WLEE is pleased to announce its new affiliation effective October 1, with the NBC Radio Network.

One of the big reasons WLEE is excited about this association is NBC’s revitalization of radio.

MONITOR, NBC Radio’s new weekend service, has made more people Radio-conscious than anything else in years. It’s given Radio EXCITEMENT again. And that’s what we need.

Whatever builds Radio is good for WLEE. We like MONITOR.
DON'T BE DECEIVED!
THE PROOF IS NOW AVAILABLE
THERE IS NOTHING FINER

WTVR   RICHMOND
       VIRGINIA

"THE SOUTH'S FIRST TV STATION"

100,000 WATTS—1049 FEET—CHANNEL 6

IT CAN'T EVEN BE EQUALED

ABC AND CBS
REPRESENTED NATIONALLY BY BLAIR TV INC.

P.S.—THE PROOF IS IN THE PUDDING—
THE WTVR FALL SCHEDULE IS SOLD SOLID
Again in August KGUL-TV has the Number One program in the Galveston-Houston market. The August Telepulse shows the "$64,000 Question" with a rating of 37.2.

NOW MORE THAN EVER—THE BEST BUY IN TEXAS

KGUL-TV GULF TELEVISION COMPANY GALVESTON

Represented Nationals by CBS Television Spot Sales
another Texas Giant

KRLD-TV's NEW TRANSMITTING TOWER ADDS 21 NEW COUNTIES TO EFFECTIVE VIEWING AREA

All or substantial parts of 42 thriving counties now come within KRLD-TV's rural coverage line.

KRLD-TV's good coverage area has doubled in size. Now 27,200 square miles.

Population ........................................... 2,217,610
Families .................................................. 669,910
Retail Sales ........................................... $2,527,962,000
TV Receivers ........................................ 536,740

Now, more than ever before
KRLD-TV IS YOUR BEST BUY

Source: SM's Survey of Buying Power May 10, 1955

KRLD-TV TOWER
1685 feet above average terrain.
Texas' highest man-made structure.

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

The Biggest... MAXIMUM POWER

The Branham Co., Exclusive Representative.

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

The Times Herald Station
Owners and Operators of KRLD, 50,000 Watts

THE TIMES HERALD STATION

Page 4 • October 10, 1955
closed circuit.

STRAW IN WIND? When matter of NBC-Westinghouse stations swap came up at FCC meeting last Tuesday, question arose as to what kind of order staff should draw up. It was understood approval decision was ordered, with three commissioners favoring, two opposing and third (Comr. Mack) abstaining. Absent was Comr. Webster, who will be back at desk Oct. 13. This is not to be construed as anything approaching final decision, but it is indication of present dispositions of five commissioners. Formal FCC vote will take place when order is presented by staff. Involved is transfer of Westinghouse-owned KYW and WPTZ (TV) Philadelphia to NBC and of NBC-owned WTAM-AM-FM and WNKB (TV) Cleveland and $3 million to Westinghouse.

INDEPENDENT Grocers Assn. stores are entering television for first time with sponsorship of one-hour film series. The Popcorn Theatre, in 47 markets, effective Oct. 29 for 13 weeks. Initial television budget is more than $400,000. Firm is placing program regionally, using Saturday morning time, wherever obtainable. Reach: Yates & Matoon, New York, is agency.

TEST OF SENTIMENT • Around country there's strong support being voiced by tv stations for NARTB's long-range plan to set up one-system tv set count and circulation project in 1957 (see story, page 72). Critical test of this enthusiasm will come when underwriting of operating corporation is started and financial support solicited—possibly reaching or passing million-dollar figure.

NARTB's committee on tv circulation project hasn't said so publicly, but there's feeling that some advertisers-broadcaster interests may contend plan should include hour-by-hour circulation data rather than proposed "typical time period." In other words, data presently proposed doesn't replace program popularity surveys. There's doubt, however, if any of several proposed million-dollar-plus plans to underwrite private nationwide set count, country by country, will develop because of new NARTB proposal for interim data based on processing of all available tv circulation information.

NETWORKS AND ALLOCATIONS • FCC asked networks last week to furnish information regarding tv station clearances for its allocations study. This information also is significant in FCC's network probe, giving rise to feeling in some circles that there may be high correlation between two subjects.

THERE ought to be announcement next week naming staff members of FCC's network study. Roscoe L. Burrow, dean of U. of Cincinnati Law School and newly appointed chief of study (BT, Sept. 26), was in Washington past weekend, conferring with FCC officials, He plans to spend Thursday-Saturday weekly in Washington from now on.

PATRONS OF ART • Major movie executives are troubled over finding television in their market place for story material. Dore Shary, M-G-M production chief, let it out at Theatre Owners of America convention in Los Angeles. He said there is "serious threat" of tv interests bank-rolling playwrights in order to grab first television rights on stories written for stage.

GOLDEN GIFT (processors of fresh juices), De Land, Fla., spot advertiser which has been handled by Harris & Whitebrook, Miami and New York, is expected to name Ellington & Co., New York, as its new advertising agency. Meanwhile, New York office of Harris & Whitebrook is closing. Joan Stark, head of latter, is expected to join Grey Adv., New York as timebuyer.

DEGRAY FOR GODWIN • Edward J. DeGray, former director of station relations of Vitapix and before that with CBS Radio station relations, will join ABC as national director of radio station relations. He'll succeed Charles W. Godwin who will join Sponsor magazine.

ARMOUR & Co., Chicago meat packer, has "no comment" on report, but it's considered certainly it will drop one key advertising agency for another within next fortnight or so. Speculation of recent weeks centers about realignment of certain shortening, poultry and soap products involving broadcast media buys. Firm now deals with eight agencies in all.

FAINT PULSE • Hope may not be entirely dead—though at this time breath can hardly be discerned—that Publishers Information Bureau subsequently will resume reporting network radio billings (story page 60). With CBS Radio, ABC and Mutual on single rates with lower discounts while NBC continues on old basis with higher discounts, problem is to reach agreement on uniform basis for reporting. Other networks rejected NBC proposal to report net figures (before annual discounts), primarily because rival media are reported in gross terms. But NBC claims its also misleading, and hurts radio, to use inflated "gross" figures. There's no question PIB would continue publishing radio billings if networks could agree on basis, and at least some network officials say they'll meet again around first of year to "have another look."

CONTRARY to earlier reports, FCC is seeking replacement for Hearing Examiner Fanney N. Litvin who retired Oct. 1 (BT, Oct. 3). Heavy FCC workload has forced decision to keep complement of 11 examiners. Possible replacement is being considered from "broad field," with announcement not likely for some time.

COLOR IN BRITAIN • BBC's announced plan to begin tv color tests about Oct. 10 is another effort to keep several jumps ahead of new commercial tv operations in Britain. But problem is far greater than that in U. S. since British allocations provide only five megacycle channel, as against six in U. S. and BBC engineers admit task of crowding color transmission into narrower band with 405-line quality (against our 525) is real challenge. They're talking in terms of five years before color becomes economically feasible in Britain.

SHOULD Dr. Milton Eisenhower, brother of President, become GOP choice in 1956 if President decides not to run, he would be first candidate in history with practical knowledge of broadcasting. In late 'twenties Milton was radio director of Dept. of Agriculture and was important behind-scenes factor in educational tv reservation battle three years ago.

BREAKING THE JAM • In continuing effort to thwart Radio Free Europe and Voice of America, Communist regimes in satellite countries are fostering wired radio loudspeaker systems, but shortwave set sales continue to mount. RFE research shows shortwave sets in use in Czechoslovakia, Poland, Hungary, Rumania and Bulgaria reached 6,000,000 in 1954, and that despite jamming, programs get through on at least one of numerous channels used on staggered system, with programs repeated one to three times each 24 hours.

AMERICAN Radiator & Standard Sanitary Corp., Pittsburgh, reportedly has completed negotiations with NBC-TV for purchase of about $1 million of time (gross billings) on network's once-a-month Color Spread spectaculars and Today and Home programs, starting in early 1956. Transaction said to cover 90 participations on Today and Home and six participations on Color Spread. Agency is BBDO, New York.
we’re flying high
in a $5½ billion
market

WGAL-TV
LANCASTER, PENNA.

NBC and CBS

And your sales fly high when you use the superpowered Channel 8 signal of WGAL-TV. It sends your advertising message from its mountaintop transmitter to the rich, vast Channel 8 multi-city market—where 3½ million people, with 912,950 TV sets, spend $5½ billion annually.

STEINMAN STATION • Clair McCollough, Pres.

Representatives:
MEEKER TV, INC.
New York Los Angeles Chicago San Francisco
RAB SETS HEAVY RADIO CLINIC LINEUP OF LEADING ADVERTISERS AND AGENCIES

ADVANCE registration Friday indicated around 500, with substantial percentage made up of agency and advertiser executives, will attend Radio Advertising Bureau's advertising clinic to be held Thursday-Friday at Waldorf-Astoria Hotel in New York.

Some 10 speakers Thursday will tell how their campaigns used radio and what medium did them. New York Gov. Averell Harriman will be featured speaker at Thursday luncheon (Starlight Roof).


Friday panels include (starting 9:30 a.m., Sert Room) creative selling (making radio commercials more effective)—M. Belmont Ver Standig, president of own Washington, D. C. agency; Phil Davis, Phil Davis Musical Enterprises, New York; Robert Kirschbaum, radio-tv copy chief, Grey Adv. Agency, New York; Andrew J. Love Jr., Andy Love Productions, New York, and John Swayne, supervisor, radio-tv commercial copy, Youn & Rubicam, New York; and creative buying (what influences client to buy radio—types of audience, etc.)—Roger Bumstead, media director, David J. Mahoney, manager, (White Rock account); Martin J. Murphy, media supervisor, Youn & Rubicam (Life magazine account); R. C. Maddux, radio-television director, C. L. Miller Co. (Corn Products); Ernest Hartmann, radio-television director, Lennen & Newell (American Airlines account); Robert H. McKenzie, account executive, Campbell-Ewald Co. (General Motors Acceptance Corp.); John S. Asch, research director, Eugene Stevens Co.

Also Friday: Mid-morning presentation of awards to eight most effective radio commercials broadcast during 1955; afternoon closed business session, presided over by Kevin Sweeney, RAB president, who will give presentation, "How to Increase Radio's Share of the Advertising Dollar.

Five Radio Stations Sold In $1 Million Buying Flurry

FRIDAY was $1 million day in brokerage business as parties came to terms on sales of five radio stations across country.

Agreement for FCC approval of the sale of independent 10 kw KXL, Portland, Ore. (on 770 kc), by Ed Craney and associates to Letter M. Smith and Lincoln Dellar, owners of KJR Seattle, Wash., for $450,000 filed Friday. At same time application also filed for sale of KHM0 Hannibal, Mo., by James P. and Ada H. Bolling to Messrs. Smith and Dellar for $40,000 plus assumption of $42,250 in obligations.

KJR owners buying 100% of stock of KXL, owned 47.8% by Mr. Craney, 40.6% by Mrs. Frances Symons, and others. KXL July 31, 1955, balance sheet showed total assets of $281,207, of which $201,545 were current assets; total liabilities of $705, and surplus of $135,683. Replacement value of KXL property and equipment set at $185,000. Mr. Craney's other holdings are KXYL-AM-TV Butte, Mont.; KJLX Helena, KXLO Bozeman, KJXM Missoula, and KXLK Great Falls, all Montana.

Balance sheet for Mt. Ranier Radio & TV Broadcasting Co., KJR licensee, showed that as of July 31, 1955, it had total assets of $204,380, of which $55,763 were current assets. Total liabilities were $351,977. Loss of $175,648 was carried on books. Application also showed that KJR lost $36,000 in fiscal 1954 and $12,000 in fiscal 1955. Mr. Dellar also owns KXOA-AM-FM Sacramento, Calif. Transaction handled by Blackburn-Hamilton, station brokers.

KHM0, owned by parents of Mrs. Smith, showed total assets as of June 1, 1955, of $81,571, of which $22,245 were current assets. Total liabilities listed at $55,579. Replacement value put at $129,705.

One of biggest sales in recent months filed with FCC Friday involving acquisition of KKKD-AM-FM Los Angeles for $417,500.

Principals of purchasing group are Albert Zugguth, Zugguth Corp. (32 2/3%), media broker; Richard C. Simonet (32 2/3%), electrical engineer with interests in wired music franchise, and Frank OXarnt (26 2/3%), who is 20% owner of KVOA-AM-TV Tucson, Ariz. KRKD, licensed to Radio Broadcasters Inc., operates on 1150 kc with 5 kw day, 1 kw night. Sale of KVNI Coeur d'Alene, Idaho, by Scripps Newspaper Corp. and Burl C. Haga- done to Allan Pollock for $85,000 announced Friday, Station, 250 kw on 1240 kc, affiliated with MBS. Mr. Pollock also is stockholder in KBET-TV Sacramento, Calif. Scripps company (Idaho State Journal and other newspapers) and Mr. Haga done also own KNEW Spokane, Wash. Publishing interests in KXIT, KBOP, KPOL, KPCO, Pocatello, Idaho. Transfer, subject to FCC approval, handled by Blackburn-Hamilton, station broker.

• BUSINESS BRIEFLY

SATURATION SPOTS • American Cigar & Cigarette Co., (Pall Mall cigarettes), N. Y., spending half-million dollars in saturation radio spot campaign in four areas—New England, New York, Chicago, and West Coast—beginning in October on various starting dates for 13 weeks. Spots are ten different arrangements of company's lyrics to tune of "Sweet Betsy from Pike" (as walz, rumba, etc.). SSC&B, N. Y., is agency.

TWO BUY ZOO • American Chicale Co. (Bee- man's Pepsi gum, Adams Chiclets, Dentyne), through Ted Bates & Co., N. Y., and Mutual Benefit Health & Accident Assn. (Mutual Benefit Life Insurance), N. Y., is same agency. Jacobs & Jacobs in same city, buy NBC-TV Zoo Parade, Sun., 2:30-3 p.m., effective Oct. 16 or Oct. 23.

HEAVY SPENDER • Whitehouse Co. (record packages, Twinkle Tunes, Christmas carols, Hokey Tunk Tunes), Harrison, N. J., spending $40,000 weekly on television spot announcement campaign, beginning early October and running through March with highest frequency prior to Christmas on about 175 stations. Advertiser uses mostly participations in teenage and cowboy type shows. Parker Adv., N. Y., is agency.

PACKARD ON RADIO • Packard cars will start radio spot announcement Nov. 2 for packard "rob now" to introduce new models in 25 major radio markets. Ruthrauff & Ryan, N. Y., is agency.

MAKING DATES • Dromedary Dates, N. Y., planning radio spot announcement campaign six days before Thanksgiving and six days before Christmas in about 22 states. Lennen & Newell, N. Y., is agency.

REYNOLDS EXPANSION • R. J. Reynolds Tobacco Co. (Prince Albert tobacco) expanding its present radio spot announcement campaign starting today (Mon.) in number of markets for five weeks. William Esty & Co., N. Y., is agency.

SPECIALTY SPOTS • Eso Standard Oil Co. (Esostate bottled gas used for tobacco curing), N. Y., buying radio spot campaign starting today (Mon.) for 21 weeks in approximately 35 stations in 32 markets in Va., N. C. and S. C. Marschall & Pratt, N. Y., is agency.

SOUTH FOR WINTER • Lever Bros. (Silver- dust), N. Y., buying radio spot campaign in 21 markets in south east-central U. S., beginning Nov. 7 for five weeks. Agent is Sullivan, Stauffer, Colwell & Bayles, N. Y.

Sale of KBET-Palfurrias, Tex. (500 w on 1260 kc), by Ben L. Parker to J. W. Stewart and Robert J. Hicks for $25,000 announced Friday, subject to FCC approval. Mr. Hicks is manager, KVOD Uvalde, Tex. Mr. Parker retains KBOP in Uvalde and KBOP Pleasanton, both Tex. Sale handled by Jack L. Stoll & Assoc., station broker.
Top Salesman
IN SOUTHERN MICHIGAN

INSIDE DETROIT OR OUT, IT'S THE SAME STORY... WJBK-TV TOPS 'EM ALL IN AUDIENCE AND SALES PUNCH

WJBK-TV
CHANNEL 2 DETROIT

First Choice of Viewers
in the 1,590,400 TV-Home Market of Detroit and Southern Michigan

HERE'S MORE EVIDENCE TO SHOW THAT CHANNEL 2 IS THE PLACE FOR YOU!

Metropolitan Detroit, August, 1955—American Research Bureau
Number of daytime quarter hour periods
in Detroit ARB survey with ratings of 9.0 and above.......................... 70
Of these 70 periods with ratings of 9.0 and
more, WJBK-TV carries................................................... 60
Number of daytime periods rated 9.0 and above on
all other Detroit-Windsor stations combined............................ 10

Telepulse, August, 1955
Of Top 10 Nighttime shows 8 are on WJBK-TV
Of top 17 Nighttime shows 12 are on WJBK-TV
(Three-way tie for No. 15 in top 15)

Just like the outside area figures in Ann Arbor and Flint showed WJBK-TV the No. 1 viewer choice, the above in-Detroit figures go right along. WJBK-TV's top CBS and local programming, 1,057-foot tower and 100,000 watt maximum power on Channel 2 offer a big "plus" in sales in the entire "Detroit Television Market" that includes big-spending Southern Michigan as well as Detroit. We'd like to put our selling power to work for you!

Represented Nationally by
THE KATZ AGENCY
National Sales Director, TOM HARKER,
138 E. 57th, New York 22, MURRAY HILL 8-8630
RADIO SET PRODUCTION ALSO ABOVE 1954

RADIO set production, responding to continued revival of public interest and new models, is running 43% ahead of 1954 and can be expected to maintain million-set-per-month pace through rest of year, according to James D. Secrest, executive vice president of Radio-Electronics-Tv-Mfrs. Assn. Tv set production is running 27% above 1954.

Observing that 5,725,012 radio sets had been turned out in first eight months of year compared to 6,110,119 in same period of 1954, Mr. Secrest told BT radio production has been going upward for several years with no sign of break in trend. Recalling that many set makers had quit making radios as TV developed, with four factories turning out 90% of radio production at one point, he said, "Those who dropped out were short-sighted and they are now making radios again, being aware of this good market. Auto sets account for about half of the present radio production.

"Better designs have appeared and the transistor market is developing gradually, with prospects that miniature radios will become an important competitive product," Mr. Secrest said radio set figures do not include the "skyrocketing hi-fi production" which is tied into revived interest in recorded music. RETMA data shows home set output for eight months of 1955 totaled 1,792,142 receivers compared to 1,743,880 in 1954; portables, 1,355,895 compared to 957,199; clock radios, 1,107,796 compared to 861,627 (these are home equipment); auto sets, 4,469,179 compared to 2,547,413 (80% increase).

"By the end of 1955," Mr. Secrest predicted, "as many as 25% of all television sets will be sold to second-set purchasers. This multiple-set trend is growing rapidly as prices come down, people want larger screens and diversity of programming creates an in-home demand for more than one set." He added that old tv sets are starting to wear out.

Radio production in August totaled 947,634 compared to 718,489 in August year ago. Manufacturers turned out 647,903 tv sets in August compared to 334,295 in July and 633,587 in August year ago. August production included 13,172 radio sets with fm tuners and 1,757 tv sets with fm tuning circuits. Of 647,903 tv sets produced in August, 105,673 (16%) had uhf tuning facilities.

Radio and television set production by months for the first eight months of 1955 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Sets</th>
<th>Portables</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>454,982</td>
<td>280,121</td>
<td>17,430</td>
</tr>
<tr>
<td>February</td>
<td>702,514</td>
<td>323,831</td>
<td>109,120</td>
</tr>
<tr>
<td>March (5 wks)</td>
<td>581,156</td>
<td>300,840</td>
<td>232,465</td>
</tr>
<tr>
<td>April</td>
<td>583,174</td>
<td>193,431</td>
<td>265,866</td>
</tr>
<tr>
<td>May</td>
<td>467,910</td>
<td>160,387</td>
<td>257,701</td>
</tr>
<tr>
<td>June (5 wks)</td>
<td>398,793</td>
<td>181,930</td>
<td>253,833</td>
</tr>
<tr>
<td>July</td>
<td>255,262</td>
<td>141,719</td>
<td>79,416</td>
</tr>
<tr>
<td>August</td>
<td>447,903</td>
<td>200,513</td>
<td>106,197</td>
</tr>
<tr>
<td>TOTAL</td>
<td>4,680,991</td>
<td>1,792,142</td>
<td>1,355,895</td>
</tr>
</tbody>
</table>

Just the Same"

Total production, according to BT, for the first eight months of 1955 was 11,077,796 units, an increase of 38% over the 8,725,012 (80%) increase.

Supermarket merchandising. Panel discussion moderated by Byron Taggart, WTVN Columbus, included R. C. Embry, WITH Baltimore; William Kincheloe, advertising manager, Streit Biscuit Co., and Harry McDaniel, radio-tv director of Kroger Co.

John R. Vrba, sales vice president of KTTV (TV) Los Angeles, spoke on topic "Los Angeles Is Just the Same" at tv session. Promotion panel was moderated by Mort Sherman, WBNS-TV Columbus, with Norman Cash and Ray Nelson of Television Bureau of Advertising.

At joint session Bud Coan, assistant to merchandising director of Stokely-Van Camp account, Calkins & Holden, New York, spoke on co-op advertising.

Pabst Appoints Burnett For Blue Ribbon Beer

PABST BREWING CO., Chicago, appoints Leo Burnett Co., same city, to handle advertising for Pabst Blue Ribbon Bouts on ABC's radio and tv networks, and utilizes spot radio-tv in selected markets. Harris Perlstein, Pabst president, attributed diversification of agencies to growth of various Pabst divisions.

Ohio Sales Clinic Opened With 125 Delegates Present

RECORD attendance of 125 delegates registered Friday morning at Ohio Assn. of Radio & Tv Broadcasters opened two-day sales clinic at Deisher-Hilton Hotel, Columbus. Herbert E. Evans, Peabody Broadcasting Corp., presided. Sessions opened at 8 a.m. breakfast, splitting into radio and tv panels (early story page 74).

F. A. Higgins, WITY Danville, Ill., spoke on Supermarket marketing strategy.

UPCOMING

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 10</td>
<td>Ad Club of New York, Annual Advertising &amp; Selling Course.</td>
</tr>
<tr>
<td>Oct. 16-17</td>
<td>New Jersey Broadcasters Assn., Hotel Hoboken, Wildwood.</td>
</tr>
</tbody>
</table>

For other Upcomings see page 124.
WHEELS START TURNING
FCC asks the military to exchange some of its v's for u's. 27
CBS proposes v/h drop-ins to assure service in top 100 markets. 28
ABC says keep u's, deintermix where possible, add more v's. 29
Consulting engineer finds 234 cities where v's can be added. 29
Broadcast Bureau lists alternatives the FCC must consider. 30

THE FARM TV COUNT
Another installment in B&T's continuing report on rural set ownership.
This issue: Arkansas, Connecticut, Maine, New Mexico and Texas. 30

CAMPBELL SOUP BACK IN RADIO
It's buying major spot campaign, and its agency, BBDO, suggests stations carrying drive donate free commercials in slack periods. 31

THE PACIFIC AAAA SPOTLIGHT
Turns on radio and tv. Media share billing at west coast agencies meeting. 32

$5 MILLION A WEEK
Second annual B&T compilation finds that advertisers will spend that much in production costs alone for nighttime network tv this season. 35
Special breakdown by network and program shows advertiser, agency and cost. 36-37

THE PSYCHOLOGY OF COLOR
New tv technique could prove pitfall or boon to the advertiser, depending on how well he uses it. A pro gives some pointers. 41

departments
Advertisers & Agencies 31
At Deadline 7
Closed Circuit 5
Colorcasting 66
Editorial 126
Education 92
Film 66
For the Record 116
Government 80
In Review 12
International 88
Lead Story 27
Manufacturing 109
Networks 105
On All Accounts 24
Open Mike 18
Our Respects 20
Personnel Relations 104
Professional Services 78
Programs & Promotion 113
Program Services 70
Stations 95
Trade Assns. 72

AUDITIONS: HOW NOT TO
Radio station executive advises prospective announcers on what's not desirable in audition tapes. 42

VITAPIX, GUILD PART WAYS
Year-old association between film producer and station buying group called off by mutual agreement. Both want free hand. 66

MOVIES DIDN'T REFUSE—CBS
Tv network president Van Volkenburg testifies in 16mm film suit, says CBS didn't buy features because the price was too high, not because Hollywood wouldn't sell. 69

TV SET COUNT BY '57?
Nationwide tabulation will be available by the middle of that year if current NARTB plans bear fruit. 72

PROBE WILL GET RECORDS
FCC tells Senate committee it will supply information from network, station financial reports for investigation of tv snarl. 80

CBS RADIO SPOT GETS NEW CHIEF
Representative organization names Wendell Campbell vice president in charge. 95

NBC-TV'S 'PEP PLAN'
Network's Program Extension Plan will extend schedule, both commercial and sustaining, to small market tvs. Forty-four stations picked for plan. 105

NEW RECORD FOR TV NETWORKS?
It looks as though they're setting one in gross billings. Total was $258 million for the first eight months. 107

Page 10 • October 10, 1955
DEAR TEACHER

A fellow named Caesar once said:

"Experience is the teacher of all things." Blackburn-Hamilton Company claims no such omniscience—but when it comes to experience in the brokerage of broadcast properties, this firm knows no peer. This is the first nationwide brokerage firm specializing in the broadcast field.

The principals and associates of Blackburn-Hamilton Company were broadcasters before they were brokers—a unique sequence of experience.

If you seek a reputation for honest performance—the assistance of those who comprehend the intricate problems of broadcasting—a rich experience in handling all types of transactions, large and small—you will find it in this house.
THE HONEYMOONERS

The Jackie Gleason show died Oct. 1. Services haven't been held yet, but the body's cooling. Barring some hasty rejuvenation by CBS-TV, it's only a matter of time.

As just another situation comedy it isn't bad. But the TV nation has come to expect much more than that. It's used to having an exciting hour starting off with bursts of fireworks and beautiful girls proclaiming "and away we go!"

It's used to seeing the June Taylor dancers pace through their expertly-executed numbers and then see the comedy master stride out to kid Ray Block and tell the audience this is a dan-dan-dandy group. It's used to a lot of things it will never find in the 30-minute Honey mooners.

True, the Honeymoons skit was always the best of the show. But it wasn't all the show. Essentially it remains the same in the new version, but, because it's filmed, is without the spontaneity that made it great in seasons past.

Production cost: $75,000.
Sponsored by Buick Motors through Knudsen Agency on CBS-TV, Sat., 8:30-9 p.m. EDT.
Star: Jackie Gleason, with Art Carney, Audrey Meadows, Joyce Randolph.
Package by: Jackie Gleason Enterprises.

