Exciting things are happening on NBC-TV

and in the rich market of RICHMOND

Petersburg and Central Virginia

They happen on the basic NBC-TV station:

WXEX-TV
"The South's First Television Station"

WTVR

RICHMOND, VA.

DOES A MAN'S SIZE JOB

YOU WOULDN'T CALL UPON A BOY TO DO A MAN'S SIZE JOB. SIMILARLY WISE TIMEBUYERS CHOOSE WTVR "RICHMOND'S ONLY TELEVISION STATION," IN PREFERENCE TO ATTEMPTING TO COVER THE MARKET FROM WITHOUT. WTVR IS COMPLETELY DOMINATING WITH—

- A solid schedule of great ABC and CBS programs.
- Wide area coverage from 1049 FEET.
- Maximum power on CHANNEL 6, one of the preferred channels in the lower end of the vhf band.
- Top showmanship and know-how accumulated over a seven year period guaranteeing every account extraordinary skill, knowledge and ability which assures AN ALWAYS QUALITY JOB.
- FULL COVERAGE WITH OR WITHOUT AN AERIAL.

Yes, the Wise Timebuyer uses BIG WTVR to do A REAL MAN'S SIZE JOB

For details call Blair TV Inc.
National Sales Representative
NOW

TOPS IN TELEPULSE ON

kgul TV

NOW MORE THAN EVER—THE BEST BUY IN TEXAS

KGUL-TV GULF TELEVISION COMPANY GALVESTON

Represented Nationally by CBS Television Spot Sales
HIGHER and WIDER

TEXAS' HIGHEST MAN-MADE STRUCTURE WIDENS COVERAGE AREA TO BRING 629,800 MORE PEOPLE TO KRLD-TV...

On or about November 1, these brand new potential viewers will swell KRLD-TV's effective viewing area to a total of 2,139,690.

KRLD-TV's new transmission tower soars three times higher, 1685 feet above average terrain, than the tower it has been using since 1949.

KRLD-TV New Effective Coverage Area
Population . 2,139,690
Families . 739,710
Retail Sales . $2,475,015,000
TV Receivers . 525,000 (Est.)

Serving Dallas, Fort Worth and North Central Texas with CBS Network Television Programs.

KRLD-TV
The BIGGEST buy in the BIGGEST market in the BIGGEST State
Channel 4, Dallas MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President
HOLDOUT OVER • Last holdout on CBS Radio's new station compensation plan was in fold Friday when network officials received signed contract from WHAS Louisville, which had been engaged in topmost-level negotiations over new terms. Station had not opposed CBS Radio's adoption of single rate, and its signed contract was understood also to accept network's original bid for 20% reduction in compensation for one year. WHAS signing made it 100% acceptance of plan by affiliates.

SENNATE Monopoly Subcommittee, headed by Sen. Harley M. Kilgore (D-W. Va.), may look into music copyright situation as it affects broadcast media. Study was triggered by speech of John E. McCoy, vice president of Storer Broadcasting Co., before West Virginia Broadcasters Assn. Sept. 3 in which he berated broadcasters for paying too little attention to music copyright costs which he contended were sharply out of line with other overhead. Specifically mentioned were ASCAP, BMI and SESAC.

PLAQUE commemorating use of BBC's underground studio in London during World War II, including blitz, will be presented Sept. 26 to British government in behalf of U.S. radio newsmen. America's highest ranking diplomat in London, Ambassador Winthrop W. Aldrich, will make presentation, probably to opposition number in British Foreign Office. Fund for plaque grew spontaneously after publication of editorial in B&T [Aug. 2, 1954] calling attention to absence of recognition from U.S. radio, whereas others nations which used BBC studio facilities had made appropriate presentations.

OPEN AND CLOSED • New closed circuit television systems for smaller communities may make it possible for some movie exhibitors to join forces with the medium they can't tick. Hollywood manufacturing sources report exhibitors are interested in wired system whereby they could program films to homes on both subscription and sponsored basis. Paradox is exhibitors openly are fighting toll tv before FCC.

HOW WELL motion picture theatres are doing these days is reflected in ease with which Joint Committee on Toll-TV collected funds to combat subscription TV proposals. Fund in excess of $50,000 was pledged in short time, it's understood, aside from war chest built by others in opposition.

WAITING IN THE WINGS • Failure of Senate Interstate Commerce Committee to get going on its investigation of tv allocations is causing restiveness at Senate Judiciary Committee, headed by Harley Kilgore (D-W. Va.), according to inside reports. Chairman Kilgore originally wanted to investigate purported monopoly in broadcast field, notably on matters affecting diversification of ownership. He proposed last year at one stage that newspapers be excluded from station ownership and that radio and tv ownerships be entirely separate. Presumably Monopoly Subcommittee feels that such matters as network ownership of stations and ownership by manufacturing companies of broadcasting subsidiaries fall within Monopoly Subcommittee's purview and should be investigated.

FCC CHAIRMAN George C. McConaughy, fresh from his tour of Europe, confided to his colleagues that they're still fighting battle of state-owned vs. free enterprise broadcasting almost everywhere in Europe. Enlightened approach was evident in two places—England, where commercial television gets underway Sept. 22 (but not among high echelons of state-controlled British Broadcasting Corp.), and in Germany's Western Zone. He was impressed with elegance of radio broadcasting studios and plans in most countries, notably in Scandinavia where television isn't yet underway except experimentally.

EXPORTING KNOW-HOW • Robert Sauder, head of Ford Foundation Radio-Tv Workshop which produces Omnibus on CBS-TV, has been approached by Independent Television Authority, in England, to see if deal can be made whereby American tv knowhow in programming and technical matters could be obtained. ITA may ask Omnibus staff to produce some film for it.

REACTION to proposals of Comr. Hyde that FCC consider economics in revised tv allocations to provide for essential competition in top markets [text, B&T, Sept. 5] has elicited support of many of top entities in field. Number of them, including unnamed networks and multiple owners, plan to file briefs or pleadings in support of overall proposal.

SHOWDOWN? • New York chapter of Institute of Radio Engineers is trying to set up technical session on pay tv techniques for Nov. 2, but is having trouble, it's understood, getting proponents (Zenith, Skatron, International Telemeter) to agree to send representatives. It invited Jerald to discuss technicalities of code-breaking, and this may be pay-off on whether Philadelphia electronics firm has something or not.


DEAN LEAVING • Fanney Neyman Litvin, dean of FCC's examiners, last week formally filed her application for retirement effective Sept. 30, after 30 years of continous government service. Actually her 30th anniversary is Sept. 19 but she will work to month's end. Mrs. Litvin, who has figured in many of FCC's most important cases, will travel for three to six months and afterward announce her plans.

SAM PICKARD, first station relations vice president of CBS and member of Federal Radio Commission (Nov. 1927-Jan. 1929) has sold his Port Paradise Hotel and colony of villas at Crystal River, Fla., to an Atlanta hotel corporation. Pickards are now vacationing in Europe.

BACK TO BACKLOG • FCC didn't get into its bearing case backlog last week—first formal session following its month-long recess. Nor will it this week since regular Wednesday meeting has been postponed to permit all members (except Comr. Webster on assignment in Europe) to attend "Washington Day" luncheon of Radio-Television Executives Club in New York with Vice President Nixon as principal speaker. Doesn't look like FCC will get into messy cases or de-intemurut problem for couple of weeks at least. Two days in early October will be given over to all-out discussion of tv allocation situation, under tentative plan.

DESCRIBED as pioneer venture for fuel oil advertising on West Coast, General Petroleum Corp. is using some 200 film spots through Sept. 26 on KONV-Tv and KLR (TV) Portland, Ore., for Mobil. Ty is major portion of $30,000 one-month test campaign placed through Stromberger, LaVene & McKenzie, Los Angeles. Premium offer of $13.75 gallery set for $4.99 is copy theme. If test is successful it will set pattern for tv in other markets later.
AMERICA'S 10TH TV MARKET

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 this multi-city market area, advertise your product on WGAL-TV.

STEINMAN STATION  •  Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

NEW YORK  LOS ANGELES  SAN FRANCISCO  316,000 WATTS
REACTION TO 'MONITOR' EXTENSION BY NBC RADIO FOUND 'VERY MIXED'

OFFICIALS of some 150 NBC Radio affiliates last Friday heard but took no action on NBC's proposals to expand Monitor concept to weekdays, reduce station compensation by 25%, and open NBC Variety show bidding programs for network sale of participating announcements (see early story page 31).

Affiliate reaction was described by station sources as "very mixed."

Robert D. Sweezy, WDSU New Orleans, retiring chairman of affiliates, said it was "extremely valuable meeting" and NBC presentations were "constructive and informative in outlining the future course of operation for the network." Closed-session discussion related primarily to Monitor extension, he said, and affiliates actions will depend on individual operating situations.

NBC Vice President, Nov. 7 as target date to extend Monitor plan to unsponsored periods of 10 a.m. to 6 p.m. (NYT) periods Monday through Friday (but with increased number of guaranteed weeks). This change was designed to parallel CBS Radio's recent 20% reduction but without CBS Radio's one-year limit on it—remains matter for individual negotiation between NBC and affiliates, with Oct. 1 as NBC's suggested effective date.

Opening of additional programs to network sale of participation—"possibly" including Droper, Great Gildersleeve, Radio Fan Club, and period of Family. In addition, present Fibber McGee & Molly—probably will also be part of contract negotiations. Contract amendments to be mailed stations early this week.

NBC President Sylvester L. (Pat) Weaver Jr. told affiliates that at current rate NBC Radio would lose approximately $2 million this year, and it was understood that NBC Radio's revenue represents approximately 6-7% of parent RCA's. It also was understood that, with fall cancellations, NBC Radio in final quarter of this year will be losing at rate of $4 million to $5 million per year, unless offset. Mr. Weaver stressed radio's changing functions and fact that through multiple exposures advertisers can again reach huge cumulative audiences. He denied Monitor opponents' charges that Monitor undercuts existing network prices or prices for major spot campaigns, declaring this program instead has created new spot business for many stations as well as new advertiser and agency interest—and money—for network radio.

Roy D. S. Stofahl, NBC executive vice president, outlined sales plans for the extended Monitor—which will be angled more toward daytime audiences, especially housewives, than is Monitor, and which will go under a name yet to be selected. He will confer with station representatives in effort to dissuade them from Monitor opposition.

Station reaction to extension of Monitor may not be known till NBC Gears time 12 noon to 3 p.m. (NYT). Stations may take weekday Monitor during this period and get nine minutes of commercial time within it for station sale, without co-op fee and without charge for program. WABC will have eight minutes per hour for network sale in this block. In network time, stations will have available, for local sale, four minutes of commercial time per hour of network time, and in these periods NBC will have nine minutes to sell on network basis. Amount of time available for local sale on weekend Monitor also being increased, it was understood.

In separate session after meeting with network officials—which also included talk by public relations vice president, Kenneth W. Billby, on 1955-56 advertising, promotion and publicity plans—James Gaines of WOAi San Antonio, himself longtime former NBC official, was named chairman of NBC Radio Affiliates succeeding Mr. Sweezy; Chris Witting of Westinghouse Broadcasting was elected to new post of vice chairman, and George Harvey, WFLA Tampa, was named to succeed Harold Essex, WSJS Winston-Salem, as secretary-treasurer.

Others named to succeed present executive committee members: George Wagner, KFI Los Angeles; J. Leonard Reinsch, WSB Atlanta; Ben Larden, KDYL Salt Lake City; Les Lindow, WPDFl Flint, Mich.; David Baltimore, WBRE Wilkes-Barre, and Harold Hough, WBAP Fort Worth.

NARTB TV Code Board Adopts Violation Procedure

SUBSCRIBERS to NARTB Television Code will be notified when film programs are found inconsistent with code, mentioning program title, NARTB TV Code Review Board announced Friday. Confidential relationship between board and code subscribers will continue, according to Chairman G. Richard Shafio, WIS-TV Columbia, S. C., who was elected to new post of formal complaint has been made (code board photo page 50).

Chairman Shafio said most film producers and distributors are not disposed to ignore code, adding some material was made for theatre exhibition rather than home before code was established.

Board showed concern over practice of "promoting theatre attractions on commercial sponsored programs." It took note of "a growing trend to insert promotional material, including actual filmed portions, of current Hollywood product in programs already utilizing the maximum allowable commercial time."

After brief look at Kefauver juvenile delinquency report, board ordered Edward H. Bronson, director of code affairs, to prepare report for January review by code board, with final recommendations going to NARTB TV Board. Industry effort is not "regulatory," Mr. Shafio said in referring to some conclusions in Kefauver report, following pattern of other professional efforts such as American Bar Assn.

At Thursday-Friday code meeting, besides board members, were NARTB President Harold E. Fellows; Mr. Bronson and his assistant, Charles S. Cady; Thad H. Brown, tv vice president; Robert L. Heald, chief attorney; Vincent T. Wustewski, government affairs manager, and Robert K. Richards, consultant.

Chevrolet to Decide Soon On Spots for New Models

CHEVROLET Div of General Motors Corp. is expected to make decision on radio-spot buying campaign, designed to introduce new 1955-56 models, within "next 15 or 20 days," Joseph Hartigan, senior vice president and media director of Campbell-Ewald Co., Detroit, told B'T Friday. (See story page 34.)

He declined, however, to reveal how extensive it would be or to indicate whether tv spot buys are involved. Meanwhile, Kling Film Productions, Chicago, has filmed series of Chevron spots for Dinah Shore Show on NBC-TV and other dealers for usage.

New RCA Color Vidicon

RCA scheduled to unveil today (Monday) its new 3-Vidicon tube color camera—approximating weight and size of standard black-and-white studio cameras and more compact and more flexible than conventional color cameras—during medical tv demonstration in Philadelphia's Convention Hall.

• BUSINESS BRIEFLY

'LIFE' IN 100 * Life magazine, N. Y., buying radio-spot announcement campaign starting on varied dates for four weeks in over 100 markets during latter part of September and early October. Young & Rubicam, N. Y., is agency.

NEW COLGATE SOAP * Colgate-Palmolive Co., N. Y., will introduce new Colgate bar soap (hand soap) with television spot announcement campaign to start in mid-October. Len- nen & Newell, N. Y., is agency.

COLGATE RADIO * Colgate-Palmolive Co. (Colgate dental cream), N. Y., is working up radio spot announcement campaign to start Oct. 3 and run to end of year in several southern markets. Ted Bates & Co., N. Y., is agency.

PHILLIPS RADIO, TV * Sterling Drug (Phillips milk of magnesia, etc.), N. Y., through Dancer-Fitzgerald-Sample, N. Y., is buying radio and television spot announcement campaign using minutes and 20 seconds, effective end of September.

COFFEE RADIO * American Home Foods (G. Washington coffee), N. Y., is planning radio spot announcement campaign in 20 large eastern markets, effective Sept. 19 for 12 weeks. Charles W. Hoyt, N. Y., is agency.

WINTER'S COMING

SMITH BROTHERS (cough drops), Poughkeepsie, N. Y., planning television spot announcement campaign in more than 60 markets, effective mid-October. Length of contract and actual starting dates vary, depending on station and market. Sullivan, Stauffer, Colwell & Baytes, New York, is agency.

Anahist Co. (cold preparations), Yokners, N. Y., starting television spot announcement campaign in over 100 markets effective end of this month to run for 26 weeks. Radio plans are still undecided. Ted Bates & Co., New York, is agency.
NOW! . . . Michigan's MOST POWERFUL Independent Station...

WJBK
RADIO • DETROIT

NOW! . . . CLEAR CHANNEL
1500 Kc NIGHT and DAY

NOW! . . . INCREASED POWER
10,000 WATTS DAYTIME
1,000 WATTS NIGHTTIME

NOW . . . MORE THAN EVER
YOUR BEST RADIO BUY
WJBK
FIRST IN NEWS-MUSIC-SPORTS

Represented Nationally by THE KATZ AGENCY
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, MURRAY HILL 8-8630
Rochester Stations Seek Review of WSYA Ruling

U. S. Court of Appeals in Washington was asked Friday by sharetime ch. 10 WHC-AM and WVET-AM-C Rochester, N. Y., to stay issuance of its decision last July holding that WSYA Rochester should have had hearing on its protest to 1953 grant [BT, Aug I]. Rochester station's station day after FCC notified it had decided not to ask U. S. Supreme Court to review ruling.

Rochester telecasters told court they definitely would seek review by Supreme Court. Court's mandate was stayed at request of FCC last month pending determination by Commission whether to appeal or not. At stake is continuance of WHC-AM and WVET-AM pending hearing and decision on WSYA protest. Under present rules, when contestant is found eligible for hearing, grant in question must be stayed. Rochester telecasters began operating November 1953.

One Low-Power, One Satellite Included in Three TV Filings

APPLICATIONS for three new tv stations, including one satellite and another low-power operation, were filed with FCC Friday.

KOTA-TV Rapid City, S. D., applied for satellite operation on ch. 5 atLead, S. D. Total construction cost is estimated at $95,718, with first year operating cost $20,000. No expected revenues for first year were reported. Satellite will operate at 11.9 kw visual and 5.9 kw aural. Transmitter and antenna will be RCA.

William J. Wagner, who owns six Alaska radio stations and has interests in two tvs there, is seeking low-power tv operation at Juneau on ch. 8. Total construction costs were set at $50,750; first year operating costs at $45,000, and first year revenue at $50,000. Mr. Wagner owns KINY Juneau, KFQD Anchorage, KFRB Fairbanks, KBID Seward, KTKN Ketchikan and KIFW Sitka. He also has interests in two Alaska tvs — KTVA (TV) Anchorage and KTVF (TV) Fairbanks. Station will be equipped by Adler Communications Labs and will operate at 261 kw visual and 131 kw aural.

At Billings, Mont., KGHL has applied for ch. 9 there. Construction costs estimated at $316,224; first year operating costs at $320,860, and first year revenue at $323,460. Transmitter and antenna will be RCA and station will operate at 96.8 kw visual and 52.7 kw aural.

General Teleradio Denies West Palm Beach Charges

GENERAL TELERADIO Friday denied allegations that its purchase of WEAT-AM-AM West Palm Beach will result in concentration of control as charged by ch. 21 WIRK-TV there [BT, Sept. 5].

General Teleradio, along with sellers James R. and June H. Meachem, asked Commission to dismiss WIRK-TV request that FCC set aside sale approval of last July and schedule hearings. GT said WIRK-TV has no standing to object to sale under "economic protest" provision. WEAT-TV said WIRK-TV has provided no fact to support claim it will suffer economic injury.

Mere fact that licensee owns several other stations in different parts of country should not be held as concentration of control to automatically warrant licensing of license, GT asserted. Meachems said transfer was necessary to ensure continued operation of ch. 12 WEAT-TV. They now hope between Jan. 1 and Aug. 1, WEAT-TV lost $50,823.

Accounts Changing Hands In Chicago Agency Shifts

FURTHER REALIGNMENT of products involving four agencies announced Friday by Toni Co., Chicago, cutting across line of various radio-townships. Dean Paul Nathan, vice president of Weiss & Geller, who reins to form own agency Dec. 1 and takes with him six products, also will inherit Pomeroy home permanent account from Leo Burnett Co. Other changes: Viv Soft Touch lipstick from Burnett to Tatham-Laird, which already handles White Rain Shampoo and Bobbi home permanent; Tan from Tatham-Laird to Clinton E. Frank, which now has Pamper Shampoos and Casual home permanent. In addition to five other agencies mentioned earlier (see story, page 33), Mr. Nathanson will take Softyle account with him.

Pay Tv Comments Close

ONLY station filing reply comments on pay tv at Friday deadline was KGUL-TV Galveston, Tex. Station said subscription tv proponents had failed to make case, similar to positions taken by networks, NARTB and Joint Committee on Toll Tv (see earlier story, page 74).

P&G'S BIG TOP

PROCTOR & GAMBLE, Cincinnati, for its new subsidiary W. T. Young Foods Inc., Lexington, Ky., maker of Big Top peanut butter, has named Compton Adv, New York, to handle its advertising effective Jan. 1. Media plans are in works and account reportedly will get usual P & G advertising plan including testing in markets, then saturation spots and possible network. Radio and television are being considered. Compton currently handles following P & G accounts: Ivory soap, Crisco and Gleem toothpaste.

at deadline

people

JAMES L. CLEARY, district manager of ASCAP's Cleveland office, named mid-eastern division manager, supervising ASCAP offices in Cincinnati and Pittsburgh in addition to Cleveland. RAYMOND G. CARPENTER, former ASCAP field representative in Cincinnati, appointed district manager, Pittsburgh office.

JACK W. MINOR, director of advertising and merchandising, Dodge Div., General Motors Corp., appointed to newly created post of sales manager in charge of advertising, merchandising and related sales activities.


New Country Ownership Service Drafted by Nielsen

SPECIFICATIONS are being drawn up by A. C. Nielsen Co. for new radio-television measurement of county-by-county ownership, station coverage and circulation, as result of favorable response from special cross-section survey conducted by Nielsen of agencies, advertisers, stations and their representatives, B&T learned Friday.

Methods, costs and markets are being weighed by Nielsen, whose survey found more interest in tv data than in radio, although latter was only few points behind and respondents were much more vocal about special radio situations needing attention. Letter embodying this status report now being sent interested parties over signature of J. K. Churchill, Nielsen vice president.

Tv's First Convention Planned Nov. 11 in Chicago

TELEVISION Bureau of Advertising will hold its first annual convention Nov. 11 at Chicago's Ambassador East Hotel, according to notification to reach members past weekend. Present plans call for one-day meeting. Agenda has not been worked out but presumably one highlight will be detailed report by President Oliver Treys on TvB activities and developments since organization was formed last winter.

West Coast Market Show

THREE-DAY advertising, sales and marketing show opens today (Monday) at Los Angeles Ambassador Hotel with major agencies and advertisers displaying current campaigns and creative work. Coordinated by George Stromme, similar show runs Sept. 27-29 at Mark Hopkins Hotel, San Francisco.

Joseph D. Basson Dies

FUNERAL SERVICES were to be held yesterday (Sun.) in Brooklyn, N. Y., for Joseph D. Basson, 66, who died Wednesday at his Forest Hills home after long illness. Mr. Basson was international representative of International Alliance of Theatrical Stage Employees & Moving Picture Operators since 1943 and was active in organizing tv technicians. He is survived by his wife, daughter, and two grandchildren.

Bar Outing Slated Oct. 15

ANNUAL fall outing of Federal Communications Bar Assn. will be held Oct. 15 at estate of late Horace Lohnes, FCBA President Percy Russell announced Friday. Outing committee is under chairmanship of Thomas Wall.
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coming in b&t

THE RESURGENCE OF RADIO

Over 200 pages which tell the comeback story ........ Sept. 19 issue

Page 10 • September 12, 1955
As a matter of policy, the Blackburn-Hamilton Company always advises its clients, both buyers and sellers, to retain counsel in all transactions involving the firm's brokerage services.

Communications laws and regulations are complicated. Their interpretation should be left to those who are trained and experienced in the legal profession.

Skillful brokerage, too, requires training and experience—in the exacting tasks of appraisal and negotiation. There is no substitute for such knowledge—acquired only after years in the field.

Thus, the experience of the oldest and largest—and only national organization dealing exclusively in broadcasting and newspaper properties—dictates that there should be five parties to every successful transaction: buyer . . . seller . . . their respective attorneys . . . and an experienced, proven broker.

Such a combination of interests and talents is a guarantee of satisfaction.
NOW in production! 3rd Record

Making TV History!

"I LED 3 LIVES"

THE MOST PROMOTABLE SHOW ON TV!

STARRING

RICHARD CARLSON

In the true-life story of a patriotic young American who led 3 lives in the service of our country!

1. CITIZEN! 2. COMMUNIST!

3. COUNTERSPY FOR THE FBI!

Based on the true story of a real-life agent of the FBI, who for nine dangerous years lived in constant danger as a Communist who reported daily to the FBI.

TREASON on our doorstep... this man slammed the door.
3rd Year of continued Leadership!

Locally:
- BOSTON 36.6  ARB JANUARY '55
- CINCINNATI 34.0  ARB JANUARY '55
- NEW ORLEANS 49.8  PULSE APRIL '55
- PITTSBURGH 48.5  PULSE APRIL '55
- HOUSTON 39.0  PULSE MAY '55
- CHARLOTTE 60.0  PULSE JUNE '55

Nationally:
- 1ST...time after time in Telepulse ratings of film shows:

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<td>22    22.1</td>
<td>FEB. '55</td>
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**ZIV-**

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD
we don't know how many people have ever caught a sailfish

**BUT** we DO know that among leading radio-TV agency executives—if restricted to just one publication... 41%
would pick BROADCASTING-TELECASTING as the most informative and useful!

To amplify:

<table>
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<th>Publication</th>
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<td>8%</td>
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<td>Other Magazines</td>
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(Note: It adds to 102%. Some fence-sitters voted two ways.)

Clearly enough, BROADCASTING-TELECASTING has a giant advantage over all other radio-TV trade publications for the title of "Most Informative and Useful".

**moral:** When people depend on a magazine, it gets read. So do your messages (if they're in it).

* If you want to hook the big ones, there are a lot of excellent hints in Ross Federal Research Corporation's "Readership and Preference Study of Radio & Television Publications". Don't borrow anyone else's copy; we have one that can be your very own. Just write to BROADCASTING-TELECASTING, 1735 deSales Street, Washington 6, D. C. Best three-cent investment you'll ever make!
IN REVIEW

ARTHUR MURRAY PARTY

THE CASTING of Katherine Murray, wife of the aging dancing master as "star" of Arthur Murray Party, an NBC-TV summer replacement which, mercifully, may disappear with the advent of fall, disproves the contention that it is tough to get a break on tv.

Mrs. Murray has been allowed to perform before nationwide audiences for more than two months at the prime hour of 8:30 p.m. Tuesdays. Wash Boster's face and dispatch him to Radio City by the next Greyhound. There's a fortune to be made from "The Charge of the Light Brigade."

Mr. and Mrs. Murray have been around tv, off and on, for years. But only this summer has Mrs. Murray emerged as a determined, if not promising, comedienne. She has been doing skits, many in pantomime, which bear a resemblance—but not enough—to the work of Imogene Coca.

Last Tuesday, for example, Mrs. Murray did a tramp bit, a mawkish and inept imitation of one of Miss Coca's most engaging characters. One cannot suppress admiration for Mrs. Murray's courage, if not her judgment, in attempting so delicate an assignment.

Mrs. Murray's ineptitude show up the more embarrassingly in contrast to the talents of guests on the program. Last Tuesday, Eddie Albert and his wife, Margo, brought their song and dance act to the Murray premises. They looked neat, despite the fact they were redoing material which they had presented before on tv. Just possibly they would not have seemed so talented if they had been in a different company.

Mr. Murray's part in recent shows has been confined to short demonstrations of dance steps. Although less demanding than his wife's, Mr. Murray's parts are performed with authority. The old "step, one, two, slide, step" comes only to the Murray premises. They have the professionalism which, mercifully, may come with the reading of the little out of keeping with the realities of the world.

Although less demanding than his wife's, Mr. Murray's parts are performed with authority. The old "step, one, two, slide, step" comes only to the Murray premises. They have the professionalism which, mercifully, may come with the reading of the little out of keeping with the realities of the world.

Production costs: approximately $21,000.

Sponsored by Associated Products for 5-Day Deodorant Pads through Grey Adv., and Tano Co. for Bobbi Pin Curl Permanent and White Rain Shampoo through Taham-Laid Inc. on NBC-TV, Tues., 8:30-9 p.m.

Star: Katherine Murray.

Guests: Eddie Albert and Margo, Bil & Cara Braid and their Marionette Theatre and the Arthur Murray Dancers.

Producers: Arthur Murray; Associate Prod.: Les Zimmerman; Director: Bob Daniell; Associate Director: Peggy Roger; Music Conductor: Ray Carter; Lighting: Henry Frish.

THE LIFE AND LEGEND OF WYATT EARP

IF YOU weren't aware beforehand that Wyatt Earp was a fast-shooting western lawman you might have mistaken him for the pastor of Elsworth, Kan., last Tuesday night. The show's premiere performance was handicapped by a preachy script which repeatedly dwelt upon the evils of poker playing. Perhaps this was ABC-TV's overt attempt at placating the vociferous group calling tv the breeder of juvenile delinquency. If such was the case it must have sounded silly to anyone over the age of four.

Some of the show's action appeared to be a little out of keeping with the realities of life. In Elsworth, according to one of the characters, seven people had been killed in two weeks over gambling incidents. Therefore, it hardly seems possible that Earp's moralizing interferences could leave him without a few cranial bullet holes.

At one point an outlaw had the drop on Earp with a shotgun at point blank range, but deciding to surrender to Earp instead of killing him. As the prisoner, who had been protecting his brother from the law, was being led away Earp told him he knew the shotgun-wielder would give himself up because he had brothers too. This particular point in the epic, Earp was the only active threat to the gunman's brother's life.

Even aside from the weak script he had to work with, actor Hugh O'Brian's portrayal is nothing special. He was much too jovial and forbearing for the hired killers that have come to be associated with the then rolling Kansas area.

If the show continues in its sugar-coated Saturday afternoon serial style, watch for plenty of comical paradoxes.

Production Costs: $26,500.

Sponsored alternately by General Mills Inc. through Dancer-Fitzgerald-Sample and Parker Pet Co. through Taham-Laid Inc. on ABC-TV, Tues., 8:30-9:00 p.m. EDT.

Guests: Wyatt Earp: Hugh O'Brian; Ben Thompson: Denver Pyle; Abbie Craundall: Gloria Talbott; Alan Bat Masterson: Alan Dinehart; III; Judge Miller: Richard Travis; Bill Thompson: Hal Baylor.

Produced by Desilu Productions Inc.: Executive Producer: Louis F. Edelman for 616 Co.; Director: Frank McDonald; Producer: Robert F. Sisk; Assistant Director: Syd Fogel; Writer: First 10 scripts by Frederick Hazlitt Brennan based on book by Stuart N. Lake; Music by: Ken Darby Singers; Production Manager: Argyle Nelson; Unit Production Mgr.: Syd Fogel; Director of Photography: Harold Wellman, A.S.C.; Editorial Supervisor: Daniel Cahn. A.C.E.; Set Decoration: Theodore F. Offenbecker; Recorded by: Glen Sound Co.; Audio Engineer: Jackson Solomon; Film Editor: John Durant; Wardrobe: Douglas Stevens.

BOOKS


THIS slender volume contains the latest information about tv broadcasting throughout the world, including the technical standards employed in the various countries, the number of stations, with detailed information about each, the number of receivers and other pertinent data. It brings up-to-date the original UNESCO world survey of tv issued in 1953.

ADS, WOMEN AND BOXTOPS, by Duane Jones, as told to Mark Larkin. Printers' Ink Books, Pleasantville, N. Y. 128 pp. $3.

THAT merchandising miracle—the offer of a premium in exchange for proof-of-purchase (usually boxtops) mostly made to housewife listeners to radio's daytime serials—is described in detail, with many examples and a modicum of pride, by "the boxtop king," Duane Jones, whose words are recorded by his friend Mark Larkin in this book, an expanded version of the series which ran under the same title in B & T during the summer of 1954. Mr. Jones' discussions of premiums successes and failures and the reasons why, make valuable as well as interesting reading for anyone concerned with advertising and how it works.

BROADCASTING • TELECASTING

September 12, 1955 • Page 15
The NBC Radio affiliate in Seattle, Washington... 20th largest metropolitan area in the country... is a 50,000 Watt clear channel station with a frequency of 1,000 Kilocycles. It covers 617,570 families in Washington and Northern Oregon plus a large bonus audience in Canada.
The 100,000 Watt NBC Television affiliate in Seattle, Washington, Channel 4, covers a market area of 1,816,441 people with an effective buying income of over three billion dollars. A bonus market in Canada and Oregon totals an additional 583,367 people.

KOMO-TV
SEATTLE

is nationally represented by
SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.

Representing TELEVISION STATIONS
WRCA-TV New York
WINQ Chicago
KRCA, Los Angeles
KSD-TV St. Louis
WRC-TV Washington, D. C.
WNIR Cleveland

KOMO-TV Seattle
KPTV Portland, Ore.
WAVE-TV Louisville
WRGB Schenectady
KONA-TV Honolulu
Easy Reach
EDITOR:
Congratulations on your lead article in the Sept. 5 issue reporting that television's fall bookings set new records.

The how, what and how much of network sales is certainly comprehensive and a highly valuable reference for the entire industry. We won't let it get farther away than the nearest desk drawer.

Oliver Treyz, Pres.
Television Bureau of Advertising
New York

Agency Recognition
EDITOR:
It's always amazing to us how many comments we receive whenever anything about our agency appears in B&T. It certainly speaks well for the readership your publication gets, as well as for your circulation!

W. C. Standart
Standart & O'Hern, Agency Inc.
Kansas City

Spreading the Word
EDITOR:
I want to compliment your magazine for the excellent article on Billy Graham [B&T, Aug. 22].

I just hope you will make reprints available so that we can present them to preachers in our area. We would like to have about 25, and you may bill us for them.

James R. Curtis, Pres.
KFRO Longview, Tex.

[EDITOR'S NOTE: Reprints of the B-T exclusive interview with the famed evangelist are available at 15 cents each.]

EDITOR:
I would like to request permission to use verbatim excerpts from your B&T interview with Billy Graham which appeared in the Aug. 22, 1955, issue.

If permission is granted, I will use the material with proper credit to B&T in our monthly magazine, The Beam.

Clarence Duncan, Dir. of Prom., Southern Baptist Convention's Radio & Television Commission, Ft. Worth, Tex.

[EDITOR'S NOTE: Permission granted.]

Audience Responsibility
EDITOR:
In your editorial ("English (Should Be) Spoken Here," B&T, Aug. 15) you have said so eloquently what I've been saying and advocating for many years at WVIS.

We who propagate the spoken word have an undeniable trust and a responsibility to our listeners, especially the younger ones, to be forever vigilant for correct usage and pronunciation. Along with the examples to which you called attention, I'd like also to remind a lot of radio and tv announcers and performers that the plurals of blosses and houses are not pronounced blosses and houses, but blouzes and houses. You'll also hear much mutilating of the conjunctive case as "There's nobody here but he and I."

My pet peeve and, I believe, one of the most harmful deviations from good usage, is the frequently heard colloquial use of "don't you?". It comes out "don' . . . k you?" . . . There is, of course, a correct way to say it, but it requires a little extra effort and the breaking of some old speech habits; but when thousands of people are listening, many of them youngsters, isn't it worth the extra work?

Malcolm Grep, V. P. & Gen. Mgr.
WVIS Owensboro, Ky.

Promote When You Pay
EDITOR:
Here at WKNA each of our employes directly participates in the direct mail promotion of our station. And, each mailing piece is assured of getting into the hands of the people we want to reach with our promotion—the retail merchants of the greater Charleston area.

Each employe receives 10 to 12 envelopes—already stamped—along with his paycheck. His wife has been alerted to use them too and, since most people pay their bills by check these days, we feel that our message gets a pretty large circulation on a continuing basis. This is direct mail promotion in its purest form, at least it won't hit the circular file until the payment is removed.

W. S. Jackson, Gen. Mgr.
WKNA Charleston, W. Va.

TVs Day In Court
EDITOR:
Our sincere congratulations to B&T for its coverage of the tradition-smashing test of television at the American Bar Assn. convention [B&T, Aug. 29]. I believe it is safe to say that this event may have been a turning point in our industry's fight for the preservation of freedom of information.

NARTB performed a magnificent service by making the most of this opportunity to expose the stupidity of the ABA's Canon 35. And Frank Beauty scored impressively with his report-in-depth. Few reporters know this complex subject as intimately as Frank. He understands the problem and its implications, and the article he produced, "The Silent Witness," is a masterpiece of well balanced informative reporting.

I commend this article and your follow up editorial for close study by everyone whose welfare is served by the preservation of the people's right to know.

Jim Bornmann
Dir., News & Public Affairs
WCCO Minneapolis

EDITOR:
We would like to distribute approximately 50 copies of the article "The Silent Witness," starting on page 57 of the Aug. 29 issue of B&T, to our industrial television field men.

If reprints of this article are available, we would appreciate receiving 50 copies...

Coleman J. Ross, Adv. & Sls. Prom.,
Broadcast Equipment
General Electric Co.
Syracuse, N. Y.

[EDITOR'S NOTE: Reprints are available at 15 cents each.]

PAYMENT ENCLOSED

WKNA
Employees
Send Their Money to Home

WKNA ADVERTISING KEEPS LOCAL DOLLARS MOVING

OPEN MIKE

American's 5th richest market* Average per family income in the South Bend Market is $6,923.00— ranking it first in Indiana and fifth highest in the nation.

*Source: 1955 Sales Management Survey of Buying Power
OTTUMWA, IOWA

To Whom It May Concern:

Please consider this my application for employment.

I am young (will be born first week in October), strong, enthusiastic and willing to work.

Have initiative, imagination and ability to get along with one million people with over a billion to spend.

Write, wire or phone collect (Murray 2-4535, Ottumwa, Iowa) for immediate interview.

Sincerely,

KTVO

James J. Conroy

PRESIDENT

P.S. Am available at choice times except when employed by CBS-Television

Serving 57 counties in Iowa, Missouri, and Illinois from the highest tower and antenna in most of the U.S.A. "A million with a billion to spend".
IN PUBLIC INTEREST

Connecticut Stations Praised

THE Connecticut Institute of the Blind has sent a letter to every radio station in the state, congratulating them on the "effectiveness of radio in giving an important message to the public." Frank Johns Jr., Institute president, wrote WDRC Hartford, saying the Institute has received more than $23,000 in gifts resulting from three announcements over the state's radio stations. Newspapers were not used in the appeal. The money has been partially used to equip a new dormitory for blind children.

WGN Airs Holiday Traffic News

FOR the benefit of holidaying motorists, WGN Chicago, through the cooperation of the Chicago Motor Club, manned traffic crews and for the sixth straight year aired traffic and road-condition bulletins over the entire Labor Day weekend. The Shell Oil Co. sponsored the bulletins.

Radio-Tv and Benefit Softball

CINCINNATI's radio and television personalities joined forces Aug. 25 but lost a softball game to an all-star girl's team from the Cincinnati Bell Telephone Co. Proceeds from this annual benefit softball game went to Cincinnati's Cancer Fund.

WISN-TV & WTMJ-TV Conduct Tvx-School

WISN-TV and WTMJ-TV Milwaukee are helping Milwaukee County school children keep home by a polio threat get their lessons anyway. WISN-TV is giving three hours a day of its broadcast time to public and parochial schools in the county, following an announcement by Milwaukee's health commissioner that schools will not open until the polio threat has passed. WTMJ-TV is airing four daily 15-minute sessions for public schools, and two daily shows of the same length for Lutheran schools.

WIP Holds Safe-Driving Campaign

WIP Philadelphia's holiday safety drive urged motorists to exercise caution and courtesy on the roads during the Labor Day weekend. Traffic, weather, bridge, and road-condition bulletins, augmented with safety-reminding jingles, were broadcast heavily during the entire three day holiday. For the benefit of late-returning vacationists, WIP's all-night Dawn Patrol, headed by Bob Powell, kept the safety vigil going until early Tuesday morning.

Citations From WPTF

CITATIONS for meritorious service were sent to over 100 persons by WPTF Raleigh, N. C., in appreciation of the help they rendered the station during its coverage of hurricanes Connie and Diane. The station reports many of the citations were sent to persons who had volunteered to stand by their telephones in storm areas and call in progress and damage reports. Some of the other recipients were from radio stations east of Raleigh who helped the station in its coverage.

CHAB Finds People

CHAB Moose Jaw, Sask., is enjoying a reputation for finding people in a hurry. During the last week in August, for example, the station through newscasts and announcements located two lost children; recovered, through announced descriptions, a stolen car; brought together a family; delivered a message to a man at Prince Albert, 200 miles from Moose Jaw, and located two other men, traveling about Saskatchewan.

Page 20 • September 12, 1955
18 out of 19 National SPOT-TV Advertisers using Programs in the El Paso Southwest are on KROD-TV

And with good reason!

Coverage. From its mountain-top antenna, KROD-TV is the only television station covering all of the fabulous El Paso Southwest—America's largest retail trade area.

Programming. With CBS and ABC network programs — plus the cream of national spot programs — KROD-TV adjacencies consistently build and hold audiences for your show.

E.P. in E.P.* KROD-TV offers advertisers a complete merchandising and promotion package including announcements, mailings, store calls, outdoor posters, windows, publicity, etc. . . . far more than any other station in the area.

*Effective Promotion in El Paso

Your Branham man can give you the full story on KROD-TV and the rich El Paso Southwest. Call him today for choice availabilities.

KROD-TV CHANNEL 4 • EL PASO, TEXAS
**W·GTO TAKES A BIG**

**10,000 WATTS AT 540 KC**

*Sells 27 FLORIDA MARKETS FROM THE GULF TO OCEAN—GAINESVILLE TO OKEECHOBEE*

*Market information*

- Population: 1,384,000
- Radio Homes: 456,630
- Effective Buying Income: $1,869,606,000
- Retail Sales: 1,347,875,000
- Food Sales: 328,473,000
- General Merchandise: 133,811,000
- Furniture-Household: 75,230,000
- Automotive Sales: 255,985,000
- Drug Sales: 50,868,000
- Gross Cash Farm Income: 449,262,000

*SOURCES:* Radio Homes, SROD's 1955 'Consumer Markets'; All other categories, Sales Management's 1955 'Survey of Buying Power.'

