violence on television today in the United States.”

The subcommittee criticized station and network check points in program and continuity departments, saying they are “bypassed or ineffective in many instances.” A further criticism of individual responsibility for programming, the report said, is that each station manager gives his individual interpretation to the meaning of the tv Code.

Saying it “endorses self-regulation in the industry through its association, the NARTB,” the subcommittee said that the tv Code's desired results will not be achieved “unless the television industry as a whole subscribes to it and complies with its provisions, both its letter and its spirit.”

The subcommittee said it was pleased to learn that Motion Picture Assn. of America "has launched an active campaign to reduce scenes of violence in pictures and in the content of the actual scenes themselves."

Concerning its recommended "citizens' listening councils," the subcommittee said that "sober, unbiased adults can perform a useful function by maintaining steady watch over the programs offered to children and by promptly reporting offensive materials to responsible sources." The senators hoped leaders and citizen groups "may stimulate the development of the listening-council movement."

In recommending that the FCC set up program content standards, the subcommittee said it was of the opinion that the Commission "has not fully exercised in the public interest the powers presently vested in it." The Senate group continued:

"This is not to say that the subcommittee be-
'Post' Haste

TWO STAFF members were forced to resign and the Senate Juvenile Delinquency Subcommittee's special report on tv programming was held up for additional hearings after an imbroglio early in the 84th Congress over publication of a series of five articles in the Saturday Evening Post on the subcommittee's findings [B&T, Feb. 26, 1955].

The articles, authored by Herbert Beaser, then chief counsel, and Richard Clendenen, executive director, and their "unauthorized" publication were criticized by former Sen. Robert C. Hendrickson (R-N.J.), chairman of the subcommittee during the 83rd Congress, and Sen. Estes Kefauver (D-Tenn.), new chairman for the 84th Congress.

Messrs. Beaser and Clendenen, who resigned, said they had been given permission to publish the articles by Sen. Hendrickson, then chairman. Denials of such permission were made by both Sen. Hendrickson and Sen. Kefauver. Sen. Kefauver then held up release of the special tv report and set new hearings which were held in April [B&T, April 11].

lieves that the FCC should become a censoring body, arbitrarily imposing its judgments upon an unwilling industry. The subcommittee does believe, however, that the FCC cannot evade the responsibility it has under the law for concern with program content.*

(The subcommittee also noted FCC Chairman George C. McConnaughey's request to Congress that the FCC be authorized to impose small administrative fines on nonbroadcast stations for violations of FCC rules. The subcommittee supported the "fines" proposal under the apparent impression that Chairman McConnaughey had asked for the fines for broadcast licenses. The "fines" proposals, S 1549 or HR 5613, are still in the respective Senate and House committees.)

The subcommittee outlined what the FCC should do this way: (1) promulgate minimal standards for children's programs, with participation by the industry and with the advice of experts; (2) increase monitoring and "fact-finding activities" on a spot check basis; (3) use its findings to determine whether a license should be renewed for a particular station.

In urging 100% membership of tv stations in NARTB, the subcommittee said that "although freedom of enterprise is to be encouraged and the individualist prerogatives of every businessman respected, constant voluntary cooperation is essential to the proper direction of an industry so vast and influential as the television industry. No matter how high the standards of any one station manager, he is falling short of his responsibility as a member of the group when he remains aloof from the voluntary trade association sponsored by other members of the industry." NARTB figure on membership currently is 60% of all commercial tv stations.

The Senate group urged continued efforts by NARTB to acquaint film producers and distributors with the NARTB new rules and to receive recognition of and conformance to the document.

The subcommittee suggested these modifications in the TV Code: (1) All complaints and criticisms received by stations be forwarded to NARTB headquarters; (2) revision of the Code: "Definitions should be more specific, lose wording eliminating, and specific illustrations cited"; (3) display of the TV Code seal by stations at specified intervals, with an explanation of it; (4) promulgation of standards to maintain program balance, both in total hours per day devoted to particular subjects and prohibition of "undue concentration of subject matter" during children's viewing hours.

In recommending research, the subcommittee described work which has been done by educational institutions, foundations and the industry, and listed the various types of research which it said were "desirable and missing": (1) Experimentation with "good" programs; (2) study of various types of programs from 4 to 8 years to find what role tv plays in their personality development; (3) a study of the extent to which parents understand the needs of their children; (4) study of why a given program gets on the air—how it is commissioned, written and programmed.

The report recommended that the National Science Foundation extend its research beyond its present studies of physical sciences to the social sciences, with research into the effect of mass media on young people.

Noting that private foundations hesitate to finance research on controversial subjects, the subcommittee recommended that these groups nevertheless spend part of their funds on "pressing social problems," such as the effect of television on children.

In recommending a Presidential commission to study mass media for its effect on children, the subcommittee said: "The possibility that the mass media—some of them—may be utilized, however unintentionally, to the detriment of our children and youth is a risk this nation cannot afford to take.

The subcommittee accordingly recommends the immediate establishment, by legislation, of a Presidential commission composed of outstanding men and women, fitted by their knowledge and experience to serve on such a body."

The commission would study mass media, make periodical reports to the President and encourage research.

The report also appended the NARTB's TV Code and Radio Standards of Practice, opinions published by the National Assn. for Better Radio & Television (NABRAT), the code of the Motion Picture Assn. of America and letters and statements by doctors and psychiatrists and others.

Other members of the subcommittee besides Chairman Kefauver are Sens. Thomas C. Hennings Jr. (D-Mo.); Price Daniel (D-Ok.); William Langer (R-N.D.); Alexander Wiley (R-Wis.)

He got in touch with WSAZ-TV Huntington, and soon the first campaign was arranged in mid-winter.

What happened?

Mr. Treyz described the fact, and surprising developments as a four-spot promotion for $159.95 modern bedroom suites was arranged: 147 suites sold for a total of $23,512.

On top of that were these extra benefits, also resulting from the four spots:

100 mattresses at $39.95, totaling $5,995.
21 box springs at $59.95, totaling $1,258.
$2,000 worth of blankets, sheets, pillow cases and other bedroom accessories. The total business done on the basis of the four spots amounted to $32,766.

In another bedroom promotion conducted in late June and early July, a slack summer period, eight one-minute commercials were used on WSAZ-TV, Mr. Treyz continued, with these results:

34 bedroom suites retailing at $8,000 were sold.
188 mattresses retailing at over $12,000 provided a bonus.

Mr. Treyz said that 12 tv spots in the two promotions cost a total of $820 and produced sales of $52,770, an advertising-to-sales ratio of only 1.6%. The first promotion, with its

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TV'S LOW COST, HIGH RESULTS DESCRIBED IN WEST VIRGINIA TEST BY STORE CHAIN

Industrial stores firm tells convention how tv commercials boosted business in all departments, bringing in business from both metropolitan and remote areas, in presentation by the firm, tvB and WSAZ-TV Huntington, W. Va.

TELEVISION provides an extremely low-cost advertising medium for retailers, the National Industrial Stores Assn. was told Wednesday at its Washington convention by Paul C. Jamieson, merchandising manager of the General Department Stores chain in West Virginia.

Mr. Jamieson is president of NISA, which comprises operators of industrial stores in the mining communities of the Appalachian states.

With Oliver Treyz, president of Television Bureau of Advertising, he told the department store officials how television can reach both metropolitan and remote communities. More important, he told how television is providing, at slight cost, immediate sales plus important extra benefits.

Lawrence H. (Bud) Rogers II, vice president-general manager of WSAZ-TV Huntington, W. Va., presented a demonstration tv commercial with Bert Shimp, WSAZ TV educational director, appearing in a mock tv receiver as announcer.

The presentation to the retail association was described by Mr. Treyz as an important example of television's power to sell merchandise at low cost.

Mr. Jamieson told B&T that General, operating a score of stores in mining towns and several metropolitan areas, had been hunting for years to fill in a medium that would reach its communities. Many of the towns are in remote mountain sections, some more than 100 miles from Huntington, he said.

His interest in tv developed last winter when customers ordered General Department stores in search of Goodyear snow tires. He found they had been looking at tv commercials and decided he had found, at last, a way of reaching the customers patronizing General's industrial stores.

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ADVERTISERS & AGENCIES

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Kopperson, W. Va., 110 miles from Huntington, there is perfect reception of WSAZ-TV and practically every one of the homes has tv. That goes for Oceana, nearby. The General Stores furniture was supplied by Huntington Wholesale Furniture Co. The General Stores promotions have interest General Electric Co., which has used the chain as a test outlet for new items.

Mr. Treyz said low-cost attractive furniture, of modern design, offers a fertile field for merchandising as replacement for the furniture sold in the 20s and 30s.

"Out in the hills," Mr. Jamieson said, "they turn on their television sets in the morning and keep them on all day, listening possibly three times as much as city folks. We can tell by our reserving of picture tubes. WSAZ-TV reaches all of our store areas. Every store has calls every day for nationally advertised tv items and they speak respectfully of television. The people love television and like to talk about it. Remember, to the folks in Beards Fork, Huntington is a mighty big city."

All Swift Meats Now Under McCann-Erickson

SWITCH of Swift & Co.'s table-ready and fresh meats accounts from J. Walter Thompson Co. to McCann-Erickson Inc., both Chicago, was announced last week by the meat packer and interpreted as a further realignment of its advertising program, including radio and television properties. Broadcast advertising involved in this switch was negligible, however. Table-ready meats were advertised on Swift's Horace Heidt Show wagon, which is going off NBC-TV. Earlier, Swift canceled its part on ABC Radio's Breakfast Club.

The appointment of McCann-Erickson to handle advertising for those accounts thus brings all Swift meats under one agency roof.

Mintz Retained by Kudner

SEYMOUR MINTZ, formerly president of CBS-Columbia, the set manufacturing division of CBS Inc., has been retained as special merchandising consultant by Kudner Agency, New York.

Mr. Mintz, who resigned the presidency of CBS-Columbia in June, had been with the company a year and a half. Before that, he had been with Admiral Corp., Chicago, since 1944, starting as advertising manager and rising to vice president in charge of merchandising and advertising.

Philip Morris Brown Has Gone to Color Tv

THE PHILIP MORRIS cigarette package is getting a brand-new, brighter dress—in preparation for color television. Radio and black-and-white television also will benefit. The conservative brown package which has identified Philip Morris for years is being completely redesigned. The new package—in red, white, and gold—is slated for introduction about the third week in September. FM officials, while confirming no details of the new design except its imminence, say the changes are being made primarily because of color television.

The change will be promoted extensively by radio and tv as well as other media. "Overnight" rather than the customary gradual introduction is planned, meaning the promotion campaigns presumably will start almost simultaneously in all areas of the country.

Radio and television will be used along with other media. Current plans, it was learned, include expanded use of nighttime network radio as well as promotion in tv and radio spot campaigns and PM's regular programs.

Film commercials now in preparation will show models making a costume change to point up the switch to the new package styling. These are being filmed in black-and-white.

Blow-Bein-Toigo, New York, is the Philip Morris agency.

SPOTS appealing to agency timebuyers in the New York-New Jersey area on behalf of XEO Juarez, Mexico, have been purchased over a 13-week period by Sombrero Network on the WPAT Paterson, N. J., Gaslight Revue. The campaign come as a result of favorable results to test spots on the same program earlier in the year. Richard O'Connell, radio representative for Lobster and Sombrero networks, signs the contract while Dickens J. Wright, WPAT president, looks on.

McCann-Erickson Agency Promotes Booraem, Gilday

PROMOTIONS of Henrik Booraem Jr. to director of television and radio planning for McCann-Erickson Inc., New York, and of Frank Gilday to manager of the New York television-radio department were announced last week by the agency.

Mr. Booraem, who is a vice president of the agency, previously had been in charge of new program development activities. In his new post, he will be responsible for tv and radio recommendations and presentations. Mr. Gilday previously had been business manager of the tv-radio department, and in his new position will be responsible for the administration of the department.

Messrs. Booraem and Gilday will report to Terence Clyne, agency general executive and management supervisor of McCann-Erickson's television-radio department in New York and Los Angeles.

STANDING before this mock tv set, Paul C. Jamieson, merchandising manager of General Department Stores, tells the National Industrial Stores Assn. how tv moves major merchandise at low cost, sometimes less than 1% of retail sales total.

"The soft goods departments have increased 25%, a good increase in business any way you look at it. Business is up 37% in the food departments.

"Now take a look at the home furnishings department—up 81% for the four months."

"We're carrying a tv promotion once a month. Television has aroused business in other stores and has stimulated the whole area."

There's proof of the last comment. After the WSAZ-TV-General Stores presentation had been completed, a question-answer session was held. Dan Ireson, delegate representing Boone County Coal Corp., Sharplies, W. Va., laughingly thanked Mr. Jamieson for his tv campaign. "Our stores sold eight of those living room suites you advertised on WSAZ-TV," he said.

And Carl Nestor, of Imperial Smokeless Coal Co., Quinwood, W. Va., another industrial store organization, added, "We sold 21 of those suites plus 10 bedroom suites." Mr. Jamieson said General's sponsorship of a half-hour of the West Virginia High School Band Festival on WSAZ-TV brought large numbers of visitors into the store. "We sold thousands of dollars worth of antennas, plus television sets," he said. "There is an extremely high tv saturation in the West Virginia hills, outside the metropolitan areas. Television is opening a whole world to these people. At
CHILDREN'S SHOWS' COST DETAILED IN TVB SURVEY

Study conducted for TVb by A. C. Nielsen Co. shows advertising can get $1.69 cost per thousand weekly for $21,253, $1.64 for $49,866.

For $21,253 an advertiser can buy two local tv children's show participations on 127 stations and reach 6,36,000 different homes an average of 11½ times a week, thus making 12,54,600 weekly "sales calls" at a cost of $1.69 per thousand.

By increasing his weekly budget to $49,866 he can sponsor five participations in children's shows on the same stations and reach 12,138-000 different homes 2½ times a week, making 30,345,000 weekly "sales calls" at $1.64 per thousand.

These figures are pointed out by Television Bureau of Advertising in a new presentation, released last week, in its "the pinpoint concept of television" series. They are based on a study conducted for TVb by A. C. Nielsen Co. Not unexpectedly, the 127 stations (in 81 markets) used in the study consisted primarily of TVb member stations, although a few non-members were included in order to give the hypothetical campaign "coverage" in some important markets where TVb did not have members at the time the study was made last April.

The weekly cost figures used in the study assume a 13-week schedule. The participations are one-minute commercials.

The study shows that in this hypothetical campaign using five participations a week in local children's shows, a total of 3,094,680 homes, or 37% of those reached, have five or more members in the family, and 2,927,400 homes (35%) have housewives under 35 years of age. When the campaign is stepped up to five participations a week, these figures become 4,126,920 homes having five or more members and an equal number having housewives under 35.

Either way, TVb stresses, "obviously the big families with the young housewives use more soap, eat more food, buy more candy, drink more soft drinks, wear more clothing and shoes. They are your best customers."

The Nielsen study for TVb embraced five program types. The first presentation in the "pinpoint concept" series, dealing with local news shows, was released a short time ago. Special reports on the others, which will deal with movies, women's programs and weather shows, are now in preparation.

GE Show Set Back Two Weeks By Lack of Program Material

PREMIERE of General Electric Co.'s hour-long series on CBS-TV produced by TCF Productions, television subsidiary of 20th-Century-Fox, has been postponed from Sept. 21 to Oct. 5. It was announced last week by Walter Bussing, radio-vice president of Young & Rubicam, Hollywood, agency for GE.

Lack of sufficient program material on film was indicated as the reason for the postponement. Titled The 20th-Century-Fox Hour, the new General Electric show will alternate with the United States Steel Hour in the Wednesday 7-8 p.m. period. U. S. Steel agency is BBDO.

Also expected early last week that Darryl F. Zanuck, head of 20th-Century-Fox production, is undertaking a review of the major film company's television operations at the request of both GE and Y&R. Mr. Zanuck announced that Sid Roman, Century studio production manager, continues as head of the tv film operation. Mr. Zanuck also has brought Otto Lang into TCF as executive creative coordinator, while Bill Bronson, 20th Century-Fox story editor, and Julian Johnson, former story editor in semi-retirement, will give editorial counsel in television production. Mel Dinelli and Alistair Cook have been assigned as writers for individual shows. Carroll Carroll is principal writer for the studio's behind-the-scenes segments in the tv series, Mr. Zanuck said.

Ad Club Sets 32d Course

ADVERTISING Club of New York will conduct its 32d annual Advertising & Selling Course, which consists of 27 lectures and six clininc sessions, starting Oct. 10. Students may choose one of six streams, including sales promotion, better selling, copy, radio and television, production, and marketing management and research.

### LATEST RATINGS

#### Nielsen

Top 10 Radio Programs

<table>
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<tr>
<th>Week</th>
<th>Program</th>
<th>Network</th>
<th>Rank</th>
<th>1955</th>
<th>Home</th>
<th>1954</th>
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<tbody>
<tr>
<td>2</td>
<td>Gayla Cornwall (NBC)</td>
<td>CBS</td>
<td>1</td>
<td>1,469</td>
<td>1,428</td>
<td></td>
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<tr>
<td>3</td>
<td>People Are Funny (Paper-Mate) (NBC)</td>
<td>CBS</td>
<td>2</td>
<td>1,434</td>
<td>1,429</td>
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<td>4</td>
<td>What's My Line (NBC)</td>
<td>ABC</td>
<td>3</td>
<td>1,389</td>
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<tr>
<td>5</td>
<td>Dragnet (NBC)</td>
<td>NBC</td>
<td>4</td>
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<td>6</td>
<td>Godfrey's Stories (Climax) (CBS)</td>
<td>CBS</td>
<td>5</td>
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<td>Godfrey's Show (CBS)</td>
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<td>6</td>
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<td>Two for the Money (CBS)</td>
<td>NBC</td>
<td>7</td>
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<td>Gunsmoke (CBS)</td>
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<td>8</td>
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<td>10</td>
<td>Our Miss Brooks (American Home) (CBS)</td>
<td>CBS</td>
<td>9</td>
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Top 10 TV Programs

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<th>Network</th>
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<td>Guiding Light (CBS)</td>
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<td>3</td>
<td>Our Miss Brooks (American Home) (CBS)</td>
<td>CBS</td>
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<td>3,946</td>
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<td>4</td>
<td>Young People Are Our Business (CBS)</td>
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<td>4</td>
<td>3,865</td>
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<td>The 27 Club (CBS)</td>
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### ARB

Top 10 TV Programs

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<th>Network</th>
<th>Rank</th>
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<th>Home</th>
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<td>10</td>
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### Three Chicagoans Form New Agency

FORMATION of Wesley, Heyne and Coca, new Chicago advertising agency, as successor to Robert B. Wesley & Assoc., effective Oct. 1, was announced Tuesday. It will maintain offices, 112 N. Michigan Ave.

Accounts to be brought along from the old Wesley agency include Burton Dixie Corp., with estimated overall advertising budget of $800,000 and including sponsorship of Paul Harvey on ABC, and Fred S. James Insurance. The Morris B. Sachs stores account, sponsor
of Sachs Amateur Hour on WKBK (TV) and WLS Chicago, will be handled by the new agency. The Sachs account is valued as a $250,000 radio-tv simulcast property.

Robert B. Wesley, who made the announcement, will serve as president, and Norman Heyne, veteran agency executive, becomes vice president. Mr. Heyne has been associated with Ruthrauff & Ryan Inc., as vice president for radio-tv production the past 13 years, and previously was radio director at Schwimmer & Scott for nine years. James Cuca, vice president at Robert B. Wesley Assoc., is secretary-treasurer.

Advertise Weekend Car Check Shows Most Prefer 'Monitor'

RESULTS of a special survey conducted by Advertise Inc., released last week by NBC, showed that more automobile listeners were tuned to NBC Radio's weekend Monitor service during the last weekend in July than to all other networks combined, and the number of Monitor listeners was more than double that of the second network.

Designed to ascertain auto listening habits on the weekend and specifically to determine Monitor's share of that listening, the study was conducted on Saturday and Sunday, July 30 and 31, 1955, among occupants of 1,257 automobiles on the New Jersey and the Pennsylvania turnpikes. According to the study, Monitor gained an overall 18.3% share of 47% sets in use in automobiles, while other networks' combined total amounted to 16.8%.

Film Commercials Resisted In Film Shows—Landsberg

THE PUBLIC is more willing to accept a film commercial within a live show than on a filmed show, Klaus Landsberg told members of the San Francisco chapter of the American Assn. of Advertising Agencies workshop last Thursday.

Mr. Landsberg, general manager of KTLA, Hollywood, said that the public not only resents the insertion of the filmed commercial in a filmed television show but builds a resistance to it, and refuses, in many instances, to listen at all.

With a live show, Mr. Landsberg told the group, the station can maintain more control of the station's personality, and local talent can do a much better job of selling than a film commercial.

Mr. Landsberg also said that agencies and sponsors are far too rating-minded and that they should analyze the results of a commercial, rather than the show's rating.

Nielsen Appoints Wyatt, Names Blechta to N.Y.-Post

APPOINTMENT of William R. Wyatt, vice president of A.C. Nielsen Co., as central division manager for the Nielsen Station Index, with headquarters in Chicago, was announced last week by John K. Churchill, vice president and assistant to the president of the marketing research firm.

Mr. Churchill also announced that George E. Blechta, vice president, will be eastern division manager of NSI with headquarters in New York.

Messrs. Wyatt and Blechta will be responsible for sales and client service operations of NSI in their respective areas. Western division operations are under the direction of J. R. Matthews, vice president at Menlo Park, Calif.

CBS-Columbia Buys

UNDER the CBS Radio's new segmentation plan of selling (BioT, Aug. 22) portions of three of the network's nighttime strips will be sponsored by CBS-Columbia, Long Island City, effective Oct. 1, on behalf of its radio-tv receivers and phonographs, the network announced last week. Shows are Amos 'n' Andy Music Hall on Mondays, Bing Crosby Show on Wednesdays, and Tennessee Ernie Ford on Friday. The segmentation-plan contract extends into 1956. Agency is Ted Bates & Co., New York.

Tide Water Buys Football

TIDE WATER ASSOCIATED OIL CO. has placed a 16-game schedule for western regional football on ABC Western Radio Network starting Sept. 16, it was announced by Harold R. Deal, manager of advertising and sales promotion, and Harry Woodworth, director of radio for network's western division. Lineup will include six UCLA or USC games on Friday nights and 10 Saturday afternoon contests, including traditional meeting of California and Stanford from Palo Alto. This marks the third straight year that Tidewater, in behalf of petroleum products, has placed extensive football schedule with ABC Radio, the network said. Agency is Buchanan & Co., San Francisco. Garry Holihan, Edward Petry & Co., San Francisco, was account executive.

WFRB Baltimore has been showing a new slide-sound presentation to agency executives in key cities. The presentation shows station's rating position in Baltimore and surrounding counties and gives a capsule version of daily programming. Here station executives chat with Washington agency representatives before the luncheon showing last Thursday at the Mayflower Hotel. L to r: Non Hannum, Courtland D. Ferguson Inc.; Sol Ponitz, Alvin Epstein Adv.; Robert B. Jones Jr., vice president and general manager, WFRB; Jeff Abel, Henry J. Kaufman & Assoc.; and Walter D. Tichenor, coml. mgr., WFRB.
KRAFT FOODS, Chicago, is spending about $10,000 on spot tv in a test campaign in Kansas City to push its new Kraft Chilled Florida orange juice. Kraft, through J. Walter Thompson Co., Chicago, is using an average of five or six spots per week for 13 weeks over WDAF-TV and KCMO-TV, with possibility the drive will be extended to other markets in October.
DOES A 63.2 HOOPER MAKE KELP THE HIGHEST RATED STATION IN RADIO HISTORY?

HERE'S THE JULY-AUGUST HOOPER

HOOPER RADIO AUDIENCE INDEX
City Zone

CITY: EL PASO, TEXAS
MONTH: JULY - AUGUST, 1955

<table>
<thead>
<tr>
<th>SHARE OF RADIO AUDIENCE</th>
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</thead>
<tbody>
<tr>
<td>MONDAY THRU SATURDAY 7:00 A.M.-12:00 NOON</td>
</tr>
<tr>
<td>KELP</td>
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<tr>
<td>15.2</td>
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<tr>
<td>MONDAY THRU SATURDAY 12:00 NOON-6:00 P.M.</td>
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<td>17.0</td>
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<tr>
<td>SUNDAY THRU SATURDAY 6:00 P.M.-12:00 NOON</td>
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KELP, El Paso IS ONE OF THE NATION'S OUTSTANDING INDEPENDENTS. FOR FULL DETAILS ASK ANY H-R MAN.

One of the NOEMAC Stations

KLIF Dallas
WRIT Milwaukee
WNOE New Orleans
KELP El Paso
KNOE Monroe
KNOE-TV Monroe
KOKE-TV El Paso

Broadcasting • Telecasting August 29, 1955 • Page 39
Anyway you look at it—things are changing in the Galveston-Houston market. According to the July, 1955 Telepulse for the Houston-Galveston Metropolitan Area, the number one show was "$64,000 Question" and had a rating of 32.6. In the July 1955 Telepulse for the Houston Metropolitan Area, the show, "$64,000 Question", was Number One with a rating of 30.7.

NOW MORE THAN EVER—THE BEST BUY IN TEXAS

KGUL-TV GULF TELEVISION COMPANY GALVESTON

Represented Nationally by CBS Television Spot Sales
Seymour Joins Thompson
DAN SEYMOUR, vice president in charge of programming and production in the radio-TV department of Young & Rubicam Inc., has resigned effective Oct. 1, to join J. Walter Thompson Co. in New York as a vice president of that agency. His successor at Young & Rubicam has not yet been selected.

PROFESSIONAL marketing division to handle the marketing problems of clients with prescription drug products has been formed by Benton & Bowles, New York, Robert E. Lusk, president, announced last week. First client of the new division is Saton Labs, a division of the Norwegian Pharmacal Corp., Norwich, N.Y. Media plans have not been announced. Names of executives to head the new professional division will be made known later, Mr. Lusk said.

Tums Buys 'Dream Match'
THE "Dream Match" horserace between Swaps and Nashua will be sponsored on CBS-TV by Tums through Ruthrauff & Ryan. Race is scheduled for Aug. 31, 6:30-9:30 p.m. from Washington, D.C. The $100,000 winner-take-all contest will be broadcast by Jack Drees. Production will be supervised by Judson Bailey, staff producer, CBS public affairs.

NETWORK NEW BUSINESS
Wildroot Co. (toiletries), Buffalo, and Johnson & Johnson (toiletries), New Brunswick, N.J., will begin sponsorship on Sept. 26 of Adventures of Robin Hood on CBS-TV (Mon., 7:30-8 p.m. EDT). Agencies: BBDO, N.Y. (Wildroot); Young & Rubicam, N.Y. (Johnson & Johnson).


Campbell Soup Co. (soups, Swanson frozen foods) Camden, N.J., and Cheesborough-Pond's Inc. (cosmetics), N.Y., sign for alternate-week sponsorship of Star Stage drama series on NBC-TV (Fri., 9:30-10 p.m.), effective Sept. 9. Agencies: BBDO, N.Y. (Campbell); J. Walter Thompson Co., N.Y. (Cheesborough-Pond's).


Brown & Williamson (Kools, Viceroy), Louisville, Ky., effective mid-September will add three new shows to three already sponsored on NBC Radio and will buy three more newcasts on CBS Radio. Programs are five minutes in length and broadcast evenings. Agency: Ted Bates & Co., N.Y.

Bech-Nut Packing Co. (baby foods), Canajoharie, N.Y., will start alternate-week sponsorship of half-hour show featuring Dr. Benjamin Spock on NBC-TV (Sun., 3-3:30 p.m.) for 44 weeks, effective Oct. 9. Agency: Kenyon & Eckhardt, N.Y.

NETWORK RENEWALS
Liggett & Myers Tobacco Co. (Chestfield, L & M cigarettes), N.Y., renews Dragnet on NBC-TV (Thurs., 9-9:30 p.m. EDT), effective Sept 1, when series starts fifth season. Agency: Cunningham & Walsh, N.Y.

Webster-Chicago Corp. (tape recorders, accessories), Chicago, and Associated Products Inc. (3-Day Deodorant Pads), West New York, N.J., resume alternate-week sponsorship of Tony Martin Show on NBC-TV (Mon., 7:30-7:45 p.m. EDT), effective Sept. 5. Agencies: John W. Shaw Adv., Chicago (Webster); Grey Adv., N.Y. (Associated).

Allis-Chalmers Mfg. Co. (industrial, farm implements), Milwaukee, will sponsor for 11th consecutive year National Farm & Home Hour on NBC Radio (Sat., 12:12-12:30 p.m. EDT), NBC-TV (Sat., 1-2:30 p.m., 52 weeks, effective Sept. 3. Agency: Bert S. Gittins Adv., Milwaukee.

AGENCY SHORTS
Hall & Thompson Inc., Oklahoma City, formed by Norman F. Hall and Daniel P. Thompson with offices at 1510 First National Bldg.