ALFRED HITCHCOCK PRESENTS

THE MASTER of suspense on the movie screen is making his presence felt in the living room.
The initial performance of his personal showcase on Oct. 2 was an entertaining, fast paced show and in the main a well acted one.

It was not too hard to detect what the "startling" conclusion to the shocker was going to be, but even with this knowledge the program's excitement was sustained. When would the husband find out he had killed an innocent man—the man pointed out by his wife as her attacker? Right through, the story unfolded in a crisp, clear-cut manner.

Mr. Hitchcock added something with his very introductory and breaktime remarks. In closing, he made a comment which no doubt was intended to reflect upon some of the lesser TV offerings: Crime doesn't pay even on television—unless you have a sponsor. Mr. Hitchcock make it pay both for the sponsor and the audience.

Production cost: $37,500.
Sponsored by Bristol-Myers Co. through Young & Rubicam on CBS-TV, Sun., 9:30-10 p.m. EDT.
Producer-director: Alfred Hitchcock.
Writers (premiere): story by Samuel Blas, adaptation by A. I. Besserides and Frances Cockrell.
Production: Revue Productions.

MICKEY MOUSE CLUB

WALT DISNEY's new television venture—a 5-to-6 p.m. Monday-through-Friday series on ABC-TV—will doubtless be just as successful with the younger set to whom TV belongs at that hour as Disneyland has been for the whole family in the early evening.

The first broadcast last Monday began with an introductory cartoon parade of all the familiar Disney characters that was good entertainment for both eye and ear. Then came the Mickey Mouse Newsreel, shots of children in various parts of the world that may have been well received by young viewers but was even duller than most newscasts to this oldster. The Mouseketeers, a juvenile song-and-dance troupe, also was aimed at an all-juvenile audience. The next sequence, "What I Want To Be," dealing with a couple of kids at an airport—which girl imagined herself an airline hostess, a boy who dreamed of becoming a pilot—was good entertainment for all ages. And the wind-up Mousekartoons was a typical Disney short and, of course, pure delight.

All in all, a great show for kids for whom it is intended, but even they may tire of so many commercials—three to each segment or 12 within the hour, plus two local commercial spots between the segments, adding up to an awful lot of selling for even an hour-long telecast.

Production cost: $10,000 per show.
Sponsored (on Mondays) by Coca-Cola Co. through D'Arcy Adv. Co. and General Mills through BBDO on ABC-TV, 5-6 p.m. local time. Other sponsors on other days of the week. Program on Monday-Friday.
Producer: Bill Walsh; directors: Dick Carley and Charles Haas; writers for "What I Want To Be series: Stirling Silliphant; production supervisors: Hal Adequist, Bill Park and Stirling Silliphant; art directors: Bruce Buhman and Marvin Aubry Davis.
Filmed by Walt Disney Production Studio, Burbank, Calif.

THE CHEVY HOUR

BOB HOPE's sponsor is new, but his show's the same as ever. Which isn't bad, actually, as he's been working 'em for years with pretty much the same routine, and it's still good.

Two questionable points: why the reruns of supposedly popular sketches from past seasons? And why the parade of no-name beauties supposedly picked by Hollywood hair stylists and makeup men? In regard to the first we guess it's just laziness. As to the second, it was just a chance to (1) kill time, (2) get Jane Russell out front for decoration—famously hickey as well as chesty, and (3) dole out some free publicity for the starlets and their studios.

Production cost: $200,000.
Sponsored by Chevrolet Motor Div., General Motors Corp., through Campbell-Ewald Co. on NBC-TV, every third Tues., 8-9 p.m. EDT.

HEIDI

WE MANAGED to take the notes of a young lady (age 10) after the showing of the immortal child's story on NBC-TV Oct. 1 and present them herewith unedited and unexpurgated:

"Heidi. In color. Wally Cox. The first part. I like the first song. The songs were very good. I like 'I Like To Rambel.' The color was beautiful. The break a brack [bric-a-brac] song I like. The way they throw things around. Rottenmarden [Fraulein Rottenmeier] stick and has a temper. Klara a very nice girl. 'Heidi,' I like that song. Cute and funny the 'Oom-Pah Pah' song. Heidi had her grand- father. Good. And her grandfather is glad to have her back. Klara comes to Heidi and learns to walk. Heidi's grandfather goes to church and they all live in the mountains."

Is there much more audience to say? If it enthralled one little girl, it must have enraptured all little girls. And those young in heart, whatever age. The older, perhaps more literal minded, found
the leads, Jeannie Carson as Heidi and Wally Cox as Peter, too grownup for the parts of the little pigtailed waif and her goatherd friend. But both did adequately, with particular kudos to Miss Carson’s singing.

Undoubtedly the highlight of this Max Liebman color production was the music. We shall be hearing more of “I Love to Ramble,” “An-tiques,” “Table Manners,” “Heidi,” and “Oudt Country.” Generally the music, with credits to Clay Warnick and Carolyn Leigh (out of Robert Schumann)—made the production, with a notable assist from the color cameras. There is no question that Heidi without color would not have been the same.

Production cost: $200,000.

Sponsored by Oldsmobile Division of General Motors, through D. P. Brother, on NBC-TV, Oct. 1, 9:10-10:30 p.m., EDT, in color and black-and-white.


Cast: Heidi, Jeannie Carson; Peter, Wally Cox; Fred, Hal Janis; Elza Lemhi; Don Melshke (grandfather); Richard Eastham; Klara, Natalie Wood; Aunt Dete, Jo van Fleet; Puppeteer, Bill and Coral Baird; Eric, Robert Clary; Yodelers, Trio Shmeed; Sebastian, Lee Goodman; Herr Sessman, Bill Gibbison; Pastor, Philip Faversham.

JACK CARSON SHOW

AS THE genial Mr. Carson himself indicated, CBS Radio’s new Jack Carson Show is not exactly a “show-stopper,” but it is a most pleasant, easy-to-listen-to program that can build a loyal audience from lovers of popular music and Mr. Carson’s relaxed brand of humor. He is a very capable m.c., bantering with his supporting cast, reading an “off-beat” item from a newspaper and recounting a humorous incident.

Regular performers on the show include an- nouncer, Hal Eastman; singer, Tony Roma- no and Roy Chamberlain and his orchestra. Guests for the first program were the Four King Sisters, who offered a skilled rendition of “Over the Rainbow.” Mr. Carson sang an ingratiating “Tina Marie.” The accompanying orchestra was first-rate.

Production cost: Approximately $5,500.

Broadcast Mon.-Fri., 9:05-9:30 p.m. EDT on CBS Radio; available for sponsorship under network’s segmentation plan.

Star: Jack Carson, with Tony Averbach, Tony Romano, Roy Chamberlain and his orchestra.

Producer-director: Bill Brennan; writers: Sol Stein, Tom Adair.

20TH CENTURY-FOXX HOUR

“CAVALCADE,” premiere presentation of General Electric’s 20th Century-Fox Hour, most certainly won the approval of women viewers with its heart-break formula. Written by Noel Coward and starring Michael Wilding and Merle Oberon, “Cavalade” portrayed an anxious family, whose first husband and son, to return from the war. During the course of events, the English family portrayed loses one son in the war, a son and daughter-in-law killed on their honey-moon aboard the Titanic, a former manservant killed, and to pull further at the heart-strings, the Queen of England dies.

Adding a very pleasing touch to the show in his role as host is Joseph Cotten, who takes the viewers on a short tour of Fox studios, and shows a short preview of a Fox picture. Featured opening night was “The Tall Men,” starring Clark Gable, Jane Russell and Robert Ryan.

Future shows probably will not be as emotional as “Cavalade,” but with the format of tv adaptations of famous movies, plus Mr. Cotten. 20th Century-Fox Hour should secure and hold its share of the tv audience.

Production cost: $90,000.

Sponsored by General Electric Co. through Young & Rubicam, alternating with United States Steel Hour (CBS-TV Wed., 10-11 p.m. EDT).

Stars of Oct, 5 premiere: Michael Wilding and Merle Oberon, with English cast.

Host: Joseph Cotten.

Producer: Jules Bricken; director: various; in charge of special material: Carroll Carroll.

MILTON BERLE SHOW

FANS of Milton Berle, and they are legion, must have been overjoyed the night of Sept. 27 when he began his 1935-36 series of every-third-Tuesday telecasts on NBC-TV, big as life and in full color. Here was Mr. Berle in his old-time role of m.c. to a vaudeville show, making with such typical Berle jokes as “I had dinner at the Beverly Hilton and now they’re going to call it the Beverly Milton,” playing host to Esther Williams, who swam, and John Wayne, who plugged his new movie, and others.

Miss Williams and Mr. Berle participated in a burlesque of “Summertime” which was in the best (or worst, depending on the viewer’s viewpoint) burlesque house tradition. There was also the inevitable take-off on The $64,000 Question. Outstanding was a production number of “Mad About the Boy,” sung by the Mary Kay Trio, with a male chorus using mirrors to produce an unusually effective background.

Production cost: $115,000.

Sponsored by RCA Victor and Whirlpool Corp., both through Kenyon & Eckhardt, and Sunbeam Corp. through Perrin-Paas Co., every third Tuesday, 8-9 p.m. EDT, in color and black-and-white.

Star, producer and director: Milton Berle; executive producer: Irving Gray; associate producer: Kevin Joe Jonson; associate director: Edith Hohnson; unit production manager: George Habib; writers: Bill Manhoff, Nate Monaster, Buddy Arnold, Al Schwartz.

PLAYWRIGHTS ’56

A BOMB exploded in a thermonuclear test and an angel fell from the heavens. What did this incident, at first throwing the Pentagon into disbelief and nearly wrecking a general’s brilliant career, mean to the U. S.? To the world?

This was explored in Philip Wylie’s fantasy, “The Answer,” which Tuesday launched Playwrights ’56 on NBC-TV. Polished to a fine edge by the skillful Fred Coe, the play was so realistic that it nearly obscured the spiritual meaning. But despite this structural flaw, the hour-long program proved gripping with a full share of tense moments.

The “realistic” treatment perhaps also restricted Paul Douglas’ interpretation of the lead character, Maj. Gen. Scott. As played by Mr. Douglas, the general was more a stereotyped figure than a real-life soldier who suddenly was faced with a metaphysical rather than a tactical problem. It was not until nearly the end of the play that the theme was saved in nick-of-time when Gen. Scott finally experienced his revelation and the angel’s message: “Love one another.”

Stars Conrad Nagel, as President Eisenhower, and Walter Abel, as the minister who

Broadcasting • Telecasting

October 10, 1955 • Page 13
Now available to you
TELEVISION'S GREATEST

Adventures of Kit

A REVUE PRODUCTION
for the first time
HALF-HOUR WESTERN!
52 ALL NEW FIRST RUN
FILMS MADE EXPRESSLY FOR TV

CARNON

Starring
BILL WILLIAMS

Sponsored nationally for 4 years by Coca Cola

America's No. 1 Distributor of Television Film Programs

9370 Santa Monica Blvd., Beverly Hills
helped the general along the way to an understanding of the "bogy" on the radar screen, played their roles with welcome restraint. The commercials, either by design or accident, fitted well into the general tempo of the play.

Production cost: About $30,000.

Sponsored by Pontiac Motor Division of General Motors Corp. through MacManus, John & Adams, on NBC-TV, Tues., 9:30-10:30 p.m. EDT.


Producer: Fred Coe; associate producer: Bill Nichols; director: Delbert Mann; associate director: Adrian Luchari; writer: David Davidson, tv adaptation from "The Answer" by Philip Wylie; casting: Everett Chambers.

RED SKELTON SHOW

MUGGING Red Skelton returned to the air Sept. 27 and his first show was real funny. Real funny, that is, in a burlesque-type manner of speaking. He was the same Red Skelton, understand, but he confined his portrayals to a single characterization—Red Skelton.

Mr. Skelton did three skits all with the same story line—the trip from Los Angeles to New York (his first two shows are originating on the East Coast). This gave the Skelton comic an opportunity to do a run down on different ways people say goodbye at railroad stations (drunk, sailor, newlywed, old married man), a chuckily bit about trying to get a seat in the diner abroad the train and a long skit about getting a taxi in New York on arrival.

The dinnertime skit gave rise to the funniest bit on the show: Mr. Skelton walking through in-terminable cars in order to get to the diner. The final sketch brought guest star, solemn faced Ed Sullivan, onstage as a bus driver. (Jackie Gleason was Skelton's next guest; get it?) This was pure slapstick, at which Skelton is a master.

Production cost: $42,000.

Sponsored on alternate weeks by S. C. Johnson & Son through Needham, Louis & Brobery and Peti Milk Co. through Gardner Advertising Agency on CBS-TV, Tues., 9:30-10 p.m., EDT.

Star: Red Skelton.

Producer: Cecil Barker; director: Seymour Berns; music conductor: David Rose; associate: Sherwood Schwartz, Jesse Goldstein, Morton Greene, Dave O'Brien.

SGT. PRESTON OF THE YUKON

A RADIO FAVORITE some 16 years, this film series should be a success in television. How you can miss with fast northwoods drama where the handsome Mounty and his faithful Malamute dog and horse chase through rugged forests after assorted scoundrels who plague their equally allotted frontier neighbors with murder or mischief?

The premiere show raced into the plot of a prospector killing and robbing over a stake strike even before the opening commercial. Good stuff.

But as the villain put the blame for the killing on the Mounty's dog, the action slowed and considerable stilted dialogue appeared. Doctor, after examining corpse and discovering no dog marks, assures Sgt. Preston: "My lips are sealed. Professional ethics."

Slightly hard to believe was the childish fear of the big black wolves toward the dog they formerly loved. And Sgt. Preston (Richard Simmons) should rub the shine off his uniform. We know Mountys are neat, but not just out of the box after days and weeks of roaming the wilds with a wolf.

Parents and teachers will be grateful for the moral values in this one. Not only does good conquer evil and bad man get caught, but there's the more subtle moral of the dead prospector's surviving partner, now rich, telling the Mounty, "I'm going to send a share back home to his family."

Approximate production cost: $30,000.

Sponsored by Quaker Oats Co. through Wherry, Baker & Tilden Inc. on CBS-TV, Tuesday 6:30-7 p.m. PST.


EDGAR BERGEN SHOW

SOMETHING was lacking at 7:05 p.m. EDT, Oct. 2, when the Edgar Bergen Show moved into that Sunday evening 35-minute period on CBS Radio. All the ingredients to make a good show were there: Mr. Bergen and his two famous pals, the super-sophisticated Charlie McCarthy and the dim-witted Mortimer Snerd; Ray Noble to lead the orchestra and play straight man; Gary Crosby and Carol Richards to handle the songs and Jack Kirkwood as comedy guest. But they didn't add up to much, particularly in the comedy line. Sample quips: from Charlie, referring to the network, "Columb...ia, gem of the ozone." And from Mortimer, addressing the network, "Or our hurricane cellar was no good; we couldn't get the hurricane to go into it." A commercial or two might have pepped things up, but the show is sponsorless.

Production cost: approximately $35,000.

Broadcast: Sun., 7:05-8 p.m. on CBS Radio. Stars: Edgar Bergen and dummies; Gary Crosby, Carol Richards, Ray Noble, Jack Kirkwood.

Producer-director: Sam Pierce; writers: Zeno Klinker and Si Rose.

M-G-M PARADE

YOU WOULD THINK the entrance into tv of one of the major Hollywood studios would result in something to make viewers sit up and take notice. Slick at least, opulent maybe (but not necessarily), different than what we've been watching.

Well, M-G-M Parade is slick all right. It has the professional polish that indicates craftsmen are at work. But the Sept. 21 telecast was a tired and spiritless performance. M-G-M Parade impresses as a long, long trailer.

George Murphy, permanent master of ceremonies, was called on to introduce (1) a 30-second clip from the Wizard of Oz (Judy Garland, Bert Lahr and the other notables singing the immortal 'We're Off to See the Wizard'); (2) a long, 10-minute silent film about Alfred Nobel (with narration); (3) a long, 10-minute animated cartoon whose title we've forgotten but which featured a couple of squirrels, and (4) a short shot of Gene Kelly in a singing-dancing bit from "It's Always Fair Weather."

At one point, Mr. Murphy pointed out some of the trophies M-G-M has won in its long and, in many instances, distinguished career. That must have been the M-G-M commercial; we can't recall anything else.

Verdict: Good for the look-and-run viewer.

Production cost: $45,000.

Sponsored by American Tobacco Co. (Pall Mall) through Sullivan, Stanfield, Colwel & Bayless and General Foods Corp. (Instant Maxwell House) through Young & Rubicam, alternate Wednesdays, 8:30-9 p.m. EDT on ABC-TV.

Host: George Murphy.

"Dammit, Jake, let's watch The Big Top if he wants to."
Radio '55

EDITOR:
The last couple of weeks have been a bit hectic or I would have written you before this, but I certainly want to congratulate you on the radio issue of Sept. 19. The book was replete with excellent articles on radio and well documented with facts and figures. It certainly has been evident to everyone who read the issue that radio was really again on the rise. I think you did a real service to radio.

Arthur Hall Hayes, Pres.
CBS Radio, New York

EDITOR:
Congratulations on your solid issue. Its content and impact will be felt in many quarters.

Carl Haverlin, Pres.
Broadcast Music Inc.
New York

EDITOR:
Since I was doing my all on jury duty for a couple of weeks, I missed out on some good reading for a time. But it's never too late to tell you that your issue on radio's renaissance was very well done. I liked all the features, including the little chart device you used. Glad we were able to contribute a little, and congratulations on the issue.

Murry Harris, Pub. Rel. Dir.
A. C. Nielsen Co., New York

EDITOR:
I think your special 144-page report on "Radio in '55," is one of the most outstanding jobs you have done in the history of your magazine...

Harvey L. Glascock, V. P. & Gen. Mgr.
WKDA Nashville, Tenn.

EDITOR:
Your Sept. 19 issue with the report on radio in 1955 has done a service most worth while to the industry.
We think it will help us sell radio and would like to have 50 copies of the entire issue to circulate to local advertisers. Please bill us, and congratulations on a fine job.

WMOK Metropolitan, Ill.

Cavalcade Tops Question

EDITOR:
Your special radio report...is an excellent one. However, your article on The $64,000 Question contains an error, as this program does not have the largest live tv network in current use...

The advertiser consistently using the largest weekly live tv network happens to be the Gillette Razor Co.'s Cavalcade of Sports on NBC-TV. This current week (of Sept. 25) will have 144 live stations for Gillette's Friday night boxing bout.

Ray Stone
Maxon Inc., New York

Olympic Film Rights

EDITOR:
I was interested in your recent article in the film section of the Aug. 29 issue of B+T regarding the rights claimed by two Canadians for exclusive rights to film the Olympic Games in 1956.

If the persons involved are fortunate enough to have this permission it is probably the first time such authority has ever been granted to a commercial producer outside of the host country. It is my understanding that in all the past Olympic Games the host country had exclusive rights to take any and all motion pictures.

Frank J. Havlicek, Asst. to the Pres.
Reid H. Ray Film Industries
St. Paul, Minn.

In the Bag

EDITOR:
Last week George Patton of WBML Macon, Ga., came by to see me "toting" a huge suitcase. At first I thought he planned to camp in my office, but he opened up the suitcase to display a parcel of fan mail from the program of his new Negro disc jockey—King Bee.

I thought in my 14 years in the agency I had seen most of the bags of tricks, but this was a new promotion twist for me...

Sarah Williams, Medial Dir.
Liller, Neal & Battle
Atlanta, Ga.

TELECASTING YEARBOOK

EDITOR:
...the latest Yearbook. It is a handsome testimony of the growth of a whole new industry in only a third of a century.

Herbert Hoover
New York

EDITOR:
I have just finished going through your 1955-56 Telecasting Yearbook.
There is a wealth of information in it this year as in other years and we will continue to use it as our primary reference book.

Frank Minehan
Sullivan, Stauffer, Colwell & Bayles
New York

EDITORS:
Congratulations on one of the finest Yearbooks it has been my pleasure to own since I entered the television ranks eight years ago. It gets better all of the time—and that goes for the weekly publications you clever journalists get out for increasing our knowledge of what's going on in tv. Keep up the good work.

David A. Bader, V. P.
Atlantic Television Corp.
New York

EDITORS:
I'm sure there will be innumerable opportunities for us to check it for such information as is required in this highly specialized field.

Marjorie C. Scanlan, Timebuyer
Kupler Agency, New York

Broadcasting • Telecasting
Order Now...

RCA's NEW BK-5A UNIAXIAL MICROPHONE

Today's most versatile sound pickup unit

The RCA Uniaxial Microphone meets the increasing need for a high-quality ribbon microphone with superior directional characteristics. This microphone is truly uniaxial; its direction of maximum sensitivity has been designed to coincide with the major axis of the microphone. The BK-5A is built for simple and sure handling when mounted on a boom. Its improved shock mount effectively isolates microphone from boom support and does not itself generate any noise, thus assuring noise-free handling. Sensitivity to wind is also reduced. Premium performance, classic styling and ease of handling will assure years of successful application.

Ask your RCA Broadcast Sales Representative for complete information. In Canada, write RCA VICTOR Company Limited, Montreal.

FEATURES OF RCA TYPE BK-5A MICROPHONE

- Uniaxial feature simplifies microphone and camera placement
- Improved directional characteristics with wide pickup angle
- High quality reproduction to 15,000 cycles
- Small and lightweight for TV boom operation
- Sturdy construction with blast filter to reduce effect of violent noises
- Exceptional shielding for operation in high hum fields
- Wind screen available for outdoor use or fast-panning shots
- No rubber bands to replace, with new shock mount
- Improved longer-life flexible cable

Pioneers in AM Broadcasting for Over 25 Years

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N. J.
LAST SATURDAY'S return of the The George Gobel Show on NBC-TV brings a justifiable glint of pride to the eyes of Kenneth Leonard Skillin.

The same transformation is apt to take place when you mention Armour's purchase of a third of the Perry Como Show on the same network alternate weeks or participations in the Walt Disney Mickey Mouse Club on ABC-TV.

With this impressive array of top talent, Mr. Skillin has every reason to expect his company's broadcast budget to return even greater dividends during the coming season.

Meat packers being what they are, their advertising managers reckon their media expenditures coolly to push a variety of products, including all kinds of meat, margarine, dog food, poultry and soap products.

While Ken Skillin has been filling his new post of general manager of the advertising and sales promotion departments since only August 1954, he is recognized as an old hand around Armour—just about the only company he has ever worked for in his relatively young advertising career. Much of his business activity has been labored on behalf of Dial soap (Mr. Gobel's alternate-week sponsor, handled by Armour Auxiliaries group).

Varied Duties

At Armour & Co., Mr. Skillin exercises functional control over all products and line authority over food as a sort of senior advertising manager. Under his authority Armour spends perhaps a third of its overall advertising budget on broadcast media. Aside from Messrs. Gobel, Como and Disney, the firm also utilizes spot radio-tv in major markets for assorted products and sponsors Clint Youle, The Weatherman, thrice weekly on WNBQ (TV) Chicago. (For the first six months of 1955, as reported by Publishers Information Bureau, Armour spent about twice as much on network radio as on network tv; about $3 million on all media [B+T, Oct. 3].)

Specifically, Armour's broadcast budget for the first half-year included $541,766 for network television. In Network radio, Armour's 6-month tab nearly reached the million dollar mark as it chalked up a total of $936,204.

Mr. Skillin's association with Armour—and Dial soap—was the logical culmination of a progression of posts before and after World War II military service. Born in Berwyn, Ill., on Jan. 11, 1918, young Kenneth Leonard Skillin attended Proviso High School and graduated from the U. of Chicago with a Bachelor of Arts degree in business in 1939. He joined Armour & Co. that October and got his early grounding by writing copy for industrial products.

Mr. Skillin enlisted in the Coast Guard in 1942, serving, among other posts, as skipper of a submarine chaser. Upon his return to Armour, Mr. Skillin was assistant sales promotion manager for two years—1947-49—and sales training supervisor in the household soap department. He was appointed product advertising supervisor for Perk soap and, later, Dial soap (in 1951).

Mr. Skillin was promoted in July 1952 to advertising manager of Armour Auxiliaries (a division of Armour & Co., housing such products as ammonia, adhesives, coated abrasives, industrial and household soaps, chemicals). Two years later came the title of general advertising manager, with the inclusion of duties involving label design and sales promotion.

Dial Grows With Television

Dial soap has grown with television. An imaginative selling idea based on an exclusive product characteristic (stop perspiration odor before it starts) was pushed at the outset in Sunday comics, on radio, in Sunday supplements and on television. Mr. Skillin feels Mr. Gobel has attained a "high degree of association" and "positive correlation" with Dial soap, just as Clint Youle has with Armour franks, ham and bacon and Miss Wisconsin cheese. This advertising philosophy is constantly broached with Armour's agencies—Foote, Cone & Belding, Tatham-Laird, N. W. Ayer & Son, and others on lesser-known accounts.

Mr. Skillin has observed: "Everything has gone up in price. The price of television has gone up because the demand is there . . . and it's there because it's an effective selling medium."

Mr. Skillin married the former Irene Martin in 1942. They live in Riverside, a Chicago suburb.

Mr. Skillin's favorite hobby is traveling, when he can get away from the pressing duties of an advertising executive long enough to enjoy the time-consuming pastime.
Looking for coverage?...

Look to WFMY-TV!

Keep your prospects well covered in the Prosperous Piedmont section of North Carolina and Virginia with WFMY-TV.

Since 1949, WFMY-TV has been the key salesman to this top TV market where some 2 million potential customers live, work and buy! WFMY-TV's 100,000 watt coverage of this $2.3 billion—46 county—market means greater sales and profits for you.

Call your H-R-P man today for the full story of WFMY-TV...

WFMY-TV

Channel 2

Greensboro, N. C.

Represented by Harrington, Righter & Parsons, Inc.

New York — Chicago — San Francisco
Decision-makers who plan nation-wide sales strategy are SOLD
Benrus and its agency, Biow-Beirn-Toigo, Inc., are Sold On Spot as a basic advertising medium

More and more advertisers are switching to Spot Radio and Spot Television. Benrus, for instance, now places 99% of its total advertising budget in Spot . . . 52-week schedules in selected markets.

The key word is selected. Benrus, like many other advertisers, must reach varied consumer groups — men and women, young and old, in all income strata. Spot enables Benrus to select its markets, time periods, and types of audiences. In this manner Benrus sales messages are assured of reaching a wide range of potential customers.

Spot can sell for you, too . . . whether your prospects are in a specific audience group or in a cross-section of consumers. Call your agency or an NBC Spot Sales representative. You'll see what Spot can do for your campaign in twelve major markets, accounting for 45% of the nation's retail sales.