*from Gulf To Ocean*

Gainesville To Okeechobee....

**W·GTO**

**10,000 WATTS 540 KC**

OWNED AND OPERATED BY KWK INCORPORATED, ST. LOUIS
for availabilities write
wire, or phone 6-2621
Haines City, Florida

W·GTO
THE LIBRARIAN

Born with a silver "sshh" in her mouth compensates by screaming insults at the umpire every Ladies' Day. Addicted to Peter Arno cartoons and seven card stud, has a baseball autographed by Three-Finger Brown. Favorite food: tapioca pudding.

There's nothing hush-hush about which station in Washington is a better advertising buy than any other. That station is WTOP Radio with (1) the largest average share of audience, (2) the most quarter-hour wins, (3) Washington's most popular local personalities and (4) ten times the power of any other station.

WTOP RADIO
Represented by CBS Radio Spot Sales

ELAINE SCHACHNE

on all accounts

ALTHOUGH Elaine Schachne, timebuyer at Emil Mogul Co., New York, is a pert, ever-tempered young lady, there is one attitude held among some agency personnel that ruffles her customary calm; it's the oft-expressed contention that media work is "uncreative."

Miss Schachne counters that it requires imagination, experimentation and analytical thinking to buy time for a client. She insists there's nothing mechanical about a timebuyer's maneuvers in selection of markets and broadcasting patterns in order to perform a satisfactory job for an advertiser.

The thoughtfulness that Miss Schachne brings to her current post as Mogul timebuyer for the Monarch Wine Co. (Manischewitz wines), Brooklyn, reflects her superior educational background and her work experience. A native New Yorker, who still resides in upper Manhattan, Miss Schachne graduated from Barnard College and from Columbia U., from which she received a master's degree in psychology.

She confides that she considered the possibility of studying further for a Ph.D. degree in psychology, but finally decided against this step. A background in statistics, acquired at college and graduate school, stood her in good stead in 1950 when she accepted a job in the research department of the Biow Co., New York. She remained there for a year, and then shifted to Cunningham & Walsh, New York, as an estimator in the media department.

She advanced to chief estimator and assistant timebuyer at C & W and left in 1953 to join Emil Mogul as a timebuyer.

For the first six months at Mogul, Miss Schachne was entrusted with local and regional accounts (Barney's Clothes, National Shoe Co., Ronzoni Macaroni) and in January 1954 was appointed timebuyer for Manischewitz wine. The account, she points out, relies exclusively on spot radio and spot tv in more than 100 markets, and clearly delineates the Mogul philosophy of using spot radio on a long-term, heavy saturation basis, supported by spot tv.

Miss Schachne believes wholeheartedly in the efficacy of spot radio on independent or near-independent stations, and points to the success story of Manischewitz wine to buttress her conviction.

Miss Schachne relaxes by attending the theatre and participating in her favorite sports—skiing, tennis, and swimming. Ruefully, she recalls that the week she was assigned the Manischewitz account, she broke her arm in a skiing accident.

Even Joe Floyd's Wife Approves of THIS TRIANGLE!

In fact, she's telling everyone what a sweet thing Joe has in his new Aberdeen-Watertown-Huron triangle, a completely new-to-tv market. What a hot number for you too—78,000 single-station homes reached only by KDLO-TV. Log it in combination with Joe's spectacular popularity at KELO-TV, Sioux Falls, S. D. and you get two big markets for your one buy across the board.

78% Coverage of South Dakota—Plus Minnesota and Iowa

JOE FLOYD, President.
Evans Nord, Gen'l Mgr.
Larry Benton, Vice-Pres.
NBC (PRIMARY)
CBS • ABC • DuMONT
Represented by H-R Television

Page 24 • September 12, 1955
WANTED to round-up your SALES in PHOENIX

You can't beat this combine when it comes to lassoing audiences. They'll round up your customers and rope in your highest sales in the growing Phoenix market.

Every weekday, from 6 to 7 pm, "Trailtime" alternately presents first-run, feature-length films starring these box office hombres.

...and it's on KPHO-TV

First in Phoenix against three network affiliates!

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(ARB - July '55 - Verified ARB Aug 16 '55)

MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
Happy Wilson
Star of Yawn Patrol
4:45 to 6:30 a.m. Monday-Saturday

Stars Sell on Alabama's greatest radio station

WAPI
Birmingham

Happy has become Birmingham's No. 1 Hillbilly personality during his twenty years of entertaining on WAPI. He builds extra popularity by traveling all over Alabama making personal appearances. On his early morning record show "Yawn Patrol" Happy has a wide following among farmers and the large early rising industrial population of Birmingham.

You can SELL Your Products to Alabama folks
If you TELL them on programs they enjoy hearing

Represented by
John Blair & Co.
Southeastern Representative: Harry Cummings

our respects
to CLAUDIA TAYLOR JOHNSON

AS WIFE of the Majority Leader of the U. S. Senate, Mrs. Lyndon B. Johnson called upon and found unknown reserves of strength when her husband was stricken with a heart attack July 21 after setting a gruelling pace during the first session of the 84th Congress.

While her husband lay helpless in a room at Bethesda Naval Hospital, near Washington, Mrs. Johnson promptly took command of the senator's affairs. Moving into the hospital, she made the decisions during the five weeks on who would see the affable Texan, acted as his secretary, handled newsmen, answered some 7,000 "get well" cards and letters and supervised his diet down to the last calory. At the same time she was overseeing the Johnson household, including two small children, and the operation of the Texas Broadcasting Corp. of which she is president.

The name Claudia Johnson is almost forgotten today except on FCC records, where she is listed as president and chief owner of KTBC-AM-TV Austin and KANG-TV Waco, Tex. To everyone, including official Washington, she is known as "Lady Bird," a nursery rhyme nickname given during her early childhood at Karnack, Tex.

Small, dark and pretty, Lady Bird attended rural school in Karnack, St. Mary's in Dallas and the U. of Texas where she was awarded BA and BJ degrees. Her first business experience was the management of 3,800 acres of farmland in central Alabama, which she inherited.

Using inheritance money she bought KTBC in February 1943 as an investment when the station was in debt and the staff had been reduced to nine. She began building up the property, starting KTBC-TV (ch. 7) on Thanksgiving Day, 1952.

She acquired a film library, network affiliation, new quarters and new personnel. The KTBC-AM-TV staffs now include approximately 100 people. KANG-TV (ch. 34) was purchased in December 1954.

As president of the stations she directs their policies, including supervision of all operations—sales, employment of key personnel and contacts with networks and advertising agencies. She signs all checks and looks over program material, that being used and that being offered. She learned early to read thoroughly all documents involving the stations and has concluded that the main thing in any business is to check every detail, no matter how small.

She admits she worked harder during the senator's hospital stay than she had ever worked in her life. J. C. Kellam, KTBC-AM-TV general manager, came to Washington several times for conferences. Like her husband, she is a frequent user of the long distance telephone and never was out of touch with what was going on in Austin and Waco, some 1,700 miles away from the Nation's Capital.

When in Washington, Mrs. Johnson conducts her radio-tv and other business from a desk on the porch of the Johnson home, looking out on the garden. The senator declines to take part in the radio-tv operations. "I can't be bothered with that and besides she does it better," he says. Lady Bird takes care of it, including farm and ranch business, without seeming busy at all.

She disclaims any active part in her husband's political campaigns "except in emergencies," but adds: "I went along on his campaigns just to see that he ate and had clean clothes. Also, I have the feeling that I am a very average person, so I listened to his speeches. If they struck me wrong, we figured maybe something needed to be changed. I think I am a fairly good sounding board for how the average person will react, but I am not a brain truster in any sense of the word."

The Johnsos all have fun using the same initials—L. B.—for each member. There are Sen. Lyndon B., Lady Bird, daughters Lynda, Bird, 11, and Lucy Baines, 8, and "Little Beagle," the family pup.

Mrs. Johnson is a member of Theta Sigma Phi, honorary journalism organization. Her hobbies are gardening and making motion pictures. Her major business ambition, she says, is to assure Austin the "finest possible service and to make KTBC-AM-TV one of the best-known names in the country."

In this direction, she has plans, at present, to construct a new television center in Austin "that will be one of the most modern and advanced in the world." Architects are being consulted for the latest in design and the center will have "every facility that will guarantee the people of the area the finest in radio and tv."

Right now the Johnsos are at the family ranch at Johnson City, Tex., where the senator is convalescing from the heart attack. Doctors feel that with proper care he will be able to make an almost complete recovery and return to the majority leadership of the Senate next year. Lady Bird intends to see to that.

Reflecting on her 20-plus years in broadcasting, Mrs. Johnson sums up her feelings about the industry this way: "Because of the peculiar nature of the radio and tv industry, I believe that it has a public service status and that no operation can be profitable or successful unless the operator keeps that point in mind. "Radio and tv both fit into a definite category of news and entertainment—a category based upon a flexibility which is possessed by no other medium. A successful operation, in addition to being based upon a public service concept, is one that takes advantage of that flexibility."
On the air this fall
In Pittsburgh, Pa.

the basic CBS station

WICC

CHANNEL 11 316,000 WATTS

announces the appointment of

BLAIR

as exclusive national representative

Effective immediately
NEW-RAYTHEON

Dependable, versatile, low cost, convenient

FEATURES OF THE KTR
1. Meets or exceeds all FCC and RETMA specifications
2. Highest quality color or monochrome transmission
3. Audio multiplex built-in
4. Quickly, easily tunable
5. Convenient packaging and serviceability
6. Highly resistant to extreme weather conditions
7. Simple, rugged, miniaturized design
8. Multiplex audio-video range to 25 miles for single hops; greater distance using repeaters
9. Excellent signal-to-noise ratio
10. Proven performance in leading TV stations

"HEART" OF THE KTR

Within the transmitter RF head are located a tunable reference cavity, wave guide, antenna feed and a klystron in a thermostatically controlled oven. The tunable reference cavity is accurate to ±0.1mc over an ambient temperature range of −30° to +50°C. The klystron is rugged, reliable and built for exceptionally long life.

This "heart" of the Raytheon KTR typifies the simplicity, dependability and versatility of these microwave links—designed to offer broadcasters outstanding service at lowest cost.

Produced by the world's leading maker
TV MICROWAVE LINKS

First link for the 13,000Mc Band, video and audio

KTR-100 F

Here is the long-awaited link for the uncrowded 13,000mc band. Ideal for transmitting high quality signals over relatively short distance, this equipment can be used for remotes or as a STL. Exclusive frequency assignments have been available in the 13,000mc band and all that has been lacking was the equipment. NOW—Raytheon supplies the missing link.

First and only link for field-sequential color

KTR-100 B

Available at 6,000, 7,000 and 13,000mc bands.

This important new unit provides the ultimate in versatility. It may be used for high quality transmission of G.E.—C.B.S. field sequential color signals, with the compatible color system, and with monochrome by merely turning a switch.

New link for common carrier band, video and audio

KTR-100 E

Another new link in this famous series is the KTR-100E. Designed for use in the 6,000mc band it offers the quality of performance telecasters have come to expect from Raytheon...another instance of Excellence in Electronics.

Time proven for color and monochrome, video and audio

KTR-100 A

In use by leading television stations (names on request) across the nation, the KTR-100A has proven itself in thousands of operating hours in a variety of installations of all kinds. Famous for reliability and flexibility, this outstanding unit has an enviable reputation for low initial, maintenance and operating costs.

Cuelink model ACL-3

This 26mc narrow band FM radio communications system provides audio-cuing for lining up microwave installations and for permanent two-way voice communication between broadcast or microwave sites. Furnished with hand sets and antennas. Packaged for portable or rack mounting.
Al Ross is doing just fine in Washington. After only 2 months, he's winning new friends and sponsors and pleasing the old. The new early-morning radio show, “Your Timekeeper” on WRC 6:15-9:30 Monday through Friday, 6:15-8:00 Saturday mornings is the brightest spot in Washington.

Al is one of the most phenomenally successful disc jockeys in the East . . . and for very good reasons. His entertainment has that personal touch. Al has a knack of selecting the hits from the current releases and picking everybody’s favorite old timers. And as “Your Timekeeper” he delivers a smooth, easy blend of headline news, time checks, weather reports and sports that’s just right for the early morning. The commercials get the same treatment. Al uses sound effects, recorded excerpts and several different voices to make commercials a joy to hear and a goldmine to sponsors.

For years national advertisers such as Wildroot Hair Tonic, Pall Mall Cigarettes, and Fels Naptha have been building their spot radio schedules in Baltimore around Al Ross. Now if you want a personal representative in Washington to carry your story home to America’s richest mass market, Al Ross is your man. Call your NBC Spot Sales representative or

WRC NBC RADIO

IN WASHINGTON

represented by NBC SPOT SALES
NBC, CBS AND AFFILIATES MULL NEW RADIO FORMULAS

- NBC wants to expand 'Monitor' into weekday periods
- And put more nighttime shows on participation basis
- While asking affiliates to take a compensation cut
- CBS has a new 'segmentation' plan to show its members

RADIO NETWORK affiliates were at another income crossroads at the weekend as NBC Radio and CBS Radio confronted them with new sales and programming devices designed to offset the downward trend.

NBC Radio affiliates, who meet last week in New York, were offered a plan to extend the lively programming of the weekend Monitor to daytime hours during the week, with more emphasis on appeal to women. This met expected opposition from affiliates who claimed a weekday Monitor would hurt local sales.

CBS Radio will meet with affiliates Tuesday-Wednesday in Detroit to offer its "segmentation" plan to sell name talent on evening participations.

WHAT NOW FOR 'MONITOR?'

WEEKS of controversy over NBC's plans for overhauling the sales format and programming techniques of its radio network were nearing a head last late week, with the principal issues to be aired—if not settled—in a general meeting of NBC officials and the affiliates last Friday in New York. (For late story on Friday session, see AT DEADLINE.)

The Thursday meeting between NBC executives and two affiliates' committees, it was learned—authoritatively but unofficially—that NBC not only would (1) spell out plans to extend the Monitor sales concept and programming technique from weekend to weekday periods and (2) ask the affiliates to take a cut in network compensation (B&T, Sept. 5), but also (3) propose to expand the selling of network participations to include additional nighttime programs.

The plan to expand the Monitor concept remained the focal point of halway conversation among the first of an expected 100 to 120 affiliates to arrive for the Friday session. They remained clearly divided: Some maintained that extension of Monitor is the "only solution," while others took opposing views that ranged in intensity from a fairly mild "It's a bad move" to spirited declarations that it would be the ruination of all radio.

The NBC plan, as understood by affiliates from discussions Thursday, encompasses extension of the weekend Monitor idea to the 10 a.m. to 6 p.m. period Monday through Friday periods. The programming would be built around commercial shows currently in those periods, and, contrary to the thinking while the planning was in its earlier stages, soap operas would not be discontinued. The programming itself would be slanted more toward women, with greater emphasis on entertainment features than the weekend Monitor's "service" aspects provide. Monitor would be retained as a weekend service, and the weekday program probably would be given a different name, not yet designated.

In their Thursday discussions with affiliates' committees, it was understood the network officials were told that they could expect trouble in getting stations to clear the 12 noon-to-3 p.m. periods, which are state time and represent a considerable amount of money to many stations. The other periods envisioned for the weekday Monitor (10 a.m. to noon, and 3-6 p.m.) are network option time.

The plan reportedly would give affiliates a five-minute cut-out every half-hour, with a minute's time on each end. Others doubted the feasibility of this request, while still others, at the opposite extreme, held that not even this would be enough to sell them.

Those more favorably disposed toward the plan pointed out that stations generally have sold "some" additional time in Monitor adjacencies on weekends, that these sales have included both local and national spot advertising, and that NBC's requirement that an advertiser using Monitor must buy the full network "is a lot different from selling a 'network' of 20 or 30 stations."

Among opponents the objection was raised that even granting that additional local sales have been made around Monitor on weekends, selling weekend time and selling weekday time are different things; that yielding the full period from 10 a.m. to 6 p.m. to the network would knock out important local sales now bringing in needed revenues; and that the Monitor concept and its present pricing structure constitute a "ruination of to both national and local rates. Station representation firms as a whole have claimed that the whole Monitor plan amounts to radio's death knell."

This appeared to be less a preliminary discussion of NBC's plans to ask for a reduction in compensation to affiliates, and of its plans to add nighttime programs to those in which it sells participations.

One affiliate observed flatly: "We get little enough money from the network now." Some estimated their network revenue represented as low as 3 to 10% of their totals. One ventured that 75% of his station's total revenues were derived from forenoon hours—and that perhaps 40% of the total came before 8 a.m., when the network opens up.

The exact amount of the cut to be requested in compensation for carrying network programs was not disclosed before the Friday meeting, but it was described as intended to be "competitive" with the reduction recently negotiated by CBS Radio with its own affiliates (B&T, July 4).

This was described by CBS Radio as amounting to a 20% reduction and became effective Aug. 25 for a period of one year. Some authorities have insisted that the CBS compensation cut amounts to more than 20% in some cases. Sources among NBC affiliates last week said they did not expect NBC to ask for more than a 30% reduction, if that much.

Details of the reported plan to offer additional programs for sale on a participations basis similarly were not made known generally in advance of the Friday session. It was understood, however, that NBC wished to apply this technique—which it launched some time ago on the Fibber McGee and Molly program—to such additional nighttime shows as Dragnet, NBC Radio Theatre (which has been known as Lux Radio Theatre but whose sponsorship Lux is dropping), Great Gildersleeve, and One Man's Family. This expansion presumably would be in answer to CBS Radio's new "segmentation" plan of selling evening talent shows (B&T, Aug. 22; also see story, page 32).

Affiliates on hand for last Thursday's agenda-setting preliminary sessions with NBC were six executive committee members and four planning committee members: Executive committee: Robert Swezey, WDSU New Orleans, chairman; Harold Essex, WISI Winston-Salem, secretary-treasurer; Paul W. Morency, WTTC Hartford;
Network Affiliates

Philip Morris Drops

NBC Radio's Monitor, a center of controversy among NBC affiliates (see story page 51), although its sales have sur-
passed the network's expectations, took a setback last week when Philip Morris decided to drop its participations after 13 weeks and at least one other advertiser, Chevrolet, was reported ready to follow suit. Reportedly the other Monitor sponsors were "waver ing" could not be confirmed. Philip Morris, getting ready to introduce its new red, white and gold package, has also asked CBS Radio for use of that network's new "segmentation" plan of sponsorship on name-talent evening programs [B*], Aug. 22; also see story below]. PM agency: Biow-Bein-Toigo, New York.

Detroit Parley for CBS

AFFILIATES of CBS Radio will hear for the first time the details of the network's new "seg-
mantation plan" of selling name-talent evening programs when the second annual meeting of CBS Radio officials and affiliates is held in De-
troit this week.

On the heels of the NBC Radio Affiliates' meeting last Friday in New York considering that network's new sales and other plans (see story above), the 200-plus CBS Radio officials and affiliates are slated to meet Tuesday and Wednesday at Detroit's Hotel Sheraton- 
Cadillac for presentations on network sales, programming, and promotion plans for the coming season. The "segmentation" plan of selling is to be outlined by network sales Vice President John Karol.

Key speaker for the two-day meeting is Dr. Frank Stanton, president of CBS Inc. He addresses the luncheon session Tuesday.

Charles C. Caley, WMBD Peoria, Ill., is chairman of the convention subcommittee of the Publicity & Advertising Committee: Ed- 
win Wheeler, WWJ Detroit; William Fay, WHAM Rochester; Walter Damm, WTMJ Milwaukee, and Jack Harris, KPRC Houston.

Gop Maps Buying

FOR '56 CAMPAIGN

THE Republican National Committee during the 1952 and 1954 election campaigns got peak radio and tv audiences by pre-empting the time periods of the highest-rated shows on the network schedule. Carroll New father, Republican national committee vice chairman and pointee, said the same thing.

Addressing the 48th annual meeting of the state Republican committees Thursday at Washington's Sheraton-Park Hotel, Mr. Newton, according to a national committee spokesman, made a "practical presentation on how, when and how much" radio-.tv time their respective state units could get for their candidates in the home states during the 1956 election.

Mr. Newton said the state GOP chairman in Washington attending a Wednesday-Thursday "Campa-
aign School" conducted by the parent commit-
tee. They arrived Tuesday for preliminary ses-
sions and other activities and left Friday for Denver to meet last Saturday with President Dwight Eisenhower.

Republicans were successful with radio-tv in 1952 because they "deliberately picked up au-
dience moments" and cashed in on Gen. Eisen-
hower's personal appeal to listeners and viewers, according to Mr. Newton. He also showed that radio- tv presentations by the GOP National Committee outdid those put on by the Demo-
crats 2 to 1, according to the spokesman, Robert Humphrey, campaign director for the national committee.

The Democrats, he said, reserved their net-
work time periods "months" in advance in late-
evening periods, while the Republicans bought time "all over the lot." Some time reserved early by the GOP was cancelled because it was not considered satisfactory later in the cam-
paign. Besides pre-emption periods occupied by reserve shows, the Republicans also selected time in periods of high political interest, it was noted.

The spokesman said he knew of no sponsors who objected to pre-emption by either Demo-
crats or Republicans, but that the Republicans on several occasions had to pay high prices for time pre-empted after talent had been assembled and the show planned.

The state chairman were told to build up tim-
ing and time-allocated "time means the most." They should inaugurate a strong saturation plan during the last 10 days before election, Mr. Newton said. Although the state groups will not be buying national network time, their methods of buying should be pat-

Advertisers & Agencies

Insurance Firms Warm to Radio-TV Ads

Thiemann, president of Life Insur-
ance Advertisers Assn., says insurance companies are evinc-
"practical presentations on how, when and how much" radio- tv time their respec-
tive state units could get for their candidates in the home states during the 1956 elections. The

Robert Hanna, WQY Schenectady; George Norton Jr., WAVE Louisville, and Richard Ma-
son, WPTF Raleigh. Planning committee: Ed-
win Wheeler, WWJ Detroit; William Fay, WHAM Rochester; Walter Damm, WTMJ Milwaukee, and Jack Harris, KPRC Houston.

Few for Network

"Only a few of the larger companies might be considered possible users of network tv and radio. These companies do a sufficiently large business on a nationwide scale to enable them to use the medium economically. They are also-

"Life insurance is an intangible and does not lend itself readily to dramatic tv treatment showing a product in action, as is possible with appliances and automobiles. A purely auditory radio description of a life insurance policy might well prove confusing. The most effective way to overcome these limitations is the prob-
lem of the life insurance advertiser.

"All companies have had long experience with direct mail and are able to predict with sur-
"Case histories, showing how companies have used tv and radio effectively, are being collected

by the Life Insurance Advertisers Assn. and distributed to its 425 members. . . .

"The Life Insurance Advertisers Assn. is having its annual meeting in New York City
Sept. 14-16. At that time the program of gathering advertising case studies will be re-
viewed and plans made for the coming year."

- The LIAA meeting is being held at the Essex House with a "blue-ribbon lineup of leaders in the life insurance profession and specialists in advertising, public relations and sales promotion" scheduled to address the sessions, according to Robert S. Kefler, meeting chairman and assistant vice president of Metropolitan Life. Speakers include Alex F. Osborn, vice chair-
man of the board of BBDO; Gardner Cowles of Cowles publishing and broadcasting interests; Pierre Martineau, research director of the Chico-
cego Tribune, and Walter J. Barlow, vice presi-
dent of Opinion Research Corp.

"The great potential for the future appears to lie within the smaller companies doing busi-
ness in a limited number of states. There are several hundred of these, and they must rely on local advertising media such as individual stations and spots.

"Life insurance is an intangible and does not lend itself readily to dramatic tv treatment showing a product in action, as is possible with appliances and automobiles. A purely auditory radio description of a life insurance policy might well prove confusing. The most effective way to overcome these limitations is the prob-
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"All companies have had long experience with direct mail and are able to predict with sur-
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President Eisenhower last week, has been

elected vice president and a member of the executive committee of Kudner Agency, it was announced by J. H. Ellis, president. Mr. Hook's duties in the Post Office Department will be terminated Oct. 1, after which he will join the agency.

Mr. Hook (formerly was vice president in charge of personnel for the Chesapeake & Ohio Railroad and was the youngest member of the President's sub-cabinet, having been appointed in January 1953, at the age of 38.

La Rosa Switches Agencies; Plans Increased Advertising

V. L. ROSE & Sons (macaroni products and other Italian foods) has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle its advertising [CLOSED CIRCUIT, Sept. 5].

The appointment is the result of La Rosa's greatly expanded advertising schedules, Vincent S. La Rosa, vice president in charge of advertising, said.

The advertising budget for the coming year is the largest in La Rosa's history. Television use will be increased to include both television programs and tv spot announcements as well as radio spots. Waterfront, a half-hour film series, will continue to be sponsored on WABD (TV) New York, WCAU-TV Philadelphia and WNAC-TV Boston.

Joice, Kemper Appointed To Top Goodkind Posts

APPOINTMENT of Clyde M. Joice as board chairman and Don H. Kemper as president were announced Wednesday by Goodkind, Joice & Morgan Inc., Chicago. Mr. Kemper heads his own advertising agency, Don H. Kemper Co., Dayton, Ohio, whose facilities will be combined with those of Goodkind, Joice & Morgan, it was reported. The two agencies will remain separate entities, however, for the present. Mr. Joice has been president of the Goodkind agency for 15 years and will continue as chief executive officer.

NATHANSON, TONI CO.

TO LEAVE WEISS & GELLER

Vice president plans own agency and it's expected that Toni will move there, continuing an eight-year association.

DON PAUL NATHANSON has announced his resignation as vice president of Weiss & Geller, Chicago, effective Dec. 1, and will soon announce plans for the formation of his own agency, with several Toni products as the nucleus.

The resignation of Mr. Nathanson—and also that of the Toni Co. account—was announced Sept. 2 in a surprise joint release by Mr. Nathanson and Edward H. Weiss, president of the Chicago agency. Weiss & Geller will "terminate" the handling of such products as Deep Magic lotion, Spin Curls, Toni home permanents, Tonette and Silver Curl home permanent also effective Dec. 1 coincident with Mr. Nathanson's departure.

Mr. Nathanson will handle those Toni products in his new agency, but declined to give any details at this time. A report that Toni billings at Weiss & Geller amounted to about $5 million, was branded by Mr. Nathanson as "ridiculous." It was learned that the sum is substantially more. It is believed that Toni spends well in excess of $15 million on advertising for products placed among four agencies, also including Leo Burnett Co., Clinton E. Frank, and Tatham-Laird Inc. A good share of the overall outlay is for broadcast media, with a preponderance of that in television.

Mr. Nathanson has been with Weiss & Geller since 1952 and previously was advertising manager of Toni for five years.

Weiss & Geller placed $10 million (out of about $16 million total business) in broadcast billings last year, most of it deriving from the Toni business.

Philip Morris Increases Time on CBS Radio Shows

INCREASED use of CBS Radio by Philip Morris Inc. was announced last week with additional segmentation purchases in the network's Tennessee Ernie Show, Edgar Bergen Show and The Bing Crosby Show [CLOSED CIRCUIT, Aug. 29].

Philip Morris already has increased its sponsorship of Tennessee Ernie from three to four segments per week (Tuesday through Friday of the Mon.-Fri., 7:05-7:45 p.m. EDT program). On Oct. 2, the tobacco firm will pick up a segment of the Edgar Bergen Show (Sundays, 7:05-8 p.m. EDT) and on Oct. 4 will sponsor segments of Crosby Tuesdays and Thursdays, switching from its sponsorship of Tennessee Ernie those evenings but continuing with the latter program on Wednesdays and Fridays. Agency for Philip Morris is Blow-Bein-Toigo.

Evans Joins McCann-Erickson

JACOB A. EVANS, vice president in charge of sales, Sponsor magazine, effective Sept. 19 joins McCann-Erickson, New York, as an account executive on the Bulova Watch Co. account, reporting to Terrence Clyne, vice president in charge of radio and television and a member of the board.

Mr. Evans prior to the past 10 months with the magazine was associated with NBC as director of radio and promotion for eight years.

September 12, 1955 • Page 33
CAR MAKERS GEAR SPOT CAMPAIGNS

Initial buying for new car season imminent as Chrysler, General Motors and Ford divisions feel out representatives for radio-tv availabilities.

AUTOMOBILE manufacturers are gearing for the spirited 1955-56 new models sweepstakes by seeking choice radio-tv spot availabilities among station representatives.

Preliminary inquiries have been circulated by Chrysler's DeSoto, Dodge and Chrysler divisions, General Motors' Pontiac and Chevrolet groups and Ford Motor Co.'s Ford Div., it was learned last week. Plymouth Div. of Chrysler also was expected to go timebuying late last week.

A late-comer in the spot-seeking field is Chevrolet, which has kept strictly mum on its fall-winter spot plans.

A letter from Joseph Hartigan, senior vice president and media director of Campbell-Ewald Co., Detroit, dated Sept. 5, informed midwest and representative firms that "we have been authorized" to seek out availabilities for Chevrolet, presumably referring to spot radio but not specifying it as such. Allusion was made, however, to half a dozen other stations, all radio.

Chevrolet is seeking, in the period Oct. 31-

Gen. Motors Expands 'Wide World' Purchase

Picks up option on another third of NBC-TV's super series. Plans are divulged for first telecast Oct. 16.

GENERAL MOTORS Corp., Detroit, will sponsor two-thirds of NBC-TV's Wide Wide World (approximately alternate Sundays, 4:30-5:30 p.m. N.YT), starting Oct. 16, NBC President Sylvester L. Weaver Jr. said Thursday.

Mr. Weaver thus brought up to date the previous disclosure that GM had purchased a third of the series with an option for the remaining two-thirds [At Deadline Aug. 1, Closed Circuit, July 25]. The NBC president also disclosed for the second World telecast. The first was telecast last June.

General Motors' sponsorship is on a split-level basis, with GM divisions—United Motors, AC Spark Plug, and Guide Lamp—taking segments. This leaves one-third of the series still available to advertisers.

The Oct. 16 telecast, Mr. Weaver said, will be supervised, as was the first program, by its executive producer, Barry Wood, who is NBC's director of special events. Dave Garroway, who narrated the first program, again will assume this duty.

In the first World program, live pickups were made in various parts of the U. S. and in Canada and Mexico. The October program, "A Sunday in Autumn," intends to continue this camera mobility—shooting from mid-air, underwater, the deck of a boat, from a moving cable car and from the ground. Some 11 areas in the U. S. will be origination points: New York; Los Angeles; San Francisco; St. Louis; Cleveland; Canton, Ohio; Columbus; Chicago; week.

Other Wide World programs are planned for these dates: Oct. 30; Nov. 13 and 17; Dec. 4 and 18; Jan. 1, 1956, and Jan. 22 and 29; Feb. 12 and 19; March 4, 11 and 25; April 1, 15 and 29; May 6 and 20; June 3.

PONTIAC WILK SPONSOR NBC-TV's 'PROJECT 20' PURCHASE by Pontiac Div. of General Motors Corp. of NBC-TV's Project 20 series was announced Wednesday by Robert W. Sarnoff, executive vice president of NBC. The program, named for the Twentieth Century, will be aired at irregular intervals starting in November, in prime evening time that will be pre-empted by NBC.

First program of the series will be "Nightmare in Red" to be telecast Nov. 13 (Sunday, 8-10 p.m. EST). This program is a film treatment of the story of Russia in this century. Footage was derived from 76 different foreign origin.

Smith, Graff Named V. P.'s Of Fletcher D. Richards

TWO ACCOUNT supervisors, Sanford C. Smith and John T. Graff, have been named vice presidents of Fletcher D. Richards Inc., New York, Eugene J. Harrington, president of the agency, announced last week.

Mr. Smith is account supervisor for American Machine & Foundry Co. and the Sealand shipping goods accounts and has been with the agency since 1941. Mr. Graff is account supervisor of Footwear and General Products Division of the U. S. Rubber Co. account and has been with the agency since 1944.

In addition, Mr. Harrington announced the appointment of Richard Nixon as administrative assistant to the president; Mathew Cantillon to a top creative capacity, and John Devine as an account executive.

Kraft Orange Juice Expands

EXPANSION into at least three other markets—definitely Springfield and perhaps St. Louis and Joplin, all Mo.—is planned by Kraft Food Co. for its new Kraft chilled Florida orange juice. The company has been testing with tv in Kansas City on an experimental $10,000 spot tv campaign, using KMBC-TV as well as WDAF-TV and KCMO-TV on an initial 13-week spread. Other markets will be added next month. Kraft is airing an average of 12 spots per week on these outlets in the three-station tv market. It was previously reported Kraft would use five or six spots on only WDAF-TV and KCMO-TV [B-Tu, Aug. 29]. Agency is J. Walter Thompson Co., Chicago.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

NBC-TV
Sept. 12-16 (5:30-6 p.m. EDT) Howdy Doody (also Sept. 19-23, 26-30). Participating sponsors.

Smith, Graff Named V. P.'s

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and domestic sources, some from behind the Iron Curtain and some from Czarist archives.

The other shows, as yet unscheduled but already planned in the series, are "The Jazz Age," a reconstruction of the 1920's with Fred Allen as narrator and using film to cover the period from the time of the end of World War I to the market crash of 1929, and "The Rise and Fall of FDR," a similarly dramaticating view of the life of Adolf Hitler.

Producer of the series is Henry Salomon, who made the award-winning "Victory at Sea" for NBC-TV. He is using the same production unit.

In announcing the series' sponsorship, Mr. Sarnoff said, "Only television could undertake a project of this scope and bring it into proper perspective, and NBC TV's flexible programming and sales pattern, in particular, make it practicable."

Mr. Sarnoff said that pre-emption of prime time would assure "maximum viewership for practicable." It might well "Hitler, Michigan"

Mr. Sarnoff's relationship to the project began when he was director of NBC Unit Productions that supervised the "Victory at Sea," 26 half-hour episode film series on World War II naval operations. As a result of the series' success, Mr. Sarnoff kept the production unit intact. It has since produced Three, Two, One—Zero, tv story of atomic energy which was telecast last year.

Pontiac also will sponsor a full-hour dramatic program series on the network to be telecast on alternate Tuesdays (9:30-10:30 p.m. EDT), starting Oct. 4. Agency for Pontiac is MacManus, John & Adams Inc., Bloomfield Hills, Mich.

Spiller, White Promoted

CLIFFORD SPILLER, with General Foods for the past 10 years, last week was named to the newly-created post of director of marketing for Maxwell House, General's largest division, and George White, advertising and merchandising manager, when he was director of NBC Unit Productions that supervised the "Victory at Sea," 26 half-hour episode film series on World War II naval operations. As a result of the series' success, Mr. Sarnoff kept the production unit intact. It has since produced Three, Two, One—Zero, tv story of atomic energy which was telecast last year.

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SEALY MATTRESS Co., Northeast Division, Allston, Mass., launches a Sunday saturation campaign over WNAC-TV Boston Oct. 2 when it begins alternate sponsorship of Waterfront film series starring Preston Foster. From morning to night, Sealy will also use several spot announcements. Reason for Sunday promotion, according to Samuel Ross, president of Tarler & Skinner Inc., agency, is that sales records in furniture and department stores prove that Monday is one of the best sales days.

At the contract signing are: (l to r) Mr. Ross; Jerome L. Wiener, division sales manager of Sealy Mattress Co.; and Nathan Herman, WNAC-TV sales executive.

Television Impact, Programs Featured in News Magazines

RECENT issues of two national newsmagazines devote their covers and considerable inside space to television: U. S. News & World Report analyzes tv's effect on America and Newsweek gives a report on $64,000 Question.

Featured on the cover and given 15 pages inside is an article titled "What Tv Is Doing to America" in the Sept. 2 issue of U.S. News & World Report. The magazine states, "One thing you can be sure about tv, a giant at 10, it continues to grow like nobody's business."

The article goes into the causes and effects of tv on children, reading, education, religion, movies, sports, politics, home life, the building of a new industry and predictions of what is to come next in tv.

Three theories are listed as to what tv is doing to people. They are: Theory A, widely held by people whose professions bring them into close contact with juveniles, assumes that tv is bound to be affecting the American mind and character because it soaks up one to five hours a day that used to be spent in outdoor play, reading, talking and other forms of recreation and light work. Theory B, subscribed to by some social scientists, economists and politicians, holds that tv is changing the American mind and character, although nobody knows for sure just why. Theory C, endorsed by tv people themselves, is that tv is rapidly becoming "one more service" to the U.S. public.

Newsweek's Sept. 5 cover pictures a tv set tuned in on $64,000 Question. A feature story gives the history and rapid success of the quiz show, describes contestants who have won big money, and offers a resume of quiz shows planned for this fall, hoping to cash in on $64,000's popularity.

ARB Adds 6 Western Markets, Introduces 'Overnight' Plan

EXPANSION of its telephone coincidental service to include six major western markets and the addition of a special "overnight" tv rating service have been announced by the American Research Bureau. The new service is in addition to the standard ARB Metropolitan Report and does not replace it, ARB emphasized.

Designed as a "quick decision" implement for those in the Los Angeles, San Francisco, Seattle-Tacoma, Portland, San Diego and Denver markets, results of the "overnight" survey of quarter-hour, half-hour and one-hour segments are compiled for presentation "within a matter of hours," ARB said.

Those advertisers, agencies and stations desiring surveys for particular time segments may direct orders by phone or mail to ARB's Washington, New York or Los Angeles offices. A rate card and additional information on the new ARB service is available at all three offices.

Pulse Opens in Los Angeles

NEW sales and service branch office has been opened in Los Angeles by Pulse Inc., New York, at 6399 Wilshire Blvd., under the direction of Edwin Cahn, previously with Avery-Knodel on the West Coast and former executive vice president of George H. Hartman Co., Chicago. Tel.: Webster 1-2412.

Pre-Fight Time Bought

NATIONAL CARBON Co. (Eveready batteries and Prestone anti-freeze), through William Esty Co., and the Wildroot Co. (Wildroot Cream Oil), through BBDO, will sponsor two programs on ABC Radio preceding the live broadcast of Rocky Marciano-Archie Moore heavyweight championship boxing bout at Yankee Stadium Sept. 20. National Carbon will sponsor 10-minute sports program (10:15-10:25 p.m. EDT) with Bob Finnegam, and Wildroot will sponsor news program with Charles Woods, 10:25-10:30 p.m. EDT. Broadcast of the boxing match starts at 10:30 p.m. EDT on ABC Radio.

Viceroy Buys Collingwood

BROWN & WILLIAMSON Tobacco Co. (Viceroy cigarettes) begins sponsorship today (Monday) of CBS newsmen Charles Collingwood in a new series of three news programs weekly, John Karol, vice president in charge of network sales, CBS Radio, announced Thursday.

The tobacco firm, through Ted Bates & Co., New York, will present Mr. Collingwood on Mondays, Fridays and Saturdays—first three weeks at 8:25-8:30 p.m. EDT Monday and Friday and 8-8:05 p.m. EDT on Saturdays, changing Oct. 3 to a permanent time of 9-9:05 p.m. EDT.

Bristol-Myers Buys Football

BRISTOL-MYERS Co. (Bufferin), New York, will sponsor one-fourth of the NCAA football games on Sept. 17, Oct. 15, Nov. 19 and Nov. 26 on five NBC-TV stations in New York, Buffalo, Kansas City, San Francisco and St. Louis. In addition, on these dates Bristol-Myers has purchased a 15-minute pre-game program featuring Jim Crowley and the 35-second half station break on WRCA-TV New York. Young & Rubicam, New York, is the agency for Bristol-Myers.

Advertising Panel Slated

ALBERT O. MEYER, manager of food marketing and premium department, Leo Burnett Co., Chicago, will join in a panel including Gene Flack, sales-advertising, Sunshine Biscuits Inc., New York, and Harry N. Gadou, vice president-advertising, Rival Packing Co., Chicago, at the Premium Advertising Conference to be held tomorrow (Tuesday) at the Sheraton-Astor Hotel, New York.

The conference, sponsored by the Premium Advertising Assn. of America, is in conjunction with the New York Premium Show, which is being held through this Thursday.

Five Join JWT Research

J. WALTER THOMPSON Co., Chicago, has announced the addition of five members to the research department of the agency under Henry O. Whiteside, vice president. New staff members are Mrs. Rena Bishop, interviewing and testing specialist; William Doshier, account research representative; Arthur Hilgart, statistical technician; Richard Luce, assistant librarian, and Robert Medina, psychological research specialist.

Antell Sponsors 'Backstage'

CHARLES ANTELL Inc., through Products Services Inc., starts sponsorship today (Monday) of Hollywood Backstage on NBC-TV (Mon.-Fri.), 10:30-11 a.m. EDT, on basis of three days (Mon., Wed. and Fri.) weekly. Program features make-up artist Ern Westmore, who will "glamorize" 25 women each week.