Ralph Allum Co., N.Y., formed by Ralph Allum, president, with offices at 34 E. 51st St.; telephone: Murray Hill 8-6485. Radio-TV accounts include Clark-Cleveland Co. (drug products) and J. C. Penny Co. (department stores). Mr. Allum was formerly vice president in charge of package goods advertising, Roy S. Durstine Inc., N.Y.

AGENCY APPOINTMENTS

Monsanto Chemical Co., St. Louis, has appointed Gardner Adv. Co., same city, for new farm chemical line to be introduced early next year in 15-state midwestern area. Michael P. Ryan is account executive. Gardner already handles Monsanto corporate, organic chemicals div., inorganic chemicals div. and merchandising div.

National Concrete Masonry Assn., Chicago, has appointed Roche, Williams & Cleary Inc., same city.

Eureka Williams Co., Bloomington, Ill., appoints Al Paul Lefont Co., Chicago, for Eureka vacuum cleaners and Williams home heating products.

Springwall Assc. (mattresses), composed of Eclipse Sleep Products Inc. (Eclipse Springwall), N.Y., Haggard & Marcuson Co. (Tiger Springwall), Chicago, Southern Spring Bed Co. (Southern Cross Springwall), Atlanta, and U. S. Bedding Co. (King Koil Springwall), St. Paul, Minn., has appointed Campbell-Mithun Inc., Minneapolis, for national advertising, effective Jan. 1, also handling U. S. Bedding local advertising.

Ganter of California (swimwear, sweaters), S. F., appoints Bernard B. Schnitzer Inc., same city, effective Sept. 1. M. Schnitzer and Mickey Mulligan will handle account.

Sia-Nu Co. (dry cleaning process), Chicago, appoints Bozell & Jacobs Inc., same city, to handle its advertising.

A & A PEOPLE
Harold T. Tasker, account supervisor, Westinghouse Apparatus Div., Fuller & Smith & Ross, Cleveland, named vice president heading Sherwin-Williams (paint) account div., succeeding Kenneth E. Moore, vice president, who will devote fulltime directing news business activities; Frank P. Lapick, administrative operations manager, Westinghouse div., named vice president and head of div., succeeding M. F. (Mose) Ramney, vice president, who retires Nov. 1.

John D. Burke, vice president and copy chief, Erwin, Wasey & Co., N.Y., to copy dept., Lennen & Newell, N.Y., as vice president.

I. C. Betiker appointed regional vice president, Beaumont & Hohman Inc., Chicago.

Thomas G. Brennan, formerly producer, Official Films, N.Y., to Foote, Cone & Belding, Chicago, as radio-TV supervisor.

Julia Brown, media research director, and Maurice Sculliff, chief spacebuyer, Compton Adv., N.Y., appointed associate media directors.

Ronald P. Smillie, former executive vice president of Piatt & Smillie Inc., Chicago, and St. Louis, former client of Krupnick & Associates, same city, to Krupnick as account executive.

Paul T. Sprinz to Aubrey, Finlay, Marley & Hodgson Inc., Chicago, as account executive.


Burt Schaefer, formerly appliance refrigeration sales manager, Admiral Corp., Chicago, appointed refrigeration sales manager, Norge Sales Corp., same city, subsidiary of Borg-Warner Corp.


Lloyd M. Hallett, formerly office manager and assistant secretary, WLOL Minneapolis-St. Paul, named head accountant, Olmstead & Foley, Minneapolis.

Carroll Carroll, Hollywood writer and humorist, to Young & Rubicam N.Y., as writer in charge of special material on 20th Century Fox Hour, which will be sponsored by General Electric Co. through Y&R, starting on CBS-TV Oct. 5, alternate Wednesdays.

A. M. Brodline, formerly with public relations dept., Lago Oil & Transport Co. Ltd., Aruba, Netherlands West Indies, to public relations and publicity dept., Gray & Rogers, Phila.

Charles Rider, formerly with Bradbury, Sayles, O'Neill Co. (publishers), N.Y., to media dept., G. M. Basford Co., same city.

Thomas J. MacWilliams, tv director, Smith, Taylor & Jenkins Inc., Pittsburgh, elected national president, Sigma Tau Phi, national businessmen's social fraternity.

Mrs. Donna S. Quigley, radio-TV director, Cayton Inc., N.Y., and James J. Rodden, are to be married in September.


August 29, 1955 • Page 41
RADIO-TV'S HAND OF MERCY EXTENDS IN FLOOD DISASTER

Public service reaches a new high as broadcasters selflessly work around the clock at scenes of destruction, epidemic and death.

A HUNDRED, maybe more, people huddled around an auto early last week on a Waterbury, Conn., street listening for the best industry tradition, radio and television, to serve those in need.

Simultaneous scenes were enacted for miles around as the residents of that stricken industrial community groped eagerly for every word from battery-powered radios, their only contact with the rest of the world.

Around them were washed-out buildings and debris. Occasionally a helicopter flew over the wreckage. The transmitter of WWCW Waterbury had been washed down the Naugatuck River. WBRY had no power.

A woman just beyond middle-age walked up to Sam Elman directing WATR's emergency coverage, kissed him, mumbled, "Thank you, thank you," and walked on down the street.

WATR had been so busy in the first hours of the flood that nobody had bothered putting WATR-TV on the air because there wasn't any use telecasting when the power was off and only radio messages would ever reach listeners' ears, anyhow.

The story of what happened last week in Waterbury was the story of Delaware Valley covering eastern Pennsylvania and western New Jersey, as well as several other Connecticut and western Massachusetts areas.

In the best industry tradition, radio and TV, broadcasters in a hundred or more cities selflessly forgot food and slumber to slosh through water, work under candlelight and mouth hoarsely into microphones the messages that offered hope and information to millions.

In a sense the men and women who manned radio microphones provided a preview of what could happen in case of enemy attack. Their work in many instances by emergency power apparatus, at times were heard only by those whose radio-equipped automobiles had escaped rushing torrents or by persons lucky enough to have portable radios that could receive emergency messages.

Hurricane Connie had provided mild emergency warmups for broadcasters. Diane set up a dress rehearsal that developed into the real thing when the heavens dumped as much as a dozen inches in brief hours over unsuspecting valleys.

At Torrington, Conn., Naugatuck River ran amok, tearing out public utility equipment and destroying many sections of the city. Edmund Waller, owner of WTOR, borrowed a gas generator and had WTOR on the air the afternoon of Friday the 19th. Volunteers lugged gasoline in two-gallon cans, the only way of fueling the emergency transmitter power supply.

By Wednesday 5,000 emergency messages had been transmitted by WTOR including the announcement that liquor, beer and wine would be dispensed once more but only in emergency cases. Facing Torrington are years of rebuilding, Mr. Waller said.

"What about business, Mr. Waller?" B&T asked.

"There's no time to worry about business. Most of our business clients were wiped out. We're running free commercials for any merchants hit by the flood, whether they were clients or not. We'll advertise anything they want.

"Take Howard's shoe store. They just remodeled at a cost of $100,000. The store was completely wiped out but they'll open in a small shop soon. Shoe factories will supply stock.

"American enterprise is tremendous. You'd have to come up here to see what Americans are like when disaster strikes."

"It's getting worse very day," Mr. Waller said Thursday.

WLCR Torrington had its own troubles but joined the public service broadcasting as soon as it could get a sign-on air. WTOR had programmed messages with shortwave pickups and off-the-air rebroadcasts from WTIC Hartford, supplemented by reading of newspapers.

40 Hours Straight

At Torrington, Waterbury, Putnam and other places the station people worked as much as 40 hours a day at the request of volunteer workers. Ralph F. D'Andrea, directing the service of WPCT Putnam, Conn., provided round-the-clock service although the town was split in two by the raging Quinebaug River. Putnam had spectacular troubles all its own as magnesium and dynamite at the riverside Sellers Mfg. Co. plant kept exploding for several days. WPCT was among the first to get emergency phone service and auxiliary power units.

Typhoid became a serious problem as water supplies went out around the flooded communities. Friendly business houses supplied needed food and such firms as Narragansett Brewing Co. shipped in cases of bottled water.

The transmitter of WWCW Waterbury was replaced Tuesday by a new one flown from RCA at Camden. A wire strung along the roof of the transmitter served as temporary antenna.

WATR had eight feet of water in the ground-floor studio. Files were moved from the second floor to the first, where temporary studios and offices were quickly put into operation since the particular locality didn't lose its power service.

At Stroudsburg, Pa., WVPO, newspaper-owned station, lost only a small amount of time as Delaware Valley was devastated, according to Merle O. Ostrum, general manager. WVPO operated continuously throughout the disaster, aided by volunteer workers. "We forgot about programming and commercials," Mr. Ostrum told B&T.

Though networks and stations continued to keep listeners and viewers informed of latest developments with respect to all phases of the flood, their emphasis last week shifted toward campaigns for rehabilitation. Throughout the week, NBC-TV covered the flood on its regular news shows, using film shot by camera crews which had been sent by the network to areas where the flood had hit. The coverage included live pickups, remotes and beeper interviews.

The disaster was covered over the Aug. 17-18 weekend by NBC Radio on Monitor, the network's weekend radio service. Listeners were kept posted with frequent cut-ins and remote on this show as well as other broadcasts during the week.

The NBC-TV network reported that the National City Bank of New York, sponsor of a news show nightly on WRCA-TV New York, had relinquished its commercial time for appeals to be made to help flood victims. The network also sent a group of celebrities including Eddie Fisher, Matt Denison, Bert Parks and John Reed King to WKBN-TV New Britain, Conn., to stage a telethon Aug. 24-25 on behalf of the victims of the flood. The telethon raised upwards of $147,000.

Mutual broadcast news of the flood on all regular newscasts throughout the week and arranged for telephone interviews with eyewitnesses in the stricken areas of Massachusetts, Connecticut and Pennsylvania. Many of its affiliated stations reported they have begun campaigns for funds for flood victims.

CBS Radio continued to give reports on latest developments, and on many of its regular newscasts appeals were made for contributions to the American Red Cross.

CBS-TV flew news reporters Tom Costigan, Dan Krasik and Syd Byrnes to the ravaged areas, accompanied by camera crews. Film footage and sound commentary were carried on network news shows and also used on special programs presented over the network's WCBS-TV New York. These special shows over WCBS-TV were carried on Aug. 19, 20 and 21.

Yesterday (Sunday) ABC-TV was to telescast a special hour-long appeal for help for the flood victims.
areas. Show, 8-9 p.m., featured Arlene Francis, and told the story of the flood and the damage it had caused in areas which it struck. Throughout the previous week flood news was carried on ABC-TV’s regularly scheduled newscasts.

ABC Radio was set to carry a special documentary yesterday entitled Disaster. In addition to newscast programs throughout the week, the network also broadcast interviews with persons in the flood areas who could be reached by telephone. 

In WNYC, an effort was launched in conjunction with WGTH Hartford and WVPO Stroudsburg, which cooperated withWINs in broadcasting flood reports from the scene of the disaster. By late Thursday night WNYC had collected more than $4,000 which it will divide equally between WVPO and WGTH. WINs also plans to continue the campaign and arrange an entertainment benefit performance in Hartford.

WINs arranged for coverage of the flood starting last Friday afternoon by setting up a dozen "HURRICANE Network" which at one point was said to be the only means of linking several states areas for all federal agencies in New York. WINs General Manager Robert J. Leder made arrangements for the following stations to telephone the latest information, PMT Bost., WBAI Middletown, WGTH Hartford, WGNY Newburgh, WYOS Liberty, WTJN Trenton, WBUX Doylestown, WMB Danbury, WNNJ Newton, WLNW Peabody, WVPO Stroudsburg and WATR Waterbury.

From Aug. 19 through the end of last week, citv-owned WNYC New York carried a continuous flow of information on flood, road, and rail conditions as a public service effort, beamed primarily at the families of summer campers.

Rescue Victims

WEJL Scranton, in the heart of a flooded area, sent men to various disaster areas, where instructions on evacuation were broadcast to residents. Crews in the mobile unit assisted in the rescue of several victims. At 12:30 p.m. on Aug. 19 WEJL broadcast a 7-minute news program, providing a wrap-up of the flood situation to date, and giving information concerning rescue reports, restricted areas and the rescue of further victims.

Starting last Tuesday, WPIX (TV) New York launched an effort to raise funds for flood relief through its entire programming structure with public service announcements. The station intends to continue this project for at least two weeks, during which time viewers will be urged to make contributions to the local chapter of the Red Cross.

While Hartford was fortunately situated between two floods and escaped major suffering, its radio and tv stations were kept busy over the weekend, and all last week, servicing nearby communities and providing emergency service. WDRC maintained hurricane advisories during Connie and Diane, and really went to work when the floods came. Russ McNaeughten, chief announcer, directed the coverage. CBS was on the air for six additional days.

Paul W. Morency, WTIC Hartford, told WBT Thursday afternoon that the station’s "FLOOD Bank" fund had reached a total of $131,850. The three-day campaign started Tuesday night, and had a Friday night target of $200,000. Red Cross and WTIC personnel worked around the clock. WTIC gave WATR Waterbury and other stations permission to pick up its on-air and weather reports. The station was mouthpiece for emergency messages.

In Providence, R. I., emergency service started at daylight Aug. 19 and continued for several days. WJAR-AM-TV sent newsmen and photographers to Woonsocket and Putnam, where damage was heavy. WJAR-TV showed exclusive films of President Eisenhower’s Tuesday conference with governors of six eastern states.

WPRO-AM-FM Providence had news and camera crews in the flooded areas. A special plane was chartered, with Morton Blender, newscaster, and a camera crew covering the critical spots. Staff newsmen flew with Gov. W. L. (Bob) Roberts, of Rhode Island.

WTAG West Allis, Mass., and WESO Southbridge picked up each other’s emergency programs.

Staff members of WHLP (TV) Springfield, Mass., had to wade to work but managed to reach areas where water had caused damage. One wadah stopped communication between the office and the Provin Mtion transmitter, 10 miles away. Films and mail were carried to the edge of the washout and a mile of relaying through mud and water was necessary.

WACE Chicopee, adjoining Springfield, set up a control center. Ray L. Robinson, station manager, is radio officer for the Western Massachusettes emergency system (RACES) and directed civil defense communications throughout the area. WAVE Service sta-

tions operated out of WACE. Trailers of dry ice from New Haven and Boston were shipped to the station and delivered to stricken spots by plane.

Red Cross Funds Sought

In Warren, Mass., Bill Sweeney, WARE general manager, and Dave Pryce, chief engineer, lugged broadcast gear to the transmitter, wading through neck-high water. The wetary hiked took nearly five hours. On arrival they put WARE on the air, serving a score of isolated communities. Warnings about collapsed water supplies were given primary credit with averting a possible epidemic. WARE messages directed highway repair crews. Five staff members worked 24 continuous hours.

WPIL-AM Philadelphia maintained continuous service. Roger W. Clipp, general manager, wired E. Roland Harriman, Red Cross president, informing him ‘effective immediately in cooperation with its entire system (RACES), every locally originated program and program personality is calling for immediate financial support flood relief.”

WAVZ New Haven broadcast from Waterbury, Ansonia, Derby and Seymour, Conn., and covered the Hartford visit of President Eisen- hower.

WNHC-TV New Haven was scheduled to present an hour-long fund-appeal program yesterday from 8-9 p.m. EDT. Titled "Suddenly Disaster Struck," the program included on-the-spot film reports from the New England area. Television and motion picture personalities residing in Connecticut arranged to participate in the telecast. WNHC-TV camera- men shot more than 3,000 feet of sound and silent film since last Monday.

The name of “Operation Washout” was coined by WHYN-MTV Springfield for its overall plans of news coverage, public assistance and emergency information. Starting on Aug. 19 and continuing through Aug. 21, last week, both stations served as channels of news and public service information.

WRCA-AM-TV New York last week sent telegrams to 50 radio and tv stations in the devastated areas, offering to broadcast help-wanted notices for flood victims. The telegrams stressed that the stations’ appeal would be not for money but for surplus equipment, furnishings or clothing, blankets, beddings and other needed items.

Though WKNB-Am Hartford managed to stay on the air Aug. 19, WKNB-TV went off the air that morning when the Farmington River flooded the Connecticut Power Co. stations which supply the tv transmitter in Farmington. At 4:30 p.m. an emergency generator had been placed atop Rattlesnake Mountain and WKNB-TV returned to the air. Throughout that day and weekend, both stations continued to broad-
caast a continuous stream of flood information.

WICC Bridgeport, outside the disaster area, kept listeners alerted to the possibility of the flood on Aug. 19, but later concentrated on the state and area picture. On Aug. 21 the station broadcast news and appeals for help to flood victims, and some 2½ hours broadcasting a plea on behalf of the red cross. Eight truckloads of canned food were collected in the Bridgeport area. The station continued to air appeals for contributions throughout the week. Last Monday General Manager Philip Merryman interviewed Gov. Abraham Ribicoff of Connecticut in what was claimed by the station to have been an exclusive.

Rev. Percy Crawford, radio-tv evangelist, couldn’t broadcast his daily program on WIBG Philadelphia from his Pinebrook camp near East Stroudsburg, Pa., so he used his tape recorder for on-the-spot accounts of Delaware Valley’s disaster. The ad lib broadcast was described by WIBG as “completely and professionally done.”

Taylor Grant, WPZT (TV) Philadelphia, directed a 12-man staff that worked the night through to alert areas to possible danger as the rains came.

Alan Scott (Let Scott Do It, Mon.-Fri., 9-10 a.m. on WPTZ) went to the Poconos as the rains were starting Aug. 18. He loaded his vacationing family into a car and headed for Philadelphia only to be stopped when his brakes went out. He reached Philadelphia Sunday night, with the station having used three private planes three days in an effort to locate the family.

Rob MacLeish went to Connecticut for WBZ- WBZA Boston-Springfield. He covered the arrival of President Eisenhower at Hartford and
surveyed storm damage for the Westminster outlets.

Philadelphia stations continued flood coverage and public service announcements over the weekend. Pennsylvania state police addressed teletype messages, "Attention, Associated Press, United Press and WCAU news." Philadelphia police relayed messages to WCAU as they crowded the disaster area, newsmen directed a 15-man staff working around the clock. TV coverage included photos and maps. KYW and WPTZ (TV) Philadelphia maintain emergency programming over the week-end and kept crews in the afflicted areas.

Connie and Diane brought round-the-clock newsreel coverage by WMAR-TV Baltimore including dramatic films showing debris from the sunken schooner Levin J. Marveel and interviews with survivors. A hookup of yachts in the Chesapeake provided weather data but storm static overrode most of the messages and the network was unusable during the critical periods.

Climaxing a week of special flood service, WEEU Reading, Pa., put on a special "Operations Emergency" pickup, with on-the-scene coverage of the arrival in Allentown of 300 children caught in isolated resort areas.

WBUD Trenton covered the area's worst flood in history, working with auto clubs, police and public service groups. WRRR (TV) Trenton, N. J., was joined by WTTM Trenton, N. J., and WBUD Trenton, N. J.

WBUD Trenton, N. J., went on an emergency basis as the Delaware Valley was struck, operating as a message center and rounding up personnel, vehicles and supplies for civil defense agencies. The public was asked to remain calm and stay away from flood areas.

Arnold Snyder, news director, directed emergency coverage as regular programming was abandoned. Joe Ayares, newsmen, flew over the Delaware River, recording an account of the flood and later went out with a motor boat rescue crew. Fred L. Bernstein, WTTM manager, directed the emergency service. Civil and military officials were interviewed and citizens were supplied help in solving their emergency problems.

On his It Looks to Me commentary Arnold Snyder, WTTM newsmen, praised work of police, firemen and civil defense volunteers but called for a strengthened weather bureau, improved flood control measures and federal-state action to provide low-cost disaster insurance for homeowners and small business.

Radio Amateurs Aid Flood Relief Work

_IN THE hardest hit areas of Connecticut and Pennsylvania, radio amateurs were still at their posts well after the disaster, handling messages for the Red Cross, civil defense, highway and health departments, state police, and hundreds of individuals worried about friends and relatives in the flooded sections.

As amateurs, members of the Radio Amateur Civil Emergency Service, were alerted by their local civil defense radio officers early Friday. Others, in communities having no organized RACES, set up work on specific amateur frequencies to relay radio messages free of charge for servicemen, other amateurs and the general public, got together either by radiotelegraph or radio-telephone in their customary state, regional and area networks to handle emergency messages.

Location of WTTM Trenton's quarters in West Hartford and its Maxim Memorial station, WIAW, in nearby Newington, placed it in the center of things. This station is only one of a great many amateur stations active during the disaster and the emergency; nevertheless, it is a good point from which to view the amateur communications for the state. Since Hartford was designated as Red Cross disaster headquarters, and was already the focal point for state civil defense, WIAW served as a terminus for many vital messages.

Torrington had one outgoing circuit on 29 mc. to an amateur in Waterbury, Conn. Members of his family took messages next door to another amateur, who passed them to Newington on 3.8 mc. When the operator of the only active station in hard-hit Winsted needed relief, two other hams were flown in by helicopter to operate his rig.

Boundy to WGBS-TV Post

GLEN BOUNDY Jr. has been named operations manager of WGBS-AM-FM, Miami, Fla., according to Managing Director Frank Riordan. Mr. Boundy, son of Glenn G. Boundy, director of engineering, Storer Broadcasting Co., got his start in tv at WJFK-TV Detroit while he was still in college. His job will be coordinating all operational functions of the ch. 23 NBC television affiliate.

Coast Fm Hookup Planned

WEST COAST fm multiplex network linking fm stations from Sacramento to San Diego with regular good music programs plus special background music service has been announced by Arthur Crawford, owner of KCBH (FM) Beverly Hills, key station. The network is to be ready early next year, operating 24 hours daily on three channels normal broadcast, background and code signals to key commercial for various audiences. Relay stations will be located at Mt. Diablo and at LeBec, Calif.

KRON-TV Buys KNBC Spots To Promote Fall Schedule

KRON-TV San Francisco, to promote its new fall schedule, has purchased a spot announcement campaign on KNBC there, effective Sept. 1 and calling for 42 one-minute announcements a day. The radio campaign to promote a tv lineup is not a "trade deal" (where one medium places advertising on another to cross sell accounts), it was emphasized by Harold P. See, KRON-TV manager. Mr. See said that KRON-TV has purchased and will pay for the announcements in the same manner as any other advertiser.

KNBC is the NBC o&o outlet in San Francisco. KRON-TV is owned by the Chronicle Pub. Co. (San Francisco Chronicle) and is affiliated with NBC. The KRON-TV campaign is being handled by the San Francisco office of Abbott Kimball Adv.

WDBJ-AM-TV Roanoke Starts $1,000,000 Building Program

A $1 million building program is underway for WDBJ-AM-TV Roanoke, Va., with completion due shortly after the first of the year. The new station, scheduled to begin broadcasting in this fall, will operate from temporary quarters until the new building is ready, according to M. W. Armistead III, president of Times-World Corp., which operates WDBJ-AM-TV and publishes the Roanoke Times and Roanoke World-News.

Equipment to be installed in the new studios will enlarge WDBJ-TV's facilities for color tv by permitting local broadcast of films and slides. Besides the new tv station, construction plans call for remodeling the newspaper plant and new studios for WDBJ, all under the same roof.

WTVH-TV Buys New Tower

PURCHASE from RCA of a new tower which will reach 1,000 ft. above ground and increase power to 500 kw has been announced by ch. 19 WTVH-TV Peoria, Ill. The proposed tower, which is expected to be in service by mid-November, is being constructed by Dresser-Ideco Co. of Columbus, Ohio, and will be located at the site of the station's present 240-ft. tower at Creve Coeur, Ill. Edward G. Smith, general manager of WTVH Broadcasting Co., said the new tower will be "the highest man-made structure above ground in Illinois."

WOAI-AM-TV Names Reed

ROBERT REED has been appointed program manager of WOAI-AM-TV San Antonio, according to James M. Gaines, vice president and general manager. He comes to WOAI from NBC (WRC) in Washington where he was featured daily on a 3 1/2 hour radio show, Your Timekeeper, plus several tv programs. Mr. Reed has been a featured performer, producer and director of Major Bowes Amateur Hour for 10 years and has been a featured performer, producer and director for other top network shows. His new appointment became effective Aug. 26.
YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND — 42 counties with 200,000 families — 125,000 unduplicated by any other station. Videodex proves that KOLN-TV gets 98.4% more afternoon LINCOLN-LAND viewers than the next station — 116.3% more nighttime viewers!

95.8% of LINCOLN-LAND is outside the Grade B area of Omaha. This market is farther removed from Omaha than South Bend from Fort Wayne, Hartford from Providence or Syracuse from Rochester.

Let Avery-Knodel give you all the facts on KOLN-TV — the official CBS-ABC outlet for Southern Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives
THREE VHFS READY FOR SEPT. STARTS

Three new vhf stations have announced plans to begin regular operations during the first week of September.

KCRA-TV Sacramento, Calif., ch. 3, owned by KCRA Inc. is to take the air on or about Sept. 1. The station will be a basic NBC affiliate.

KNTV (TV) San Jose, Calif., ch. 13, expects to be on the air Sept. 6. The station is owned by the Sunline Bakers and will be an independent.

KRTV-TF Lufkin, Tex., ch. 9, is set to program on Sept. 1. The station will receive NBC programs from KPRC-TV, Houston, Tex., but is not an NBC affiliate.

KCOP (TV) Los Angeles Boosts Power, Revives Format

KCOP (TV) Los Angeles, ch. 13, will increase its power to 170 kw effective Sept. 12 and on the same day will launch its "New Horizons in Television Entertainment," according to Jack Heintz, vice president and general manager. The new program format will place heavy emphasis on live programs during daytime hours.

Feature of the new schedule will be Town Hall Ranch Party, starring Jay Stewart as m.c. with daily guest shots by the country's top western names in country music. The daily show will originate from Sierra Creek Park, a new recreational playground in the Santa Monica Mountains. "We feel that live personalities are better entertainment, and that's what we want to give the viewing public," stated Mr. Heintz.

KVFD-KQTV (TV) Ft. Dodge Order Gates, GE Equipment

PurCHASE of a new transmitter from the Gates Radio Supply Co., Quincy, Ill., has been announced by Ed Breen, manager of KVFD Ft. Dodge, Iowa. Additionally, KVFD has ordered two 3-speed turntables to replace two of the five in current use at the station.

At KQTV (TV) Ft. Dodge, sister station of KVFD and also managed by Mr. Breen, it was announced that a new GE antenna has been ordered to replace the one damaged by lightning July 12. The station hopes to be back on the air before the first of October, in time for the World Series and the Iowa football games.

KLZ Promotes McEniry

JOHN McENIRY, assistant sales manager for KLZ Denver, has been promoted to local sales manager for the CBS affiliate, according to Lee Fendren, KLZ general radio sales chief. Mr. McEniry has been in the Denver radio scene since 1957 and has been with KLZ for one year, coming to the station from a sales position with KFEL and KIMN. In his new position, Mr. McEniry will head a five-man local sales staff.

OFFICIALS of KOMO-AM-TV Seattle complete arrangements for NBC Spot Sales to be national representative for the stations. The agreement brings to 11 major television and nine radio markets represented by NBC Spot Sales, l to r: Q. W. Fisher, president, Fisher's Blend Station Inc.; Thomas B. McFadden, vice president in charge of NBC Spot Sales, and W. W. Warren, vice president and general manager of Fisher's Blend Inc. and Fisher's Television Co.

WXEL-TV Promotes Barron and Garfield

WXEL-TV Cleveland has promoted two men in its sales staff, according to managing director Franklin Snyder. Frank Barron has been named local sales manager and John Garfield has been appointed national sales executive.

Mr. Barron, who has been with WXEL-TV since 1955, will be responsible for the direction of local salesmen and all sales and service activities with area advertising agencies and accounts. Mr. Garfield, who will work with the national sales offices of Storer Broadcasting Co., owner of WXEL-TV, and the Katz Agency, national sales representative, joined the station last January from W GAR Cleveland.

KOV R (TV) Plans S.F. Studios

KOV R (TV) Stockton, Calif., ch. 13, will open auxiliary studios in San Francisco, about 45 miles away, sometime in September, Terry H. Lee, general manager, has announced. The studios, from which a portion of the station's programming will be originated, will be located in the Mark Hopkins Hotel atop Nob Hill.

KOV R general offices, sales offices, and promotion and publicity activities will be head-quartered with the studios. Recently KOVR applied to the FCC for permission to move the station to San Francisco, but was denied the request because, the Commission stated, Stockton would be left without a television service.

KPMC Increases Power

KPMC Bakersfield, Calif., has begun testing its new 10 kw transmitter, which will replace the 1 kw unit now in use, according to Leo Schamblin, who has been station manager for the ABC outlet since it went on the air in 1932. The new transmitter is located south of the city. Business operations will continue in the downtown studios.

Dow, WNETV to Press 6-Month Series Into 5 Weeks

To OBSERVE the 100th anniversary of the end of World War II the Dow Corning Corp. (chemicals) of Midland, Mich., will present over WNETV Bay City, Mich., the tv version of President Eisenhower's best seller Crusade in Europe. The unusual feature of the presentation is that the entire six-months series will be televised in a period of five weeks, on a Monday-Friday 6:30-7 p.m. basis.