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Homemakers, from city apartments to rural homesteads, drawn from throughout WBNS-TV's extensive 33-county coverage area, are the stars of this unique homemaking series. Appearing with hostess Jeanne Shea, they prepare their treasured family recipes, give up-to-the-minute serving ideas, and economical household hints to the thousands of "Kitchen Fair's" loyal viewers.

Since the inception, a little more than a year ago, of this unusual household show, presented by homemakers, to homemakers, over 400 women have been hostesses in the WBNS-TV kitchen. Occasional guest celebrities such as Roxanne and Adolphe Menjou, add additional sparkle to the series.

Through the preparation of their favorite dishes, these homemakers give unsolicited testimonials for numerous sponsors' products ... and in the mailing of recipe requests which average 7,000 per month, a complete listing of sponsors' products is also given.

Assisted by Jeanne Shea, and home economist Ann Hunziker, who serves as program coordinator, the homemakers of central Ohio present a "show of their own".

Here is a program which gives you excellent spot participation, backed by bonus promotions — an excellent opportunity to successfully sell your clients' products.
Phoenix' first billboard-bus is one of the many media currently promoting KPHO-TV and its programs: newspapers, magazines, bus cards, billboards, downtown waste baskets, window displays, point-of-sale displays, matchbooks, pencils, postcards, glass tumblers, mirror paperweights, station publications, consistent direct mail.

MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
the growth market

Every advertiser recognizes the nation's capital as a primary selling target, to be included in any major campaign with its:

- 728,000 families in the metropolitan area.
- $4,532,064,000 in effective buying power.
- Second-highest family income in the country.
- Position as 10th largest U.S. market.

Washington is also a major growth market. The next ten years will see Washington grow at a faster pace than the country as a whole, moving into 8th place among the nation's markets. According to the Washington Board of Trade, metropolitan population will mount by nearly 25% to a high of 2,305,000.

And in this major growth market, advertisers recognize WRC and WRC-TV as the growth stations. That's why in the past year both WRC and WRC-TV have seen a vast increase in billing. Advertisers are spending more because they are selling more on Washington's most effective stations.

Grow with Washington... by calling

WRC AM-FM WRC-TV

in Washington represented by NBC Spot Sales
FCC ASKS FOR MILITARY V'S, DIGS INTO UHF-VHF WRANGLER

- CBS proposes vhf drop-ins to assure top-100-market service
- ABC suggests: hold on to uhf, deintermix, add vhf's
- And an engineer says v's can be added to 234 cities
- Broadcast Bureau drafts four alternative courses of action

A DECISION fraught with significance to the future of American television was made by the FCC last week.

It officially requested that the military swap some of its vhf frequencies for uhf.

The implications are that the Commission has decided to concentrate on acquiring additional vhf channels to dissolve the complex uhf-vhf problem.

The request for more vhf frequencies was made by FCC Chairman George C. McConnaughey in a letter to Arthur S. Fleming, director of the Office of Defense Mobilization. Frequencies used by government agencies are not under the FCC's jurisdiction and must be released by the President.

The move followed Commission meetings on the uhf-vhf situation last Monday and Tuesday. These were the initial sessions called by the chairman to grapple with the problems arising from the economic plight of uhf, particularly in internixed markets.

At the same time, the FCC in an unexpected move scheduled for Oct. 17 consideration the pending deintermixture petitions. They involve Hartford, Conn.; Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Albany, N. Y.

It had been expected that the FCC would delay consideration of the deintermixture petitions until it had formulated policy regarding the current allocations wrangle.

Meanwhile, the Commission was given two more proposed plans last week—by CBS and ABC.

Both urged that as many of the first 100 markets as possible be given at least three equal facilities.

CBS recommended that this be done by vhf drop-ins, plus two deintermixtures. As an alternative, CBS suggested the acquisition of three vhf channels from other areas and the abandonment of uhf.

ABC proposed deintermixtures, plus some drop-ins.

Both plans were similar in broad outline to the Mullaney-Welch, Mott & Morgan plan which proposed lessening separation factors for co-channel stations [B&T, Aug. 8]. They are also similar in part to Comr. Robert E. Lee's previously recommended scheme.

A supplemental document was submitted last week by Mr. Mullaney to answer some of the criticisms directed at his plan. At the same time he submitted a list of 234 cities where additional vhf stations could be assigned.

When the FCC began its deliberations last week it had before it a resume of the uhf-vhf problem and a rundown of the various proposals to resolve the dilemma. This had been prepared by the Rules & Standards Div. of the Broadcaster Bureau.

There had been a belief in some quarters that the FCC might ask for the establishment of a joint-industry-government committee to review the problem and make recommendations. Although this was still a hope in some quarters (within the Commission as well as among industry leaders), no move was made to utilize this method.

However, Chairman McConnaughey has an appointment with Dr. Allen B. DuMont to discuss this problem tomorrow (Tuesday).

The FCC's move to ask for channels from the military services was considered historic in FCC annals. Although there always has been talk of seeking more spectrum space from government sources, nothing had ever come of it.

There have been warnings by engineers and manufacturers that it would be impossible to get the military to release any of its frequencies. However, some Commission sources expressed a quiet optimism regarding last week's request.

One aspect of this approach, which has been pointed up previously, relates to the prospect that before the military, or any government agency, will give up any of its radio wavelengths, it will require assurance that funds will be made available to shift services to other portions of the spectrum.

Over the years, it is understood, there have been adjustments made between government and civilian space, but never has there been a major swap. The division of the spectrum between government and civilian use was last made in 1945.

Urging such a move have been Comr. Lee and Comr. Robert T. Bartley.

The move to take up the deintermixture petitions before settling the allocations problem caused both glee and unhappiness in broadcast quarters. Vhf applicants holding initial decisions were hopeful that this heralded
an end to what some called an informal "freeze." Deintermixture proponents were deheartened that a decision might be made before uhf's future was decided.

Pending a reply to its request to ODM, the Commission has no plans to continue consideration of the uhf-vhf situation, it was ascertained.

Nor has the Commission made any determination on what to do should the military refuse to go along.

In addition to the formal deintermixture petitions pending an FCC decision, there are about a dozen other petitions on file with the FCC, such as petitions for Miami, Fla.; Corpus Christi, Tex., and Fresno, Calif.

In Miami, Storer Broadcasting Co., owner of Ch. 23 WGBS-TV, asked the Commission to delay any move to make final pending initial decisions there until a determination was made on deintermixture. After the Commission refused to agree to this, Storer sued an injunction against the FCC on this point in the U. S. Court of Appeals in Washington. Argument on this petition was to have been held Oct. 6, but this was continued without a date early last week.

V'S FOR TOP 100—CBS

PROPOSAL that vhf drop-ins be used to provide at least three equivalent tv services in as many of the top 100 markets in the United States as possible was presented to the FCC Thursday by CBS.

The plan, submitted by CBS President Frank Stanton and aides at an unprecedented 21/2-hour meeting with FCC Chairman George C. McCannaughey and Comrs. Rosel H. Hyde, John C. Doerfer, Robert T. Bartley and Richard A. Mack, provided for two alternatives: Continued use of uhf or abandonment of uhf.

The CBS officials recommended the continued use of uhf on the ground that it was something that could be accomplished immediately. The second plan would require three additional vhf channels from fm and government-military services.

The first plan, designated Plan A, involves assigning vhf channels with distances less than those now required. The second plan, Plan B, contemplates the use of three additional vhf channels for giving up the uhf band. It also provides for a limited number of drop-ins.

Under Plan A, 84 of the top 100 markets could use three competitive facilities, CBS said. At present only 52 of the top 100 markets have three equal outlets. Sixteen of the top 100 markets would continue as mixed uhf-vhf markets.

Six of the 84 markets which do not now have existing vhf operations would be assigned uhf channels only. This would require only two deintermixture, CBS said: Peoria and Madison.

Eight of the additional people in the U. S. can be covered from the first 100 markets, CBS pointed out.

Plan B, CBS pointed out, would permit all of the top 100 markets to have three or more vhf channels.

In using drop-ins under Plan A, CBS said it would adhere to the present 60-mile adjacent channel separation factor. Existing stations would be assigned to the Grade B contour, the network added, with stations computed at maximum power and antenna heights in all zones (including the newly authorized, but not yet effective, 1,250 ft. height in Zone I).

It was also recommended that the provisions of the 1961 act not be used to minimize radiation toward existing stations is contemplated by the network, it said, as is cross-polarization.

CBS warned that the relaxation of minimum co-channel separation factors should not be used as precedents for making additional vhf assignments in smaller markets, nor to provide more than three assignments in the major markets.

"This proviso seems necessary," CBS said, "to prevent step-by-step reduction in service to the public, as has occurred on many frequencies in the standard broadcast band."

Minimums should be no lower than 130 miles in Zone I, 140 miles in Zone II and 150 miles in Zone III, CBS said.

Most new stations would be able to radiate full power in several directions, CBS said. The plan, submitted by CBS, would permit the use of the new vhf stations (chs. 4 in Binghamton, N. Y., utilizing vertical polarization would be limited toward New York to 400 kw at 500 ft., but would be able to radiate 40 kw north and south, CBS indicated. This would give it an interference free area of 40 miles in the maximum direction and about 15 miles in the direction of the dominant station.

In addition to drop-ins, CBS said it also envisaged "move-ins." There would entail moving eight "outlying" vhf stations into major markets in order to give the major market three vhf outlets. In six of these cases, CBS said, moderate directionalization would be required.

The CBS plan also contemplates discarding four assignments, the network declared. These channels are unused and have not been applied for, it pointed out. Deletion of these additional vhf channels will permit the assignment of additional vhf channels to four leading markets, giving them three competitive facilities.

For a list of cities where drop-ins, move-ins and deletions would take place, see list adjoining.

In discussing the need for deintermixture in Peoria and Madison, CBS said that ch. 8 could be moved from Peoria to Rock Island-Davenport-Moline. This would be no need to deintermixture Hartford, CBS said, if the FCC approves the purchases of CBS and NBC there. CBS is buying ch. 18 WGTK-TV Hartford, while NBC is buying ch. 30 WKNB-TV New Britain. Both purchases are pending FCC approval.

CBS emphasized that under its Plan A, the Grade B contours of existing stations would be unaffected. Even large area service will continue substantially unchanged, it guessed.

The only expense to the public would be the requirement that receiving antennas be tilted 90 degrees to receive both horizontal and vertical polarization, CBS said. In some cases dual antennas might be necessary, it added. The cost of tilting would be about $10, the network figured.

Drawbacks to the plan proposed by Washington consulting engineer John H. Mullaney and the Washington law firm of Welch, Mott & Morgan [8/17, Aug. 8] were identified by CBS as (1) some of the drop-in stations would not offer strong enough competition to existing stations because of "severe" interference they will suffer from existing stations and because of limitations on power and directional antenna, and (2) "serious" interference with existing service. It added that this proposal would sacrifice service to rural and fringe viewers for the benefit of additional services at major markets.

However, CBS referred to its Plan A as a "controlled form of the Mullaney plan."

CBS Plan B—the abandonment of uhf and the addition of three more vhf channels—provides at least three competitive facilities in each of the 100 major markets, CBS said.

Fifteen vhf channel groups and move-ins "constitute an adequate basis for the satisfaction" of providing a nationwide, competitive tv system, the network declared. This plan also provides for 50 or more stations outside the coverage areas of the first 100 market stations.

The three additional channels—identified as chs. 6A, 6B and 6C—would come from 88-94 mc, military (134-140 mc) and government (166-174 mc) in that order, CBS said.

Plan B also contemplates the use of vertical polarization by a few of the new stations and

**WHERE CBS WOULD PUT THE 25 V'S**

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<tr>
<th>City</th>
<th>Channel</th>
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<tr>
<td>Fresno, Calif.</td>
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<td>Jacksonville, Fla.</td>
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<td>Macon, Ga.</td>
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<td>Altoona, Pa.</td>
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<td>Knoxville, Tenn.</td>
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<td>Norfolk, Va.</td>
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<td>Green Bay, Wis.</td>
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**PERMISSIVE "MOVE-INS"**

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<td>Kirkville, Mo.</td>
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<td>Enid, Okla.</td>
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<td>Rome, Ga.</td>
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<td>Bloomington, Ind.</td>
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<td>Lake Charles, La.</td>
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**DELETIONS**

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<td>Hibbing, Minn.</td>
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<td>Laredo, Tex.</td>
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the relaxation of present co-channel separation criteria in some instances. Grade B contours of existing stations will be protected, CBS said, with the contours measured on the basis of full power and maximum antenna heights.

There will be a conversion problem for the three new channels, CBS acknowledged, but this should not be excessive—about $10,220 per set.

Although Plan B contemplates taking care of existing uhf stations, CBS pointed out that about 60 such stations could not be taken care of.

If three additional channels could be obtained promptly, Mr. Stanton said, CBS would recommend Plan B.

But, since this would require protracted negotiations with other federal agencies, CBS favors the immediate adoption of Plan A, Mr. Stanton declared. He pointed out that the adoption of Plan A does not preclude the adoption of Plan B at a later date if additional channels in the uhf band can be secured.

Accompanying Mr. Stanton in his meeting with the Commission were Richard S. Salant, vice president; William B. Lodge, vice president in charge of engineering; Abbe Ander, economist; and Ralph W. Hardy, vice president, Washington.

A B C’S T H R E E P R O P O S A L S

I. HOLD ON TO uhf. De-intermix where practicable. Add vhf frequencies wherever possible so there are at least three vhf channels in each of the first 100 markets.

These are the essentials of a plan proposed formally on Friday by ABC. The proposals were submitted in the form of a petition to the FCC allocations standards and assignments.

In setting out the principles which should be followed, the ABC petition recommended that "partial" deintermix be accomplished by removing ungranted vhf channels from those cities where existing uhf stations are successfully established. These vhf channels should be assigned to other cities where they are needed, the ABC petition declared.

ABC also called on the Commission to revise the separation factors for co-channel vhf stations down to a minimum of 130 miles if necessary. ABC also recommended the allocation to cities having two vhf operating stations. Power and antenna heights should be correlated, ABC said, so that interference to existing stations will be no greater than already permitted under existing rules. The Commission should permit directional antennas to accomplish this, ABC said.

Where additional vhf channels cannot be dropped in under these terms, the network declared, unsought vhf educational, reserved channels should be de-reserved, and the reservation switched to an unsought uhf.

ABC also called for the transfer of uhf liens to cover the in uhf channel in such cities, so that existing operations are maintained and uhf operators are not penalized.

In discussing the fundamentals of its proposals, ABC pointed out that it has been unable to obtain a national audience for all its programs because many of the principal markets are limited to only two stations or less.

The inadequacies of vhf to furnish a nationwide service were pointed out by ABC in listing the number of markets which have less than three vhf stations among the first 100 cities. Only seven such markets have four or more vhf allocations, ABC stated; 26 have three; 32 have two, 18 have one, and 17 have none.

The major markets must have more tv sta-
tions, ABC commented. "If the advertisers’ demands cannot be met by television," it said, "they will turn to other media and vast quantities of potential revenue will be lost to television, and eventually, programming will be lost to the public."

If tv is permitted to grow, ABC said, the dollar volume of advertising should be $2 billion in five to seven years, compared with $1 billion this year.

ABC’s inability to compete successfully is due primarily to its inability to secure equality of access to facilities. There are not enough facilities to go around, it said.

During July 1955, ABC pointed out, not quite 11 programs out of 23 offered by the network to broadcasters in the first 15 two-vhf markets were broadcast. Almost half of these broadcast, ABC said, were on a delayed basis, and mostly in undesirable time.

ABC called this an economy of scarcity. It said:

"Large segments of the population are being denied ABC programs, whose quality and popularity are shown by the audiences they command in those areas where there are sufficient stations serving the network. There are not enough facilities to go around, it said.

Loss of U. S. Steel Hour (now on CBS-TV) was due to the fact that ABC could not offer more station clearances, the network said. There were no vhf channels available.

Retention of the 70 uhf channels is important, ABC said, in order to overcome monopoly aspects of all-vhf service. Uhf can be useful, it added, and its disparity with vhf will overcome through higher powers—except in areas where terrain is "unusually rugged." It called attention to the fact that the coverage differences between vhf and uhf are less than those between a 1 kw station on 550 kc and a 1 kw station on 1550 kc in the standard broadcast band.

ABC questioned whether enough vhf channels could be obtained soon enough from other portions of the spectrum to be useful. Even if some could, ABC said, this would only aggravate the interference problem.

One of the principal advantages of its proposal, ABC said, was that it does not preclude "modular channel changes they prove necessary." If the FCC takes its suggestions, it will have done nothing "irrevocable," ABC said. It concluded: "The same cannot be said for proposals which risk complete abandonment of the uhf and severe degradation of existing vhf service."

MORE V’S FOR 234 CITIES

SPECIFIC listing of 234 cities to which additional vhf channels could be allocated was submitted to the FCC last week by John H. Mullaney, Washington consulting engineer. Mr. Mullaney, with the Washington law firm of Welch, Mott & Morgan, proposed last August that the Commission revise its tv thinking to allow low vhf drop-ins where no greater interference will be suffered by existing stations than they are liable to under existing rules [B 8 T, Aug. 8].

The Mullaney-Welch, Mott & Morgan plan is based on the recommendation for 170 miles in Zone I, 190 miles in Zone II and 220 miles in Zone III.

In listing the cities to which additional vhf channels can be assigned (see full list page 124), Mr. Mullaney informed the Commission that the average minimum allowable radiation is in excess of 63 kw from 500 ft. antenna height. Many people, he said, drew the conclusion that the plan proposed was a low power, low power concept.

The average separation between a secondary station (a drop-in) and an existing station is 137 miles, and between two secondary stations, 150 miles, he pointed out.

Only 31 of the 108 operating uhf stations cannot be taken care of in this plan, Mr. Mullaney said. These 31 can be taken care of, he added, if lower separations were to be permitted. If these cannot be given vhf channels, Mr. Mullaney said, they should be reassigned to chs. 14-30, with chs. 31-83 turned over to domestic two-way radio service.

Use of directional antennas would permit far greater power, Mr. Mullaney declared.

To the objection that the 200 plus channels are not enough to provide a competitive tv system, Mr. Mullaney answered that there are still 153 unasked for vhf assignments. Thus there really is a total of 400 assignments available.

"...We feel it is a rather simple technical matter to design and build a directional antenna system with [from 15 to 25 kb front-to-back ratio] for a normal system," Mr. Mullaney said. In Atlanta, he added, it was determined that a simple, four-section corner reflector antenna could be built for less than $10,000. He also alleged critical pre-rejection problems with directional antennas. These are reflections bounced off nearby structures which "fill in" what should be diminished signal level areas. These would not be as severe as claimed, he said.

The exceptionally high use of directionalized receiving antennas should also be considered in weighing the drop-in plan, Mr. Mullaney said. The "great majority" of all set owners have directional antenna systems, he said.

The view of vertical and horizontal polarization would also help maintain interference-free segments, Mr. Mullaney declared.

Changrove cost for uhf operators to operate on vhf should be less than $75,000, Mr. Mullaney said. This is based on the use of a 1 kw transmitter, he said.

There is no problem concerning fitting new vhf operations into the offset carrier patterns of existing assignments, Mr. Mullaney declared.

Also attached to Mr. Mullaney’s document was an illustration of the assignment of ch. 4 to Atlanta, Ga. (Mr. Mullaney represents ch. 36 WQXI-TV Atlanta, now dark.)

Using present power (100 kw each) and antenna heights of co-channel stations WRLB-TV Columbus, Ga., and WFRC-TV Greenville, October 10, 1955 • Page 29
S. C., Mr. Mullaney figured that an Atlanta ch. 4 station could cover a distance of about 21.5 miles. If the Columbus and Greeneville stations should attain maximum antenna height, then the Atlanta ch. 4 station would reach out about 10.5 miles. These computations do not take into account the ability of directional receiving antennas to reject unwanted signals, Mr. Mullaney pointed out.

**AS THE STAFF SEES IT**

WHEN the FCC commissioners sat down for formal last Monday to begin discussing the uhf-vhf problem, they had before them a voluminous staff report. In this situation, prepared by the Broadcast Bureau's Rules & Standards Division, the essence of that paper, which made no recommendations, was as follows:

The alternatives for the present allocations are (1) deintermix, selective or national; (2) additional vhf assignments; (3) move all tv to uhf; and (4) maintain the status quo.

The solution must take into account, as one of the fundamentals, the economic potentials of the markets to be dealt with. The principal economic reasons are (1) cost of building, programming and operating; (2) network affiliations; (3) dominance of the larger existing stations, and (4) lack of uhf conversions.

Discussing the principles which led the FCC in 1952 to intermix uhf and vhf in the same markets, the staff pointed out that this was based on the hope that an integrated uhf-vhf tv service would become established. This decision was also based, the review stated, on the ground that it was impossible to have a nationwide, competitive tv system with only 12 vhf channels, particularly in the crowded northeast. It was also assumed, the document said, that even if it were possible to have markets all uhf or all vhf, there would be area intermix (vhf signals coming in from other cities).

The basic approach should still be that established by the Sixth Report and Order, the staff declared. This is (1) universal service, (2) local stations, and (3) multiple services.

**Referring to proposals for selective deintermix** (this would unmix areas where uhf has already established itself, maintaining these "islands" against vhf competition), the staff acknowledged that it would help uhf local situations, but questioned how much it would do nationally.

Recommendations that the Commission de-duce each case individually were opposed by the staff. It said national principle should be established first.

Discussing so-called "squeeze-in" of vhf, the staff submitted tables showing the power and radius of vhf drop-ins using 1,000 ft. antennas and various mileage separations in order not to interfere with existing stations.

At the low end, an 85.5 mile separation was used as one illustration. This would give chs. 2-6 vhf drop-in 100 watts power and a radius of three miles. At chs. 7-13, 18 w and two miles.

At the upper end, a 125 mile radius was used. This would permit chs. 2-6, 6 kw, with a 17 mile, and chs. 7-13, 8 kw with 19 mile radius.

The staff seemed dubious of directional antennas. Its fear was that reflections from other, nearby structures would make stable directional patterns difficult to achieve. It also pointed out that the establishment of directionals makes it more difficult to select antenna sites.

If a nationwide reallocation, with reduced mileage separations, were considered, the staff said, it would permit from two to three times the present number of vhf assignments.

If a 125-mile co-channel separation factor is used, this will reduce Grade B coverage of existing vhf stations. The cost to convert a large vhf operation to uhf would mean $250,000-$300,000, it was pointed out, while converting all small vhf operation to uhf would run about $75,000.

In addition—and this applies equally, the staff said, to a move to uhf and a move to deintermix selected areas—new rules would be constricted so that many people now getting service or due to get service from a vhf outlet would find itself in a no-tv signal zone (a "white" area). Also, the staff said, uhf has problems where the uhf signal does not penetrate behind hills or down into valleys, all well within the Grade A or Grade B service area.

The staff also reviewed a proposal by the Army, of Federal Communications Consulting Engineers which suggested that the table of allocations be deleted, that Grades A and B be redefined to equalize coverage, and that separations be reduced to permit additional vhf stations to be added to needed areas.

**ARKANSAS-CONNECTICUT-MAINE-NEW MEXICO-TEXAS**

The following state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. BTV will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.
CAMPBELL SOUP RE-ENTERS SPOT RADIO WITH $340,000 SATURATION CAMPAIGN

Through BBDO, company returns to radio spots after five years. In seeking availabilities it requests—but does not demand—"dividend" spots to be broadcast free in slack seasons. Business is placed on firm 26-week schedules.

Campbell Soup Co. returned to a radio spot announcement saturation campaign for the first time in more than five years, effective Oct. in 64 markets. The company is spending approximately $340,000 on the 26-week schedule, which may be increased to 39 weeks.

Of the 64 stations which accepted the business, according to a BBDO timebuyer, less than 10% turned down the "flexibility" plan. However, several stations did offer their own package plans, which are printed on the rate card. Those stations that turned down this "flexibility" plan were bought on the straight card rate.

The "flexibility" plan included the placing of a saturation spot announcement schedule with a minimum of 15 spots per week and a maximum of 40 to 50 per week for 26 weeks on a run-of-the-station contract, plus a suggestion that the station give the advertiser gratis merchandising spots or "dividend" spots in lighter business months such as January and February.

Fred Barrett, BBDO vice president and media director, told BBW that the objective of the BBDO radio spot plan for Campbell Soup is to obtain good frequency in the medium for a certain period, weeks, and a possible 39. In presenting it to selected stations in the markets designated, the greatest possible flexibility in the placement of the announcements was offered. Basically, there were two requirements... that they run from 7 a.m. to 7 p.m., and that there be a minimum of 15 spots per week. In every case, the number of spots as provided by the budget allocation was greater than the minimum of the 15 required.

"In offering this unique kind of flexibility to the stations, it is our hope that during the life of the contract the aggregate number of spots would exceed the number normally provided—as a dividend. As in other media, there are peaks and valleys in space or time sold, and by permitting this flexibility, a station could help fill this ship with the possible spots, and then, if so inclined, add others," Mr. Barrett said.

"The offer," Mr. Barrett pointed out, "was made to one station in the market. If the station preferred to accept the order without the flexibility and the minimum requirement we asked for, the schedule was bought on their own basis... and we have a number of such contracts. We have not asked, nor has any station guaranteed, a fixed number of dividend spots."

Meanwhile, William M. Wilson, of the John E. Brooks Co., station representative, wrote to BBDO President Ben Duffy, objecting to the scheduling. Excerpts of this letter follow.

"One of your valued clients—the Campbell Soup Co.—is about to launch a spot radio campaign in approximately 35 markets. This campaign, based on a schedule of 15 one-minute announcements weekly for 26 weeks, is supposed to start early in October. Since this marks the first spot radio effort by Campbell's in a good many years, your staff was consulted for making the media recommendation."

"The announced schedule of 15 one-minute announcements per week is fine—and should prove adequate as a media test. For the record, our media department has openly requested in its planning that one or two of the medium for your valued clients. We know that your client will pay the published rates for only 15 announcements weekly for the full 26-week contract. How many free spots is difficult for me to determine—but in one competitive situation, I know that a minimum of eleven announcements have been guaranteed."

"Your immediate reaction cannot help but be that if radio station operators are stupid enough to give these spots, they don't deserve any consideration. I cannot help but agree with you. But, to go a step further, I am forced to the conclusion that when an agency of the caliber of BBDO goes on record as for this plan, some station operators who might not otherwise defect might feel that they should play ball."
RADIO-TELEVISION SHARE SPOTLIGHT
DURING AAAA PACIFIC REGION MEETING


RADIO and television shared the mass media spotlight last week at the 18th annual meeting of the Pacific Region of the American Assn. of Advertising Agencies at Coronado, Calif., Oct. 2-5, even though agency executives from all parts of the U.S. did not agree on the precise role of each. Spokesmen for nonbroadcast media, however, cited the impact of television more often in drawing media comparisons.