LATEST RATINGS

Top 10 Television Programs

Two Weeks Ending August 13, 1955

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<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
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<tr>
<td>1</td>
<td>64,000 Dollar Question (CBS)</td>
<td>14,775</td>
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<tr>
<td>2</td>
<td>All-Star Football Game (ABC)</td>
<td>10,963</td>
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<tr>
<td>3</td>
<td>Robert Montgomery (NBC) (S. C. Johnson &amp; Son)</td>
<td>9,890</td>
</tr>
<tr>
<td>4</td>
<td>Odinland (ABC)</td>
<td>9,835</td>
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<tr>
<td>5</td>
<td>Toast of the Town (CBS)</td>
<td>9,199</td>
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<tr>
<td>6</td>
<td>Lux Theatre (NBC)</td>
<td>9,164</td>
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<tr>
<td>7</td>
<td>Robert Montgomery (Warner) (NBC)</td>
<td>8,845</td>
</tr>
<tr>
<td>8</td>
<td>Climax (CBS)</td>
<td>8,775</td>
</tr>
<tr>
<td>9</td>
<td>Dragnet (NBC)</td>
<td>8,468</td>
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<tr>
<td>10</td>
<td>Colgate Variety Hour (NBC)</td>
<td>8,174</td>
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Per Cent of TV Homes Reached

ProgramStation Basis |
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Copyright 1955 by A. C. Nielsen Co.
The facts behind WHO-TV!

We could write a book about the facts behind WHO-TV—but from an advertising view-point, it boils down to this.

As of March, 1954, the Iowa Radio-Television Audience Survey showed that 56 out of every 100 Iowa families owned television sets. Today we estimate that WHO-TV's coverage area in Central Iowa has well over 300,000 television sets—viewed by 566,300 city people, 545,100 rural people.

Ask your Free & Peters Colonel for all the WHO-TV facts.
The Northwest's TOP PERSONALITIES sell for you on KSTP Radio!

Bill Ingram, Bee Baxter, George Grim, Johnny Morris—these are famous names in the great Northwest.

These and many other top KSTP stars are available to sell for you on KSTP Radio. Your message is presented by a favorite personality—a familiar voice that adds selling impact and believability to each announcement—and builds sales for you. Only KSTP offers you this hard-selling combination: your choice of one of the Northwest's favorite performers to sell your story, plus a realistically priced package-rate plan to enable you to do an effective and economical selling job in this vital market of 850,000 radio homes and Four Billion Dollars in spendable income.
BULOVA’S Pocket-Size Radio

BULOVA WATCH Co.’s new fall line includes what is described as the smallest and lightest all-transistor portable pocket-size radio on the market. It weighs 12 ounces and measures 3x5x1 1/4 inches. Dealer advertising will be used.

SPOT NEW BUSINESS

Liggett & Myers Tobacco Co. (Chesterfield cigarettes), N. Y., buying radio announcement campaign using early morning and late evening spots, effective Sept. 26 for 52 weeks. Agency: Lennen & Newell, N. Y.

NETWORK NEW BUSINESS

Armstrong Cork Co. will sponsor new hour-long Armstrong Circle Theatre on NBC-TV (alternate Tues., 9:30-10:30 p.m.), effective Sept. 27. Advertiser had underwritten program in half-hour version for past five years. New series will be produced live and with John Cameron Swayze acting as host. Talent Assoc. will produce program. Agency: BBDO, N. Y.


NETWORK RENEWALS

P. Lorillard Co. (Old Gold cigarettes), N. Y., renews Two for the Money on CBS Radio for 52 weeks effective Oct. 2. Show has moved to new time, Sun., 8:30-9 p.m., effective yesterday.

How to Avoid a ‘Goof’

A SALES failure—or “goof,” as it is now described along ad row—can teach others what to avoid in future selling. With this in mind, Grey Advertising Agency, New York, which distributes Grey Matter to national advertisers, asked clients’ most successful salesmen to tell about their “goofs” and what lessons they learned from them.

The “survey” resulted in these “universal” conclusions:

1. The salesman who underestimates his prospect’s native intelligence.
2. The over-confident salesman who believes the client needs him.
3. The relaxed salesman who didn’t pitch the full sales story—just wanted quick orders.
4. The salesman who wasn’t a diplomat—wanted to soak instead of sell a rough client.
5. The salesman who didn’t understand the client’s special retail problem and tried to sell him with the routine pitch.
6. The salesman who talked hobbles with prospects when he should have given them the “business.”
7. The salesman who couldn’t button his mouth. Out-talked and exhausted prospects.
8. There was more I than you in salesman’s pitch.
9. The actor-salesman who just memorized his selling tips.
10. The salesman who has no faith in his product, in himself—blows up sales approach until it explodes.

Tv version will continue to be presented on CBS-TV Sat., 9-9:30 p.m. Agency: Lennen & Newell, N. Y.

AGENCY APPOINTMENTS

Frank Fehr Brewing Co. (X. L., Liquid Gold beers), Louisville, Ky., appoints John W. Shaw Adv., Chicago. Radio-tv probably will be used.

American Medical Assn., Chicago, appoints Bozell & Jacobs, Omaha.

Carter Oil Co. (petroleum products) Tulsa, Okla., appoints McCann-Erickson, N. Y., to handle its advertising. Radio-tv probably will be used.

Douglas Labs Corp. (Coppertone suntan products), Miami, has appointed Grant Adv., same city. Palmer Tyler, account supervisor, and John M. Stoddart, account executive, will handle account. Jack Balile, Grant public relations vice president, will direct promotional activities from N. Y.


Von’s Grocery Co. (Southern California 22-supermarket chain) has appointed Dan B. Miner Co., L. A. Radio will be used.

Franks Fehr Brewing Co., Louisville, Ky., has appointed John W. Shaw Adv. Inc., Chicago.

Anthony Abraham Chevrolet Corp., Silver Spring, Md., appoints House & Gerritn Agency, Washington. Evan Sax is account executive. Radio will be used.

Trunz Inc. (72 neighborhood meat shops), Brooklyn, N. Y., names Weiss & Geller, N. Y. Radio will be used.

Research for Better Living Inc., N. Y., and Berko Electric Mfg. Corp. (heating equipment), Queens Village, N. Y., have appointed Wexton Co., N. Y. F. Bower will use tv in campaign for T-W-Q, new reducing aid.

Medaglia D’Oro, Espresso coffee, div. of S. A. Schobrunn & Co., N. Y., has appointed David I. Mahoney Inc., N. Y., for all English language advertising.

Pepperidge Farm Inc., N. Y., has named Ogilvy, Benson & Mather, N. Y., to handle advertising for full line of products. Kenyon & Eckhardt, N. Y., currently handling account, announced it had resigned account effective Nov. 1, when new agency takes over.

AGENCY RESIGNATIONS

Gardner Adv., Co., St. Louis, has resigned account of Trenton Foods Inc. (Dinner Time pot pies), Kansas City.

RESEARCH SHORTS

Marketscope Research Co., Newark, N. J., has acquired Jacqueline Bennett Interviewing Service (field interviewing organization), same city. It will operate as Marketscope adjunct with no personnel changes planned.

AGENCY SHORTS

Dan Lawrence Co., San Diego, Calif., has set up new division, Dan Lawrence Productions, to handle production of agency’s radio-tv programs for various accounts. Division is under supervision of Dick Boynton, announcer, who presently does shows for Lawrence clients on KGB, KCBQ and KFSD-TV there.

Honing-Cooper Co., Seattle, has moved to Tower Bldg., 7th and Olive; telephone: Main 1801.

A&A PEOPLE

Lloyd G. Whitebrook, president, Whitebrook Co., N. Y., to Kas-tor, Farrell, Chesley & Clifford Inc., same city, as vice president, director and executive committee member.

Sanford D. Buch-baum, formerly with Kiesewetter, Baker, Hagedorn & Smith Inc, N. Y., to E. T. Howard Co. same city, as account executive.

George O. Tong, 44, vice president in charge of sales and advertising, Green Giant Co. (canned foods), Le Sueur, Minn., died of heart attack Sept. 5.

Parmelee Lyman, Lennen & Newell, N. Y., appointed vice president.

Phelps Johnston, vice president, Campbell-Mithun Inc., Minneapolis, and Bowman Kesser, appointed co-managers of Chicago office.

Stanley H. Oshar appointed vice president in charge of sales, Milko Cone & Baking Co. (confectionery products), Chicago.

George Gilbert, advertising manager, Sears, Roebuck, N. Y., to Wexton Co., N. Y., as account supervisor in charge of photographic accounts.

Richard C. Butler, client service executive, A. C. Nielsen Co., promoted to account executive, radio-tv div., N. Y.


Jack E. Fair, formerly research analyst, N. W. Ayer & Son, Phila., to John T. Hall & Co., same city, as research director.

James Orgill, formerly radio-tv-film director, Community Chests of America, to public relations dept., Pan-American Coffee Bureau, N. Y., in charge of radio, tv and films.

William L. Rhode, advertising manager, National Airlines, Miami, to Geyer Adv., N. Y., as copywriter.

John S. Ross Jr. to production dept., N. W. Ayer & Son, Phila.; Joel M. Le Bow to art staff, Ayer radio-tv dept., N. Y.; Robert E. Kane, Biow-Beirm-Toigo, N. Y., and Don E. Hopkins to public relations staff, N. Y.

Ralph H. Lewis to publicity dept., Aubrey Finlay, Marley & Hodgson Inc., Chicago.

Millard S. Stone, 66, former advertising manager, Quaker Oats Co., Chicago, and with firm 34 years before retirement two years ago, died of heart ailment Aug. 29.

September 12, 1955 • Page 39
Advisory Committee Named by Guild Films

Group formed as part of company's expansion program with Ford Foundation's McDaniel as head. Guild also reports billings up more than 50% over last year.

FORMATION of an advisory committee on new business and corporate expansion of Guild Films Co. and appointment of Joseph M. McDaniel Jr., secretary of the Ford Foundation, to head the group, were announced last week. At the same time, it was reported that the firm's billings for the past nine months were about 50% greater than in the full 12 months of the preceding year.

According to Guild Films, the advisory committee was formed as part of the company's expansion program and follows the setting up of a special department to produce tv commercials. Another phase of the expansion was creation of a special sales department.

On the committee, Mr. McDaniel, also a board member of Goldblatt Bros., Chicago, as well as of Sayre-Fisher Co., and board chairman of First Development Corp. of Puerto Rico, will work with David Van Alstine, member of the New York Stock Exchange; Reub Kaufman, Guild Films president, and Aaron Katz, treasurer of Guild Films.

Mr. Kaufman, in presenting the company's financial strength, reported that sales for the nine-month period cited were up by about 20% over the 12 months preceding. He said that as of Aug. 31, Guild Films had on hand $5,785,000 in unbilled gross contracts compared to $2,164,960 on the same date a year ago. Net capital surplus of the company grew to $1,403,000 compared to $1,124,000 on Nov. 30, 1954, the end of the company's last fiscal year.

100 Exclusive Features Purchased by Cinema-Vue

EXCLUSIVE tv distribution rights in the U. S. and territories to more than 100 major feature films, produced at a cost of more than $15 million, have been obtained by Cinema-Vue Co. in an agreement with American-British TV Movies Inc.

At the same time, Joseph P. Smith, Cinema-Vue president, announced another agreement with Mr. G. Branton, president of Guild TV Films Inc., for 31 additional features, including four Alexander Korda films made in 1935-34.

The American-British package is of late vintage—many produced this year and in the past two years, and a number new to tv, Mr. Smith said.

The Korda films acquired are "The Elusive Pimpernel" (1933), starring David Niven and Margaret Leighton with Miss Leighton's singing voice dubbed onto "Mr. Denning Drives North" (1934), with John Mills, Phyllis Calvert and Sam Wanamaker; "Home At Seven" (1934), starring Ralph Richardson and Miss Leighton, and "The Holly and the Ivy" (1954), with Mr. Richardson, Celia Johnson and Miss Leighton.

According to Mr. Smith, the aggregate production cost of the diversified films (they include comedies, adventures, mysteries, musicals, etc.) if duplicated in Hollywood would run upward of $40 million. A number of the moving pictures attained box office success in the U. S., he said, among others "The Holly and the Ivy," "Scenes in the Rocks," "Edge of Divorce," "40,000 Horsemen," "Brandy for the Parson" and "No Orchids for Miss Blandish."

ROBERT W. FRIEDEHLM (l), vice president and general manager, Ziv Television Programs Inc., says goodbye to Broderick Crawford, star of Ziv's Highway Patrol, as Mr. Crawford prepares to return to the West Coast after discussions about the tv series. The new show is based on experiences of highway patrol officers in all 48 states and is being offered for local sponsorship. Many of the scenes are filmed during actual police activities.

Ziv Claims Top Ratings Against Network Programs

A CLAIM to the capture of top rating spots in various cities by syndicated tv film sponsored on a national spot, regional or local basis as against network program was issued last week by Ziv Television Program's research department.

After a study of various markets, the department said it found that the syndicated programs delivered "consistently large and profitable audiences" and also the higher ratings.

Cited by Ziv were results of the three-month survey which it said showed that in the Seattle-Tacoma area on Thursday nights (January, February and March) Ziv's film program, Meet Corliss Archer out-rated the network program, Climax, by 7.9, and in the Omaha area, Mr. District Attorney, another Ziv show, topped other programs, during a seven-day period, including highly-rated network shows. Equal success was cited for I Led Three Lives in Omaha; Cisco Kid on Sunday nights in Cincinnati; the same film in Detroit area from last December through last March; the same film in Baltimore, and Boston Blackie already on its fourth run on WACU-TV Philadelphia.

Phillips Petroleum Plans Expansion of 'Three Lives'

ADVANCE signing by Phillips Petroleum for a year's renewal and a planned market expansion of I Led Three Lives tv series was reported last week by Ziv Television Programs. According to Ziv, Phillips renewed the series six months in advance.

Phillips originally bought the show two years ago for 21 markets. Its market lineup today totals 36 and current plans are to boost this to 70 cities.

Ziv reported production already has been started at the company's Hollywood studios for the third-year series of Lives. Richard Carlson, the star, recently signed a 10-year, $2,275,000 contract with Ziv.

For the first few weeks of this year's sales campaign, renewals for the series have been set for 67 markets, according to Ziv, which reported that for its first two years Lives ran in more than 200 markets. Other third-year renewals include Narragansett Brewing Co. for Boston; Pictett Brewing for Detroit (co-sponsor: Household Finance) and for South Bend, Ind.; Adolf Coors Brewing for Roswell, N. Mex., and Burger Brewery for Huntington, W. Va. Seven station renewals also were reported.

Quarter-Million Adv. Budget Set by Interstate Television

A $250,000 BUDGET has been allocated by Interstate Television Corp. for advertising during the next 12 months, President G. Ralph Branton announced at the company's national sales meeting in New York last week.

"This expenditure," Mr. Branton said, "represents by far our most ambitious advertising program to date. It is in keeping with the expansion plans of our television company."

Lloyd Lind, general sales manager, who presided over the meeting announced that to date The Little Rascals package has been sold in 110 major markets. Mr. Lind also reported that merchandising for the show also was underway.

Mr. Branton expects this year's sales meeting Thursday at the Warwick Hotel, that the company had acquired 32 western features boosting the company's total of westerns being distributed to 115. All of the new films were produced after 1950, he said, and thus cannot be shown on tv until the first of the year.

In its expansion plans, Mr. Lind said ITC will add four television stations in the present seven on the staff and set up an office in Toronto to serve the Canadian tv market.

G. Ralph Branton, president of Interstate, revealed at the sales meeting that a minimum of six top series will be signed for a first run syndication during the next 12 months.

Interstate now is distributing 139 motion picture features and also these series: The Little Rascals, The Hans Christian Andersons, The Ethel Barrymore Theatre, Popular Science subjects, Adventure Album and The Adventures of Blinky. Popular, Album and Blinky are in color.

New Studios for 'Dragnet'

NBC-TV's Dragnet moves to new production quarters next November at Republic Studios in Hollywood where a $250,000 building is being erected to house the production and administrative personnel of Mark VII Ltd. (star Jack Webb's own organization). Filming of the remaining 55 shows in the Dragnet series is expected to be returned with completion of the building. Mr. Webb, president and producer of Mark VII and director-star of Dragnet, plans to do another full length movie on this property. (Current movie is "Pete Kelly's Blues.")
We do it every day

Pulling the rug out from under the established concepts and preconceived ideas of advertising is healthy exercise for any agency. And it's surprising (or maybe it isn't) how often it results in better advertising for that agency's clients.

Young & Rubicam, Inc.
now, 3rd series is ready to a great show
In market after market, BADGE 714, starring Jack Webb, delivers the biggest TV audiences in town for its sponsors, proving again and again that it's a great show.

As DRAGNET on network, the 39 exciting half-hour episodes comprising the third series of BADGE 714 chalked up an average national Nielsen rating of 44.7*. In the latest ratings of all ARB markets, the second series outrated 58 of 62 programs, network and local, in time-period competition.

And the latest Annual Billboard Poll of TV station managers, advertising agencies and sponsors again selected BADGE 714 as "the best non-network mystery series." Its star, Jack Webb, once again was named "best performer."

Great entertainment for audiences and great selling for advertisers – that's the way BADGE 714 adds up every time. And now, the third series is ready to do a great selling job for you. Sign up now for first-run syndication sponsorship in your markets. For availabilities, write, wire or phone NBC FILM DIVISION

Serving All Sponsors...Serving All Stations


*Nielsen Television Index—September, 1954-May, 1955
Queen Honors Tv Actor

QUEEN ELIZABETH II awarded a citation for bravery to British actor Archie Duncan, featured as Little John in The Adventures of Robin Hood on CBS-TV, for heroism during the production of the series. Mr. Duncan was leading a horse and cart when rattling of the props in the back frightened the animal, causing it to bolt. A crowd watching the scene. Mr. Duncan suffered a badly injured knee and was hospitalized but is expected to resume his role shortly.

MCA-TV Ltd., N.Y., has sold Dr. Hudson’s Secret Journal to Bowman Biscuit Co., Denver, for showing in 16 markets in Tex., Colo., Wyo. and N. M., starting Sept. 19. Series, featuring John Howard, is ready for showing or before Oct. 15 on 94 stations. Bowman agency: Ball & Davidson, Denver.

FILM PRODUCTION

Scott Henderson Television Enterprises, Tucson, Ariz., is filming half-hour color documentary, “The Trek of the Seven Sisters,” for St. Mary’s Hospital there to celebrate institution’s 75th anniversary. Film depicts journey of seven nuns who walked across Great American Desert to set up hospital. Producer is Scott Henderson with writing, directing and photography being handled by Peter O’Crotty.

Reela Films, Miami, has completed “Paths of Man,” 13½-minute Eastman color sound film, for Reuben H. Donnelley Corp. (city guide div.), N. Y. Film will be shown over TV stations and to schools and public gatherings to familiarize persons with benefits of city guides.

Transfilm Inc., N.Y., has completed filming Miss Rheingold 1956 election spot announcements ordered by Fote, Cone & Belding, N.Y., on behalf of Rheingold Brewing Co., L.A. Announcements are 30 and 15 seconds each and introduce six contestants, Guy Lombardo and Jinx Falkenburg.


Storyboard Inc., Hollywood, is producing new series of animated spots for AC Spark Plug Div. of General Motors, through D. P. Brother & Co., Detroit; R. G. Dun Cigars, through W. B. Doner & Co., Detroit, and Carling’s Black Label beer, through Lang, Fisher & Stasburger, Cleveland, and one color commercial for Green Giant Peas, through Leo Burnett Co., Chicago, and eighth spot in series for Bank of America’s Timeplan, through Charles R. Stuart Adv., S. F. Commercials will be directed by Arnold Gillespie and Stan Walsh under supervision of John Hubley, Storyboard president.


FILM DISTRIBUTION

Flying A Productions, Hollywood, has acquired tv film rights to “King of the Royal Mounted” newspaper comic strip. Filming of first group of six programs begins this month. Acquisition marks firm’s first departure from western series to adventure, it is reported.

Alexander Film Co., Colorado Springs, Colo., has available to bakers fully-animated, eight series of 60-second spots for El Producto Cigars, bakers’ orders. Series is available on unlimited time use basis with exclusive market rights. Films will be personalized to show bakers’ wrappers, end labels, etc., and audio portion will be personalized to bakers’ orders.

Random Shots

ATV Film Productions, N.Y., has moved executive offices and editing dept. to studios at 35-01 Northern Blvd., Long Island City, N.Y.

Champion Enterprises Inc., Sacramento, Calif., formed by dance team Marge and Gower Champion as production company in television (film and live), motion pictures and allied activities in entertainment field.


FILM PEOPLE

William Castle, film director, signed to long-term contract by Ziv Television Programs, N.Y.

Arthur Babbitt to Storyboard Inc. (tv film commercials), Hollywood, as director.

Virgil N. Price, formerly Minneapolis branch manager, Ideal Pictures Inc., named Chicago branch manager, assisted by wife, Lillian.

Carroll Bagley and Kirk Torney have been transferred to sales force of film syndication div. of MCA-TV Ltd., N.Y.; John B. Dalton, N.Y. office, transfers to div’s. Phila. headquarters; William Connelly, former account executive, WENS (TV) Pittsburgh, to Pittsburgh sales staff.

Dore Langdon, lyricist and nightclub and stage comedy writer, to story dept., United Productions of America, Burbank, Calif., and will handle script for Dusky and the Circus, four-minute weekly sequence of UP’s new CBS-TV program.

Loulis Jourdan, motion picture actor, signed to multiple telephone contract by Screen Gems Inc., Hollywood.

Dan Indum, editorial dept., Audio Productions, N.Y., to editorial dept., George Blake Enterprises Inc. (tv film producers), N. Y.
"HIGH MAN on the TOTEM POLE"
in the Portland, Oregon Market

TOP COVERAGE....
Exclusive coverage of the full 30-county Portland Market with KOIN-TV's highest tower, maximum power.

TOP RATINGS....
KOIN-TV has 80% of the top shows—weekly, multiweekly . . . 63% more average audience than Station B, 115% more than Station C."

TOP VALUE....
Lowest cost per viewer any way you figure it . . . in coverage, in audience delivered morning, afternoon, night.

*June 1955 Portland ARB

KOIN-TV
CHANNEL 6
PORTLAND, OREGON

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES

September 12, 1955 • Page 45
NARTB Launches Condensed Schedule of Regional Meetings Next Monday

Chicago will be locale of opener. Association trims expense and traveling time by slating eight bigger sessions to replace the separate meetings held in past years for the 17 NARTB districts.

A SERIES of eight regional conventions, programmed on a panel and workshop basis for station management, will open in Chicago next Monday as NARTB holds its annual series of autumn meetings.

For the first time the nationwide schedule will be built around areas larger than the 17 separate districts, permitting three-day meetings led by a nine-man crew from Washington headquarters. In the past the 17 meetings have been two-day affairs, requiring 2½ months of continuous traveling by NARTB personnel.

These regional gatherings will include practical operating sessions beyond the scope of the annual NARTB conventions. Specialists in sales, engineering, management, news, farm broadcasting and programming will be supported by the association's own executives. President Harold E. Fellows will lead the headquarters crew around the circuit.

Two meetings are scheduled for the opening week—Chicago (Edgewater Beach Hotel), Monday through Wednesday; Saranac Lake, N. Y. (Saranac Inn), Thursday through Saturday. The full headquarters crew is slated to take part in both meetings.

New to NARTB is a double-bracket agenda that allows radio delegates to get a complete package the first two days and TV delegates a complete package the second and third days. This was achieved by the first day of each meeting Radio Day, the second Association Day and the third TV Day.

The combination of peak NARTB membership and all-around management programming, plus the combining of the 17 districts into regions, is expected to eliminate the poorly attended sessions that have appeared at intervals during past autumns. Some of these meetings have had as few as a half-hundred delegates registered, and not all of these have taken part in the proceedings.

Radio Day Meetings

The agenda for the opening meeting in Chicago sets the pattern for the other seven (see agenda at top of page). The host director will open each meeting on Radio Day. The morning schedule includes two NARTB department heads—A. Prose Walker, engineering, and Charles H. Tower, employer-employee relations. Other morning items include a talk by a representative of the National Assn. of TV & Radio Farm Directors, Jack Jackson of KCMO Kansas City; audience promotion panel, and showing a Cecil B. DeMille film.

Chicago luncheon speaker will be Robert E. Anderson, BBDO Detroit vice president, who will discuss spot radio competition. At each meeting John F. Meagher, NARTB radio vice president, will lead a bull session. This feature has been popular in recent years, with delegates kicking around their problems behind locked doors. Small and large-market station roundtables will close Radio Day.

Association Day will open with a new feature for the autumn series, a talk by Joseph M. Sitrick, NARTB manager of publicity and informational services. His topic will be "What You Don't Know Can Hurt You." Vincent T. Wалиeawski, NARTB government relations manager, will report on Washington legislative and regulatory problems and lead a discussion.

President Fellows will be luncheon speaker on the second day of the regional meetings. In the afternoon state presidents will report on the year's developments. The associations are being coordinated by Mr. Fellows into effective vehicles for the handling of legislative, freedom of speech and similar problems at the local level. A 48-state structure is being developed.

After the state presidents report, separate state and/or district meetings will be held. Association Day ends with a speech by an FCC commissioner—Comr. Robert E. Lee at Chicago.

By that time radio-only delegates will have heard the whole radio package, since only Television Day remains. This day opens with a TV business report by Thad H. Brown, NARTB's TV vice president, followed by a panel discussion.

The TV morning agenda will include a new autumn feature, discussion of the NARTB TV Code operation led by Edward H. Bronson, director of television code affairs. At Chicago and the following seven meetings, management and continuity acceptance officials will lead the code discussion. Charles S. Cady, assistant director, will take part in the Chicago and Dallas meetings.

Oliver Treyz, president of Television Bureau of Advertising, will conduct TV sales clinics. His discussion topic is "TV, the Selling Machine."

Clair R. McCollough, Steinman Stations, will speak at the TV luncheon in Chicago and Paul Raibourn, KTTL (TV) Los Angeles, will address the Saranac Inn luncheon. Both are NARTB TV board members.

In the afternoon a labor relations panel led by Mr. Tower will include station, network and NARTB headquarters executives. James H. Hulbert, NARTB assistant manager of employer-employee relations will discuss, and will make his first formal appearance at an NARTB meeting during the Chicago panel.

Winding up the third day will be a television news discussion led by a representative of Radio-Television News Directors Assn., and an engineering session. In Chicago the TV news speaker will be Jack E. Krueger, WTMJ-TV Milwaukee.

Host director at the Chicago meeting will be William Holm, WLPO LaSalle, Ill. Ward Quaai, WLWT (TV) Cincinnati, TV board member, will preside during Television Day in Chicago.

Radio Advertising Bureau is not taking part in the Radio Day sessions because it has a

NARTB Regional Meeting Agenda

Chicago, Sept. 19-21

(Radio program is typical of the series of eight meetings that ends in Dallas, Nov. 17.)

Radio Day


Audience promotion panel.


Afternoon: Bull session conducted by John F. Meagher, NARTB radio vice president.

Small and Large Market Station Roundtables. Discussion Leaders—George Biggar, WLWK DeKalb, Ill. (small); John D. Kelly, WFW Cleveland (large).

Association Day


"Where Do We Stand?—Government Relations," Vincent T. Waliawski, NARTB manager, Government Relations Dept. Discussion.

LUNCHEON: Address, Harold E. Fellows, NARTB president and chairman of the board.


District and state association meetings.


Television Day

Morning: Address, Clair R. McCollough, WGAL-TV Lancaster, Pa.


Television Bureau of Advertising—"TV, the Selling Machine," Oliver Treyz, president, TBV.

LUNCHEON: Address, Clair R. McCollough, WGAL-TV Lancaster, Pa.


"Looking Ahead on the Technical Side of Television," Raymond F. Guy, NBC director of radio frequency engineering.
Farm Livestock in the KFAB area represents an income of over a Billion and a Half Dollars!

Putting on Nebraska's biggest show is a job that requires all-around knowledge of all advertising media and the ability to correlate the various avenues of promotion for maximum impact. Edwin Schultz is a man with the ability to do just that...which is the reason we "Face the Facts" this month with the Secretary of the Nebraska Board of Agriculture and head man of Nebraska's State Fair.

Insofar as KFAB is concerned, the cooperation between the Nebraska State Fair and the station is just one more example...one more success story, if you please, on how a station can build its own stature and more revenue by constantly striving to do a better job for its advertisers.

KFAB has, by over 27 years of cooperating with the Nebraska State Fair Board, not only helped to build an ever-growing show window for Nebraska industry and agriculture, but a solid monument to the fact that Nebraska has become one of the nation's great markets as well as the hub of the nation's food basket.

A Free & Peters man always welcomes the opportunity to tell you more about KFAB and its dominant place in this big market... Or, "Face the Facts" with General Manager Harry Burke.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to station.
William K. Treyz, manager of NARTB's station relations department, will take part in the meetings. He has directed a membership campaign, in cooperation with board and state committees, that has brought a steady increase in association rolls. Members of his regional staff will take part in various meetings.

While not billed on the agenda, a feature of the Association Day business sessions at which resolutions are adopted will be the daylight time problem. This perennial mixup, harassing broadcasters in many sections because time is not uniform during summer months, requires association action, in the opinion of Ben Ludy, WIBW Topeka. Mr. Ludy is one of a number of members who have proposed that the subject come up at the fall meetings. He submitted a proposed resolution on the subject. Daylight time is likely to creep into radio and tv day discussions, as well as the business meeting.

At the Saranac Inn sessions the host director will be E. R. Fadéboncœur, WSYR Syracuse, N. Y. Rural radio speaker on Radio Day will be Bob Miller, WLW Cincinnati. Carl Haverlin, BMI president, will be luncheon speaker.

State presidents' reports will be given on Association Day by Paul Morency, WTIC Hartford, for Connecticut; Harold Gildden, WAOM Presque Isle, for Maine; Herbert L. Krueger, WTAG Worcester, for Massachusetts; Frank B. Estes, WKNE Keene, for New Hampshire; Everett Rudloff, WJLK Asbury Park, for New Jersey; Michael R. Hanna, WHCU Ithaca, for New York, and E. Dean Finney, WTWN St. Johnsbury, for Vermont. Banquet speaker will be FCC Comr. Robert T. Bartley.

William Fay, WHAM-TV Rochester, will preside at Television Day proceedings at Saranac Inn. Taking part in the tv morning panel will be Leon P. Gorman Jr., WABI-TV Bangor Me.; Paul A. Allen, WHEN-TV Syracuse and Ray Welpott, WRGB Schenectady, N. Y.

Tv code speakers will be Grace M. Johnson, ABC, and George Dunham, WNB-TV Birmingham, N. Y. Luncheon speaker for Television Day will be Mr. Rabourn. Joining Mr. Tower in the labor relations panel will be William C. Swartley, WBZ-TV Boston, and Louis Saft Jr., WCN-TV Carthage, N. Y. Television news speaker will be F. E. Whitmarsh, WBZ-TV, followed by Mr. Walker who will talk on the conflict for use of air space.

MUSIC CLEARANCE COSTS DISPOSITIONATE—McCoy

West Virginia Broadcasters told Storer executive that costs are out of line with other broadcast expenses. Comr. Lee also addresses semi-annual meeting at White Sulphur Springs.

Costs for music copyright clearance for both radio and television stations are out of line in comparison with other broadcast expenses, John E. McCoy, vice president of Storer Broadcasting Co., told the West Virginia Assn. of Broadcasters at its semi-annual meeting Sept. 3 at White Sulphur Springs. Mr. McCoy, in charge of law and finance for Storer, cited percentages of costs for both radio and tv and declared broadcasters were disposed to pay too little attention to these basic items. In tv particularly, he said, the costs are out of line in relation to music used. President Paul J. Miller, managing director of WVVA Wheeling, announced that Arnold Vickers, West Virginia lawyer who represents the association in the state capital, had been retained for another year on recommendation of the legislative committee.

A sports committee was appointed to work closely with state broadcasters and writers in an effort to convince the boards of education of the tremendous value of scholastic sports coverage by radio and tv.

A proposal from the West Virginia Press Assn. inviting the broadcasting association to merge their interests was presented, but the broadcast group concluded to operate exclusively in its field. It agreed, however, that the two associations should cooperate in projects that concerned both.

Principal speaker at the opening session Friday was FCC Comr. Robert E. Lee who discussed uhf-vhf allocations [see CLOSED CIRCUIT Sept. 5]. Saturday night banquet speaker was Russell Brines, Associated Press foreign correspondent who was captured and interned by the Japanese.

Winner of the annual golf tournament, with a gross 75, was H. Needham Smith, WTRF-TV and Wheeling (Steubenville). President Miller, with a net of 73, was runner-up.

The association's spring meeting will be held in Wheeling March 16-17 in conjunction with a Broadcast Music Inc. clinic.

Seattle Club Plans Oct. Video Clinic

ADVERTISING and Sales Club of Seattle will hold a television clinic, divided into two courses, covering all phases of commercial tv. A basic course will be given Oct. 10-13, followed by an advanced course Oct. 24-27.

Robert G. Hurd is chairman of the planning committee. In charge of separate sessions are Dave Crockett, KOMO-TV; Hugh Feltis and Ross Vieths, Hugh Feltis & Assoc.; Jim Lawless, Rarig Motion Picture Co.; Peter Lyman, Frederick E. Baker & Assoc., and Jim Needigh, KING-TV. Fees are $10 for the basic course, $15 for the advanced and $20 for both.

OLIVER E. TREYZ, Television Bureau of Advertising, president, tries on a pair of Texos boots given him during a recent visit to KDBU-TV Lubbock, Tex. Assisting Mr. Treyz in putting on his new boots were W. D. (Dub) Rogers (l), president and general manager of KDBU, and Lubbock Mayor Murrell R. Trippe, who also made Mr. Treyz on "Honorary Texon."
"You blinked just again, Jake. Lemme try a couple rounds now."
Nixon to Address RTES At Season's First Meet

TOP radio-tv industry leaders will attend the Radio & Television Executives Society's first meeting of the season this Wednesday when Vice President Richard M. Nixon will address a luncheon at the Hotel Roosevelt in New York (B&T, Aug. 15).

A list of those who will be seated at the dais when Mr. Nixon speaks was released today (Monday) by Robert Burton, RTES president. Six FCC members are expected to attend the meeting.


Kickoff Meetings Boost National Radio-Tv Week

NATIONAL Radio & Television Week should prove a great success to radio-tv and appliance dealers, said Taylor, vice president of Motorola Inc., told a New Orleans gathering Wednesday. This session was joined by a similar "kickoff" meeting held by WXXI (TV) Rochester that morning.

Mr. Taylor, assistant to the president of Motorola Inc., noted that "the entire industry is behind this year's program," including NARTB, RETMA, newspapers, and "an avalanche of merchandise." There will be "plenty of display material" available for dealers.

Mr. Taylor said color tv would not hurt monochrome tv, will pick up this fall with network programming, be a "gradual growing market," and ultimately take over the lead from black-and-white.

In Milwaukee WXXI played host to some 400 dealers-distributors with talks by Jack Williams, advertising and promotion manager, RCA, Camden, N. J., and Russ Winnie, assistant general manager of WTMJ-TV. The latter outlined NBC-TV's color programming plans for fall.

Mr. Williams noted there has been an "orderly move" to tinted television from black-and-white and stated "the time is now ripe for greater efforts toward the sale of color tv sets."

TvB Names William Colvin

ADDITION of William B. Colvin to Television Bureau of Advertising's sales promotion department was announced Wednesday by Gordon Hellmann, TvB's director of sales promotion. Mr. Colvin, formerly with the creative advertising department of Aveo Mfg. Corp.'s Electronics Division, also has been director of the client service department at Aveo-Crosley's WLWA (TV) Atlanta and director of sales promotion at WLW Cincinnati.

NARTB Praises Tv's Bar Assn. Coverage

TV COVERAGE of the American Bar Assn. meeting in Philadelphia (B&T, Aug. 29) was "a forward step in the campaign to achieve free access to public information," NARTB's Freedom of Information Committee stated in New York.

Chairman Robert D. Swezy, WDSU-TV New Orleans, said reports to the group showed radio and tv had demonstrated their ability to cover public sessions without jeopardizing the dignity and decorum of such proceedings. He added it showed the advances made in radio and tv news coverage.

Detailed reports on the Philadelphia demonstration were made by Judge Justin Miller, NARTB consultant and former president, chairman, and Thad H. Brown, NARTB tv vice president. Judge Miller suggested similar telecasts be staged at state bar meetings.

The committee voiced gratitude to the three Philadelphia stations—WCAU-TV, WFTL-TV and WPTZ (TV)—for their pooled coverage of the ABA meetings. Edgar Kobak, WTWA Thomson, Ga., former committee chairman, was praised for his efforts on behalf of freedom of information. A statement was made by NARTB's statement on policy on access to public events. The changes will be submitted to the board next January.

P. A. Sugg, WKY-TV Oklahoma City, provided a report on tv news coverage, submitted originally to a district judges meeting in Oklahoma. He said the station would cover oral arguments of the State Supreme Court in an effort to demonstrate that tv does not disrupt a courtroom.

A report of progress in NARTB's campaign to encourage freedom of information committees in state associations was made by Howard Bell, assistant to NARTB President Harold E. Fellows. He said there now are 18 such committees, plus one in Hawaii, with 20 state groups working through their legislative committees, or a total of 38 states.

Attending the meeting, besides Chairman Swezy, were these committee members: Joseph L. Brechner, WGAY Silver Spring, Md.; Victor C. Diehm, WAZL Hazleton, Pa.; Henry H. Fletcher, KSEI Pocatello, Idaho; F. Ernest Lackey, WTOP Hopkinville, Ky.; Frank Ferguson, WOWZ-TV Omaha, Neb.; John S. Hayes, WTOP-TV Washington; Paul Ralbourn, KTLA (TV) Los Angeles; John Daly, ABC; Sig Mickelson, CBS; Milton Burgh, MBS, and William McAndrew, NBC. Nick Basso, WSZ Huntington, W. Va., attended as observer for Radio-Television News Directors Assn.

NARTB staff executives included Messrs. Fellows, Brown and Bell; John F. Meagher, radio vice president; Vincent T. Wasilewski, manager of government relations; Robert L. Heald, chief attorney; Joseph M. Strick, publicity and informational services manager, and Robert K. Richards, consultant.

New York Broadcasters Set Radio-Tv Week Promotion

FULL publicity plans have been made by New York area broadcasters, radio-tv distributors and dealers as part of National Radio & Television Week Sept. 18-24 (B&T, Sept. 5).

According to a "fact sheet" distributed last week, the greater New York area will back up national advertising, promotion and publicity with on-the-air announcements, a special telecast tomorrow (Tuesday) on WABD (TV) New York aimed at dealers (the telecast, beginning at 11 a.m. EDT, will feature a panel of distributors who will explain details of the event to dealers). Manhattan Borough President Hulan E. Jack this Thursday will change the name of Times Square to "Radio-Tv Square" in an official ceremony at 43rd St. and Broadway, and New York Gov. Averell Harriman and the city's Mayor Robert Wagner will issue proclamations on the special week.

RAB Announces 'Home Month,' Three-Event Promotion Plan

A NEW EVENT—"Home Month," to start Sept. 18—has been created by Radio Advertising Bureau, which hopes it will bring an extra 400,000 paid announcements to its 800-plus member radio stations. This would be an average of 500 additional paid announcements per participating member station.

The month-long event, plans for which were announced last week, combines three major promotions in home furnishings and home building industries into a single event for the home. The three: National Home Week (Sept. 19-26), Home Fashion Time (Sept. 29-Oct. 8), and Old Stove Round-up (September-October).

RAB urged its members to link the three events into "something really big—something that will quadruple the business you get from these three events individually"—and, in strong editorial support, to "saturate your air with items concerning all phases of the home including building, do-it-yourself ideas, furnishing tips on home care, etc."

Page 50 • September 17, 1955
IN CASE YOU'RE INTERESTED...

WFAA-TV's new antenna will reach 1685 feet above average terrain...from concrete base to antenna tip (1521 ft.) the structure is 51 feet taller than the Empire State Building!

SO WHAT?

In the tower — enough steel to build 320 average automobiles.

IZZAT SO?

For one coat of paint — enough to cover the outside of 95 five-room houses.

NOW YOU'RE TALKING!

But here are the facts to get excited about:
WFAA-TV's new 316,000 watt signal — beamed from the top of Texas' tallest structure — will create new "A" and "B" contours which include 1,864,000 consumers (an increase of more than one-third million). And Retail Sales in this new area total $2,279,624,000 (nearly half-a-billion more than the present "A" and "B"). To Egbert the Electron, Business Looks Great — for the advertiser who sells via these new WFAA-TV facilities.

*Target Date: November

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News
Adv. Federation of America Names Executive Committee

SEVEN members to serve on the executive committee of the Advertising Federation of America have been announced by Ben R. Donaldson, AFA chairman and director of institutional advertising, Ford Motor Co. In addition to Mr. Donaldson, members are Frederic R. Gamble, president of the American Assn. of Advertising Agencies; Edwin E. Wright, AFA president and general manager; Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana; Mel G. Grinspan, advertising and sales promotion manager, Black & White stores; William G. Werner, public and legal services director, Procter & Gamble; and Robert M. Feenster, chairman of Wall Street Journal’s executive committee.

Wagstaff Heads Radio Code

WALTER E. WAGSTAFF, KIDO Boise, Idaho, has been named chairman of NARTB’s Radio Standards of Practice Committee for fiscal 1955-56, NARTB President Harold E. Fellows announced last week.