Jack Parker, who covered the war as a correspondent for ABC, serves as host-commentator for the series which began on WNETV yesterday (Sunday). More than 165 million ft. of allied and captured German and Japanese film, some of it never before available, depicts the story of World War II from before the U. S. entry until the final victory.

Because of the great concentration of the series, Dow Corning Corp.'s presentation is believed to be a "first" in tv programming.

Services Held for Juggers, KCOW Alliance President

FUNERAL SERVICES were held last Wednesday for Hans Juggers, 71, president of Sandhills Broadcasting Corp. (K COW, Alliance, Neb.), who died Aug. 21.

As being a broadcaster Mr. Juggers was a leading cattlemans, hence the call letters KCOW. He helped to found the Sandhills Broadcasting Corp. in 1949 and he was president of the corporation until his death.

Mr. Juggers is survived by his wife, Elsie; a brother, Robert, of Hay Springs, Neb., and a sister, Mrs. D. Eichhorn, of Peorla, Ill.

WGBS-TV's New Tower Rises

WGBS-TV Miami, Fla., reports that construction is proceeding rapidly on its new tower, which when completed will be "the tallest in South Florida." The ch. 23 station believes the new tower will be the highest and strongest ever constructed, with three of the nine anchors each weighing 625 tons. Jorgenson & Schreffer of Chicago designed the tower, which WGBS-TV says will raise its power to an equivalent of 800 kw.

"100 in 1" Day in Mobile

WALA-TV Mobile, Ala., was the hub around which nine radio stations teamed up to sell 119 cars in 16 hours for a local automobile dealer. The nine-radio, one-tv network produced results surpassing by 19 the goal set in the special "100 in 1" sale (100 cars in one day). Participating in the promotion in addition to WALA-TV were WALB, its radio companion; WKKR-AM-FM, WAAB, WKB and WAI P, all in Mobile, WHEP Foley and WPBB Jackson, both Ala., and WPMP Pascagoula, Miss. The radio stations started the cars rolling at 6:30 a.m. and on every half hour a five-minute pickup was aired from the car lot. WALA-TV carried four teletasts from the outdoor car lot while the sale was in progress. According to WALA-TV, reports from people who purchased automobiles during the day to the teletasts the major share of the credit for inducing them to buy.
Now... prestige programming pays off with

RCA

Thesaurus

"GREAT DAYS WE HONOR"

40 entirely new and different 15-minute fully recorded Radio Shows dedicated to 40 outstanding patriotic and religious occasions.

Each program devoted to one great day.

Each program conducted by a nationally-known dignitary who explains the origin, meaning and importance of the great day.

Each program rich with music specially composed to explain in song the special day it honors.

Each program replete with traditional songs and music by famous talent.

Each program produced under the supervision of an officially authorized group or person.

THE STARS OF "GREAT DAYS WE HONOR" HAVE SOLID FAMILY APPEAL

This is just one of the 27 headline shows... just part of the 1375 minutes of planned programming weekly, plus other great features you get when you subscribe to the RCA Thesaurus program service.

General of the Army Omar N. Bradley in 10 Patriotic Holidays on behalf of the Paralyzed Veterans of America.

Father James Keller, Director of The Christophers, in 10 Catholic Holy Days.

Ray Middleton in 9 Protestant Holy Days.

Henry Hull in 10 Jewish Holy Days.

ANOTHER RCA THESAURUS 20TH ANNIVERSARY FEATURE!

For complete information write, wire or call your nearest RCA Recorded Program Services office.

RECORDED PROGRAM SERVICES
RADIO CORPORATION OF AMERICA • RCA VICTOR RECORD DIVISION
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522 Forsyth Bldg., Atlanta 3, Georgia • Lamar 7703
5016 N. Sycamore Ave., Hollywood 38, Calif. • Oldfield 4-1660

RECORDED PROGRAM SERVICES
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Bankruptcy Petition Filed by KCOK Tulare

SHELDON ANDERSON, owner of KCOK Tulare, Calif., listed 367 creditors and indebtedness of $253,310 exclusive of the radio station and broadcasting license. His petition seeks to have him declared a debtor in possession of his property. If granted, Mr. Anderson would be permitted to run KCOK under supervision and eliminate his debts over a period of years. The debts were incurred, Mr. Anderson declared, when he built and operated KCOK-TV, uhf ch. 27 in Tulare. The station, now using the call letters KVVG (TV), was taken over by a group of creditors after attempts to sell the plant failed last year.

Mr. Anderson's petition listed unsecured claims totaling $373,964; secured claims of $353,337; taxes due $23,620; wage claims of $1,015, and local taxes due of $1,057.

WTOP Creates News Division, Five Newsmen to Be Released

PLANS for the establishment of a news and public affairs division at WTOP-AM-TV Washington have been announced by John S. Hayes, president of WTOP Inc. WTOP and CBS News have maintained a single news operation in the Nation's Capital, but these will be separated on Oct. 30 when the station's new division commences operation.

The new division will be responsible for news gathering activities and broadcast of news and public affairs programs, with emphasis on local coverage, the station said.

Because of the creation of the new division, effective with the Oct. 30 date, the services of five newsmen commentators will not be utilized. They are: Paul Niven, Bill Costello, Claude Mahoney, Peter Hackes and Stephen Kushing. Personnel to be assigned to the WTOP News & Public Affairs Div. will be announced shortly.

Adler Moves to WABD (TV)

APPOINTMENT of Bill Adler, former director of special projects for WRCA-AM-TV New York as director of press and special events for WABD (TV) New York was announced last week by Ted Cott, general manager of DuMont-owned tv stations.

Mr. Adler has been with WRCA-AM-TV New York since last January, producing news and special events programming and documentaries and writing and producing the Tex and Jinx show.

KDUB-TV Boosts to 50 Kw

KDUB-TV Lubbock, Tex., has installed a new DuMont 50 kw transmitter, according to Jack McClarath, news director. The station's old 5 kw transmitter is being sent KDUB-TV's satellite, KPAR-TV Sweetwater, Tex., which will soon go on the air.

KTRK-TV ID's in Color

KTRK-TV Houston began televising station identification slides in color last week, according to Willard E. Walbridge, general manager. The ID slides are of familiar scenes and landmarks of the Houston area.

Beachside Radio

WJBK Detroit has been given credit for doubling the attendance at Metropolitian Beach by recreation director Robert E. Girardin. The station is operating from its new summer studio on the beach and disc m.c. Don McLeod does a daily five hour program from the water's edge.

Mr. McLeod's music and interviews of guests have become an important entertainment feature of the beach as his broadcasts are tied into the loud speaker system and can be heard over the entire area. The beach is located 22 miles northeast of the Detroit city hall.

Chevrolet Buys 'Six Plan'

CHEVROLET dealers of Southern California became the first buyers of KNXT (TV) Los Angeles' new "Six Plan" according to Robert B. Wood, general sales manager for KNXT and the Columbia Television Pacific Network. Under the plan, an advertiser using six announcements each week (other than A or AA times) earns a volume discounts of 25%. Elman-John Agency handles the Chevrolet account.

WAKR-TV Increases Power

WAKR-TV Akron, Ohio, will increase its power from 18.2 kw to 213 kw the latter part of September, according to S. Bernard Berk, president. The ch. 49 station also will increase its daily operating schedule and has established a photographic department.

WXEX (TV) Connected to Bell

CONNECTION of WXEX (TV) Petersburg, Va., to the Bell Telephone System's nationwide network of tv facilities has been announced by the Long Lines Department of American Telephone & Telegraph Co. Addition of the outlet brings the total number of connected stations to 365 and the number of cities served to 242.

WQXR Releases Beer-Ale Survey Compiled by Pulse

RESULTS of a five-year comparative survey of beer and ale on the air in radio homes in the New York metropolitan area were released last week by WQXR New York.

The latest survey, conducted for WQXR by The Pulse in personal interviews with WQXR listening families and non-WQXR listeners, was combined with the results of four previous beer inventories to give a five-year comparison of brand preferences in hand in the home. The first five brand leaders in the 1955 survey among WQXR families were Rheingold, Ballantine, Piel's, Schaefer, and Schlitz. Leaders among the non-WQXR families were Rheingold, Ballantine, Schaefer, Piel's, and Keg and Keg.

WQXR's continuing study, designed to determine audience characteristics on a comparative basis, has been conducted for the station by The Pulse since 1949. Comparative studies are available at WQXR covering beer, coffee, cigarettes, mustard, banking and investments, vacations, and automobiles.

Underwood, Lochridge Promoted by Katz Agency

APPOINTMENT of Arthur J. Underwood Jr. as manager of the Detroit office of The Katz Agency, national advertising representatives, was announced last week by the agency. He succeeds W. Fiske Lochridge, who becomes assistant sales manager of Katz' newspaper division in New York.

Mr. Underwood has been on the Detroit sales staff of The Katz Agency since 1946. Mr. Lochridge succeeds John L. Cross, Jr., who was killed in an airplane accident earlier this month.

WGN Adds All Illini Games

A NINE-GAME schedule of all U. of Illinois Big Ten and intersectional football games will be carried by WGN Chicago starting Sept. 24, under sponsorship of Mike McCarthy Motors, the station has announced. Myron Welden will handle play-by-play. WGN previously contracted for coverage of the Chicago Bears 12-game pro football schedule, with Standard Oil Co. (of Indiana) as sponsor, starting with exhibition contest Aug. 20. The Illini Big Ten schedule runs through Nov. 19.

WSJS-TV Has New Facilities

WSJS-TV Winston-Salem, N. C., will begin using the station's new facilities, which include a power of 316 kw and tower 2,000 feet above average terrain, the first two weeks of September. The ch. 12 station will be equipped for full color transmission.

WINS Names Burke-Stuart

BURKE-STUART Co., New York, has been appointed sales representative for WINS New York, effective immediately, in Chicago, Boston, Philadelphia, Baltimore and Washington. WINS, an independent station, operates with 50 kw on 1010 kc.

Farm Bureau Changes Name

FARM BUREAU Insurance Co.s., which owen the Peoples Broadcasting Co., will change its effective Sept. 1 from Farm Bureau Insurance. The company operates stations WKFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va., and WGR-AM-FM Cleveland.

STATIONS
REPRESENTATIVE APPOINTMENTS

KTQV (TV) Oklahoma City has appointed Joseph Hershey McGillivr, N. Y., as national representative.


KYA San Francisco has appointed Am Radio Sales Co., L. A. and Chicago, as regional representative in midwestern and southern Calif. areas.

REPRESENTATIVE PEOPLE

Verne W. Beshone, sales manager, eastern div., Motion Pictures for TV, N. Y., to TV sales dept., Edward Perry & Co., N. Y., as account executive; John L. Carter, formerly in charge of sales development and promotion, Adam Young Inc. (representatives), N. Y., to Petry promotion dept.; Bill Aspin, network sales staff, NBC, to TV sales staff as account executive.

Edward Kenefick to TV sales staff, George P. Hollingbery Co., N. Y.

Bill Shaw, account executive, Headley-Reed Co., Chicago, father of girl, Mary Louise.

STATION PEOPLE

W. E. McLennan, appointed sales manager, KCRG-TV Cedar Rapids, Iowa, succeeding Wade S. Patterson, who will devote fulltime to KCRG.


Karle Elsele, account executive, WISH Indianapolis, to WPGC Morning-side, Md., as commercial manager.

Herb Evans, formerly with WNET (TV) Providence, R. I., to WPTO-TV AM-TV WXHR (FM) Cambridge, Mass., as chief engineer.

Dallas DeWeese, formerly news director, WLW Cincinnati, appointed news director, WISH Indianapolis.

William H. Lutz, vice president, Pratt & Lambert Inc. (paints, varnishes, enamels, lacquers), Buffalo, N. Y., elected to board of directors, WGR Corp. (WGR-AM-TV Buffalo).

Danny Kirk, formerly with WFAA-TV Dallas, Tex., appointed operations desk director, KTRE-TV Lufkin, Tex. (target date Sept. 1).

Bill Iglesmith, WPFB Middletown, Ohio, appointed commercial director; Charlie Reeder, formerly station manager, WCOL Columbus, Ohio, named WPFB production director; Bob Cordray named news director; Ron Allen and Johnny Noland to station as announcers; Jesse Lee Wellenecker joins as copywriter.


Katherine Fox, special broadcast services director since 1941, resigns and expects to announce future plans following Labor Day.

Al Slav, formerly with promotion and publicity dept., Republic Pictures, N. Y., named promotion coordinator, advertising and promotion dept., W RCA-TV New York, succeeding Al Penringer, who has been named special project manager, W RCA-AM-TV special events dept. [BVT, Aug 22].

June Buzzell, national promotion staff, Westinghouse Broadcasting Co., N. Y., appointed assistant promotion manager, KDKA Pittsburgh, effective Sept. 7; Wayne Griffin, formerly associated with ABC Breakfast Club and other network shows, signed to exclusive KDKA-TV contract to present daily 60-minute Wayne Griffin Show, effective today (Mon.).

James Mortvedt, general manager, WTRW Two Rivers, Wis., to sales staff, WTVJ (TV) Bangor, Me., effective in September.


Betty Lembeck, model and Mrs. San Diego, to KFSD-TV San Diego as weather girl.

Norris Jean Hoffman, graduate, Northwest Radio & TV School, Portland, Ore., to WIMA-TV Lima, Ohio, as continuity writer.

Jan Jaworski named secretary of promotion dept., WOW Omaha, Neb.

James Good and Roger Thayer, graduates, Northwest Radio & TV School, Portland, Ore., to KXJB-TV Fargo, N. D.

Eilene Squer, WNHC-AM-TV New Haven, Conn., reassigned to handle publicity and promotion.

Reva Taylor, graduate, Northwest Radio & TV School, Portland, Ore., to KTV (TV) Sioux City, Iowa.

William E. Reed, continuity director, WTVJ (TV) Miami, elected president, Optimist Club of Miami.

Willard R. Hasbrook, president, KFXM San Bernardino, Calif., named director of local chamber of commerce and American Cancer Society area chapter and county chairman of March of Dimes.

Jim Fiddler, meteorologist and weather station director, WLW Cincinnati, appointed to special radio-TV committee, American Meteorological Society.


William G. Wells, president and owner, WTAN Clearwater, Fla., has moved from Alexandria, Va., to 501 Altash Rd., Clearwater.

Lorraine Confrey, secretary to tv program and traffic coordinator, WNHC-TV New Haven, Conn.; and Ernest Avena are to be married Nov. 12; Joe Burns, WNHC-TV news reporter, and Ellen Bree are to be married Oct. 8.

Alan Rusten, newsroom, WPTZ (TV) Philadelphia, father of girl, Henriette Cheryl, Aug. 11.

Hank Weaver, news and sports announcer, KABC Hollywood, father of boy Aug. 10.

Jim Ingraham, continuity director, KFJH Los Angeles, father of boy, James Walker Jr., Aug. 2.

KLOR (TV) Portland was co-host with Dodge Div. of Chrysler Corp. at a champagne party in the station’s studio to watch the new Lawrence Welk “Champagne Music” program, sponsored by Dodge. Front row (1 to r): Dodge salesmen G. B. Alford and Don V. Cady; W. B. Suttle, Dodge regional sales manager, and Dodge dealer Dick Niles. Back row (1 to r): Dodge dealers T. E. Pederson and C. R. Parkinson and William A. Healy, director of KLOR.

August 29, 1955 • Page 49
TELEVISION BUREAU ADDS NBC TO LIST

SIGNING of NBC to membership in the Television Bureau of Advertising is being announced today (Monday) by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, and Oliver Treyz, president of TVb. Mr. Denny will join the bureau's board in accordance with the TVb bylaws.

TVb's membership now includes 152 stations, two networks and eight representative firms for a total of 162. The new TVb members from NBC are the NBC-TV network and its owned stations: WRC-TV New York, WRC-TV Washington, WNBQ (TV) Chicago, WNBK (TV) Cleveland, and KRCA (TV) Los Angeles.

With regard to the network signing, Mr. Denny said, "We have watched with interest the progress made by the Television Bureau of Advertising since its creation. We look forward to sharing in its good work for the entire television industry."

Mr. Treyz said he was gratified that NBC has joined TVb. "This marks the biggest single increment in TVb's revenues since the initial membership campaign of last winter and lifts them to over $500,000 per year," he asserted.

TVb's Other New Members

SIGNING of Cowles Broadcasting and the Washington (D. C.) Post stations as members of the Television Bureau of Advertising, New York, has been announced by Norman E. Cash, TVb's director of station relations. The Cowles tv properties are KRNT-TV Des Moines and KVTV (TV) Sioux City. The Washington Post is licensee of WTOP-TV Washington and WMTR-AM Jacksonville, Fla.

Newspaper Supplements Promote Radio-Tv Week

SPECIAL supplements promoting National Radio & Tv Week will be published by newspapers in nearly 100 major markets, according to reports received by the Public Relations & Advertising Committee of Radio-Electronics-Tv Mfrs. Assn.

The all-industry program is drawing attention to the extent that given the promotion in past years, according to the committee. Cooperating in the planning are National Appliance & Radio-TV Dealers Assn., National Electrical Dealers Assn., NARTB and RETMA.

NARDA has directed formation of regional committees in major markets, with local dealers, distributors and broadcasting cooperating. Copy for newspaper supplements has been prepared by Saturday Evening Post. Display banners and posters have been prepared for dealers and distributors by Life magazine.

NRTA has supplied a Radio-Tv Week promotion kit to networks and radio-tv stations. This includes 67 station breaks, spots and general announcements. The spots are based on the theme: "National Radio & Tv Week Dedicated to Better Home Entertainment." Listeners will be urged to see outstanding tv programs on local network receivers, and the radio-in-every-room and radio-for-every-purpose themes will be emphasized. RETMA member companies are promoting through special messages in their all-media advertising.

Elli L. Redden, Magnavox Co., is chairman of the NARDA Public Relations & Advertising Committee. Specific plans are being handled by a special RETMA radio-tv subcommittee headed by Julius Haber, RCA. Other members are J. Callin Affleck, Allen B. DuMont Labs; David S. Cook, Stromberg-Carlson Co.; J. S. Frietsch, Philco Corp.; C. Erik Isgren, Zenith Radio Corp.; David H. Kuter, Motorola Inc., and Gerald Light, CBS-Columbia.

Georgia Broadcasters Ask Uniform Time Legislation

GEORGIA senators and representatives in Congress were urged last Tuesday by Georgia Assn. of Broadcasters "to initiate and strive for passage of such legislation as will have the effect of keeping time in this country in the same relative position at all periods of the year, so that if clocks are moved ahead or behind at any place it will be mandatory on all places and will thus retain uniformity."

Meeting at St. Simons Island, GAB also adopted a resolution proposing that NARTB's name be changed back to National Assn. of Broadcasters. GAB contended, "The term 'broadcasters adequately describes a person or station involved in disseminating sounds and/or pictures to the general public." It claimed the present title is "somewhat cumbersome."

Glenn C. Jackson, WAGA Atlanta, GAB president, presented at the meeting. Other officers are L. H. Christian, WRCF Athens, vice president, and W. Newton Morris, WMUL Dublin, secretary-treasurer. In adopting the uniform time resolution it was pointed out that this year's extension of daylight time to varying dates makes the situation "even more confusing and burdensome."

Fifteen Join NATFD

FIFTEEN Texas stations have joined the newly formed National Assn. of Tv Film Directors and will send representatives to the District 13 meeting, according to Jim Bentley, district chairman. The stations are: KPRC-Tv and KUHT (TV) Houston, WBAP-Tv Ft. Worth, WFAA-TV and KRLD-Tv Dallas, KGLV-Tv Galveston, KENS-TV San Antonio, KGBT-Tv Harlingen, KCCM-TV Texarkana, KVDO-Tv Corpus Christi, KMDT-Tv Midland, KLTV (TV) Tyler, KWXJ-Tv and KANG-Tv Waco and KCEN-TV Temple.

ADDITION of NBC to Television Bureau of Advertising membership lifts TVb revenues to more than $500,000 per year, brings total of 152 stations, two networks and eight representative firms into the TVb fold. Oliver Treyz (l), TVb president, watches Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, sign up.

Democracy Contest Readied for Autumn

ANNUAL Voice of Democracy contest will draw more than a million-and-a-half high school participants this coming autumn, according to James D. Serrett, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and chairman of the national VOD Committee. Plans for the contest have been drawn up by the committee, with local competitions to start Oct. 1. Eliminations will take place until Nov. 11 after which regional and state contests are scheduled, winding up Dec. 4. All contestants will write and recite original five-minute scripts on the theme, "I Speak for Democracy." Participating organizations are NARTB, RETMA and U. S. Junior Chamber of Commerce, with endorsement by the U. S. Office of Education and National Assn. of Secondary School Principals.

Dr. S. M. Brownell, commissioner of education, in endorsing the annual contest, said, "There are no losers in the Voice of Democracy Contest. The millions of young people who participate gain by the experience of considering the values of our democratic form of government and by defining those ideals of freedom and initiative which have contributed to the greatness of our nation."

The contest is open to all 10th, 11th and 12th grade pupils of any public, private or parochial school in the United States. The four national winners receive $500 scholarships along with trips to Washington. National and state winners receive tv sets.

Members of the VOD committee, besides Chairman Serrett, are Robert K. Richards, NARTB, vice chairman; Joseph M. Sitrick, NARTB; Dean Burton and Jay Wagner, Junior Assn.; John E. Bunte; Glenn Haber, Ent. Broderick, Office of Education; Dr. G. Kerry Smith, National Education Assn., and Peter H. Cousins, RETMA.

NARTB Meetings Feature Speeches by FCC Members

ALL SEVEN members of the FCC will participate in NARTB's regional meetings this autumn under the tentative schedule of appearances announced Wednesday by NARTB President Harold E. Fellows. Each member will address one regional banquet except Comr. Robert E. Bartley, who is scheduled for two appearances.

Mr. Fellows announced the date of the regional meeting originally set for Sept. 21-23 at Saranac Inn, N. Y., had been changed to Sept. 22-24 because of a hotel conflict. Region 1, which meets at Saranac Inn, includes east states (New England, N. Y., N. J.). The series opens Sept. 19 in Chicago (see schedule, Up- coming, page 90).

The schedule of appearances by FCC members follows:


Guy Heads NARTB Committee

RAYMOND F. GUY, NBC, has been named chairman of the NARTB Engineering Advisory Committee by NARTB President Harold E. Fellows. Other members are: Glenn G. Bounds, Southern Broadcasting Co.; Philip B.
HOOPERS show that in Metropolitan Fargo, WDAY-TV wins all audience-preference honors, hands down. Actually, five to six times as many Fargo-Moorhead families tune to WDAY-TV, as to the next station!

Look at the TV sets-in-use—65% at night!

But Metropolitan Fargo is really just a small portion of the story. WDAY-TV is the preferred station throughout the rich Red River Valley—one of agricultural America's heavily-saturated television markets. Ask Free & Peters!

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(*Adjusted to compensate for fact stations were not telecasting all hours)
Adv. Federation Announces Members of Education Group

MEMBERS of the 1955-56 National School & College Cooperation Committee of the Advertising Federation of America, New York, have been announced by Ben R. Donaldson, director of institutional advertising of Ford Motor Co., and chairman of the board of AFA. They are:

- Henry Obermeyer, vice president, Bozell & Jacobs, New York, chairman; Roger Barton, editor, Advertising Age, magazine, New York;
- Prof. Lawrence E. Bretsch, U. of Rhode Island; Prof. Philip W. Burton, Syracuse U. and president of Alpha Delta Sigma.
- Prof. Charles D. Forrest, U. of Indiana, Bloomington;
- Prof. Walter A. Graw, City College of New York; Lester D. Hafemeister, advertising manager, Weyenberg Shoe Co., Milwaukee;
- Donald M. Hobart, director of research, Curtis Publishing Co., Philadelphia;
- Honor Gregory House, president, Gregory & House, Cleveland; Bea Johnson, director of women's activities, KMBC-KFMR (FM) Kansas City; D. C. Marshner, advertising and sales promotion manager, Shell Oil Co., New York.

Prof. Earl McIntyre, Michigan State College, Lansing; Prof. Ellis H. Newsome, U. of Iowa; George B. Park, vice president, McCann-Erickson, New York; Prof. Royal H. Ray, head of the department of advertising, Florida State U.; Tallahassee; Prof. Charles H. Sandage, chairman of the division of advertising, U. of Illinois, Urbana; J. Lercy Thompson, director of the educational service bureau, Wall Street Journal, and Alan T. Woltz, director of public relations, Audit Bureau of Circulations, Chicago.

The meeting will be held Wednesday at the Screen Directors Theatre, Hollywood, under the chairmanship of Johnny Mercer.

Discussions will be conducted by Dinah Shore, Gordon Jenkins, Meredith Willson, Victor Young, Wilbur Hatch, Jud Conlon and John Seelye.

Mr. De Fore said the second meeting, planned for late September, will be chairman by Hal Roach Jr. and will cover the topic "The Economics of Television."

AAA Pacific Region Lists Plans for Annual Convention

"Advertising's Forward Look at Tomorrow's Business Opportunities" will be the theme of the 18th annual meeting of the Pacific Region, American Assn. of Advertising Agencies, at Coronado, Calif., Oct. 2-5.

The program is being arranged by general chairman Andy Neally, BBDO, Los Angeles, and will feature speakers and panels made up of professional men in the advertising field. Highlights of the convention include an open house for members and guests, a chuck wagon dinner, golf and pin 'n' putt tournament and a publishers cocktail party.

The meeting will conclude with a luncheon honoring the national chairman, regional officers and board members. Robert D. Holbrook, national vice chairman of AAAA, will speak.

Bartlett Joins NARTB

GEORGE W. BARTLETT, for nine years with WDNC-AM-FM Durham, N. C., as chief engineer, will join NARTB Sept. 12 as assistant engineering manager under A. Prose Walker, head of the department. A native of New Bedford, Mass., Mr. Bartlett was graduated in 1940 from Massachusetts Institute of Technology, in Boston. He studied at Brown U., as well. From 1941-44 he was junior monitoring officer for the FCC at Mills, Mass., and served as radio officer with the U. S. Maritime Service 1944-46. He is a member of Institute of Radio Engineers, Durham Engineering Club and American Radio Relay League.

Broadcast Group to Meet

THE FIFTH annual Fall Symposium of the Professional Group on Broadcast Transmission Systems will be held at the Hamilton Hotel, Washington, Sept. 23 and 24. The technical program will be built around the new techniques developing in the field of broadcasting and a consideration of television propagation factors as related to television allocation engineering.
Hottest Football Package
in the East!

What a line-up—some of the finest teams in the east will meet Princeton at Palmer Stadium! The powerful voice of KYW carries this full schedule of games to 31 counties and 1,792,400 radio families in our tri-state area. The price? So low it will make the sponsor cheer!

The 9-game schedule starts September 24 with Herb Carneal doing the play-by-play reporting on the grid-iron action, and Mark Olds providing the color.

Average broadcast runs 2½ hours, including 15-minute warm-up, post-game summary, and half-time interviews with famous guests.

The package itself is a steal at the price, but KYW backs it up with an unprecedented sponsor promotion: weekly newspaper ads, outdoor billboards, airplane banners, point-of-sale merchandising, and more... all at no extra cost to the sponsor.

You'll fall off your chair when you hear the low price for the complete schedule of Princeton game broadcasts. To fall off your chair, call Bob Teter, LOeast 4-3700 at KYW, or Eldon Campbell, WBC National Sales Manager at MUrray Hill 7-0808, New York. Pick up your phone now.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ + WBZA
PHILADELPHIA—KYW
PITTSBURGH—KDKA
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PHILADELPHIA—WPTZ
PITTSBURGH—KDKA-TV
SAN FRANCISCO—KPIX

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Free & Peters, Inc.
MacNeal Heads Contest
APPOINTMENT of Robert E. MacNeal, president of Curtis Pub. Co., Philadelphia, as chairman of the 10th annual National High School Essay Contest sponsored by the Advertising Federation of America, New York, was announced last week by Ben R. Donaldson, chairman, AFA. Closing date for contest entries to reach New York will be April 18, 1956.

Committee members who will serve with Mr. MacNeal are: J. Kenneth Laird Jr., executive vice president, Tatham-Laird Inc., Chicago; Russell B. Weston, advertising and sales promotion manager, Ethyl Corp., New York; representing advertising clubs, Mrs. Gene Radney, Akron; Edward B. Smith, Durham, N. C.; Lavern E. Gelot, Ft. Wayne, Ind.; Margaret Angus, Indianapolis; S. Watson Dunn, Madison, Wis.; L. L. Zimmerman, Miami, Fla.; Behrens V. Rosberg and Marie D. Smith, both of Washington.

Cruise Offered Admen
PREMIUM Adv. Assn. of America is offering an expense-paid, 10-day vacation for two in Madrid, Spain, as grand prize in a giveaway for admen attending the semi-annual Premium Adv. Conference in New York's Sheraton-Astor Hotel. The association will award more than 50 other door prizes worth from $25 to $200 as an inducement to merchandising, advertising and promotion men to attend the conference, part of the PAAA-sponsored New York Premium Show Sept. 12-15.