Robert D. Holbrook, chairman of the board of Compton Adv., New York, and 4A vice chairman set the theme for tv Tuesday morning during a four-man discussion on "The Forward Look in Major Media."

"Television is not the only good medium," he said, "but it is our aural medium—which now is aural and visual—and it replaces radio. It consumes an awful lot of our money and also the clients' money and I think it contains the greatest challenge we have faced as a business and also the greatest opportunity."


Mr. Bliss, citing color as the most important newspaper advance of the decade, related "frustration" over trying to tune his color tv receiver and concluded "color television is not a trend because it ain't here yet." He said "color in anything does a better sales job," especially for the food advertiser.

Mr. Holbrook discussed the creative challenge of television in terms of commercial selling. "We have not yet realized the real sales power of television," he told the agency audience.

Recalling that radio came as a new form of communication, he said it "enabled us to reach which radio had given us," he said.

Compton Adv. during the past five years has spent a quarter-million dollars in research, much of it in television, he said. Purpose has been to determine effectiveness of the commercial in the normal home viewing situation.

One of the first findings that appeared, and this appeared consistently, is the fact that we do not have a captive audience," Mr. Holbrook said. "Any creative writer who thinks the viewer is going to sit there regardless of what he flings at him is wrong." Numerically the research showed that only 50% of the program audience was available during the commercial.

"Of the other 50%, 25% were reading, knitting, drinking beer or talking to each other. The other 25% had left the set entirely to go get a radio, the baby, or get a snack. They weren't there."

Turning to studies of one-minute commercials on tv, Mr. Holbrook said that where 32% of the audience saw a commercial, only 25% could recall the message the first day. Despite the quality of the program, he said the figures show that "after you've got them, you still have to sell them."

He emphasized that "the technique of execution has a marked effect on the commercial's ability to win an audience and register a sales message." Relating two food commercials, in which a child was used to help put the sales point across, he said the first commercial was identified by 52% of those who had seen the program but only 25% could recall the sales message. In the next version of the commercial the child actually demonstrated the product. Identification jumped to 69% and recall of the sales message jumped to 51%" he said.

On a drug product commercial, delivered straight, only 27% identified the spot, and sales message recall dropped to 13%. But by using a character identified with the use of the product, Mr. Holbrook related, identification of the commercial went up to 41% and sales message recall to 37%.

In the closing commercial of a very high rated show, he said, where the stars gave the commercial, 65% of the available audience identified the stars, but a week later on a recall check only 6% could remember the sales message. "This was a case where the stars overwhelmed the interest. Having come out of the context of an amusing show, they still fascinated the audience and there was nothing left for the product," he said.

Speaking for radio, Mr. Nelson said "television is the greatest thing that ever happened to radio."

"Radio was and still is, to some extent, the most undersold medium in the world," according to Mr. Nelson. He felt "television may well have been one of the greatest things that ever happened to radio. Radio had gotten pretty complacent. With few exceptions, you couldn't do anything on radio unless it had already been done by somebody else."

If someone did come up with a new idea, he continued, "immediately 20 other people jumped on the bandwagon. Even after the tv tide began to sweep over it, radio seemed determined

TALKING SHOP at the 18th annual meeting of the Pacific AAAA are (l to r) J. Davis Danforth, president of BBDO, New York; Robert M. Ganger, president of D'Arcy Adv., New York; Mrs. Danforth, and Joseph Epstein, president of Fitzgerald Adv., New Orleans.

San Diego Stations Shine

ALTHOUGH publishers of top consumer magazines beat radio and tv to the draw when it came to sponsoring a party for national agencymen attending the 4A regional meeting at Coronado, Calif., two San Diego television stations were the talk of the convention with their unique promotions.

KFMB-TV news crews filmed highlights of all activities and edited the footage into a 35-minute recap shown Tuesday night. KFSD-TV put two camera crews on deck Monday night for live screening of activities as they occurred, using a rear-screen projection system.

Dan Bellus, chief of KFMB-TV's sales and development and promotion department, who supervised the film promotion, said that nearly 300 man-hours were required to produce the final 35-minute show. KFMB-TV processes its own films, helping cut costs, he explained.

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The truth will out!

When Dr. Whan made the 1955 Iowa Radio-Television Audience Survey, 74 out of every 100 Iowa homes had television sets.

Since then, the number has continued to grow tremendously. Today we estimate that in Central Iowa, WHO-TV delivers 302,200 television homes, representing over a million people — about half urban, half rural.

WHO-TV serves this great and growing audience in the best WHO tradition. Free & Peters can give you full details.
FIRST in the "Land of Hiawatha"

In the fall, the great Northwest becomes a land of outdoormen . . . hunters, fishermen—enthusiasts for all the activities which can be found in the "Land of Hiawatha." These are an active people . . . and an active-buying market for any advertiser.

In this vital market of nearly FOUR BILLION DOLLARS in spendable income and 615,000 TV homes, KSTP-TV has long been the leader. It is the Northwest's first television station, first with maximum power and first with color. Through superior entertainment, talent and showmanship, KSTP-TV has won a listener loyalty that is important to you because it means sales.

To put your advertising dollar to work most efficiently and most economically, KSTP-TV is your first buy . . . your best buy in the rich Northwest!
$5 MILLION A WEEK

THAT'S THE 1955 PRODUCTION BILL FOR NIGHTTIME NETWORK TV

ADVERTISERS this season will spend $4.9 million a week for production on nighttime network television.

The figure exceeds last year's B•T estimate by a half million, representing a 10% increase over 1954 production costs. The most expensive series this season will be NBC-TV's "Producers Showcase," a group of spectaculars sponsored by Ford and RCA, through Kenyon & Eckhardt, averaging $225,000 per show in talent costs with the production of "Richard III" ranking as the most costly single presentation in the group.

The highest-priced regular series is the Bob Hope "Chevy Show," budgeted at $200,000 per show. It is sponsored by General Motor's Chevrolet Div. through Campbell-Ewald, and appears every third week as part of NBC-TV's Tuesday, 8-9 p.m. trilogy. (The other two: Milton Berle and Martha Raye, each $115,000 per week, both sponsored by RCA through Kenyon & Eckhardt, Sunbeam appliances through Perrin-Paus, and Whirlpool through Kenyon & Eckhardt.

The dominant regular series on CBS-TV, from the standpoint of talent cost, is 20th Century-Fox Theatre, sponsored by General Electric through Young & Rubicam and averaging an estimated $90,000 per week.

Top ABC-TV shows are "Disneyland" and "Warner Brothers Present," each costing an estimated $65,000 weekly for talent. The former is sponsored by American Dairy through Campbell-Mithun, Derby Foods through McCann-Erickson, and American Motors through Geyer Inc. The latter is sponsored by Liggett & Myers through Cunningham & Walsh, Monsanto through Needham, Louis & Brorby, and General Electric through Young & Rubicam.

Spectacular in its own right as the least expensive of all nighttime television programs, "Midwest Hayride" on NBC-TV wins an incredibly light $2,000 per week in talent outlay. The show is sponsored by Whitehall Pharmacal via Biow-Beirn-Toigo.

The least costly entry on CBS-TV is "Name That Tune," another Whitehall Pharmacal presentation, averaging an estimated $5,000 weekly for talent.

Just as 1954 was known as the "Year of the Spectacular," so does the present season give evidence of being identified as the "Year of the Big-Money Giveaway," with $56,000 "Question on CBS-TV and NBC-TV's answer, The Big Surprise, auguring a stepped-up run-for-the-money in that category.

As for the spectaculars themselves—a comparative experiment last year, they have now become an institutionalized part of television programming with at least five such series scheduled for the present season at costs ranging from $150,000 to $225,000.

Actually, the increase in action in that area and the additional use of color account in good measure for the 10% total rise in production costs over the 1954 tally.

The five series of spectaculars to be aired this year are: "Ford Star Jubilee," every fourth week, CBS-TV, Saturday, 9:30-11 p.m. sponsored by Ford Motor Co. through J. Walter Thompson Co.; "Max Liebman Presents," every fourth week, NBC-TV, Saturday 9:30-10:30 p.m. sponsored by Otis Mobile through D. P. Broder & Co.; "Color Spread," every fourth week, NBC-TV, Sunday, 7:30-9 p.m. sponsored by participatory advertisers; "Producers Showcase," every fourth week, NBC-TV, Monday 8-9:30 p.m. sponsored by Ford and RCA through Kenyon & Eckhardt; "Shower of Stars," every fourth week, CBS-TV, Thursday, 8:30-9:30 p.m. sponsored by Chrysler Motors through McCann-Erickson.

To illustrate its figures competitively B•T has again compiled a comparative chart of production costs, exclusive of time charges, together with available starting dates of nighttime shows on all four networks. It is on the next two pages.
<table>
<thead>
<tr>
<th>Time</th>
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<td>American Tobacco</td>
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<td>P &amp; G (Compton)</td>
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<td>People Are Funny (Toots &amp; Oilers) Papermate (Poteet, Cone &amp; Belding)</td>
<td>$50,000</td>
<td>&quot;Max Liebman Presents&quot; - NBC, Sat. 9:10-10:30 p.m. EDT, every fourth week - sponsored by Oldsmobile through D. P. Brother - $200,000</td>
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<td>Sylvania (JWT)</td>
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<td>American Eagle (Campbell-Mithun)</td>
<td>$50,000</td>
<td>&quot;Producer Showcase&quot; - NBC-TV, Mon. 8:30-9:30 p.m. EDT, every fourth week, sponsored by RCA through Kenyon &amp; Eckhardt, Grey and Al Paul Leiton, and Ford through Kenyon &amp; Eckhardt - $225,000</td>
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<td>Don Martin (Roth)</td>
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<td>&quot;Shower of Stars&quot; - CBS, Thurs., 8:30-9:30 p.m. EDT, every fourth week - sponsored by Chrysler through McCann-Erickson - $200,000</td>
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<td>Sylvania (JWT)</td>
<td>$18,000</td>
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Proof again that when an advertiser uses WSAZ-TV—things happen!

This is what impressively happened when Step Saver Kitchens told its story to the WSAZ-TV audience via a test schedule of only eight one-minute announcements.

The postman started ringing right away—and he kept coming back until a mountain of over 2,000 letters had been delivered, every one from a prospect for Step Saver Kitchens!

What's more, after a bit of pencil-work, this mail-swamped advertiser discovered that actual cost-per-inquiry was lowest on WSAZ-TV of all television stations carrying the announcements!

Yes, sir—things consistently happen when you use this great station in the industrial heart of America. A lot of it is due to the extreme viewer loyalty WSAZ-TV commands. But you also have to remember that WSAZ-TV is the only medium blanketing this five-state goldmine—an area with four billion dollars of spendable income just waiting to be influenced.

WSAZ-TV is a mighty potent influencer! Save yourself some steps in sales-building and get the facts from your nearest Katz office.
KENT FEEDS, WESTERN MUSIC FORGE A RADIO-TV SUCCESS

MIDWESTERN FIRM HITS ON COMBINATION TO CRACK FARM MARKET

AT ITS home base in Muscatine, Iowa—and elsewhere in six other midwestern states where it maintains distribution—the Mississippi Valley Grain & Feed Co. has become better known the past four years as the result of radio and television.

And the name of one Leo Greco, according to an axiom in those parts, apparently means as much to its product, Kent feeds, as the micronite filter to Kent cigarettes. Ever since March 1951, the western music program, Leo and His Pioneers, and Kent feeds have been inseparable.

What started as a modest 13-week experiment on WMT Cedar Rapids has blossomed into a continuing friendship, a fruitful association and addition of an established radio program to television. Obviously, it never could have taken place if Mr. Greco and his western musical unit had not proved formidable feed salesmen for Mississippi Valley.

Mississippi Valley Grain & Feed Co. has progressed from a grateful advertiser on one radio station to the sponsor of Leo and His Pioneers on five TV stations by means of film.

The program now appears on WMT-TV Cedar Rapids, WHO-TV Des Moines, KGLO-TV Mason City, WOC-TV Davenport, all Iowa, and WEEK-TV Peoria, Ill. It also is scheduled to premiere shortly in the Sioux City, Iowa, area.

Executives familiar with the account are reluctant to divulge actual figures for the weekly quarter-hour show, but it is known that film costs (including talent) run in excess of $1,000 per program and roughly $1,800 (including time) overall. On the basis of 39-week pacts (with all stations save for WMT-TV—52 weeks), it is estimated that Mississippi Valley spends well over $70,000 for the Pioneers tv series in Iowa and Illinois. (It also maintains distribution in Missouri, Minnesota, the Dakotas and Nebraska.)

This is a healthy outlay for a company which allocates an estimated 60% of its overall budget to the broadcast media (about 75% of that goes into television). Aside from the Pioneers, Mississippi Valley has other properties, among them a news program on KXIC Iowa City and a disc program (with Leo Greco) on KOEL Oelwein.

It also buys space in farm newspapers and journals and regional newspapers. (Estimated annual outlay for the Pioneers on WMT radio: $8,10,000.)

Says Robert Schubert, account executive on Kent feeds at W. D. Lyon Co., which handles Mississippi Valley’s account: “We believe every advertising program should include a balanced media selection.” But he notes the success achieved thus far for Kent on radio, pointing out that it was this medium which laid the groundwork for the use of television.

It was the Lyon agency which originally arranged “a marriage of convenience” between Kent feeds and Mr. Greco, an obscure but personable bandsman, in March 1951. Mr. Greco was casting about for a means of publicizing his aggregation.

About the same time Mississippi Valley was looking around, too—for a suitable advertising-merchandising vehicle, the better to sell its feeds. There was immediate rapprochement of the “you-scratch-my-back-and-I’ll-scratch-yours” kind. If Mississippi would sponsor his band on WMT, he would,

5:45-6 a.m. segment, Tues.-Thurs.-Sat., with an option for a later period if it should open up. (It never did.)

It was conceded by one and all that 5:45 was as unlikely a time period as one could imagine, even in early-rising Iowa—an hour likely to find potential customers sleeping, in the words of the late John Barrymore, like “stunned sows.”

Well, farmers do rise early and if they were not up and listening, WMT was able to say later, who was buying all the feed? Sales results were encouraging from the beginning and, as a starter, the Pioneers’ show outgrew a farm publication three to one on a free leaflet offer—at a fraction of the print cost.

At Mississippi Valley, Bill Schafenacker, vice president in charge of sales, claimed early results in eastern Iowa were directly traceable to radio.

In the fall of 1953 Leo and His Pioneers made the move to live television on WMT-TV, when the station went on the air. This past summer, plans were mapped for extending Leo to film in selected key markets.

In 1952 Mississippi Valley built a new plant in Muscatine with a daily production capacity of 400 tons. Last summer it had to raise its sights to 600 tons to keep pace with orders. At times it has employed three shifts six days a week to meet demand.

Doubtless a good deal of the success of the firm on radio and tv is the Kent commercial, delivered by Chuck Worcester, farm director of WMT-AM-TV, in the manner of a kindly neighbor who drops into fix the plumbing in turn, push Kent feeds in the territory in which he and his men labored.

The assumption by executives of Kent feeds and the Lyon agency, as well as Mr. Greco, that 13 weeks would tell the story has proved to be incidental since the signing of the original contract. It also proved again that band leaders and business firms can join forces for their mutual advantage when the circumstances are fortuitous.

There was a little matter of time involved at the outset, however, when WMT found it was unable to clear a 15-minute, three-day-a-week strip in what might be adjudged prime listening hours. The best WMT could come up with—and Mr. Greco and his group accepted it with some trepidation—was the

for free.

With Kent’s sales rise Leo Greco and his boys have watched their own stars in the ascendency. Little known and not too well organized in 1951, they had made their mark by the fall of 1953. It has been aptly shown that feed-buyers like their music wherever they travel. The Pioneers frequent ly pass up dance dates to play for Kent dealer meetings.

For the past three years, the Greco outfit has taken over the No. 3 spot in Downbeat magazine’s annual poll of ballroom operators in the western style dance band category. Leo Greco himself has become established as the Kent emissary wherever he goes.

October 10, 1955 • Page 59
HIGHER RATINGS

No other station in the Portland, Oregon, market even comes close to KOIN-TV's popularity. KOIN-TV has 80% of the top shows—weekly, multiweekly . . . 63% more average audience than station B . . . 115% more than station C. (Latest Portland ARB)

HIGHER COVERAGE

Only KOIN-TV gives you complete coverage of the vital 30-county Oregon and Southern Washington market . . . a market with an effective buying income of over $4 BILLION dollars.

HIGHER VALUE

Here's what is important to you. KOIN-TV delivers this tremendous able-to-buy audience to you at the LOWEST COST per viewer . . . morning, afternoon or night. Make us prove it!
IT'S VALUABLE, BUT NOT SIMPLE. HERE ARE SOME POINTERS

By Don Estey

ADVERTISERS and agencies moving into the field of color tv commercials will find themselves with a new partner that could prove either pitfall or boon. So advises Don Estey, executive vice president of Song Ads Co., Hollywood, one of the leading firms specializing in commercial preparations. Mr. Estey lends advice based on his own experience, plus past research in the fields of art and communications.

EXPERTS point out that there are about 18,000 possible shades or gradations of color. And, for the benefit of those advertisers and agencies entering color television, they might well stress that there are special, proven connotations for each color.

With color tv's advent, a strong partner has joined the former approaches in commercials.

An agency would not think of laying out a magazine or ad without consulting its art director. In black-and-white tv, this art director has rarely been consulted. But with color commercials here, it's a prudent radio-tv director who insists on having the trained, aesthetic sense of the art director at his disposal.

Art Directors or outside film producers are used for the commercial, careful checks should be maintained by the agency to see that the greatest value is derived from color. Here again, the radio-tv director, schooled in a personal knowledge of the values lost due to film characteristics, works best with an art director who understands color values.

The type of campaign also has a bearing on color choice. An emotional fatigue factor enters if the color commercial in a saturation campaign is done in warm, exciting colors which do not wear as well as violet, blue and green.

"Brick" red, "sick" green and "lemon" yellow require novelty and will please the eye for a few seconds. But in a campaign of any length, these colors in combination will cause color fatigue. Avoid tiring the eye by using soft browns, and blues and with touches of orange and red.

But when any further it might be well to establish how and why different colors can create different effects in the viewers mind. When light strikes the eye it sets up reactions which spread throughout the body. These reactions can be exciting or depressing. They might quicken the nervous responses or induce a feeling of peace and tranquility. In selling, needless to say, the right reaction varies according to the product or service being exploited.

Color psychologists have made many studies, measuring human reactions under colored lights. Brightness and warmth stimulate the nervous system. Bright colors increase the blood pressure and pulse rate, causing the temperature to rise. Dimness and coolness in colors have the opposite effect, releasing the stimulation of the autonomic nervous system, causing the pulse and blood pressure to decrease with body temperature becoming relatively cooler.

An interesting example of color effect is the results of a test by psychoneurologist Kurt Goldstein who actually claims a physical attraction of the limbs towards bright colors and away from cool colors. A red light would cause outstretched arms to spread away from each other, while a green light caused them to move towards each other.

U. of Chicago tests show that children prefer single dominant warm colors with strong tendencies for orange, red-violet and blue. Values which contain a large amount of yellow are disquieting. The unpleasant effects on emotions increase with the amount of yellow present. Greens which contain a large portion of blue, however, are cool and restful.

In order to suggest warmth and sunlight, such as in an outdoor scene, slightly greater exposure may be allowed and greater yellow color used. To show the coolness and repose of interior scenes, a greater amount of blue may be mixed into the over-all color impression of the film.

Psychological tests with light and color have established definite reaction patterns in many diverse fields. In foods, for example, the color association is quite rigid. Edible qualities are seen in warm reds, oranges, soft yellows, pale greens, certain tans and browns. In contrast, grey, purplish, grey and yellow greens are not appetizing. Blue, while not a food color, can be used as a background color that seems to enhance the appearance of the food.

Practically everyone is sensitive to the color of food. Hence the desire or appetite can be stimulated or disturbed by a color presentation. In products such as butter, this color must be exactly right, not too...
white or pale, and certainly not too orange that spells out raisin to the mind's eye.

Most appealing for foods among the pure hues is vermillion (from the red spectrum). This is the rich color of the cherry, apple, or rare cut of beef. Moving across the spectrum to orange, the appeal is still high. The touchy color is yellow and the appeal wanes decidedly until it reaches a low point at yellow-green. There is a pickup at the point of fresh green with its connotation of nature's freshness.

As said before, blue has little appeal in most food and ranks with purple and violet.

While pure hues are the more savory in presenting food, nonetheless some tints are not upsetting. The best hue seems to be orange.

In shades, orange also stands out as a dominant color with the rich hue of brown agreeably associated with well-cooked meats, breads and cereals.

Caution is advised in red shades which tend to appear purplish and hence lack appeal.

In summation of food presentation, it should be remembered that the true "appetite colors" are peach, red, orange, brown, buff, warm yellow and clear green. Pinks and tints of violet and blue, which have a sweet connotation, are not recommended for most food products.

Speaking of all types of commercials, the greatest danger, other than use of incorrect colors, is the pitfall of creating confusion. The sudden need for color in commercials can cause a temptation to overdo. The good taste that would prevail in room decoration, personal dress, etc., must be carried through to the color of commercial.

HOW NOT TO MAKE AN AUDITION TAPE

By John Carl Morgan
Manager, WFVA Fredericksburg, Va.

I RECENTLY had the dubious pleasure of helping choose a couple of announcers for the group of stations of which this is one. It was quite an experience. Thanks to the pulling power of our B+T ad, and the fact that the salary mentioned was considerably above average, we drew better than 200 tapes from all over the country, plus two or three dozen other applicants who showed up in person.

What I want to concern myself with here is the matter of those tapes. As you might infer, we couldn't possibly have listened through each entire offering. Even had our hopeful throng confined themselves to a nominal five minutes each, you can see we'd have had to spend two full eight-hour days going through the lot—not counting time required to thread and cue them. Naturally, the overwhelming majority did not tempt us to listen much beyond the first couple of sentences before we were forced to shake our collective noggin in the horizontal plane, and reach for the re-wind button. Of the remainder, only a pitiful few seemed to have even the vaguest idea of what constituted a really good audition.

A sizeable number of those whose voice quality and general speech characteristics caught our fancy to the extent of inviting us to listen further, finally wound up in the discard because the material presented did not tell us what we wanted to know, or did indicate that the person in question was not exactly familiar with a few basic facts of life.

First of all: there seems to be an opinion among many of our golden voiced playmates that, except for the regular stipend they look forward to receiving, there's something unpleasant, or perhaps even downright nasty about a commercial announcement. Where the aforementioned stipend is supposed to come from is something these naive individuals apparently prefer not to consider. As a result, the commercial—if indeed there is a commercial announcement included—is passed over glancingly and with an almost visible shudder.

Next is the chap—and his name is legion—who appears to be convinced that all to whom his tape is directed are starved for news. This type launches forth into "Five minutes of late news from the wires of blank press . . .", and by the great horned spoon that's just about exactly what you get . . . no commercial . . . nothing.

Or the hot disc jock who sets before you 15 minutes of what he considers a superior DJ program with all the music full and uncut—about 13 minutes of records and some two minutes or less of Mr. Personality, and that studiously non-commercial. After all, we're trying to hire an announcer—not in the business of buying phonograph records.

Then there's the character who's out to impress all and sundry with his gibberness as an ad-libber, and uses his own personal history as the vehicle. Only trouble is that most of them are obviously reading the whole thing, and thus sound about as spontaneous as a communist protest meeting. Besides, such material is better confined to the page rather than the air.

There are dozens of other time and tape wasters, but one more will suffice for now. It's the boy who is trying mightily to be someone else; just who isn't quite clear. He's probably aping his current idol, but the result is usually neither fish nor flesh, but definitely f-o-o-l.

So much for the negative side, now let's list a few of the things my cohorts and I want to hear—and it's possible that we represent a vast majority of station executives.

First: Be Yourself. That's what you'll eventually boil down to after you get on the job—when, as, and if—and it could be that the boss really wanted the guy on the tape, and not the unvarnished YOU.

Of equal importance: It's the way his announcers sell a commercial that brings the stuff from where it's made. You're not auditioning for the BBC. Personally, I prefer a commercial announcement or two or three to be the first order of business on your audition. If you can't read such convincingly, I'm not interested in hearing anything further, period. Don't waste my time with a lot of preliminaries—you're trying to sell me an auto with no engine, and I won't buy.

If you've held my interest thus far, I'm now interested in hearing whether you can read news intelligently and interestingly. I don't require more than a brief item or two, however, so don't wallow in it. If at this point I'm still interested, I'll be disposed to listen to further examples of your prowess: a brief snatch of real ad-lib; an off-the-air check of a bit of play-by-play, if you happen to be a sports announcer; a sample of DJ work—without more than an opening and closing bar of music, if you please.

To reduce the foregoing down to its essence: When you tape an audition, make it brief, make it concise, stick to your normal working style, and above all, make it commercial.
LOUD & CLEAR

from Gulf To Ocean · Gainesville To Okeechobee

THE COMMENTS BELOW ARE TAKEN FROM THOUSANDS OF LETTERS RECEIVED AT OUR STUDIOS DURING OUR FIRST TWO WEEKS OF OPERATION.

(Names and addresses furnished upon request.)

Bradenton
"Heard your station Saturday and enjoyed it very much."
Mrs. S. D. S.

Sarasota
"Like your news and choice of music." Mrs. M. A.

Titusville
"Comes in good here." Mrs. C. C.

Tarpon Springs
"Your signal strong. Heard you on auto radio—no fading." V. C.

St. Petersburg
"Your friendly station first on the dial. It is clear and powerful." I. D.

Hollywood
"Heard your station with good volume." Mrs. W. G. S.

Tampa
"You have a terrific signal in Tampa." F. N. R.

Orlando
"Your announcers are exceptionally good." Mrs. E. A. W.

Cocoa
"Reception is good and enjoyed morning news." P. G. S.

Gulfport
"Very good reception." Mrs. J. F. C.

Included in our mail up-to-date are letters from 197 towns and cities in Florida, as well as Atlanta and Thomasville, Georgia, and Gulfport, Mississippi.

10,000 WATTONS
540 KILOCYCLES
He walks by night...
and runs well wherever he goes!
The Whistler is death on criminals . . . but he breathes new life into television programming wherever he's scheduled. Evidence? Here's how this syndicated series is doing in representative syndicated markets around the country . . .

SAN FRANCISCO: Wednesday 10:30 pm. Sponsored by Signal Oil and White King Soap. It's the highest-rated show in its time period— with virtually twice the audience of competing programs on all other television stations combined!

DETROIT: Friday 10:30 pm. Sponsored by Household Finance Corporation. Highest-rated show in its time period!

BOSTON: Saturday 11:05 pm. Sponsored by Block Drug. Tops in the time period!