Others: Carleton Brown, WTVL Waterville, Me.; Ralph Evans, WOG Davenport, Iowa; Paul Fry, KRON Omaha; Clifford Kilb, KBIG Avon- lon, Calif.; Worth Kramer, WJR Detroit; William B. McGraith, WHDH Boston; Cecil Woodland, WEJL Scranton, Pa.

TvB Mails Co-op Data

TELEVISION Bureau of Advertising (TvB) has sent to its members 19 co-op information cards for use by their local sales departments. These cards, covering the category of radio and television sets, are part of a continuing series the bureau has been sending its members. The cards list: advertiser, brands covered, distribution, tv material available, source of material, division of costs, fiscal year and billing procedure.

Ty Tariffs Under Study

THE NARTB’s Television Transmission Tariffs Committee will meet tomorrow (Tuesday) at the Waldorf-Astoria Hotel in New York, Chairman Richard Salant, CBS Inc. vice president, said last week. The group will continue to study intercity video rates pursuant to a resolution passed by the NARTB Board of Directors last June to implement and support the committee’s activities.

TRADE ASSOCIATION PEOPLE

Arno H. Johnson, vice president, J. Walter Thompson Co., N. Y., named board of directors member, Adv. Research Foundation. He is also chairman, ARF technical committee.

W. J. Moreland, president, Conrac Inc. (Fleetwood tv receiver manufacturers), Glendora, Calif., elected chairman, district sales group, West Coast Electronics Mfrs. Assn.

PERSONNEL RELATIONS

Writers seek pact on network films

Guild goes into negotiations with ABC, CBS and NBC in move for increased compensation. Details of new demands to be given networks next Wednesday.

NEGOTIATIONS between the three major tv networks and the Writer’s Guild of America for a contract covering freelance writers on network film shows went into a night session Thursday in Hollywood as the Guild pressed for improved compensation.

Both the western and eastern regions of the Guild have agreed on the demands being presented to the networks, but the details were to be withheld until network officials received all of them in the session which began Wednesday.

The Guild, however, indicated its present demands include specific provisions for writers of comedy-variety and audience participation shows.


The Writer’s Guild committee is headed by Richard Collins.

Ratified Last May

Terms of the first collective bargaining agreement with the networks covering writing for live television were ratified by Writer’s Guild of America West and Writer’s Guild of America East at their respective annual meetings in Los Angeles and New York last May. The new minimums are about a 30% increase over the 1952 agreement. The new rates for a quarter-hour story and teleplay combined are $375 if sponsored and $270 if sustaining.

NLRB Calls for Elections

At Film Units of ABC, NBC

TWO elections to determine union bargaining agents for network employee groups have been ordered by National Labor Relations Board. An election was directed to decide whether International Alliance of Theatrical Stage Employees & Moving Picture Machine Operators or National Assn. of Broadcast Employees & Technicians should represent the New York film service division of NBC network. Similarly the board ordered an election to decide if Motion Picture Film Editors, Local 776 (IATSE) or NABET should represent NBC film editors, assistants and associated employees in the Los Angeles area.

PERSONNEL RELATIONS PEOPLE

Kenneth Groot named local executive secretary, N. Y. local, American Federation of Radio & Telecasts succeeding Alex McKee, with Mr. McKee continuing as acting executive secretary of union until successor to late George Heller is appointed.

Broadcasting  Telecasting
AROUND FARGO, WDAY-TV PITCHES A SHUTOUT!

LATEST Fargo-Moorhead Hoopers credit WDAY-TV with an almost clean sweep of audience-preference honors. The chart shows that between 5 and 6 times as many Metropolitan Fargo families tune to WDAY-TV as to the next station.

Look at the sets-in-use—a whopping big 65% at night!

Although Metropolitan Fargo represents an important segment of WDAY-TV's coverage, it's not the whole story. WDAY-TV is also the preferred station in most of the heavily-saturated Red River Valley. Ask Free & Peters for the proof.

HOOPER TELEVISION AUDIENCE INDEX
Fargo, N. D. - Moorhead, Minn. - Nov., 1954

<table>
<thead>
<tr>
<th>Time Period</th>
<th>TV-Sets In-Use</th>
<th>Share of Television Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFTERNOON (Mon. thru Fri.) 12 noon — 5 p.m.</td>
<td>28</td>
<td>86</td>
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<tr>
<td>5 p.m. — 6:30 p.m.</td>
<td>48</td>
<td>88</td>
</tr>
<tr>
<td>EVENING (Sun. thru Sat.) 6 p.m. — 12 midnight</td>
<td>65</td>
<td>85*</td>
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</tbody>
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*(Adjusted to compensate for fact stations were not telecasting all hours)
Hats differ, so do the people who wear them. Stations differ, but so do the people who run them.

Interpreting these differences in ways that benefit both station and advertiser is a prime aim of quality representation. The effectiveness of Harrington, Righter and Parsons in achieving it is built upon applied knowledge, drive, and exclusive attention to one medium.

Promises are no substitute for performance. Quality representation is synonymous only with performance. These stations can tell you.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the only medium we serve

WROW-TV Albany
WAAM Baltimore
WBEN-TV Buffalo
WJRT Flint
WFMY-TV Greensboro
WTPA Harrisburg
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
WSYR-TV Syracuse
HOW MUCH IRON IN THE CURTAIN?

There may be a ‘peace offensive’ but covering Russia is still tough. Here are the problems of the only Moscow-accredited U.S. radio-tv newsman.

NBC's Irving R. Levine, who recently became the first western non-communist correspondent to get a permanent Russian visa since 1947, is a 33-year-old newsman who has covered the Korean shooting and the cold war in some 20 countries, first for INS and, since shortly after the Korean war broke out, for NBC. He serves as combination radio-television correspondent, sending back films as well as voice reports. Since Aug. 24 he has been making direct daily broadcasts to the U. S. over facilities of Radio Moscow, and for the first few days of this period was not censored. This exclusive interview with BT's senior editor Rufus Crater in New York, arranged through NBC and using its facilities in New York to talk with Mr. Levine at Radio Moscow, was conducted shortly after Russian censorship was imposed on Aug. 31 and was tape-recorded for BT by NBC. For background purposes, a few questions had been submitted by cable in advance. Although impromptu questions for the most part did not—by coincidence or otherwise—get through to him, as the transcript shows, Mr. Levine nevertheless was able to present an informative picture of the free newsman's lot under censorship and the overall status of radio and tv in Russia today.

Mr. Crater: Did you get my questions?

Mr. Levine: Yes, Rufe. In answer to your first question, what facilities does the Russian Government provide: I do my daily broadcast from Radio Moscow, a blond colored sort of stucco building, about an eight minute drive from the National Hotel, where I'm living. The facilities of Radio Moscow are not as modern or spanking new as, say, the glass-enclosed Radio Central at NBC in New York, but the facilities are certainly more commodious than we were provided in Tokyo when I was assigned there, and as good as most of the overseas facilities I've seen. There are no guided tours in Radio Moscow, as are conducted at Radio City in New York. As a matter of fact, it's necessary to have an appointment even to get into the building. There is a uniformed policeman and a woman officer on duty in the lobby of the Radio Moscow Building, up a street which is translated as Putenskovski little side street number one. Each day at a quarter to 2 p.m., Moscow time, 15 minutes before my broadcast time, I am met at the entrance of the Radio Moscow building by one of the English-speaking Radio Moscow commentators who broadcast to the United States. We walk up (there is no elevator) to the studios on the second floor. I wait in a soft chair in the softly-lit lobby, until just a few minutes before broadcast time, and then the Radio Moscow commentator invites me into the studio.

Let me describe the studio from which I usually broadcast. Outside the door there is a sign in Russian, as you would find on any American studio. This sign lights up when the studio is in use, telling people to keep out. The studio is large, about 18 feet by 30 feet. There are two pianos, and a round table with a boom microphone for discussion programs. At one end of the studio is a desk affair with two chairs and a microphone. This is where I broadcast. Directly in front of me is a glass partition which separates the studio from the control room and the engineers, who, incidentally, are mostly women. The chief engineer is a Russian woman, who made arrangements for the first two-way direct studio circuit with New York, which we accomplished last week. She is an extremely earnest person. Each day after my broadcast, she inquires about the circuit quality and seems delighted when I can report that New York describes the circuit as good. On several occasions, when we were in the process of pioneering this circuit, especially when we did it by way of a London relay, the chief engineer delayed or perhaps even missed her lunch hour to make sure I got through all right. In fact, once the decision was made to permit me to broadcast to the United States, their attitude and that of everyone I have come into contact with here at Radio Moscow from the director of foreign language broadcasts, right on down, has been one of complete cooperation and they tried within the limits of facilities to satisfy me.

The procedure in the studio runs something like this. The Radio Moscow commentator usually calls New York, sometimes I do it, repeating “This is Moscow calling New York,” until we reach the receiving station in New York and then the Radio Moscow commentator hands the ear phones over to me and sits by my side as I talk with Bill Fitzgerald, or Barry McCarthy, or Ed Hymoff at NBC, and broadcast my news spot. If we run into any trouble in the way of level being too low or too high, he takes it up with the engineer. The Radio Moscow commentator never comments on my script, although on several occasions, out of curiosity I might have invited comment. Several of the Radio Moscow boys surprised me by asking about Jim Fleming and Henry Cassidy of NBC. They remember them in the times they broadcast from here during the war and during the Council of Foreign Ministers meeting in 1947, which incidentally was the last time there was a broadcast to the United States until the time that I have been doing it.

The Radio Moscow commentators who have helped me under the arrangement I have just described have been very helpful and friendly. Whenever I thank anyone here, such as the engineers, for anything, the answer usually is, “It's only my job.” Incidentally,
Mr. Crater: That's fine. Are there any limitations on what we can talk about at all?

Mr. Levine: (Brief silence) ... I don't hear you at all.

Mr. Crater: Are there any limitations on what we can talk about? [At this point, the circuit didn't seem to fade but rather seemed to go dead—momentarily. ... ]

Mr. Levine: Assuming you're still there, I'll go ahead [Mr. Levine then went on to answer one of the questions previously cabled to him].

In regard to the question as to what limitations, if any, does the government place on the news gathering and reporting ... do you hear me?

Mr. Crater: Right. Go ahead, please.

Mr. Levine: [Not hearing the go-ahead.] Well, here goes, anyway. Covering news here is considerably different from covering news in the United States, or in most of the other foreign countries where I've worked, such as Austria, France, Germany, Japan and Korea. The main difference is access to news.

There are three main sources of news. One—the Government newspapers and radio. Government announcements are usually released in this way. For instance, this morning the announcement of the conclusion of a new pact between Yugoslavia and the USSR. The second source of news is the official parties. This, of late, with the easing of tension and the concurrent gregariousness of Soviet leaders, has become an important source. For instance, there was a party at the Yugoslav Embassy. Kaganovich and former Premier Malenkov were there. We were able to chat with them briefly. More important, we were able to lean over their shoulders. In fact, my chin was practically resting on Malenkov's shoulder, as they charmed visiting Sen. George Malone of Nevada. Last week, there was a reception given by the Romanian Embassy. We were able to ask Deputy Premier Mikoyan to tell us which Russians would negotiate with West German Chancellor Adenauer. We didn't get an answer, but we did ask. These parties are important in getting a close-up look at the leaders and in picking up bits of chit chat, but the Russian leaders devote themselves almost entirely to cocktail party conversation.

NEW SOURCE OF NEWS

The third source of news in Moscow is visiting Americans. And this, of course, is the newest source of news. Some of the visiting Congressmen have been received by Soviet leaders, and their conversations make news. So there are the three main sources of news; the newspapers, the parties and the activities of visiting Americans. There is only an occasional news conference. Premier Bulganin received the press to read a statement before the Geneva Conference, and the Russians set up a news conference for the visiting Lord Mayor of London. But unlike the United States, news conferences are a great rarity. Then, of course, there are the foreign embassies—the United States, the British, and so on. This is about the only source of exclusive stories, and it's the only source for digging up independent stories. The big trouble is that the embassy people are usually trying to find out from the newsman what's going on. The newsman usually know more than the diplomats. Incidentally, Rupe, there are only seven permanent American news men here—two AP, two New York Times, one UP, one INS, and I'm the only radio and tv man. Unlike the United States, where a reporter can make an appointment with an official of a business firm for an interview or wander into the State Department for a chat with the press officers, or take an official of the Commerce Department out to lunch, here in Moscow, all questions by reporters must go to the Press Department of the Foreign Ministry. If you try to get news through some other source, you will be directed, you will be referred to the Foreign Ministry Press Department. This is the reporter's sole channel for information.

When you call the Press Department for information you are asked to write a letter. An appointment with the Press Department takes at least a week or usually longer to arrange. For instance, I requested the Press Department to tell me when Diego Rivera, the Mexican painter, was coming to Moscow. I still have no reply, but yesterday I found him staying in my hotel. I had made a request in the Press Department for any information on such matters as a visa for an NBC cameraman to come to Moscow during the Adenauer visit, a special request from Dave Garroway on the Today program for some material, another request on a half dozen other subjects. Whenever I call, I am told they are under consideration. All I can do is wait. Similarly, my application for a Russian assistant to help me in translating newspapers and so on, has been under consideration by the appropriate bureau for two weeks.

I have received a definite answer, however, on my application for an apartment. The answer is there are no apartments available. It may take two months or more before I can hope for one. Most reporters here have waited six months or a year. Americans, like other foreigners, can live only in certain allotted dwellings. We cannot go out and hunt for an apartment, because all are owned by the government. We have to let the housing bureau hire an assistant because the government arranges their employment. There, there are similar problems in the shipment of film, and if you want to take a trip to an outlying city like Leningrad, it's necessary to get police clearance, which comes very quickly. In Moscow, I have been free to wander around and take pictures pretty much as I wish. I have never been stopped. There, of course, is censorship. All tapes I send out and all items such as this one for broadcast, must be approved by the censor. Besides the obvious inconvenience there is the added inconvenience of having copy prepared early enough ahead of time to enable the censor to read it and approve it in time for broadcast.

My daily schedule involves writing my script in the morning, hiring a cab from the hotel, the National Hotel where I live, and driving through to the central telegraph where the censors are located, waiting for the copy to be stamped, then driving to Radio Moscow. You never see the censors, incidentally. You hand your copy in through a little window to a girl who carries it through a door, and then a half hour or so later, more or less, brings the copy out. Well, a little more on this.

The relaxation of tension is making it easier to talk to individuals Russians. That was quite impossible a year ago I am told. On the tour with the American agricultural delegation, we were able to speak with hundreds of Russians and they answered questions very freely about the Russian way of life. ... How do you hear me?

Mr. Crater: You're coming in fine here.

Mr. Levine: In reply to your third question, I'll give this answer. Your question was regarding newsmen generally, and how far relaxation of censorship has grown, and then the possibility of admission of other radio and tv newsmen.

Censorship is a good deal easier now than it has been in the past. However, all copy must be submitted. Newsmen who are on temporary visas tend to be given greater freedom. I was never required to submit my script until this week. This is in line with the technique of inviting delegations for whirlwind tours, where the effort is made to win friendship and approval. However, so far I have not had more than a dozen words stricken from my copy by the censors.

As far as the admission of more radio and tv reporters is concerned, I just don't know, and very frankly, Rupe, I have made no real inquiries about that possibility.

Mr. Crater: Do you know why censorship was reimposed?

Mr. Levine: I just can't hear you.
King of a new frontier!

NOW MAXIMUM POWER

WITH 25% MORE SETS THAN ANY OTHER NORTH CAROLINA STATION

WSJS-TV Winston-Salem now has one of the South's biggest TV markets! Its heart is the rich Golden Triangle of key industrial cities—Greensboro, Winston-Salem and High Point.

WSJS-TV's new maximum power taps over 4 billion dollars in buying power and reaches 627,982 TV homes—25% more than any other N. C. station!

MAXIMUM POWER — 316,000 watts!

MAXIMUM HEIGHT — 2,000 feet above average terrain.

COVERAGE — 91 counties, in five states.

TV HOMES — 627,982 sets.

3,943,000 people.

$4,350,000,000 buying power.

WSJS-TV

WINSTON-SALEM, N. C.

CHANNEL 12

WINSTON-SALEM
GREENSBORO
HIGH POINT

N. C.

HEADLEY-REED, REP.
What have you been wanting in a TV camera tube? First, improved quality—for a better picture with fewer interruptions, for longer tube life that pays off in replacement dollars saved.

Second, you've asked for safe storage, safe handling. Image orthicons are easily damaged. Your stock of camera tubes is a substantial investment from which you would like the risk of damage removed.

Both your demands—for improved tube quality, for safe storage and handling—are fully met by the new Broadcast-Designed GL-5820, manufactured by General Electric.

Quality in a complex tube such as the image orthicon, calls for heavy resources of engineering skill, advanced equipment, and technically trained and expert workers. General Electric has these. The pictures below show but a few of the countless precision steps in manufacturing and testing G-E quality-built camera tubes.

Safety comes from G.E.'s brand-new transparent package at right, developed by broadcast engineers. This new, safe package is a big plus ... saves you money, worry, and time.

And ... G-E Broadcast-Designed camera tubes come sealed at the base for your protection. If the seal's unbroken, you know you're getting a new tube! Your G-E tube distributor has Broadcast-Designed GL-5820's. Call him today! Tube Department, General Electric Company, Schenectady 5, New York.

G-E quality methods in building Broadcast-Designed camera tubes, are shown by the care with which this glass technician fabricates an image-orthicon target. The glass bubble she holds is only 1/10,000 inch thick. After cutting out a small section, she must seal this to a metal ring. Any false movement would completely ruin the fragile target.

Dust and lint are banned. Note the lint-free Nylon uniforms worn by these skilled G-E workers while assembling the target and mesh for a Broadcast-Designed camera tube! In addition, the air is filtered and conditioned. A single particle of dust in the 1/500-inch spacing between target and mesh could mar tube quality, causing rejection.

ALREADY GIVING SUPERIOR STUDIO SERVICE FROM COAST TO COAST!
Safety-Packaged!

CAMERA TUBE

It's SAFER... and you SAVE by using G.E.'s new transparent camera-tube package!

- Square design prevents rolling off shelf when tubes are stacked.
- Cushioned internally to protect tubes whether they are stored horizontally or vertically.
- Face of tube is protected by a solid felt disc.
- Special top and handle construction keeps tubes from being carelessly stored in an inverted position.
- Top of package cannot be misplaced—is fastened to the handle through sliding slots.
- The solidly anchored handle enables tubes to be carried about safely and conveniently.
- Because of safety features of new G-E transparent package, the corrugated outer shipping carton can be discarded. Saves storage space—saves time when a new tube is needed for fast replacement in a camera.
- The new G-E "record" label, on every package, contains space for recording camera tube data.

Actual performance is the yardstick in final G-E tests. The verdict of the inspector's critical eyes is supported by instruments which infallibly pass judgment on brightness, definition, and over-all quality of the image. When you break the seal of a G-E Broadcast-Designed camera tube, you are placing in service the finest image orthicon you can install!

Progress Is Our Most Important Product

GENERAL ELECTRIC
Mr. Crater: Did they explain why you would be required to submit scripts in the future?

Mr. Levine: Try it again . . .

Mr. Crater: Did they explain why they were now requiring you to submit scripts?

Mr. Levine: Well, I received a temporary visa and apparently, as I pointed out here, this seems to be in line with the technique of inviting delegations for whirlwind tours, and the people who are on or with these delegations, an effort is made to win their friendship and approval, and when I was in that status, my material was not censored. Since I have been granted a permanent visa to remain here, as I pointed out, like all other correspondents here, I am required to comply with this regulation.

Mr. Crater: Are other correspondents allowed to send back film?

Mr. Levine: What was that?

Mr. Crater: Are other correspondents allowed to send back film?

Mr. Levine: Well, presumably so. I have my own troubles without looking into their [at this point, the circuit went stone cold.]

Mr. Levine: Did you hear my answer?

Mr. Crater: No, I didn't.

Mr. Levine: I'm not trying to be flippant but I have many problems about broadcasting, getting out film without worrying about other people's efforts to get out film. I don't want to appear flippant in my reply, but competition being what it is, I really haven't made any effort to find out if anyone has been getting out film.

Mr. Crater: Thank you. Have you seen any color television over there? [here again, a very dead circuit.]

Mr. Crater: What is the quality of television in Russia . . . the technical quality?

Mr. Levine: I can't hear . . .

Mr. Crater: What is the technical quality of television in Russia?

Mr. Levine: I gather that you have a question on radio and television. I've got a rather detailed piece here about the status of television here . . . a brief report on radio and Russian television—number of sets and so on. Suppose I give you a reply to that, shall I?

The best figures I can get from unofficial sources is that there are 3,300,000 television and radio sets in the Soviet Union as of January 1, 1952. I cannot vouch for the reliability of this figure, but it sounds small to me in a country of 215 million people. Of course the production of items like radio and tv sets has increased greatly during the past few years since 1952 as rural reconstruction has progressed. Radio Moscow, and its associated provincial stations, are the sole radio stations in the country. There are public loudspeakers in trains, in hotels, on ships, on farms. . . . These public loudspeakers beam Radio Moscow to the people 16 hours a day. There are regular newscasts, there are now commentaries on world affairs, and a good deal of music, almost entirely serious music. There is some American music as well as other foreign music. The other day, for instance, there was a half-hour program of Gershwin, including such songs as "The Man I Love." There is a morning agricultural program for farmers, and regular weather reports on temperatures from around the country.

As far as television is concerned, here are just a couple of highlights. The cost of tv sets has recently been reduced. Twelve-inch sets are the most common, and have been knocked down from 3,000 rubles, which has the rate of 4 rubles to the dollar or $750. The price has been marked down to 2,300 rubles, about $575 at the official rate. This seems to reflect the apparent effect that television sets have gotten into mass production. However, tv sets are still enough of a novelty that crowds gather in front of department store windows to look at radio and tv sets. In certain sections of Moscow you see the "skyline silhouette" of television aerials which is so common in the United States.

While traveling around the Soviet Union, I found that outside of Moscow, tv sets are still pretty much a rarity and are limited largely to workers clubs which might be considered a sort of counterpart of the bar-room stage of tv in the early days of tv in the United States. There are broadcasts and telescasts now in Moscow, in Kiev, in Leningrad, in Riga, Kharkov and Kalinin, and new stations are being built and perhaps finished by now in cities like Baku on the Black Sea, Tashkent in Central Asia, Minsk in Siberia, and Sverdlovsk in the rural region.

Recently Pravda, the Communist Party newspaper, announced that experimental television broadcasts will begin in the Siberian cities of Omsk and Tomsk.

Besides the 12-inch set I mentioned, there is a 17-inch set. The price is somewhat higher. There are also 6-inch sets. Programs lean very heavily toward what we would call special events, and what the Soviets call cultural events. This includes the live pickups of operas, plays, ballets, and musical shows. Here in Moscow, there are four hours of programming each day, with the exception of Sunday when there are eleven hours. Weekday programs in Moscow begin at 7:30 p.m., Sunday programs begin at noon and are heavy on sports and special events. Outside of Moscow, provincial cities, I believe, broadcast tv programs only three or four times a week for a couple of hours, with the exception of Leningrad, as I understand it. It follows pretty much the same as Moscow.

EXPERIMENTAL COLOR TV

There is some experimental work in color telecasting. The Soviets at the moment use a non-compatible system, but technicians are experimenting with a compatible system. Well, that's just about it. As I say, the emphasis is heavy on ballet and opera, there are some wrestling programs, a good deal of children's programs, a good deal of animated cartoons, old Soviet movies. Apparently they deal heavily on carrying a message of some Communist import. About half the time on tv is taken up by movies. Some of the movies are rather old and the age of the movies have been criticized frequently by tv critics in Russia. Just to run down a couple of programs, there is a program called Bookshelf which is a literary analysis, a feature film which is called Examination of Faithfulness which deals with aspects of Soviet family life, another musical comedy was called Wedding With Dowry, a story about a collective farm. There is a regular program called Map of the World, which deals with international subjects. A recent one was a lecture on India. That's about the picture on radio and television in the Soviet Union today.

Mr. Crater: Thank you. If I may ask one question . . . then Sam Sharkey has something to say to you . . . did you have to get permission for this interview?

Mr. Levine: Rufe, I can just about hear your voice but I can't hear what you are saying.

Mr. Crater: Thank you very much . . . Sam wants to talk to you.

Mr. Levine: Try again, Rufe, will you . . .?

Mr. Sharkey: Sam Sharkey here, Rufe . . . can you hear me . . . this is Sam Sharkey.

Mr. Levine: I can hear something . . .

Mr. Sharkey: Sam Sharkey, Rufe . . .

Mr. Levine: I just can't hear anybody . . . so I'd better sign off . . . if you have any other questions I'll be glad to answer them if you can send them to me ahead of time. Hope this answers your questions. I certainly can't hear Rufe . . . so, signing off in Moscow.

[At this point, the desk man in New York (Harry McCarthy) could be heard to make a comment . . . and either Rufe Crater or Sam Sharkey said something . . . then, after the circuit apparently had been knocked down, Irving Levine's voice suddenly came up quite clearly and was heard to remark: "My God, this is very unusual." There was an abrupt silence after this exclamation.]
THE 1-2 STORY IN PORTLAND, OREGON

ALL PORTLAND IS WATCHING Channel 12 KJOR
The Pacific Northwest Station with the PUNCH that bears watching!

PROGRAMMING SOCK that delivers the audience! ABC’s imposing line-up of shows is backed up by fan-winning local programming.

MARKETING SOCK that delivers one of top 25 metropolitan markets of Sales Management’s defined 233 national markets. Persuasive, profitable hard-sell, with proved power to move merchandise, champions every advertiser.

An Estimated 310,000 TV Homes in the Area Enjoying KJOR

915 N.E. DAVIS ST. • PORTLAND, OREGON
Represented Nationally by GEORGE P. HOLLINGBERY CO.
New York • Atlanta • Chicago • San Francisco • Los Angeles
U. S. STEEL GOES TO THE FAIR

FOR SEVERAL months the U. S. Steel Corp. has been implanting the thought with those who view its alternate-week Steel Hour dramatic series that "only steel can do so many jobs so well.

And since last January U. S. Steel has gone to great lengths with its cameras by way of proving live commercials from remote points can be just as effective and less costly than if they were filmed on the scene in advance.

Typical of Steel's willingness to go to these lengths in the interest of realism and immediacy was its origination of live commercials direct from the Illinois State Fair in Springfield Aug. 17. Occasion was the Steel Hour's salute to its Chicago South Works Plant on the latter's 75th anniversary.

What viewers saw during the two commercial segments of the show involved elaborate preparations and expenditure of time and talent to drive home the steel story to an estimated audience of 23 million people in the viewing area of 113 CBS-TV stations throughout the country.

It was far more ambitious than any of the previous remotes (from Macy's in New York, Abrahamson & Strauss in Philadelphia and a farm in Lake Geneva, Wis.)—and also more difficult. The Springfield remotes took the combined resources of a crew of 25 advertising-agency folk transported by special train from New York, plus a technical battery of 20 from CBS Central Div. (In New York, where the drama originated, perhaps another 75 people were involved.)

Additionally, the venture called for five cameras, thousands of feet of lighting cable and other equipment, a staff of AT&T specialists and a transmission setup involving relay towers at the Fairgrounds and New Berlin, where it was fed to Chicago and in turn to CBS-TV through WBBM-TV.

Why this concentration of manpower and equipment for six minutes of commercial?

Harold Hoffman, copy and media chief of U. S. Steel Corp., Pittsburgh, describes the live remote as a desire for "immediacy" and for reaching the grass-roots of America. He contends that, other things being equal, the live remote commercial can be produced for perhaps 20% less than if it were put on film. Mr. Hoffman estimates the cost of the Springfield remote at about $10,000 (compared to $7,000 for the Lake Geneva venture).

Aside from the immediacy factor, the costs of editing, re-shooting and labor for film are by-passed, and the live process is faster, according to John (Jack) Zollar, director and film producer, BBDO, who otherwise might be expected to be completely film-minded.

Actually, film is never entirely ignored by U. S. Steel in its remotes. There is a well-coordinated integration between film clips (such as used for steel production and pictures of the South Works employees) and live shots.

But from the start of early preparations, weeks ahead, to the coming of the advance guard and full crew, the location of equipment, endless story conferences, dry runs and final rehearsals, localized promotion, and last-minute script changes, U. S. Steel Corp's commercial story is one largely of live remote commercials—as shown in these pictures of the Springfield excursion:
THE CREW BEHIND THE COMMERCIAL

Joseph Hevesi produces U. S. Steel public relations (George Hicks) commercials out of U. S. Steel Corp., New York; has been with U. S. Steel Hour for eight years (in radio or tv); formerly wrote Major Bowes Amateur Hour plugs.

Everett Hart, onetime freelance correspondence for Bt in early '30s; senior representative producer, BBDO, who produced both Steel's PR and "product" (Mary Kay and Johnny) commercials; produced Broadway play, "Black-Eyed Susan," and is old Schubert play hand; with Steel for two years.

Ernest Walling, freelance director; formerly directed Fred Waring show; onetime NBC program-production executive.

John (Jack) Zollar . . . director and film producer, BBDO, New York; directed Cavalcade of America on radio for eight years; one-time actor and instrumental in radio productions at Pasadena, Calif.

Mary Kay (Stearns) and Johnny. She was in "Dear Ruth" on Broadway; he is former NBC producer; they abandoned situation comedy format idea for career with U. S. Steel two years ago.

George Hicks, veteran network newscast man and World War II correspondent; delivers Steel's public relations or "news" commercials; granddaddy of U. S. Steel "commercial" troupe (10 years); one of the real radio newscast man veterans, who is said to have been associated longer with one firm than any other in country as network commercial announcer.

Ed Plaut and Michael Barnett . . . BBDO writers on Mary Kay & Johnny and Hicks commercials, respectively; Tom Norton, advertising department, U. S. Steel, Pittsburgh; Taylor Urquhart, account executive, BBDO Pittsburgh; Charles Murphy, contact, and Dudley Malone, production assistant, BBDO; Harold Hoffman, unit manager of exped- ition, in charge of copy and media out of U. S. Steel, Pittsburgh, placed all Steel's trade advertising; Don Derber, U. S. Steel's market development section, Pittsburgh, lined up Springfield (III.) site for commercial remote, obtained props, other material and secured approval of fair promoter; sent out 40,000 copies of Steel brochures (with local station times, stations) and other material to agricultural advisory people; an advance "one-man" guard of Steel's on live commercials from farm remote; Phil Sykes, field supervisor and senior representative, CBS Central Div. and engineer at network's o & o WBBM-TV; Don Dillion, CBS Chicago engineer, and others.

MARY KAY and Johnny, under the watchful eyes of Director Walling, rehearse with Mr. and Mrs. Louis Pierce, famous cattle raisers.

ABOVE: One of five cameras is mounted atop a WBBM-TV mobile unit. BELOW: One of 13 lights which, combined, brightened up the set with 50,000 watts.
OKLAHOMA OIL FILLS 'EM UP VIA RADIO-TV

Its million-dollar broadcast budget is tangible evidence of the success this up-and-coming petroleum jobber has achieved through wise advertising.

ON ANY given day, when he pursues the exploits or miseries of the White Sox or Cubs on radio or television, the Chicago baseball fan is being constantly reminded about “a sure way to stretch driving dollars.”

If he is remiss as a motorist in accepting the advice of a by-now well known slogan—“Let the Familiar Oklahoma Billboard Be Your Guide to the Best Gasoline in All Chicagoland”—there is always the not unattractive bait of “free premium coupons” which may be exchanged for valuable merchandise.

And even if he is not of that peculiar breed, the baseball fan, the Chicago-area listener or viewer is sure, sooner or later, between 8 a.m. and 11:20 p.m., to encounter Oklahoma Pete, the “Little Indian Chief,” the Oklahoma newsboy or a staff announcer extolling the benefits of “refinery-fresh” gasoline and heating oils, among other products on other programs, at “definitely lower prices.”

Oklahoma Oil Products Co., the little petroleum empire headed by Joseph E. Guilbeaut (pronounced GIL-bo), is a late-comer in the midwest petroleum sweepstakes but a successful one, certainly, if expenditures for broadcast media are to serve as any criterion. Within the past three years Oklahoma has managed to turn its brand name into a consumer by-word and a competitive eye-popper in Chicago through heavy saturation of the electronic media—about $1 million worth.

This would be a surprising phenomenon in any industry, let alone in the petroleum field against the thrusts of the Standards and Sinclairs and Shells, but it is the more so, considering that Oklahoma is an independent marker-chain which owns and operates perhaps 70 service stations (as against maybe 700 for Standard and others), and sells a variety of products, but which provides no car-servicing chores.

Oklahoma is, to be perfectly accurate, a jobber—and an aggressive one at that—competing in its own way with the giants of the industry. It is holding its own by the use of radio and television, and with little support from printed media, on which Oklahoma spends perhaps a paltry $5,000 (in newspapers) for a fiscal year.

To imprint its brand name on the consumer consciousness, Oklahoma has parlayed a preoccupation with baseball and a local commentator (Tom Duggan) with a modicum of radio spots and newscasts. It
You'll get wider TV coverage, a clearer signal, and better competitive position with a higher tower by IDECO.

There's more cash in wider TV coverage, but you'll have to stretch for it with a taller antenna tower... a dependable tower that will reach way up to help broaden your sales area and add to your bank balance. When you choose that money-making higher tower, remember this... no other tower manufacturer today can match IDECO's experience in tall tower design and construction.

Here's experience you can see, and depend on:

1. IDECO has built over 40% of the country's TV towers over 1000 feet tall... twice as many as the second company's total... more than all the other companies combined.

2. IDECO pioneered tall TV towers, in 1950 built the TV industry's first tower over 1000 feet tall.

3. IDECO has built the tallest TV tower in the world... KWTV's 1572-foot structure in Oklahoma City.

Yet... there has never been a single IDECO TV tower failure.

No matter what direction your plans take... a higher TV tower for wider coverage and greater competitive advantages, or a tower of any height for your new TV station... let IDECO's experience, reputation and engineering "know-how" put you on the road to a successful, profitable operation. Get the full picture and all the facts... write now to IDECO, or contact your nearest RCA Broadcast Equipment representative.

Dresser-IDECO Company
One of the Dresser Industries • Columbus 8, Ohio
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short... for TV, Microwave, AM, FM... IDECO Tower "know-how" keeps you on the air.
THE PREFERRED STATION FOR SPORTS... WIBW-TV

AND ALSO PREFERRED FOR NEWS, WEATHER, AND FARM SERVICE! These and many other startling preferences of the Topeka area audience were uncovered by Dr. F. L. Whan in his revealing TV Study of the Topeka area, a penetrating survey-in-depth of the viewing habits of this dynamic region, made during Jan.-Feb. 1955 for Kansas State College.

A copy of this provocative work is yours for the asking. Just call your Capper man or write Topeka.

TOPEKA, KANS. Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka, KCKN in Kansas City
Rep: Capper Publications, Inc.

Dayton's TOP Hooper-Rated Station

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS
PHONE HEDLEY REED CO.

DAYTON, O. "THE CITY BEAUTIFUL"

is now blueprinting other ventures into football and the feature film field.

The current fiscal year, which started May 1, calls for a broadcast outlay of between $900,000-$1 million (compared to $500,000 last year), with perhaps two-thirds of that in television.

Under Oklahoma policy the broadcasting budget is allocated roughly on the basis of one cent for every gallon of gasoline sold. Thus, it may be ascertained that, until the start of the new fiscal year, Oklahoma previously sold some 70 million gallons calling for a radio-tv budget until then of $7-$7.5 million and gross revenue of about $21 million for gasoline alone (on the basis of 30¢ for regular, 32¢ for Ethyl, compared to a penny or two more for other name brands).

The organization, which actually comprises separate companies and divisions for different products, has come a long way since 1952 when it spent about $250,000 for all advertising. The proof of its radio-television success lies in the opening of new Oklahoma service stations, its identification with baseball, the popularity of its merchandise-for-coupons gimmick and the way Oklahoma maps new plans for cultivating new friends in the twin electronic media and enticing them to stop in at stations and "buy a tankful."

Until recently, Oklahoma seemed content to buy radio spots and some tired old celluloids as well as a tv sports show and a nightly 3-minute commentary by Chicago Daily News columnist Tony Weitzel on WNBQ (TV). It also sniffed out direct leads on tv through Tom Duggan's evening commentary for its oil conversion units when it appeared advisable to eliminate its heating division. These efforts were spotty, at best, until Oklahoma got wind of a real buy apparently mulled division. Thus, Oklahoma joined Hamm Brewing Co. (Hamm's beer), a repeater, in underwriting the games on WGN-TV Chicago for the 1955-56 season. Not content with that arrangement, Maryland also considered making it a party of four sponsors* on radio broadcasts of all White Sox games on WCFL under a $500,000 multiple package deal that also included Notre Dame and Chicago Cardinals football, Chicago Blackhawks hockey and the Bob Elson Show from Chicago's Ambassador East Hotel Pump Room during the off-season.

Only recently Oklahoma, under another name (Southside Petroleum Co.), negotiated what may be regarded in the trade as a minor coup by picking up sponsorship of

* The others: General Finance Co., Coca-Cola & General Cigar Co.
FEATURES: AUTRY/ROGERS
SMASH SATURDAY DAYTIME RATING RECORDS

Tough Network Leaders Toppled in Market after Market!

**INDIANAPOLIS** (Saturday, 11:30 A.M.-12:30 P.M.) 14.1
MCA TV's hour-long Western Film package tops tough network competitors by 145%, 61% and 444% respectively! (ARB, July 1955)

**COLUMBUS** (Saturday, 9:30—10:30 A.M.) 12.9
The biggest ever earned in the period. Jumped sets-in-use 75%!
Almost triple the previous rating for the time spot! (ARB, June 1955)

**HOUSTON** (Saturday, 12:00-1:00 P.M.) 14.9
Beats the top-rated Saturday afternoon network show by 144% —
catapults time period rating first time out from 8.1 to 14.9! (ARB, July 1955)

56 hour-long features starring GENE AUTRY
67 hour-long features starring ROY ROGERS

Stampede the audience to these double-barreled hits in the market of your choice. Terrific ratings —
available now! Call MCA today.

Job No. 791 — MCA-TV Mag Ad
46410 AT 8763 Proofs A

**SOLD 113 Markets**

MCA TV
Film Syndication

9370 Santa Monica Blvd., Beverly Hills
WBBM newscaster John Harrington's daily early morning stint, after dropping Dick Bingham & the News on the same CBS O&O outlet.

In accomplishing this feat, Oklahoma managed to capture a prime local news period which, for the past 15 years, had been held down by Procter & Gamble's American Family soap products.

Time seems to have cooled Oklahoma's enthusiasm only for the hockey phase (for which the Chicago sports fan's interest also has diminished perceptibly), which will be dropped this fall-winter season, and perhaps the Cardinals, though the latter is not definite. At this writing, Oklahoma is reported considering a spot schedule on WCFL. Under a new WCFL-four sponsor pact, Irish Basketball Network games will be made available to Oklahoma and the others in place of hockey.

Since Oklahoma would like some football continuity this fall on tv, it is only natural that it would look into the possibility of picking up the Big Ten-NCAA regional pigskin slate on CBS-TV or part of the NCAA national schedule on NBC-TV being offered for local co-op sale.

But even if these fail to materialize, there are the Irish Football and Basketball Network games (football runs an estimated $100,000) to go along with baseball on radio-tv (at $350,000 for 52 weeks—the pact was signed recently), the Duggan and Harrington programs (a combined $150,000), and a new feature film series (at $350,000 for 52 weeks).

One of Oklahoma's most ambitious projects, fresh off the drawing boards, involves plans for what it tentatively calls its Oklahoma Drive-In Theatre. Scheduled for a Sept. 25 debut on WGN-TV (8-10 p.m.), this would be no ordinary re-entry into the feature film field. Oklahoma foresees not only first-run movies from the J. Arthur Rank stable, but shorts and news consistent with a typical movie theatre program.

Robert Oakley, vice president of Maryland Adv. Agency, has been screening available properties, most of them of relatively recent vintage (released since 1951).

Some of Oklahoma's pioneering in electronic media (aside from radio spots) was done on behalf of its heating division in tired late movies but without any gratifying success, or at least enough to warrant a substantial sum on tv. And then the organization turned from oil and gas on old movies to Tom Duggan, whose late-evening program on WBKB (TV) has since become one of the station's most profitable strips.

On it Mr. Duggan deals out a liberal portion of sports results, interviews, and answers to viewers' questions.

At the outset, over a year ago, Oklahoma bought a 15-minute segment to hypo its oil conversion unit sales. Oklahoma heating division representatives uncovered enough specific direct leads to make its continued participation worthwhile.

The film commercials, which were devised and produced at Klang Film Productions Studios in Chicago (for about $30,000), are usually combined with live commercials.

The audio messages in Chicago are delivered by any of a number of announcers (including Bob Elson and Don Wells, WCFL and the Chicago White Sox Baseball Network; Harry Creighton, WGN-TV; Tom Duggan and Frank Sweeney, WBKB, and John Harrington, WBBM). Oklahoma Oil Co. has made a name for itself ever since Joe Guilbeault owned a half dozen stations in 1937-38 and later bought out the Oklahoma Oil Products Corp. in 1945. At one time he also operated a franchise of Dixie petroleum operations. He actually has been in business since the end of World War II when he negotiated the purchase of the then Burakoff station chain.