South of the Border
IN A MOVE said to mark the entry of Sears, Roebuck & Co. into television, the retailer has purchased the Spanish version of Ziv Television Programs' "Science Fiction Theatre" for showing in Mexico City and Monterrey.

Sales of other Spanish-language Ziv tv shows, announced last week by the company, included those of "Favorite Story to Phillips of Holland for Monterrey, Mexico; Mr. District Attorney to J. Uppman, Havana Tobacco Co., for Havana; "The Unexpected" to National Brands Co. for Sao Paulo, P. R. and to American Tobacco Co. for Caracas, Venezuela, and Cisco Kid to Standard Brands for Caracas.

RIGHTS CLAIMED FOR OLYMPIC FILM
Two Canadians say they have exclusive rights for 16mm and 35mm film of Melbourne games and winter Olympics in Italy next year.

TWO AMBITIOUS new Canadians, a Czech and an Austrian, claim to have world rights for 16mm and 35mm film for the Olympic Games to be held at Melbourne, Australia, Nov. 22-Dec. 8, 1956. They have announced at Toronto that their Australian representative, F. Jellinek, signed an agreement with the Olympic Committee at Melbourne early in August.

The two men, trading under the firm name of M.R.T., at 40 Brock Ave., Toronto, are Milo R. Tuma, a Czech, who has been in Canada about five years, and Wilfried A. Hoellige, an Austrian, who joined Mr. Tuma early in August. Mr. Tuma has been taking sports films for Dave Price Productions, Toronto, sports specialists, for a couple of years, and has done some freelance camerawork for Canadian Broadcasting Corp., Toronto. Mr. Hoellige has had no Canadian tv or radio connections. Both had done film and public relations work in central Europe before coming to Canada.

In addition to claiming world film rights for the Melbourne Olympic Games, they also claim to have 16mm rights for the Winter Olympics at Cortina d'Ampezzo, Italy, Feb. 7-21, 1956. Checking with various sources at Toronto,
Screen Gems Promotes Hanft; Other Changes Announced

PROMOTION of Burt Hanft from business manager to director of business affairs of Screen Gems Inc. was announced last week by Ralph M. Cohn, vice president and general manager, as part of a series of staff additions and transfers.

Mr. Hanft had served as business manager of Screen Gems for three years. As director of business affairs, he will supervise procedures and finances and administer and negotiate national sales contracts.

Mr. Cohn also announced that Dan Glass has been named business manager of Screen Gems, reporting to Mr. Hanft; James Dodd has been named to the newly created post of coordinator of national sales; Robert Cooper has joined the company's merchandising department, and Wally Waldstein has been appointed sales service manager replacing Art Topol, who has been transferred to the sales staff.

Dispute Looms on Rights To Tarzan on Television

DISPUTE as to who holds television rights to Tarzan appeared to be in full bloom last week as Walter White Jr., Commodore Productions and Artists Inc., circulated a letter advising Edgar Rice Burroughs Inc. and Sol Lesser Productions that Commodore would take all legal steps to uphold a 1950 agreement with Burroughs.

West coast trade stories and advertisements earlier this week had announced that Lesser had obtained tv filming rights to Tarzan from the Burroughs estate. Lesser has been producing Tarzan theater films for years.

In a letter to Biltmore, Mr. White said: "Accompanying this note is a copy of a letter served upon Sol Lesser Productions Inc. and Edgar Rice Burroughs Inc., and it means what it says. This is a very valuable television property belonging to Commodore Productions and we intend to take every action available to protect our rights."

The enclosed letter, by legal counsel, notified Lesser that Commodore "has the sole and exclusive right to the use of the character Tarzan on radio and television under an agreement with Edgar Rice Burroughs Inc., dated Dec. 21, 1950. Our client is committed to the policy of vigorously protecting its rights in all Tarzan production to the fullest extent of the law, including injunctive relief. You will be held strictly accountable for all loss and damage caused by presenting the character Tarzan in any audio or visual program over the air."

More Clients Purchase ABC Anniversary Package

SALE of ABC Film Syndication Inc.'s anniversary package of feature films to six more clients was announced last week by George T. Shupert, president. They are: WJAR-AM Providence, KTVH (TV) Hutchinson, Kan., KLZ-TV Denver, WFAA-TV Dallas, KIDO-TV Boise and Schlitz Brewing Co., Milwaukee.

New sales, in addition to those made earlier...
to WCBS-TV New York, KTVT (TV) Salt Lake City, KOMO-TV Seattle and KRON-TV San Francisco, represented nearly $250,000 in billings, Mr. Shuptrine said.

The package includes 15 full-length motion pictures offered to TV for the first time.

Screen Gems Film Gains First European Clients

INITIAL SALES on Screen Gems film programs in Europe, including France, Italy, and Britain, were announced last week by John H. Mitchell, vice president in charge of sales for Screen Gems.

The transactions cover 52 weeks of the Ford Theatre to Commercial TV Contractors of London for use throughout the United Kingdom; 13 programs each of Ford Theatre, Adventures of Rin-Tin-Tin and Captain Midnight to Radio Televisione Italiana; and 52 programs of Adventures of Rin-Tin-Tin to Radio Diffusion Francaise. The dubbing will be done in Italy and France.

Mr. Mitchell also reported that in the U. S. the Jungle Jim film series, starring Johnny Weissmuller, brought in $250,000 worth of orders the first week of its syndication. The series, he said, has been sold in six markets.

Sales on other SG series, according to Mr. Mitchell, have reached an all-time high. He said All Star Theatre (Ford Theatre in syndication) has been sold to 233 stations and Big Playhouse, Adventures of Rin-Tin-Tin, Top Flats of 1955 and Jet Jackson have been sold to more than 200 stations.

Official Films Elects Two

ELECTION of Lee Moselle and Robert Birnhein to the board of directors of Official Films Inc. was announced last week by Harold L. Hackett, board chairman and president.

Mr. Moselle also is general counsel for Official Films. Mr. Birnhein is a partner of the Urban Realty Co., New York. Their addition brings total membership of Official’s board to eight. Other continuing members are Mr. Hackett; Herb Jaffe and Herman Rush, vice presidents; Isaac D. Levy, director; Herbert Seigel, secretary, and Seymour Reed, treasurer.

FILM SALES

MCA-TV Film Syndication Div., Beverly Hills, Calif., has sold Dr. Hudson’s Secret Journal to five banks for fall showing: Peoples National Bank, Ft. Wayne, Ind.; Mid-Kansas Federal Savings & Loan, Wichita; Merchants National Bank, Cedar Rapids, Iowa; Genesee Valley Union Trust Co., Rochester, N. Y., and Valley National Bank, Phoenix and Tucson, Ariz.

MCA-TV also has sold package of 67 Roy Rogers and 36 Gene Autry films to WCAU-TV Philadelphia, WTMJ-TV Milwaukee and KTNT-TV Tacoma, Wash.

Richard H. Ullman Inc., Buffalo, N. Y., has sold Watch the Birdie to WHO-TV Des Moines, Iowa; KMBC-TV Kansas City; WJTV (TV) Elkhart, Ind., and WJBF-TV Detroit.

FILM PRODUCTION

Mark Stevens Tv Co., L. A., has started production on 39 half-hour films for Big Town, produced, directed and starred in by Mr. Stevens and also featuring Barry Kelley and Doe Avedon. Show, on NBC-TV, will go on air in early October, sponsored by Lever Bros. and A. C. Spark Plug Div. of General Motors.

Kadinah Productions Inc., N. Y., has completed new tv series for early September release, featuring Milton Amboy and Lee Joffett, produced by Yevis S. Petrutschansky, directed by Michael Weiss and written by Malcolm Reeves. Series was filmed in Kodak color.


RANDOM SHOTS

Storyboard Inc. (tv commercials), Hollywood, has signed Wigland, progressive-music firm, to compose background scores for Storyboard commercials.

FILM PEOPLE

George H. Green, formerly production manager, radio-tv dept., Doyle Dane Bernbach, N. Y., to George Blake Enterprises (tv film producers), N. Y., as account executive.

Frank Burns, formerly of Dell Pub. Co., N. Y., appointed director, purchasing and shipping dept., Transfilm Inc., N. Y.
THE OLD and the new! An elder legal statesman, William Clarke Mason of Philadelphia, contemplates television's courtroom potential on the basis of more than a half-century of practice as he enters the meeting room of the Bellevue-Stratford Hotel after looking at the historic American Bar Assn. closed-circuit telecast staged by the three Philadelphia TV stations, WPTZ (TV), WCAU-TV and WFIL-TV.

THE SILENT WITNESS

By J. Frank Beatty

TELEVISION had its day in court last week in Philadelphia.

The conservative American Bar Assn., meeting in the shadow of Independence Hall, broke tradition and made juridical history by admitting TV cameras and microphones to its official convention proceedings.

And broadcasters broke a lot of preconceived prejudices by showing in a test TV demonstration that electronic gear can be operated in semi-concealment in absolute silence, using normal auditorium or courtroom lighting.

In the cradle of liberty, where many of the legal profession's traditions were conceived, broadcasters staged a pooled closed-circuit telecast of the meeting of ABA's House of Delegates, its governing body.

This test convinced the judges and lawyers that television—and radio, too—can operate without Hollywood trappings or floodlights, and that it can do a faithful job of reporting.

The three Philadelphia TV stations—WPTZ (TV), WCAU-TV and WFIL-TV—joined in staging the pooled closed-circuit telecast of House of Delegates proceedings, cooperating with NARTB. Staged Monday afternoon, the pickup culminated years of campaigning under leadership of Judge Justin Miller, NARTB advisor and ex-chairman of the board and president.

Costs of the pickup were pooled by the three stations, with WPTZ handling actual coverage. Three cameras placed in the background of the dimly-lighted Bellevue-Stratford's ballroom produced bright, sharp pictures which delegates watched eagerly. Most of them had a better view of proceedings on the lobby TV receivers than from points inside the meeting room.

An actual on-the-air telecast was staged Wednesday morning when the meeting of the Committee on Cooperation with Laymen was held in the Bellevue-Stratford Rose Garden. The three Philadelphia TV stations provided 90-minute on-the-air service, each carrying a half-hour segment. Judge Bolitha Laws, chief justice of the U.S. District Court, D.C., presided.

And again Wednesday afternoon ABA admitted electronic reporting to its sessions, permitting nationwide radio-TV network coverage of President Eisenhower's address.

These performances by television and radio, described by many ABA delegates as an important step in ABA if not courtroom history, drew no recorded criticism from judges and lawyers long loath to permit direct communication between the general public and the courtroom.

The broadcasts raised hopes for eventual revision of ABA's controversial Canon 35, a flat radio-TV-camera prohibition that grew
out of the Bruno Hauptman kidnap-murder trial coverage two decades ago. An ABA special committee is currently discussing plans to revise its canons—a movement led by Judge Miller and NARTB.

Wednesday's Rose Garden telecasts, in which cameras were entirely concealed by screens, moved Sen. Margaret Chase Smith (R-Me.) to observe that "Americans are entitled to two things—free press and free trial."

She added, "I believe that our greatest assurance that newspapers, radio and television will seldom abuse the right of freedom of the press to violate the right of fair trial is within the press itself. Responsible, intelligent and forward-looking segments of the press realize that freedom carries with it great responsibility—the greater the freedom, the greater the responsibility. The press realizes that how much that responsibility is met will determine how much freedom is enjoyed."

Standing last Monday in a familiar ABA setting, Judge Miller told the House of Delegates, at its sessions opened, that necessary equipment for audio and video pickup had been installed. "With your permission, we are ready to go," he said.

Only visible evidence that modern communications techniques might be used was the presence of three tv cameras in the balcony and they were covered with blankets.

The rococo ballroom, symbol of an era of past elegance, was poorly lighted by 15 and 25 watt Mazda bulbs—about 500 of them, splattered around the ceiling and balcony. A difficult setting, technicians agreed, but all three cameras were delivering bright if unevenly lighted images to the little control center set up in a backstage room and to a dozen RCA 21-inch receivers.

At several points around lobby tv sets had been installed, Judge Miller explained, adding that no part of the proceedings would go on the air and no permanent record was being made. He added there was no intent to obtain approval of courtroom telecasts or to amend Canon 35.

"We merely will demonstrate that broadcasters can cover proceedings without interfering with the dignity or demeanor of proceedings," he said.

Any advance fears that this conservative legal group might want to argue the subject and perhaps refuse permission for the pickup were quickly found to be groundless. After Judge Miller moved to permit the telecast, seconds were offered. Silence greeted Chairman John D. Randall, of Cedar Rapids, Iowa, as he called for discussion. On the voice vote, not a single "no" was heard.

As he left for his seat, Judge Miller offered one suggestion, "Take a look at the monitors."

Blanks were lifted off the cameras and he added, "As of now you are being televised."

The meeting went about its business. Scarcely a delegate bothered to look toward the cameras. Equipment was noiseless. Camera operators worked quietly, with minimum motion.

Mr. Wright, retiring president of ABA and member of the law firm of Wright, Green & Wright, went out to look at a receiver, commenting, "It's a fine thing. Five years ago Judge Miller's petition wouldn't have received 10 votes. It was doomed quietly." As to courtroom telecasting, "We're heading that way but there is need of education. The witness has a sad story, for example. If I were judge I might ask if the witness would object to tv or radio."

Would he asks a similar question because newspaper reporters were in the courtroom? "Why yes, in that type of case." In the Shepard case the defendant was tried in the newspapers. He didn't have a chance. Suppose radio and television covered only part of a trial? Today's demonstration certainly was an excellent demonstration. The pictures were fine."

Just a year ago Mr. Wright had written Judge Miller, "If you could have seen the terrible experience that I had in the last few days where television men and newspaper reporters swarmed all over the place... completely undisciplined and unprincipled, you would be sick at heart."

Coats and Neckties

So last week, if he took the trouble to look carefully, Mr. Wright saw three cameramen working noiselessly—and wearing coats and neckties.

Allen H. Gardner, Washington, observed: "Most of us were not aware that tv was being operated. The coverage is not spectacular but dignified."

Theodore R. Dankmeyer, Maryland delegate: "It's a good idea. Our deliberations should not be in secret. There is no logical reason why a court trial is not a public hearing. Isn't the family at home actually the public. Justice should be full and public." David Aaron, Buena Park, Calif.: "Television has great possibilities. In some trials it might be fine."

In Chicago traffic court broadcasts. "Traffic safety would be promoted by telecasting of traffic court trials."

Joseph D. Calhoun, ABA assistant secretary, speaking personally: "Wonderful. The lack of light and noise is impressive."

Cyril W. McClean, Oakland, Calif.: "It's excellent. I'm in favor of covering trials. I would like to see it tried in traffic court. I'm going to recommend television for our municipal traffic court." Mr. McClean is past president of Alameda County Bar Assn. Oakland won the ABA top award for traffic court progress in cities of 350,000-500,000.

Judge Hatton W. Sumners, ex-chairman of Judiciary Committee, U. S. House of Representatives: "There was no physical reminder that the meeting was being covered by television." He described Presidential nominating convention telecasts as "a wonderful public service. " While reserving judgment on tv in courtrooms, he added, "The only way we can keep these boys out is to
The Heartland of Louisiana has $899,481,000.00 Purchasing Power!

WBRZ Channel 2

Baton Rouge, Louisiana

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

MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

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

SOURCE: Sales Management's Survey of Buying Power, 1954
*Class "B" †Television Magazine

NBC-ABC
POWER:
100,000 watts
MORE TOWER:
1001 ft. 6 inches
Largest TV Antenna in the United States
12 Bays—Channel 2
Represented by Hollingbery

RETAIL SALES: $580,937,000.00
lock the doors.” Judge Sumners, Texas Democrat, served in Congress from 1913 to 1947.

Howard L. Barkdull, Cleveland, former ABA president: “Surprisingly good and a step in the right direction. But we must proceed gradually. Each court must make its own decision. It will come, but not suddenly."

An elder statesman of the legal profession, the renowned William Clarke Mason (see cut, page 57) gazed intently at a receiver and commented, “Why, you can lip-read.”

“How about courtroom coverage?”

“It may be like bikini bathing suits,” he suggested. “Not many years ago they wouldn’t have been tolerated at Miami Beach. Now they’re acceptable. When the public becomes accustomed to television, the time may come when it will not be harmful in the courtroom.”

He voiced concern about the effect on witnesses. “I wonder if it will disturb the court’s effort to get the truth from witnesses,” he said. “He feels he is testifying in the privacy of the courtroom, protected by the judge. With television, he might be afraid that John Smith is watching the trial and will be standing outside the courtroom trying to shoot him.”

Mr. Mason tossed back his longish gray hair in a gesture familiar to Pennsylvania courtrooms and offered this poser, “We’ll have to cut out the ego of the judges. This could come in time.”

In his legal career (he started practicing in 1903), Mr. Mason has watched the recording of a lot of legal history. Returning to the meeting room after looking intently at the progression of the proceedings, he said, “People seem to be getting used to television.”

And Joseph D. Stecher of Toledo, ABA secretary, commented, “I’m amazed how beautifully it’s done, and remember, the delegates agreed unanimously to allow the telecast.”

Quietly enjoying his first major victory in the long-time fight to convince ABA that radio and tv are here to stay, and that they belong in the courtroom, Judge Miller commented after the House of Delegates meeting had ended, “Very good.”

Why weren’t there any questions from the floor when he offered the motion to allow telecasting? “I had anticipated their questions, answering them in my preliminary remarks,” he explained, and added significantly, “This definitely brings radio and television closer to the courtroom. It may take time to dispose of the old prejudices but this is an important step forward.”

Back in the control room Joseph Behar, WPTZ, who directed the pooled pickup, looked at three almost normal pictures on the monitors as the telecast started. After a few minutes he decided to move the big 25-inch lens to a camera in the front of the balcony. The resulting closeups of speakers were impressive, though Director Behar noted he might do better with more lighting. To the viewer, the only unusual effect was an under-jaw shadow which was evident now and then.

Symbolic Closeup

At the end of three hours, he closed the telecast with a symbolic shot—a closeup of an opened briefcase plus the seal of the ABA.

What did the director think about the assignment?

“This was easy,” he said. “I’ve picked up church services four years. They’re really tough.”

Last week’s electronic triumph required cooperative planning as well as money on the part of Philadelphia stations. A special local committee worked with NARTB in making the arrangements. Members were: E. Preston Stover, WPTZ, chairman; John McClay, WCAU-TV, and Chet Cooper, WFIL-TV.

NARTB headquarters was represented by Judge Miller, Thad H. Brown Jr., tv vice president; Daniel Shields, his assistant, and A. Prose Walker, engineering manager. Judge Miller and Mr. Brown will report today (Monday) on the week’s events at a meeting of the NARTB Freedom of Information Committee, being held at the Waldorf-Astoria Hotel in New York.

In a separate demonstration of news photography, a mock trial was covered with modern cameras and without flashlights. Attorney General Herbert Brownell Jr., called for a re-examination of Canon 35 after viewing photos taken during the test. Three cameramen moved around the room during the mock trial, and they took 324 photos.

IT'S A FACT--

As of August 15, forty advertisers (national, regional and local) had contracted for fall sponsorship of programs on WGN-TV.

They know the importance of the nation’s second market and WGN-TV’s reputation for delivering results.

Are you doing an adequate job in Chicago? Now is the time to contact your WGN-TV representative for prime availabilities and programs for fall.

Increase your sales in the rich Chicago market on Chicago’s Top TV Station.

441 N. Michigan Avenue
Chicago 11, Illinois

Page 60 • August 29, 1955
How to sell a

PERIPATETIC

Texan

Texans are just naturally peripatetic*.

They take to the highway like a duck does to water. They drive to work, to play, to shop, to visit ... in air-conditioned Cadillacs ... in middle-aged family cars ... in windblown sports models.

In North Texas, believe it or not, there are more cars than there are families, and 640,000 of these cars have radios. The average car radio is used 5½ hours a week and by far the great majority of them are tuned to WFAA.

By its creative approach to programming, WFAA has become the listening habit of North Texas, where people travel more, listen more, make more, spend more.

If you have anything to sell these folks, the surest way to reach them is on WFAA.

For more details see your Petry man.

WFAA

Alex Keese, Manager
Geo. Utley, Commercial Manager
Edward Petry & Co., Inc., Representative

Free-wheeling, to you.

Highlights of 1955 Whan Report:

NORTH TEXAS Listening Habits

Weekly out-of-home listening time per family ............... 10 hours
Number car radios ...................................................... 640,000
Drivers who listen to car radio .................. 55%
Average weekly use of each car radio ............... 5½ hours

Source: North Texas Radio Audience of 1955
Dr. F. L. Whan, Kansas State College
GROWING PAINS OF TELEVISION NEWS

STILL AN INFANT, IT FACES MANY PROBLEMS

By John F. Day
Director of News, CBS

THIS article is a partial text of two talks by John F. Day, director of news for CBS. Mr. Day has a background of almost 20 years in the gathering, writing, and editing of news. A native of Fleming County, Ky., he started on the Lexington (Ky.) Leader in 1936 following graduation from the U. of Kentucky and subsequently was an AP correspondent, reporter and re-write man on the Cleveland Press, managing editor of the Dayton (Ohio) Evening News, Washington correspondent and later managing editor of the Louisville Courier-Journal and assistant managing editor of the Newark Star-Ledger. Coincidentally, he is observing his 42d birthday today (Monday).

JUST a little more than six months ago, I left the field of printed journalism after some twenty years to go into something called electronic journalism. In the relatively brief time since then, I have quite naturally thought a great deal about the differences and the similarities of these two forms of reaching men's minds to tell them what goes on from day to day in the world. Certainly there is a great similarity between the two in that the basic commodity—the news—is or appears to be the same; and just as certainly there are great dissimilarities in the method of transmission, which, in the long run, may affect the basic commodity.

Still, in electronic journalism, in getting the basic commodity, one still deals with the same sources, the same wire services, correspondents, stringers and the element of time. When radio was born there was a long period during which the place of news in the air and the direction it should take was anybody's guess. It was not, in fact, until about 1938 that radio news reporting came of age. That was when radio began to report on-the-scene happenings from various parts of the world. Prior to that time it had for the most part copied newspaper style bulletins, and had suffered as a result because the bulletins often were not set in the context of the full day's developments.

Television news is still in its infancy, even today. Nevertheless, it has made tremendous strides in its very short life. The question that everyone working in television news constantly asks himself is this: Just what should television news be? There certainly is no one answer to that question as yet, and there may never be an answer that everyone will accept. But at any rate, there have emerged three general divisions of television news—first, the five-minute or fifteen-minute hard news show; second, the half hour documentary-type show, and third, the half hour "report on life" show that has elements of documentary but which does not deal with news specifically. Later I will take an example of this first category—the news program called Douglas Edward With the News—and explain in some detail the idea behind it, what goes into it, and just how and why the product comes about. The best example of the second type of category is Edward R. Murrow's See It Now; The American Week also falls into this realm. The third type is less generally seen, and the nearest example I can think of is the series produced by CBS called The Search. It seems to me that so far television has done a better job, or in other words has seemed to realize its possibilities more, in the second and third categories than in the first of solid, hard news.

In regard to the daily spot news show, there is anxious (and I use the word advisedly) groping for a formula or a final answer. Should these shows be basically entertainment? Should they be a kind of tabloid journalism? Should they include stories that are important but essentially dull? Should they include stories that are in the realm of ideas and cannot be easily translated into visual terms? Should a story be used simply because a good film on it happens to be available? These questions have been answered variously, but in the main, the trend in the fifteen-minute daily news show has been to try to reach a happy medium, if there is such a thing as a happy medium, between information and entertainment; between the idea story and the "good film" story; between tabloid journalism and serious journalism. In practice, of course, all of these forms of communication may, at one time or another, overlap. When the fifteen-minute daily television news show first came into being seven or eight years ago, it was the general feeling, I believe, that some formula, gimmick or trick would be hit upon that would revolutionize television news reporting. No such thing ever turned up and no such thing ever will. As a result, improvement of fifteen-minute news shows has had to come about in slow, hard and often small steps with a little improvement here, a little improvement there, to make the overall product better as the years move along. I mean by this, improvement in film quality, in techniques of shooting film, in the techniques of projecting it and presenting it, improvements in the background sets and the pace and the scope of the shows.

Beyond any doubt, the greatest advantage that television has over any other medium is its ability to present with great speed pictures that move. Newspapers and magazines can and do, of course, present excellent still pictures, excellent picture features; the theatre newsreels do present motion pictures; but television can present pictures better and faster than any other medium. For some categories of news this is wonderful, but with others television fails because the pictures it shows do not really tell the story. They only illustrate something about rather than show the story.

Perhaps I can give you an example of what I mean. If, for instance, a correspondent is reporting on the Big Four Conference at Geneva, and the story is what the heads of government are discussing and planning there, it serves nothing but distraction to run behind that commentary views of the Palace of Nations, or of Lake Geneva, or of diners in a café or of some other bit of travelogueish film. If the idea is that film must be used whenever possible, then television news fails at this point because such reporting detracts from the story rather than adds to it; the same thing is true if a story is used only because interesting film is available, or because film is available that was extremely difficult to get. In including or playing up such a story, the news show throws the day's developments out of balance.

So far, I am sorry to say, the daily television news show has not achieved the stature of the daily radio news show. The latter is not only far more flexible, and, if the right organization is behind it, accurate, but it provides background explanation and interpretation and perspective that the daily
Wishin' won't
but WISN will
sell your product
in the great MILWAUKEE market

Now represented nationally by
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NEW YORK  •  CHICAGO  •  LOS ANGELES  •  DETROIT
ST. LOUIS  •  SAN FRANCISCO  •  ATLANTA
television show so far has been unable to achieve. Everyone is familiar with the notion that one picture is worth ten thousand words. There is some truth in that, but like so many rules of thumb, it has elements of untruth too. Proper descriptions can paint pictures in man's mind faster and more vividly than can artificially produced pictures on film. In a fifteen-minute radio news program, a man can divest himself of about two thousand words, and in a fifteen-minute television program, because of the necessity of showing film or of showing live remote pick-ups, the broadcaster can use only a fraction of that number of words to tell his story. In other words, the radio broadcaster of merit can occasionally commit his thoughts to paper and then, without thinking of how he looks, deliver those words with persuasion and sincerity; he can even read them if he wishes without feeling that he is being taken for a moron because he cannot look into a camera and say these words with unbatting eye or untrebling lip.

Television news, to reach any sort of perfection, requires a type of human being that to my knowledge has not yet appeared on the scene. He would be a sort of paragon who not only could dig up, write and report the news but on top of that he would look like a veritable Clark Gable on the television screen; he would be a sort of walking or, perhaps sitting encyclopedia as the case may be, and he would be a marvelous public speaker who could simply forget about a script and discuss the subject at hand with conviction and meaning and persuasiveness.

I know of no news telecaster who meets this ideal, and all too many are performers who deal essentially with the superficial. But, to return to the credit side of the ledger . . .

In reporting an event as it happens, television again has an advantage that no other medium can surpass, although in some instances radio can match. If you have something like the political convention or an important Congressional Committee hearing, or an atomic test, television can bring it to you with all the immediacy of the event actually taking place before your eyes and with description that makes it meaningful. Even here, however, television has not reached the ultimate because the explanatory comment can be vastly improved upon.

One finds that persons who have watched an event on television sometimes read newspapers more avidly than those who have not because they want further interpretation or an explanation of what happened. When television can successfully present not only the event as-it-occurs but explain simultaneously what it means, it certainly will have arrived in this field of reporting. And, in this connection, it is useful to remember events that occur over too long a period can be telescoped by filming and then editing out the unnecessary detail. This is true for radio too in that it can turn tape on a Congressional hearing, for example, that may take five or six hours, and through the proper editing (which, in all logic, might have been done by the speakers themselves) present all of the meaning of that hearing in fifteen minutes or a half hour.

As television news has at last found itself to some degree, there has been surprisingly little variance between it and radio and newspapers as to what is news. Day after day one will find that the top stories on the front pages of the better newspapers will be included on both the radio and television programs of that day. On the four or five major stories of any given day, there is almost universal agreement. It is in the secondary stories that the variance comes, and in the secondary stories it is perhaps justifiable that television chooses, when other things are equal, the story on which it has the best film.

The five-minute television show does not really wrap up the highlights of the day as does the five-minute radio program, and, because of time boundaries has limited scope. In my own opinion, they have no place on the air, but because some sponsors and many viewers seem to like them I suppose some of them will remain on the air. At best they can only briefly provide entertainment, and possibly present at least a little of the cream of the news.

The 15-minute program, too, suffers from lack of scope. It can do a fair job of depth reporting when it can take a particularly outstanding story and treat it at length, but when it does so, other stories must either go by the board or be compressed to extreme because the time is so short. But in scope the 15-minute television show must always suffer because there simply is not the time to present the large number of so-called secondary items—the vital statistics, the reviews, the departmentalized news—that are important in the daily lives of people, and make up such a large part of the output of the daily newspaper.