TULSA: Thursday 9:30 pm. Sponsored by Safeway Stores. Tops in the time period!

PORTLAND, OREGON: Sunday 9:30 pm. Signal Oil. Tops in the time period—with more audience than competing programs on the other two stations combined!

And so it goes. For The Whistler is one of the most successful film series in all television. Suggest you contact us and see whether it's available in your area.

CBS TELEVISION FILM SALES, INC.
New York, Chicago, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta, Boston.
In Canada: S. W. Caldwell, Ltd., Toronto

Source: ARB, latest reports
16% sales increase from $5000 budget in Southern California!

Would this make you happy? It delighted Lyden Canning Kitchens of Seattle, who chalked up this gain in their glass and tin packs of quality boneless chicken products.

Time: Summer 1955 over 1954.
Territory: Santa Barbara-Tehachapi, south to Mexican Border—a lush market of 6 ½ million.

Plan: A dozen one-minute jingle spots daily Thursdays and Fridays—April to August.

KPHO-TV Phoenix spends $60,000 a year to build audience, attract advertisers

One of the most thorough promotional campaigns undertaken by any local television station has been instituted this fall by KPHO-TV Phoenix.

The Meredith station is using upwards of 13 media. Of these, nine are being directed at the metropolitan Phoenix audience and four are aimed at the advertising industry. Several of the promotional wrinkles may be new to the television audience promotion field nationally as they are to the Phoenix market, station officials feel.

In the field of audience promotion, KPHO-TV is promoting its programs and personalities in the following ways:

Newspapers: The station regularly runs a three column by three inch ad in the Arizona Republic and the Phoenix Gazette, seven days a week. The ad appears on the television page on top of the daily television program log, highlighting KPHO-TV's evening schedule as well as giving detailed information on the station's movies and features.

Magazines: KPHO-TV advertises on the full back cover page of TV Views, Phoenix fan magazine.

Bus Cards: 21x27 inch, three color posters decorate the outside of every bus in the metropolitan Phoenix area and promote individual KPHO-TV programs.

Painted Bus: For the first time in Phoenix, KPHO-TV rented space on an entire bus and painted it in the station's two-tone colors. The bus, which travels a different route in the metropolitan Phoenix area daily, highlights 31 KPHO-TV programs with the theme, "Better See Channel 5 KPHO-TV."

Paper Receptacles: Waste paper receptacles on downtown Phoenix street corners contain 14x22 inch posters promoting individual station programs.

Matchbooks: A distribution matchbook campaign of two million books of matches starts in mid-October, promoting the station and 24 of its programs individually on the covers. The matches will be distributed from cigarette vending machines in the metropolitan Phoenix area.

Pencils: Thousands of wooden pencils promote KPHO-TV and 30 individual programs. The pencils have been distributed through public schools in the Phoenix area and are sent out in all audience mail replies.

Outdoor: Two poster boards, using 30 sheet posters allowing a monthly insert to advertise specific programs and a painted board, are rotated in various Phoenix traffic locations monthly.

Glass Tumblers: Through a tie-in with a local dairy, cottage cheese will be packed in thousands of glass tumblers individually...
embossed with a different KPHO-TV personality caricature on the glass. The promotion starts in mid-October. The milk company will distribute flyers promoting the sale of the cheese in the tumblers and the KPHO-TV personalities and programs they feature. The promotion will last six weeks, one of six glasses in the series to be made available each week.

In addition to these audience promotion efforts, KPHO-TV distributes picture postcards of its stars, makes available a children's show featuring its children's program personalities to the schools in Phoenix for auditorium appearances as well as participating in civic events.

Within the trade, KPHO-TV uses four basic media:

**Trade Magazines:** A series of full-page, two-color ads are run in four industry publications. In addition, the station uses one-sixth pages in *Television Rates and Data* and *Food Field Reporter*.

**Matchbooks:** A continuing campaign of monthly mailings of 12 personalized matchbooks to leading local advertisers is sent in a three-color caddie containing a KPHO-TV promotional ad. First mailing included a matchbook dispenser for desks with the KPHO-TV signature on both sides.

**Publication:** A monthly station publication, *On Camera*, is sent to four thousand local and national advertisers, agency executives and all Phoenix area retailers.

**Direct Mail:** Reprints of all KPHO-TV ads appearing in trade magazines are sent monthly to national and local advertisers and agency executives and timebuyers.

The station also has an extensive merchandising program which includes stack and shelf cards promoting advertised products.

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**LIFE-SIZED, full-color cutouts of Ruth Dunlop, KPHO-TV women's program hostess, point up a featured Westinghouse campaign. They exemplify the station's merchandising activity.**

**Performance! Quality! Low Cost!**

Now! Management and Engineers are looking to quality, cost, and performance to do the job. At Lambda-Pacific "quality and performance at a low cost is our product!"

The television industry has found the Lambda-Link to be all and more than we claim. Power, dependability, and lightweight portability are the chief reasons the Lambda microwave link has been used so successfully by television stations and telephone companies throughout the nation. These outstanding features enabled this microwave link to bring the historic atom bomb telecast from Yucca Flats, Nevada, to Los Angeles, a distance of 320 miles; the longest hop being over 80 miles.

It is no wonder then, management and engineers are giving Lambda a closer look.

**THESE FEATURES DESERVE YOUR "CLOSER LOOK"!**

**PRICE—**$8500 F.O.B. Van Nuys (optional auxiliary equipment additional)

**POWER & RANGE**—1 watt min.; effectively used on 80 mile hop.

**COLOR**—Meets all FCC & NTSC color standards.

**PORTABILITY**—Complete system packed in compact "suitcase" style housing.

**FREQUENCY**—STL, Closed Circuit and Common Carrier (5.1-7.4 KMc).

**LONG HAUL**—Multi-link circuits up to 8 links in tandem.

**OTHER EQUIPMENT**—Lambda manufactures a complete line of auxiliary and test equipment such as camera cables, parabolas, attenuators, etc.

Write today for the Lambda story... Our representatives in your area will be happy to discuss your microwave requirements with you.
Pioneer Station Representatives Since 1932

FREE & PETERS, INC.

SPOT'S
Today, advertisers judge good and bad advertising in terms of sales results. National Spot Radio can get sales—and not stop with building consumer demand or gaining good will. We have the Formula For Selling Americans Today that demonstrates "how" to use the medium.

This presentation has proved so exciting that many top agencies and advertisers have arranged meetings with their management men, plans boards, account executives and creative staffs, as well as their media people. And a great many have asked for repeat performances, for further inspiration and study!

If you know how to use it

We want to show you "how" — with our new Formula For Selling Americans Today. We're ready to demonstrate, individually or in group meetings with planning and creative people — as soon as you give the word. Why not call or write us today?
and station programs on which they appear as well as in-store promotion for advertised products.

The entire program is costing KBIG-TV in the vicinity of $60,000 a year. Station executives attest to its value.

The Phoenix market is one of the most competitive in the country, with four vhf stations.

In June 1955, the station became an independent operation, having previously been with CBS-TV. It scheduled some 48 syndicated programs along with an impressive list of locally produced shows which had become established features among Phoenix audiences during the years.

As a result of its many top-drawer syndicated shows and a heavy promotion campaign aimed at the local audience, the station claims to have retained the lead among Phoenix audiences in the first survey taken by the American Research Bureau since the station assumed independent status, leading in quarter hours captured from 5 p.m. to station signoff, seven days a week (ARB, July 1955) with 34.5% of the quarter hours against 30.5%, 21.5% and 13.5%, respectively for the network affiliates.

During daytime hours the station also led from 12 noon to 5 p.m. Mondays through Fridays, with 42% of quarter hours captured as against 38%, 20% and 0% for the competing stations.

Mr. Berrill explained it, "Every announcer likes to visualize one person, or at most a small group, to whom he is addressing his remarks. While on remote, we can actually see the people and it helps us do a better mike job back in the studio."

Mr. McAndrews told B&T his disc jockeys "are continually amazed and gratified at the intense public interest in radio, even after all these years of familiarity."

Lanky 6 ft. 10 in. Mr. Bailey, who calls himself the world's tallest disc jockey, said "Southern Californians sure are curious about what announcers look like and what makes our remote broadcasts tick technically. Especially on weekend remotes, they come up and tell us they heard us on the air and drove 20 to 50 miles just to say hello and wait in line.

"In the city, they come down to watch if they think we're giving away prizes. But in the suburbs and in the country the folks come just out of pure friendliness."

All of the KBIG announcers find remote work a place to meet old friends as well as current fans. "I left Chicago four years ago," Mr. Berrill said, "but folks still come up when we are on remote and tell me they remember me from my days as all-night disc jockey at WIND Chicago."

All married men, they don't dare tell you another advantage to the KBIG remote work. Sometimes Marilyn Barnett or Darlene Coates, the two live models who impersonate the KBIG mermaid, join them as hostess at an exhibit. "I always notice more hands waving when I'm next to one of these girls," Mr. Wilson admitted. "And that's the only time I seem to get any whiskers."

Either way, KBIG finds going to the people is a good way to make friends and find profit as well as promotion.

KEEPPING IN TOUCH BY MOBILE RADIO

ONE SECRET of radio's success is its intimacy and friendliness—one neighbor talking to another.

This is the secret employed by KBIG Avalon, Calif., to literally get next to its audience.

Earlier in the year, KBIG Manager Bob McAndrews put his disc jockeys on wheels and sent them to the people. The results:

Greater audience loyalty and a better understanding of the audience on the part of station personalities.

KBIG acquired a Volkswagen miniature bus and a Chevrolet Corvette sports car to do the job. The Volks was converted by engineering supervisor Bill Dalton and his staff into a self-sufficient mobile unit, complete with turntables and all announcing and engineering facilities. The Corvette is used by Stu Wilson, special events director, and Larry Berrill, news director, for fast transportation to news breaks deserving on-the-spot telephone coverage such as the recent Sepulveda fire, the Santa Barbara and Palm Springs road races or the Holtville Carrot Festival.

Both cars are roving billboards, complete with the curvaceous KBIG mermaid used in all station publicity, and double as ideal parade units at festivals.

Since the new policy went into effect, KBIG personalities have been able to originate their record shows this year in all eight Southern California counties served by the station. They have shaken hands and talked with thousands of fans, interviewed hundreds on the air, signed autographs, passed out pictures, blotters, postcards and windshield stickers as memorials of the station.

"Now they are more than just an unknown and unseen voice that comes out of the speaker," Mr. McAndrews notes. "Folks know them and listen to them like they would any friend."

The Volkswagen has been the nucleus for a KBIG exhibit at the county fairs of Los Angeles, Orange, Riverside and San Diego; the San Bernardino Orange Show; the Farmers Fair at Hemet; the Sportsmen's Show and Do-It-Yourself Show at Pan-Pacific Auditorium, Los Angeles; the Hobby Show at the Los Angeles Shrine Exposition Auditorium, and the Do-It-At-Home Show at Long Beach.

On weekends this summer, the traveling studio headed for the beaches and this winter it will turn inland to parking lots and entrances of supermarkets, drugstores, furniture stores and realty subdivisions.

Its most recent chore: the Los Angeles County Fair at Pomona for 17 days from Sept. 16 to Oct. 2.

When the Volkswagen is on one assignment, it doesn't keep the other disc jockeys at home base, Mr. McAndrews told B&T. If Carl Bailey or Larry Berrill are doing their shows from the mobile unit, Mr. Wilson probably has the Corvette enroute to the suburbs to originate his daily combined music and interview show, Are Ya Listenin? He set up shop nearly all summer, Monday through Friday, in the windows of various McMahan Furniture Stores. Between records and handing out merchandise, Mr. Wilson interviewed just about every mayor, postmaster, chief of police and Chamber of Commerce official all through Orange County and southern Los Angeles County.

The Orange County interviews, Mr. McAndrews said, were photographed and made up into a 10-page color booklet, "The Orange County Story: As Told by Those Who Helped Build It."

Program Director Alan Lissner said KBIG personalities like the variation from the daily four-walls routine which the new mobility allows. "They like to get the 'feel' of their listeners by meeting them, discussing music, learning their interests," he said.

KBIG's mobile unit on duty in the Los Angeles Pan-Pacific Auditorium. Carl Bailey, 6'10" disc jockey, is in charge of this particular expedition.
WLAC-TV's vast multi-market total service area contains 2,601,300 people, 726,300 families, and 407,795 TV homes. Fully documented to date are 319,667 TV homes within WLAC-TV's ARB Area Survey and Measured O.1 MV/M Contour.

Buy the maximum—buy WLAC-TV, Channel 5—the only big area station with positive market proof!

Buy AREA Impact on WLAC-TV, the South's Great MULTI-MARKET STATION

T. B. BAKER, JR.
Executive Vice-President and General Manager

NATIONAL REPRESENTATIVE: THE KATZ AGENCY, INC.

ROBERT M. REUSCHLE
National Sales Manager

NEW YORK CHICAGO DETROIT KANSAS CITY
ATLANTA DALLAS LOS ANGELES SAN FRANCISCO
Speaking of chain reactions...

**EXCELLENT MONOCHROME**

The Du Mont Multi-Scanner permits reproduction of monochrome slides, opaques, and 16 mm film. Flexibility of the system is practically unlimited. System may be built up starting with any one of 5 pickups.

**SUPERIOR COLOR**

The color Multi-Scanner produces beautiful high-fidelity pictures from slides or film. This system may be purchased as a complete unit, or as a simple conversion for the monochrome Multi-Scanner.

**LIMITED LIVE COLOR**

The talk of the industry... the Multi-Scanner may be used for local live color in addition to film and slide pickup. The light source of the Multi-Scanner scans a live scene, and associated equipment picks up the reflected light to produce a color signal of superior quality. System costs but a fraction of other live color systems. Completely integrated...five simultaneous picture sources.

When the Du Mont Flying Spot Scanner was first introduced, the industry knew it was good...but few foresaw the tremendous success it has had in all its adaptations. Today, the flying spot scanner principle as applied by Du Mont leads in simple, economical and practical television broadcasting of both monochrome and color film, opaques, slides and live programming.

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, New Jersey
And now, the biggest news of all... the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

Here's one you can control!

Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment tailored to your exact needs!
ON THE DOTTED LINE . . .

CREIGHTON KOHNERT, Graybar Electric district appliance sales manager, signs for Ohio State U. football games on WTAM Cleveland. Starting Sept. 24, the eight game schedule will be presented by Hotpoint products and Sylvania tv, for which Graybar is local distributor. Watching (l to r): Theodore Sliva, WTAM sales; Dan Elliott, Cleveland sales promotion manager for Graybar; William N. Davidson, WTAM-WNBK (TV) assistant general manager and director of sales; Harold W. Waddell, WTAM sales manager, and Dan Franz, Belden-Hickox Advertising account executive.

DAN BEAM (l), manager of the G. F. C. Loan Co., Pensacola, Fla., and J. Holliday Veal, station manager of WCOA there, discuss broadcasting and promotion plans for the U. of Florida's 1955 football games, which will be sponsored on WCOA by the loan company.

J. EVERETT PIDGEON Jr., director of advertising for the Coca-Cola Bottling Co. of Memphis, Tenn., signs for his company to sponsor the U. of Mississippi football games for the 11th straight year on WMC Memphis. Looking on are H. W. Slovick (l), WMC general manager, and Tod Smith, U. of Mississippi athletic director.

SPONSORSHIP by two local men's clothing stores has been announced by KOMU-TV Columbia, Mo., for a weekly program highlighting Missouri U. football games. The show will feature filmed action shots from the preceding week's game, with commentary by Coach Don Fourat.

At the contract signing are (l to r): seated, Gene Glenn of Glenn Shoe Store, Coach Fourat, and Dick Barnett of Barnett Men's Clothing Store. Standing are KOMU-TV account executive Ralph Johnson and Sports Director Jean Madden.


KTLD Tallulah, La., has arranged with three firms for sponsorship of Louisiana State U. football games. At the signing are (l to r) J. W. Love, vice president, and Harvey T. Mounger, executive vice president and cashier of the Southern National Bank, one of the sponsors, and KTLD manager Si Willing. Other sponsors are Lamar T. Loe Chevrolet Co. and Stewart-Owen Lumber Co.
The eyes and ears of more than 1,000,000 homes in Northern California are focused on Miss KRON-TV

GOLDEN GATE PLAYHOUSE AGAIN TOPS LOCAL DAYTIME PARTICIPATING SHOWS

... "Golden Gate's" average 8.6" rating reaches 98,821 homes each day ... 86.9% of tune-in from 1-3 p.m., Monday through Friday ... weekly cumulative rating of 25.2 delivers 289,568 unduplicated homes per week ...

Bonnie Kever's gay and natural showmanship gives sales-appeal to live commercials —in color, at no extra cost ... * August 1955 ARB

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

No. 5 in the series, "What Every Time Buyer Should Know About KRON-TV"
They are part of the largest local talent roster maintained by any radio station in Central New York. They are old hands in the business of serving the needs and tastes of this great area. They have become, over the years, the TRUSTED daily companions of a great share of the 428,000 radio families in WSYR's coverage. They are RELIED UPON for good entertainment, authoritative news, important public service. Naturally, the products which they advertise share in their public acceptance.
BEST SALES FORCE!

The market which they serve is one of America's truly important markets.

Metropolitan Syracuse is ranked by Sales Management Magazine as the nation’s best test market. The great trade area served by WSYR embraces a population of 1.5 million, with annual buying power of $2 billion. WSYR's superior population coverage, like WSYR's superior local programming service, is clear beyond dispute.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO
[A&A continues from page 32] to stick to formulas" for the most part, he said. But after the music-news-sports splurge and the total billings dip of last year, Mr. Nelson said, there are "fresh winds blowing and evidence that radio is showing new life in all departments.

Radio will continue to grow, he said, because of its two greatest assets: "First, people can and will listen to radio when they are doing other things," and second, because "radio follows them from task to task and from room to room. Out of the house and into the car. And thus reach them better and more often than any other medium.

In a country as much on the go as ours, I think that is inescapable," Mr. Nelson said.

"Second is the immediacy of radio, especially in the news department. Radio can bring us news as it is happening, regardless of where we are or what we are doing at the time."

He described as "new and exciting radio" the initiative of a California station which put its reporter and tape recorder in a police prowl car and came up with unusual news features. "That was a new idea and it sold," Mr. Nelson said.

Other "fresh angles" of radio complimented by the agency executive were NBC's Monitor and CBS' news initiative. Simulcast of popular TV shows also puts good program fare before many who otherwise could not be counted among an advertiser's audience, he noted.

"It is beginning to look again as though if you put on a good radio program you will get enough people to listen to make it worthwhile for an advertiser to pay the freight," he concluded, pointing out the many new advertisers who are going into radio as well as the others who are returning.

With radio's lowest cost-per-thousand, its immediacy and flexibility, Mr. Nelson said, it deserves the consideration of all advertisers.

Professional Status Cited

In another Tuesday morning talk, Walter Guild of Guild, Bascom & Bongflii Inc., San Francisco, attacked the "amateur" approach in advertising. Describing the field as a profession like law or medicine, Mr. Guild indicated it is the duty of the man to properly counsel his client on what best suits his needs.

The amateurs, he said, "are those who simply don't believe in advertising. I don't care how long a man has been in advertising, if he still doesn't believe in the force of advertising, he's an amateur." Mr. Guild said another group of advertising amateurs "which I find particularly nauseating is the group which addresses its efforts to a vast audience of Mongoloid idiots. I resent the advertiser, or the advertising practitioner, who does not respect the dignity of the American public."

Attacking much of today's cigarette advertising, he said apparently the theory is (a) the public is stupid, therefore we can say almost anything or (b) say it over and over again, whether it makes sense or not.

"I submit that advertising geared to the so-called 12-year-old mind is the kind of advertising amateur. Not because such advertising is socially unacceptable, or because it is irritating, or because it is immoral—it is amateurish simply because it doesn't work. It does not persuade because it is patently unbelievable."

Mr. Guild described another group of amateurs are those who rely on gadgets in lieu of advertising. "These are the boys who emphasize the terrific merchandising, the hot premiums, the fancy campaigns. Citing many of these people are in the food business, Mr. Guild related that Skippy Peanut Butter, a TV advertiser, has three salesmen and little merchandising, yet only 10 other items in the grocery store sold in greater volume last year.

Merchandising helps as a supplement, he agreed, but Jello is selling not because of merchandising but because of the "funny little animals" in space advertising and the "busy day" spots on television.

Charles Cole, director of sales, National Motor Bearing Co., Redwood City, Calif., and formerly president of L. C. Cole Adv., San Francisco, concluded Tuesday's meeting by telling the agency representatives what it is like to be on the other side of the advertising fence.

"Tribute to the vitality and role of the major advertising media in the American way of life was extended Monday by Henry G. Little, president and board chairman of Campbell-Ewald Co., in his talk on "who built the house we live in." Mr. Little is 4A board chairman.

Another afternoon panel traced "trends in brand and consumption movement." Participants were Robert M. Lindsey, vice president of A. C. Nielsen Co., Menlo Park, Calif., and Donald W. Connell, vice president, Market Research Corp. of America, Chicago.

At a closed executive session Monday morning, the 4A group listened to a panel discussion of the Dept. of Justice complaint against the association and the five media associations, including NARTB. On advice of counsel, news of the meeting was not released. Panel leader was 4A President Frederic R. Gamble. Participating were 4A Board Chairman Henry G. Little, Campbell-Ewald Co., Detroit; 4A Vice Chairman Mr. Holbrook; J. Davis Danforth, BBDO, New York, 4A director-at-large, and George Link Jr., 4A general counsel.

At an open Monday afternoon meeting, a panel on "How to Make Our Personnel More Productive" was presided over by agency executives Joseph Epstein, Fitzgerald Adv. Agency, New Orleans and 4A director-at-large, presided. Others taking part were Walter Buchen, Buchen Co., Chicago, 4A director at-large; Emerson Foote, Cone & Belding, Arthur G. Rippey, Rippey, Henderson, Kostka & Co., Denver, director of the 4A central region.

At the Wednesday session, "How to Build More Effective Advertising Response," and importance of market and media research were discussed along with sales stimulants such as contests and premiums.

Irving Gilman, vice president, Institute for Motivational Research Inc., Croton-on-Hudson, N. Y., said advertisers and agencies too frequently forget to diagnose the patient before making out the prescription to cure him. He said research into why a product sells or doesn't sell is necessary before the campaign begins.

Franklin Graf, Nielsen vice president, noting the auto industry through applied psychology in advertising has induced the American public to buy cars it cannot afford, yet can't afford to do without.

"Effectively in marketing is essential also for an advertiser to survive," Franklin H. Graf, Nielsen vice president, said. The finest advertising promotion in the world is no good if the product is not available when the consumer wants to buy it, he explained. Mr. Graf noted that the one-shot special coupon or sales gimmicks will not increase the sale of any product over the long run, even though sales may spur for a short time. The advertising message is needed to learn why a product runs as it does in consumer preference.

Budget Compared

The Nielsen executive compared the advertising budgets of 30 top products and pointed out that all four major media—network radio, television, magazines and newspapers—were employed by the majority to obtain and hold their respective leadership. People who buy "Big Car and Home and Bursts" of some products which went into television too strongly and neglected other media, he told the agency group "you people must advertise with the same caution in the other media as the magazine and other media do in that particular needs. Each case is different, he indicated, pointing out there is such a thing as "over saturation of advertising."

Believability of advertising was emphasized by Dr. Daniel Starch, head of Daniel Starch & Staff Inc., Mamaroneck, N. Y. Speaking on readership research, Dr. Starch said extravagant claims in advertising do great harm and is appropriate only to promote a side show.

Because mass transportation and mass communication have affected the way we buy, the way we think about the products we buy, the way we custom the trends of the nation as a whole, the self-service shopping center is growing rapidly, Dr. Starch noted. This places a bigger burden upon advertising to pre-sell the housewife before she gets to the store, he said, since there is less and less personal contact between buyer and seller today in such stores.

The right place of contests and premiums in advertising was explained by Michael B. Muggill, Reuben H. Donnelley Corp., Los Angeles. Contests cannot replace advertising, he indicated, but are important supplements in building new markets and obtaining product distribution.

"To enter a contest, the housewife must find

FRED GAMBLE (l), president of AAAA, extends congratulations to Trevor Evans (c), newly elected chairman of AAAA Pacific Region Board of Governors, and William E. Hoberman, newly elected vice chairman of group.

AAAA GROUP ELECTS EVANS CHAIRMAN

TREVOR EVANS, account executive, Pacific National Adv. Agency, Seattle, has been elected chairman for the 1955-56 Pacific Region Board of Governors of the American Assn. of Advertising Agencies. The announcement was made by A. W. Neally, BBDO vice president and current chairman of the Pacific AAAA group, at the organization's 18th annual meeting, held at the Hotel del Coronado, Coronado, Calif.


BROADCASTING • TELECASTING

Page 58 • October 10, 1955
Which is better?

Health authorities weigh the evidence

National Research Council finds use of artificial sweeteners in foods and beverages of little value in weight control

Studies at Harvard show how an intelligent use of sugar can actually help to make reducing easier

The slimming claims of artificially sweetened foods and beverages are based on a very slim basis of fact. This has been brought out by the Food and Nutrition Board of the National Research Council in its report to the Federal Food and Drug Administration after nearly a year of study.

The Report stated: "There is no clear justification for the use of artificial sweeteners by the general public as a weight-reducing procedure."

And "It is emphasized strongly that the availability and consumption of artificially sweetened foodstuffs have no direct influence on body weight nor are the foodstuffs in question of any importance in weight-reducing programs."

Sugar itself contains only 18 calories per level teaspoon—a lot fewer than most people have been led to believe. That's the number of calories an average adult uses up in about 7½ minutes of normal activity.

And because it raises the blood sugar level (which helps to regulate appetite) faster than any other food, the use of sugar actually plays a part in the healthy body's own weight control system.

Further information on the Harvard Blood Sugar Level Studies and the National Research Council Report may be obtained from . . .

SUGAR INFORMATION, INC., New York 5, New York
your brand," he said. "She can't settle for a competitor's product."

Contests and similar promotions also help the advertiser to obtain favorable store displays, he noted, while essay competitions force the housewife to absorb the company's advertisements and give the ideas back to you. Contests also permit the radio and television advertiser to check on his audience or to build audience for a new show, he said.

At the closing luncheon session Wednesday noon, Mr. Holbrook called for agency officials to "promote, more heavily than ever before, the understanding and acceptance of advertising as one of the greatest building forces in the American economy." He said three groups need to be educated: "The economic optimist—who thinks that our future and growth of population guarantees our future prosperity; the economic pessimist—who believes we will overproduce ourselves into recession, and the misled critics—who believe or suspect that advertising is an economic waste."

Mr. Holbrook felt the optimist and pessimist are the most important to deal with "because many of them are in finance, industry and government where their opinions can influence advertising, hamper it or help it."