As long as consumers take advantage of the prize coupons and consult one of the three premium stores for the valuable merchandise; as long as they stop in for a "tankful" of gasoline; as long as they check the Oklahoma Fuel Oil Div. of the Southside Petroleum Co. for a "special fuel oil agreement" and easy budget terms with "small monthly payments" and "automatic keep-fu1 service"; and as long as they identify Oklahoma with baseball, football and feature films—Mr. Guilbeault appears to be gratified with Oklahoma's bid to merely survive its own "growth area and" and sustain volume on all product fronts.

The average Chicago listener or viewer only knows that he likes baseball, football, newscasts and feature movies—and wants the chance to "stretch driving dollars" and reap valuable premium merchandise from the house that Joe Guilbeault built.

pass the pleasure!

WKHM does just that
every week with the midwest's biggest football games . . .

save 10%

that's why everyone tunes to

that's why everyone tunes to

WKHM

JACKSON, MICHIGAN

Frederick A. Knorr, President
John O. Gilbert, Managing Director

KNORR Broadcasting Corporation

represented by HEADLEY-REED

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WJAR-TV PROVIDENCE OFFERS ADVERTISERS

The Powerful Double AA Food Merchandising Program

YOUR PRODUCT GETS-
✓ Window Banners ✓ Newspaper Ads
✓ Point-of-Purchase Displays ✓ Posters

Your product really gets HOME in the Southern New England Market! Every aid to sell your product...and 177 Food Stores are cooperating with WJAR-TV in this AA merchandising plan.

GET ALL THE DETAILS FROM ANY WEED TELEVISION OFFICE

Dominant 10
COMPLETED 10-game football schedule of Louisiana State U. will be broadcast over a seven-station network under joint sponsorship of Delta Insurance Co. and Kaiser Aluminum & Chemical Corp. Stations in the network are WJBO Baton Rouge, WWL New Orleans, KTLS Shreveport, KALB Alexandria, KVOL Lafayette, KLOU Lake Charles and KMLB Monroe.

At the signing: (l to r) seated, W. T. Brown, Kaiser; Kelly Maddox, WJBO general manager; David W. Thomas, Delta Insurance; standing, Glenn Weekly, Kaiser; Jim Corbett, LSU athletic director; John Ferguson, play-by-play announcer, and Johnny Daniel, Kaiser.

DON KELLERT, president and general manager of the professional Baltimore Colts, watches as National Brewing Co. (National Bohemian) President Jerold C. Hoffberger signs a contract to sponsor the Colts on radio and tv for the next five years. A football network set up for National Bohemian will cover Atlantic states from Pennsylvania to South Carolina.

FIFTY-ONE STATIONS in Wisconsin, Michigan, Minnesota and Iowa will carry Green Bay Packers pro-football this fall, according to Wisconsin Network Inc., which is handling the arrangements. Co-sponsors will be Miller Brewing Co. and Clark Oil & Refining Corp., both of Milwaukee. Completing arrangements are: (l to r) seated, John Walter, WJPG Green Bay and president of Wisconsin Network; Verne Lewellen, general manager of Packers; standing, George F. Gill, assistant advertising manager, Miller Brewing; Edward G. Ball, vice president, Mathisson & Assoc. Inc., Milwaukee, agency representing both sponsoring firms; F. L. Zell, director of public relations, Clark Oil & Refining Corp., and Green Bay head coach Lisle Blackbourn.

FOR THE seventh straight year, WLAP Lexington, Ky., will broadcast all U. of Kentucky football and basketball games over the Ashland-Aetna Oil Sports Network, a hookup of 40 stations. Watching Gilmore N. Nunn, WLAP president sign the contract are: (l to r) J. H. Donley, general sales manager of Aetna Oil Co.; Jim McIntyre, WLAP sports director and play-by-play announcer of the Kentucky games; J. Ed Willis, WLAP general manager; Robert S. Boyd, radio director, Ashland Oil & Refining Co., and F. W. Munro, advertising manager of Ashland.
Combining STRONG LISTENERSHIP with SPONSOR APPEAL is a MAN-SIZE JOB. WIBG Announcers do BOTH effectively and consistently.

Every WIBG sponsor also gets EXTRA PROMOTION BONUSES . . . Car Cards with sponsor credit throughout the year . . . 24 Sheet Billboards blanketing the complete Philadelphia market, Window Displays of Sponsor's Products right on busy traffic-heavy, center city Walnut St. PLUS hard hitting DIRECT MAIL to regularly scheduled lists.

If you want to do a TOP SELLING JOB in Philadelphia you'll jump on the WIBG bandwagon. Just ask RADIO REPRESENTATIVES for the facts!

pennsylvania's most powerful independent

WIBG

990 | 10,000 WATTS

PHILADELPHIA 2, PENNA. RI 6-2300
Put them all together—they spell a

ABC and the movies have gotten together in a big way... and the result is new and compelling TV entertainment. It started last year with DISNEYLAND. The magic touch of Walt Disney created an extraordinary program... one of the top-ten, best-loved shows on the air.

Disney will be back this year, joined by two more Hollywood studios with major contributions to television. This Tuesday, WARNER BROS. PRESENTS premieres a series of specially produced television dramas based on three of their greatest pictures: "King's Row," "Cheyenne," "Casablanca."

On Wednesday, MGM PARADE, presents top Metro-Goldwyn-Mayer stars in scenes from their top movies—old, new, and still in the making.

All three of these programs will take audiences behind the scenes of their productions... for intimate glimpses of the stars at work and new films being made! Here is fresh, exciting television from the fresh, exciting television network... ABC.
new high in television entertainment!

And here's more top TV from ABC!

Danny Thomas (fall premiere Tuesday, Sept. 13)
Du Pont Cavalcade Theater (premieres Tuesday, Sept. 13)
Stop the Music (returns Thursday, Sept. 15)
Down You Go (premieres Thursday, Sept. 15)
Famous Film Festival (returns Sunday, Sept. 18)
Mickey Mouse Club (premieres Monday, Oct. 3)
Crossroads (premieres Friday, Oct. 7)
Life Is Worth Living (premieres Thursday, Oct. 13)

These are big days at ABC Television Network
LONG, TORTUOUS LEGAL ROAD LOOMS FOR SUBSCRIPTION TV

Final comments on issue filed at FCC last week with Jerrol Electronics saying it can break the code system. Many observers foresee lengthy proceedings before the FCC, even winding up in the courts.

THE FCC has the subscription tv ball in its hands now—following last week's reply comments by advocates and opponents of pay-as-you-see-tv and the big question is:

- Will the Commission order a public hearing, complete with demonstrations, or will it move to formulate a policy without further palaver?

Most Washington observers feel that the subject is so broad and so fraught with revolutionary impact on the existing broadcast philosophy that the FCC must continue along the path of administrative procedure—full hearings, complete with direct testimony, cross examination, and demonstrations.

And, if hearings and the other paraphernalia of normal proceedings are entered into, then it is obvious that a proposed decision might be the first inkling of the Commission's thinking. But, this will entail oral argument for those who except these in their respective conclusions, before a final decision is forthcoming.

It is well within the realm of possibility, some circles believe, that the pay tv subject will finally wind up in court. The end is far from sight, these observers feel.

Last week's reply filings were from the principals involved in the controversy. On the one hand, the networks (except NBC), the Joint Commercial Broadcasters (motion picture exhibitors) and NARTB rebutted the proponents' arguments. On the other hand the advocates—Zenith, Skatron and International Telemeter—continued the argument of the opponents.

New in the impregno was Jerrol Electronics Corp.'s challenge to pay tv advertisers to participate in a demonstration of code breaking. Jerrol maintains that it can break codes proved by the toll tv advocates. It asked the FCC to supervise such a test; said WCAU-TV Philadelphia had offered to transmit the scrambled signals for the demonstration.

Plans Four Tests

Jerrol also officially announced plans to run a pay tv network over wire lines in four small sized cities—Casper, Wyo.; Tyler, Tex.; Muscle Shoals, Ala., and Key West, Fla. It plans to use existing community television systems in those cities to determine concretely whether or not the public will "buy" tv programs.

The advocates of toll tv urged again that the FCC authorize the commercial operation of their systems "to the public can decide."

All three emphasized the alleged benefits to the public that will accrue from pay tv—better programs and programs not now seen on tv. They claimed advertisers were in favor of subscription tv, they attacked NBC and CBS for opposition to pay tv and they chided the networks for what they called the anomalous position in asking the government to protect their positions in broadcasting.

Zenith, in a typical use of the words "black out" and "siphon"—used by opponents of pay tv to indicate what would happen to free tv if subscription tv was authorized—charged that the only opposition came from the networks and television network exhibitors.

"NBC and CBS have continuously exercised their power to erect a fence around the broadcast industry to exclude newcomers who might give them effective competition," Zenith said.

The Zenith document referred to FCC financial data indicating that the networks and their affiliates accounted for 52% of all tv revenues in 1954, while 394 other tv stations received only 48% of the revenues. It also declared that the networks and their owned stations "siphoned" off more than $36 million in profits, while the 302 post-freeze stations accumulated a loss of $14 million. Zenith also declared that NBC and CBS account for 85% of all network billings.

"The comments of the networks make it clear," Zenith said, "it is their opinion that, if they cannot provide service to the public or cannot provide the necessary revenues to broadcasters, the public should go without new and additional tv stations. The networks and broadcasters should go without revenue and programs."

In a discussion of network economics, Zenith said it was clear that the networks can do little to provide programs and revenues for more than the two "basic" networks. It also declared that subscription tv—by furnishing new programs and revenues for stations—could reduce the "tremendous hold and influence the networks have over the television broadcasters."

Zenith repeated that it favors a restriction on the number of network tv hours to 15% of a station's annual total broadcast time. It also reiterated that it would welcome a ban on advertising over pay tv channels. Zenith also twitted the opposition with inconsistency—that on one hand it doubted the economic success of pay tv, but on the other raised the spectre of debacle for free tv.

Zenith referred to suggestions that pay tv be tried over wire lines as a "diversionary" tactic. Wire lines for pay tv would be "so prohibitive," Zenith said that the public would not be able to utilize it.

Using the term "black out," as put forth by pay tv opponents, Zenith claimed that even a reduction of 15% of free broadcast time would not hurt the public (and in fact might be to its benefit).

"The public is obviously receiving the best of the exchange if it surrenders a limited number of second and third rate sponsored programs in order to get, for high quality box-office programs . . . .", Zenith said.

In addition, Zenith said that already 20% of free broadcast time is blacked out. This 20% is the amount calculated by Zenith which is used for commercial announcements.

Zenith tabbed the fear that subscription tv would "siphon" all better programs and performers from free tv as a "presumption . . . not born out by experience or economics.

Talent and programs for pay tv would have to be better and different than those on free tv or the public will not "buy," Zenith said.

In answer to the proposals that pay tv would have a "divisive" effect on the American public, Zenith said that "Every American family has the inalienable right to spend its income as it wishes . . . ."

Recommends Procedure

Zenith concluded its presentation with the recommendation that all systems of pay tv be authorized and that requirements be established on a case-by-case basis. It said it had no fear of "bootlegging" and that it would be a waste of time for the Commission to attempt to establish standards regarding the security of the various codes proposed by the advocates of pay tv. It claimed further hearings or pleadings were unnecessary and that the Commission should approve pay tv at once.

Skatron claimed that the opponents of pay tv misstated its objectives. It said that the charge that subscription tv would violate the principle of free tv was a misstatement of the law. It referred to the statement by RCA's Brig. Gen. David Sarnoff that "Pay television violates the American concept of Freedom to Listen and Freedom to Look," as a misstatement of the point.

"It is not freedom to listen to and look at only those programs that the advertisers are willing to sponsor, but rather a freedom to listen to and see programs of any and all kinds furnished by broadcasters with or without charge," Skatron stated.

Rebutting the claims that pay tv would divide the American public—"in that some who could not afford to pay would be "second class citizens," Skatron charged that this was a "myth."

If [this premise] smacks of that type of enforced leveling that we commonly associate with the countries lying east of the Iron Curtain," Skatron said.

The FCC does have the power to authorize pay tv, Skatron said, and the question of pay tv need not be held pending rule-making proceeding," NARTB said.

It was referring, NARTB said, to the question whether or not pay tv constitutes a broadcast service.

The operation of a single subscription tv station "under abnormal conditions" can prove nothing, the trade association claimed.

WFMZ-TV asked the FCC to permit it to become a franchise pig for pay tv for a three year period. It proposed to carry scrambled, pay tv programs 56% of the time, with the remainder devoted to regular tv service.

NARTB Protests

FCC clearance for the subscription television test requested by WFMZ-TV Allentown, Pa. [WTV, Aug. 1], would be pre-judged by the issue of pay tv, NARTB told the FCC last week.

In filing its opposition to the uhf station's plan (WFMZ-TV holds a grant for ch. 15; it is needed operation last April), the broadcasters' association allied itself with WLEV-TV Bethlehem, Pa., and the Joint Committee on Toll tv [WTV, Sept. 5].

"Irrespective of the technical defects of the alleged operation . . . no commercial authorization should be given at this time as it will pre-judge one of thebasic pending rule-making proceeding," NARTB said.

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Government

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Broadcasting • Teletcasting
looking for coverage?...

look to wfmy-tv!

Tee off to greater sales—greater profits—in the prosperous Piedmont section of North Carolina and Virginia with WFMY-TV. WFMY-TV is the only CBS television outlet in the Prosperous Piedmont that completely covers this booming 46 county market area.

Here some 2 million potential customers for your product have $2.3 billion to spend. Last year they spent in excess of $1.5 billion on retail purchases alone.

Full 100,000 watts power, nearly six years of successful TV selling experience plus tops in CBS (basic) network programming add up to record breaking sales for your product in the Prosperous Piedmont.

For full information call or write your H-R-P man today.

wfmy-tv
Channel 2
GREENSBORO, N. C.

Now in Our Sixth Year

Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco
To recommendations that Congress speak its mind on the subject, ITC answered that this is a function Congress is not equipped to perform. The Commission was established by Congress in order to consider problems such as this, ITC said.

Referring to its development work in putting two programs on a single channel, Telemeter held that its research to date "indicates that the techniques employed . . . do possess substantial promise of being able to provide ultimately for full dual channel use." This would answer the claim that pay tv would "black out" a tv channel as far as the public is concerned.

Telemeter held that pay tv would contribute to the use of more tv channels by bringing income and programs to stations, thus making unused frequencies more valuable.

Question of Advertising
Respecting charges that pay tv would include commercial announcements or sponsored programs, ITC said it did not believe this would happen. However, it said, it would not object to "reasonable regulations" regarding advertising.

Telemeter tabbed the proposal that pay tv use wire lines as discrimination, since that would deprive rural areas of this service.

The entry of Jerrold as a proponent of pay tv—through the use of community tv wire lines—had been foreshadowed by announcements and statements during the past few weeks.

Jerrold believes that subscription tv has a place in the tv field, its president, Milton J. Shapp, told a Washington news conference last Thursday. But agrees with opponents that that place is not on broadcast frequencies.

Jerrold is a major manufacturer of community tv apparatus, and has been active in that field for the last five years.

Jerrold’s formal comments made two points:

1. It claimed that there was no security in any of the proposed codes for scrambling the tv picture over the air. It asked the FCC to set up a demonstration of the codes and offered to show how "easily" they could be broken.

Jerrold said that WCAU-TV Philadelphia had volunteered to assist in this test by broadcasting the scrambled pictures of all three pay tv systems.

In order to determine how the public really feels about pay tv, Jerrold announced it was planning to establish a pay tv service in the four communities of Casper, Wyo.; Tyler, Tex.; Muscle Shoals, Ala., and Key West, Fla.

Using the facilities of the community tv systems there, Mr. Shapp said that Jerrold would engage in program distribution—using an extra channel not now utilized in the antenna systems. Jerrold has been negotiating with producers and promoters, Mr. Shapp said, but he refused to identify the people or expand on the terms.

He said he was certain that something would be worked out, but felt he could not go beyond that at the present time.

Jerrold will also wire two large cities, with populations of 150,000 (but unidentified otherwise), it announced at the news conference. Both would contain provisions for pay tv, it was said. An engineering study has been initiated in a city with a population exceeding one million, Mr. Shapp said.

In a study of the comparative costs of broadcast pay tv and wired pay tv, Jerrold said that a 40% saturation for pay tv would cost a family $83.50 for equipment and installation on a wired system compared with $90-$100 for...
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul, Minnesota
The establishment of pay TV on broadcast channels, said Jerrold, would create a "giant" monopoly in the servicing field. Jerrold urged the use of a "season ticket" billing system rather than a per-program charge. This would alleviate the problems of billing and would prevent the old "divided" viewing audience among economic lines and "siphon" program material away from free TV and radio.

CBS also questioned the legality of the Commission's power to authorize pay TV, and charged that it was significant that pay TV program proposals were "vague generalities."

Answering criticism by pay TV proponents that the Commission limit pay TV hours (Zenith suggested 15% of total annual broadcast time; Skiltron 35 hours per week), CBS said this ignored "qualitative differences among programs and among time periods." In both instances, CBS pointed out, pay TV could preempt Class A viewing hours—7:30-10:30 p.m., five days a week throughout the year.

Sees Full Scale Hearing

After repeating its doubts regarding the legality of the Commission authorizing pay TV on broadcast channels, CBS maintained that a full evidentiary hearing is required unless its recommendation that the petitions be dismissed is adopted.

Not only must the FCC hold hearings to determine the suggestions made by Jerrold that were used for closed-circuit pay TV, CBS said, but unanswered is the "big question" as to what the new service would cost the public.

"The estimates which are given as to various items of cost are in some cases, according to our technical advice, open to serious question."

CBS concluded:

"... Television in the United States is paying too much sum of money for the programs which are presented to the American people. The intellectual, artistic and technical resources of the country are engaged in furnishing these programs. There are no unplowed fields. This is why the proponents of pay television, after they have polished the glitter on their generalities, are reduced to talking about sports events, motion pictures and dramatic presentations — precisely what the American public is getting at the present time and precisely what is coming to the American people in improved quality and from more diversified sources every day that goes by.

ABC repeated its legal argument that the Commission should not act until and unless Congress laid out the ground rules. It called for the Commission to establish a Board of Commissioners to investigate the whole question of subscription TV and report its findings to Congress.

NARTB also urged that the FCC take no action until Congress directs a way out. It repeated its former position that pay TV would destroy free TV. NARTB said: "Under a system of subscription television, however, the public undoubtedly will be at the mercy of those who decide which must be ignored. With talent in flight, the free broadcaster, who heretofore has served the public without regard to the individual's economic status will be forced to either join the ranks of the subscription TV or find that an event free television will disappear from the American scene and a divisive force set in motion among the American people."

NFRB's failure to file reply comments was a surprise. It was understood, however, that NBC felt it had stated the network's case in the initial filing and that a reply was unnecessary.

The Joint Committee on Toll TV re-emphasized the need for legislation which would supplement free TV, the Joint Committee said. The Joint Committee also questioned the sincerity of pay TV proposals that advertising be banned on subscription TV programs. This is "carrying big water on both shoulders," the Joint Committee said. It claimed that toll TV proponents have told certain groups there would be no commercials, and told other groups (such as sponsors and advertising agencies) that there would be advertising.

**CBS FAVORED FOR ST. LOUIS CHANNEL**

Examiner Donahue's recommendation puts network's bid ahead of four other applicants for long-contested ch. 11

CBS last week was recommended for ch. 11 at St. Louis by FCC Examiner Thomas H. Donahue, who said "In every significant respect the network has been found to be the better qualified applicant.

In handing down his initial decision, Examiner Donahue denied four other applicants who are seeking St. Louis' only remaining vhf assignment. They are: St. Louis Telecast Inc., composed of St. Louis U. (WEW) and local businessmen; 220 Television Inc., owned mainly by hotel interests plus radio-tv management consultant Howard S. Frazier, and Broadcast House Inc., operator of former uhf KSTM-TV.

Donahue, which was on ch. 36 (now assigned to KTVI), a fourth applicant, St. Louis Amusement Co., owned by theatre interests, did not participate in the hearing, the examiner said, and therefore was held in default. St. Louis Amusement challenged the legality of CBS participation in the proceeding and sought court relief which was denied. The examiner, however, held that CBS would not participate further as long as CBS was a party in the proceeding.

The examiner found CBS superior to the remaining ch. 11 applicants on the basis of background and experience; record of public service; assessment of community needs, and assurance of effectuation of proposals. He also awarded the network a slight preference because of color proposals.

Applicant 220 TV also was given the same color preference. In this regard, however, Mr. Donahue said, "Color proposals are at best a slim guarantee of color. The applicant must show not only sufficient and to warrant distinctions concerning color sources or dates when such broadcasts would originate."

As far as background and experience factor is concerned, Mr. Donahue said CBS is a giant among pygmies."

A point raised by each of the applicants opposing CBS is that they should be preferred because the grant of a network would conflict with FCC's policy of diversification of the media of mass communications.

In Mr. Donahue's initial ruling, he conceded that grant to CBS "would do nothing" to serve that purpose. However, he must be recognized that network broadcasting is the warp in the fabric of American broadcasting.

As constituted that system of broadcasting is, network operation is vital to its success. The fact that a network is owned and controlled by a major network is, in turn, vital to the success of network operation has been recognized by the Commission."

The examiner further said grant to CBS "would tend to equalize an imbalance in the distribution of owned and operated stations among national networks."

In evaluating the diversification policy, the examiner said that "grant to CBS "would not result in any significant centralization of local information media in the hands of one individual or group."

"The merits also should be pointed out," Mr. Donahue said, "that here CBS seeks a station of its choice not by purchase where competition is not present but by entering the arena of a competitive proceeding and laying its record on the line."

"Ironically enough," he said, CBS "only significant weakness is its size. Its record here is admirable considering the evils that size often begets."

Mr. Donahue said there are only two preference points standing against CBS—superior local ownership, a point enjoyed by all other applicants, and superiority of integration of ownership with management. He concluded that "except for the policy of diversification which may not favor local applicants, there are no preferences established by the other applicants that affects the "very substantial conclusions of superiority"

In connection with the policy of local ownership, the examiner found that those considerations which bar application of the diversification policy also "preclude any significance of a qualifying nature" being attached to the FCC's policy of promoting competition with regard to local ownership.

Broadcast House (former KSTM-TV) was allowed into the proceeding after the Appeals Court reversed FCC decision. Broadcast House applied for ch. 11 while it still was part of the applicant of ch. 36 and the FCC dismissed the application because of "channel straddling."

An issue raised by Broadcast House is that its proposal to serve part of Illinois as well as Missouri is a major requirement of the FCC grant the channel to it under Sec. 307 (b) of the Communications Act. Mr. Donahue said this "contention is unsound" and represents rules "used out of context." Mr. Donahue further said there is no "magic formula" contained in Sec. 307 (b) that results in automatic grant.
There's a BIG new Picture in prosperous Louisiana

WBRZ Channel 2

Baton Rouge, Louisiana

The only TV station completely covering the rich heartland of Louisiana

Market Data Predicted Service
Area: WBRZ, Channel 2
Population: 860,000
TV sets in area: 164,650
Effective Buying Power: $899,481,000
Retail Sales: $380,927,000
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

$899,481,000.00 Effective Buying Power!
1816 MAIL COUNT
2 **B** TIME SPOTS
KXLY-TV!

In May of this year, the Fresh Milk Division of the Carnation Company, ran two, one-minute "B" time spots on their popular juvenile show, "Range Rider", for a special offer. The results were phenomenal. 1816 individual pieces of mail were received from all parts of the Spokane Market. Such response as 25 from Wenatchee, 34 from Moses Lake, 638 Spokane City, 42 from the Tri-City area, 11 from Walla Walla, 51 from Coeur d'Alene, 30 from Sandpoint, 51 from Kalispell and Libby, Montana, 26 from LaGrande and Baker, Oregon and 6 from British Columbia — offer indisputable proof of a tremendous coverage and a vast listening audience.

YOU CAN ENJOY RESULTS LIKE THIS ON KXLY-TV

Available at a discount when published in conjunction with the "XL" Network.

MULTI-BURST GENERATOR
Model MBG-1

A video test signal generator for quick and accurate frequency response checks of complete television systems, distribution networks, or components. Individual oscillators provide 13 discrete bursts of sinusoidal frequencies from 0.5 to 6.0 mc, in six overlapping ranges. Produces any six frequencies simultaneously. Adjustable sync pulse, blanking pedestal, and white reference level.

Wickes manufactures a complete line of color television instruments for signal generating and distribution, test and measurement, and signal certification. Write for detailed information.

Wickes ENGINEERING AND CONSTRUCTION COMPANY
12TH STREET AND FERRY AVENUE ESTABLISHED 1920 CAMDEN 4, NEW JERSEY

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GOVERNMENT

Three Ams, Three Fms
Granted by Commission

PERMITS for three new ams and three new fms were granted by the FCC last week. Three of the stations will be located on the West Coast.

Granted were:
• Permission for Morris Mindel to build an am in Bakersfield, Calif., to operate on 1490 kc with 250 w unlimited. Mr. Mindel is 50% owner of KGST Fresno, Calif.
• Am in Marietta, Ga., to be operated on 1050 kc, 500 w daytime only by Marietta Broadcasting Co. President Dudley D. McCaskill was formerly an announcer-salesman for WPOM Marietta and Vice President James M. Wilder was at one time an engineer for WBML Macon, Ga.
• Am in Hermiston, Ore., to be operated on 1570 kc, 250 w daytime. Owners are Mr. and Mrs. Carl F. Knierim.
• Planned Music Inc. permission for an fm station in Los Angeles on 105.9 mc with effective radiated power of 17 kw and antenna 700 ft. above average terrain. Principals Elias Schwartz and William Scott operate a background music service under name of Music Craftsmen.
• Williams Fm Service to operate an fm station in Indianapolis on 95.5 mc with ERP of 15 kw and antenna 200 ft. above average terrain. Martin R. Williams Sr., 55% owner, is a consulting radio engineer.
• Amherst College, Amherst, Mass., to operate a non-commercial educational fm station on 88.1 mc with 10 w ERP.

WTOP Opposes WABJ Shift, Cites Conflict with WJBK

WTOP Washington last week asked the FCC to dismiss the request of WABJ Adrian, Mich., for extension of program test authority on 1490 kc because this authority conflicts with a frequency shift sought by WJBK Detroit.

WABJ is seeking a move from 1500 kc day-time to 1490 kc full-time. This switch is contingent on the move of WJBK from 1490 kc to 1500 kc.

WTOP and KSTP St. Paul, both on 1500 kc, have objected to the operation of WJBK on 1500 kc, claiming the latter station is violating terms of its permit in not providing proper signal protection. WJBK has denied this. Last week WTOP asserted the WABJ request should not be acted upon independently of the WJBK matter. Both WJBK and WABJ were granted program test authorities for their respective operations last July 1.

WLEX-TV Backs 5,000 Kw In After-Deadline Comment

SUPPORT for FCC's proposal to increase the maximum power of uhf stations from 1,000 kw to 5,000 kw was submitted to the Commission last week by ch. 18 WLEX-TV Lexington, Ky., a week after deadline for comments.

The FCC measure, designed to aid uhf, has received only slight industry attention, presumably because the costs involved offset any advantages and that, by itself, the 5,000 kw proposal is not enough [8BT, Sept. 5].

WLEX-TV said it has been following high-power operation of other uhf stations and "believes that the development and authorization of high-power amplifiers should be encouraged by the Commission in order to make possible, on a nationwide basis, the transmission of uhf signals of greater strength..."
Only STEEL can do so many jobs so well

Do It Yourself—The Easy Way. Steel power tools have made it possible for the amateur to make high-quality furniture. With a true-running saw, for example, you can be sure of precise cuts and tight joints. Multi-purpose steel power tools furnish the accuracy and remove the drudgery from workshop projects.

Install Your Own Carport. Two men, without special training, can erect this all-steel carport in a matter of hours. The lightweight steel structural members and roof sheets are rigid and strong...and they'll look like new ten years from now.

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For further information on any product mentioned in this advertisement, write United States Steel, 625 William Penn Place, Pittsburgh, Pa.

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See the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

BROADCASTING • TELECASTING  
September 12, 1955 • Page 81
WHLN Harlan, Ky., claim of economic injury as result of grant to WKYV there is followed by objections from four other markets. Hearings will resurface old issue: Should economics be a criterion in making broadcast grants?

The FCC opened a new page in its 21-year-old policy book last week when it began hearings to determine whether a city is big enough to support more than one radio station. At issue is the economic status of Harlan, Ky.

The case arose when WHLN Harlan protested the uncontested grant last May of 1 kw daytime on 1410 kc to what is now WKYV Harlan.

WHLN, which operates with 250 w on 1230 kc and holds a construction permit for 1 kw day on 1280 kc, objected to the WKYV grant on the ground that Harlan could barely support it let alone two.

If a second station begins operating in the Kentucky coal region, WHLN said, both outlets will probably succumb. This will deprive the public of any local broadcast service, the station said.

The Harlan hearings began last Thursday before Examiner Basil P. Cooper.

This is the first of four similar cases. The others involve Cleveland, Tenn.; Laurel, Miss.; Tipton, Ga., and Statesville, N. C.

In Cleveland, existing station WBAC protested the new station authorization of Southeastern Enterprises; in Laurel, WLAW objected to the license of new station WPWR; in Tipton, WWGS opposed the grant of WTIF, and in Statesville, WSIC protested the grant of WDBM.

Insufficient Support

The basic objections in all these is that the markets cannot support another broadcast station and that advertising revenues are not sufficient to permit two stations to operate at a profit.

All the hearings will be held this fall.

It was not too long ago that the FCC held that the economics of a market were not a criterion in deciding whether to approve an application for a broadcast facility.

On general principles, the Commission said, the FCC had no warrant to weigh the financial impact an additional station or two would have on an existing station.

If a facility was available, this policy held, and if an applicant met the tests of legal, financial and technical qualification, then the FCC had no right to deny the application.

But, recently, particularly since the advent of uhf television and its unhappy experiences in trying to win audiences in vhf markets, the Commission has begun to question the validity of this no-economic-holds-barred philosophy.

Basic to this reasoning is this: Since all broadcast grants are made in the public interest, can the possibility that the public might suffer through loss of one service—if a second station is authorized and both go under—be considered beneficial?

The answer to this, in some Commissioners' minds, is no. This is how both FCC Comrs. Robert E. Lee and Robert E. Lee have expressed themselves in recent months.

This attitude is not a new one, however. During the reign of the Federal Radio Commission (1927-1934), it was accepted practice for the commissioners to weigh economic factors when faced with an application for a new station.

This approach was even sanctioned by the Supreme Court in its 1940 Sanders Bros. decision. That held that the Commission had the right to question the operating financial status of a second or third or additional stations on the public service, but that the FCC did not have the privilege of using this authority to protect an existing station from competition.

In no case, however, did the FCC, or its predecessor, the FRC, meet the issue head on. And, in 1950, in the Voice of Cullman (Ala.) decision, the FCC reiterated this position—that the competitive impact of a second station on the first outlet in a community had no weight.

In that case, the FCC went one step further: It said that it would not even consider the economics of a market when it was too speculative to determine just what conditions may follow the beginning of operation of a second station.

The 1950 decision had one dissent. That was by Comr. Robert F. Jones.

He thought that if there was any possibility that the grant of the second application would drive the first station's service below a "low water mark" then the FCC should seriously consider the consequences of its action before authorizing another station.

Protests Prompt Consideration

It was not until the protests began pouring in opposing to tv grants—where economic injury became a standard for establishing the right of the prophet to standing—that the question of economics came to the forefront in FCC thinking.

It definitely became a significant subject as the commissioners cast about for an answer to the deteriorating uhf situation.

It was to this problem that both Comrs. Hyde and Jones addressed themselves when they publicly declared that the economics of a market should be considered in making vhf grants, or approving vhf "drop-ins."

It was shortly after this spring in fact, that the problem was placed squarely in the Commission's lap—but ironically, by am broadcasters.

In the Harlan hearing, WHLN is claiming that there has been a 13.5% decrease in population since 1950 and that since that year 16 active mines have closed and 16 business establishments have gone out of existence. WHLN claimed that it was "in spite of careful and economic operation" it lost money in 1953 and during the first quarter of 1955.

The Commission set out the following issues:

(1) Whether Harlan will provide sufficient revenues for the proposed station; (2) whether advertising is so meager that both stations may be forced to cease operation resulting in loss of service to the public, or although both may continue but with service "inadequate" to serve the public. Also questioned is the financial qualifications of WKYV owners.

Three Am Transfers Granted by Commission

PERMISSION was granted by the FCC last week for three changes of ownership in am stations.

Keith Moyer, trading as the Moyer Broadcasting Co., was granted assignment of the license of WTIM Taylorsville, Ill., for $60,000.

Mr. Moyer is 55% owner of WBBA Pittsfield, Ill.

Richard Power and associates were permitted to buy 75% of WSBH Stillwater, Minn., for a purchase price of $37,000. Mr. Power owns 25% of WSHB and another principal, Oscar Lemme, is 25% owner of KLTF Little Falls, Minn.

Assignment of the license of WJNC Jacksonville, N. C., to Ontslow Broadcasting Corp. for $82,000, was granted. Principals are Mr. and Mrs. Robert P. Mendelson and Eileen E. Shuey of The Mendelson Advertising and programming backgrounds, but none of the principals has other broadcast interests.

Storer, Gerico Ask Court To Hold Up Miami V Actions

REQUEST for an interlocutory injunction and a temporary stay—to prevent the FCC from deciding the Miami vhf cases before it decides the petitions of de-intermixtures—was filed with the U. S. Court of Appeals in Washington last week by Storer Broadcasting Co. and Gerico Investment Co. Argument has been tentatively scheduled for Sept. 22.

The action by Storer, which owns WBGS-TV in Miami, and by Gerico, which owns WTVY (TV) Fort Lauderdale, followed by a week the filing by the same principals of an appeal in the same court against the Commission's refusal to hold up on the final Miami vhf decisions (BT, Sept. 5). Both Storer and Gerico, uhf operators, have urged the FCC not to finalize any of the vhf cases in that city until it has ruled one way or another on their petition to de-intermix the area by reallocating the ungranted uhf channels. At the present time, Biscayne Television Co. (a combination of the Cox and Knight newspaper-radio interests and Niles Trummill, former NBC president) is favored for ch. 7 and WKAT Miami Beach for ch. 10.

Both petitioners told the court they needed immediate relief, or their formal appeal would become moot if Miami became a three-vhf station market. In that case, they said, they felt sure they would have to close down their stations.

Carlson to Resurrect FCC Pay Raise Proposal

SEN. FRANK CARLSON (R-Kan.) said last week he will ask the Senate Post Office & Civil Service Committee, of which he is ranking minority member, to take up at the beginning of the second session of Congress in January a House-passed bill to raise the salaries of FCC members and other members of federal agencies and departments.

The bill (HR 7619), as passed by the House would raise the pay of its members from the present $15,000 to $19,000. The bill was placed on the Senate calendar near the end of the first session but action was forestalled by Sen. Wayne Morse (D-Or.) and others (BT, Aug. 5).

WNDU-TV Now South Bend

FCC last week waived its rules and granted a modification of construction permit to WNDU-TV Notre Dame, Ia., which would change its designation to South Bend while maintaining its main studio in Notre Dame.

The grant was made subject to the condition that no adverse interference be caused to WSBT, an am station in South Bend.
"Kick a home run, Finchley, and we'll make a touchdown!"

THE GAME'S NOT THE SAME IN SEATTLE-TACOMA

... AND KTVW IS THE REASON WHY

Throw away your old rule book! TV ratings have changed in Seattle-Tacoma...

and KTVW's new live programming of sports events has caused the big switch. Check the new ratings. They mean new viewing (and buying) habits. For winning sales in the Pacific Northwest's major market, choose KTVW, today's low-cost coverage champ.

SEATTLE - TACOMA

Channel 13

For information, contact
George P. Hollingbery Co.,
or Write 230 8th Ave. No.,
Seattle, Washington
Streibert Urges 'Voice' Expansion

The expansion of the U.S. Information Agency's activities, including broadcasts by the Voice of America, was urged last week by USIA Director Theodore C. Streibert in a conference with President Dwight Eisenhower in Denver.

Mr. Streibert said the nation could "usefully, effectively and efficiently employ more resources in this effort." He said the U.S. should capitalize on the "Geneva spirit" by concentrating on telling the communists of the President's "peaceful actions and policies."

At a news conference later he said the President was "generally favorable," but that neither he nor Mr. Eisenhower named any specific amounts of money. The USIA's fiscal 1956 budget is $85 million, cut from an $88.5 million Budget Bureau proposal.

He said the Geneva conference will not change the Voice's concentration on giving "complete news and factual news" to build up listener credibility in VOA broadcasts, while avoiding the "propagandistic approach or diatribes."

Meanwhile, Sen. George W. Malone (R.-Nev.), in a statement made from Moscow where he has been visiting, said the U.S. should discontinue the Voice of America because it has not whipped the Soviet people up to the point of a revolution. Consequently, he said, "we should retrench expenses like the Voice of America."

Mr. Streibert said the Soviets are continuing to jam VOA broadcasts, using about 1,000 transmitters full time for this purpose. Despite the jamming, the broadcasts are heard in wide areas, he said. He said the Russians would be asked at the forthcoming Big Four conference to abandon the jamming as part of a plan to increase the flow of information through the Iron Curtain.

Voice Stresses Capital Scene From New Washington Offices

DURING the half-year ended June 30 the Voice of America took advantage of its new location in Washington by originating two new programs involving government personalities and capital locale, Theodore C. Streibert, director of the parent U.S. Information Agency, said last Tuesday in his semi-annual report to Congress.

These were Foreign Policy Review, a weekly 15-minute report of official statements on U.S. foreign policy, broadcast in the voices of the officials who made or announced the policies, and Press Conference U.S.A., in which three Washington correspondents interview members of Congress, Administration officials and other prominent authorities, Mr. Streibert said.

In "getting in on the ground floor" of television overseas, the Voice provided a wider selection of American-made films for tv use in countries where that medium is gaining in importance. VOA also appointed Frederick A. (Ted) Long as first chief of its expanded television division and sent to Latin American posts for review the Voice's first original tv production, a proposed half-hour Spanish language panel discussion on economic matters.

WLBR-TV Lebanon Purchase Defended by Triangle Pub.

The SALE of WLBR-TV Lebanon, Pa., to Triangle Publications Inc. was defended last week against the charges of WHUM-TV Reading, which asked that the FCC designate the purchase for hearing [BT, Sept. 5].

WLBR-TV (ch. 15), which has suspended operations, and Triangle (ch. 6 WPIL-TV Philadelphia) asked the FCC to dismiss the WHUM-TV petition because the contentions raised already have been answered in replying to oppositions of Harrisburg uhfs [BT, Aug. 29].

The sale principals last week asserted that WHUM-TV has no legal basis for its request for a hearing at this stage. They asserted "it is clear" that WHUM-TV "desires protection for whatever business it may have in Lebanon."

It was stated that "the larger public interest dictates the resumption of local service to a community presently deprived" of such service.

Triangle and WLBR-TV further stated there is no intention to operate the Lebanon station as a "bonus" to WPIL-TV, but rather to make WLBR-TV a self-supporting station.

Triangle and WLBR-TV denied that WPIL-TV and the Lebanon station would serve substantially the same area, as charged by WHUM-TV.

Further the sale transaction will in fact contribute to the concentration of communications media in Lebanon, the sale principals claimed. They said WLBR-TV is presently owned by the existing station and Lebanon's only daily paper. Triangle has previously noted it is buying only WLBR-TV and that WLBR-AM will compete with it.

In conclusion, the principals said this is an "improper seeking of delay to forestall the resumption of competition."

Worcester, Mass., Uhf Quits; Festus, Mo., Outlet Deleted

ONE UHF station suspended operations last week and another, which previously suspended, was deleted by the FCC for lack of prosecution.

WWOR-TV Worcester, Mass., announced last week it has suspended operations "temporarily," effective Sept. 5, "in order to stop continuing losses." The ch. 14 outlet began December 1953 and is the city's only tv station. John Z. Buckley, president, "expressed confidence" that a way will be found in the "not too distant future" to allow the station to return to the air. Mr. Buckley noted pending studies that are being conducted for the solution of the uhf problem.

Principal owner of WWOR-TV is investment house Fox, Wells & Co. Tv stations that have suspended operation, but still retain their permits, now total 31, all uhf.

KACY (TV) Festus, Mo., also on ch. 14, became the 154th tv station to be deleted, 124 of them uhf. KACY was granted a permit in December 1952 and went on the air in November 1953. It suspended in April 1954. KACY has been in bankruptcy.

AT&T to Interconnect Mobile

AT&T's Long Lines Dept. last week was granted a permit and modified license for its Mt. Vernon, Ala., microwave relay radio station to bring tv network service to ch. 5 WKRG-TV Mobile, which is affiliated with CBS. The authority will provide an additional radio relay channel between Mt. Vernon and Mobile.
“Seems to me one of the reasons we live so much better in this country is because we farm so much better.

“In Russia, I read somewhere recently, 60% of the population has to farm to feed the country.

“In America only about 14% of us are farmers. But that 14% grows more than all of us can eat, and we eat mighty high on the hog.

“Now I’m sure one big reason for the farmer’s efficiency in this country is the help he gets from industry. Take my case.