In speed, the newspaper is whipped both by radio and television, and new developments in television will make that whipping all the more apparent—faster film, more rapid development processes, video tape recorders, carefully worked out schedules that already put the daily television news show right on top of the news.

Three Days to New York

There are exceptions, of course. When the Americans who had gone over to the Chinese later asked to be repatriated and went to Hong Kong on a certain Sunday, not too long ago, the film from that event did not reach New York until three days later. By that time, the story itself had not only been reported, but the papers had used wire photos too. However, the time will come in the not too terribly distant future when such a delay will not be necessary. The new tape recorder for film apparently will be in use in another year. When this process is perfected, it will no longer be necessary to use film and have it developed and printed. That, of course, will not eliminate the distances, but the use of jet airplanes will bring far parts of the world closer, and eventually, I feel quite sure Europe and Asia will be linked with the U. S. in television.

I want to take up now some specifics of the CBS News operation as an example of how radio and television news operates:

I. The department as a whole.

A. The News & Public Affairs Dept. is made up of over 1,000 people. More than 600 of them are camera-correspondents sta-
we

don't

know

how

many

people

drive

a

cadillac

to work

BUT

we DO know that among 421 leading agency executives 45% say

BROADCASTING-TELECASTING is the best way for radio station advertising to reach them.

—in fact, BROADCASTING-TELECASTING won more first votes as the best advertising

medium than ALL other trade journals combined!

question:

"To best reach you (the buyer), which publication would you recommend to a

station manager for national advertising?"

Here's the score:

<table>
<thead>
<tr>
<th>Publication</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>Broadcasting-Telecasting</td>
<td>45</td>
</tr>
<tr>
<td>Publication B</td>
<td>31</td>
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<tr>
<td>Publication C</td>
<td>3</td>
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<tr>
<td>Publication D</td>
<td>3</td>
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<tr>
<td>Publication E</td>
<td>1</td>
</tr>
<tr>
<td>Publication F</td>
<td>0</td>
</tr>
<tr>
<td>No Answer</td>
<td>21</td>
</tr>
<tr>
<td>Other Magazines</td>
<td>6</td>
</tr>
</tbody>
</table>

(Yes, they add to over 100%. A few split tickets did it.)

That's what they said. In other (and significant) words, BROADCASTING-TELECASTING is the best
direct channel to the people who make the major purchases of radio and TV time.

moral:

When your customers tell you how to influence them — the rest is up to you!

There's a goldmine of other profitable facts where these came from. Ross Federal Research
Corporation has dug them out, and summed up the results in "Readership and Preference Study
of Radio & Television Trade Publications." You need a copy. If you don't have one, write

BROADCASTING-TELECASTING, 1735 DeSales Street, Washington 6, D. C.
tioned in almost every country in the world.

B. In 1955 CBS will spend approximately $9 million for news and public affairs programming.

II. News

A. Size

1. Over 600 camera-correspondents throughout the world.

2. In the New York department, 152 people help to put the programs together.


4. Additional staff offices in Berlin, Frankfurt, Vienna, Saigon, Tel Aviv, Seoul, Stockholm, Hong Kong and Cairo.

5. There are two and a half million feet of newfilm received in a year.

6. In a year's time 11,000 newfilm stories are received. Of this total, staff cameramen supply 1,500 foreign stories and 5,000 domestic stories; stringers supply 3,000 foreign stories and 1,500 domestic stories.

... For seven years, Douglas Edwards With the News has been the principal daily television news show of CBS. While only a relatively small number of persons devote their entire effort to this show, the whole news operation of CBS contributes in part. Over a period of a month, as many as 800 persons will have had some hand in the Douglas Edwards show.

The day to day staff, other than the technical personnel in the studio, consists of Douglas Edwards, the producer-director; Don Hewitt, the assistant director; the editor, and two writers. Each morning at 11 the staff of the show meets with the assignment men to discuss the news outlook for the day and make plans for that evening's coverage. Of course, feature stories are planned and assigned days or weeks in advance. Plans for covering events that can be foreseen are made well ahead of the day of the telecast. (At this moment plans are being made for the coverage of the national political conventions in 1956.) Almost every day there is at least one remote pickup, and often there is more than one. It is a rare day indeed when there is not a switch to Washington for either a live report or a film of some part of the day's happening in the Capital. During the day the producer and the editor are in telephone contact with Washington, Chicago, Los Angeles, or whatever other point they wish to make a story pickup at the time of the telecast.

There is, of course, steady contact too with the assignment desk which has made the original request on domestic and foreign correspondents, and which is in touch with the traffic desk that receives film at the airport, gets it to the laboratory, and from the laboratory to the cutting room. Just as on a newspaper the tempo of the operation increases as the deadline for appearance approaches, it is more usual than not for the producer or editor or both to be intently examining new film 15 minutes before actual broadcast time. Frequently film that is either shot late in the New York area or has arrived late from some part of the country by air or by mail, is used in negative to save the time of making a print. As in any fast-moving television operation, it is a rare night, indeed, when everything goes perfectly, or at least to the satisfaction of those closest to the show, but it seems that despite all care and preparation, on some nights almost everything bad can happen.

Just by way of example, about a month ago there was a technical failure in the studio which resulted in losing 8 minutes of picture. The show continued to have sound but only occasional flashes of video. Each night the show is kinescoped at Los Angeles for a repeat at a later time to the Pacific Network. Since it was felt that it would be pretty bad to put out a show with a missing 8 minutes of picture, lines were bought at a cost of about $2,000 to repeat the show for the West Coast. After this was done it was found that the West Coast got the picture all right, but because of some kind of a cross-up in Chicago, they got, along with their pictures, the audio from Four Star Playhouse. So the Pacific Coast ended up getting the original kinescope of the show minus 8 minutes of the picture. Undoubtedly, had there been time, the original sound could have been put with the pictures they got on the repeat, and some sort of whole show might have been created. But time did not permit this. The sponsors fee was, of course, returned because of the show's failure on that particular night.

To turn now from the daily news show to special coverage, I would like to point out something of the manner in which we handle three different types of events. First—as an example of a live remote—the Yucca Flat atomic test last April. Planning for the coverage of this event actually began in September of 1954 when the test was first announced, and the rough estimate is that by February at least 110 man hours had been put into the preliminary planning. In February, the first of a series of meetings began among the numerous people involved in covering an event of this sort.

Yucca Flat, as you may know, is a desert about 90 miles from Las Vegas, and is about an unlikely place for a remote television broadcast as the North Pole. In order to originate a telecast from Yucca Flat it was necessary to construct microwave relay lines not only to Las Vegas, but a good part of the way from Las Vegas to Los Angeles, since the coaxial cable does not run into Las Vegas. Involved in the planning for this were not only the news, program, network operations, engineering, business office and other personnel, but it was desirable to coordinate with NBC, since this was a pool operation, and with government agencies—the Atomic Energy Commission, the civilian defense, and the military.

Another complicating factor was that since Yucca Flat was so far from the home base—New York—it was necessary to use West Coast personnel and, of course, dozens of telephone calls were necessary to keep these people informed about developments. In March, Paul Levitan, who is the executive producer of special events for public affairs, Orville Sather, television technical director, and I went to a series of meetings in Washington with representatives of the three government departments involved. From that point on there was a veritable avalanche of letters and telephone calls to and from these departments because, among other things, every person who was to participate in this affair had to have security clearance.

During March we sent some crews down to Yucca Flat to look over the terrain and to determine just what technical facilities would be needed and, in conjunction with the Pacific Telephone Co., to get an estimate of how much it was going to cost us. So, during that month at least 24 people were at work on the project at some time or another. By the end of the first week of April, 27 people were involved in the project, and by the end of the second week about 30. By April 23, 45 CBS people were working on the project. These included the technicians and newfilm cameramen and press information personnel. By April 20, still some six days before the scheduled blast, nearly all of the personnel was on hand at Las Vegas. That included two television mobile units, the personnel I mentioned above, plus an even larger component from NBC. On April 24, we put on a four-hour long show in the Adventure time, devoting it first to the site where the blast test was to be fired, and then a second half hour to some omography on some of the effects of the atomic blast. On the following day, arriving at the test site well before dawn, we did a half hour show from 5:30 a.m., Pacific time, into the Morning Show, 8:30 on the East Coast. So far, so good, but the next day when all was in readiness to cover the blast itself, the shot was postponed because of weather conditions. Since this was a 30-kiloton bomb, conditions had to be perfect, not only on the ground but in the upper atmosphere. The next 10 days became a saga of frustration. Each day it would look as though the bomb might be fired, the 90-mile trip made to the site, the shot was canceled and the 90-mile trip was made back across the
How to make your film programs produce “live” picture interest

When your film programs have the “snap” and realism characteristic of “live” pick-ups, you have a client benefit that sells itself and pays off handsomely. If you can achieve picture quality which will make it difficult for a television viewer to know whether the program coming into his home is “live” or “on film,” you’re in business!

It’s possible to do just this with good black and white films—simply by replacing outmoded equipment.

Studio realism—highest picture quality

RCA’s TK-21 Vidicon Film Camera is the answer. This improved equipment offers all the dimension associated with “live” programs, provides studio realism and highest picture quality. It’s so life-like, the viewer gets the impression that the show is being presented in the studio just for him! Thus, the spot advertiser is offered the psychological advantage of “live” programming at the low cost of film. Competitively, this is your bread-and-butter business and its growth will be measured in direct proportion to its effectiveness.

A check of some of the more technical advantages shows why the TK-21 Film Camera is a station’s best investment for extra profits . . .

“Live” picture sharpness

The TK-21 is the only film system with enough signal output to use aperture correction to bring picture detail up to maximum sharpness (detail resolution 100% at 350 lines) with a high signal to noise ratio.

“Live” picture contrast

The Vidicon tube is ideal for film reproduction. It has unexcelled contrast range and assures realistic gray scale rendition over entire picture. This means you can get studio realism in your film pictures.

Edge-lighting, shading eliminated

The RCA Vidicon operates entirely without edge-lighting, electrical shading, or any other form of supplemental lighting. This camera virtually runs by itself.

Used for finest quality reproduction of monochrome motion picture films or slides in a television system, the TK-21 may be mounted directly to projectors or multiplexed.

For complete information about the TK-21 Vidicon Film Camera, call your RCA Broadcast Sales Representative.
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<th>CBS</th>
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**MONDAY - FRIDAY**

| 6:00 PM | | | | | | | | | | News | John Price, News |
| 6:30 | | | | | | | | | | Sports Roundup ||
| 6:45 | | | | | | | | | | New Network Service ||
| 7:00 | | | | | | | | | | Over Sports - Rd. w/ Pro Bks ||
| 7:15 | | | | | | | | | | Goes Bros. - Kid's Day ||
| 7:30 | | | | | | | | | | £goes Bros. - In the Mood ||
| 8:00 | | | | | | | | | | Mel's Week of Fatime ||
| 8:30 | | | | | | | | | | Disc Time ||
| 9:00 | | | | | | | | | | News Time ||
| 9:45 | | | | | | | | | | Followin' the Story of John & Jocelyn ||
| 10:00 | | | | | | | | | | Saturday Night Quality Style ||
| 10:15 | | | | | | | | | | Stratified Festival of Music ||
| 10:30 | | | | | | | | | | Prescott at 200 ||
| 10:45 | | | | | | | | | | News Time ||
| 11:00 | | | | | | | | | | News Time ||
| 11:45 | | | | | | | | | | News Time ||
| 12:00 | | | | | | | | | | News Time ||

**SPECIAL**

| 6:00 PM | | | | | | | | | | News | John Price, News |
| 6:30 | | | | | | | | | | Sports Roundup ||
| 6:45 | | | | | | | | | | New Network Service ||
| 7:00 | | | | | | | | | | Over Sports - Rd. w/ Pro Bks ||
| 7:15 | | | | | | | | | | Goes Bros. - Kid's Day ||
| 7:30 | | | | | | | | | | £goes Bros. - In the Mood ||
| 8:00 | | | | | | | | | | Mel's Week of Fatime ||
| 8:30 | | | | | | | | | | Disc Time ||
| 9:00 | | | | | | | | | | News Time ||
| 9:45 | | | | | | | | | | Followin' the Story of John & Jocelyn ||
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| 10:45 | | | | | | | | | | News Time ||
| 11:00 | | | | | | | | | | News Time ||
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| 12:00 | | | | | | | | | | News Time ||

**August 29, 1955**

| 6:00 PM | | | | | | | | | | News | John Price, News |
| 6:30 | | | | | | | | | | Sports Roundup ||
| 6:45 | | | | | | | | | | New Network Service ||
| 7:00 | | | | | | | | | | Over Sports - Rd. w/ Pro Bks ||
| 7:15 | | | | | | | | | | Goes Bros. - Kid's Day ||
| 7:30 | | | | | | | | | | £goes Bros. - In the Mood ||
| 8:00 | | | | | | | | | | Mel's Week of Fatime ||
| 8:30 | | | | | | | | | | Disc Time ||
| 9:00 | | | | | | | | | | News Time ||
| 9:45 | | | | | | | | | | Followin' the Story of John & Jocelyn ||
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For September 1955

- **Broadcasting/Telecasting**
- **For September 1955**
- **10 AM**
- **MONDAY - FRIDAY**
- **SATURDAY**
- **Sunday**

[Other details and programming information as per the original source.]
An additional dollar's worth of product promotion for every advertising dollar.

...one equals two on WLW

...a distinguished member of the Crosley Group

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami

Page 70 • August 29, 1955

An additional dollar's worth of product promotion for every advertising dollar.
There's **ONE** best way to promote your TV show this fall!

And These Advertisers Know the Answers

Here's an up-to-the-moment list of the advertisers who are already signed up for Fall program promotion in TV GUIDE:

- Oldsmobile
- U. S. Steel
- ABC-TV
- Ford
- Chrysler
- Nescafe
- Gruen
- Quaker Oats
- RCA
- Scott Paper Co.
- Household Finance Corp.
- Sylvania
- Texaco
- Proctor & Gamble
- Philco
- Elgin National Watch Co.
- Fall Mail
- R. J. Reynolds

Every week 3,000,000 families buy TV GUIDE... and read it every day to find the best in TV entertainment. It's a magic door to bigger TV audiences!

Give your show a head start in TV GUIDE'S BIG FALL PREVIEW ISSUE!

On September 24, TV GUIDE will publish its 3rd Annual Fall Preview Issue... the most comprehensive TV GUIDE ever issued. It's the ideal place to presell your new show. For rates and reservations contact your nearest TV GUIDE office now.

Before they tune in, millions turn to TV GUIDE

America's Television Magazine

Don't Miss Out! Fall Preview Issue Closes Sept. 9th! Call Plaza 9-7770 Collect!
**AN ANNOUNCER SOUNDS OFF ABOUT TV COMMERCIALS**

By Don Morrow

DON MORROW has been a network television commercial announcer for more than four years, and has delivered commercials on network tv programs for such advertisers as Norwich Pharmacal Co., Maxwell House, Sano cigarettes and the Mercury Dealers of America, among others.

FROM the earliest days of broadcasting to the present, there has been criticism upon criticism of air commercials.

People keep saying they're too long . . . too repetitious . . . too insincere . . . too exaggerated.

As a commercial television announcer who has been privileged to work some of the outstanding network programs, I may be considered an ingrate of sorts when I say there are certain things wrong with commercials. Above and beyond the criticism that has been leveled by the general public and other critics, I want to state this flatly:

Television announcers must learn a great deal more about the product they are selling on the air in order to do a whiz-bang selling job!

Before I enlarge upon this point, let me say that most tv commercial announcers generally turn out a fine job. But in a way, it's like the coach who sends in a naked substitute—the kid can play ball all right, but he's awful short on equipment.

Now here comes something that surprises me. Maybe it shouldn't. But it does. There are many multi-million dollar advertisers, who hire the best brains in the agency business to conduct extensive research, create eye-catching effects and supply highly effective commercial copy. But many of them and their agency colleagues think that all an announcer has to do is to memorize the script and smile.

I maintain that an announcer could do a much more effective job if he knew a lot more about the product he is selling—how it's made, its history and the people responsible for it. At the very least, it would give the performer standing up in front of those two red eyes a tremendous feeling of security.

There is no doubt in my mind that the day will come when the selection of a tv commercial spokesman will be given as much care as is exercised in choosing a high-level executive of the company. This definitely will come about for the million dollar clients on the networks.

One factor that is likely to speed the process is this: several announcers today are making more money than the heads of many large organizations—and I mean well over $100,000 a year.

I recite this to point up a current failing. In order to get the most out of its highly-priced television commercials, a company should insist that its tv spokesman know as much about the organization that is footing the bills as its salesman on the road. This lamentation is not strictly a personal one—ask any tv commercial announcer. I have heard them make the same beef many times.

Television commercial announcing is big business. It ought to be treated like big business. In extreme situations, the commercial portion of a network program is relegated to a subordinate position until a few days before the telecast. Then—panic in the Streets!

An announcer is chosen in a hurry. A script is written in a hurry. There's likely to be a shortage of rehearsal. By air time, the commercial goes off as scheduled. And it may seem to be pretty good.

But—and I want to make this point again—it could have been improved. Give us announcers a course in "product relations," and I wager that a commercial won't come off just pretty good. It will be excellent.

I hope this doesn't sound like a gripe. Television has been good to me. I'm sounding off about what I call "product relations" for one big reason. I think tv is the most effective of all mass media. Television commercial announcers are able and willing to do their part more fully to support this conviction.

I well remember the day when rehearsal for two 3-minute commercials for a well-known network show was set for 1 to 3 p.m. I received the script only 48 hours before the show. The actual rehearsal on camera finally started at 2:59 p.m. Neither commercial was rehearsed "straight" even once—but strangely enough, no one was worried. Except me. The reason for the big delay? The usual factors that performers never can pin-point. The dress-rehearsal was the only complete run-through of the commercial, except for the show itself. It went off well two hours later. I was three pounds lighter.

On another occasion, I recall that my commercial involved the performing of some relatively intricate maneuvers around and over a well-known appliance. However, right up to air-time, the appliance constantly was being used for other purposes. Every time I tried to go into my act, I was interrupted and told: "You can work with it when we get through." They got through at air time.

If episodes like these aren't frustrating . . . Well, some announcers may rationalize it by saying: "It's a good living." It is—and I wish we could exert more effort to justify the good pay.
Voice of America Beams Speech by Soviet Official

THE U. S. Information Agency's international broadcasting service, the Voice of America, last week sheathed its claws in a turnabout maneuver—a broadcast behind the Iron Curtain by a Soviet official.

The Russian official, who recorded a broadcast to his homeland, was Vladimir Vladimirovich Matskevich, first deputy agriculture minister of the U.S.S.R., who has just ended a good-will tour of inspection of U. S. farming methods as head of a 12-member Russian farm delegation.

The recording was made at the Soviet Embassy in Washington near the end of the delegation's visit, after the Voice of America had made an informal offer of its facilities for the broadcast. A spokesman for a corresponding U. S. group touring Russian farms had done the same thing over Moscow Radio.

In his broadcast, the Soviet agriculture official said his group saw many interesting farming methods which can be used in the Soviet Union, but "I wouldn't be frank . . . if I said that we liked everything that we saw."

News reports indicated the Soviets did not let up on their jamming of VOA broadcasts for the special broadcast last week.

Reds Like U. S. Farm TV

MEMBERS of a Soviet farm delegation which has been touring the U. S. looking at agricultural methods are impressed by the American use of television and other communications media for bringing word of better techniques and farm uses directly to the farmer, their spokesman said last week.

Vladimir Matskevich, acting Soviet minister of agriculture, made the statement in an address to Washington's National Press Club.

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NBCL URGES WBUF-TV SALE BE APPROVED

Network says its control of failing ch. 17 outlet would give uhf telecasting a boost.

ACQUISITION of failing ch. 17 WBUF-TV Buffalo, N.Y., by Fred M. McFarland impetus to uhf and will end result in concentration of control, the network told the FCC last week.

NBC's comments were in reply to a McFarland letter sent WBUF-TV last month indicating the proposed purchase by NBC for $312,000 could not be approved without a hearing [B&T, July 25]. The issues raised were brought about by protests to the sale from ch. 2 WGR-TV, present NBC affiliate in Buffalo.

NBC "strongly urged" the FCC to approve the purchase without holding a hearing. WBUF-TV, also answering the McFarland letter last week, said WGR-TV's only interest is in maintaining "a dominantly" position in the Buffalo market.

The ch. 17 outlet said by granting WGR-TV an injunction against the sale, the FCC is permitting that station to maintain a vhf rather than a uhf and uhf market.

Implements Policy

NBC said the purchase would implement the policy of the Commission's multiple ownership rules, recently amended to permit one entity to own the seven vhf stations provided two are uhf. The network quoted the FCC in its decision: "The problem that is presented in these proceedings is whether the more rapid and effective development of the uhf band warrants permitting the ownership of additional uhf stations [by multiple owners]. We believe it does."

With regard to questions raised about the population served by NBC-owned stations, the network said this is not the test of concentration of control, adding at least one other network owns stations whose aggregate coverage is larger.

NBC added that in every city where it owns a tv station there are from two to six other tvs in operation.

As to FCC concern over the history of litigation of RCA involving antitrust laws, the network said no hearing should be held on the allegations of WGR-TV with respect to existing complaints. The network cited a commission decision of last June which said "we believe it better practice to exclude from the record evidence consisting merely of complaints filed, but not adjudicated."

Furthermore, the network said, the pending complaint against RCA does not involve NBC or the operation of radio and tv stations or broadcasting.

Intention of NBC with regard to acquisition of an am station in the Buffalo area is premature for Commission concern, the network said. NBC stated, in reply to another WGR-TV allegation that it intends to make its program service available after the transfer application is approved and as soon as commitments with WGR-TV permit. NBC affiliation with WGR-TV expires Aug. 13, 1956.

WBUF-TV, which suspended for a short time and then resumed, said it has lost $352,000 and present losses run over $10,000 a month. Its present receipts are only $2,000 a month, the station said. WBUF-TV began operation August 1953.

The Buffalo uhf said it is under NBC agreement to stay on the air until Dec. 31, but will cease operation if the sale is not approved.

NBC also has pending before the FCC purchase for $600,000, ch. 36, WKNB-TV New Haven, Conn., presently under Commission investigation because of possible overlap with NBC-owned WRCA-TV New York. Under FCC study too is the proposed swap between Westinghouse Broadcasting Co. and NBC involving the exchange of WBC Philadelphia stations, KTWY-WPTZ (TV), for NBC Cleveland outlets, WTAM-AM-FM and WNRC (TV). At issue is whether NBC threatened Westinghouse with loss of NBC affiliation unless WBC consented to the trade. The station swap also involves a $3 million payment to Westinghouse.

WNHC-TV OPPOSES NEW TOWER RULE

OPPOSITION to FCC's new rule authorizing vhf tv stations in Zone 1 (middle and northeast Atlantic states) to increase antenna heights from 1,000 ft. up to average terrain, while utilizing maximum power, was submitted to the Commission last week by WBUF-TV New Haven, Conn. [B&T, July 25]. The station asked the FCC to set the order aside and schedule a hearing.

At the same time, the Dept. of Defense "strongly urged" the FCC to postpone the new rule, which becomes effective Wednesday, until completion of the present studies by the Air Coordinating Committee.

WNHC-TV (ch. 8) said because of aeronautical considerations and consequent limitations by the Civil Aeronautics Administration, it is forced to operate from an antenna that is 720 ft. above average terrain, utilizing maximum 361 kw power. The CAA limitations, WNHC-TV said, prevent it from increasing its antenna height regardless of the new rule.

WNHC-TV said co-channel stations in New York (chs. 7 and 9), already are causing substantial interference to its signal, and now will be able to more than double their effective radiated power, causing serious deterioration to the WNHC-TV signal. The New Haven outlet said its Grade A coverage falls a distance of 40 miles from the transmitter in the direction of New York. Existing interference from New York penetrates within 32.6 miles of WNHC-TV, the station said. If the new rule goes through, interference will be penetrating within 30.3 miles, WNHC-TV stated, adding there is no way to improve its service to counteract the added interference.

The new rule also has an adverse impact on local community television service, WNHC-TV declared. Harm also would come to uhf stations, the New Haven outlet said. To the extent that vhf stations in Zone 1 can increase their coverage areas by increased power and height, the uhf stations in the same and nearby markets cannot help but suffer, WNHC-TV added.

The Dept. of Defense, in a letter signed by Assistant Secretary Thomas P. Pike, called attention to the immediate effect of this rule on "hazards to air navigation." Secretary Pike said that "while the order is only intended to permit maximum power at a higher altitude in Zone 1, it is clear" the new ruling results in an incentive to build taller tv towers in an area of the "highest military and civil air traffic."

"The department cannot agree," he said, "that an increase in height to 1,250 ft. above average terrain instead of 1,000 ft. will have a negligible effect on problems relating to air hazard."

RED'S LIKE U. S. FARM TV

MEMBERS of a Soviet farm delegation which has been touring the U. S. looking at agricultural methods are impressed by the American use of television and other communications media for bringing word of better techniques and farm uses directly to the farmer, their spokesman said last week.

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TRIANGLE REBURTS CHARGES OPPOSING WLBR-TV BUY

Firm denies that Lebanon, Pa., uhf would be WFIL-TV satellite and says there would be no overlap with other Triangle stations.

FCC approval to the purchase of ch. 15 Lebanon, Pa., by Triangle, will be without a hearing because the acquisition will provide an impetus to other uhf stations in the area and in the public interest, purchaser Triangle Publications Inc. told the Commission last Friday.

Application for sale approval was submitted to the FCC two months ago (B+T, July 4). Triangle (WFIL-AM-TV Philadelphia and Philadelphia Inquirer) is buying the Lebanon uhf, which has suspended operations, for $115,000 plus assuming obligations totaling $125,000.

Following objections to the sale by three uhfs in Harrisburg (B+T, Aug. 1), the FCC sent WLBR-TV a McFarland letter indicating sale approval could not be given without hearing. Last week's comments by Triangle were in reply to this letter. Objecting were WHP-TV, WCMB-TV and WTPA (TV).

Triangle said assumptions that WLBR-TV will be operated as a satellite of ch. 6 WFIL-TV are erroneous. A close examination of the application, Triangle said, discloses that about half (49.3%) of the proposed weekly broadcast hours will be devoted to locally originated programs. To this end, the firm said, it already has made arrangements with local educational and civic groups for weekly series. Triangle said WLBR-TV will not be network-affiliated.

Triangle, which also owns WNBF-AM-TV Binghamton, N. Y., and 50% of WEGB Harrisburg, said none of the Grade A contours of its tv stations come within 12 miles of the Grade A contours of the others. The company noted that Binghamton is 155 miles from Philadelphia and 125 miles from Lebanon and that Philadelphia is 72 miles from Lebanon.

The Philadelphia firm stated this transfer will not cause any undue concentration of control of media of mass communication, asserting the grant of this application will improve competitive forces in the area. Triangle noted the sister am station, WLBR, will remain under the present owners and will offer direct competition to WLBR-TV.

Contrary to allegations, Triangle said its proposed acquisition will have a beneficial effect on other operating uhfs in the area. By providing Lebanon with its own locally-originated programs, Triangle declared, WLBR-TV may well be expected to stimulate interest in uhf throughout its service area and thereby increase the sales of uhf receivers.

In a supporting legal memorandum, Triangle noted that the parties who have filed objections and requested a hearing have no basis, legal or otherwise, for such a request. It said, "They are attempting to go outside their own community... and prevent the people of Lebanon from enjoying the benefits of their own television station."

Early this month Triangle applied for ch. 18 at Elmira, N. Y., to be used as a satellite of ch. 12 WNBF-TV. The firm also has made known pending purchase of WFPG-AM-TV Altoona, Pa., for an aggregate $3.6 million.

Losers Belittle Color In N. O. Ch. 4 Case

THE PRESENT status of the color tv art has become a major issue in the New Orleans ch. 4 proceeding, with the two losing applicants in an FCC examiner's initial decision questioning whether color tv today is worthy of being a determining criterion in a comparative hearing.

Last week James A. Noe & Co. submitted to the FCC its objections to the initial ruling that favored the Times-Picayune Publishing Co. (WTPS) for ch. 4 in New Orleans [B+T, July 11]. Noe's stand on color tv was similar to the objections of the other losing applicant, Loyola U. (WWL), which was submitted a fortnight ago [B+T, Aug. 22].

The Noe company (WNJG) New Orleans and KNOE-AM-TV Monroe, La.) said the finding that local live color programs are practical "is not balanced by the examiner with any findings whatsoever as to availability and distribution of color sets."

Color Services Encouraged

Times-Picayune, however, in supporting the initial decision last week, said that awarding it a preference for its color tv proposals is clearly consistent with and necessitated by the public interest. WTPS went further and said such a preference "sincerely fulfills with established FCC policy to encourage the early development of new or improved broadcast services."

In reaching a decision, the examiner ruled the Noe company out of a comparative analysis with the other two applicants because it was held the firm did not establish its financial qualifications. Mr. Noe said this was based on the "unrealistic theory" that a partnership whose principals have a combined net worth in excess of $2.3 million lacks the financial resources to build and operate a tv station requiring a gross investment of $1.2 million.