But, he said, American marketing experience—selling, promotion and advertising—have proved three basic truths: (1) Markets are not found. (2) They are made by discovering and awakening the desires of people. (3) Advertising is the means by which these desires are converted into markets. The multi-billion dollar markets of frozen foods, detergents, plastics, television, synthetic textiles, automatic heat and air conditioning were made, he said, not created by any population boom.

"It took the industrialist's vision, the engineer's genius, the investor's capital, to develop and produce these wonderful modern products," he said. "But each one of these products upon birth could have been short lived had not advertising been used effectively to familiarize people with the advantages and benefits of these products and to stir the desires which would result in purchase and consumption."

**RADIO NETWORK DATA SERVICE CUT**

Publishers Information Bureau contends variations in rate and discount structures make comparisons impractical.

A CURTAIN has been dropped suddenly on any further measurement of radio network gross billings.

This was revealed last week by Publishers Information Bureau, which said it has ceased publication of monthly gross time costs of sponsored programs and aggregate gross billings for the four radio networks. PIB had been publishing these figures for many years. The suspension was effective with the completion of PIB's July report.

PIB said the discontinuance was prompted by "recent changes in the rate and discount structures of the various networks." These changes have affected "the comparability of the gross billing figures, one network with another, and also the comparability of current figures with those of the past," according to a memorandum by W. H. Mullen, PIB's secretary.

Mr. Mullen added: "Accordingly any such data as previously published by PIB seem no longer valid, either as indicative of month-to-month trends or of relative time costs of sponsored programs."

"Since PIB has always prided itself on the accuracy of its media data, the decision to suspend publication of the gross billing figures for network radio was therefore decided upon, after consultation with the representatives of the four networks."

"In the foreseeable future, the monthly PIB network radio reports will continue to give advertisers and advertising agencies the following information:"

1. Account name, program name and network.
2. Monthly network use, with regional networks or supplementary stations indicated.
3. Program length, broadcast time, and number of broadcasts per month.

"No similar problem arises in the case of network television. Publishers Information Bureau will therefore continue to publish its monthly network tv reports, including gross time costs for each program, in exactly the same form as in the past."

While the network tv report will be thus continued, PIB also announced that as of Sept. 15, 1955, the DuMont Television Network, according to PIB's records, changed from a network to a local operation. Thus, its August 1955 report of gross time charges gives the network tv figures of ABC, CBS, DuMont and NBC but does not present similar information for the radio networks (see story, page 107).
FC&B Elevates Roy Campbell

ELECTION of Roy Campbell as executive vice president in charge of Foote, Cone & Belding's western operations, was announced Oct. 3 by Don Belding, chairman of the agency's executive committee.

Mr. Campbell, a vice president of the firm for the past seven years and a member of its board of directors since 1950, has served for the past 15 months as marketing consultant to FC&B clients in the western division. He now assumes management responsibility for the entire FC&B western division. It includes offices in Los Angeles, Hollywood, San Francisco, Portland, Oregon, and Houston, Texas.

William J. Pringle, Ford Sibley and Stephen Wilhelm will continue in their present capacities as vice presidents and managers of the Los Angeles, San Francisco and Houston offices respectively, Mr. Belding said.

Mr. Belding himself will continue his association with the western division and will also remain as chairman of the national executive committee.

Richfield's Choice Is Radio-Tv, 5 to 1

RADIO and television are the overwhelming advertising media choice of Richfield Oil Corp.'s independent distributors, according to B. N. Pollak, Richfield's advertising and sales promotion manager.

Radio and tv lead in dollar volume by almost five to one, Mr. Pollak said, considering that all major media are available to the distributors.

One-minute tv spots will break this week along the eastern seaboard, from Maine through Florida, on behalf of Richfield Ethyl gasoline, with cooperative radio and tv advertisers scheduled to break at the same time in the same area.

Morey, Humm & Johnstone, New York, is the agency.

White King Names Tormey Director of Advertising

WILLIAM J. TORMEY has been named vice president and director of sales and advertising for Los Angeles Soap Co., and its subsidiary, White King Soap Co., according to Andrew K. Forthmann, president. Mr. Tormey has been with the company, a major radio-tv advertiser, for 19 years.

Lawrence W. Nolte continues in his job as advertising manager for White King Soap Co.
Radio Saturation Buys Bring Results—Ehrlich

SATURATION RADIO is providing "even greater results for radio" since arrival of tv, Alvin Q. Ehrlich, vice president of Kai, Ehrlich & Merrick, Washington advertising agency, said last Wednesday in a thousand being sold without a radio installation," he said. "We knew through our appliance distributors, appliance stores, that portable and home radios were selling better than ever before. These radios are listened to; so as others prepared the funeral dirge for radio, we looked to radio for even greater results...and got them."

Mr. Ehrlich said clients were encouraged to wanted to spread the announcements throughout the day and week. Repetition was the buy...and repetition paid off. It didn't matter whether we were trying to sell merchandise or an idea...saturation paid off."

Mr. Ehrlich reminded that radio stations have a responsibility in saturation buying. "If you do not already have daily package prices, multiple package prices as possible and

VITAPIX AND GUILD FILMS END YEAR-OLD ASSOCIATION

Decision said to be based on both firms' desire to do business more freely in open market. Vitapix considering plan to add extra services for member stations.

TERMINATION of the exclusive association between the Vitapix Corp. and Guild Films Co. is being disclosed today (Monday) by Edward E. Hall, executive vice president of Vitapix.

Mr. Hall said that it was agreed by both Vitapix and Guild that their arrangement should end. Both organizations, he added, came to the decision "that the future of both companies depended upon their respective possibilities to do business freely in the open market, rather than on a basis of exclusive obligation to each other."

The agreement made by Vitapix and Guild in October 1954 provided that Guild would produce all film production, sales and distribution, traffic and service functions of the two companies, while Vitapix would handle station relations, time and program research for national spot selling and time clearance for national spot programs [B+T, Oct. 25, 1954].

One indication of the eventual termination of the association was provided last summer when the companies jointly announced "a modification" of their agreement.

Mr. Hall said the Vitapix board sought release from its contractual arrangement with Guild in order that "the board might be in a position to negotiate with other film producers making products for television." He said that together with Kenyon Brown of KWFT Wichita Falls, Vitapix president, he has been negotiating with numerous film companies, adding that several announcements will be made soon in connection with these negotiations.

A reorganization of Vitapix, pursuant to its recent decision to withdraw from exclusive association with Guild, has been completed, Mr. Hall said. He added:

"The new structure approved by the board of directors of Vitapix Corp., at a meeting held in Detroit a week ago permits the organization greater flexibility in representing its membership—all television broadcasting stations—not only in the group purchase of syndicated films but in the scheduling and distribution of films produced for national sponsorship."

The Vitapix board, according to Mr. Hall, also has approved a proposal, now under re-

view by Vitapix station membership, to empower the corporation to purchase replacement components (such as tubes, lights, cameras, etc.) for its member stations on a group buying basis. Under this plan [CLOSED CIRCUIT, Oct. 3], manufacturers could deal directly with one purchasing department on behalf of the Vitapix station membership, currently employing 37 tv stations.

Vitapix, Mr. Hall said, has cancelled its lease on quarters at 460 Park Ave., where it has occupied offices adjacent to Guild Films Co. since last fall, and will announce its move to new offices in mid-October. The board, he continued, "has voted an additional appropriation assuring continuation of the present staff operation and making provisions for certain expansion in personnel and facilities which will be necessary to accomplish the new objectives of the organization."

Boles Named Vice President In United World Expansion

AS THE first step in an expansion of television and industrial film production of United World Films, New York, Norman Gluck, vice president in charge of tv, last week announced the appointment of George Boles as vice president in charge of production. United World is a television subsidiary of Universal Pictures, Universal City, Calif.

Mr. Boles previously headed Universal's short subject production department and for the past five years also supervised United World television productions.

'Monte Cristo' Sales Reach $700,000 in Seven Weeks

SALES of Television Program of America Inc.'s Count of Monte Cristo reached $700,000 in a seven-week period, keeping pace with TPA's goal of $1 million total in 10 weeks, according to Executive Vice President Michael M. Sillerman. Since the series was placed in syndication Aug. 15, 34 major market areas have been sold, including Dallas, Oklahoma City, Pittsburgh, Providence, Nashville, Atlanta, Salt Lake City, Minneapolis, Norfolk, Miami, Boston, New York and Sacramento.

Ammon advertising agency.
Fingerprints are different for no apparent reason — but the finest TV stations acquire their personalities from the needs and interests of the areas they serve.

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

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

广播电视 — 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 |
"Why I'd like my own boys to be oilmen"

by Bud Wilkinson
Head Football Coach,
University of Oklahoma

Almost half the boys who play football for me at Oklahoma go into the oil business. This remarkably high percentage is no accident. You see, out here in the oil country, we have a good opportunity to watch America's oil industry in action. And, frankly—we like what we see.

Many a boy has heard me say that the oil business is an ideal career for young Americans. Here's why I feel that way: First, there is the great variety of opportunity. I'm told there are over 40,000 U.S. oil companies—and, judging from the number of oil company job recruiters who search for talent on this campus, I can well believe it.

This great number of companies means lots of jobs. But, more importantly, in the complex oil business, it means over 2,000 different kinds of jobs. Oil companies don't just need geologists, engineers, and research scientists—they also need everything from good accountants and salesmen to aerial photographers and oil tanker officers. So no matter where a boy's—or a girl's—interest and talent lie, there's sure to be a right spot in the oil industry.

That's reason enough for young people to choose oil as a career. But, in my opinion, there's an even more powerful drawing card—it is the intensely competitive spirit of the oil industry!

Any football coach, of course, has great faith in the benefits of competition. Every day we see how it brings out the very best in the boys we coach. And I don't just mean the competition with a rival athlete or team. I mean a boy's competition with himself to realize his own potential as fully as possible—to push himself beyond the best he's ever done before.

That's how competition builds good men. And, by the same token, competition is good for an industry, too. Competition among U.S. oil companies is so keen that each company can only stay ahead of its rivals by continually reaching the public—you and me—with a flow of new or improved products and services.

In this kind of a competitive struggle our young people find that initiative, imagination and hard work get quick recognition. Oil companies need their talent, their enthusiasm, their courage—and, from what I've seen, these qualities are well rewarded.

I'll be most happy if, some day, my own two youngsters choose oil as a career. Above all else, I want them to have freedom of opportunity. And, in our oil industry, competition guarantees them this vital freedom.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U.S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N.Y.
CBS-TV did not buy feature movies in the 1948 to 1951 period because the price was too high, not because of outright refusal of the major producers to release the films to television. J. L. Van Volkenburg, CBS-TV president, testified Tuesday in Los Angeles in the Justice Department's 16mm antitrust suit. He substituted for Dr. Frank Stanton, president of parent CBS Inc.

Mr. Van Volkenburg told Federal District Judge Leon R. Yankwich the network opened negotiations with RKO Radio Pictures and United World Films, Universal Pictures subsidiary but not buy, except for some cartoons from UWF. He said the talks were opened after hearing rumors that the films could be obtained.

When counsel for the movie defendants asked when he had been refused films outright, the network executive answered “no.”

Mr. Van Volkenburg testified that it was just understood that the majors would not release films for television. When asked where he obtained this notion, the CBS official explained he probably had read it in the trade papers. Judge Yankwich commented, “I thought so.”

Mr. Van Volkenburg is the first witness presented by the government in its complaint against the major movie firms. The trial began a fortnight ago.

Defendants in Suit

Defendants in the case are 20th Century-Fox Film Corp., Warner Bros. Pictures Inc. and subsidiary Warner Bros. Features Distributing Corp., RKO Radio Pictures Inc. (now owned by General Teleradio Inc., major radio-television station operator), Columbia Pictures Corp. and subsidiary Screen Gems Inc., and Universal Pictures Co. and subsidiary United World Films Inc. “Co-conspirators” named in the government complaint are Theatre Owners of America and a half dozen regional exhibitor groups.

The government charges that a producer-exhibitor conspiracy had tried to keep 16mm features out of tv and other “outlets” which would create competition with the local 35mm feature film exhibitor.

Three other defendants, Republic Pictures and subsidiary Republic Productions Inc., Films Inc. and Pictorial Films Inc. entered consent decrees just before the trial opened. They agreed to release their 16mm prints to tv and other non-theatrical outlets after completion of regular 35mm theatre showings.

On Wednesday, Edward Sargoy, New York attorney retained by the eight top film producers to contest copyright violation through the Copyright Protection Bureau, testified that CPB was interested only in tracking down stolen or illicit prints in the 16mm field and repeatedly asked film companies not to submit data and buy an exhibitor contract violations. Appearing for the government as an “adverse” witness, he told the Justice Dept. counsel CPB was not concerned with alleged “policing” of restrictions on 16mm exhibitions.

Background look at the technique of film distribution for television was given to the court Thursday by two industry witnesses. In essence, the price and terms of a film are governed by what the traffic will bear, or simple supply and demand, the court was told.

Charles Weintraub, head of Quality Films Inc., Hollywood distributor for tv, testified most stations prefer 16mm prints because of the reduced shipping costs, easier handling and storage, lower projection equipment cost and the fireproof stock used for 16mm.

Selling tv film is not like selling to theatre men, he explained, because the prospect includes the agency and sponsor as well as the stations. As an example of how price is set by demand, Mr. Weintraub said one station offered $400 for a film, but instead it was sold to a sponsor who paid $1,500 for the same item. But out in Minot, N. D., where the film is paid for by multiple spot local advertising, he said that when the local station makes a reasonable offer, “you get in there and grab it.”

Milford Fenster, film buyer for WOR-TV New York, testified he is willing to pay more for features today than he did in 1952, but because the film is run more often the per run cost would be less. The top price for a single run in 1950 paid by WOR-TV was $700 to $800, while today its top price for films on its Million Dollar Movie is $8,000 for 116 runs.

Mr. Fenster recalled meeting with a 20th Century-Fox executive in 1951 who offered a package of 30 to 50 feature films, but before WOR-TV could decide, the offer was withdrawn.

Under cross-examination, he said he understood the package was released to television about six months or a year later. Asked if the reason 20th Century-Fox released some 100 features to tv about 1953 was because of the big increase in viewers and the better market, he replied, “I assume so.”

United World Films Names 2

PROMOTIONS of Alfred Mendelssohn to assistant sales manager of United World Films and of Errol Linderman, postmaster of the television service department were announced last week by Norman E. Gluck, vice president of United World, subsidiary of Universal Pictures Co.

For the past six years Mr. Mendelssohn has been eastern manager of television and radio promotion for Universal. He will assume his new post on Oct. 15. Mr. Linderman joined Universal’s research department in 1950 and in 1952 was shifted to United World.

FILM SALES

INS-Television Newfilm Services has concluded seven new sales, says Robert H. Reid, manager of the INS TV Dept. Sales include: the Daily Tele-News Service to KTRK-TV Houston; the KXMB-TV Weekly News Review to KMID-TV Midland, Tex.; and KBET-TV Sacramento; This Week in Sports to KLAS-TV Las Vegas and WMJ-TV New Orleans; McCann-Erickson for an unspecified station in Havana, and WGBS-TV Miami; a new series will be carried under title of General Sports Time with sponsorship by General Tire & Rubber Co. dealers.

Sterling Television Co., N. Y., has sold Invitation Playhouse to Schwam Motors Sales Co. for WBTV (TV) Charlotte, N. C.; Movie Museum to Blauhield Motor Sales Corp. for WBTK (TV) Cleveland, and World We Live In to the Junior League of Little Rock for KARK-TV Little Rock.

KTLA (TV) Hollywood has bought tv rights to National Telefilm Assoc. “Fabulous Forty” commercial series, a run on Southern California television. Group includes ex-soldier, Joe Shearer, Ray Milland, Eddie Cantor, Lionel Barrymore, Alec Guiness, Deborah Kerr and other top talent from both sides of Atlantic.

RANDOM SHOTS

D & R Television Film Co., N. Y., has completed its first 30-minute tv film series, Doorway to Fortune. The series, shot in New York and suburban Pleasantville, will feature true stories of business success taken from the pages of Fortune Magazine.

Walter Davidson Co. has issued “Feature Film Buyers Directory” listing more than 11,000 feature films. Published by Directories Publishing Co., N. Y., the book lists all the features made in the U. S. since 1930. Pictures are listed alphabetically by title, also giving films stars, year of release, releasing company and running time.

FILM PEOPLE

Herman Edel, WABD (TV) New York promotion manager, to Sterling Television Co., N. Y., as advertising and promotion manager.

John Ryan, Conde Nast Publications to Telexip Corp., Hollywood, sales staff. Mr. Ryan was formerly with Abbott Kimball Adv., N. Y.

Jack Mishler and William Kahan, both veteran tv film salesmen, to Interstate Television Corp., sales staff. The former, headquartered in L. A., will cover southwest territory, and Mr. Kahan will work midwest territory out of Kansas City.


Russell Beggs, freelance tv and magazine writer, joins Prism Productions as writer-researcher for Mr. Wizard (NBC-TV, Sat., 11:30 a.m.-noon EDT). Mary Karr, former staff publicity writer, NBC Chicago, to Prism publicity and public relations staff.


Bob Edmonds, director at Kling Film Productions, Chicago, married Shirley Dvorin, Sept. 18. Carl Nelson, assistant supervising editor, Kling Film Productions, Chicago, father of girl, Beth Marie.
Sarkes Tarzian
MICROWAVE EQUIPMENT

Before you buy, see what we offer

Equipment operates at 2000 mc., providing dependable performance even under extreme humidity conditions...range up to 40 miles per hop...all operating equipment at ground level for ready access and maintenance...built-in wave meter...designed for extreme temperature conditions...designed for color, as well as black and white transmission...has built-in utility monitor...designed for unattended operation...built-in saw tooth and 60-cycle test signals...uses 10 watt, SRL-7C Klystron output tube. High fidelity audio channel optional. Expert engineering assistance available for survey and installation supervision.

For detailed information and names of customers now using this equipment write to:

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana

PORTABLE MICROWAVE
55 pound unit (with case)...ideal for portable use, or for radio to transmitter links...compact and completely self-contained...20 mile range...will pass color...uses mw. 6BL6 Klystron output tube, and has wave-guide type cavity. Priced at $5250. Parabolic reflectors additional.

--- PROGRAM SERVICES ---

Durant, Hogan Named to Head Commercial Telecast Networks

ELECTION of Lloyd W. Durant as president and director of creative programming and production of Commercial Telecast Networks Inc., New York, and of William F. Hogan as vice president and director of communication engineering was announced last week.

The company, organized earlier this year, provides complete audio-visual service to business and industry and their agencies in the closed-circuit tv field. Through its CTN Productions Div., the firm produces tv programs and industrial motion pictures, and through CTN Counsellors is active in the tv consulting field to advertising agencies. Headquarters is at 11 Broadway, New York.

Mr. Durant has been an advertising agency executive in radio-tv over the past several years, having served Compton Adv. and Biow-Beinn-Toigo. Previously he had been a motion picture producer and director with such firms as March of Time, RKO Pathe, and Louis de Rochemont.

Mr. Hogan, who was a communications consultant and president of Commodity News Services Inc., is credited with developing new techniques for improved efficiency and economy in long lines communications. During World War II, he was officer in charge of the U. S. Naval Communications Relay Center in Washington. He also is a director of Translux Movie Ticket Corp.

MR. DURANT  MR. HOGAN

'Times,' Editor Sued For Ditching Tv Show

A $20,100,000 suit alleging the scuttling of a tv program negotiation by the New York Times and Waldemar Kaempfert, the newspaper's science editor, will be contested, a legal spokesman for the Times said Thursday.

The suit, which was filed Wednesday in New York Supreme Court by Winkleman & Winkleman, New York attorneys, charged the defendants with having prevented Celia Raeder's "program," called Creative Frontiers, from going on the air after a contract with the Tv-Radio Workshop for its production had been agreed upon.

Spokesmen for the workshop had no comment on the suit, except to note that they had never produced such a program.

Negotiations between Miss Raeder and the workshop were "illegally interfered with by the malicious, unlawful and illegal conduct" on the part of the Times and Mr. Kaempfert, her lawyers alleged.

Miss Raeder was said in the suit to have conceived the program in 1946 when a student at New York U., and was identified as executive director and member of the board of directors of Creative Frontiers Inc. The attorneys asserted the plaintiff had spent years on the project, lining up scientific leaders and top organizations to serve on an advisory board and as
There was a young woman...

who lived in a shoe—
she had so many children, but she knew just what to do.

The young families — the big families — the buying families have been won to KTRK-TV loyalty, changing the Houston Market in less than one year.

Daytime, Houston mothers and their youngsters have been happy with Channel 13's right combination of children's programs, film features, and women's programs, giving us top or second audience in 116 out of 160 daytime periods.

Nighttime, ABC's great new Fall lineup of family shows plus our strong sports lineup and syndicated shows make KTRK-TV Houston's Best Buy.
“sustaining critics,” one of whom allegedly was Mr. Kaempfert who, the suit charges, “induced” the group representing the arts and sciences to withdraw its support “in violation of the trust imposed upon him.” The suit asks damages totaling $20,100,000.

The program was described as a dramatization, exploiting and endorsing “creative, new revolutionary and important ideas of known and unknown living creators in art and science...” Miss Raeder charged Mr. Kaempfert specifically with objecting to Scooping the Press because he allegedly felt it would compete with his activity and with the Times.

Autocue Names London Firm

In its first move toward expansion in the overseas market, Autocue Sales and Distribution Corp., New York, last week revealed that it has completed negotiations with Ross Television Productions Ltd., London, to handle sales on Autocue’s prompting devices in Great Britain on an exclusive basis. Larry Merchant, Autocue president, said representation by Ross Television will expand to other countries in Europe.

BMI to Handle Harmonia

HARMONIA Publishing Co., whose catalogue includes “Auf Wiedershen,” used by Lily Palmer as her theme song; “Old Glory,” officially dedicated to the United States Flag Assn., and compositions of Erich J. Wolff, Oscar Strauss, F. Busoni, Eugene Zador, Pergolesi and others, is being represented by BMI as of Oct. 1, according to K. A. Jadassohn, Harmonia principal. Harmonia is the successor to Harmonic Berlag, which was the first publisher to be affiliated with SESAC, Mr. Jadassohn said.

There are four RCA SERVICE COMPANY Field Offices to serve AM, FM and TV Broadcasters

<table>
<thead>
<tr>
<th>Broadcast Service Field Offices:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Mr. R. A. Martin, Mgr. RCA Service Company, Inc. 534 Forsyth Bldg. Atlanta, Georgia ALpigne 8898</td>
</tr>
<tr>
<td>2 Mr. W. F. Hanson, Mgr. RCA Service Company, Inc. Bldg. 204-1 Camden, New Jersey Woodlawn 3-8000, Ext. PY 6573</td>
</tr>
<tr>
<td>3 Mr. J. N. Thayer, Mgr. RCA Service Company, Inc. 1315 South Wabash Avenue Chicago 5, Illinois WEBeter 9-6117</td>
</tr>
<tr>
<td>4 Mr. H. W. Dover, Mgr. RCA Service Company, Inc. 911 North Orange Drive Hollywood 36, California OLdfield 4-4995</td>
</tr>
</tbody>
</table>

Call or write your nearest office for information on these and other services:

- INSTALLATION SUPERVISION
- SERVICE INSPECTION CONTRACTS
- PRECISION MEASUREMENTS
- ANTENNA SYSTEMS CHECKS

NARTB PLANS TV DATA BY MID-1957

Tv Circulation Committee meets in New York as Swezey outlines scope and method of upcoming set count and station circulation report.

ADVERTISERS and agencies will have their long-looked at set of figures for television’s set count and station circulation by mid-1957, if long-range plans of the NARTB TV Circulation Committee are completed on schedule.

This timetable was set up Wednesday at a meeting of the committee in New York. The one-system plan is designed to be “a counterpart of the Audit Bureau of Circulations in the publishing industry," said Robert D. Swezey, WDSU-TV New Orleans, committee chairman.

An interim method of measuring set count is in the working stage, utilizing Census Bureau nationwide and farm TV data as well as other sources to provide the best available estimates. Census TV home data show that 67% of U. S. homes, or 32 million homes, have TV sets [BET, Sept. 26].

While the entire advertising and media industries, and numerous others, are clamoring for speed in developing TV's basic circulation figures, the NARTB committee is continuing its policy of working slowly and carefully. Once the testing has been completed and analyzed, probably some time next year, the committee will start the job of organizing a separate corporation to put the project in operation.

After the committee meeting in New York Wednesday, Chairman Swezey described the committee's goal as "a one-system set count and circulation measurement acceptable to the industry." He said the committee hopes the development of such a service "will eliminate the confusion that has existed in the past and will provide the television industry with one authenticated and continuing measurement."

Mr. Swezey said the committee's basic format has been reviewed by the NARTB TV Board. It recommended that the new procedures which have been reviewed by a research subcommittee. After extensive review, this subcommittee recommended that the proposed telephone interviewing technique be tested against personal interviews as well as home TV. The results compiled by the use of specially developed meters attached to TV receivers.

Explaining the operation, Mr. Swezey said the meter was developed and manufactured on a precision basis, providing a high degree of accuracy. After field tests the meter was demonstrated last January to the NARTB TV Board. This apparatus problem has been the biggest time-consuming element in the project.

"The project for conducting field tests of the interviewing methods was submitted to the Advertising Research Foundation on a consulting basis, and the Foundation agreed that the methodology test proposed was reasonable," Mr. Swezey said.

"The project was submitted to Alfred Politz Research Inc. for field testing in two selected markets. The tests in the first of these two cities are now nearing completion and it is anticipated that results from both markets will be available for analysis by the committee early in 1956."

"Based upon results of the field tests in these two markets, the plan will be reviewed by the committee. If the tests demonstrate that the proposed methodological procedures are valid and produce accurate circulation data, the committee will make recommendations to the NARTB TV Board with regard to implementation of the plan, including a full-scale pilot study of a selected market and the inauguration of a nationwide measurement service. Development of organizational structure and procedures would necessarily accompany this phase."

The committee hopes and anticipates that the continuing nationwide set count and circulation measurement system can be available for the industry by mid-1957.

Attending the Wednesday meeting were Chairman Swezey; Clair R. McCollough, Steinman Station; Ward Wailes, WTV (TV) Cincinnati; Paul Raibourn, KTCA (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia; Lee B. Wailes, Storer Broadcasting Co.; Hugh M. Beville Jr., NBC, and Donald W. Coyle, ABC. Attending from the NARTB staff were President Harold E. Fellows; Thad H. Brown Jr., TV vice president; Dan W. Shields, Mr. Brown's assistant, and Joseph M. Stieck, manager of publicity and informational services.