“I farm 1200 acres out here in Orange County, California. I’ve got them in limas, sugar beets, tomatoes and alfalfa. I buy my plant fertilizer—aqua ammonia—from Brea Chemicals, a subsidiary of the company where I get all my gasolines and greases, Union Oil.

“Now you think the boys from Brea are content just to sell me the aqua ammonia? No sir. Right now, at their own expense, they’re testing four different plant foods on five acres of my beets just to find out which will give me best yield.

“14% of the population grows more than all of us can eat!”

“As a result of help like this, my beet crop’s on the way to being the biggest and healthiest yet. As a result of help like this, farming’s a good business and a good life—and you and I continue to eat high on the hog!”

* * * * *

Mr. Wolverton’s enthusiasm for Brea’s service pleases us very much. Because helping America grow is the big job of our subsidiary, Brea Chemicals.

Modern synthetic ammonia is not only increasing crop yields: it is also rejuvenating soil that was literally “worn out.” As a result, one acre today produces what two acres did 15 years ago.

Economists and farm experts rank this accomplishment—along with modern farm tools—as the foremost answer to the world’s food supply problem.

This is another example of how free men, freely competing, can do the job better.

Your comments are invited. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.
Handle With Care!

Tractors are like horses—or mules—in more ways than one. They can be pretty tricky if you don’t know how to handle them just right.

Too many tractor accidents happen because of carelessness. The day grows hot and drowsy, the job grows monotonous—and bingo! Someone forgets to throttle down when making a turn, or something, and there’s a bad spill... or maybe worse.

Credit Slim Hartman’s missus for the fact that there’s never been tractor trouble on their place. Midway through every morning and afternoon she brings him snacks. “He’ll stay on the alert,” she says, “if I get him off the tractor for ten minutes.”

From where I sit, carelessness can cause plenty of harm in our off-the-job personal lives, too. For instance, suppose a neighbor prefers a glass of beer with supper. You might not share this particular preference with him—but if you’re careless about protecting his right to choose, then your own freedom of choice is in real danger of being “plowed under.”

Joe Marsh

Copyright, 1955, United States Brewers Foundation
AND LOOK!... We’re in excellent condition

WGR-TV HAS LED IN
top 15 shows all year

|        | Dec., 1954 — 9 of top 15   | Apr., 1955 — 8 of top 15  |               |


WGR-TV

Not the oldest... but the leader!

BARTON ST.
BUFFALO, N. Y.
4-Channel Portable Remote

This newest Gates Dynamote includes printed wiring, A.C./battery operation, adjustable angle 4" V U meter, Cannon receptacles, along with exacting performance standards. Weighs 29 lbs. with batteries, 22 lbs. without. Size: 10 1/4" wide, 6" right, 18" deep overall.

*With Cannon XL Receptacles. Battery equipment extra.

$303.95*

GATES RADIO COMPANY • QUINCY, ILLINOIS, U.S.A.

33,736 interviews in 14 hours!

KONO San Antonio’s leading independent, completed a coincidental automobile-listener survey at 10 traffic light locations, June 19-25.

Here are the facts:

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For Complete Information and a Personal Survey Copy, Contact H. R. Representatives, Inc. Clarke Brown Co. or KONO

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casting Co. that the Commission’s decision was incompatible with the record. Both were unsuccessful applicants, although Tampa Times was favored by the examiner.

Both objectors questioned the operation of WALT Tampa, owned by W. Walter Tison, one of the principal owners and proposed general manager of Tampa TV. They also raised a legal issue regarding Mr. Tison’s withdrawal of an application in his own name and the substitution just before the deadline of new applications with himself and other stockholders.

The FCC insisted that its decision last fall in granting the ch. 13 facility to Tampa TV was correct. It pointed out that Tampa TV was given preferences on integration of ownership and management, and for TV planning. The Commission referred to its consideration of the past broadcast record of WALT and its findings that this was found not to reflect adversely on Mr. Tison or his fellow stockholders’ reliability. The FCC also called attention to the fact that Tampa TV was given a preference because it had made plans for St. Petersburg programming as well as for Tampa. It called attention to the minus mark given to the Tampa Times on the diversification issue.

Tampa TV argued along similar lines in justifying the FCC’s decision.

**McNutt Death Held No Factor In Fort Wayne Ch. 69 Grant**

THE DEATH of Paul V. McNutt does not affect the FCC’s decision that granted ch. 69 at Fort Wayne to WANE there, the Commission’s Broadcast Bureau commented last week.

The Broadcast Bureau noted that in denying Anthony Wayne Broadcasting Co., composed of James R. Fleming and Mr. McNutt, the Commission concluded that certain newspaper advertising practices which the principals had been parties to were considered in serious conflict with their proposed responsibilities as licensees.

Involved were joint advertising practices of the News Sentinel (evening) and the Journal Gazette (morning).

The Commission’s findings, the bureau said, relates to Mr. Fleming as well as Mr. McNutt. Therefore, the bureau added, the death of Mr. McNutt “in no way” modifies the conclusion already reached.

The bureau further commented that Mr. McNutt died about six months after the September 1954 final grant and that a change in a losing applicant after such a time is beyond the time limit prescribed by FCC rules.

The final decision favoring WANE was appealed to the U. S. Court of Appeals for Washington by Anthony Wayne. This appeal is not moot as a result of Mr. McNutt’s death, the Broadcast Bureau commented. Assuming the FCC is reversed, it will reconsider the grant.

**Anderson, Gwynne to Fill Trade Commission Posts**

PRESIDENT EISENHOWER Thursday appointed former South Dakota Republican Gov. Sigurd Anderson to the Federal Trade Commission and named Comr. John W. Gwynne to succeed to the FTC chairmanship resigned by Edward F. Howrey [B+W, Aug. 15]. Both appointments become effective today (Monday) and are subject to Senate approval when Congress reconvenes in January.

Mr. Anderson, 51, will fill Mr. Howrey’s unexpired term, which runs to Sept. 26, 1959. Mr. Gwynne, a Republican, has been a member of the FTC since 1953.
AMERICAN EXTENDS FAMILY $1/2$ FARE PLAN TO THURSDAYS!

Beginning October 10th,* you can save from
12:01 Monday noon to
12:01 Thursday noon

American is extending its famous Family $1/2$ Fare Plan to Thursday mornings to give families a wider choice of fare-saving days.

Up to now it was only on Mondays, Tuesdays and Wednesdays that any person who purchased a full fare ticket could take along his or her spouse and their children for half fare. But beginning October 10th,* American’s Family $1/2$ Fares will be in effect from 12:01 Monday noon to 12:01 Thursday noon.

In 1948 American Airlines first introduced the Family $1/2$ Fare Plan. Since then thousands of families have saved hundreds of dollars by using it. Next time you plan a family trip, remember that American offers the widest choice of days on which you can enjoy Family $1/2$ Fare savings.

*subject to CAB approval
Sacramento Broadcasters Ask for Ch. 7 at Redding

AN APPLICATION for ch. 7 at Redding, Calif., was filed with the FCC last week by Sacramento Broadcasters Inc., licensee of KXOA-AM-FM. Lincoln Dellar is president and 100% owner of the applicant.

Shasta Telecasters filed for the same facility two weeks ago [BT, Aug. 29].

Sacramento is seeking effective radiated power of 27.2 kw visual and 17 kw aural with antenna height 271 ft. above average terrain and 337/4 ft. above ground.

Estimated construction cost is $156,500 and the first year operating cost was set at $240,000.

Expected revenue is $250,000.

Mr. Dellar owns 25% of KJR Seattle, Wash. Corporation Vice President-Treasurer Sylvia Dellar is also 25% owner of KJR and Secretary Robert B. Gaylord Jr. holds no broadcasting stock according to the application.

WWSW, WJAS Report Merger Details Are Cleared Up

CERTAIN details of the merger agreement that resulted in grant of Pittsburgh ch. 11 to WWSW Inc. and which FCC's Broadcast Bureau has objected to, have already been cleared up, WWSW and WJAS Pittsburg told the bureau last week.

The Pittsburgh stations, following comments by the bureau that the ch. 11 grant should be reheard if certain “infirmites” in the merger agreement are not resolved [AT DEADLINE, Sept. 5], called the bureau's attention to the merger agreement changes.

The Pittsburgh outlets advised the bureau that the section of the agreement that provided for WJAS to select some members of the WWSW Inc. board of directors was amended and deleted on Aug. 30. On this same date, the stations said, the agreement was amended to provide that no person involved in any potential employment agreement may simultaneously be connected with WWSW Inc. and WJAS.

It also was pointed out that a provision of the contract "insures that there will be no objectionable overlap" between WWSW and WHJB Greensburg, Pa., at the time when WJAS or its stockholders come into ownership of any stock of WWSW Inc. (WJAS also owns WHJB, which the Broadcast Bureau said overlapped with WWSW.)

Moreover, the Pittsburgh stations said, another section of the agreement provides that WJAS may sell all of its capital stock in order to solicit the proper FCC approval. This would expressly include the transfer of WHJB.

Rountree Seeks Virginia Am

MARTHA ROUNTREE PRESBREY and her husband have filed with the FCC for a new am station to operate with 5 kw daytime on 1420 kc in Warrenton, Va. Mrs. Presbrey was moderator and co-owner of Meet the Press until she sold her interest in the program to Lawrence Spivak who later sold it to NBC. Mrs. Presbrey also held interests in the now defunct Leave It to the Girls and The Big Issue. Connie B. Gay filed for the same Warrenton facility last July [BT, July 18].

Comments Asked on WGR-TV Allocation Changes Proposal

THE FCC last week asked for comments by Oct. 14 on a rule-making proposal by WGR-TV Buffalo, N. Y., for allocation changes. At the same time, Mr. Morris of Cle Elum, Wash., asked the FCC to assign ch. 71 to that city.

WGR-TV requested ch. 26 be assigned to Shinglehouse, Pa., and ch. 37 be shifted from Meadville, Pa., to Clymer, N. Y., and ch. 37 in Meadville be replaced with ch. 62. The station wants to operate satellites at Shinglehouse and Clymer.

Mr. Morris is seeking the channel assignment to Cle Elum, population less than 5,000, so he can apply to build a new tv station there. Cle Elum is less than 30 miles from Yakima and Wenatchee, both Wash.

FTC Says Tv Repairer Broadcast Fraudulent Ads

CHARGE of false advertising with misrepresentation of facts in respect to tv repair service was leveled at the Mayflower Television Co., Washington, in a complaint issued by the Federal Trade Commission.

Referring to advertising on television, in newspapers and other media, the complaint cited misrepresentations as to the cost of servicing tv sets, services performed on the sets and qualifications of repairmen. The complaint also termed to be false advertising claims that nine times out of ten the sets could be repaired in the home. The FTC found that in most instances the sets were removed from the home, servicemen receiving a commission for every set brought into the shop for repairs.

Referring to advertising in which the company offered to send a serviceman, "each a specialist for a different make" to the home "to fix your tv set for only $1.50 service charge," the complaint found that the service charge levied was "in most instances" far in excess of $1.50. The company's repairmen were found by the commission to have only a limited knowledge of tv repair, carrying with them equipment for testing tubes only.

A hearing before an FTC hearing examiner has been set for Oct. 20.

In another crack at false advertising FTC charged The Berjon Co. of Memphis, Tenn., with misrepresenting in newspapers, circulars and on radio the effectiveness of Pep-Ti-Kon (vitamin, mineral preparations).

Contradicting claims, the FTC alleged that Pep-Ti-Kon will not prevent or remedy physical discomfort caused by summer heat; that there is no causal connection between iron and vitamin deficiencies and boils and pimples, and Pep-Ti-Kon is not an effective treatment for those conditions, and iron deficiency does not cause loss of youth. Such advertisements the FTC said, "mislead and deceive a substantial portion of the purchasing public," and violates the FTC Act. The parties have 30 days in which to answer the complaint. A hearing is scheduled for Nov. 3 in Memphis.

WTIX Gets Renewal

THE LICENSE of WTIX New Orleans was renewed last week on a regular basis by the FCC, over the dissent of Comr. John C. Doerfer. Comr. Doerfer commented: “I cannot find that the renewal of the license of WTIX is in the public interest. The licensee has not met the minimum program standards required by the Commission. He has failed to include any religious, educational or discussion programs.” WTIX has been on the air since 1951.

FINANCING

KIDDER, PEABODY & CO.—

• Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.

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KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States
WHICH CAME FIRST . . .
the Advertiser or the Audience?

Frankly, we're not sure.
But we do know that WOAI-TV has "most of both" in San Antonio.
Local and national advertisers buy 25 half-hour or longer non-network weekly programs in the San Antonio market.
Out of these 25, WOAI-TV leads 23 to 2. ... nearly 5 out of 4!
Or, lets look at quarter-hour or longer spot sales. Advertisers buy a total of 33 balfour or longer non-network weekly programs in the San Antonio market:
Out of these 33, WOAI-TV has 23 to 10. ... nearly 3 out of 9!

And what a story

THE JUNE A.R.B. REVEALS . . .

Ratings of the 52 non-network commercial programs* in San Antonio each week show WOAI-TV has 10 of the top 10 (25.9 average), and 20 of the top 25 (21.3 average)!

WOAI-TV delivers an average rating* 76% greater than the second San Antonio station. WOAI-TV's weekly remote telecast "Live Wrestling" tops all national spot and local programs with a whopping 32.7! And of all newscasts (network and local), none come even close to the WOAI-TV 10 PM NEWS seven night average of 22.1!

Include network programs, and WOAI-TV is still the overwhelming leader with 7 of the top 10, and 13 of the top 20.

Any way you look at it — ratings, advertiser preference, audience preference, or results — WOAI-TV is the most effective television buy in this fabulous San Antonio market.

*Programs 15 minutes or longer—day and night—national spot and local.
STORER SPLITS ATLANTA STATIONS

Jackson named vice president to head WAGA-TV. Frazier made WAGA radio managing director, and Collins named sales chief for tv.

ATLANTA stations of Storer Broadcasting Co. — WAGA-AM-TV — have been separated with changes in management, in line with the pattern established in other cities, according to George B. Storer Jr., vice president of the southern district.

Glenn C. Jackson has been elected a vice president of the Storer company and will head Atlanta tv operations as managing director. Claude H. Frazier has been named managing director of WAGA radio. Jack Collins becomes assistant managing director in charge of sales at WAGA-TV. The changes become effective Sept. 1.

Mr. Jackson has been with the Storer organization since 1940 when he joined WSPD Toledo as an announcer, later becoming chief announcer, production manager and program director. In 1948 he was given more responsibility as program director of the new WSPD-TV, moving to WMMN Fairmont, W. Va., then a Storer station, in 1951 as managing director. He was moved to Atlanta in 1952. He is president of Georgia Assoc. of Broadcasters.

Mr. Frazier entered broadcasting in 1930, joining the Storer organization in 1948 as sales manager of WAGA and becoming station manager in 1954.

Mr. Collins has spent most of his business career in Atlanta advertising, including the Georgian-American and Constitution. He joined WAGA-TV in 1950.

WPIX (TV) Business Increases

NEW BUSINESS for fall sold since June 1 by WPIX (TV) New York totals $1,100,000, according to Fred M. Thrower, vice president and general manager. More than 40 national advertisers are booked for fall participations, spot announcements and full programs.

MEMO FROM ED HOFFHAUSEN JR.

HEARD YOUR STATION RECENTLY?

Can you distinguish your musical programming from the competition? If you're programming pop hand-outs, you can't. But you can if you're programming APS music — and so can your listeners.

APS contains the only 100% functional, pure radio music. Here is a full basic transcription library of more than 5,000 Hi-Fidelity selections. It's unduplicated and unmatched.

You can pay more, but you'll never buy better than APS. A letter, call or wire brings you full details without obligation.

221 Fourth Ave., New York 3, N.Y. • ORchard 4-7400

Page 92 • September 12, 1955

FAIR SEASON ARRIVES; BROADCASTERS KEPT BUSY

Radio and television stations active in reporting, promoting all phases of activities during fair season.

COUNTY and state fair time is here again and radio and television stations again are providing every type of service from remote coverage to special cars taking viewers and listeners to fair sites.

An annual attraction at the Illinois State Fair at Springfield is the WLS Chicago National Barn Dance. A total of 10,706 paid to watch the five-hour show, making its 16th appearance from the fair grandstand. WLS also maintains a special tent on the fair grounds, broadcasting three times daily during the ten-day fair. For the second straight year WICS (TV) Springfield aired live remote programs twice daily from the fair grounds.

WKOA Hopkinsville, Ky., has been busy covering three separate fairs; Ft. Campbell Soldier's Fair, Trigg County Fair at Cadiz and the Perrysville Fair at Hopkinsville. Daily on-the-spot broadcasts, ranging from 3 to 7½ hours in length, prompted one listener to write in: "I found out more about what was going on at the fair by listening to WKOA than I did by attending." What started out as a gag earned KCSR Chardon, Ohio, second place with its float in the Dawes County Fair parade. KCSR also presented 20 hours of live programming from the fair grounds during the three-day event. In order to keep quality up, the station's secondary control room was dismantled and moved, with remote set up to key areas.

WONE Dayton has purchased a 35-foot Spartan trailer which is now making the rounds of county fairs. It is completely furnished and equipped for broadcasting, with a complete public address system.

A record-breaking crowd of 1,600 rode the WGAR Cleveland special train to the Ohio State Fair, Columbus. Hosts on the train, running for the sixth straight year, were WGAR Women's Director Ruth Allen, disc jockey Hal Morgan and Allan Starner, a Social Security Administration representative. The Cuyahoga County 4-H Club band furnished entertainment.

Forty-six northeast Nebraska towns were represented by the 360 persons traveling on the WJAG Norfolk, Neb., bus caravan to the Nebraska State Fair at Lincoln. The fifth annual caravan loaded 10 buses, with a WJAG staff member acting as host on each bus.

KFAB Omaha last week completed its 27th year of coverage at the Nebraska State Fair. The station, with a cast of entertainers headed by cowboy Jimmy Wakely, programmed almost continuously from the fairgrounds Sept. 3-9. Shows were originated from two main points, in an outdoor auditorium and from KFAB's permanent studio in the agricultural hall. Quiz shows, disc jockey programs and on-the-spot farm broadcasts featured the coverage. Appearing with Mr. Wakely were the Three Rays, a female trio on the Coral label, and the Six Fat Dutchmen, an RCA Victor polka recording band.

Plans for a three-day "Corn Harvest Festival" and the fourth annual Illinois mechanical corn picking contest in Pontiac are being completed by WGN-AM-TV Chicago. The double events will take place Sept. 29 through Oct. 1, with the corn picking contest scheduled the final day. WGN-TV personalities will entertain during a three-hour show Sept. 30.
Does money really grow on trees?

Certainly not for most folks—but for a couple of million people it seems to.

They are people who get their electricity from power plants owned by the federal government. They pay less for electric service than other people do, simply because you and everybody else pay part of their electric bills.

Here's how that happens. First, part of your taxes goes to pay for the government power plants that serve these people. Second, the electric bills these people pay do not include many of the taxes you pay in your electric bills. So your share of taxes has to be increased to pay their share.

Not exactly fair, is it?

Yet some people are trying to push the federal government into building and running more unnecessary power plants and power dams—to extend this "special privilege" still farther.

This kind of favoritism is unfair to everybody—especially to you who have to pay for it. That's why these little-known facts are brought to you by America's Electric Light and Power Companies.
Ceremonies Mark Boost To 170 Kw for KCOP (TV)

WITH Gov. Goodwin J. Knight and some forty mayors, county officials and chambers of commerce dignitaries from Southern California participating, KCOP (TV) Los Angeles today (Monday) increases its effective radiated power on ch. 13 to 170 kw. The ceremonies, held atop Mt. Wilson at KCOP's newly-installed transmitter, will be telescast as special hour-long remote.

Newscaster Baxter Ward will emcee as Gov. Knight throws the switch that will give KCOP six times more power. With the advent of its new power, KCOP also inaugurates its "New Horizons in TV Entertainment" lineup, with 20 additional hours per week being given to live shows.

Humorist Bill Ballance, styled as "Prince of Disc Jockeys," leads the parade of the new programming lineup as he starts his Monday through Friday show, Ballance 'n Records at 11:30 a.m. Lou and Linda Crosby, man-and-wife musical team, begin their new daily program, Lou and Linda at 1 p.m. At 2:45 Dick Garton begins a new series of afternoon movies and at 4 p.m. Jay Stewart debuts his Monday through Friday, two-hour Ranch Party featuring guest stars from the western music field. Families Are First, starring Mrs. Florence Thalheimer, moved to 11:15 a.m. The show has been a regular KCOP feature.


discussing the knapp-monarch's co.'s purchase of krca (tv)'s hollywood's best are (l to r) ed stodel, president of stodel advertising co., don arlen, west coast sales manager for knapp-monarch, and robert paige, m.c. of the monthly program over the los angeles station. the show features live star talent plus film clips. the new contract takes effect today (monday).

wildwood paper criticizes radio news on hurricanes

protest to the coverage of hurricanes connie and diane by radio stations and announcers in the wildwood, n. j., area was sounded in an editorial in the wildwood's daily leader.

ignoring reports about the public service job rendered by radio in areas less fortunate than Wildwood, the Aug. 25 editorial chided stations for too frequent and "ill-advised" weather comments which caused "thousands of vacationists" to leave the safety of the Wildwoods and rush back "to where Connie and Diane really caused death and destruction."

stations, the editorial said, confused "warning" with the less imminent "alert" and the hourly and half-hourly weather reports served to cause listeners undue alarm.

Blaming what it called "false, erroneous and ill-advised radio weather comments" for the exodus from Wildwood, where, as it developed, no one was killed or injured, the Leader calls for word-for-word weather reports and storm "alerts" as they are received from the u. s. Weather Bureau, without interpolation by the announcers.

Two Chicago Papers Add Radio-Television Supplement

THE Chicago Tribune began an eight-page tabloid-style supplement, TV Week, as a regular Saturday feature Sept. 5, as the outgrowth of its radio-tv section. It contains inside stories on tv programs and stars, previews of new shows and complete week-long listings for Chicago and, later, other midwest cities.

The Chicago Sun-Times was slated to launch TV Preview Sept. 11 as a midwest television supplement, with articles, listings and other features in a "vest-pocket," folding section. The Times recently dropped its periodic weekday radio-tv column to concentrate on the weekend supplement.

WCCO-TV Plans Increase In Headquarters Space

MIDWEST Radio-Television Inc., licensee of WCCO-TV Minneapolis, announced that two and one-half floors of the radio station's facility will be added to the Radio City Theatre Building to provide additional facilities. The company does not own the building but has just signed a 25-year lease.

The expansion program will give WCCO-TV five and one-half floors of operational space and is scheduled for completion early in 1956. To be included in the addition is a third studio, rehearsal areas, film rooms and office space.

KRSD Wins Slander Suit

CIRCUIT COURT jury in Rapid City, S. D., has denied a $75,000 slander suit against KRSD Rapid City. In 12-day-old trial, the jury spent only two hours before finding for the defendant. The suit was brought by Sheldon Reese, businessman, against John, Harry and Eli Daniels (KRSD) and newscaster John Tilton, charging they slandered him in June 1954 by Mr. Tilton contained slanderous statements about Mr. Reese.

KSJO Promotes Paul

NORMAN PAUL has been moved from assistant to general manager of KSJO San Jose, Calif., according to owner Patrick H. Peabody. He replaces Robert M. Bruce, who collapsed the day after leading a Red Cross fund-raising drive for flood victims and who will be hospitalized for several months.

The 34-year-old Mr. Paul joined the staff of KSJO nine years ago when the station first went on the air, and has held various executive positions, including program director and news chief.

Here's the heart of PACKAGED TV BY DAGE

now . . . for your low-power tv station, a dage tv packaged station has all you need . . . cameras, transmitters, antennae, studio monitors, microphones, as well as complete lighting, testing and servicing equipment.

DAGE equipment, thoroughly proved in actual daily operation, is up-to-the-minute in design and application . . . assures low-cost installation, low-cost maintenance.

For complete details on DAGE "packaged TV" or on individual DAGE units, write, wire or phone DAGE TV, Michigan City, Indiana, Michigan City 3-3251.

In Canada Distributed by Rogers Majestic Electronics, Limited, Toronto, Ontario
Hail, Hail The Gang's All Here

PARADE TIME: 4-6 P. M. DAILY ON

wbns-tv

An exciting razzle-dazzle line-up of high rated top notchers parade on wbns-tv, presenting triple-action impact, led by veteran TV rating pullers.

LINE-UP SCHEDULE

4:00 P.M.—AUNT FRAN — whose popular fun-packed stories, crafts and games reach the “influence-buying” carduray set. This tried-and-true 6-year old show was rated First in shows of a comparable nature by the younger viewing group in a White House Conference survey.

4:30 P.M.—THE LITTLE RASCALS—introduced by wbns-tv’s Clown, Bob Marvin, are none other than those beloved members of the “Our Gang” comedies — Jackie Cooper, Dickie Moore, Alfalfa, Farina, Spanky MacFarland, to name but a few. Adults who remember them from years before, now re-live their delightful antics with the youngsters of today.

5:00 P.M.—WESTERN ROUNDUP — the pace-setting western features starring Gene Autry and Roy Rogers, and introduced by wbns-tv’s Wrangler Dick Zubel, ALL in one show. Western fans, from toddlers to cane-carriers, won’t miss one of these films which are introduced by the Wrangler in a live western setting . . . a grand climax to any parade.

Every segment of this two-hour parade has racked up unbelievably high show and sales ratings individually. Now, wbns-tv teams them together for TV’s best buy in the middle west. Join the parade and get your message over to the 464,756 families in a buying income group of approximately three billion dollars.

CBS-TV NETWORK — Affiliated with Columbus Dispatch and WBNS-AM + General Sales Office:
33 North High St.

REPRESENTED BY BLAIR TV

wbns-tv

CHANNEL 10
COLUMBUS, OHIO
Jordan V.P.-Gen. Mgr. Of New KFJZ-TV

CHARLES B. JORDAN has been named vice president and general manager of KFJZ-TV Ft. Worth, which began telecasting on ch. 11 yesterday (story, page 100). Appointment of Dale Drake, former general manager of WRR Dallas, and national sales manager of the Texas State Network, as national sales manager was announced at the same time.

Mr. Jordan has been in broadcasting in the Southwest for 27 years. He is a former vice president and general manager of the Texas State Network and broadcast Southwestern Conference football over WRR Dallas for Humble Oil for more than two decades.

Henry, Gibson Promoted In WSJS-AM-TV Sales

TWO PROMOTIONS in the sales department of WSJS-AM-TV Winston-Salem, N. C., were announced last week by Harold Essex, vice president and general manager.

W. H. Henry, who has been assistant sales manager of radio, has been promoted to radio sales manager, and A. Fred Gibson has been named assistant sales manager for television. Harry B. Shaw continues as general sales manager for both radio and television. Mr. Gibson joined the station in February 1953 while Mr. Henry's tenure began in October 1954.

Four Get New Posts In KOA-AM-TV Changes

PROMOTIONS and other staff assignments have been announced for KOA-AM-TV Denver in the wake of management changes there. William Grant, new general manager of the stations, reported the following assignments:

Ralph Radetsky named executive assistant to the general manager; Ken White, director of news and special events; C. Van Haafken, program director of KOA-AM; and Heyward Siddle, KOA-AM program coordinator.

Towne Leaves KPIX (TV) To Form His Own Company

A. E. (AL) TOWNE, chief engineer of KPIX (TV) San Francisco, has announced his resignation, effective Oct. 1, to establish an engineering, consulting and electronic development firm to be known as A. E. Towne Assc. Inc.

Mr. Towne joined Associated Broadcasters Inc., owner of KSFQ San Francisco, in 1936 and was made chief engineer in 1947. When Associated established KPIX in 1948, he was in charge of engineering and construction. The tv outlet was sold to Westinghouse in August 1954 and Mr. Towne stayed with the new owners.

His new company will be in operation in San Francisco by Oct. 15, according to Mr. Towne.

WINZ Gives 'Pete Kelly's Blues' a Lift

RADIO contributed to overflow movie crowds in Miami, Fla., and the station responsible—WINZ—as well as the theatres are celebrating the occasion. The Florida State Theatre chain, on behalf of the new Jack Webb movie, "Pete Kelly's Blues," purchased a full day's programming on 50 kw WINZ to coincide with the opening of the film, Aug. 5. WINZ broadcast a one-minute announcement every half hour from 6 a.m. until 11 p.m., each pushing "Pete Kelly Day" and, of course, the movie. During those hours the only music played was from the sound track of the film and songs from the era of the picture's story, the roaring 20's. Pre-promotion of "Pete Kelly Day" was provided by WINZ announcements and recordings by WINZ talent played during intermissions at the 11 Florida State theatres.

The station also conducted contests, awarding theatre passes and sound track recordings as prizes. The movie, WINZ reports, opened to full houses in three theatres and during its second week, the houses were still packed. The Florida State Theatre group is holding the picture over a third week and possibly a fourth. The station received more than 300 letters praising the day's breakaway from the popular song format and a local record distributor reported "sold out" of songs from the film.

WNBQ (TV) Signs Household For Eight NCAA Grid Games

NBC o&o WNBQ (TV) Chicago last week completed negotiations with Household Finance Corp. for one-quarter sponsorship of eight nationally-televised NCAA football games on NBC-TV starting Sept. 17 under that network's co-op sale policy for affiliated stations [BWT, Aug. 22]. The agency for Household is Needham, Louis & Broby Inc., Chicago.

At the same time the Big Ten or Western Conference announced that the Michigan State—Indiana game of Sept. 24 would lead off a five-game regional Big Ten schedule of telecasts on CBS-TV, with Amana Refrigeration Co. and Lewis Howe (Tuns) as co-sponsors. Other games will be carried Oct. 8, Oct. 22, Nov. 5, and Nov. 12 under NCAA's regional-national tv plan. The announcement was made by Kenneth L. (Tug) Wilson, Big Ten commissioner.

Meanwhile, NBC's o&o WMAQ sold a nine-game slate of top college gridcasts, including Big Ten and Notre Dame U., to Arrow Petroleum Corp. starting Sept. 24. CBS o&o WBAM Chicago will start the same day with a similar grid schedule purchased, as in past years, by the Ford Dealers of Chicago. A football review adjacency has been sold to Sentinel Distributor.

Personnel Changes Made By Telerik's KCSJ-AM-TV

SEVERAL personnel changes for Telerik-managed KCSJ-AM-TV Pueblo, Colo., have been announced by Ray J. Williams, Telerik president.

Walter L. Dennis has been named coordinator for the two stations and Jack Wells, formerly of WKY Oklahoma City, has been appointed tv program coordinator. John Henry was promoted to tv sales manager, while John Douglas was named tv news director. Le Chapman has been appointed joint traffic director, coming to the stations from WJNO-TV Palm Beach, Fla.

In the radio operations, Clifford Hendrix has been named station manager and Ray Whitworth was appointed sales manager.

Telerik also announced that Charley Balinger has been sent to KGA Spokane, Wash., as bookkeeper.

Broadcasting • Telecasting
Now ready for immediate delivery. The BQ-2A mechanism is also available separately as M1-11830. Call your Broadcast Sales Representative for further details.

Designed from the ground up for 3-speed operation

RCA's answer to the need for a new turntable designed specifically for 3-speed operation at moderate cost, with highest performance characteristics. Features include:

- Smoother, simpler speed changing, with snap-up spindle hub to provide improved 45 RPM operation.
- Smooth, half-turn starting at all speeds for easy cueing. Simple, sure-fire, self-compensating rim drive mechanism.
- Modern, practical 2-tone grey cabinet of ample functionalized proportions. Accommodates booster amplifiers inside, tone arms and other accessories on top of cabinet.

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DIVISION, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Broadcasting • Telecasting

September 12, 1955 • Page 97
PERSONNEL of NBC Spot Sales arm themselves with bags of Washington State apples to deliver on their calls at advertising agencies as reminders of the organization's recent appointment on national sales representative by KOMO-AM-TV Seattle. L. to r: Marty Harrison, Dick Arbuckle, Dick Bergh, salesmen; Ann Morris, secretary; H. W. Shepard, NBC Radio Spot Sales director; Ed Jameson, NBC Spot Sales eastern tv sales manager, and Paul Maguire, salesman.

Sentiment in Flooded Ansonia Favors First Radio Outlet
CAN flood-ravaged Ansonia, Conn., afford a radio station of its own at this time? Certainly, says Sydney E. Byrnes, president of the Valley Broadcasting Co., applicant there for a 1 kw daytime outlet on 690 kc. Mr. Byrnes told B&T last week that he had talked with the Ansonia mayor and the heads of surrounding communities in the lower Naugatuck Valley and they agreed that a radio station could do much in the rebuilding of the area. Ansonia at present has no station.

Mr. Byrnes says his company intends to go ahead with construction plans (pending FCC approval of the application made last February) despite the heavy business and property loss in the region: "This is no time to quit. We are needed now more than ever. We feel that we can be of great assistance to the valley in their tremendous reconstruction program . . . ."

To bring home the idea, Mr. Byrnes, former general manager of WCCC Hartford and also previously associated with WNHC New Haven, placed an advertisement last Tuesday in the Ansonia Sentinel, explaining the decision and pledging public service aid once the station is on the air.

WOWO to Help Sponsor National Plowing Contest
WOWO Ft. Wayne, Ind., is sponsoring the sixth annual National Plowing contest in Wabash jointly with the Indiana State Soil Conservationist under auspices of U. S. Dept. of Agriculture Soil Conservation Division, Sept. 14-17.

Highlight of the four day event will be an address by Vice President Richard Nixon. Carl A. Vandergrift, WOWO manager, stated the station has arranged to feed the vice president's address to a group of regional stations, and he added that NBC is slated to carry the speech. WOWO Farm Director Jay Gould will be m.c. for National Plowman's Banquet Sept. 16, which the station will also broadcast. All of Mr. Gould's daily broadcasts will originate from the contest grounds with the exception of one early morning show, as will WOWO's daily women's program Jane Weston's Digest. Station talent will also present a commercially-sponsored 45-minute show three nights from the grounds.

Heerdt Joins CBS Spot Sales
EMMETT J. HEERDT Jr., general sales manager of WEEI Boston, has been appointed an account executive in the New York Office of CBS Radio Spot Sales, according to Henry R. Flynn, general sales manager. Mr. Heerdt assumes his new post today (Monday).

Mr. Heerdt, 19 years with CBS, served as sales manager of CBS-owned WEEI for the past four years, and spent eight years in the CBS Radio Spot Sales office in New York to which he returns.

KUMA Commences Operation
KUMA Pendleton, Ore. (formerly KOER), went on the air Aug. 26. C. H. Fisher, partner in licensee Pendleton Broadcasters, joined with A. C. Holmes, president of the Pendleton Chamber of Commerce, in throwing the switch which put the station into operation. The station, operating by remote control (1370 kc, 1 kw), has studios and offices at 1813 S. W. Emigrant, Pendleton, and transmitter and tower three miles east of town. An application for 5 kw with directional antenna on 1260 kc is now before the FCC, the station said.
"SEE-PAY" TELEVISION!

2,770,528
People,

491,000
TV Sets
(As of July 1, '55)

in Kentucky
and Indiana,
VIA
WAVE-TV
CHANNEL 3 LOUISVILLE

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

- 26 Daily Newspapers Combined!
- 115 Weekly Newspapers Combined!
- 12 Leading General Magazines Combined!
- 16 Leading Farm Magazines Combined!
- 14 Leading Women's Magazines Combined!
- All Home and Fashion Magazines Combined!

Affiliated with NBC, ABC, DUMONT

SPOT SALES
Exclusive National Representatives
KARD-TV, KFJZ-TV on Air; U. S. Operating Total 439

TWO NEW tv stations have begun commercial operations, bringing total operating U. S. outlets to 439.

KARD-TV Wichita, Kan., commenced operations Sept. 1. The ch. 3 station is RCA-equipped and licensed to the Wichita TV Corp. Edward Petry & Co. is KARD-TV representative. William J. Moyer is vice president and general manager.

KFJZ-TV Fort Worth, Tex., began regular programming yesterday (Sunday), becoming the fourth station in the Dallas-Fort Worth market. The ch. 11 outlet is licensed to Texas State Network, Inc. and represented by H-R Television. Charles B. Jordan is vice president-general manager (see story page 96).

WJUN Begins Operations

WJUN Mexico, Pa., went on the air Sept. 4 under the management of Ralph S. Parker, formerly commercial manager of WMRF Lewistown, Pa. The daytime only station, owned and operated by Lewistown Broadcasting Co., operates on 1220 kc with 250 w.

KBAM Goes on Air

KBAM Longview, Wash., went on the air Aug. 15 with 90% of its available time sold to local merchants, according to Arne Peterson, station manager. The 1 kw outlet is owned by W. Gordon Allen and John Truhan. The two are partners in KGAE Salem, Ore., and Mr. Allen also owns several other stations in Washington and Oregon.

WNBF-AM-TV Sets Exchange With ‘Binghamton Sun’

AN AGREEMENT between the Binghamton Sun, triple cities (Binghamton, Endicott and Johnson City) morning newspaper, and WNBF-AM-TV Binghamton, N. Y., for the purchase of each other’s advertising facilities, was announced last week by George R. Dunham, WNBF general manager.

Terms of the agreement, according to Mr. Dunham, include the use of five tv daytime announcements per week by the newspaper to promote the publication’s special features. In return, WNBF will use 20 column inches of display space per weekday as an audience promotion operation in support of national and local radio-tv programs. He also stated that the advertisements will include sponsor identification.

WNHC-TV's Flood Relief Role

THE HOUR-LONG documentary presented on ABC-TV Aug. 28 in behalf of flood relief was telecast in association with WNHC-TV New Haven, not WJAN-TV as reported erroneously in BTT’s roundup of flood relief activities in the issue of Sept. 5. The program of films shot in the disaster areas was one of those singled out by Kenneth Greenberg, director of the Red Cross Audio-Visual Division, in a tribute to broadcasters for their assistance in the flood crisis.

The documentary, which WNHC-TV presented a second time in answer to requests from viewers and the Red Cross, featured Quincy Howe of ABC and Ben Hawkinson of WNH-TV special events, among others.

WDXI-TV Interconnected

WDXI-TV Jackson, Tenn., connected Sept. 1 with AT&T intercity tv facilities via an 80-mile relay link to Memphis, now is receiving its first live network tv shows, according to the AT&T Long Lines Dept.

A microwave antenna in Memphis beams network programs to Jackson via two intermediate stations, with Southern Bell Telephone & Telegraph Co. providing local interconnection in Jackson. Network programs now reach 370 stations in 246 U. S. cities, Long Lines said.

KMTV (TV) Adds Local Color

INSTALLATION of equipment to televise in color local live and film programs has been announced by KMTV (TV) Omaha, Neb. The announcement was made Sept. 1, on the station’s sixth anniversary, by General Manager Owen Saddler. KMTV, on ch. 3, has been equipped to colorcast network programs since December 1953.

Vic Diehm Hosts Clambake

FOURTH annual clambake for executives and families of the Vic Diehm stations was held over the Labor Day weekend on the beach at Biddeford, Me. Stations in the Diehm chain are WIDE Biddeford, WVDX Boston, and WAZL Hazleton, WHOL Allentown and WHLM Bloomsburg, all in Pennsylvania.

WSJS-TV Boosts to 316 Kw

NEW ANTENNA for WSJS-TV Winston-Salem, N. C., is in place atop the station’s 692-ft. tower, boosting the ch. 12 outlet’s power to 316 kw [BFT, Aug. 29]. The tower is located on top of Sauratown Mountain, placing the antenna 2,000 ft. above average terrain.
If your fire insurance agent displays this symbol, you can be sure you are getting the most dependable advice, service and protection—in all kinds of property insurance. It identifies him as one of 200,000 Capital Stock company agents—a man in business for himself. His first responsibility is to you. He lives and has his own interests in your community. His working hours don't stop at 5 o'clock; he's at your call any time, day or night. And he's as close to you as your phone. Look for this symbol. Only an independent Capital Stock company agent or broker may display it.

NATIONAL BOARD OF FIRE UNDERWRITERS
A Service Organization Maintained by 224 Capital Stock Fire Insurance Companies
85 John Street, New York 38, New York • 222 West Adams Street, Chicago 6, Illinois • 465 California Street, San Francisco 4, Calif.
STATION PEOPLE

Maxwell Marvin, program director and commercial manager, WOL Washington, appointed station manager.

Edward T. Flynn appointed general sales manager, WFOX Milwaukee, Wis.

James Agostino, formerly with KHQ Spokane, Wash., appointed sales manager, KXLY-AM-TV there.

Jim Farber, formerly producer, WING Dayton, Ohio, appointed promotion manager, KFJZ-TV Ft. Worth, Tex., which was scheduled to start operation yesterday (Sun.).

David A. Williamson, formerly with sales dept., ABC-KABC-TV Hollywood, appointed sales manager, KCCC-TV Sacramento, Calif.

Jim Watt, former sports announcer, WSUI Iowa City, Iowa, state university outlet, and U. of Iowa, State University Davenport, Iowa, as sports director, succeeding Milo Hamilton, who has moved to sports staff, WIND Chicago.

Bob Boochro, formerly with NBC, to sales staff, WPEN Philadelphia; Kay Ellen Svedendky to station as mail room director.