For not finding that the Noe partnership can borrow $600,000, the firm told the FCC this disregards the prior experience in borrowing of James A. Noe; his successful operation of KNOE-TV, and the net worth of partner Harry Allman.

WTPS, which also supported the preference awarded to it for program proposals for outlying communities, notified the FCC of its intention to participate in any oral argument that may be scheduled following the exceptions to the initial decision.

The Broadcast Bureau has asked for an extension until today (Monday) to file its exceptions to the New Orleans decision.

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IN THE UNITED STATES

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WENS (TV) Asks FCC Set Aside WWSW Grant

CH. 16 WENS (TV) Pittsburgh last week asked the FCC to set aside the grant of ch. 11 in that city to WWSW Inc. and order a new hearing. The Pittsburgh uhf further asked that, pending action on this petition, the FCC issue an order temporarily staying the effective date of that grant.

WWSW Inc., permittee of ch. 11 WJAS (TV) which is due to go on the air Nov. 15, replied that the petition should be dismissed because it fails to set forth facts sufficient to invoke the jurisdiction of the Commission.

WENS, which has a similar appeal to reopen the ch. 11 proceeding pending before the U.S. Court of Appeals in Washington, a fortnight ago was denied by the same court a motion to stay construction of the ch. 11 station pending outcome of that appeal [B/T, Aug. 22].

WENS last week repeated its charge that the merged applications of WWSW and WJAS represented a new application that should have been returned to the processing line. WENS said the FCC should determine whether, in the light of the merger agreement of June 2, 1955, the WJAS application should have been dismissed before any further action was taken on the WWSW application.

The Pittsburgh uhf also asked the FCC to determine whether the parties to the June 2 agreement are trafficking in broadcast frequencies and to study the effect a second commercial uhf in Pittsburgh will have on existing uhf operations.

In reply to this, WWSW Inc. said WENS cannot be considered a party to the proceeding. The ch. 11 permittee said in 1952 WENS had its chance to seek ch. 11, but instead of exposing itself to a drawn-out hearing, it sought ch. 16 unopposed and was thus able to get into commercial operation years ahead of any ch. 11 applicant.

Final grant of ch. 11 to WWSW Inc. was made last month [B/T, July 25].

Webster Heads U. S. Visit

FCC COMR. E. M. Webster left Friday for Stockholm to attend the North Sea & Baltic Marine Radiotelephone Conference to be devoted to safety at sea. Comr. Webster is one of five Americans going along as observers to study similar problems that face this country.

The conference will start Thursday and is expected to run for three weeks. Other American observers are: C. M. Jansky Jr., Jansky & Bailey, consulting engineers, who will represent marine interests on the Great Lakes; John Cross, State Dept.; Austin Bailey, AT&T, and Capt. G. C. Graves, Coast Guard.

WXYZ Asks Hearing on Bid

WXYZ Detroit last week asked the FCC to designate for hearing the application of News-on-the-Air Inc. for a new am station at Port Clinton, Ohio. WXYZ, operating on 1270 kc with 5 kw unlimited, said the proposed station, to operate on 1250 kc with 500 w day, will cause objectionable interference to WXYZ's daytime operation.

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Storer Denies Protest Of WJBK Interference

STORER Broadcasting Co. last week defended the operation of WJBK Detroit on 1500 kc, telling the FCC the station's antenna array is stable and that its signal is not causing interference to any station.

These remarks were in reply to charges made earlier by WTOP Washington and KSTP St. Paul, both operating on 1500 kc, that WJBK was not living up to engineering requirements in its 1500 kc permit [BT, Aug. 8]. WTOP and KSTP said the Detroit station was not providing the proper protection to their signals and asked the FCC to cancel the WJBK authority issued last July 1 to conduct program tests on that frequency.

WJBK, licensed to 1490 kc, 250 w, has been seeking operation on 1500 kc since April 1952 when it was granted a change in permit to move to that frequency with 10 kw day and 3 kw night. The nighttime power later was changed to specify 1 kw.

Last week Storer said the arguments advanced by WTOP and KSTP "do not accurately and faithfully represent the technical objections reviewed in their attached engineering affidavits." These arguments "exaggerate" and "misportray" the conclusions of their engineering counsel, the firm said.

"Extreme care is being taken," Storer stated, in the building and operation of the antenna array to assure stability and required protection to other stations.

WJBK also received support last week from WABJ Adrian, Mich., which was granted program test authority to operate on 1490 kc full-time at the same time WJBK was switching from 1490 to 1500 kc. WABJ has been licensed for 1500 kc daytime and is seeking fulltime operation on 1490 kc. WABJ said that if the FCC cancels WJBK's authority for 1500 kc, the Adrian community will still be without its first nighttime outlet.

Evansville Dismissal Request Granted to Consolidated

CONSOLIDATED Television & Radio Broadcasters Inc. was granted dismissal of its tv application for ch. 7 at Evansville, Ind., by the FCC last week.

Consolidated had requested dismissal because after its sale in May of WEOA Evansville to Ohio Valley TV Co. it no longer wished to pursue its tv application in Evansville. The firm has not participated in oral arguments in the Evansville proceeding.


Applications of Evansville Television Inc. and On The Air Inc. are still pending for ch. 7 in Evansville.

Sen. Morse Criticizes Booster Station Limitations

THE FCC was urged last week by Sen. Wayne Morse (D-Ore.) to speed new regulations that will allow small communities to receive television programs by short-range booster stations. He called present FCC rules "a stumbling-block to the type of inexpensive, short-distance booster stations needed in many small communities," such as, he said, Oakridge, Prineville and Sheridan, Ore.

Sen. Morse said it was the FCC's responsibility to make tv service available to everyone and that citizens of small communities should not be "penalized because of the slowness of the Commission in formulating a set of regulations."

He praised Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee for the latter's efforts to foster reflector and re-radiation stations in the state of Washington.

WSAY Fights FCC Stay Plea In Rochester Ch. 10 Case

WSAY Rochester, N. Y., last week opposed the FCC's motion to have U. S. Court of Appeals in Washington stay the effective date of the court's decision in the Rochester ch. 10 tv case.

The FCC had asked the court to stay the decision until Sept. 11 so that the Commission can consider possible appeal to the Supreme Court [BT, Aug. 22].

The appeals court last month ruled that the protest of Gordon P. Brown, owner of WSAY, against the 1953 grant to what are now ch. 10 stations WHREC-TV and WVET-TV should have been allowed. Under the present law, when a protest against a grant made without a hearing is accepted, the grant in question must be stayed.

The Commission has told the court that under the mandate, the ch. 10 stations, operating since November 1953, would have to close down for an indefinite period with a resultant loss of service to the public.

WSAY said the FCC counsel's request to have the decision stayed lacks weight because the Commission was fully apprised of the court's opinion.

Colorado Facilities Granted

AT&T Long Lines Dept. has been given FCC permission to construct additional facilities permitting KCSJ-TV Pueblo, Colo., to be interconnected for regular network operation. An additional frequency and transmitter has been assigned to Black Forest, Colo. As part of the interconnection setup, for which the tentative completion date is April 15, 1956, the FCC also is permitting expansion of AT&T's microwave radio relay station at Pineon, Colo. Cost of the project has been set at $62,000. Black Forest is a point on the Denver-Colorado Springs video route.

Reno Antenna Move Sought

KZTV (TV) Reno, Nev., has filed application to move its antenna from in Reno to Slide Mt., 14 miles south of that city and increase visual power from 2.7 kw to 10.8 kw and antenna height from minus 520 ft. to 2,924 ft. above average terrain. Cost of the move would be $125,370, the application stated.
Best Bet to Get the Football Set!

in SAGINAW, only WSAM broadcasts Michigan’s most popular grid schedule...

That's why everyone tunes to

WSAM

SAGINAW, MICH.
Fred A. Knorr, Pres.
Vincent Picard, Sales Manager
Represented by HEADLEY-REED

KNORR Broadcasting Corporation

BUY ANY 2 OR MORE OF THESE POWERFUL STATIONS
SOUTHERN MICHIGAN
WSAM...Jackson, Michigan
WSAM...Saginaw, Michigan
WSAM...Dearborn-Detroit
WKNH...Flint, Michigan
WRWN...Riverton, Wyo.

SOUTHERN MICHIGAN

SAVE 10%
When films are sold for a second time, they are paid a second time to the Screen Actors Guild, which is involved in the settlement of the current contract. The Screen Actors Guild, it is reported, has paid a record amount to the Screen Actors Guild in the current contract.

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Land-Line 'Stations' To Get NBC-TV Kines

KINESCOPES of regular NBC-TV programs, as well as filmed programs, will be supplied to the closed-circuit tv system of "stations" planned by Trans-Community Television Network Inc. of Beverly Hills, Calif., NBC-TV confirmed last week. Details of the circuit that would serve some 15 communities in western states were disclosed to BT a fortnight ago [AT DEADLINE, Aug. 22].

Under the Trans-Community proposal, "stations" in each town would originate film and local live shows and sell local spots in addition to national accounts. Installations are underway in Douglas, Ariz., and Bishop, Calif.

According to NBC-TV, a one-year contract was signed July 15 with Trans-Community. As yet, the network and Trans-Community have not determined what programs will be supplied but network spokesmen said Trans-Community would be serviced on the same basis as non-interconnected network affiliates. Under that procedure, kinescopes must be shown within a 60-day period. Trans-Community, it was understood, expects to start its programming in the fall with programs shown from two to four weeks after they have been put on kinescope.

Problems of property rights and overlap had to be cleared, it was stated by network spokesmen, who noted this was standard procedure. Another problem—that of union clearance—is being solved by Trans-Community which is obtaining "letters of consent" from labor organizations involved, it was said.

NBC-TV's position, however, was not determined on another request of program origination by the Potomac Valley Television Co., a community tv system in Cumberland, Md. [BT, Aug. 22]. Potomac plans to run kinescopes of network shows, including commercials, without charge in the five-channel Cumberland system. The wired tv company picks up and relays each of Washington's four tv stations. Adjacencies would be sold to local dealers of program sponsors.

NBC-TV spokesmen indicated that the Cumberland operation differed from that of Trans-Community. The latter, they said, clearly operates out of range of tv signals and into markets where a community tv system could not be operated. Cumberland, on the other hand, is a community tv system that utilizes existing stations' signals. Stations of all four networks are in Washington.

'S Ring' Editor Advocates Television Studio Boxing

STUDIO BOXING is here, says Johnny Salak in the current issue of The Ring, national magazine dealing with the sport of boxing.

Although there may still be doubt in the minds of some broadcasters and boxing promoters about the future of boxing strictly for tv, with little if any "arena" audience, The Ring points out, "If you can't budge the fans out of the living room with anything less than a stick of dynamite, don't fight them—join them.

"Which is just what is happening. Promoters are getting tired of seeing empty seats, by the thousand, costing them money, by the thousand. So why, if you can put the same fight on in
a studio, go to the expense of a huge rental for an arena plus the additional cost of the hired help that goes with such a promotion? It all boils down to the fact that thirty million persons, give or take a few thousand, will see the bouts either way and it's cheaper if studio-produced."

Mr. Salak, The Ring's tv editor, suggests, admittedly with tongue-in-cheek, that all boxing events might be "canned"—filmed in a studio and then edited to fit television's time slots.

**Autocue Corp. Reorganizes, J. Elroy McCaw Joins Firm**

EXPANSION and reorganization of Autocue Sales & Distribution Corp. has been announced by the company, Autocue Corp. Reorganizes, and J. Elroy McCaw, president of WINS New York and associated in ownership of other stations, has joined the company on the executive level.

In addition to McCaw's affiliation with the company, Autocue has ordered more equipment amounting to $250,000, increased its staff and opened offices at 1600 Gower St., Hollywood, with William Gargan Jr. as manager. Mr. Merchant said the firm had quadrupled its overall billings on tv and film during the last six months.

At present, Autocue services shows on ABC-TV, CBS-TV, and NBC-TV and has an exclusive arrangement for all programming on WRCA-TV New York. Autocue also has contracts with 58 advertising agencies and 22 film producers.

**THE Swing is to...**

**ABC and KMBC-TV**

Kansas City's Most Powerful TV Station

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, First Vice President
John Schilling, Vice Pres. & Gen. Mgr.
George Higgins, Vice Pres. & Sales Mgr.
Mori Greiner, Director of Television

PROGRAM SERVICES

**NETWORKS**

**DUMONT TURNS ITS CORPORATE BACK ON TV NETWORK, LEAVES IT TO DIE**

As of mid-September there'll be but one network show left. Still up in the air are approval of the stock spin-off proposal and the job futures of Ted Bergmann and Ted Cott.

THE DuMont TV Network is being left to peter out.

By the middle of next month, it'll be down to one network program—Monday-night boxing, a co-op feature. It dropped from three programs to two last Thursday, when Libby, McNeil & Libby's weekly quarter-hour "All About Baseball" was folded. The other program currently being networked, H. J. Heinz Co.'s "All That Matters," will see its last program on Wednesday, Sept. 28.

The weekly boxing co-op is slated to continue "indefinitely." In addition DuMont has set a fall football schedule, but this is on a regional basis. It embraces about 15 or 16 stations in New York State and New England, and will be presented with Atlantic Refining Co. sponsoring half and the other half being offered on a co-op basis.

No known effort is being made to secure new network programs or network sponsors. This, of course, is in line with the policy made known a few weeks ago in connection with the proposed stock spin-off—yet to be voted on by stockholders—under which Allen B. DuMont Labs and its broadcast division would be corporately separated. The announcement of that plan said the new broadcasting corporation would operate the DuMont owned outlets as "local stations"; it made no mention of the DuMont network, and top authorities agreed then that it might be assumed the network would be discontinued if the spin-off plan is approved (B+T, Aug. 15).

**Bergmann Continues**

Ted Bergmann, managing director of the broadcasting division, which includes the network as well as the owned stations, meanwhile is continuing in that position. His future plans have not been disclosed. Whether he would move into the new setup, assuming the incorporation plan is approved by the stockholders, has not been indicated.

On the other hand, sources among the Paramount Pictures interests, which represent about 29% of the DuMont stock and which appears to have got an upper hand in policy management of the company, have indicated that a key but otherwise unidentified post in the proposed new DuMont Broadcasting Corp. would go to Ted Cott, now head of the owned-stations operation.

The spin-off announcement said specifically that Dr. Allen B. DuMont, now head of the labs, would become board chairman of the new manufacturing corporation. It has been speculated that Paul Rabourn of Paramount Pictures and also currently secretary of DuMont Labs, might head the new broadcasting company. There also have been strong indications that Paramount is preparing for a major invasion of the tv network and film packaging field (B+T, Aug. 22).

While the DuMont network operation is dwindling away, its new Electronicam live-film camera system is reported making heartening progress. The first Jackie Gleason "Honeymooners" show recorded by the Electronicam system was viewed privately last week and was reported to have won enthusiastic reception.

Electronicam filming of a series of five-minute shows featuring Lee Paul and Mary Ford and to be sponsored on a national spot basis by Lambert Pharmaceutical Co. through Lambert & Peasley is to start this week, and a number of film commercials for other national spot advertisers are being made by the Electronicam process. The Electronicam operation would be a part of the manufacturing corporation's functions under the proposed corporate split-up of manufacturing and broadcasting.

**CBS Claims Major News Beat With Algerian Revolt Films**

CBS-TV Thursday hailed what it called "some of the most sensational film to come out of terror-ridden Algeria" as a tv film news beat scored by CBS Newsfilm cameraman and correspondent Jacques Alexandre. The 300 feet of news film was shot on Tuesday in the province of Constantine, more than 100 miles east of Algiers, as French soldiers flushed rebels out of hiding places.

Mr. Alexandre, according to CBS-TV, risked his life in shooting the film, which was shown on the network's "Douglas Edwards With The News" program Wednesday (7:30-7:45 p.m. EDT), with portions on a late news show in New York that night. Early the next day, footage was placed on The Morning Show.

The film, which earned the cameraman an immediate $250 bonus from the network, depicted French soldiers shooting down rebels and recorded civilian and military personnel who were wounded in the massacre.

CBS-TV said stills of the film were placed on news photo wires by United Press and International News Service and that Life and Coronet magazines requested stills after a viewing.

**Fall Coverage of Sports On Intermountain Network**

LYNN MEYER, president of Intermountain Network, announced the sale of all U. of Utah football and basketball games on the network's eight Utah stations. Corresponding to the Utah Oil Refining Co. and the First Security Bank system. A 10-minute scoreboard program will follow the game broadcast, sponsored by Fisher Baking Co., Salt Lake City.

Coaches Jack Curtis and Jack Gardner will be featured on a sports program sponsored by Arden Meadowgold Dairies, which will follow the scoreboard. In addition, Burgermeister beer, San Francisco, will sponsor 19 pro-football games on the network's Nevada, Idaho and Montana stations, according to Mr. Meyer.
ELGIN WATCH Co. will sponsor Edward R. Murrow's Person to Person on alternate Fridays over CBS-TV beginning Sept. 2. Gordon Howard (f), Elgin advertising manager, confers with Mr. Murrow. Person to Person will be used to launch a national advertising campaign by Elgin.

CBS-TV SHOWCASES FALL PROGRAM PLANS

CBS-TV in the 1955-56 season will present an "exciting" list of special programs and continue to show programs of "muscle and merit" that make up the network's "steadily growing backbone," Hubbell Robinson Jr., vice president in charge of programs, said Thursday.

Mr. Robinson introduced newsmen and primary affiliates, via an hour-long closed-circuit telecast at 6 p.m. EDT [B+T, Aug. 22], to a sampling of upcoming shows: You'll Never Get Rich, starring Phil Silvers and set for the 8:30 p.m. EDT slot Tuesdays, starting Sept. 20; Joe & Mabel, starring Larry Byden and Nita Talbot, also Tuesday and scheduled for 9-9:30 p.m., starting under alternate sponsorship of Carter Products on Sept. 20 and Gerrit on Sept. 27, and Gunsmoke, slated for three weeks out of four under sponsorship of Liggitt & Myers on Saturday, 10-10:30 p.m., starting Sept. 10. The Silvers show will be sponsored on alternate weeks by R. J. Reynolds Tobacco and Amana Society.

Measles. Silvers and Byden and Miss Talbot appeared on the telecast, which originated from New York studios. Newsmen in New York were on-stage guests, while affiliates invited newsmen from their communities to attend the stations' pickup of the special showing.

Situation Comedy Not Dead

In acknowledging that the Silvers show and Joe & Mabel were "situation comedy," Mr. Robinson said "there is nothing basically wrong with situation comedy. Situation comedy is not dead. Only the bad situation comedies are dead. Only the old cliché approaches to them, the tired and repetitious writing of them are dead—and buried."

Mr. Robinson said that six months ago most in the industry would have written off the giveaway. "And then," he said, "along came the $64,000 Question."

Thus, he said, it is not "what you do but how well you do it." Formula, according to Mr. Robinson "is nothing. Execution is everything."

The CBS-TV schedule is made up of half-hour, full-hour and 90-minute shows "of every category from documentaries to sit-coms . . . no one approach dominating." Mr. Robinson said. He also referred to the lineup CBS-TV plans for some of its special programs that will feature such stars as Judy Garland, Noel Coward, Mary Martin, Bing Crosby and Jack Benny. CBSTV, he noted, plans musicals, a story of rhythm (The Big Band) and a dramatization of Jim Bishop's book, The Day Lincoln Was Shot. He noted that the proposed special See It Now series with three of the programs half-hours and two of them 90 minutes in length will permit Edward R. Murrow and Fred Friendly to "probe, analyze and reveal the 20th Century world with a thoroughness and completeness the half-hour series made impossible."

NBC Newsman Slain

ROLAND JOURDAN, 29, part-time NBC newscaster, was killed Aug. 20 covering the Moroccan riots, the network announced last week. Mr. Jourdan was ambushed and killed on a road about 130 miles from Casablanca by a group of Zanames tribesmen. His camera and film were confiscated by the assailants.

Mr. Jourdan had been retained by NBC News' Rabat correspondent, Yves Ducygne, to help cover the riots. John Peters of the NBC London office, who was present at the time of the attack, reported that Mr. Ducygne had also received a head injury.

Intermountain Adds Eight

INTERMOUNTAIN Network has announced affiliation agreements with eight new stations, bringing the network's number to 57. New affiliates are: KBTK Missoula, Mont.; KRTR Thermopolis, KWOR Worland, KWML Riverton, KGOS Torrington, KRLA Rawlins and KFBKG Cheyenne, all in Wyoming, and KSID Sidney, Neb.

Levine on Red Facilities

IRVING LEVINE, NBC's recently-accredited Moscow correspondent [B+T, Aug. 22], last Wednesday began to deliver regularly scheduled news broadcasts on a six-day-a-week basis using the facilities of Radio Moscow. He is said to be the first foreign correspondent since 1947 to broadcast from Moscow on a regular basis. Mr. Levine has been allotted 15 minutes at 9:45 a.m. EDT for his broadcasts. NBC News plans to present some newscasts live and some on tape for later news shows.

Mutual Changes News Format

MUTUAL's news broadcast schedule moves closer to the news-every-hour formula, starting Labor Day, when two of the five Kraft-Star News Cast weekday programs become on-the-hour presentations. The second and fourth Kraft newscasts will be carried in the 11-11:05 a.m. EDT and 2-2:05 a.m. EDT spots, making a total of nine daily newscasts to be presented over Mutual on an on-the-hour basis.

KCMO-TV Affiliates With CBS

AFFILIATION of KCMO-TV Kansas City with CBS-TV effective Sept. 28 was announced last week by Herbert V. Akerman, network vice president in charge of station relations. KCMO-TV, which operates on ch. 5, is owned and operated by Meredith Engineering Co. General manager is E. K. Hartenbower.

MOST ADVANCED REMOTE CONTROL EVER DESIGNED

GET THE FACTS, WRITE US TODAY

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non-directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

24 FUNCTION SYSTEM

Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

24 FUNCTION SYSTEM

Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

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Dunning Moves to CBS, Heads Network Programs

APPOINTMENT of Harlan J. Dunning as network program supervisor for CBS Radio, effective immediately, was announced last week by Howard G. Barnes, CBS Radio vice president in charge of network programs.

In his new post, Mr. Dunning succeeds Norman Frank, who left CBS Radio to join the NBC-TV program production staff. Most recently Mr. Dunning had been associated with BBDO for more than six years. He was producer-director of Your Hit Parade, and continued to handle the radio advertising operations of Lucky Strike cigarettes, after the series went off the air.

Cooperman to NBC-TV Sales

APPOINTMENT of Alvin Cooperman as manager of program sales for NBC-TV was announced last week by Michael Dann, director of program sales. Mr. Cooperman, who joined the network in 1951 as unit manager of The Milton Berle Show, produced the network's Color Caravan in 1953 under the supervision of Barry Wood, director of special events for NBC. He also was associate producer of the network's Wide Wide World. Before his NBC association, Mr. Cooperman was with Shubert Enterprises as assistant to the chief booking agent.

Don McNeill Plans TV Return

DON MCNEILL, m.c. of ABC radio's Breakfast Club, will return to television on a limited scale for a series of special programs under plans being mapped by his Don McNeill Enterprises last week.

Plans call for Mr. McNeill to appear in four or six 60-minute presentations using the theme of selected holidays during the year, though format has not been determined. Programs would be packaged and produced by McNeill Enterprises, and offered to interested sponsors or networks.

Correction

KFIZ-TV Fort Worth, Tex., which plans to commence telecasting Sept. 11, was incorrectly described in a picture caption [B&T, Aug. 22] as a CBS-TV affiliate. The new ch. 11 outlet will be affiliated with DuMont Television Network.

WITN (TV) Joins NBC

AFFILIATION of WITN (TV) (Trenton, N. C., ch. 7), with NBC-TV, effective Sept. 26, was announced jointly last week by Harry Bannister, NBC vice president in charge of station relations, and William Roberson Jr., general manager of WITN. The station is owned by the North Carolina Television Inc. WITN replaces WNCT (TV) (Greenville, N. C., as NBC-TV affiliate in that area. WNCT currently is affiliated with CBS-TV.

‘Matinee’ Premiere Oct. 31

NBC-TV's Matinee Theatre, daily hour-long drama series in color, will premiere coast-to-coast from Hollywood Oct. 31 instead of preeious, tentative Oct. 3 date. World Series, Milton Berle color show and Daylight Savings Time problems in East required change. Color production executives have been moved to the west coast from New York to handle the show.

NBC-TV Signs Max Siegal

SIGNING of Max Siegal, writer-producer, as producer of the Colgate Variety Hour on NBC-TV has been announced by the network. For the past five years, Mr. Siegal has been associated with Max Liebman as a writer and associate producer of Show of Shows and spectaculars on NBC-TV. The first Colgate show he will produce will be broadcast Aug. 28.

NETWORK PEOPLE

Ira Ashley, radio producer-director, CBS Radio, appointed staff producer-director.

Russell Thorson, who portrayed, "Paul Barbour" character, NBC-TV One Man's Family, is replacing retiring Michael Raffetto, Barbour player in NBC Radio version.

Paul Levitan, production manager, public affairs dept., CBS, served as assistant to public relations director at Eighth World Boy Scout Jamboree Aug. 18-28 at Niagara-on-the-Lake, Canada.

PROFESSIONAL SERVICES

Telerad Inc. Appoints Dennis Sales Director

WALTER L. DENNIS, general manager of WINO West Palm Beach, Fla., has been appointed director of sales for Telerad Inc., radio-television management firm of Pueblo, Colo., according to Ray J. Williams, Telerad president.

Mr. Dennis is well known in the industry for his work on the Joske Retail Radio study and in the organization of the Radio Advertising Bureau and the Tele-vision Bureau of Advertising. Before his West Palm Beach association, Mr. Dennis was with WILS-AM-TV (now WTOM-TV) Lansing, Mich.

Public Relations Co. Formed

A NEW public relations company has been formed in Hollywood by Fred W. Kline, former president of Walter E. Kline & Assoc., and Len Simpson, to be known as Kline & Simpson. The new partnership will handle both commercial and entertainment accounts.

Public Relations Shorts

Bruce Compton, former national sales manager, KTV (TV) Little Rock, Ark., will publish new weekly magazine, TV Week in Arkansas, starting about mid-September. Similar to other such publications, magazine will list program notes, schedules and highlights of Little Rock stations and will carry features on local performers and behind-scenes incidents at stations.

Academy of TV Arts & Sciences has appointed Ettlinger Co. (public relations), Hollywood.

David J. Jacobson & Co. (public relations), N. Y., has moved to 18 W. 55th St.; telephone Plaza 7-6800.

Bush Stack Assoc., N. Y., retained as public relations counsel for DuPont Products Corp., West Orange, N. J. Radio-4-v planned.

PROFESSIONAL SERVICE PEOPLE


Jack Pitman, formerly with NBC Central Div., Chicago, to Herbert M. Kraus & Co. (public relations), Chicago, as copy chief and account executive.

Charles Levy, owner of N. Y. motion picture and tv public relations firm, retained as special consultant to direct all advertising, publicity and sales promotion activities for Cinema-Vue Corp. (tv film distributors), N. Y.
Electronic Firm Develops Tiny Silicon Rectifier

SILICON power rectifiers have been developed by Automatic Manufacturing Corp., subsidiary of General Instrument Corp., according to Monte Cohen, General Instrument president.

The tiny rectifiers, designed for use in equipment where miniaturization and high temperature reliability are vital, can do the power-conversion job of vacuum tubes 590 times their size, and will operate under shock and temperature stresses that would shatter vacuum tubes and render selenium and germanium rectifiers inoperative, according to the company. They take up only 3/100 cubic inch of space and weigh 7/100 of an ounce and will operate at temperatures as high as 200 degrees centigrade. They are available in six voltage ranges.

Automatic Manufacturing, and its parent General Instrument, produces radio, TV and electronic components for industrial, commercial and military uses. Responsible for planning and execution of the new semi-conductor program are Maurice Friedman, Paul S. Heffin and Dr. Robert W. Hall.

Zenith Promotes Owen, Announces Dividends

ELECTION of Norman C. Owen as vice president in charge of distribution of Zenith Radio Corp. and declaration of a 75-cents-per-share dividend payable Sept. 30 were announced by the electronics manufacturer last Monday.

Mr. Owen was appointed Zenith distribution manager late last July after resigning as president of Webster-Chicago Corp. [DET, Aug. 1]. Mr. Owen had been active in sales and management 10 years. Payment of the dividend was announced by E. F. McDonald Jr., Zenith president, to shareholders of record Sept. 9.

Dresser-Ideco Promotes Mann

FREEMAN MANN has been appointed to the newly created position of chief engineer of the Dresser-Ideco Co. Prior to joining Dresser-Ideco a year ago, Mr. Mann was a sales engineer for International Research & Development Corp. of Columbus, Ohio. Mr. Mann will be in charge of production engineering for all the company's products, which include radio and TV towers, aircraft hangers, industrial buildings, substations and radar towers. Mr. Mann will headquarter at the company's Columbus plant.