Chicago Women's Groups Start Advertising Clinics

SERIES of 10 clinic workshops on various phases of advertising, including radio and television have been launched by the Chicago Federated and Women's Advertising clubs. Relationship between radio and television and elements for directing, producing, continuity and commercial writing and timebuying will be explored Sept. 27-Nov. 15, with key speakers. New sessions this year will be devoted to the advertising manager (Sept. 27-Nov. 15) and the agency account executive (Sept. 29-Nov. 17).

RCA Service Company, Inc.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey

Page 72 • October 10, 1955

BROADCASTING • TELECASTING
with **WAVE**

**you don't buy the oysters—**

**YOU BUY THE PEARLS!**

**WAVE, and only WAVE,** gives you concentrated coverage of the Louisville Trading Area — Kentucky's only pearl-like market!

**NOT TOO MUCH — NOT TOO LITTLE!**
With WAVE, there's no wasted power or circulation. Our 50% BMB daytime area is an almost exact duplicate of the Louisville Trading Area where 42.5% of Kentucky's total Effective Buying Income is concentrated!

**SPARKLING PROGRAMMING — BIG AUDIENCES!**
WAVE believes in local programming — supports a radio-only staff of 62, 44 of whom are engaged in on-the-air activities exclusively.
WAVE is also NBC — the only NBC station between Cincinnati and the Mississippi River. The result is balanced programming, big audiences.

It costs precious little to use WAVE — Louisville's 5000-watt gem.
Ask NBC Spot Sales for the figures.

**WAVE — 5000 WATTS**

**LOUISVILLE**

**NBC AFFILIATE**

**SPOT SALES**

National Representatives
New York sessions, to be held in the Hotel Roosevelt, will feature discussions of network radio programming, toll tv.

NETWORK RADIO programming and toll television will highlight the radio-television session at the Eastern Annual Conference of the American Assn. of Advertising Agencies Oct. 17-19 at the Hotel Roosevelt in New York.

Representatives of CBS and NBC will discuss "Network Radio Programming in a TV Age" in the Oct. 19 radio-television session 10-12 a.m. in the Palm Terrace. Robert Sarnoff, executive vice president of NBC, will speak for that network. The CBS representative had not been chosen as of last week.

Another panel will be held on the pros and cons of pay tv and will feature James M. Landis, Skiatron Electronics & Television Corp., and Sidney Kaye of the Rosenman, Goldmark, Colin & Kaye law firm.

Demonstrations on Cellomatic by Paul Adler, Affiliated Program Service, and Electronicam live film tv system by James Caddigan, Allen B. DuMont Labs, will fill out the session presided over by Roger Pryor of Foote, Cone & Belding. Also Miller planning will be on the agenda. Edmund R. Rogers, Gray & Rogers, and L. T. Steele, Benton & Bowles.

Free TV Advocates Ahead
In Public Opinion—Starr

THE TIDE of public opinion is swinging to the side of the free tv advocates and against the idea of pay-as-you-see television, Alfred Starr [B&T, Nov. 8, 1954], chairman of the executive committee of Theatre Owners of America and co-chairman of the Joint Committee on Toll Tv, stated Thursday in a report to TOA's annual convention in Los Angeles.

Highlighting the imminent fight before the FCC, Mr. Starr said: "What will happen is anyone's guess, but we are very encouraged. It may take five or seven years to come to a decision. The Commission may pass this hot potato to Congress. If so, certainly no congressman or senator would want to advocate any bill that would deplete the entertainment budget of the government without a fight."

Mr. Starr, in a comment on the suggestion of RCA Chairman David Sarnoff that toll-tv be presented as an issue in the next presidential campaign, told TOA: "Personally, we are completely allied with Gen. Sarnoff in this regard as we feel certain of the outcome if the question should be brought to the American public."

The previous day, debating with Paul MacNamara, vice president of International Telephone Corp., toll-tv subsidiary of Paramount Pictures Corp., before the California Federation of Women's Clubs, Mr. Starr said that if pay-tv got its foot in the door the family budget would be disrupted because the family would be forced to pay for the programs it now gets free. Mr. MacNamara said pay-tv would not replace the present system, but would open new program sources not now available, such as Broadway plays and top sports events.

Monroe Calls for Emphasis
On Local TV News Reporting

NEWS TELECASTS must include good local items processed by able reporters, southeastern broadcast sessions Sept. 30 by William Monroe, news editor of WDSU-TV New Orleans. Addressing the final session of the NARTB regional convention [B&T, Oct. 3], he discussed ways of improving presentation of tv news.

Basic traits include clear writing, newscasting and well shot local film stories, he said, explaining "it's the job you do on local news that can really make viewers sit up and take notice." The tv inclination to worry more about a newscaster's looks than what he says "leads to a lot of sloppy, ineffective newscasting—the kind that just doesn't come off right, but nobody can put his finger on what's wrong," he said.

Mr. Monroe said stories "add a dimension to tv that no other medium can match." He contended film coverage "is really brand new because, to date, newscasters have made most of their coverage. They go right to the heart of action and has only just begun to get its techniques under control."

George H. Weber Elected
AAA Secretary-Treasurer

GEORGE H. WEBER, vice president of Cole & Weber, Seattle, is the new secretary-treasurer of the American Assn. of Advertising Agencies, succeeding the late J. Paul Hoag, Hoag & Providence, Inc., Boston, the AAAA announced last week. Mr. Weber was elected to the post at an AAAA board of directors meeting held Oct. 2 in Coro- nal, Calif. He also becomes a member of the board and its operations committee. In his new post, Mr. Weber fills Mr. Hoag's unexpired term. He is past president of the American Federation of the West and the Seattle Advertising & Sales Club and is a former chairman of the AAAA Pacific region and the AAAA Puget Sound Council.

So Well Remembered

NIGHTTIME radio scored another victory in a market heavily saturated by tv when Gold Shield coffee—a brand unknown in Jacksonville, Fla., till advertised on radio—was correctly identified by over 15% of that city's population within the short space of a month. This success story is told in a new four-page folder published last week by the Radio Advertising Bureau and titled: "Gold Shield was the Strongest Coffee in Jacksonville."

The booklet describes the results in the latest of a series designed to test public awareness of nighttime radio advertising in saturated areas.

Station Values Rising,
Ohio Broadcasters Told

MARKET value of radio and tv stations has gone up substantially over the past year, judging by current sales prices, Ray V. Hamilton, partner in the Blackburn-Hamilton broadcast-newspaper brokerage firm, said Friday in an address to the Ohio Assn. of Radio & Tv Broadcasters at a meeting in Columbus [see sale story B+T, Sept. 19].

Three bw daytime radio stations "in good but not top markets" have sold from $430,000 to $500,000 in the past year, he said, referring to sales handled by his firm. As an example, he noted a northwestern station that sold for $375,000 in 1949 is now valued at over $4 million and cited a California property valued at $7 million that couldn't command $500,000 in 1950.

Mr. Hamilton advised broadcasters "to know the true worth of the facilities they control." He said it is "a premise of good management that is as important as good programming, rate structure, advertiser relationship and good personnel."

New appraisal techniques have been a factor in the changing market, he said. "Point-of-sale merchandising can be sales dynamite for a station or market, or it can backfire to the detriment of the station," F. A. (Jake) Higgins, general manager of WITV Danville, Ill., told the Ohio meeting.

Mr. Higgins' station is credited throughout the Midwest with using "merchandising project successfully in a secondary market in the face of stiff area tv competition after having been on the air since November 1953."

Mr. Higgins noted no merchandising effort can be effective unless the manufacturer, retailer and station are fully satisfied. "Point-of-sale merchandising in the secondary market poorly organized and handled, easily can create as many enemies for the radio station as it can friends," he asserted.

Sweeney Tells Pittsburghers
Of Radio's Comeback Capacity

RADIO advertising's effectiveness increases as more tv stations go on the air, according to Kevin Sweeney, president of the Radio Advertising Bureau.

Addressing a luncheon meeting of the Radio Television Club of Pittsburgh last fortnight, Mr. Sweeney said that "when your second tv station goes on the air, it's the beginning of 'radio progress month' in that city." Conceding that during the early days of tv, radio station revenues suffered as new tv stations began operating, the RAB head said "the period of drought is down to about six weeks now, and then radio revenues bounce back to new heights."
Looks like EVERYBODY watches... TV's TOP FAMILY PROGRAM

"For the past three months OZARK JUBILEE has led all other programs in viewers per set with a decisive 3.40. (ARB, May, June, July 1955). No other program in television attracts a more even percentage of men, (31%), women, (38%), children, (31%), than the OZARK JUBILEE!

OZARK JUBILEE, with it's informal format, is a relaxing kind of program... enjoyable to look at... easy to listen to. That's the secret of its phenomenal success. Headed by Red Foley, a star who has stayed at the top in his field for over 14 years... augmented by a versatile regular cast and visited weekly by some of the biggest names in the business... the OZARK JUBILEE presents a perfect balance of country music, comedy and variety that increasing millions of people watch and enjoy each Saturday night.

There's no getting around it, the OZARK JUBILEE has "caught on"... not only in smaller towns and rural areas where you would expect it... but in cities, too. Tulsa, for instance, with a recent local ARB rating of 26.0; Minneapolis, 13.8; Denver, 23.6; Washington, 15.0; Atlanta, 17.2 and Fresno, 22.3. Twenty metropolitan areas averaged 19.6.

Late Nielsen gives Ozark Jubilee 13.6 national rating... 23.6 share of audience.

Ask your ABC-TV Representative for full particulars.

a Crossroads TV production
SPRINGFIELD, MISSOURI

ABC TELEVISION NETWORK

SPRINGFIELD, MISSOURI
Take a Look at our
CITY FIGGERS!

<table>
<thead>
<tr>
<th>HOOPER RADIO AUDIENCE INDEX — FARGO-MOORHEAD — NOVEMBER, 1954</th>
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<tbody>
<tr>
<td>Share of Audience</td>
</tr>
<tr>
<td>Monday thru Friday</td>
</tr>
<tr>
<td>7 a.m. — 12 noon</td>
</tr>
<tr>
<td>57.9</td>
</tr>
<tr>
<td>12 noon — 5 a.m.</td>
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</tbody>
</table>

THESE figures have got it... in the right places! Latest Hoopers for Fargo-Moorhead show that WDAY has more listeners than all other stations put together — three times as many as the second station!

Add that to WDAY's overwhelming rural preference (32 to 1 over the second station) and you've got the story. Any kind of survey — rural or city — that's ever been pulled around these parts has shown that WDAY pleases practically all the people all the time.

For more facts, talk to a Free & Peters Colonel.

WDAY
FARGO, N. D.
NBC • 5000 WATTS • 970 KILOCYCLES
FREE & PETERS, INC., Exclusive National Representatives
NARTB FALL MEETS RESUME WEDNESDAY
Roanoke, Va., gathering will discuss common problems of industry. Regional meetings are drawing more broadcasters than district plan, NARTB officials say.

COMMON problems of radio stations and advertising agencies will be discussed by Frank Silvernail, BBDO station relations manager, as NARTB resumes its fall regional meeting series Wednesday at the Hotel Roanoke, Roanoke, Va. Mr. Silvernail will address the opening day luncheon of the three-day event.

States taking part in the regional meeting are Pennsylvania, Delaware, Maryland, District of Columbia, New Jersey, Virginia, North and South Carolina. James H. Moore, WSLS Roanoke, is host director.

Total attendance at the three regional meetings thus far (Chicago, Racine Lake, N. Y., and New Orleans) was 578, NARTB records show, compared to 593 a year ago for the same states under the old district meeting procedure. Since the NARTB staff, associate members and guests were added seven times to the 1954 total attendance for the seven districts involved, as compared to three times under the 1955 regional procedure, NARTB staff executives point out that the regional meetings are actually drawing more broadcaster delegates than the district plan.

Burdine's Accepts RAB Plan; 15,000 Spots Will Be Used
FOLLOWING the sales promotion plan developed by Radio Advertising Bureau, Burdine's Dept. Stores, with outlets in Miami, Miami Beach, Ft. Lauderdale and West Palm Beach, have added to its advertising campaign a saturation radio spot campaign entailing nearly 15,000 one-minute announcements.

In announcing the spot radio campaign, developed by RAB and used successfully by many major department stores in the past, Horace F. Cordes, Burdine's vice-president-general manager, said, "Burdine's recognizes that radio, as an important medium, reaches people that other media do not reach." He said that Burdine's plans to boost the number of spots if the campaign proves successful.

Stations to be used in Burdine's spot campaign are WQBS and WQAM Miami, WVCG Coral Gables, WFTL, Ft. Lauderdale and WJNO West Palm Beach, all Florida. All are members of RAB.

Bishopric-Green & Assoc., Miami advertising agency, is in charge of coordination and copy. Marie Venn is account executive.

Engineers' Fall Meeting Scheduled for Syracuse
RECENT developments in color tv, transistors and quality control will be discussed at the annual Radio Fall Meeting to be held Oct. 17-19 at the Hotel Syracuse, Syracuse, N. Y. Institute of Radio Engineers is cooperating with the Radio Electronics TV Mfrs. Assn. in the meeting. A feature of the three-day event will be a talk by Robert C. Sprague, Sprague Electric Co., on "The Future of Electronics Through Automation."

The sessions next Monday with a general meeting of the RETMA Engineering Dept.

ADVANCED TV TECHNIQUES PREDICTED BY ENGSTROM
RCA research and engineering executive tells motion picture and tv engineers 10 years possibly will see wide use of mural and portable sets, tv tape recorders for stations and home and electronic music synthesizers.

As PART of a projection of things-to-come in the electronics field, Dr. E. W. Engstrom, executive vice president, research and engineering, RCA, last week cited the possibility of the widespread use within the next decade of mural television, portable tv receivers, television tape recorders, home tv recording equipment and electronic music synthesizers.

Dr. Engstrom spoke before the 78th semiannual convention of the Society of Motion Picture Television Engineers at Miami Beach, N. Y., where he was presented the SMPTE progress medal award "for his outstanding leadership and vision in sound motion picture and television development."

Scientific research and the application of its results, Dr. Engstrom said, have been so broadened and speeded since the war that "never before have so many potentials been within reach at any one time." In the fields of mass communications and entertainment, Dr. Engstrom listed five electronic developments of the future that "now seem possible of achievement based on our present knowledge."

These are: mural television, in which the receiver will consist of a box that may be hung upon a wall and controlled remotely from a small box carried around by the viewer; portable television receivers, employing the same type of thin screen and operated by batteries; television tape recorders for use by the broadcasting industry receiving and storing network and other color tv programs for rebroadcast; home television tape recording equipment that may be recording scenes to be played back on the television receiver, or for recording and storing favorite television programs for repeated playback; electronic music synthesizers, capable of producing any known tone or any tone which may be imagined, for use as a new source of recorded music.

"Some of these developments," Dr. Engstrom continued, "will come into use soon, others in the future. Within the next decade is probably as certain as we can now be as to timing. These are but few of the possible developments in electronics which are resulting from the revolution in materials and our advances in applied research and engineering. In addition, we are progressing toward an era of pocket-size transistorized radios for personal communication, and toward improved long-distance techniques looking ultimately toward a world-wide television system."

Texas AP Assn. Elects Tripp
BOB TRIPP, new editor, WPAA Dallas, has been elected president of the Texas Associated Press Broadcasters Assn. Mr. Tripp, formerly news editor at WEEK Peoria, Ill., has been with WPAA since 1950. The TAPBA is comprised of about 150 AP member stations which work toward the improvement in quality programming through the exchange of information.

October 10, 1955 • Page 77
Jones Opens Own Office, Quits Scharfeld, Baron

ROBERT F. JONES, former FCC commissioner and former Republican Congressman from Ohio, announced the opening of his own law office last week at 516 Perpetual Bldg., Washington (telephone: Metropolitan 8-6632). Mr. Jones, who served with the FCC from 1947 to 1952, was a partner in the law firm of Scharfeld, Jones & Baron until last week. He will specialize in the practice of law before the FCC and other government agencies.

During his tenure with the FCC, Mr. Jones was one of the leading proponents of color TV and the establishment of uhf. He also vigorously dissented from the allocation principles finally enunciated by the Commission in its 1952 Sixth Report & Order. Mr. Jones also acted as Republican counsel in last year's Senate Commerce Committee's study of the uhf and network problem. He authored the so-called Jones Report, which called for further investigation of the current controversy (BWT, Feb. 21).

It was also announced last week that the firm of Scharfeld, Jones & Baron was now Scharfeld & Baron. The law office comprises Arthur W. Scharfeld, Theodore Baron, Arthur Stambler and Warren C. Zwick. Offices remain at the National Press Bldg., Washington.

WTSP's Faulkner Resigns, Will Form Consultant Firm

JACK FAULKNER, WTSP St. Petersburg, Fla., program director, has resigned effective Oct. 15 to form his own broadcast consultant firm. Mr. Faulkner joined WTSP in 1943 and created Million Dollar Bandstand and Know the Show.

In his new capacity, Mr. Faulkner will work with broadcasters in Florida and Georgia on programming, production and operational matters. Offices of the new firm will be in the Times Building, St. Petersburg.

Twining Joins Brokers

W. R. (IKE) TWINING, veteran Pacific Northwest newspaperman, has joined the staff of Blackburn-Hamilton Co., newspaper and radio-station brokers. Mr. Twining will headquarter in the organization's San Francisco office and will specialize in the appraisal and sale of newspaper properties.

At one time Mr. Twining was northern California manager of the California Newspaper Publishers Assn. and during World War II was production manager of the European edition of Stars & Stripes.

Edison to Consultant Firm

EDWARD EDISON has joined the consulting radio engineer firm of Robert L. Hammett, San Francisco, as a consulting engineer specializing in radio and tv.

Mr. Edison has been active in the industry for the past 10 years, including stints with RCA, NBC and KLAC-AM-TV Los Angeles. Most recently, the U. of Nebraska graduate served as engineering head representative for RCA in Southern California and Arizona.

O'Fallon Forms New Company

GENE O'FALLON, former owner of KFEL-AM-FM-TV Davenport, has announced formation of a new company, Gene O'Fallon & Sons. Included in the new company's services is a rental and leasing category specializing in studio, theatre, educational, business, industry and closed-circuit television. Offices will be in the KFEL-TV Building, 550 Lincoln St., Davenport.

Lyons Joins Ruff Assoc.

GERALD LYONS, DuMont-TV's director of public relations and publicity, has joined Carl Ruff Assoc., New York public relations firm, as account supervisor on the Natl. Assn. of Food Chains. He also will handle publicity for several major tv and radio sponsors as yet unspecified.

Move becomes effective today (Monday).

PROFESSIONAL SERVICES PEOPLE

Ross Bateman, Bureau of Standards ionospheric research section chief, to Page Communications Engineers Inc., as director of research.

Bentley H. Dodd, A. C. Nielsen Co., to Market Research Foundation Inc., Beverly Hills, as director of research.

Alfred B. Lorber appointed senior attorney and director of the law department, Columbia Records. With CRI since 1953, Mr. Lorber formerly was associated with Rosenman, Goldmark, Cohn & Kaye, legal counsel for CBS Inc.

Robert L. Frey, executive assistant to Frank H. Bartholomew, president of United Press, has been elected secretary of the company as well as of several of its subsidiaries. Mr. Frey has been with UP since 1931 in various executive and reporting posts both in the U. S. and overseas. A. Mims Thomason, vice president and general business manager, elected a director of company.
People—to whom all sales are made—are aware of the differences between RADIO stations and People in WGYland prefer WGY 3 to 1 over all other Radio stations in the area*

WGY a General Electric Station ... Schenectady, N. Y.
Represented Nationally by Henry I. Christal Co.
New York, Boston, Chicago, Detroit, San Francisco

*For complete information on the Politz Survey in WGYland write WGY Sales Dept. or any Henry I. Christal office.
NETWORK, UHF-VHF PROBE WILL GET DATA FROM NETWORK, STATION REPORTS

Heretofore restricted FCC records will be released to Senate Interstate & Foreign Commerce Committee on confidential basis. Justice Dept. advises it's legal for FCC to release the information in this case.

FINANCIAL and operational data secured from individual television stations and national networks by the FCC through its annual financial reports (Form 324)—heretofore kept confidential by the Commission—will be released on a confidential basis to the Senate Interstate & Foreign Commerce Committee in the latter's probe of tv networks and uhf-vhf problems.

This was revealed last week when the Senate committee released the contents of a letter, agreeing to release the information, from the FCC to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash). It was accompanied by an opinion from Attorney General Herbert Brownell taking the view that FCC members could not be prosecuted under the U. S. Criminal Code for making the data available to senators.

The FCC had expressed fear that its members might be liable to prosecution for furnishing the data at the time the Senate committee requested the information last winter (B&T, Dec. 27, 1954).

Robert F. Jones, Washington attorney who was majority counsel for the investigation in the GOP 83rd Congress from the time it was begun in the summer of 1954 until the Democrats took over Congress last January, submitted a report which he said FCC data on individual stations was vital to the investigation and that, in his opinion, the FCC was legally authorized to give the information.

The FCC letter had been mailed July 27, but was sidetracked into a committee office other than that of the investigation staff. Nicholas Zapple, communications counsel for the investigation, ran it down and released its contents, along with the Attorney General's opinion, dated June 15, which concluded that while the Legislative Reorganization Act does not expressly authorize disclosure of the type of information involved, its language is sufficiently broad that the authorization is "reasonably implied."

The FCC told the Senate committee that it was prepared to furnish the information it previously has withheld, but urged that "the confidentiality of the data be guarded insofar as possible." Heretofore, the FCC has released only summaries or statistical totals of the financial data obtained from networks and stations, without disclosing information on an individual, identifiable station.

The voluminous questionnaires submitted to the FCC asking financial and operational data on tv stations and networks and their owned stations were reprinted in the Jones report of last February.

Whether the committee, now under Democratic control, will ask for all the financial information which was requested under Mr. Jones' direction, as former majority counsel was not known last week. The committee still has under consideration a proposal by Sen. John W. Bricker (R-Ohio), former committee chairman and now its ranking republican, calling for FCC regulation of networks.

Meanwhile, the FCC still had to complete its compilation of station coverage maps requested by the committee.

Sen. Magnuson has set hearings to begin Jan. 17, when, presumably, the coverage information will be ready. As for the financial data, it is not certain whether all the information requested in the Jones questionnaires is available at the Commission. If not, the FCC, when the type of information desired is determined, will have to seek the remainder of the data by sending individual questionnaires to stations, in addition to the Form 324 on which licensees make returns yearly.

Completed preliminary questionnaires to the networks on affiliation practices and policies and a questionnaire to AT&T now are in the committee's hands. Other information likely to be forthcoming for the upcoming hearings: (1) possible report by an industry-wide ad hoc engineering committee headed by Dr. Edward Bowles of Massachusetts Institute of Technology; (2) whatever information has been collected by the FCC in its $80,000 study of tv network economics, which is headed by Roscoe L. Burrow, dean of the U. of Cincinnati Law School.

Newspapers Protest WEOL, WMAN Renewals

TWO newspapers in Ohio with no broadcast holdings last week protested the Sept. 7 license renewals of two radio stations in their respective areas.

Stations involved are WEOL Elyria, under attack by the Lorain (Ohio) Journal, and WMAN Mansfield, attacked by the Mansfield Journal. Both newspapers are owned by the same principals.

The papers charged that both WEOL and WMAN, in their respective markets, were circulating and broadcasting false and malicious statements for the purpose of damaging the papers' prestige and earning capacity. It also was charged that the radio stations "pirated" news stories from the papers.

Claiming they have economic standing to protest, the papers asserted that they along with the radio stations make up the only advertising media of general circulation in their respective markets.

The Mansfield Journal also stated that it was once in competitive hearing with WEOL for ch. 31 at Elyria and that it withdrew to allow tv service to the area at an early date. The newspaper stated, however, that WEOL has not commissioned construction and that WEOL's only reason for pursuing the tv application was to block the Lorain Journal from getting it.

The Mansfield Journal also raised charges that WMAN had misrepresented stock ownership interests and plans for financing.

WEOL went on the air in 1948 and WMAN in 1939. Both licenses were renewed Sept. 7. The newspapers asked that the license renewals be set for hearing.

The Mansfield Journal was turned down for an fm station by the FCC in 1949. The FCC found that the Journal practiced unfair business tactics in competition with the local radio station. In 1951, the government won an antitrust suit against the Lorain Journal, and entered into a consent decree with the Mansfield Journal. Pending in the U. S. District Court in Cleveland is a $1 million civil antitrust suit against the newspapers by WEOL Elyria.
FCC Chief Accountant William Norfleet Retires

OFFICE of Chief Accountant of the FCC is being abolished, effective Oct. 31, upon retirement of William J. Norfleet, who has been FCC's chief accountant since 1936, the FCC announced last week (CLOSED CIRCUIT, Aug. 1).

This office is being done away with because its functions are now largely integrated into the Commission's operating bureaus, the FCC pointed out.

In taking this action the Commission paid high tribute to Mr. Norfleet's "long and able service." He joined the FCC in May 1935 after serving for 18 years with the ICC where he was chief accountant and auditor.

Upon retirement, Mr. Norfleet, who was born in October 1885 in Amelia County, Va., completes nearly 40 years in government service. In addition to being FCC chief accountant, he has served as personnel security officer.

The two divisions of the Office of Chief Accountant will be transferred to two FCC bureaus. The Economics Div., headed by Hy Goltz, with John Sheridan as assistant chief, moves to the Broadcast Bureau, and the Accounting System Div., headed by John J. Nordberg, moves to the Common Carrier Bureau.

Excise Tax on Transistors Mulled by Treasury Dept.

THE Treasury Dept. has under "study" the question of whether to place electronic transistors on the 10% federal excise tax list along with radio and tv tubes.

Testifying Wednesday before a House Ways & Means subcommittee headed by Rep. Alvin Fishbein, (D-Fla.), John Throop Smith, special assistant to the Secretary of the Treasury, said the present absence of the excise tax on transistors poses the problem of discriminatory tax treatment toward competing products (tubes). The subcommittee is working on a complete revamping of the excise tax structure, except for Burst.

Mr. Smith said exemption of taxes or tax credits for such tv sets "would constitute a hidden subsidy." The House Ways & Means Committee has under consideration a bill (HR 4076) introduced by Rep. Frank I'Anson (D-Minn.), to exempt uhf-equipped tv sets from the excise tax, but took no action on it during the first session of the 84th Congress.

Mr. Smith told the congressmen Wednesday he thought that if a subsidy were considered essential to the development of uhf tv, it should be an outright government subsidy and not in the form of a tax benefit.

The subcommittee will hear testimony this Thursday (but presumably not about tax rates) from Sigurd Tranmal, Stromberg-Carlson Co., representing Radio-Tv-Electronics Mfrs. Assn., as a member of RETMA's Tax Committee.