William T. Romaine, administrative assistant, WSAZ Inc. (WSAZ-AM-TV Huntington, W. Va.), appointed account executive; Dr. Arthur E. Beckett, pastor, Huntington First Methodist Church, named religious advisor to stations, succeeding Rev. Griffin Callahan, Huntington St. Peter's Episcopal Church rector who leaves to assume duties with Pittsburgh church.

James A. Wethington, former sales manager, KONA (TV) Honolulu, to sales staff, KGMB-TV there; Peggy Crider, formerly with programming dept., NBC-TV Hollywood, to KGMB-TV.

Donald Tykeson, sales executive, KPTV (TV) Portland, Ore., appointed sales manager.

Peg Snyder, formerly with KIVA-TV Yuma, Ariz., to sales staff, KTVK (TV) Phoenix, Ariz., also handling daily women's show.

John Craig, formerly salesman, Reuben H. Donnelley Corp., Cincinnati, to sales dept., WKRC-TV Cincinnati.

Ted L. Snider, formerly handling national sales, KOAT-TV Albuquerque, N. M., and at one time with KFMB-TV San Diego, Calif., returns to KFMB-TV as account executive.

John Aldern, promotion manager, KOA Denver, promoted to sales staff; Orville Rennie Sr. succeeds Mr. Aldern.

Jim Power, formerly sales representative, Lou Falkenhagen Co. (plumbing, heating products), Seattle, to sales dept., KOMO there.

Richard Lashbrook, formerly announcer, WTVH-AM-TV Pocatello, Ill., to announcing staff, WSAZ-AM-TV Huntington, W. Va.

Bob Reynolds to WDSU New Orleans as announcer; Keith Frederickson, formerly with Western Adv. Agency, Chicago, to WDSU continuity dept.

Larry Gordon, formerly disc m.c., Commuter's Express show, WMNP Evanston, Ill., to WISN Milwaukee conducting Larry Gordon Show.

Marjorie King, personality, KNBC San Francisco, signed to another 52-week exclusive contract by station.

Bob Callahan, formerly account executive, WLWC (TV) Columbus, Ohio, to KDUB-TV Lubbock, Tex., as sales representative.

Philip S. Page, veteran network announcer and radio personality, to KFI-AM -FM Wichita, Kan., as personality handling several shows.

Pat Buttram, featured on CBS Radio and CBS-TV Gene Autry Show, signed for twice-weekly disc jockey program on WBBM Chicago.

Dixie Lee, formerly with WQAM Miami, to WLW-WLWT (TV) Cincinnati on Midwestern Hayride program as personality.

Max Zides and Tom Currier, Hum and Strum personality team, formerly with WJAR-TV Providence, R. I., to WMUR-TV Manchester, N. H.

Mary Koho, formerly with N. W. Ayer & Son, Phila., to promotion dept., KYW Philadelphia; Allen Johansen, KYW, transfers to Westinghouse Broadcasting Co., N. Y. headquarters; Betty Lou McCarthy, KYW traffic dept., to sales dept. as secretary; Emma Mae Stewart to traffic dept.

N. Joe Rainall, co-owner with brothers Sam and Farris of WWNR Buckey, W. Va., WKAP-AM-TV Allentown, Pa., WNAR Norristown, Pa., and WFEEA Manchester, N. H., has accepted invitation from Secretary of Defense Charles E. Wilson to attend orientation conference for civilian leaders in Washington Oct. 6-15 on status and problems of defense program at which members will be invited to submit views on subject.

Raymond W. Welpott, manager WRGB (TV) Scheenectady, N. Y., elected president, Scheenectady Chamber of Commerce.

REPRESENTATIVE PEOPLE

LeGrand S. Redfield, manager, special services department, Edward Petry & Co., and Mrs. Redfield parents of son, LeGrand S. Jr., born Sept. 6 at Doctors Hospital, New York. Mrs. Redfield is former Carol Petry, daughter of Edward Petry, head of station representation firm.
The eyes and ears of more than 1,000,000 homes in Northern California are focused on Miss KRON-TV

<table>
<thead>
<tr>
<th></th>
<th>Morning 9 AM - 12 N</th>
<th>Afternoon 12 N - 6 PM</th>
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</thead>
<tbody>
<tr>
<td>KRON-TV</td>
<td>49.7%</td>
<td>40.3%</td>
</tr>
<tr>
<td>Station B</td>
<td>45.7</td>
<td>32.4</td>
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<tr>
<td>Station C</td>
<td>4.6</td>
<td>27.2</td>
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<tr>
<td>Others</td>
<td>#</td>
<td>0.1</td>
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<tr>
<th></th>
<th>Night 6 PM - Mid</th>
<th>Total Day 6 AM - Mid</th>
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</thead>
<tbody>
<tr>
<td>KRON-TV</td>
<td>47.8%</td>
<td>44.6%</td>
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<tr>
<td>Station B</td>
<td>32.7</td>
<td>33.7</td>
</tr>
<tr>
<td>Station C</td>
<td>19.3</td>
<td>21.6</td>
</tr>
<tr>
<td>Others</td>
<td>0.2</td>
<td>0.1</td>
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</table>

Nielsen Station Index TV Report April 1955

No. 5 in the series, "What Every Time Buyer Should Know About KRON-TV"
**PROGRAM SERVICES — BROADCAST MUSIC Inc. **

**BMI 1956 CLINICS TO START FEB. 26**

BROADCAST MUSIC Inc. has announced that its schedule of 42 clinics during 1956 will begin Feb. 26 and continue through June 15, except for a six-week period surrounding the NARTB's mid-April Chicago convention. A complete schedule of clinic dates and locations is due to be released this week, Glenn Dolberg, BMI vice president in charge of station relations, reported.

BMI said all seven FCC commissioners have accepted invitations to speak individually at as many clinics as they can and that 19 states have announced that their state meetings will be scheduled to run concurrently with the BMI clinics.

**Friendly Sells Interest**

EDWIN S. FRIENDLY will sell his stock interest in Barry Enright & Friendly Inc., New York, and company's subsidiaries, and will resign from active participation, it was announced Thursday. Company produces Life Begins at 80, Juvenile Jury, and Winky Dink and You. Mr. Friendly will retain an interest in the Winky Dink program as well as in two completed pilot films, The Gillmen and Conflict. Jack Barry is president and Dan Enright vice president of the firm. Mr. Friendly, formerly national director of sales at ABC-TV, has not announced future plans.

**PROGRAM SERVICES PEOPLE**


Carl Haverlin, president, Broadcast Music Inc., N. Y., appointed chairman, radio-tv group, N. Y. State Citizens Committee for Public Schools, non-profit organization aiding state communities with school problems.


**PROGRAM SERVICE SHORTS**

RCA Victor Record Div., N. Y., and Camden, N. J., has moved to 155 E. 24th St., N. Y.; tel.: Murray Hill 9-7200.

**AWARDS**

**Two TV Awards Made At Venice Film Festival**

A SERIES of animated silhouette films made in London for tv—"The Gallant Little Tailor" one of the Animated Fairy Tales distributed by the film division of General Teleradio Inc.—has won first prize in the tv film category at the Venice Film Festival. The winning presentation was designed and animated by Lotte Reiniger. The series is made up of 26 films which use cut-out and shadow-screen effects.

Second prize for tv films at the festival was won by the Adventure program shown on CBS-TV on June 19, relating the story of the Family of Man. The story was done in three parts featuring these guests: photographer Edward Steichen, Mrs. Eleanor Roosevelt, Carl Sandburg and Dr. Harry L. Shapiro of the American Museum of Natural History (New York). The program is produced by Robert Northshield and is a joint effort of CBS-TV and the American Museum of Natural History.

**Miner Asks Pulitzer Prize For Tv Reporting, Writing**

A PETITION to the Pulitzer Prize Committee for recognition of television writing in the annual Pulitzer Prize selections has been submitted by Worthington C. Miner, tv producer and program creator.

In his petition Mr. Miner singled out tv reporting and dramatization as two categories that justify national recognition, that deserve to be placed on a par with "the best journalistic and dramatic achievements."

Mr. Miner criticized the motion picture industry for stifling creative talent, taking it from the writers and vesting it in directors and producers and only in a few instances providing recognition and encouragement. Television, he said, in a little more than eight years "has encouraged more original, more creative and more courageous thought than motion pictures have in a half-century."

**Treasury Awards Networks**

PRESENTATIONS have been made to the major radio and television networks of the Minuteman and Flag Awards of the U. S. Treasury Dept. for their contributions toward promotion of the sale of U. S. Savings Bonds.
Jac LeGoff asks:

WHAT IS YOUR MOST IMPORTANT ACTIVITY OUTSIDE OF YOUR JOB?

JAC LeGOFF, Well-known television newscaster, WJBK-TV, Detroit

FREDDIE M. GARTER, Standard Oil Plant Cashier, Grand Rapids, Michigan:

"That's a hard question to answer, but if I have to select one outside activity as the most important, I think it would have to be my church work. I have been president of our Sunday School and now am serving as church treasurer. It has been a personally rewarding experience to be helpful in both a material and spiritual way. But there are two other outside activities in which I am very much interested—Scouting and PTA. I am the Scoutmaster of Troop 272 and am treasurer of the Godfrey School PTA."

DEAN H. HULL, Springfield, Colorado:

"As a business man in a small community, I feel a special responsibility about good government in our town. There are a lot of privileges that go with citizenship, but for each one there is a balancing duty. Right now I am chairman of our City Council and in charge of the Streets Department and Electrical Department. I am also a member of the City Board on housing projects. Another important activity is the Student-Business Exchange Program, which helps local high school students get acquainted with business problems."

MYRON E. JOLIDON, Standard Oil Division Industrial Relations Manager, Milwaukee, Wisconsin:

"Traffic safety has been a pet project of mine for a long time. Safety should be everyone's business, and I realized this more than ever when I had the privilege of serving as president of the Wisconsin Council of Safety and as chairman of the Foremen's Safety School of the Milwaukee Association of Commerce. I've spent 30 years in safety promotional work as a career, so my outside activity in behalf of traffic safety has been a little like a postman's holiday."

LEE WILSON, Electrician, Standard Oil Refinery, Sugar Creek, Missouri:

"I'm sold on Scouting, and for the past eleven years I have devoted most of my spare time to Boy Scout work. I am Scoutmaster of Troop 204, Independence, Missouri, and it's really rewarding to me to work with a boy who is making the hard climb up what we call 'the Eagle Trail.' You've heard that good Scouters become good citizens, and I know it's true. There's a special reward for Scoutmasters in watching their boys grow up and have a head start toward happy and successful adult lives. I am proud to be a part of this organization and to have two sons who are Boy Scouts."

Good citizenship on the part of a man or a company does not occur accidentally. It grows out of the constant practice of "The Golden Rule." Standard Oil is proud that many thousands of its employees and dealers find time to do just as good a job for their communities as they do for us.

STANDARD OIL COMPANY (INDIANA)
Magne-Tronic, Mr. Deutsch explained. Automatic intermixture of the contents of any two eight-hour tapes can be employed, and tape-recorded spot announcements can be machine-
ed into the music program at desired points between selections. Mr. Deutsch said his firm expects by the year's end to more than double its 33 fm multiplex and wired music franchises now set up in U. S., Canada and Bermuda.

RETMA 7-Month Figures Show Radio, TV Set Production Up

THE Radio-Electronics-Television Mrfs. Assn. reported today that during the first seven months of 1955 production of television receivers was more than 32% above the same period last year and radio set output increased more than 46%.

From January through July of this year, the association reported, 4,173,088 television receivers were manufactured compared with 3,152,132 sets produced during the first seven months of 1954. Radio set production increased to 7,777,378, against 5,324,620 last year.

Of the seven months television production, RETMA reported that 622,268 sets were equipped with uhf tuning facilities. Fm-equipped radios accounted for 92,289 sets while the figure for fm-equipped tv receivers was set at 8,846.

The following table shows the production figures for the first seven months of 1955:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Radio Sets</th>
<th>Radio Portables</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>454,582</td>
<td>280,121</td>
<td>47,302</td>
</tr>
<tr>
<td>February</td>
<td>702,514</td>
<td>322,831</td>
<td>109,170</td>
</tr>
<tr>
<td>March (5 wks.)</td>
<td>831,136</td>
<td>340,840</td>
<td>123,460</td>
</tr>
<tr>
<td>April</td>
<td>563,174</td>
<td>193,831</td>
<td>265,846</td>
</tr>
<tr>
<td>May</td>
<td>467,394</td>
<td>161,357</td>
<td>236,701</td>
</tr>
<tr>
<td>June (5 wks.)</td>
<td>589,973</td>
<td>181,490</td>
<td>223,833</td>
</tr>
<tr>
<td>July</td>
<td>344,297</td>
<td>141,119</td>
<td>79,410</td>
</tr>
<tr>
<td></td>
<td>4,173,088</td>
<td>1,491,629</td>
<td>724,078</td>
</tr>
</tbody>
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Radio production figures:

<table>
<thead>
<tr>
<th>Month</th>
<th>Sets</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>573,837</td>
<td>1,048,146</td>
</tr>
<tr>
<td>February</td>
<td>597,742</td>
<td>1,089,754</td>
</tr>
<tr>
<td>March (5 wks.)</td>
<td>774,053</td>
<td>1,482,274</td>
</tr>
<tr>
<td>April</td>
<td>567,974</td>
<td>1,099,775</td>
</tr>
<tr>
<td>May</td>
<td>560,369</td>
<td>1,114,035</td>
</tr>
<tr>
<td>June (5 wks.)</td>
<td>584,567</td>
<td>1,304,255</td>
</tr>
<tr>
<td>July</td>
<td>404,443</td>
<td>718,489</td>
</tr>
<tr>
<td></td>
<td>4,065,859</td>
<td>7,777,378</td>
</tr>
</tbody>
</table>

Technical Papers, Exhibits Set for Electronics Meet

A PROGRAM of nearly 100 technical papers and over 180 exhibits ranging the scope of electronic research, development and application will be offered during the 11th annual National Electronics Conference in Chicago this fall.

The Radio-Electronics-Television Mrfs. Assn. and the Society of Motion Picture & Television Engineers again will join sponsoring groups as participants in the event, to be staged at the Sherman Hotel Oct. 3-5.

A highlight of the 1955 conference will be an opening-day luncheon address by A. V. Astin, director of the National Bureau of Standards, Washington. O. I. Thompson, De Vry Technical Institute, Chicago, will preside as president of the 1955 event. Representatives of leading manufacturing firms will deliver talks.

Sponsors are the American Institute of Electrical Engineers, Illinois Institute of Technology and Institute of Radio Engineers, along with Northwestern U. and U. of Illinois.

Delegates may register in advance by writing to National Electronics Conference Inc., John S. Powers, executive secretary, 84 E. Randolph St., Chicago 1, Ill.

RCA Offers N. Y. Service

RCA will open tomorrow (Tuesday) new facilities in New York City for the repair, modification and overhaul of all its commercial and industrial electronic equipment, W. L. Jones, vice president, technical products service department, announced last week. The new shop will be set at 419 W. 54th St., supplementing RCA Service Co.'s similar facilities in Camden, N. J. New facilities will serve RCA equipment users—including broadcasters—in the New York metropolitan area and will be under the management of J. J. Brown.

Audio Fair Exhibits High

A GREATER number of exhibitors will participate in the 1955 Audio Fair, Oct. 13-16, Hotel New Yorker, New York, than have ever before taken part in a display of hi-fi equipment, Harry N. Reizes, fair manager, reports.

The fair is sponsored annually by the Audio Engineering Society and held in conjunction with the society's annual convention. There is no charge at the exhibit.
Certainly, fish can talk

... when you use film!

Even a guppy (to say nothing of the magnificent specimens shown here) can be made to sell for you, tell all about your product, and—what is very important—get your message right every time, everywhere, without chance of misquote. Easy and economical, too, when you USE EASTMAN FILM.

For further information — what film to use—latest processing techniques, address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

Are you shooting your films IN COLOR? You should be! You'll be needing it.
PROFESSIONAL SERVICES

Communications Law Firm Opened by Sylvia Kessler

OPENING of a new communications law firm in Washington has been announced by Sylvia D. Kessler, who held key legal posts with the FCC for 11 years and later was with the Cohn & Marks firm for two years.

Miss Kessler, a native of Washington, joined the FCC in 1943 and subsequently served as legal assistant to former FCC Comm. Ray C. Wakefield and chief of the Office of Opinions & Reviews. She also has had FCC experience in the common carrier and safety and special services fields, in addition to broadcasting.

Miss Kessler left the Commission in 1953 to join Cohn & Marks and announced intentions of forming her own firm last May [BT, May 23]. Her new office is located at 901 Tower Bldg.

PROFESSIONAL SERVICE SHORTS

Saturday Evening Post in Sept. 10 issue carries article on The Big Idea tv show which demonstrates new inventions. Series is carried live on WCAU-TV Philadelphia and is now being filmed for national distribution.

Kline-Simpson & Assoc., 6223 Selma Ave., Hollywood, formed by Fred W. Kline and Len Simpson as publicité, public relations and merchandising firm. Telephone in Hollywood 2-5371. Firm has retained Robert S. Butts and Jerome Paley as legal counsel and business consultant, respectively. New company also reports it will supervise $1 million campaign in radio, tv and motion pictures to introduce Fantastic, new home permanent which will debut Oct. 1.

New York Institute of Photography retains Bosh Stack Assoc. (public relations), N. Y., for publicity, promotion and public relations campaign for both resident and correspondence courses. Working with Bosh Stack, Kaplan Adv., Institute's agency, is mapping plans for promotion in nine markets using all media.

PROFESSIONAL SERVICE PEOPLE

Thomas R. Curran, vice president in charge of South American operations for past 12 years, United Press, named UP assistant general manager, headquartered in N. Y.; W. H. McCall, South America UP services director since 1942, named Latin America general manager.

Dave Baylor, vice president, Telerik Inc. (station management), Pueblo, Colo., resigns effective Sept. 15 and will announce new connection Oct. 1.

Gene Schroeder, writing staff, International News Service, Chicago, promoted to bureau manager.

Irwin R. Franklyn to Arthur J. Jacobs Co. (public relations), N. Y., as executive associate.

Jack Kennett, account executive, Ettinger Co. (publicity), L. A., appointed editorial director of west coast operation.

Paul A. O'Bryan, senior partner, Dow, Lohnes & Albertson (law), Washington, elected chancellor, Delta Theta Phi law fraternity; Alfred C. Cordova Jr., also with Dow, Lohnes & Albertson, named associate justice of fraternity's supreme court.

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NETWORKS

9 IN CBS-TV MARKET PLAN GET RATE HIKE

Success of nine-month-old Extended Market Plan cited by Shurick who reports 35 national advertisers are buying all of the 22 stations in the network's plan for smaller-market station outlets.

RATE boosts for nine of the smaller-market stations affiliated with CBS-TV under the network's Extended Market Plan were announced last week by Edward P. Shurick, CBS Television's national director of station relations, who noted that the increases come just nine months after EMP was launched.

He also reported that 35 national advertisers are now buying "some or all" of the 22 stations in CBS-TV's EMP, which was launched last Jan. 1 as a plan to bring smaller-market outlets into the overall network tv picture. The network rates for EMP stations were set low at the outset, with CBS-TV giving assurances that they would be adjusted upward as soon as increased circulation justified.

The nine for which rate increases were announced last week are WDXI-TV Jackson, Tenn. (ch. 7); KVEC-TV San Luis Obispo, Calif. (ch. 6); WBOC-TV Salisbury, Md. (ch. 12); KTVH-TV, Kansas City, Mo. (ch. 13), and KVOS-TV Bellingham, Wash. (ch. 12), all of whose rate boosts become effective Oct. 1, and WTVY (TV) Dothan, Ala. (ch. 9); KLAS-TV Las Vegas, Nev. (ch. 8); WKNV-TV Kingston, N. Y. (ch. 60), and WJDM (TV) Panama City, Fla. (ch. 7), whose increases go into effect Oct. 9.

In announcing the increases, CBS-TV said: "By being offered to advertisers at a heretofore unprecedented low rate, these stations began to be included in advertisers' lists of markets desired. As this brought top network programming to the region, more sets were sold and tuned to the station, resulting in increased circulation. The results of the first overall analysis of the progress made by stations belonging to EMP have now shown increased circulation figures for these stations sufficient to justify the rate increase."

Mr. Shurick estimated that during 1955 the station's consumer purchasing power for the networks increased by $1.5 billion, "nearly the same amount as for the combined networks for the second half of 1954."

He noted that television penetration in EMP areas has increased considerably and may be expected to continue to grow. As of July 1, he said, set ownership in these areas was more than 368,000, with a home penetration of close to 40%.

Although the rates are being raised on nine stations, Mr. Shurick emphasized, the cost-per-thousand to advertisers using these stations has gone down as a result of CBS-TV pricing practices and increased circulation.

New Winchell Series Launched on Mutual

WALTER WINCHELL, commentator-columnist, is presenting a quarter-hour news commentary program on Mutual, Sundays at 6 p.m. EDT (RE*T, Sept. 5), and is sponsored by Trans-World Airlines in cities which TWA services, MBS announced last week. The series, which was to start yesterday (Sunday), is available for sale by other Mutual stations on a co-op basis. TWA agency is BBDO, New York.

Effective Oct. 2, the Winchell program will be followed by a quarter-hour newscast sponsored by Airwick, Pabst Blue Ribbon beer and other Seaman Bros. products. Agency is Norman, Craig & Kummel, New York.

NETWORKS DIFFER ON GOP TIME BID

Request for equal time to answer Truman Labor Day speech draws different replies from ABC, CBS and NBC.

REQUEST by the Republican National Committee for equal time on three networks to answer former President Truman's Labor Day address—labeled by the GOP high command as "political"—was answered last week in three different ways.

In substance, ABC said yes, CBS said no, and NBC said maybe. Mr. Truman's talk was carried on ABC Radio, CBS-TV, and on both radio and tv by NBC.

Leonard W. Hall, chairman of the Republican National Committee, wired all three networks Tuesday, saying: "Harry Truman's speech from Detroit as carried by TV and radio networks contained an outright appeal for votes for Democratic Party candidate for President. As provided by law, I request equal time for Republican Party to answer this political talk."

CBS' answer came from Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, who, in effect, denied the time to GOP.

Mr. Mickelson, noting that Mr. Hall had referred in his wire to the request "as provided by law," said, "as you know, equal time provisions of Sec. 315 of the Communications Act are inapplicable since those provisions apply only to speeches by actual candidates." Mr. Mickelson, however, maintained that CBS' position is "to provide on an overall basis fairness and balance for opposing political views whether during election periods or not." Thus, he said, CBS felt that Mr. Hall's request came under consideration on the basis of general scheduling of talks by both parties "over a reasonable period of time" rather than as an individual speech.

On this basis, Mr. Mickelson said, CBS believed "appropriate fairness and balance have been maintained" since the only party talks
only a combination of stations can cover Georgia’s major markets

THE GEORGIA TRIO

WAGA  WMAZ  WTOC
Atlanta  Macon  Savannah
5000W. 590KC  10,000W. 940KC  5000W. 1290KC
CBS Radio  CBS Radio  CBS Radio

The Trio offers advertisers at one low cost:
concentrated coverage
merchandising assistance
listener loyalty built by local programming
dealer loyalties
in 3 major markets

represented individually and as a group by

THE KATZ AGENCY, INC. NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS
KANSAS CITY • LOS ANGELES • SAN FRANCISCO
German Firm Develops Miniature TV Camera

MINIATURE television camera which is 5½ in. long and has a diameter of only 2¾ in. was introduced by Grundig, German radio and equipment manufacturer, during the Duesseldorf Electronics Show (see photo).

It is equipped with a Mini-Resistor tube which is 90 mm long and has a diameter of 15 mm. There are a number of sub-miniature tubes for amplification purposes in the camera. Lenses are interchangeable and are normal.

mited only in Quebec province. Some months ago the association was successful in having the regulations changed to permit minimum of 10-minute programs from 15-minute programs under liquor, beer and wine sponsorship.

The CBC board will also be asked to approve a power increase for CFPL-TV London, Ontario, ch. 10, from 117 kw video and 59.6 kw audio to 325 kw video and 195 kw audio, with antenna height unchanged at 576 feet above terrain.

Tangier Meeting Sept. 19-21 Seeks Tv Film Cooperation

CONFERENCE to promote international cooperation between film producers and distributors and television organizations in the exchange of national, scientific and cultural programs will be held in Tangier Sept. 19-30.

Stress at the meeting is expected to be laid primarily on the adaption of existing films to television, particularly educational tv. Move also will be made to develop television as a medium for the promotion of international understanding. Additionally, tv organizations will be aided in their efforts to obtain footage from groups in other countries.

Agenda calls for discussion of such considerations as production, technical requirements, program planning, audience reaction and research.

Among delegates scheduled to participate in a 40-odd group are Maurice B. Mitchell, president of Encyclopedia Britannica Films Inc.; Paul Talbot, Fremantle Overseas Radio; Paul Wagner, Film Council of America, and others, probably including representatives for network and educational tv. UNESCO will supply the administrative and secretarial staff.

Seeks British Contract

ASSOCIATED British Picture Corp., English firm controlled by Warner Bros., has applied to the Independent Television Authority for the weekend program contract for commercial tv stations at Midlands, Lancashire and Yorkshire. This is one of nine applications submitted. ABCP has budgeted some $2.8 million for the proposed programming and would employ existing film facilities at its Elstree studios.

INTERNATIONAL SHORTS

Chrysler Corp. of Canada Ltd. will sponsor Climax and Shower of Stars, CBS-TV series sponsored in U. S. by Chrysler, on 25 Canadian stations via Lloydminster, effective Dec. 4, following firm's sponsorship of fall football schedule. Agency: McCann-Erickson.

Productores Unidos, Mexico City, established to produce tv film commercials for Latin American market. New firm is owned by Alexander Film Co., Century Film Co., and Mexican radio-tv operator Emilio Azzaraga. Arno Fabian is general manager with Mauricio de la Serna technical supervisor.

Imperial Tobacco Co. of Canada (Players cigarettes), Montreal, and Du Pont of Canada Ltd. (nylon), Oct. 16 start alternate weeks of Father Knows Best on all English-language Canadian tv stations, Sun., 6:30-7 p.m. Agencics: McKim Adv., Montreal (Imperial); Vickers & Benson Ltd., Toronto (Du Pont).

INTERNATIONAL PEOPLE

Neil Harris named production director, CKCK-TV, Regina, Sask.

Phil Baldwin, radio merchandising expert, named promotion manager, CKWX Vancouver, B. C.
Special TV Tower designed by BLAW-KNOX houses automatic elevator... for easy servicing of antenna - transmission lines - and lights

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower... in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower... 14 feet on each side, 1063 feet high and weighing 265 tons... with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you... to meet your specific requirements.

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

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

Control system—Union Switch & Signal Division of Westinghouse Air Brake Company, Wilmerding, Pa.

Guyed and self-supporting -- for AM • FM
TV • microwave • communications • radar
Illinois Suit Would Bar University from Educ. Tv

A SUIT seeking to prevent the U. of Illinois from operating an educational tv station was before the Sangamon County circuit court in Springfield last week—the outgrowth of action taken by a restaurant operator in Evans- ton, Ill. The university requested that the suit be dismissed.

An attorney for the university told Judge Dewitt Crow that it was not a legitimate taxpayer's suit and should be dismissed. He claimed the "taxpayer," Stephen Turkovich, was really representing the Illinois Broadcasters Assn., which was "not a taxpayer." Attorney Montgomery S. Winning, counsel for Mr. Turkovich, contended that IBA is a taxpayer.

In his suit the suburban Chicago restaurateur maintained that the general assembly of the Illinois State Legislature did not specifically authorize the tv station (WILL-Tv on ch. 12 in Urbana) and that any operation would constitute an illegal "disbursement of funds."

Fifteen Major Cities Use Commercial Tv in Education

A MASTER'S thesis by Virgil Hicks at the U. of Southern California reports that most special tv programs for elementary schools are received from commercial tv stations, and school administrators are pleased with the service. Mr. Hicks, director of radio and tv at Texas Western College, El Paso, found that commercial stations in 15 major cities were telecasting to grade schools while non-commercial tv was operating in only three. The 15 include Baltimore, Columbus, Des Moines, Detroit, Minneapolis, New York, Philadelphia, San Diego and Washington. The three non-commercial cities are Cincinnati, Pittsburgh and St. Louis.

The research was directed by Dr. Kenneth Harwood, chairman, Dept. of Telecommunications, USC.

Raytheon, RPI Set Plan

CO-OPERATIVE student study plan has been announced by Raytheon Mfg. Co. and Rensselaer Polytechnic Institute. Electrical engineering students at the institute will receive practical training and experience at the Waltham, Mass., electronics firm. Two students start working at Raytheon this fall; two other students will be added each year until the school is represented by six men in the plan.

MacMullen Heads College

HUGH MacMULLEN, Hollywood film producer-director-writer, has been named to head a new professional training program for students of Pasadena Playhouse College of Theatre Arts. For the past five years, MacMullen has been a producer-writer at Cascade Pictures. He will be dean of the new college. Under Mr. MacMullen's direction, Playhouse training emphasis will shift from the classics to modern stage, screen and tv techniques.

Northwest Moves Williams

JOHNNY WILLIAMS has been placed in charge of Northwest Radio & Television School's Hollywood branch. He has served as chief instructor for several months at Northwest's Portland school. In addition to Hollywood and Portland, Northwest also operates schools in Chicago and Washington.

USC To Offer Fall Course Aiding Timebuyers, Salesmen

PLANS for a fall course designed to assist in the training of timebuyers and salesmen in radio and television were announced last week by Dr. Kenneth Harwood, chairman of the Dept. of Telecommunications, U. of Southern California.

The course will consist of a series of lectures by leading representatives in radio, tv and advertising. Instructor will be Frank Crane, managing director of the Southwestern Broadcasters Assn., who will be assisted by Wallace Hutchinson, account executive of Weed & Co.

N. Y. School Announces Fall Courses in Communications

FALL COURSES in communications at the New School for Social Research, New York, have been announced by Dr. Arno G. Huth, head.

A Tuesday night seminar will begin Sept. 27 in international communications for advanced students and professionals. Beginning Sept. 29 and meeting every Thursday will be a course in mass media and international relations. Students are given an opportunity to attend international broadcasts, visit the studios of the United Nations and do research in the special libraries of communication and information services.

School Gets Color Tv Chain

A COMPLETE RCA live color tv camera chain was being installed last week by the School of Radio Technique, New York, professional training school, for use in a new course on color operation. According to A. R. Hopkins, manager of broadcast equipment marketing of RCA's Engineering Products Div., the school begins its color course today (Monday). The camera chain will operate a closed circuit in the school's main tv studio and will be viewed by students on four monitors.

South Dakota Scholarships

TWO radio scholarships at the U. of South Dakota have been awarded by South Dakota Broadcasters Assn., according to Ray V. Eppel, KORN Mitchell, SDBA president. The two awards, $100 each, were given for high school scholarship, speech, science aptitude and character. The two winners, George Olson and Earl Smith Milbank, will enroll as radio-tv majors this fall.

Sevareid Scholarship Set Up

THE Eric Sevareid scholarship of $1,000 for graduate study in radio-television journalism has been established at the school of journalism, U. of Minnesota. Mr. Sevareid, CBS news and Washington correspondent, gave the fund for the scholarship upon receiving the Alfred I. duPont award for distinguished news commentary earlier this year.

EDUCATION PEOPLE

Regulated Competition Has Produced

THE FINEST TRANSPORTATION SYSTEM
IN THE WORLD!

Healthful, vigorous competition in the traditional American manner — subject to certain wise restraints imposed by Congress to foster services and curb abuses — has produced, for the benefit of all our people, the finest transportation system in the world.

This system has developed to its present peak not despite regulation but largely because of it.

This regulation is not obsolete, archaic regulation developed for a bygone monopolistic era. Year after year the Congress has brought it up to date — kept it dynamic — to meet changing competitive conditions in transportation.

Proof? Since its original enactment, this regulation has undergone more than 150 Congressional alterations and 2 complete overhauls.

So, you see — present regulation of our transportation agencies is of the most pertinent up-to-date kind, keyed to present-day conditions and dedicated to serve the best interests of shippers and you alike!

If You've Got It... A Truck Brought It!
RENNICK REPORTS FROM AFRICA

RALPH RENNICK, news director of WTVJ (TV) Miami, has returned from a 10-day tour of North Africa and Europe. He visited Lyasseyt, French Morocco, and later in Paris secured a sound film interview with CBS correspondent Blair Clark on the Moroccan situation and what the French cabinet plans to do to quell the disturbance. Mr. Rennick traveled 17,500 miles and shot newsfilm in Morocco, Tangier, Madrid, Barcelona, London, Paris, Naples and Rome.

KIDS' DENTAL PROGRAM

A DENTAL hygiene program for children, The 3-G Club, has been started by WBKB (TV) Chicago. Patterned after the station's award-winning TV Dental Clinic, the program is conducted by Dr. Mort Niemark and features puppets to emphasize good and bad dental habits. Children also are entertained with participation games and educated with talks by guest dentists. Title of the show refers to "good teeth, good health and good habits" and the series is presented with the cooperation of the Chicago Dental Society.

WTVT (TV) ADVERTISING PAYS OFF

UPLIFT in off-season business at the Old Fort Restaurant in Tampa, Fla., is directly attributed by the establishment to advertising on WTVT (TV) there. Late evening participation on the station's Saturday feature film program, Two on the Aisle, have "built a normally slow season into one that compares favorably with peak winter business," according to Mr. and Mrs. Charles Gregory, owners. Mr. Gregory expresses "amazement" at the number of people who don't ask for a menu but just say, "Give us the steak dinner we saw on WTVT."

NIGHTTIME'S GOOD, TOO

AGENCIES and clients were sent a promotion piece by WKZO Kalamazoo, Mich., stressing that there's little difference in the station's night-time and daytime audience, based on a March 1955 Pulse survey of the city's area (six counties). The survey shows a 21.9 morning rating, compared to a 21.1 nighttime mark. The station says, "We knew we were right—buy WKZO radio at night."

KXYZ COVERS CEREMONY

GROUND-BREAKING ceremonies for the Monorail Inc. transit system in Houston, Tex., was covered by KXYZ there. Fred Nahas, station executive vice president and commentator on Tomorrow's History program, was master of the event and devoted part of his program to an editorial on the system, citing the vision of persons associated with it. KXYZ had its mobile unit on hand for the ground-breaking and the entire proceedings were recorded for later broadcast.

NBC CHICAGO COVERS CAPTURE

NBC Chicago claims "one of the biggest radio news beats in local history" in its coverage of the police battle with an accused police-slayer. John Chancellor, mobile unit reporter, accompanied officers on a stakeout of the suspect and recorded action with a tape-recorder as they moved off on his hideaway around 9 p.m. and captured him 12 minutes later. First bulletins were relayed to NBC stations WMAC-WNBC (TV) within minutes.NBC reports. The tape was used on the Night Desk program at 10 p.m. Mr. Chancellor also taped an interview with the gunman at Bridewell Hospital and it was aired on an 11 p.m. news show. NBC photographers and newsmen cameramen were also at the scene. NBC claims this the only film of the gunman at the North Avenue Police Station.

WISL WHWL TELECAST

A TWENTY-HOUR telecast was conducted last Tuesday by CBLT (TV) Toronto and the Canadian Broadcasting Corp. TV network in connection with the swimming race at Toronto. The swim across Lake Ontario, from the south shore to the north shore, during the Canadian National Exhibition in Toronto, started at 1 a.m. and ended during the evening of the same day, at the exhibition waterfront. CBLT crews were aboard a Royal Canadian Navy vessel which traveled with the swimmers across the lake. The mobile TV transmitter's signal from the ship was picked up on the CBLT tower in downtown Toronto, following tests which showed this could be done across the lake. A second TV mobile transmitter was located at the finish point to relay the outcome to the CBLT tower.

WSAI-FM AIRS COUNCIL MEETS

WSAI-FM Cincinnati this year will broadcast the complete proceedings of the Cincinnati City Council direct from the council's chambers. WSAI for the third year will present an edited version of the meetings, This Week in Council.

EXPERTS SUB FOR MURRAY COX

WFAA Dallas, Tex., has scheduled some of Texas' leading agricultural experts to substitute on the Murray Cox, RDF program while Mr. Cox is recuperating from an operation. Norvell Slater, WFAA announcer who is taking Mr. Cox' place on another program, interviews each of the experts on the day he is to handle the show.

Double Duty

TELEVISION served a dual role in Greenville, S. C., when Texize Chemicals Inc. (household products) held its annual sales meeting in Greenville. Texize unveiled its advertising plans for the next year via WBFC-TV Greenville, with salesmen and public alike getting a preview of the campaign. Henderson Adv. Agency, handling the Texize account, joined in the project. Texize spot announcements were telecast along with a demonstration of the way commercials are produced. Dramatizing the slogan "Texize Is the Maid in the Bottle," B. T. (Bevo) Whitmire, WBFC-TV manager, presented a maid bursting through a paper bottle.
FAST TRAVELER AT KIRO

DON COURTNAY, newsmen and chief announcer of KIRO Seattle, has completed a high speed jet flight with a Navy pilot in which he radioed his impressions over the plane's transmitter to a tape recorder set up in a control tower. Shortly before his plane hop, Mr. Courtnay joined the “Over 100 Club” of persons who have traveled on water faster than 100 miles per hour. Mr. Courtnay’s boat feat was accomplished in the Sto-Mo-Shun IV hydroplane, piloted by its owner Stanley Sayres. Mr. Courtnay also made a tape recording of that trip and it was aired on the Sunday Desk program over Columbia Pacific Radio Network.

THREE MARKETS IN OKLAHOMA

KTEN (TV) Ada, Okla., has distributed to agencies and advertisers a brochure headed, “Did You Know Oklahoma Is a Three Market Buy?” The station explains that following Oklahoma City and Tulsa, Ada is the third largest market in the state and says that neither Oklahoma City nor Tulsa can provide service into Ada. Maps are included showing how KTEN covers southeastern Oklahoma. Included in the four-page promotion piece are figures on rates, tv homes, cost per tv home and cost-per-thousand tv homes, comparing KTEN to other outlets. The station also emphasizes its local service to viewers.

HUSBAND, WIFE AND SON

INFORMAL morning program on WLAM Lewiston-Auburn, Me., is Coffee Time, a daily 40-minute show featuring husband-and-wife team George and Sonia Forgue Ouellette. A new star also has been added to the program—one-year-old son Danny. Coffee Time features social notes, cooking hints, guest interviews with local club and summer theatre personalities and a daily birth report from two local hospitals.

MERCHANTS TAKE OVER KDB

TO EMPHASIZE the change in its format to music and news, KDB Santa Barbara, Calif., staged a “For Merchants” day. Thirty-five local merchants each took a half-hour shift on the program from 7:30 a.m. to 1 a.m. Under the supervision of the staff the retailers spun records, read commercials and handled newscasts. Numerous telephone contests were held and KDB reports the merchants were both surprised and pleased by the flood of phone calls which came in. Although no direct pitch was made to the retailers, the station reports they were so impressed by the vitality of local radio that several increased their KDB schedules and three advertisers new to radio were signed.

Prize That Refreshes

A COCA-COLA Bottling Co. secretary won $250 for herself and a free 13-week advertising schedule on WBTV (TV) Charlotte, N. C., for Coca-Cola by guessing closest to the time that the 500,000th tv set would be sold in WBTV’s coverage area. Kenneth I. Tredwell Jr., vice president of WBTV licensee Jefferson Standard Broadcasting Co., who is announcing the contest today (Monday), said the month-long promotion on behalf of the set-count contest was a “tremendous success” with several thousand entries from agencies and advertisers throughout the U. S.

NOW...save space—save costs

with the rust-

TV studio lighting CONTROL PANEL

with multiple, remote control!

Here is the most recent development in TV lighting control — ideal for new or expanding stations.

The Rust Studio Lighting Control Panel is a compact, versatile unit, which furnishes five pre-set combinations of 40 lighting circuits from one or more control points.

Five pre-set control positions each accommodate from 1 to 40 circuits. Five master control switches on lighting panel may be paralleled with as many other remotely located control units as desired with a small eleven-conductor cable.

Low-voltage control circuits are completely isolated from power circuits. The unit may be flush mounted in studio or control-room wall, requiring a minimum of valuable space and costly high-current wiring.

SPECIFICATIONS

Forty 20 ampere, 120 volt circuits normally supplied for 120/208 volt, four-wire distribution system. Five pre-set selections plus one local control. Remote control switching unit. Outside dimensions, main unit: 38¼” high, 20¼” wide, 4⅝” deep. Shipping weight: 260 lbs.

F.O.B. Manchester, N. H. or complete with one remote control unit.
FARMER'S DAUGHTERS AND WIVES
WRCA-AM-TV New York is conducting a contest to find the “favorite farmer's daughter” and “favorite farmer's wife” in the stations' coverage area. Under the direction of the farm and garden editor, Phil Alampi, the contest will be based on looks, personality and background activities.

'GARY LESTERS SHOW'
WVNJ Newark, N. J., will air the Gary Lesters Show, starting Sept. 19. Music will be the keynote with personalities from the musical world making frequent visits on the show. The program each day will build different features around the musical portion.