Raytheon Sales Increase

NET SALES of $182 million were reported for the year ending May 31 by Raytheon Mfg. Co., Waltham, Mass. This compares to $177 million for the same period a year ago. The report showed an increase in commercial sales, especially in receiving and special purpose tubes, transistors, picture tubes and other components. Sales of TV sets were higher in both units and dollar value.

MANUFACTURING PEOPLE

John F. Frazier, assistant manager, tv dept., research and development div., Corning Glass Works, Corning, N. Y., named dept. manager, succeeding Dr. John L. Sheldon, who has been named staff research manager, electrical products div.

William H. Eutzy, assistant to div. manager, radio-tv div., Westinghouse Electric Corp., Pittsburgh, promoted to newly created post, div. sales administration manager; Gordon L. Jolly, field service representative, Westinghouse, Metuchen, N. J., promoted to product information manager.

James A. Frye appointed radio-tv merchandise manager, Stromberg-Carlson, Rochester, N. Y.

Jeff D. Montgomery, former sales engineer, Andrew Corp. (antennas, antenna systems, transmission lines), Chicago, named west coast engineering manager, Andrew California Corp., Claremont, Calif.

Roger Maelay, Edward Keesler and W. J. Mooree appointed manager, newly created Atlanta, Baltimore and Kansas City sales and service districts, respectively, equipment marketing div., Raytheon Mfg. Co., Waltham, Mass.; Joseph C. Profita, Emile J. Rone and Howard H. Gannon Jr. appointed Chicago, New Orleans and Battle managers, respectively.

S. Prall Culvern, formerly with Edison Electric Institute, N. Y., to public relations dept., Sylvania Electric Products Inc., N. Y., as project manager.

Lloyd E. Swedlund, cathode ray tube engineering section, General Electric Co., Syracuse, N. Y., appointed monochrome tube product engineering manager, cathode ray tube sub-dept.

MANUFACTURING SHORTS

Pilot Radio Corp. (hi-fi tuners, amplifiers, phonographs), Long Island City, N. Y., has appointed Howard C. Elliott Co., Cleveland, as sales representative for Ohio, west Pa. and W. Va.

Telex Inc., St. Paul, Minn., is marketing new device, "Tv Listener," to be attached to audio system of TV sets to permit listening by one person without disturbing others. Device consists of control unit with volume controls and on-off switch, connected to set's output circuit by 15-ft. cord, two jacks and Telex Earset receiver which plugs into jacks.

Raytheon Sales Increase

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*81.4% of radio homes in the Cincinnati area listen each week to WCKY

High Penetration & Low Rates puts your advertising message into the greatest number of Cincinnati homes at the LOWEST POSSIBLE COST
NYU Experimenting With TV Instruction

IN ORDER to determine whether television can be used to improve the educational process, New York U. will experiment with the teaching of college composition and English literature by means of closed-circuit tv, starting next month.

The experimental program, made possible by a grant of $52,359 from The Ford Foundation's Fund for the Advancement of Education, will be conducted at NYU's Washington Square Col- lege of Arts & Science under the direction of Dean Thomas C. Pollock and Prof. Oscar Cargill, chairman of the English department. Some 500 students and more than 40 members of the faculty will participate in the experiment.

College composition and English literature courses at NYU meet for one-hour periods three times a week. During the experiment, two class hours will be devoted to the television lecture-demonstrations and one tutorial hour to instruction in discussion groups of not more than 15 students each. Senior faculty mem- bers will give the lecture-demonstrations in a television studio now being constructed at NYU's Washington Square center. Students will see the lectures in eight classrooms. Each classroom can accommodate 25 to 45 students and will contain one or two 24-inch receiving centers.

Commenting on the project, Dean Pollock said that "Television has the extraordinary power of bringing the viewer into a close personal relationship with the performer."

He said: "In our experiment, we hope to utilize this power for educational purposes by bringing the best teachers closer to the students than they are in a lecture hall. We are combining instruction in closed-circuit television with instruction in small discussion groups during tutorial hours. In this way, we hope to personalize education further than the usual classroom procedure permits."

NYU Adds Three Courses To Radio-Tv Curriculum

EIGHTEEN evening courses in the fields of radio and television will be offered during the fall semester at New York U.'s division of gen- eral education, according to Dean Paul A. McGhee.

Three of the courses, radio and television commercials, designing for television and play evaluation roundtable, are being offered for the first time.

Broadcasting-Educ. Group Slates First Board Meeting

FIRST board meeting of the Assn. for Profes- sional Broadcasting Education, joint universitybroadcasting industry group promoting college radio training courses, will be held in October. Membership of the board was announced by NARTB President Harold E. Fellows.

APBE was set up last May during the NARTB convention to replace University Assn. for Professional Radio Education. Active mem- bership includes NARTB and accredited col- leges and schools with regularly established comprehensive courses in professional radio tv training. Associates are other accredited colleges and universities with radio-tv instruction. Co- ordinator of APBE activities is Frederick H. Garrigus, manager of NARTB organizational services.


Tv's Cultural Impact

A STUDY of the impact of television on the cultural life of America, with particular reference to educational tv, is underway under the direction of Dr. William Yaendell Elliott, pro- fessor of government, Harvard U. Associated with Dr. Elliott in the undertaking, made pos- sible by a grant from the Old Dominion Found- ation (Paul Mellon), are Dr. Harold Hunt, Harvard U.; Dr. Leon Martin, Boston U.; Dr. Keith Tyler, Ohio State U.; David Stewart, Joint Committee on Educational tv, Robert B. Olyan, Harvard U., and Lawrence Laurent, radio-tv critic, Washington (D. C.) Post & Times-Herald. Dr. Elliott hopes that the book will be published sometime next year.

KETA-TV Construction Starts

GOV. RAYMOND GARY officiated at the ground breaking ceremony for KETA-TV Oklahoma City, educational station to operate on ch. 13. KETA-TV will share the 1,072 foot tower of KWTW (TV) there and hopes to go on the air shortly after the first of the year, with auxiliary studios at Norman and Stillwater, homes of the two state universities.

Missouri U. Clinic Adds 3

ADDICTION of three consultants to the roster which will conduct the National Tv Clinic to be held Sept. 2-4 at the U. of Missouri [B&T, Aug. 15], has been announced by clinic man- agement. They are G. Herbert True, specialist in creativity from Notre Dame U. and author of two tv handbooks and a tv dictionary; Ger- hart Wiebe, research psychologist for CBS, and Elziu Katz, sociologist, of the U. of Chicago. Agricultural tv personnel from more than 30 states, Canada and Puerto Rico will attend the clinic.

Three to Address NAEB

LUNCHEON speakers for the annual conven- tion of the National Assn. of Educational Broad- casting, scheduled Oct. 23-29 at the Del Prado Hotel, Chicago, were announced last week. They are Dr. John W. Taylor, executive director of the Chicago Educational Tv Assn.; Benjamin C. Willis, Chicago's superintendent of schools, and Dr. Frances "Miss Fran- cie" of NBC-TV's Ding Dong School. Dr. Tay- lor, Mr. Willis and Dr. Horwich will address the NAEB Oct. 27, 28 and 29, respectively.

EDUCATION PEOPLE

Thomas Aldridge, formerly with WGN-TV Chicago; Joseph Bishop, tv and film production specialist; Theodore Gerashivy, active in dra- matic presentations, and Thomas K. Hull Jr., formerly ABC stage manager and Breakfast Club associate tv director, to WTTW (TV) Chicago, forthcoming educational station, as producer-directors; Robert A. Kostka, freelance designer, to WTTW as art supervisor.

Dr. Clarence Ablow to radio systems lab, Stan- ford Research Institute, Stanford, Calif., as senior research mathematician.
RCA to Demonstrate TV In Asia, Middle East

FIRST major demonstrations of television ever planned for Southeast Asia and the Middle East will be undertaken by RCA during the next five months, Frank M. Folsom, president of RCA, announced last week. The project has been launched under the auspices of the U. S. Dept. of Commerce. It is the feature of three international trade fairs which are being held Aug. 18 through Dec. 15 at Jakarta, Indonesia; Karachi, Pakistan, and New Delhi, India.

Approximately 12 million Asians will see TV for the first time during the expositions, Mr. Folsom said. The demonstrations will be held in specially designed and constructed pavilions, styled in a functional and ultra-modern manner, he said.

A selection of American products and skills will be shown in addition to the displays of live and filmed TV programs which will occupy a large percentage of the space in the American pavilions. Some 35 tons of equipment valued at approximately $500,000 will be set up and operated by a team of 15 RCA engineers and technicians who will work on the demonstrations. About six hours of TV programs will be shown each day to the American sections of the expositions. In addition to a large television-screen projection unit at each of the fairs, viewing will be possible on a lineup of 21-inch RCA Victor television receivers located for viewing by thousands of persons every day, Mr. Folsom said.

INTERNATIONAL PEOPLE

Gordon MacDougall, chief engineer, CJFX Antigonish, N. S., appointed managing director, succeeding Clyde Nunn, who has become minister of labor and welfare in Nova Scotia provincial government.

E. C. Barrett, Ontario sales manager, Addison Ltd. (CBS radio-TV receivers), Toronto, named national sales manager.

Martin Maxwell, president, Associated Broadcasting Ltd., Toronto, and Daphne Cohen were married Aug. 14.

Ian G. Murray, 25, cameraman, Canadian Broadcasting Corp., Toronto, died Aug. 21 following 20-ft. fall from sky lift machine while preparing to take TV film at World Boy Scout Jamboree at Niagara-on-the-Lake, Ont.

Have you reserved your space in B&T's Sept. 19 Radio Resurgence Issue?

Final deadline Sept. 9  Publication Date Sept. 19
past four years, captured the honors who has been sponsored by Derby, street parka. He such vehicles will give from cameramen top origination. Is TV New York PLANS at top (I INSPECTING for NEW YO RK, plank). It is the largest ever constructed by Scheliepp Adv. and is the highest painted bulletin in Tulsa, the station claims. KVOO-TV is broadcasting from temporary studios in the Akdar Temple until its permanent building is completed.

SHELDON AIRS FROM ROOF

PLANS were announced last week by WRCA- TV New York to originate Herb Sheldon's One Is for Sheldon from the roof of the station's studio building in mid-Manhattan. The roof-top origination is set to begin in five weeks and will continue, a spokesman said, no matter what the weather is, with Mr. Sheldon and his cameramen to be attired in costumes varying from a duck hunter's ensemble to an Eskimo parka. He added the "sky-high" origination will give the program "greater flexibility" and will permit the telecasting of parades on the street below, as well as showing the audience such vehicles as fire engines, hansom cabs and antique autos.

PUSHMOBILE DERBY

WINNING CAR in the annual Pushmobile Derby, a soapbox race for youngsters in Wilmington, Del., was sponsored this year by WTUX there. Fourteen-year-old Bobby Palmer, who has been sponsored by the station for the past four years, captured the honors by beating out 150 other boys after three straight years of ending up in fourth place. Among his prizes was a $1,000 savings bond. WTUX, which also sponsors a Little League baseball team, likewise a winner this year, broadcast the approximately four-hour remote as a public service.

'BREAKFAST CLUB' TOUR

ABC RADIO's Breakfast Club completed a 150-mile "showboat" tour down the Mississippi River Aug. 26-27, entertaining residents of seven Iowa cities. The programs on docks and in stadiums were recorded for editing and use on radio shows of Aug. 29-31.

WPAD'S 25 YEARS

IN CONJUNCTION with its 25th anniversary last Tuesday, WPAD-AM-FM Paducah, Ky., has released a brochure trimmed in silver. The booklet contains pictures and biographies of station executives and personnel. A history of its operation from its first broadcast Aug. 23, 1930, until its installation of a new transmitter this year is included.

DAVY CROCKETT

WFAA Dallas, Tex., staged a Davy Crockett Day on his birth date, Aug. 17. Throughout the day the station aired special announcements on the hour saluting the "Hero of the Alamo." In addition, a special station break was prepared and broadcast.

'EAR ON CHICAGO'

DOCUMENTARY series titled Ear on Chicago has been launched by the Illinois Institute of Technology on WBBM Chicago. Commercial aviation and how Chicago would be defended in case of an enemy air attack have been featured as subjects. Other programs in the series will deal with rehabilitation of blind war veterans at Hines Hospital and other topics. The series is produced by Kirk Logie, IIT radio-tv supervisor, with Fahey Flynn as narrator.

KFAB 'NEWSBEATS'

A NUMBER of "major news beats" are claimed by KFAB Omaha's special events department in connection with the Nebraska penitentiary uprisings Aug. 16-17. The station reports it was the first to (1) air a bulletin of the riots and fires, (2) broadcast directly from the scene live, (3) air developments shortwave from the scene, (4) report that the riot had ended, (5) interview one of the rioting prisoners and (6) supply direct and live network features from the scene and feed area stations with exclusive reports. KFAB's Bill Macdonald informed listeners of developments with bulletins throughout early evening hours.

TIMELY INTERVIEW

AN EXAMPLE of how film programs can assume an element of timeliness, particularly when they involve sports, was shown recently in connection with the Jimmy Demaret golf series distributed by Sportsvision Inc. At WHBF-TV Rock Island, Ill., Sports Director Bill Lohmier interviewed Mr. Demaret by telephone from the All-American golf tournament at Tam O'Shanter for an audio insert at the start of the Demaret film series two days later. The program is sponsored locally by Schlitz Brewing Co.

CULMINATING arrangements for two remote broadcasts by KOB Albuquerque, N. M., from the Gallup Inter-Tribal Ceremonial held Aug. 11-14 in Gallup, N. M., are (1 to r): seated, Les Thomas, secretary, New Mexico Motor Carriers Assn., sponsor; KOB's "Jonny G", narrator; standing, Mike Dillon, KOB program director; Duke Kerstein of Duke Kerstein Adv., and Bill Stevens, KOB account executive.
### FCC Commercial Station Authorizations

**As of July 31, 1955**

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,075</td>
<td>525</td>
</tr>
<tr>
<td>Cps on air</td>
<td>24</td>
<td>1221</td>
</tr>
<tr>
<td>Cps total</td>
<td>140</td>
<td>1221</td>
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<tr>
<td>Total on air</td>
<td>2,205</td>
<td>538</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,075</td>
<td>525</td>
</tr>
<tr>
<td>Applications in hearing</td>
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<td>3</td>
</tr>
<tr>
<td>New station requests in hearing</td>
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<td>1</td>
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<tr>
<td>New station requests approved</td>
<td>140</td>
<td>1</td>
</tr>
<tr>
<td>Facilities change requests in hearing</td>
<td>140</td>
<td>10</td>
</tr>
<tr>
<td>Facilities change requests approved</td>
<td>140</td>
<td>9</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>703</td>
<td>101</td>
</tr>
<tr>
<td>Licenses granted in July</td>
<td>140</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted in July</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

*Does not include noncommercial educational FM and TV stations. Authorized to operate commercially, but station may not yet be on air.*

### FCC ANNOUNCEMENTS

#### New TV Stations...

**PETITIONS**

Jacksonville, Fla.—Board of Public Instruction of Duval County, Fla., petitions FCC to amend TV allocation table so as to change reservation for non-commercial educational use from ch. 1 to ch. 6 and to modify station site. Filed Aug. 6. Amended Aug. 15.

Hobbs, N. M.—Monahans, Texas—FCC to amend sec. 3.960, TV allocation plan, by adding ch. 8 to Hobbs, N. M., and deleting ch. 9 from Monahans, Texas, and adding ch. 30 to Monahans, Texas. Received Aug. 11; announced Aug. 17.

**PROPOSED APPLICATIONS**

Redding, Calif.—Shasta Telecasters, vhf ch. 7 (174-180 mc); ERP 12.1 kw visual, 6.1 kw audio; antenna, 1,115 miles west of Shasta. Filed Aug. 15. Amended Aug. 23.

Cumberland, Md.—FCC to amend sec. 3.960, TV allocation plan, by adding ch. 30 to Cumberland. Filed Aug. 23. Announced Aug. 25.

### Existing TV Stations...

#### ACTIONS BY FCC

WTBO-TV Cumberland, Md.—FCC deleted station, by letter of Aug. 18, for lack of prosecution. WTBO-TV was permittee of ch. 17. Announced Aug. 17.

KCTY-TV Seattle, Wash.—FCC to amend sec. 3.960, TV allocation plan, by adding ch. 30 to Seattle. Filed Aug. 17. Announced Aug. 23.

KLEW-TV Lewiston, Idaho—Seeks to change ERP to 29.3 kw visual, 6.1 kw audio; and make antenna changes. Filed Aug. 18. Announced Aug. 23.

### TV Summary

**Television Station Grants and Applications Since April 14, 1952**

#### Grants Since July 1, 1952:

- Commercial: 291, 318, 606
- Noncom. Educational: 539, 339

#### Total Operating Stations in U.S.:

- VHF: 319
- UHF: 101

#### Applications Filed Since April 14, 1952:

- New Amends: 63, 76
- Noncom. Educ.: 63, 76

**Total:** 1,116

### Abbreviations:

- CP: construction permit
- DA: directional antenna
- ERP: effective radiated power
- VHF: very high frequency
- UHF: ultra high frequency
- Ant.: antenna
- Aur.: aural
- TV: television
- Kilocycles
- Meters
- Watts

### Notes:

- LS: local sunset
- Mod.: modulation
- Trans.: transmitter
- Ant.: antenna
- STA: special temporary authorization

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**FOR THE RECORD**

Station Authorizations, Applications (As Compiled by B-T)
August 18 through August 24
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine updates.

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**SUPERPOWER**

**WMAL-TV**
Washington, D. C.
Represented by The Katz Agency
The Evening Star TV Station
Affiliated with ABC-Television

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the new ABC-TV program with the greatest promotion campaign ever conducted by a Washington TV station.

Ask Katz about prime ad opportunities for the Fall.

---

**CHNS**

HALIFAX, NOVA SCOTIA

A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!

Ask
JOS. WOOD & CO.
579 Fifth Ave., New York

P.S. We now have our 5000 Watt Transmitter in operation.
New Am Stations

ACTION BY FCC


Kimberly,III.—Ann Best Co., 1460 N. 5th St., Kimberly, III, 1000 w, 1 kw D. Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way. Estimated construction cost $41,000, first year operating cost $102,000, revenue $50,000. Equal partnership is sought: P. L. Lockett, owner of WPAT-AM-FM Paducah, and R. S. Oakes, owner of WOPA-AM-FM Hopkinsville, Ky., Filed Aug. 22.

Tobin, Tex.—Abbeville Best Co., 1300 w, 1 kw D. Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way. Estimated construction cost $25,000, first year operating cost $66,000, revenue $50,000. Equal partners are: P. L. Lockett, owner of WPAT-AM-FM Paducah, and R. S. Oakes, owner of WOPA-AM-FM Hopkinsville, Ky., Filed Aug. 22.

APPLICATION AMENDED

Tyler, Tex.—Tyler Best Co., 650 w, 250 w D. Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way. Estimated construction cost $20,000, first year operating cost $15,000, revenue $50,000. Applicant is seeking change of address from the 104 Maka Way, Tyler, Tex., to 104 Maka Way, Dallas, Tex. Filed Aug. 22.

Weberford, Tex.—Parker County Best Co., 500 w, 250 w D. Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way. Estimated construction cost $10,000, first year operating cost $25,000, revenue $40,000. Applicant is seeking change of call letters from WUKK to WRFK. Filed Aug. 22.

New FM Stations

APPLICATIONS

Central City, Ky.—Muhlbach Best Co., 101.9 mc, 1,500 kw D. Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way, Post office address 104 Maka Way. Estimated construction cost $10,000, first year operating cost $5,000, revenue $50,000. Applicant is seeking change of call letters from WUKK to WRFK. Filed Aug. 22.

APPLICATION AMENDED

New Existing Am Stations

APPLICATIONS

WMRY New Orleans, La.—Seeks cp to increase power from 5 kw to 10 kw. Filed Aug. 22.

WRKJ East Lansing, Mich.—Seeks cp to increase power from 5 kw to 10 kw. Filed Aug. 22.
Assignment of Aug. 17

KTEK-TV Lufkin, Tex.—Granted STA to operate commercially on ch. 9 for period ending Dec. 20.

WCEF Parkersburg, W. Va.—Granted license covering increase in power and changes in antenna system.

KTDW—San Angelo, Tex.—Granted license covering erection of new antenna and mounting of TV ant. on top of tower, and change location of television antenna.

KBAB—San Diego, Calif.—Granted license for station:

KBAB—San Diego, Calif.—Granted station license.

KBRO—San Antonio, Tex.—Granted license for station.

WBFR—Baltimore, Md.—Granted license for station.

WGBA—Milwaukee, Wis.—Granted license for station.

WHDV—San Diego, Calif.—Granted license for station.

WDRY—San Diego, Calif.—Granted license for station.

WFTS—Orlando, Fla.—Granted license for station.

WCCO—Minneapolis, Minn.—Granted license for station.

KBAT—Carbondale, Ill.—Granted license for station.

KBEE—Carbondale, Ill.—Granted license for station.

KBGO—Carbondale, Ill.—Granted license for station.

WBBW—Baltimore, Md.—Granted license for station.

KBOD—Baltimore, Md.—Granted license for station.

KBTV—Baltimore, Md.—Granted license for station.

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KBTV—Baltimore, Md.—Granted license for station.
Two Texas Independents

$53,000.00

Beautifully outfitted combination daytimer in new leased building. Serves a retail trading area of 120,000. Located in oil field. Oil, agriculture and manufacturing are strong economic features. Terms—$17,500.00 down, balance within five years.

Appraisals | Negotiations | Financing

BLACKBURN-HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn

BELLINI, D. C.

Ray V. Hamilton

SAN FRANCISCO

Washington Bldg.

Tribune Tower

Delaware 7-705-5

FOR THE RECORD

Two Texas Independents

$40,000.00

Profitable single station market. Combination operation, building nearly new, located at edge of city. The equipment is in excellent shape. Terms—one-half down and to pay off over reasonable length of time.

Appraisals | Negotiations | Financing

BLACKBURN-HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

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November 23, 1955
JANSKY & BAILEY INC.  
Executive Offices  
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BROADCASTING  
•  Telecasting  
August 29, 1955  
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1100 W. Abram  
Arlington, Texas  

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Consulting Radio Engineer  
3738 Kanawha St., N. W., Wash., D. C.  
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Box 2468, Birmingham, Ala.  
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To be seen by 75,754* Readers  
Among them, the decision-making  
station owners and managers, chief  
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*1953 AAR Projected Readership Survey  

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Phone Edison 2-8071  
Box 2468, Birmingham, Ala.  
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BROADCASTING  
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August 29, 1955  
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ROBERT L. HAMMETT  
CONSULTING RADIO ENGINEER  
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Box 2468, Birmingham, Ala.  
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CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.
Situations Wanted 20¢ per word—$8.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.
All other classifications 30¢ per word—$4.00 minimum • Display ads 15.00 per inch
No charge for blind box number. Send box replies to
Broadcasting • Telecasting, 1735 DeSales St. N.W., Washington 6, D. C.
APPLICATIONS: If transcription or bulk packages submitted, 50¢ charge for mailing (Forwarded reimbursement possible). All transcriptions, photos, etc. sent to box numbers are sent at sender's risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO
Help Wanted
Managerial
Wanted: Commercial manager for kilowatt Mutual affiliate in good one station, non-tv southwestern market. Must be proven salesman with ability to cultivate local and national business. Very attractive commission arrangement. Give complete resume of experience, photo, first letter, Box 403C, B-T.

Sales manager who can show solid accomplishment in that capacity and experience in small station operation and who wants to prove himself will take charge this daytime station in quarter million dollar market. Reply with all essential details. Box 503C, B-T.

General manager for metropolitan independent operation with successful record as sales manager. Unusual opportunity. Box 603C, B-T.

General manager for local independent operation. Must have previous experience and be a good salesman. Fine opportunity. Box 610C, B-T.

Leading fm station in one of the nation's top five markets is looking for a station manager. Good opportunity. fm station is affiliated with one of the area's best radio properties. Write details first letter to Box 650C, B-T.

Sales manager, experienced in promotion and sales programming. Abilitiy to cultivate local and national business. Reply Box 620C, B-T.

Manager needed by prominent network affiliate. 5kw regional station. Small midwest station with large staff. But terrific future for worker, producer. Write fully to Box 650C, B-T.

Salesman—go getter can write own ticket. Must have man for Fall business in market of $35 million population 50,000. Station is growing. Box 506C, B-T.

Experienced radio time telesale. Guarantee $380 and commission. Send references and photo. KCHJ, P.O. Box 262, Delano, California.

Experienced radio time salesman, sober ... advancement to sales manager ... call, write. Manager, Radio Station KXEP, San Angelo, Texas.

RADIO
Help Wanted—(Cont'd)

Announcers
Humerous DJ—flowing adlib, stage, tv acting experience. Informal, slang, versatile approach on charter—Crosbyhill, Midwest, single. Box 452C, B-T.

High market, midwestern station, seeks top negro jockey. Ken, competing, sell a must. Sob. Send tape, photo, resume first reply. Salary good based on first letter. Box 441C, B-T.

250 watt Illinois station in town of 3,000 population wants an experienced announcer for morning shift. Starting salary $75.00. Send background, tape to Box 500C, B-T.

Ohio daytimer needs announcer with first phone ticket at once. Box 581C, B-T.

Wanted woman. Woman to do three hour record show. Voice must be mature, well modulated, flexible and with an intimate appeal. If you have the voice and ability, we can train you. Send letter, tape and photo to Box 566C, B-T.

Announcer: Good announcer, general staff work. Man with proven sales ability, pleasant, mature voice. No specialists. $3.25 per hour for 60 hours, time and half for guaranteed 10 hours overtime per week. Tape references, background, first letter. Box 586C, B-T.

Disc jockey for progressive southern medium market station. The man we want must have these qualities. He must be good, and of good character and both intellectually and physically hard. We are in a highly competitive station and we are building a better station and the man we select will be able to stay with us as long as he wants, but he must be the right one. We offer paid vacation and life and hospital insurance at no cost to employee and excellent people to work with. If you meet these qualifications, send complete information along with audition and photograph to Box 605C, B-T.

Ohio music and news station expanding. Need announcer for news and sales work. Experience essential. Station friendly and up-to-date. Send picture, job and personal history, and tape to Box 666C, B-T. All tapes returned.

RADIO
Help Wanted—(Cont'd)

Wanted: Radio time salesman, sober ... . . . . advance to sales manager ... call, write. Manager, Radio Station KXEP, San Angelo, Texas.

ANNOUNCERS

RADIO
Help Wanted—(Cont'd)

Are you a real radio salesman? Then you may qualify for expanding operation in Detroit Metropolitan area. Excellent opportunity for young man who can meet our requirements. Contact Bill Lenhard or Danny Shaver, WCAR, Pontiac, Michigan.

ANNOUNCERS

LOOKING FOR AN OPPORTUNITY?

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to utilize a skilled personnel specialist when seeking a new position. This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio ... Howard S. Fraizer.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
708 Bond Bldg. Washington 5, D. C.

RADIO
Help Wanted—(Cont'd)


Are you a good announcer with authoritative news presentation and a flair for play-by-play? Send box replies to C. L. Hinkle, Radio Station KWWX, Waco, Texas.

Announcer-engineer, lat class ticket. Experience in combo work and knowledge of the classics helpful. Please send tape, background, photo and salary and qualifications. Please do not call. WAAB, 34th Street, Worcester, Mass.

Announcer: Immediate opening for man with thorough knowledge of hillbilly and pop music. Experience for top-flight independent. Answering should be experienced. Prefer man from south or southeast. Send resume to Box 470C, St. Louis, Mo.

Announcer-experience for radio and television station. Send background, tape and references to WFLR, Fayetteville, N. C.

Announcer—opportunity for advancement and good pay awaits ambitious man at leading network station in rural market. Excellent living and working conditions. Rush tape and letter giving each job held but can earn 30%. WRUL, Cullman, Alabama.


TECHNICAL

Wanted: Chief engineer, announcer, sober. Box 610C, B-T.

Wanted immediately: Chief engineer with some announcing experience. Also staff announcer for small midwestern market. $2000. Box 480C, B-T.

Chief announcer for 5 kw directional. Small amount announcing. $100 week. Send resume and tape. KGRF, Punta, Colorado.

Wanted: Combination engineer-announcer, permanent. Send tape and resume. KPOW, Powell, Wyoming.

Experience first phone man who can announce needed by west Texas kilowatt daytimer for chief engineer. Engineering training must be college. Please supply full details to Mike Barrett, KTFF, Brownfield, Texas.

Experience chief engineer for remote controlled 250 watt am, 10kw fm station. Excellent working conditions. Work consists of maintenance and remote. Contact Manager, Station WMGW, Meadville, Pennsylvania.

PRODUCTION-PROGRAMMING, OTHERS

Want to learn news? Young, single announcer wanted by sizable coast station. Show promise of good ability. Edit, rewrite and some staff. Active personality plus ability. Must fit in. Salary competitive. Send tape with brief tape if possible. Box 110C, B-T.

Experience copywriter capable of handling deejay work in progressive market. Send resume and copy specimens to Box 566C, B-T.

Program director for successful major market, news and music station. Only applicants with proven ability as PD in a like operation will be considered. Give complete background resume and advise to detail what you would consider your duties to be, if selected; state salary expectations when available, etc. Confidential. Box 595C, B-T.

Experience in traffic, sales and management. Program director: Man with mature program thinking, single station market, approximately 15,000 population. Prefer man with several years experience, emphasis on management. Prefer man with air experience. Send resume and references. Box 595C, B-T.

Experience in traffic, sales and management. Program director: Man with mature program thinking, single station market, approximately 60,000 population. Prefer man with several years experience, emphasis on management. Prefer man with air experience. Send resume and reference. Box 595C, B-T.

Need experienced copywriter. Good station, good pay. WPIX, Clarksburg, West Virginia.

Situations Wanted

MANAGERIAL

RADIO

Situations Wanted—(Cont'd)

Managerial

General manager. Outstanding salesman. Top program director. Excellent opportunity for develop-
ing profits. Exceptional background and experi-
ce. Box 560C, B-T.

Aggressive manager. Why pay for inexperienced tri- ed years. A full-time producing manager now available. Strong on sales and organization. Good reputa-
tion and references. Radio or tv. Box 604C, B-T.

Young, aggressive, stable radio station manager, ten years successful radio experience, would like to move to northwestern, option to buy preferred but not essential. Fair return guar-
anteed. Box 690C, B-T.

Metropolitan and small market general manager. Strong on sales, economical. Highly qualified. Box 618C, B-T.

Salezmen

Experienced salesman desires television-radio sales opportunity. Aggressive. College graduate. Box 626C, B-T.

This may be just what you're looking for: 33 year old family man contemplating relocation due to mother's retirement. Change offers 10 years of solid experience in every phase of radio. Has good appearance, charming personality background, and likes to sell. Excellent salesmanship for play-by-play. Primarily interested in sports-sales position with progressive am or stn. Box 627C, B-T.

Would like southwest location, but would promptly answer any reference if your staff is full. The present managerial position pays $5,500. Box 630C, B-T.

Announcers


Combo announcer—PD—7 years, 256 to 5kw. Prefer southeast. Consider all. Box 560C, B-T.

Announcer—DJ, strong news, good commercials, some experience, tape-resume. Box 526C, B-T.

Preferably employed in New England as morning man, seeking opportunity with progressive opera-
tion. Authorized news, play-by-play, football, basketball. Box 561C, B-T.

Announcer-engineer, experienced, emphasized an-
oucning, first phone, minimum $350. Prefer coastal. Box 563C, B-T.

Radio school graduate. 22, male, seeks announc-
ing position. Tape, photo, resume. Box 567C, B-T.

Thoroughly trained, single, veteran, recent grad-

Experienced announcer in radio and television. Presently employed in radio, desires change to television. Tape to prove ability. Box 594C, B-T.

Major market DJ available September 5th. Six years experience. Box 570C, B-T.

Help east! Top-rate Mpls.-St. Paul DJ desires to locate in East. Solid background. Seven years experience. Box 571C, B-T.

Attention Florida! Veteran staff announcer-DJ seeks permanent position in south. Best refer-
tences radio and tv. Box 572C, B-T.

Anxious to move to west coast. Much radio, some tv. Five years, 28. Top-notch announcer-DJ. Box 573C, B-T.

Attention metropolitan stations. Do you need—a program announcer with top name—top quality production? A top air salesman? Sixteen years in radio, reasonable. Can answer to the above questions. Box 574C, B-T.

Experienced, reliable announcer presently em-
ployed, seeks position with progressive organiza-
tions. Top-notch background and ability will please you. Box 575C, B-T.

DJ hillbilly or pop 3 years experience, also news, voice-over. Box 576C, B-T.

Young radio announcer. (22) qualified all phases, DJ, control board. Willing worker, gets along well with people. Box 578C, B-T.

RADIO

Situations Wanted—(Cont'd)

Young, country announcer—musician with 1st ticket. 615 years, including construction experi-
ence. 3/1 as chief. Looking for a small southern lower to make a home for my family. A lower and average salary required. Personal interview pre-
ferred. Box 590C, B-T.

Have seen the world. Now ready to settle down and become part of a community. Most im-
portant of all, I can help you sell the second largest living wage. $100 minimum. Three months trial, then yearly. Five or more years experience and first phone. Box 593C, B-T.

Staff announcer—recent radio school grad. Strong news and commercials, good DJ. Write copy-
board—third ticket. Tape, resume on request. Box 594C, B-T.

Deep voiced, dependable. Strong newscasting, commercials, continuity, recent Philadelphia gradu-
ate. Past experience: Theatre manager and booker, newspaper man, advertising, public re-
tations. Personal, non-drinking, 61, third ticket, go any where. Box 595C, B-T.

Announcer. 17 months am-fm experience. Pres-
ently employed, drafted exempt. Want 200 miles of N.Y.C. Box 600C, B-T.

Announcer with extensive metropolitan experi-
ence wishes to relocate. Heavy of DJ, commer-
cials, staff news. Married, stable, college. Look-
ing for future. Box 619C, B-T.

Staff—sportscaster — DJ — football — baseball play-by-play, clear-voiced, class—hockey commercials—travel tape. Box 620C, B-T.

Young and experienced staffer. Good job on play-

Young and well versed all phases, top DJ, strong news, commercials, will travel, looking for station with progressive atmosphere. Strong DJ music background. Good news, com-
mercial and possible sports. Recent graduate. Box 625C, B-T.

Sports—play-by-play country and hillbilly music. Southern background. Box 632C, B-T.

Announcer—taught all phases of radio by top N. Y. announcers—vet. Single, tape on request. Box 636C, B-T.

Announcer, six years experience. Thirty, mar-

Grand, upright, square, that's the piano, nobbly of all instruments. And, for a young gas an-
nouncer [DJ] who can handle Dual, GI, and central board try Chris Carroll, 101 Starr Street, Brookly, N. Y. 6V 5-5560 (after 8 p.m.).

Looking for staff opening. Fully qualified young, ambitious. Experienced in radio and tv school training experience. Tape or in person upon request. Ray Ovick, 1442 West 8th Street, Brooklyn 23, N. Y.

Announcers-DJ ... presently employed at 10kw. Contact Hugo Hain, KEXV, Wichita Falls, Texas.

Fred Holt—radio personality—available. Experi-
enced, seven years WCKY newscaster. Handle anything except DJ. Nominal salary expected. 3239 Hollenhead, Cincinnati, Ohio.

Announcer, eight years earning $375 monthly. Present five kilowatt employer says that his top. Family man, 39, wants secure position good station midwest. Jack Larkin, 202 Court, Merrill, Wisconsin.

Technical

Graduate engineer-announcer, plenty of experi-
ence. Box 375C, B-T.

Engineer, experienced, first phone, ham ticket, no announcing, southeast preferred. Box 577C, B-T.

Engineer, desires permanent position as CE or staff engineer with progressive station. 3 years experience. College graduate. Consider any location, prefer south. Box 628C, B-T.

First phone, anxious to learn practical engineer-
ing either tv or radio. Through control room experience, 25 years, single. Box 824C, B-T.

First phone and combo men available for im-
mediate employment. Grantham, 737 11th Street, N. W., Washington, D. C.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Program—sports director, 7 years, all around ex-
perience, emphasis sports. Box 586C, B-T.

Experienced woman copy writer would like posi-
tion in Birmingham, will accept class. Box 598C, B-T.

Mr. Manager, if you'll fill your copywriter's vac-
city with news, you will be happy. Qualifi-
cations include: Degree in journalism, imagina-
tion—generosity. I'm blind, but don't let it stop you. I don't. Prefer city 60,000 or smaller. Write: Margie McEwan, 809 Dead, N. N., Hiram, Georgia.

Copywriter-announcer!! Commercial station ex-
perience. Resume on request. Jerry Niemiec, 3637 5 Winchester Ave., Chicago 8, Ill. Phone: Vir-
ginia 7-1011.

TELEVISION

Help Wanted

Salesmen

Wanted: Tv salesman for medium size, one sta-
tion, uhf market. Must have uhf selling experi-
ence. Must be young and energetic, Plenty of prospects at established mid-Atlantic states station. Write Box 586C, B-T.

Wanted at once, television salesman. Rich uhf market. NBC affiliated. Radio experience neces-
sary. Outstanding opportunity. Write Box 633C, B-T.

Account executive, WXK Television, the 1969 foot tower, 316,000 watt basic NBC station in the Richmond, Petersburg and central Virginia market. Seeks one-top notch experienced sales-
man. Salary plus commission. Write: George Oliver, Sales Manager, WXK Television, Peters-
burg, Virginia.

Announcers

Announcer-director. Small southern market, two major networks, good opportunity for right man, must have some experience. Send complete res-
ume with picture. Box 544C, B-T.

Need at once, tv announcer for uhf station in southwest. Send full details, "photo," tape and salary, first letter. Box 547C, B-T.

Growing central California tv station needs two reliable, experienced on-camera announcers, who are capable of doing or learning camera work and travel. Excellent opportunity, ideal personality. Send resume and photo immediately to Box 548C, B-T.

Sports director: One of midwest's most progres-
sive stations affiliated, excellent opportunity to go 31kkw needs top-notch experienced sports man with newscaster background. Unlimited op-
portunities. Write Box 622C, B-T.

F. C. C. 1st PHONE LICENSES IN 5 TO 6 WEEKS

This we advertised and this our students have ac-
complished. We have enlarged our classes but maintained our success.

THANKS B T AND YOUR MANY READERS FOR RESPONSE TO OUR ADS.

Such gratifying results from your fine advertising media compels our retaining an advertising listing beyond the time of current need.

ENROLLMENT CLOSED 'TIL JAN. '56.

Except for a few possible openings in our Sept. 14 class, we can only reserve openings lor classes starting after January 1, 1956.

WILLIAM B. OGDEN
RADIO OPERATIONAL ENGINEERING SCHOOL
1150 W. Olive Ave. Burbank, Calif.

More than 1700 Successful Students.
TELEVISION

Help Wanted—(Cont’d)

Chief engineer wanted; Need two good engineers badly for television. One to be chief and assume all responsibilities for staying on the air. Will consider someone who has never been chief. Salary is open. Eastern USA - will advance moving expenses. Box 635C, B-T.

Tv continuity director wanted. Send resume and sample copy to: Program Director, Cowles Broadcasting Company, KXTV, Sioux City, Iowa.

Production-Programming, Others

Copywriter—outstanding opportunity for experienced man with progressive Midwest station, 6 years on air. Insurance, paid vacation, congenial surroundings. Starting salary in neighborhood of $325 a month, with excellent chance of advancement. Send complete information to Box 685C, B-T.

Situations Wanted

Salesmen

Announcer-salesman, tv and radio, local newspaper, 1700 sponsored newscasts last year. 8 years’ experience. Box 564C, B-T.

Announcers

Talented metropolitan announcer with broad experience in sports, news, kid shows, seeks opportunity to specialize in TV. News or sports College grad, 4 years radio, 1/2 years tv. Box 607C, B-T.

Want a top local tv show...with network schmaltz? Desire chassis man in Go-Round... disc jockey...low-budget show. Records...sketch-artist...random line...etc. Vultures...radio experience. Former WTVN-TV, Peoria... WTVN-TV, Miami...WIXY-TV, Milwaukee. 12 years radio...2 years TV. Ad, Film perfection. Hal Murray, 6044 West Forest Home, Milwaukee, Wisconsin.

Technical

Experienced, capable chief engineer desires position. Will consider supervisory position with large established station. Box 666C, B-T.

TELEVISION

Situations Wanted—(Cont’d)

Engineers, first phone, control experience on studio, video projection and maintenance, also experience as Technical: School age children, permanent position desired. Box 591C, B-T.

Tv engineer desires supervisory position with new vhf. Five years experience all phases xmt, studio and remote operation and maintenance plus one year experience. Have done construction. Excellent references. Box 626C, B-T.

Experienced tv engineer, 1st phone. All phases operations and maintenance. Box 695C, B-T.

Programming-Productions, Others


Program director-producer-manager, 3 years all phases tv. Currently employed at large vhf as producer-director, young, willing, not afraid of work. Box 562C, B-T.

Camerasman 3 years experience all studio operations. Seeking production opportunity. References. Box 581C, B-T.

Tv producer-director. 8 years station experience. Experienced all phases production, remote-studio, etc. Single. Married. Seeks job station or agency. Presently employed major market station. Box 552C, B-T.

FOR SALE

Stations

Upstate New York independent, single station market covering two principal cities, combined neat operation, studio, offices, transmitter, all located in center of city. 3 year lease with option for 5 additional years and opportunity to buy building. Rent $500 monthly. Terrific opportunity to make money. $55,000. $55,000 cash. No brokers. Privately owned. Strictly confidential. Box 507C, B-T.

Medium city, Nationally famous southwest tourist mecca. Delightful climate. Market over 200,000 per owner. $15,000 cash will handle. Ralph Erwin, Broker, Box 811, Tulsa.

FOR SALE—(Cont’d)

Free list of good radio and tv stations buy now Jack L. Steil & Associates, 4450 Melrose, Los Angeles 29, California.

Equipment, Etc.

RCA TPSA superturnstile. Taped channel 5 but tunable 4 or 6. Box 300C, B-T.

RCA Houston Fearsless studio camera dollly type T100A. Rubber tired wheels. Cable guard on each wheel. No friction head included. Original price $2,800. Reconditioned within last 6 months. Box 57C, B-T.

Offers wanted: Two RCA pickups, filters and studio head M1-4562, distortion meter RCA 6A6, oscillator RCA 683, Box 592C, B-T.

AMPX 1550 console, 250 two case portable, 600 and 800 portables. Alto 450 backboard. All like new—reasonable. Box 811C, B-T.

New, in original crate, 265 feet. Type 5-450. 5/4” coaxial cable... WIFM, Elkton, N. C.

Used, Presto disc recorder type K $200.00. WIFM. Elkton, N. C.

One RCA TTM-1B. One kw transmitter complete. One 118-73 General Radio station monitor: One SWO-4A visual demodulator and 550 feet 6’4” inch 75 ohm transmission line. This uhf equipment in excellent condition and priced at approximately 50% off. WTPV, P.O. Box 1641, Jackson, Mississippi.

Fm equipment offered for sale at public auction Tuesday September 30, 1958, 10:00 a.m., 240 Federal Building, Los Angeles, California. For inspection and viewing contact Fred E. Carr, 5461 Dyer, Riverside, California, Box 967, Prince OVerland 6-0620. GE 250 watt transmitter 6f1al; GE 5000 watt fm amplifier 4flal; GE 15 kw fm amplifier 4flal; hit 10 kw gasoline-driven 115/220v generator with presto tank, as is; miscellaneous items. Opening bid of $2500.00 already received.

16 structural towers 165’ to 265’ batter leg hilltop Knox type. 13 Marconi tubular type mast 497. Located former RCA Communications Center, New Brunswick, N. J. Contact REPublic 9-6414, New York City.


TOP FLIGHT TELEVISION PERSONNEL

PROFESSIONALLY TRAINED

These people are now available! And, they can save you Dollar$ as well as time because they have been thoroughly trained in the principles of TV broadcasting, they have had practical experience with standard equipment in our completely equipped studios under professional instruction, and yet they are entirely receptive to your station's ideas and ways of doing things. From these two classes you will find individuals trained and thoroughly qualified for nearly any phase of Television work. Let us know of your needs. For IMMEDIATE resume and complete details, write, wire or call collect, John Birrel—BE 7246.

NORTHWEST RADIO & TELEVISION SCHOOL

WITH SCHOOLS IN
HOLLYWOOD • CHICAGO • WASHINGTON, D.C. • PORTLAND
WANTED TO BUY

Stations

Financially qualified, experienced and successful station owners want to buy for cash or terms—any station in one or two station market in Pennsylvania or New Jersey. No brokers, all replies confidential. Box 482C, B-T.

Experienced broadcaster desires purchase profitable small station northeast. Cash down payment. Will operate. Box 986C, B-T.

Florida, small efficient owner operator type am station wanted by experienced operator. Box 601C, B-T.


Attention station owners. I have clients waiting for metropolitan stations, cities over 200,000. Current billings not important. Texas, Oklahoma, Arkansas, Missouri, Kansas. Ralph Erwin. Licensed Broker. Box 811, Tulsa, Oklahoma.

All or part of small am. Qualified all phases including engineering. Replies confidential. C. G. Haeys, P. O. Box 651, Desatur, Ga.

Equipment

Urgently need one complete 900 mc studio transmitter link complex with antennas. Prefer good used equipment. Box 321C, B-T.

6 or 8 bay fm antenna, preferably Collins. Tunable to non-commercial educational frequencies. Box 106C, B-T.

Complete fm station equipment or any part. Full particulars and price first letter. Box 612C, B-T.

Wanted: Used 3 kw fm transmitter, fm modulation monitor, and power source. Contact Radio Station WNEX in Central City, Kentucky, immediately.

RCA 76-B or later model console. Wire John V. Gunney of condition, quoting price. Palmontville, Conn.

One kilowatt Collins fm transmitter. Advise price, condition, hours used. Box 129, Glendale, California.

INSTRUCTION


RADIO

Help Wanted—(Cont’d)

My name is “Willy.” I’m a radio station. I seek only the best music—The best sponsors—And the best announcers. Very capable, experienced. Top quality announcer—That’s all I buy. Excellent salary to—Excellent announcers. Send tape and resume to WLY, Hotel Raleigh, Richmond, Virginia.

TELEVISION

Help Wanted—(Cont’d)

Do You Need A Man With These Qualifications?
An absolutely proven radio and television expert. Thirteen years radio experience—all phases.

Seven years as radio and television director for a 4A agency.

Three years TV operation in a major market. Put station on the air—selected most of staff—an programmed the station bought all film properties—supervised all phases of the operation.

He can be most proud of the regard of his business associates.

He won’t work for peanuts—boy but he can fill the bill and you’ll be happy you’ve got him.

If you need this man, give him a reply and he’ll sell himself.

This message was not written by the applicant—by one who knows and will guarantee his qualifications.

Box 811C, B-T

TELEVISION

Help Wanted

Salesman

SO HERE WE ARE!
A television station with great potential, in a fast-growing market.

If you can sell; want to sell and are not afraid to work—if you have faith in TV and are interested in associating with a growing company, which now owns two TV and one radio station, send full information, including photo to Box 545C, B-T

INSTRUCTION

TOWERS

RADIO—TELEVISION Antennas—Coaxial Cable Tower Sales & Erecting Co. 6100 N. E. Columbia Blvd., Portland 11, Oregon

INFORMATION

TELEVISION

Situations Wanted

RADIO TV EXECUTIVE

Young aggressive TV general manager with 8 years management and sales background in radio and TV...complete knowledge of and experience in station management, sales programming, network and agencies. Excellent references. Your further inquiry and interview invited.

Box 640C, B-T

Program Director Experienced Announcer

Interested in radio or television production? Ready for better position? Contact WJMA, Orange, Va. Phone 7285.

FOR SALE

Equipment

NEED FM EQUIPMENT
WEST COAST STATION WANTS
10 kw FM Transmitter or Amplifier—G.E. or R.C.A.

Preferred Side Mount Antenna—Four Bay or More

Frequency and Modulation Monitor 15½" Rigid Coax. Feedline, Hangers, Mounting Accessories, etc.

If you have any or all of this equipment, write stating condition, location, and price.

Box 606C, B-T

INFORMATION

We Need Professionals

for positions as
Station Managers
Salesmen
Combo men (1st phone only)

2 years radio experience
under 30 years of age
Stable past

These jobs are tough—But good men will receive excellent salaries plus ownership in a growing chain of AM operations—All replies held in confidence
Send complete resumes and tapes to:

Keith Moyer
1025 W. Market
Twillertville, Illinois

TELEVISION

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Managerial

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New Battle of the Quizzes

WITH depressing inevitability, a spate of loot-laden quiz shows is about to break out in television in a frenzied effort by rival networks to cash in on the fabulous success of The $64,000 Question on CBS-TV. It will be a case of recent, if gloomy, history repeating itself. It was only seven years ago that network radio engaged in a near-suicidal orgy of quiz shows that drove such reliable entertainers as Fred Allen into limbo.

It will be recalled that in June 1948 Mr. Allen plummeted from his traditional place in the first 15 Hooptarinings to 35th and retired for the summer after bitterly announcing: "If the giveaway programs prevail, radio's few remaining listeners will get into the spirit of things and give away their radios."

The show that pulled the rug from under Mr. Allen's Hooper was Stop the Music, a program which since then has undergone a transition to television and, as reported here last week, will be spruced up for its return to ABC-TV this fall. Obviously it will have to offer more than the $20,000 jackpot it gave away in its radio heyday if it hopes to compete with a program that dangles $64,000 cash as first prize.

Meanwhile, NBC-TV this fall will be telecasting Big Surprise which promises to give winners their "lifelong ambition, regardless," plus up to $100,000 in cash. It will be hard for any show to top that.

The hope must be held, of course, that the giveaway craze on television will wear itself out, and at an earlier stage of development than that reached by the eruption of giveaways on radio. In the summer of 1948 there were 48 regularly scheduled giveaway programs on the four radio networks. By conservative estimate they distributed a million dollars worth of prizes. The sheer abundance of such programs and the moneyness of their charities eventually killed them off.

The same fate awaits the giveaways on television, if the trend toward imitation of The $64,000 Question gets out of hand.

Candidate Kefauver

UNFORTUNATELY for his political aspirations—which are intensifying by the hour—Sen. Estes Kefauver's report last week on "Television and Juvenile Delinquency" lacks the yeasty flavor of the goings-on before his Crime Committee of four years or so ago.

In last week's report by his Juvenile Delinquency Subcommittee, the old zing is gone. To be sure, the Senator is still coming out four-square against crime, but in this case he has unearthed no criminals to match, for morbid appeal, those whom he presented in his 1951 pre-Presidential exertion. Reading the latest Kefauver report, one almost yearns to encounter a manicured underworld czar like Frank Costello, the Caesar of Hell's Kitchen, or a belligerent Marius of Virginia Hill. But all he finds is a cellar- loid Hopalong Cassidy, a Roy Rogers with a box of crispy, crunchy cereal in hand. It is hard to work up a hate against even the bad guys that tangle at Eagle Pass with Hopalong and Roy.

In essence the Kefauver Subcommittee found that television and especially television cowboy shows are chocked with violence and sadism which are bound to have an undesirable effect on the impressionable young. If the report had not gone beyond such a palpably ridiculous finding, it could be dismissed as a desperate grooping for publicity by a man who cannot drive by the White House without breathing hard.

But the Senator's subcommittee makes recommendations that television broadcasters and their advertisers will have to take seriously. Among the proposals: stricter FCC control of programming as well as FCC authority to levy fines and revoke licenses of stations that violate FCC-established standards; legislation to establish a Presidential commission to report on tv programs considered detrimental to the young; formation of local "listening councils" to monitor tv; 100% station membership in the NARTB as a means of obtaining "collective responsibility" for maintaining high program standards.

These proposals are variously illegal, silly and ominous. To urge the FCC to control programming is to flout the Communications Act which specifically prohibits FCC censorship of programs. To suggest that agency be given authority to levy fines is to propose its assumption of judicial duties which belong nowhere but in the courts.

Next: Courtroom Telecasts

THE unanimous acceptance of television—and radio, too—as well-mannered, efficient and unobtrusive members of the reporting profession at last week's American Bar Assn. convention can be interpreted as a major event in broadcasting history. Much more important, the admission of the electronic media into ABA's sacred halls can justifiably be called an outstanding, if tardy, step forward in legal history.

As explained elsewhere in these columns, tv and radio demonstrated convincingly that they can cover a public proceeding and even a court trial without using the usual glare and clutter of still and motion picture photography. No more difficult auditorium could have been picked for this demonstration of dignified and accurate reporting than the huge antique ballroom of the Bellevue-Stratford Hotel in Philadelphia, lighted only by scattered 15 and 25 w Mazda bulbs. The lighting was barely adequate for reading. Yet in this dim hall, three tv cameras fed clear, sharp closed-circuit pictures to a dozen tv receivers without the use of supplementary lighting.

Not a member of the ABA's House of Delegates, a dignified and solemn legislative body, was annoyed by the electronic equipment. The nation's top jurists have been notoriously anti-radio and anti-television every time courtroom coverage has been mentioned. A few years ago a request for closed circuit experimental telecasting wouldn't have received 10 votes, in the words of Lloyd Wright, retiring ABA president. Last Monday the House approved a petition by Judge Justin Miller, NARTB legal advisor and ex-board chairman and president, by a unanimous vote, an important victory in the long-time fight of NARTB's Freedom of Information Committee to obtain judicial notice of the existence of electronic media and of the public's right to know what is going on in the courtroom.

A generation of Americans is growing up accustomed to the presence of camera and microphone at public events. The legal profession clings to tradition and to centuries-old rhetoric and doctrines. It has adjusted slowly to progress. At last there are signs that lawyers and judges are learning the facts of modern life.
CORN,

Clearly Labeled

In England, it says here in our encyclopedia, corn means wheat. In Scotland and Ireland, corn means oats. In Iowa, corn means money, from the old Indian, wampum, not to be confused with maize, which was an old Indian term for a kind of grass a couple of Indian women domesticated so effectively that it will no longer grow wild. There is some sort of a moral here, like feeding the hand that bites you, but we won't labor it because we have other corn to pop.

Not having been invented by Soviet Russia, corn has nevertheless come to Russian attention recently. A Soviet delegation of largeboreniks, or small bigshots, has inspected Iowa (invented by Rasputin just before he got overheated in 1916). One of the visiting group, on his return to the USSR, will shortly invent the hog, which is another story.

Corn, we read someplace, is the backbone of American agriculture. We'd be the last to deny it. Of some 3 billion bushels grown in the U.S. last year, 17% came from Iowa. The four-legged machine to be called hog by the Soviets gets about half of the corn crop, which, in turn is got by the two-legged homo sapiens, which isn't a bad arrangement. The latter also gets a certain amount of corn without hog intervention: Iowa's output of canned corn last year was large enough to supply each family in Iowa with 84 No. 2 cans of corn, which is a hell of a lot of starch.

There are other uses. Without corn, much radio and tv time wouldn't be sponsored, and if you think that's snide, stop. We mean corn makes corn flakes which makes sponsors. It makes the stuff laundry use too much of in men's shirt collars. It makes an oil used in margarine. It makes dextrose, bourbon, and corn cob pipes. Corn cobs, among other things, also make C₆H₁₂O₆, an oily liquid called furfural, used to make plastics.

Corn, in short, makes us and our advertisers very happy. It makes purchasing power which makes sales.

WMT AM & TV

CBS for Eastern Iowa
AM: 600 kc  TV: Channel 2 100,000 watts
Mail address: Cedar Rapids

National Representatives: The Katz Agency
it started with snow tires...

Like many retailers, the 23-outlet chain of General Department Stores in West Virginia had looked upon television as a costly advertising medium. Predominantly, they'd used small weekly newspapers and some local radio stations. Then, early this year, an interesting thing happened. People besieged General's stores, asking for a brand of snow tires demonstrated over (of all things) television. "Hmmm," hmmed General's merchandise manager, "we could try TV." So they did.

$296 ventured — $32,766.60 gained!

That's what happened! General selected a likely-looking bedroom suite, invested $296, and scheduled a single one-minute announcement on consecutive days over WSAZ-TV. Well, sir, within 10 days they sold 147 bedroom suites at $159.95 each — plus 100 mattresses at $59.95 — plus 21 box springs (same price) — plus about $2,000 worth of bedding items... all directly traceable to General's timorous toe dipped into the TV swim. Total sales: $32,766.60.

"Wow!" said General. "Happens all the time," said WSAZ-TV. So...

$410.30 more brings another $28,381.65!

This time the offer was a nationally-advertised wringer-type washing machine, priced at $169.95. Investment of $410.30 bought six one-minute commercials on WSAZ-TV — and the boys at General were outspokenly skeptical. But sure enough, within 10 days, 167 washing machines moved out of the stores and another $28,381.65 — credited to WSAZ-TV — had clanged up on the cash registers.

(Incidentally, than all wringer-type washers sold during all of 1954!)

$410.30 again — $22,305.15 sales in 10 days!

The next month this same surprised advertiser put another $410.30 to work on WSAZ-TV, promoting a 10-piece modern living room group. What happened? People (synonymous down here, 3 out of 4, with WSAZ-TV viewers) came in for 97 of these $229.95 sets, spending another $22,305.15. That did it! You can't keep General Department Stores off WSAZ-TV these days. Every month, a new promotion. Every month, new sales records for each item promoted!

say... do you like to make money, too?

There's nothing mysterious about how this $83,453.40 was garnered from an $1,116.60 investment. WSAZ-TV is the one medium that covers the whole purse-loaded market in our industrial heart of America — an area five states wide and four billion dollars deep in buying power. WSAZ-TV families want what you're selling. They have the inclination and the money to buy it. BUT you have to reach them to set off sales. Plenty of local and national advertisers know what the Channel 3 magic of WSAZ-TV can accomplish. With their successes to point the way, people will think you hate money if you don't get in touch with the nearest Katz office this very day!