CKLC SPONSORS SWIMMER
CKLC Kingston, Ont., sponsored a 23-mile swim across Lake Ontario Aug. 27 by Jim Edmunds, 51-year-old Kingston Penitentiary physical training instructor. Mr. Edmunds had to be taken out of the cold water within five miles of his goal in Toronto when a squall halted the swim and capsized two press boats following him and another swimmer. Mr. Edmunds had been in the water 17 hours.

DODY SINCLAIR TO EUROPE
J. S. (DODY) SINCLAIR, public relations director and special assistant to the vice president of WJAR-TV Providence, R. I., has left on a trip to Europe where he will visit Germany, Austria and Yugoslavia. He will visit broadcasting installations in Germany and also will take film footage for use on the station.

'CHALLENGE'
KING-TV Seattle, Wash., reports excellent response to two-hour film programs, “How to Immunize Against Prejudice” and “Rumor,” in the Challenge series co-produced by Columbia U.'s Center for Mass Communications and the Anti-Defamation League of B'nai B'rith. The films are based on social and human relations themes and currently about 30 stations are using them. The programs present the pros and cons of various issues on films followed by a 15- to 20-minute live local expert panel participation and concluded with a 45-second film summation. During the panel portion of the show, the film's theme is discussed as it applies to the local community. At present there are seven Challenge films available to stations from the Columbia center.

KTAC CONTEST
IN HONOR of its 14th anniversary, KTAC Tacoma, Wash., staged a contest on personality Dick Weeks' Personal Choice program asking listeners to write letters on why they listen to the station. The winner was Shirley McGinnis, an Oregon State College student and a Washington forest lookout who wrote she was an "incurable lover of all types of music" and found KTAC kept her entertained during the long hours in the forest.

RADIO GETS TOGETHER
COMBINED back-to-school promotion was staged last fortnight by five Philadelphia radio stations, WFIL, WIP, WPEN, KYW and WCAU. The promotion was planned by the advertising and promotion directors of the stations to show the drawing power of local radio as a sales tool for department stores. The directors were Joe Zimmermann, WFIL; Paul Martin, WIP; Sam Elber, WPEN; Bob Fillmore, KYW, and Fred Birnbaum, WCAU.

Tuning 'Em In While They Ride
A PROMOTION campaign aimed toward motorists and homes is being carried out by WGTK Haines City, Fla., which goes on the air Sept. 9.

Highway travel in Florida is heavy the year round and booms with an increase of 1,700,000 out of state cars during the winter tourist season. To attract this audience, WGTK has erected twenty 50 by 15 ft. billboards on important highways over central Florida. The signs urge motorists to "ride with a smile at the top of your dial, WGTK, 540 kc, 10 kw." To alert the home audience in the 26 county area, newspaper advertising in 43 papers is being used, and will continue after the station goes on the air.

WGTK is owned and operated by KWK Inc., St. Louis, which has sent Ray E. Dady, vice president and station director, to manage the new Florida project during the "orientation" period. Sales direction will be under V. E. Carmichael, vice president in charge of sales for KWK; J. E. Henderson, radio sales manager, and William Knight, southern regional sales manager. Henry Quasdau Inc., Tampa, is the advertising agency.
JOE HEROLD (I), general manager of KBTV (TV) Denver, hands Alfred R. Beckman, ABC-TV director of station relations, the first 10 shares of uranium stock in a promotion campaign to point up two big booms in Colorado—uranium and “KBTV’s fall program schedule.” Mr. Herold is handling 25,000 shares of Liberty Oil & Uranium Co. stock to leading timebuyers, station representatives and others.

WTO (TV) ANNIVERSARY

VIEWER CONTEST is being featured in the celebration of WTO (TV) Bangor, Me., of its first anniversary Sept. 18 through Oct. 1. The ch. 2 station is giving away 222 prizes for the best entries stating “My favorite WTO program is...” Contest blanks are contained in the station’s monthly tabloid newssheet, obtainable from local merchants. There is also a prize for the merchant from whose store the blank was picked up, a $2,222 advertising campaign on the outlet. WTO is also celebrating the start of its primary affiliation with CBS-TV.

CKOC HOSTS 1,000

CKOC Hamilton, Ont., Sept. 6 chartered a passenger steamer, S.S. Lady Hamilton, to take advertising executives, sponsors and the trade press across Lake Ontario to follow the progress of the swimming race from Niagara-on-the-Lake to the Canadian National Exhibition waterfront at Toronto, a distance of 30 miles. About 1,000 guests of CKOC saw the across-the-lake swim from the boat.

WSOC COVERS GOLF TOURNAMENT

WSOC-AM-FM Charlotte, N. C., provided complete coverage of the 55th Women’s Amateur Championship Golf Tournament, U. S. Golf Assn. event played this year at the Myers Park Country Club in that city. The stations aired exclusive coverage for the Piedmont Carolinas area, making 33 live broadcasts direct from the scene, they report.

SHAKESPEARE IN CANADA

EXTRACTS from film versions of Shakespearean plays will be aired in half-hour programs on the Trans-Canada radio network for four weeks starting Sept. 10. The series will have portions of music and dialogue from Sir Laurence Olivier’s production of “Henry V” and “Hamlet,” MGM’s “Julius Caesar” and the Italian-Anglo production of “Romeo and Juliet.” Frank Herbert, CBC commentator, will do the narration.
### Station Authorizations, Applications

**As Compiled by B•T**

September 1 through September 7

**Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.**

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**Abbreviations:**
- Cps—construction permit
- DA—directional antenna
- ERP—effective radiated power
- VHF—very high frequency
- UHF—ultra high frequency
- Lic—licensed
- viol.—visual, kw—kilowatts, w—watts, mc—megacycles
- d—date

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### FCC Commercial Station Authorizations

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JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1337 Wisconsin Ave., N. W.
Washington, D. C. A70s 4-2414
Member AFCCE *

COMMERCIAL RADIO EQUIPMENT CO.
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INTERNATIONAL BLDG. DI 7-1319
WASHINGTON, D. C.
P. O. Box 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE *

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
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A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
A Chicago suburb

VANDIVERE, Cohen & Wear
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1429 New York Ave., N. W.
Washington 5, D. C.

JOHN H. MULKANEY
Consulting Radio Engineers
2000 P Sr., N. W.
Washington 6, D. C.
Adams 4-6393

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
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A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
Pennsylvania Bldg., Republic 7-2347
WASHINGTON 4, D. C.
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W. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abrom
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE *

Kear & Kennedy
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Hudson 3-9000
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GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television Communications-Electronics
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Executive 3-1220 Executive 3-5661
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William E. Benns, Jr.
Consulting Radio Engineer
3738 Kanawha St., N. W., D. C.
Republic 7-6071
Box 2648, Birmingham, Ala.
Phone 6-3954
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Consulting Radio Engineers
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Member AFCCE *

Page, Creutz,
GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W.
Executive 3-5670
Washington 5, D. C.
Member AFCCE *

Carolyn L. Heffelfinger
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

Carl E. Smith
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4900 Euclid Avenue
Cleveland 3, Ohio
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Member AFCCE *

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional Directory
advertising contact
BROADCASTING Telecasting
1735 Desales St., N. W., Wash. 6, D. C.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Courses
3224 16th St., N. W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and resident courses. Write for Free Catalog, specify course.

SPOT YOUR FIRM’S NAME HERE,
To be seen by 75,956* Readers
—among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for am, fm and television facilities.
* 1953 ABR Projected Readership Survey

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineers on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

Robert L. Hammett
CONSULTING RADIO ENGINEER
621 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

J. G. Rountree, Jr.
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

*Member AFCCE

TO ADVERTISE IN THE SERVICE DIRECTORY
Contact
BROADCASTING Telecasting
1735 DESALES ST., N. W., WASH. 6, D. C.

September 12, 1955 Page 119
Classified Advertisements
Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
Size: In size specified 24¢ per word—$0.00 minimum • Help WANTED 25¢ per word—
$0.00 minimum. All other classifications 30¢ per word—$1.00 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.

General manager for metropolitan independent operation with successful record as sales manager. Unusual opportunity. Box 696C, B-T.

General manager for negro programmed metropolitan station. Must have previous experience and be good salesman. Fine opportunity. Box 619C, B-T.

Excellent opportunity for an experienced radio station manager, 1000 watt station in upper-midwest. Must be strong on sales and smooth operations. California and national contacts desirable. Box 754C, B-T.

Assistant sales manager: Must have successful background in competitive market. Some announcing and sales experience desired. Send photo and resume. Box 717C, B-T.

Experienced commercial manager, good salary and working conditions. Personal interview necessary. Contact Hal Vester, WPFC, Kinston, North Carolina.

Local account salesman with announcing experience. Salary plus commiss. Good market. ABC station. Box 691C, B-T.

Salesman-program director for 1 kw daytime station in Tyne Tenn. Good salary and commission for qualified man. Box 734C, B-T.

WEAW-AM-FM, Chicago suburb station needs aggressive young salesman with some successful experience in smaller market. All details, including earnings, first letter. WEAW, Evanston, Illinois.

Salesman: Good draw guaranteed initially. Straight commission earning after three months. Protected account list. Kilowatt independent in single station city of 25,000 with top farm market. Apply to Dave Taylor, WPFL, Freeport, Illinois for personal interview.

Experienced radio time salesman, willing to work hard. Good market. $35,000,000 retail sales in immediate area. $300,000,000 in station coverage. A real opportunity to advance to sales manager in a three station network. Call or write Manager, Radio Station WJMS, Ironwood, Michigan.

Looking for an Opportunity?

Executive & Staff Levels
Confidential Contact
Nationwide Service

It's simple prudence to utilize a skilled personnel specialist when seeking a position.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio - Howard S. Frazier.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
708 Bond Bldg.
Washington 5, D. C.

Radio

Help Wanted

Managerial

North Georgia daytime indie has better than average offer for mature staff man who can "air" and do reliable news. Permanent ideal family town. Send full details, tape and picture. Box 654C, B-T.

WANTED: Good announcer, strong on commercials and news by good kwh South Carolina station. Permanent job. Salary $75 weekly to start for 45 hours. Send photo, references, resume and tape. Box 654C, B-T.


WANTED: Announcer for small market network station. Pay and exposure above average, for above average announcer. Want man who can do morning show with confidence, with growth into evening schedule. Send tape and letter telling entire background. References will also be helpful. Box 785C, B-T.

Sportscaster-newswoman. Successful 1000 watt station strong on news and sports, desires a good play-by-play spotter. Send News background, desirable. Box 765C, B-T.

Actor-stage, tv, or network radio acting (soap, drama) wanted for personality DJ-news. Single. Box 765C, B-T.

Announcer-operator — Immediate opening, announcing and control board operator, evening shift. Good opportunity. For man with training. Contact Radio Station KCOW, Alliance, Nebraska.

Immediate opening for experienced staff announcer, Contact Clint Formby, KPAN, Hereford, Texas.

Accepting applications for staff announcer. New open. Want versatile announcer. Send picture and tape and will be returned. Box 645C, B-T.

Have opening for experienced staff announcer. Good salary, top benefits. Prefer man from Kansas or adjacent states. Send auditions and full details with picture to Jerry Kohren, Chief Announcer, Radio Station KVG, Great Bend, Kansas.

Early morning man wanted by network station in heart of hunting and fishing lake land. 96 weeks work, 40 hours; time and a half for over-time. Good opportunity for man with training. Send tape, full details in letter. Challenge for advancement to program director or sales manager. Do not send tape or other returnable material. Write or call William T. Kemp, KWVO, Box 825, Phone 2-4633, Cheyenne, Wyoming.

WE ARE ALWAYS SEEKING
Well Qualified Placement Clients of Good Character & Staff Positions with TV and Radio Stations.

Radio

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Well Qualified Placement Clients of Good Character & Staff Positions with TV and Radio Stations.

Radio

Help Wanted

Broadcasters Executive Placement Service, Inc.
RADIO

Situation Wanted—(Cont'd)

Programming-Production, Others

Copy and layout. Promotion department for combined radio-television station located southwest has opening for experienced writer with strong layout experience. Prefer some college with at least one year's solid experience.

News and play by play sports man excellent opening top thousand walter. Send tape, photo, resume. Permanent job—no. Rosters. KCIR, Carroll, Iowa.

News editor wanted by 50,000 watt CBS radio station. Must have experience in reporter, writer and broadcaster, prefer newspaper background. Send tape, photo, resume. Box 793C, B-T.

Newsmen. Experienced in all phases, including local reporting; authoritative air presentation on tv and radio. Advise previous experience, refer ence list, and all tape. Box All replies confidential. WAKR, 833 Copley Road, Akron, Ohio.

Situations Wanted—(Cont'd)

Managerial

Television or radio—aggressive young account executive, qualified for general, assistant or sales management positions with current affiliation. Thoroughly experienced in all phases of radio and television. Nine years experience. Top references. Interested only in solid progressive organization that can offer restful future. Box 793C, B-T.

I can make your small market station pay off. Handsome, sound, family man. Experience all phases radio. Box 743C, B-T.

General manager with exceptionally strong sales and programming record available. Thorough knowledge all phases radio-television. Box 773C, B-T.

Salesmen

Salesman—announcer. Nine years radio. South-west only. $85 weekly. Box 726C, B-T.

Salesman—announcer, Five years experience, account executive, commercial manager. Also experience, engineering, other phases. Desire Florida, California or southwest. Family. Box 744C, B-T.

Announcer

Announcer with extensive metropolitan experience wishes to relocate. Heavy on DJ, commercial and news. Thoroughly experienced in all phases radio-television. Consider any location.


Announcer—strong news—good DJ, sincere, friendly commercials—tape, resume. Box 696C, B-T.

Announcer—strong news—good DJ, sincere, friendly commercials—tape, resume. Box 696C, B-T.

Professionally trained announcer, 15 months experience. Excellent resume. Box 792C, B-T.

Announcer six years experience now looking for larger market in north. DJ, play-by-play sports, special events and staff. Can furnish reference tape and detail on request. Box 726C, B-T.

Sports announcer within radius 150 miles of Minneapolis. Good play-by-play of sports. Also like DJ work. Contact Box 792C, B-T.

Classical DJ; Professional and academic experience, music. Experience all phases tv, radio; strong news commercial, advertising; exec. for good radio or tv station. Box 734C, B-T.

Air Force officer, available October 28th, married, 24, degree, experienced sportscaster. Seeking for good radio or tv station. Box 734C, B-T.

TELEVISION

Help Wanted

Technical

Chief engineer—for southwestern vhf maximum power station. Write in full to Box 726C, B-T.

Established Texas vhf wants engineer with first class ticket. Consider radio engineer seeking tv opportunity. Send resume, late photo. Indicate starting salary. Box 749C, B-T.

Television engineers: Assistant chief engineer, experienced vision, scope Eastman projectors, room for late advancement. KVOS-TV, Bellingham, Washington.

NEW ORLEANS and MONEY TOO! IMMEDIATE OPENING

Seldom such an opportunity for a disc jockey interested in this unusual city. We need a top man, who has a good personality, and is also a top straight announcer. Our man is no rehwald and realize "off boat" music attracts only a minority audience. He will follow our music policy because he likes it. Salary open, but will be good, although not in the really "big money." We'll be honest. WTIX is top-rated New Orleans station, programming music and news 24 hours daily, 7 days a week.

AIR MAIL TAPE AND INFO TO:
TODD STORZ, PRESIDENT
Mid-Continent Broadcasting Co.
Omaha, Nebraska

WTIX New Orleans

WHB Kansas City

KOWH Omaha
TELEVISION

Situations Wanted

Managerial

General manager with exceptionally strong sales and programming record available. Thorough knowledge all phases radio-television. Box 786C, B-T.

Announcer

Came MC personality wants station with heavy local programming. Young, married, college grad. Much theatre and radio-tv experience. Box 674C, B-T.

Technical

Tv engineer desires supervisory position with new vhf. Five years experience all phases xmt, studio and remote operation and maintenance plus one year am xmt. Have done construction. Excellent references. Box 633C, B-T.

Programming-Production, Others

Director, announcer. Experience all tv, radio formats; experience, theatre, music, art, foreign; NBC training; single; vet. college degrees. Seeks interesting opening. Box 752C, B-T.

Real smart gal—Presently working on and off camera—production, format, contacts, for St. Louis vhf tv; looking for outlet for ideas, energy. Box 707C, B-T.


FOR SALE

Stations

Mountain resort property. City more than 25,000 population. Exceptional terms to qualified buyer. Principal only. Complete facilities available in both Oklahoma and Texas. Ralph Erwin. Broker. Box 811, Tulsa.

Medium city, Nationally famous southwest tourist mecca. Delightful climate. Market over 300,000. $15,000 cash will handle. Ralph Erwin, Broker. Box 811, Tulsa.


Have many profitable southeast radio and tv stations for qualifications buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Southern metropolitan market independent, proven near gross and below past 5 years earnings, at $100,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Equipment, Etc.

AMPEX 335 console, 350 two case portable, 600 and 620 portables. Also 450 playbacks. All like new—reasonable. Box 611C, B-T.

I-335 B. Hewlett-Packard fm frequency and modulation monitor. Box 740C, B-T.

For Sale: io function Runt remote control equipment, in first class condition. Available immediately. Write Station KVOX, Moorhead, Minnesota.


Magnasync 16mm magnetic recorder SW-603-KE like new. International Marketeers, 2422 Iowa, Cincinnati, Ohio.

FOR SALE—Cont’d

Equipment


WANTED TO BUY

Stations

Wanted to buy radio station in California. Veteran eastern broadcaster now disposing of interests on east coast plant trip to California latter part of October to look at properties. Will be glad to sit down with you and discuss your station confidentially. Send all replies to Box 741C, B-T.

We are principals and want to deal with principals only for a radio station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B-T.

Top Industry executive wants to lease radio station in small or medium market. Can insure income for owner. Fine record with large national organization. Best industry and personal references. All replies confidential. Box 775C, B-T.

Stations wanted. Radio and tv. Growing list of clients waiting. All markets since Arkansas, Missouri, Texas, Oklahoma, Kansas, Ralph Erwin, Broker. Box 811, Tulsa, Oklahoma.

Attention station owners. I have clients waiting for metropolitan stations, cities over 95,000. Current billings not important. Texas, Oklahoma, Arkansas, Missouri, Kansas. Ralph Erwin, Licensed broker. Box 811, Tulsa, Oklahoma.

Equipment

URGENTLY need one complete 900 mc studio trans- mitter link complete with antennas. Prefer good used equipment. Box 821C, B-T.

Rented—5kw air-cooled am transmitter. Box 750C, B-T.

HERE'S 3 OUTSTANDING WOMEN

STUDIO TRAINED — FOR YOUR TELEVISION STAFF

PAT McCausland

Artist and traffic. Pat has had three years of Commercial Art training in addition to her training in Television Production with us. Her instructor felt she displayed a good imagination and was well qualified to do an excellent job as an artist, especially in a smaller station because of her versatility. She can type, can serve in the added capacity of traffic.

RHODA MACDOUGAL

Continuity writing and art. Rhoda combines both college and art training with her knowledge of Television. Her professional instructor found her an excellent student, one of the best in her Hollywood class. He recommended her highly for continuity writing. He also felt she did an outstanding job with both Television Art and traffic work. Excellent personality.

THELMA OSBORNE

Program personality and receptionist. Thelma has both a background of show business and extensive experience at meeting the public in a responsible position. Her instructors found her to be a good worker and ambitious, with the ability to get along well with others. Recommended for receptionist, assistant to the program director, or as an on-the-air personality. Calm, mature, good voice.

Each of these women has been thoroughly trained in all phases of TV production in one of our completely equipped studios under the instruction of a professional TV director. For IMMEDIATE resume and complete details, write, wire or call collect, JOHN BIRREL—CA 3-7246.
WANTED TO BUY—(Cont’d)

Equipment
One or two late-model magnecorder tape machine with amplifier. Box 711C, B&T.

REF. 6765, fm receiver. State condition and price. Write WFLY, Hotel Troy, Troy, N. Y.

INSTRUCTION


RADIO

Help Wanted

Managerial

MANAGER

Are you a manager with ambition and willing to accept a challenge? A 1000 watt station in a small but excellent market—good coverage, audience potential of 150,000 needs a producer—strong on sales and smooth organization. National sales contacts desirable. Good overtime and bonus arrangements. Submit detailed background of experience and references.

Box 756C, B&T

Salesmen

EXPERIENCED TIME SALESMAN

Excellent opportunity to make good money in Kansas City. If for any reason you want a connection in this fast growing community with old established local station, send complete information including snapshot. Must be sound, sober and solid. Permanent.

P.O. Box 2749, Kansas City, Missouri.

ANNOUNCER

for

REGIONAL VHF

Immediate opening for announcer with TV experience and top references. Send photo, tape, complete background in first letter. Include details of any experience as cameraman or video switcher.

KKTV

COLORADO SPRINGS, COLO.

TELEVISION

Help Wanted

Announcers

WANTED

Announcer at KLEM, LeMars, Iowa (pop. 6,500), 1000 watt daytimer. Prime requirements: Dependability and experience. 25-35 years—Town has finest school system, recreation facilities. Station on air one year, all new equipment, new building, air conditioned. Good hours, and a wonderful staff. Prefer married man, who is working now for not less than $50.00 weekly. Send audition and letter of particulars to KLEM, LeMars, Iowa.

RADIO

Help Wanted—(Cont’d)

Programming-Production, Others

TRAFFIC SECRETARY

Well established Detroit metropolitan area station has unusually good opening for intelligent, capable young woman, preferably 25-35, typing, shorthand required. Pleasant working conditions, permanent.

Box 712C, B&T

TELEVISION

Help Wanted

Announcers

ANNOUNCER

for

REGIONAL VHF

Immediate opening for announcer with TV experience and top references. Send photo, tape, complete background in first letter. Include details of any experience as cameraman or video switcher.

KKTV

COLORADO SPRINGS, COLO.

TELEVISION

Situations Wanted

Managerial

TV STATION MANAGER

SEEKS CHANGE

TV station manager in major Eastern market offers 18 years sales and advertising background radio and television. Well known in all top agencies. Have complete knowledge of practical experience in FCC procedures, overall station management, sales, film and live programming. New employed. Gladly supply references from network, agency, station representative and present management.

Box 781C, B&T

RADIO

Help Wanted—(Cont’d)

Programming-Production, Others

There are four RCA SERVICE COMPANY Field Offices to serve AM, FM and TV Broadcasters

There are four RCA SERVICE COMPANY Field Offices to serve AM, FM and TV Broadcasters

1. Mr. R. A. Martin, MGR., RCA Service Company, Inc., 534 Forryth Bldg., Atlanta 3, Georgia, Alpine 8998

2. Mr. W. F. Hanson, MGR., RCA Service Company, Inc., Bldg. 204-1, Camden 8, New Jersey, Woodlawn 3-8000, Est. PY-6573


4. Mr. H. W. Dover, MGR., RCA Service Company, Inc., 911 North Orange Drive, Hollywood 38, California, OLDfield 4-4995

Call or write your nearest office for information on these and other services:

- Installation Supervision
- Service Inspection Contracts
- Performance Measurements
- Antenna Systems Checks

RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey

Broadcasting • Telecasting

September 12, 1955 • Page 123
KOLR Sterling, Colo.—Seeks relinquishment of negative control from present stockholder. One-third interest in its 450-kw AM station donated to local educational charity. John E. Gazdik for $15,000. Present owner retains 60%. Equal division of ownership continues 33.33% and remaining stockholders owning 33.33% each. No positive or negative control as such. Mr. Gazdik is KOLR salesman. Filed Sept. 1.

WALT Chicago—Withdraws assignment to Harold Kaye (51%), Emil J. Arnold (48.33%) and others for $100,000 plus $50,000 for 10 years. Sale is made to fulfill commitments made during the period of the Chicago Athletic Association's BOTV (TV) license in Tampa, Fla. Mr. Kaye is 25% owner WLOW, Portland, Ore. Mr. Arnold is 25% owner WMJF Daytona Beach, Fla. Mr. Payne is 25% owner WBBM, Chicago, Ill., and 25% owner WORC Newark, N.J., and 25% owner KVGB, St. Louis, Mo. Ground rent and distribution arrangement.

KTSW Emporia, Kan.—Seeks assignment of license to Townsley Co., Inc. for $55,000 plus assumption of $4,500 adjustable memory. Licenses are FER Sherwood R. Parks (10%), KVGB Great Bend, Kan., ass't. man., TV and Ent. Grover C. Cobb (25%), 25% owner KVGB: Treat, Williams L. L. and Seeley's (28%), 25% owner KVGB. Owners, Townsley, are editors, respectively, of the Great Bend (Kan.) Daily Tribune and the Great Bend News. Sale of 25% of Daily Tribune and 25% of weekly Great Bend Herald-Press. Filed Sept. 1.

WINN Louisville, Ky.—Seeks transfer of control to WINN Inc. for $74,500. Principals include Harold Kaye and Emil J. Arnold. For applicants interests see WALT application above. Filed Sept. 1.

WOND Pleasanton, Calif.—Seeks assignment of license to South Jersey Radio Inc. Principals remain same with same percentage of ownership; corporate change only. Filed Sept. 1.

Hearing Cases . . .

INITIAL DECISION

St. Louis, Mo.—Hearing Examiner Thomas H. Denahy, Jr., has ordered toward final granting of application of Columbia Broadcasting Co., Inc. for new station to operate on ch. 11 in St. Louis, Mo., and denial of competing application of St. Louis Amusement Co., 250 Television, Inc. all St. Louis, Mo., and Broadcasting Inc., East St. Louis, Ill. Announced Sept. 6.

OTHER ACTION

Stateville, N. C.—Commission announced its order of 25 June 1955, to be held, at date to be specified later, on economic liability and substantialities of proposed against by WHIC Stateville, 60 March 23 grant (now stayed) of application of Treidel Belt Co., (WDBM, Ch. 4) in Bristol, Va., and Bristol, Tenn., respectively.

Granite State Belt Co., (WDNH), for new station to operate on 1270 kc, 5 kw DA unil. in Dover, N. H.

Routine Roundup . . .

September 1 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharman

WMIA Chicago—Granted petition for continuance of hearing from Sept. 1 to Sept. 28 re its application for mod. of cp. Filed Sept. 1.

Pursuant to Commission orders of Feb. 23, 1955, resounding record in proceeding involving competing applications of Radio Assn. Inc. and WLOX Belt Co., for new tv station on ch. 13, Biloxi, Miss., and remanding proceeding to examine in absence of new initial decision and June 2, 1955, changing place of scheduled further hearing, and pursuant, to sec. 144 of Commission's rules and sec. 7(b) of Administrative Procedures Act, ordered further hearing in this proceeding shall be commenced in Biloxi, Miss., at 10 a.m. Monday, Oct. 10, 1955, at 600 c.p.m. of ch. 13.

The Citizens Belt Co., Toledo, Ohio.—Denied petition to have continued for 30 days taking of rebuttal deposition of Robert S. Mollohi, Ohio, which were scheduled by notice of partes parties to be commenced on Sept. 11. Petition of ch. 11 proceeding in order of taking of depositions shall be commenced not earlier than Oct. 13. Westby, Sept. 21, and further ordered that parties shall exchange their written rebuttal evidence, for further order of depositions, on or before Tuesday, Oct. 4; further formal hearing of rebuttal depositions to commence 10 a.m. Tuesday, Oct. 11 in Washington, D. C. Amended.

Albert John Williams, Inglewood, Calif., and American Chain of Stations, Inc., New York, N. Y.—Defer action on petition of Williams to amend his am application; denied petition of Palamar to amend his application. Filed Sept. 1. Further hearing in this proceeding shall be commenced on Oct. 4 in this commission at 600 a.m.

By Hearing Examiner H. Gifford Iton

WBAC Cleveland, Tenn.—Upon oral request of Robe B. Rounsevell, filed, ordered hearing to be held commencing on Oct. 15, 1955, at 10 a.m. Amended.

WEDH New York, N. Y.—Upon oral request of William F. Ingraham, filed, ordered hearing to be held commencing on Oct. 15, 1955, at 10 a.m. Amended.

By Hearing Examiner H. Gifford Iton

WBAC Cleveland, Tenn.—Upon oral request of Rounsevell, ordered hearing to be held commencing on Oct. 15, 1955, at 10 a.m. Amended.

By Hearing Examiner Neal Lissg{5942}d

Louis Rosenberg, Tarentum, Pa.—Denied petition for reconsideration of Examiner's ruling on

KOLR Sterling, Colo.—Seeks relinquishment of negative control from present stockholder. One-third interest in its 450-kw AM station donated to local educational charity. John E. Gazdik for $15,000. Present owner retains 60%. Equal division of ownership continues 33.33% and remaining stockholders owning 33.33% each. No positive or negative control as such. Mr. Gazdik is KOLR salesman. Filed Sept. 1.

WALT Chicago—Withdraws assignment to Harold Kaye (51%), Emil J. Arnold (48.33%) and others for $100,000 plus $50,000 for 10 years. Sale is made to fulfill commitments made during the period of the Chicago Athletic Association's BOTV (TV) license in Tampa, Fla. Mr. Kaye is 25% owner WLOW, Portland, Ore. Mr. Arnold is 25% owner WMJF Daytona Beach, Fla. Mr. Payne is 25% owner WBBM, Chicago, Ill., and 25% owner WORC Newark, N.J., and 25% owner KVGB, St. Louis, Mo. Ground rent and distribution arrangement.

KTSW Emporia, Kan.—Seeks assignment of license to Townsley Co., Inc. for $55,000 plus assumption of $4,500 adjustable memory. Licenses are FER Sherwood R. Parks (10%), KVGB Great Bend, Kan., ass't. man., TV and Ent. Grover C. Cobb (25%), 25% owner KVGB: Treat, Williams L. L. and Seeley's (28%), 25% owner KVGB. Owners, Townsley, are editors, respectively, of the Great Bend (Kan.) Daily Tribune and the Great Bend News. Sale of 25% of Daily Tribune and 25% of weekly Great Bend Herald-Press. Filed Sept. 1.

WINN Louisville, Ky.—Seeks transfer of control to WINN Inc. for $74,500. Principals include Harold Kaye and Emil J. Arnold. For applicants interests see WALT application above. Filed Sept. 1.

WOND Pleasanton, Calif.—Seeks assignment of license to South Jersey Radio Inc. Principals remain same with same percentage of ownership; corporate change only. Filed Sept. 1.

Hearing Cases . . .

INITIAL DECISION

St. Louis, Mo.—Hearing Examiner Thomas H. Denahy, Jr., has ordered toward final granting of application of Columbia Broadcasting Co., Inc. for new station to operate on ch. 11 in St. Louis, Mo., and denial of competing application of St. Louis Amusement Co., 250 Television, Inc. all St. Louis, Mo., and Broadcasting Inc., East St. Louis, Ill. Announced Sept. 6.

OTHER ACTION

Stateville, N. C.—Commission announced its order of 25 June 1955, to be held, at date to be specified later, on economic liability and substantialities of proposed against by WHIC Stateville, 60 March 23 grant (now stayed) of application of Treidel Belt Co., (WDBM, Ch. 4) in Bristol, Va., and Bristol, Tenn., respectively.

Granite State Belt Co., (WDNH), for new station to operate on 1270 kc, 5 kw DA unil. in Dover, N. H.

Routine Roundup . . .

September 1 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharman

WMIA Chicago—Granted petition for continuance of hearing from Sept. 1 to Sept. 28 re its application for mod. of cp. Filed Sept. 1.

Pursuant to Commission orders of Feb. 23, 1955, resounding record in proceeding involving competing applications of Radio Assn. Inc. and WLOX Belt Co., for new tv station on ch. 13, Biloxi, Miss., and remanding proceeding to examine in absence of new initial decision and June 2, 1955, changing place of scheduled further hearing, and pursuant, to sec. 144 of Commission's rules and sec. 7(b) of Administrative Procedures Act, ordered further hearing in this proceeding shall be commenced in Biloxi, Miss., at 10 a.m. Monday, Oct. 10, 1955, at 600 c.p.m. of ch. 13.

The Citizens Belt Co., Toledo, Ohio.—Denied petition to have continued for 30 days taking of rebuttal deposition of Robert S. Mollohi, Ohio, which were scheduled by notice of partes parties to be commenced on Sept. 11. Petition of ch. 11 proceeding in order of taking of depositions shall be commenced not earlier than Oct. 13. Westby, Sept. 21, and further ordered that parties shall exchange their written rebuttal evidence, for further order of depositions, on or before Tuesday, Oct. 4; further formal hearing of rebuttal depositions to commence 10 a.m. Tuesday, Oct. 11 in Washington, D. C. Amended.

Albert John Williams, Inglewood, Calif., and American Chain of Stations, Inc., New York, N. Y.—Defer action on petition of Williams to amend his am application; denied petition of Palamar to amend his application. Filed Sept. 1. Further hearing in this proceeding shall be commenced on Oct. 4 in this commission at 600 a.m.

By Hearing Examiner H. Gifford Iton

WBAC Cleveland, Tenn.—Upon oral request of Rounsevell, ordered hearing to be held commencing on Oct. 15, 1955, at 10 a.m. Amended.

WEDH New York, N. Y.—Upon oral request of William F. Ingraham, filed, ordered hearing to be held commencing on Oct. 15, 1955, at 10 a.m. Amended.

By Hearing Examiner H. Gifford Iton

WBAC Cleveland, Tenn.—Upon oral request of Rounsevell, ordered hearing to be held commencing on Oct. 15, 1955, at 10 a.m. Amended.

By Hearing Examiner Neal Lissg{5942}d

Louis Rosenberg, Tarentum, Pa.—Denied petition for reconsideration of Examiner's ruling on
September 7 Decisions

**ACTIONS ON MOTIONS**

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition for continuance of change of call letters, KPFA, Berkeley, Calif., to WRBS, Madison, Wis., and change of facilities, for additional time for the following reason: Change of facilities, KAJR, Madison, Wis., to change facilities for broadcasting in addition to change of call letters. (See motion, continued from Sept. 3.)

September 7 Decisions

**ACTIONS ON MOTIONS**

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition for continuance of change of call letters, KPFA, Berkeley, Calif., to WRBS, Madison, Wis., and change of facilities, for additional time for the following reason: Change of facilities, KAJR, Madison, Wis., to change facilities for broadcasting in addition to change of call letters. (See motion, continued from Sept. 3.)

**UPCOMING**

**NARTB Regional Meetings**

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)

Region 1 (Dist. 1, 2, N.Y., N.J.)

Region 3 (Dist. 5, 6, 7, Pa., N.Y., N.J., N.C., Va.)

Region 2 (Dist. 3, 4, 5, 6, 7, N.Y., N.J., N.C., Va.)

Region 8 (Dist. 15, 16, N.C., S.C., Ga., Fla., N.C., Va.)

Region 7 (Dist. 14, N.C., S.C., Ga., Fla., N.C., Va.)

October

**OCTOBER**

Oct. 3-5; National Electronics Conference, Sherman Hotel, Chicago.

Oct. 3; RAB Clinic, Ogden, Utah.

Oct. 3-5; Fall General Meeting, Morrison Hotel, Chicago.

Oct. 7-9; National Broadcast Convention, Lake Fish Club, Essex County, New York.

Oct. 7; RAB Clinic, Colorado Springs, Colo.

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Time Is of the Essence

At NARTB meetings many resolutions are discussed, some are adopted, and some even lead the way to action. One which should go through all three phases at the forthcoming regional conferences of the association is a resolution for unified action to introduce some sanity into the annual confusion of summer daylight-standard time.

An outline of such a resolution has been proposed to Harold E. Fellows, NARTB president, by Ben Ludy, general manager of WBW Topeka and KCKN Kansas City. Mr. Ludy advocates that the NARTB appoint a special committee which would work on the admittedly complicated job of straightening out the nation's clocks.

The NARTB committee, according to the proposal, would try to obtain joint action with other interested groups, such as the American Assn. of Advertising Agencies and the Assn. of National Advertisers. There are still other powerful groups—the Assn. of American Railroads, for example—which have a stake in untangling the time snarl and whose support should be sought.

U. S. business and industry have lived so long with the problem of summer time changes that a feeling of resignation has come about. Such enterprises as broadcasting, railroading, airlines and others whose schedules must fit into time zones everywhere have been annoyed, have had to adjust operations at varying expense, but have so far done little to get at the heart of the problem.

This year the problem has been additionally complicated by the decision of some parts of the country to stay on daylight time longer than they have in past summers.

Acting together, the affected businesses would have at least a chance to keep clocks in some kind of order during the summer. But somebody has to start the campaign, and it might as well be those whose operations are especially discommoded by the present system. In short, it might as well be the broadcasters.

We hope that serious attention will be given to the summer time problem at each of the regional meetings of the NARTB.

Cuba's TV Rumble

Tiny Cuba, which got a gluton's slice of the am radio pie in past negotiations involving the North American nations, has put in an early bid for a "tv NARBA" in which Miami and perhaps all of southern Florida would go uhf, leaving the whole vhf band to serve Cuba's five million people.

At least that appears to be the proposal of Cuba's leading broadcaster—Goar Mestre, as reported in B'T's Sept. 5 issue. What Senor Mestre wants in broadcasting Cuba usually endorses, as evidenced by the fact the island government already has had Dr. Antonio Marti, deputy of the Ministry of Communications, informally confer with the FCC. The proposition was to deintermix Miami presumably as the first step.

Without going into the merits of de-intermixture, selective or otherwise, we think Cuba is presumptuous in seeking to tell the United States how it should handle its television allocations. Cuba was informed, as a courtesy, of our allocations plans before the now-famed Sixth Report was released publicly by the FCC on April 14, 1952. So were Canada, Mexico, and other neighbor nations. Cuba, we are semi-officially informed, didn't even bother to acknowledge the allocations communications. Canada and Mexico, on the other hand, coordinated their allocations with ours, with the result that no trouble has ensued.

The claim is made that ruinous interference is caused in Cuba by the lone vhf station now operating in Miami on ch. 4. But we are told that the Cuban ch. 4 station goes to high power, it will fire back in the direction of Miami with a powerful signal. There we have the spectre of the kind of "Mexican border" station chaos that prevailed during two decades, with "renegade" stations squatting on our clear and regional channels, seeking to serve U. S. rather than Mexican listeners.

No scientific research is needed to deduce what might happen if southern Florida went uhf, and the 12 vhf channels were left to unrestricted use of Cuban stations using maximum power. If ch. 4 is received in Havana with viewable signal strength while that channel is also used in Havana, how would those Cuban stations be received in Key West, Miami and other Florida cities should they go all uhf?

It is probably true that vhf coverage and interference extend beyond the limits originally charted. But the answer does not lie in having the United States, which led the way in tv development, take a back seat to a late-comer like Cuba, or any other North American nation.

What course the FCC will take on de-intermixture or in attempting otherwise to solve our domestic allocations problems is still conjectural. What it does must be geared toward that which will best serve our public, with due regard for our neighbor nations. We think it ill-behooves Cuba to attempt to dictate our allocations policies. The most it should do is to present its arguments through appropriate diplomatic and regulatory channels.

Political Intoxication

We have it straight from the Women's Christian Temperance Union that congressional committees next session again will hold hearings on legislation to outlaw alcoholic beverage advertising on the air. This repeat performance, in varying shades and guises, has been going on at just about every session since repeal of the Eighteenth Amendment back in 1933.

It's hard to fathom what testimony can be offered that differs from that which has been presented again and again. The prohibitionists aren't shooting at radio and tv; they're after the return of prohibition. They frankly regard the broadcast media as the first and easiest line of resistance because politicians agitate instantaneously where "licensed" broadcasting is concerned.

Why don't the prohibitionists go all the way, instead of fly-specking on the discriminatory and illegal air illusion? Hard liquor advertising on the air is virtually non-existent, even though entirely legal. As long as it is legal to manufacture and sell alcoholic beverages in interstate commerce, it's legal to advertise them.

Even more provoking is the obeisance paid these reformers by politicians, who year after year reintroduce these tired bills to censor air advertising of these admittedly legal commodities. The same inane, unconstitutional bills are offered, and the same retines of witnesses parade before the committees offering the same dull testimony. Broadcasters and other media are forced to prepare and argue against them, along with the distillers and brewers. The results are usually the same—no action, or maybe a political hairline decision against.

Hundreds of thousands of dollars of taxpayers' money, plus the time of Congress and of busy businessmen are wasted in these futile proceedings. It's time all concerned recognized the facts.
These inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and at the lowest cost per thousand! (SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and over 3¼ billion in spendable income. (1955 Consumer Markets)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative
GOOD NEIGHBOR IN CENTRAL OHIO. The spacious grounds of Peoples Broadcasting Corporation station WRFD in Worthington have been turned into a beautifully landscaped picnic and recreation area open to the public. Among the many summertime attractions on the Green is a theater-in-the-round in which a professional troupe stages current Broadway hit shows.

Good neighbors to the public
...good salesmen for your product

How people's money serves people's needs

"To sell...a station must also serve." This is the principle which guides each of the four stations operated by Peoples Broadcasting Corporation. Each recognizes that leadership carries with it the responsibility to keep programs on a high plane. Each takes an active and neighborly interest in the community it serves. Each, through public service, has won the good will of its listeners...good will that is shared by the products of its advertisers.

Peoples Broadcasting Corporation is owned by the more than two million policyholder-members of the Nationwide Mutual Insurance Company...the company which invests its policyholders' money in activities which serve the policyholders' interest.