Government Again Posts Postpones ANPA, AAAA Monopoly Case

THE Federal District Court, New York, last week extended its deadline to Nov. 1 for filing replies to the Justice Dept.'s antitrust suit against the American Newspaper Publishers Assn., the American Assn. of Advertising Agencies and four other print media associations. No radio or tv group has been cited by the department (B&T, May 2, et seq.).

This is another in a series of extensions granted by the court, but according to informed sources does not imply that any negotiations seeking to end the case are under way.

The Justice Dept.'s complaint, filed in early May, alleged the advertising agency recognition system with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and refusal to recognize "house" agencies, constituted restraint of trade in violation of Section 1 of the Sherman Antitrust Act.

Tall Tower Report Suggests Antenna Farms

MORE rigorous criteria for tall towers will be formulated in the near future, it was obvious last week when the Joint Industry-Government Tall Structures Committee accepted the recommendations of its working group. (For details see "Tall Tower Bids Face Higher Rules," B&T, Oct. 3.)

The joint committee recommended that tv towers be placed wherever possible in antenna farms and that more stringent criteria be prepared for areas where there is high traffic density, near airports, near intercity routes and in areas near jet airports.
Shades of Tom Sawyer!

Hack Willis had just stopped the tractor so's he could cool off at the pump, when a young insurance salesman came up to the drive.

Hack was tired of plowing, and needed insurance on his new barn. But he also needed to get that winter rye in fast. The salesman, an eager kid, noticed hesitation. “I come from a farm,” he said. “Why don’t you look at these booklets—get all the dope—and I’ll take that plow a couple of rounds for you.”

Young fellow laid off a pretty straight furrow, too. It was almost dark before Hack—sitting in the shade—was able to decide just what kind of policy to get.

From where I sit, to be a good salesman—or a good citizen—it always helps to “put yourself in the other man’s place.” He may have a different sort of job with different problems... he may prefer to close a deal over, say, a friendly glass of beer while you might prefer something else. But both of you can co-operate if you make it a “policy” to try.

Joe Marsh

Copyright, 1955, United States Brewers Foundation
"Riot at the Penitentiary...going after more details"

Case History No. 13

Manager Jack Vagner of KRAL, Rawlins, Wyo., was one of the first in town to hear about it. He grabbed the telephone and called The AP at Cheyenne. It was 11:37 a.m.

"There’s a riot at the penitentiary," he said. "Prisoners seized three guards as hostages. Don’t know who the ring-leaders are yet. They want a conference with the warden. Got control of the main cellblock. I’m going out after more details and will call you back."

The state prison was about a quarter-mile from the KRAL studios. Vagner was there within minutes, but the guards were as stone-faced as the prison walls. They weren’t saying anything until the warden showed up.

The warden arrived shortly after noon. A bit later Vagner called The AP with the names of the three hostages, word that 75 of the 280 prisoners were involved in the riot, the knifing of a prison guard and the reasons the rioters gave for the break.

Through the rest of the day Vagner relayed details of the story to the KRAL newsroom and to The AP. After an AP stàffer flew in from Cheyenne, the two split the load and covered every angle.

Vagner interviewed the wives of the hostages, as well as guards and prison employees. He also helped a photographer line up pictures which were carried over the national AP Wirephoto network.

Shortly after midnight, the riot was over and the story cleaned up. After 13 hours on the job, Vagner had completed a tremendous job of news coverage for KRAL listeners—and AP members everywhere.

Jack Vagner is one of thousands of active newsmen who make The AP better...and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands...know the most famous name in news is AP
FCC APPROVES 17 AM SALES

SEVENTEEN changes in ownership were approved by the FCC last week. The nine largest transactions, in point of price, total almost three-quarters of a million dollars in cash and assumption of liabilities, etc.

Ownership changes approved were:
• KBAK Bakersfield, Calif.—assignment of license to Paschall, Tullis & Hearne for $85,000. KBAK-TV (ch. 29) ownership is not involved. Principals in equal partnership are Benton Paschall, radio management sales consultant; Howard L. Tullis, 50% owner of the Tullis Co. (advertising), Hollywood, and attorney John P. Hearne, owner of 61% KVEN Ventura, Calif.
• WALT Tampa, Fla.—assignment to Harold Kaye (51.6%), Emil J. Arnold (48.33%) and others for $100,000 plus $400 per month for 10 years. Approval to the transfer of control of WINN Louisville, Ky., to the same group for $63,750 was also given this week. Mr. Kaye is 25% owner of WLOW Portsmouth, Va., and 25% of WORC Worcester, Mass. Mr. Arnold is 50% owner of WMFI Daytona Beach, Fla., 25% of WLOW and is sole proprietor of the Commonwealth Adv. Agency, Boston.
• KTSA Emporia, Kan.—assignment of license to the Lyon County Broadcasting Co. for $55,000 plus assumption of a $4,000 mortgage. Principals are President Sherwood R. Parks (16% Lyon stockholder), assistant manager of KVGB Great Bend, Kan.; Vice President Grover C. Cobb (28%), 20% owner of KVGB; Treasurer Will L. Townsley (28%), 26% owner KVGB, and Secretary Russell T. Townsley (25%), 20% owner KVGB. Messrs. Townsley are editors, respectively, of the Great Bend (Kan.) Daily Tribune and the Russell (Kan.) Daily News. Each owns 33.3% of the Daily Tribune and 25% of the weekly Great Bend Herald-Press.
• KGWA Enid, Okla.—transfer of control to R. H. Drewry for $62,000. Mr. Drewry has contracted to sell 15.5% of the station stock to T. R. Warkentin for $38,872. Mr. Warkentin holds one-third of KMD-TV Midland, Tex., and 53.5% of KSWO-AM-TV Lawton, Okla. Mr. Warkentin holds 15.5% of KSO-AM-TV, 18% of KMD-TV and 13.95% of KRHD Duncan, Okla. Mr. Page is commercial manager of KANS Wichita, Kan.
• WFXV Knoxville, Tenn.—transfer of control to Tele-Broadcasters Inc. for $95,000. Owner of Tele-Broadcasters is H. Scott Killgore, sole owner of WXXL Concord, N. H., and WARE Ware, Mass. Mr. Killgore has an application pending for a new am station at Athol, Mass.
• WDYX Lexington, Tenn.—assignment of license to Lexington Broadcasting Service Inc. for $58,830. Among nine principals, each owning 11.1%, are Neil B. Buon and Ben Enoch, manager and chief engineer, respectively, of WDYX.
• KTIF Austin, Tex.—transfer of control through sale of 75% interest for $75,000. Among the three buyers are Robert N. Pinkerton, president and stockholder of WBGIE Atlanta, Ga. (approval for sale of which is being sought), and Edgar B. Pool, 25% owner of KIFN Phoenix, Ariz., and an interest in WBGIE.
• KITFS Texarkana, Tex.—transfer of control to Robert S. Bieloh for $72,660 including liabilities. Mr. Bieloh is 75% owner of KBLO Hot Springs, Ark.

For details on other ownership changes see The Record, beginning on page 116.

New Minot Ch. 10 Grant Given Meyer Broadcasting

MEYER BROADCASTING Co. last week was granted a construction permit by the FCC for ch. 10 in Minot, N. D. Meyer is the licensee of KPVY-AM-TV Bismarck, N. D. KPVY-TV operates on ch. 5.

The new station will operate with an effective radiated power of 29.5 kw visual, 14.8 kw audio and an antenna 90 ft. above average terrain. The firm set its construction cost at $122,000, first year operating cost at $65,000 and initial year's revenue at $60,000.

2,650,000 Latin Americans Tune in World Wide Network

MORE than 2,650,000 Latin Americans follow daily Spanish and Portuguese programs of World Wide Broadcasting System through a re-broadcast network of 54 stations in Central and northern South America, Walter S. Lemon, network president, said a fortnight ago in a report to key members of Congress.

Under a special congressional authorization, the network broadcasts a portion of its programs for the U. S. Information Agency, which discontinued direct broadcasts to that area more than two years ago. Fan mail from Latin American listeners now averages more than 750 letters each month, about 80% from Spanish-speaking countries and 20% from Brazil, to which broadcasts are made in Portuguese. More mail came from Argentina than any other country, Mr. Lemon reported.

The Preferred Station for Weather...

WIBW-TV...and also preferred for NEWS, SPORTS, and FARM SERVICE by the TopokAREA audience! Dr. Forest Wham of Kansas State College proved this in his penetrating depth-survey—the Wham TV Study of the TopokAREA*, made during Jan.-Feb., 1955.

* A free copy of Dr. Wham's Study—which will help you to milk the last bit of selling power from your TV dolly—is waiting for you. Just call your Capper Man or Topok.

TOPEKA, KANS.

Ben Ludy, Gen. Mgr.

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

Page 84 • October 10, 1955

GOVERNMENT
THE NEW IN REMOTE CONTROL

For today and possible demands for the future, this new Gates RCM-20 deluxe tone operated system will handle just about any load requirement conceivable. Six calibrated tone channels, 3 direct reading 4" meters, 19 metering positions, 42 switching functions, 6 inbuilt relays for major switching functions, completely self-contained on two 8¾" panels and no dialing required. Truly an advanced design all the way.

This new Gates RDC-10 D.C. remote control system offers positive reliable performance at a new low price. Three direct reading 4" meters, 10 metering positions, 22 switching functions, built-in filament and plate relays, completely self-contained on two 8¾" panels and no dialing required. Comes complete with motor tuned plate rheostat, tower light indicator, remote antenna meter diode and ready to use.

Gates Radio Company
Quincy, Illinois, U.S.A.

Moving the frequency and modulation monitors to the studios is accurately handled with the new Gates EXA-2 radio frequency receiver/amplifier. Will provide either modulated or unmodulated output for all modern monitors. Supplied with antenna kit and lead-in coaxial cable.
WHEC-TV, WVT- TV Ask Decision Delay Again

FAILURE of negotiations between Gordon P. Brown, owner of WSAY Rochester, N. Y., and WHEC-TV and WVT- TV, ch. 10 station licensees in the same city, was indicated last week when the two tv stations asked the U. S. Court of Appeals in Washington to hold up, for the third time, issuance of its decision favoring the protest by Mr. Brown against the 1953 grant of ch. 10 to the present occupants.

In its request, WHEC-TV and WVT- TV said that there had been negotiations with Mr. Brown but that they had fallen through. The two stations asked that the court hold its mandate until Oct. 25. A petition for a writ of certiorari will be filed with the Supreme Court before then, they said. Previously, the FCC had asked that the mandate be held up pending their determination whether to appeal to the Supreme Court.

The appellate court last August ruled that a protest by Mr. Brown against the grant of ch. 10 in Rochester to the two applicants, following a merger, should have been accepted and a hearing held [BT, Aug. 1]. This ruling requires that the FCC must delay the effective date of such a grant; in this case ordering the two radio stations to cease and desist in their current activities while the stations are held in abeyance until the Supreme Court can review the case.

In the same court, argument was heard last Thursday on Mr. Brown's protest against the renewal of the license of WBBF Rochester. Mr. Brown protested the renewal grant on the ground the station refused to permit him to rebroadcast its programs over a joint rate with sister station WGVNA Geneva, N. Y., offering a 25% discount for advertisers buying both stations. The Commission had refused to entertain Mr. Brown's protest, and his appeal to the court followed.

Both the FCC and WBBF counsel argued that Mr. Brown had not asked the present owners of WBBF for permission to rebroadcast, and that there was no requirement that advertisers must buy both stations in order to buy one.

'Play Marko' Brings Suit To Restrain FCC Orders

THE CAPLES Co., Chicago advertising agency and syndicator of Play Marko, tv bingo-type show, has filed suit in the U. S. District Court for the District of Columbia seeking to restrain the FCC from issuing tv stations show cause orders declaring Play Marko a lottery and therefore violating the U. S. Code and Commission rules [BT, May 16].

Capes also wants a court ruling indicating that the program does not violate the statutes cited by the FCC. The company pointed out in its complaint before the court that the Post Office Dept. has declared the series legal.

The fact that KTLA (TV) Los Angeles and WVT- TV Chicago had dropped Play Marko as soon as the FCC had declared its intentions in regard to the program was also shown by Caples.

Capes said, in part, "... the finding ... that Marko was a lottery and violated [U. S. Code] and [Commission] rules [BT, May 1954], was made sidelong and without a hearing or notice to the plaintiff [Capes] or to the television stations telecasting Marko and was without foundation either in law or fact."

Further, Caples said, it had asked the FCC to be made a party in interest when the show cause order had been issued to KTLA (TV), but had been denied by the Commission.
FOR YOUR BUSINESS FRIENDS

America's finest gift whiskey—in America's finest gift decanter

This impressive full-quart decanter—at no extra charge—makes the perfect business gift.

Your friends will appreciate the handsome, modern styling long, long after Christmas.

And they will be delighted too by the generous contents. For it is a full quart of the same superbly mellow Four Roses that's been America's favorite gift whiskey year after year.

For a "preview" of these three ways to give Four Roses, call your local Frankfort representative or write to Frankfort Distillers Company, New York, N.Y.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.
Canadian Set Sales Increase Over 1954's 8-Month Period

SALES of Canadian television sets continue to boom. For the first eight months of 1955 total Canadian tv sales amounted to 344,620 sets compared to 262,903 sets in the January-August 1954 period.

Figures of the Radio-Electronics-Television Mfrs. Assn. of Canada show that two-thirds of the sets sold were in the 21-inch screen group. Regionally Ontario province accounted for 127,659 sets, Quebec province for 85,344 sets, four Atlantic coast provinces for 37,516 sets, and the four western Canadian provinces for 94,101 sets.

CKVR-TV Barrie, Ontario, Begins Regular Programming

CKVR-TV Barrie, Ont., began telecasting Sept. 28 with the World Series. The ch. 3, 14 kw outlet's normal daily schedule will be from 4:30 to 11:10 p.m. Saturday and Sunday sign-on time will be earlier because of telecasts of Canadian professional football games.

Officers of CKVR-TV include: Ralph T. Snelgrove, president-manager; Charles M. Tierney, sales and promotion manager; Claude Balkie, production manager; Jack Mattenley, chief engineer; Frank Fog, art director, and Bill Harrington, news editor.

W. Germany Licenses Stations

AS ONE of the consequences of regaining sovereignty the German Federal Republic (West Germany) has demanded and obtained the right to license all broadcasting stations within its territory, including such stations as Radio Free Europe. RFE formerly was operated on a license issued by the American Occupation Forces in Germany.

Canadian Broadcasters Assn. To Meet in London, Ontario

PUBLIC SERVICE, junior broadcasting, sales, farm broadcasting and business sessions will feature the annual meeting of the Central Canadian Broadcasters Assn. at the Hotel London, London, Ontario, Oct. 24-25.

CCBA President Howard C. Caine, manager of CKFH Toronto, will chair the annual meeting which includes an opening day golf tournament and tours of CFPL-TV London, local wineries and the city.

On Oct. 25 G. C. Hammond, general manager of Cockfield Brown & Co., Montreal, will talk on advertising agency operations and D. Whittaker, CHML Hamilton, and Lyman Poets, CKOC Hamilton, will direct a morning sales and program meeting.

A closed business session that afternoon will hear various reports on farm broadcasting, junior broadcasting, public service, and from the national level reports by Jack Davidson and Jim Allard, respectively president and executive vice-president of the Canadian Assn. of Radio & Television Broadcasters.

British Use 35mm Film

ACCORDING to standards adopted by the Television Program Contractors' Association, all films transmitted over the commercial stations in Britain will be on 35mm at 24 frames a second. TPCA announced that 16mm prints will be accepted only in cases of emergency and when 35mm prints are not available.

French-Language Stations Schedule Quebec Meeting

PROGRAMS will feature the second annual meeting of the French-language Canadian Radio & Television Broadcasters at Alpine Inn, Ste. Marguerite, Quebec, Oct. 16-19, under the chairmanship of David Gourd, CKRN Regina, Que. The French-language stations will discuss new program ideas, foreign language programming, public service programs, how to use announcers as salesmen, merchandising and publicity, sports, and will be shown a film on "Why Radio Works." They will also discuss television programs, how agencies pick radio and television for clients, how the Bureau of Broadcast Measurement can assist, and learn about French-language programs in the United States. A Broadcast Music Inc. clinic will be held on the last day of the three-day convention.

Inter-American Stations Celebrate Broadcasting Day

GREETINGS were extended last week to the estimated 300 million radio and television listeners and viewers in the Western Hemisphere by the Inter-American Assn. of Broadcasters on the occasion of Broadcasting Day in America last Tuesday.

In a special message on behalf of the 3,400 privately owned radio and television stations in North and South Central America, IAAB Director General Julio Menadier, Santiago, Chile, asked national broadcasters' associations to extend greetings from IAAB to listeners and viewers as part of their Broadcasting Day in America programs.

The Oct. 4 date commemorates the establishment of IAAB, Mr. Menadier said, a day "which is essentially and directly the day of freedom of expression, freedom of association and of culture, art and truthful information."

Four Join Film Exchange

FOUR new television stations have been added to the Canadian Television News Film Cooperative, bringing the total to eight stations exchanging news films. New stations are CION-TV Brockville, Ont.; CHSH-TV St. John, N. B.; CKCO-TV Kitchener, Ont., and CKSO-TV Sudbury, Ont. Previous members are CFQC-TV Saskatoon, Sask.; CFPL-TV London, Ont.; CKCW-TV Moncton, N. B. and Canadian Broadcasting Corp., Toronto. Stations exchange local news film through a central bureau at Toronto, with Gunnar Rugheimer, CBC, as manager. Walter Blackburn, president of CFPL-TV London, is provisional chairman of organization, open to all Canadian tv stations.

Morocco Tv Plans Return

TELMA tv station in Morocco, which only recently terminated operations due to financial difficulties, will, according to Paris reports, be back on the air soon. Station reportedly has been acquired by Europe No. 3 group which operates commercial stations in Monte Carlo and the Saar.

France-Spain Tieup Planned

BEFORE the end of this year, the tv coaxial cable line between Madrid and Barcelona will be extended to the French border and be connected with the French tv network. French TV Service plans to produce bi-lingual programs (French and Spanish) next year which will be piped to Madrid via the new cable.

Page 88 • October 10, 1955
At Minnesota Mining and Manufacturing Company (known as "3 M"), they say, "He's America's No. 1 'stick-up' man!"

"Need a 'Scotch' brand tape for grafting trees? Wrapping a new automobile? Splicing a rug? We have 'em — and hundreds more," says "3 M" Executive Vice-President L. F. Weyand. "No wonder they call me the 'stick-up man."

"But there's one kind of sticky tape you won't find around here, and that's red tape. When our dealers or customers ask for a shipment in a hurry, we take them at their word. "We call Air Express — and the shipment is delivered in a matter of hours!

"We know we can depend on Air Express. We prove it hundreds of times a year. What's more, we save money by using Air Express. A 25 lb. shipment from St. Paul to Miami, for example, costs $13.65 door to door (one charge). That's 20¢ less than any other air carrier — and the service just can't be compared!"

Air Express

GETS THERE FIRST via U.S. Scheduled Airlines

CALL AIR EXPRESS... division of RAILWAY EXPRESS AGENCY
CKWX Building New Studios
CKWX Vancouver is building new ultra-modern radio studios and offices at Burrard and Burnaby Streets in downtown Vancouver which will have completely soundproof and vibrationproof studios. Offices and service departments will completely surround the studio block and are separated from it by a glass-roofed encircling corridor. Scheduled for May completion, the building will have 25 offices, five studios and three control rooms, with car parking in the basement for 23 cars, as well as space for workshops, cafeteria and staff lounges. An emergency tower and transmitter will allow continuous service in case of breakdown of main transmitter at Lulu Island, outside the city of Vancouver.

INTERNATIONAL SHORTS
CICB-TV Sydney, N. S., has in operation a second light-source for its DuMont scanner, said to be the only one of its kind in Canada, and can preview eight video circuits before each goes on the air.

Radio Representatives Ltd., Toronto, has started a program survey of the radio and television stations it represents, and is mailing to advertisers and agencies in colorful folders up-to-date information on new local programs of the various stations.

CHSI-TV St. John, N. B., has increased power to 100 kw video.

CKRS-TV Jonquiere, Que., on Nov. 15 joins the Canadian Broadcasting Corp. tv network as a non-connected station. CKRS-TV will use ch. 12 with 20 kw video and 10 kw audio power. Rates start at $160 an hour Class A time.

CKRC Winnipeg, offered prize of $1,000 and trophy for first swimmer to cross 18-mile-wide Lake Winnipeg this fall. Prize was presented at a football game between the Winnipeg Blue Bombers and the Edmondston Eskimos.

Bureau of Broadcast Measurement, Toronto, is now in larger quarters at 96 Eglinton Ave. East, Toronto.

Dept. of Highways, province of Ontario. Toronto, has started weekly 10-minute recorded program on highway safety and highway planning.

Available locally in Chicago! !

"MY LITTLE MARGIE"
10:00-10:30 A.M.
Monday thru Friday

"The STU ERWIN SHOW"
10:30-11:00 A.M.
Monday thru Friday

BOTH SHOWS AVAILABLE FOR PARTICIPATIONS OR FULL SPONSORSHIP AT LOW, LOCAL DAYTIME RATES!

NIGHTTIME AVAILABILITIES IN FIRST RUN WESTERNERS STARRING GENE AUTRY-ROY ROGERS 7:00-8:00 P.M., MONDAY-WEDNESDAY-THURSDAY

Check Your WGN-TV Representative for Full Details

441 N. Michigan Avenue
Chicago 11, Illinois

WGN-TV Chicago 9

INTERNATIONAL PEOPLE
W. E. Todd, manager of CKOY Ottawa, to national sales representative of National Broadcast Sales, Toronto.

F. R. Halhed, representative of CBC International Service at Toronto, to assistant supervisor of outside broadcast and special events of CBC, Toronto.

Bill Inglis, formerly program producer of CBU Vancouver, B. C., and until recently on production staff of CBUT (TV) Vancouver, to assistant program director of CBUT.

H. F. Chevrier, research director of Canadian Broadcasting Corp., Toronto, to supervisor of sales promotion, CBC, covering both radio and television. Mr. Chevrier has been a director of the Bureau of Broadcast Measurement, Toronto.

Andrew N. McLellan, co-founder and editorial director of Canadian Television & Motion Picture Review, Toronto, has resigned from that publication. A former tv consultant at Toronto, he has no plans at present.


Dick Carson, Bill Hustler, CHCT-TV Calgary, Alta., and Dave Penn, CFAC Calgary, elected directors of the Ad & Sales Bureau of Calgary Chamber of Commerce.

Leonard J. Kennedy, radio-tv director of Locke Johnson & Co. Ltd., Toronto; appointed radio-tv director of Vickers & Benson Ltd., same city.


George Proctor named radio sales representative, S. W. Caldwell Ltd., Toronto, distribution organization for radio-tv equipment and shows.
NOW! the new

Eliminates extra manpower requirements

opaque and transparency projector

REMOTE OR LOCAL CONTROL
CHECK THESE NEW FEATURES

• Completely automatic...utilizing features contained in the now famous Telop and Telojector...Slides change by push button control.
• Sequence of up to 50 slides can be handled at one loading...additional pre-loaded slide holders easily inserted in unit.
• Remote control of lap dissolves...superposition of two slides...and slide changes.
• Shutter type dimming permits fades without variation of color temperature...opaque copy cooled by heat filters and adequate blowers...assembly movable on base which permits easy focus of image.

SCREEN OUT HIGH PRODUCTION COSTS FOR LOCAL SPONSORS

Telop III by the elimination of extra manpower assures the production and projection of low-cost commercials that local sponsors can afford. It can be used with any TV camera including the new Vidicon camera. Telop III projects on single optical axis opaque cards, photographs, art work, transparent 3½" x 4" glass slides, strip material, and 2" x 2" transparencies when Telojector is used with optical channel provided. Telop III eliminates costly film strips and expensive live talent.

WRITE FOR: Illustrated bulletin describing Telop III specifications. Your request will receive prompt response.

AND DEVELOPMENT CO., Inc., Hilliard St., Manchester, Conn.
Division of the GRAY MANUFACTURING COMPANY
Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.
"HOW TO" TV PROGRAMS SAID BEST FOR KIDDIES

Illinois Parent-Teachers survey indicates it is best technique for educational tv. Besides demonstration programs, educators, civic groups and others think dramatizations and quiz shows can reach youngsters. Commercial tv found lacking in some categories, but many of its offerings ranked "tops" for the young set.

DEMONSTRATION, dramatization and quiz approaches are among current tv presentation techniques favored by Illinois educators, civic groups and others for utilization in educational television, according to a statewide survey by the Illinois Congress of Parents and Teachers.

The findings were based on some 5,000 individual surveys on program interests—probably the largest mass effort of its kind in the country—conducted by ICPT's statewide educational television committee the past two years and released a fortnight ago. The polls included seven areas which have been allocated educational tv stations in Illinois.

They were expected to be of primary interest to outlets, either existing or forthcoming, in Carbondale, Champaign-Urbana, Chicago, De Kalb, Peoria, Rockford and Springfield.

In announcing its findings Sept. 13, the Illinois Congress urged they be shared nationally, with commercial as well as educational tv interests. The report was delivered by Mrs. Elizabeth Marshall, assistant radio-tv director, Chicago public schools.

Results indicated a "lack" of good children's programs "constructive, dramatic shows for 6-12 year-olds during the 'arsenic hour,' 5-6 p.m." and favored certain commercial tv programs in various age groups. The overall findings were mostly limited to general opinions and consensus instead of percentages.

Among "top" shows now on commercial tv, according to the consensus of those surveyed, were Ding Dong School, Kukla, Fran & Ollie, and Winky Dink (for very young children); Mr. Wizard, Zoo Parade and Adventure (for juniors of elementary age), and Omnibus, Youth Takes a Stand, and Adventure (for seniors in high school) and Kraft Theatre, Omnibus and U. S. Steel Hour (adults.).

As to types of tv programs found most suitable or acceptable for children's viewing, puppets, dramatizations-plays and good films ranked foremost. Educational outlets should provide programs on civics, news, adult education and safety, among other topics, according to the survey.

Lutheran Radio-Tv Plans Outlined at Conference

PLANS to use radio-tv on a larger scale to spread the Gospel were outlined at a two-day conference in St. Louis sponsored jointly by the public relations department of the Lutheran Church-Missouri Synod and the radio-tv extension department of KFUO Clayton, Mo.

Delegates from 25 districts of the church heard speakers call for more effective techniques, making use of radio, tv and other media, to preach the word of Christ. Several new programs recorded by the KFUO radio-tv extension department for pastor and congregational use on local stations were aired for the delegates.

Emerson Russell, general manager of KFUO, delivered a presentation on "Selling for the Lord." Rev. Prof. L. C. Wueffler, dean of students, Concordia Seminary, St. Louis, was moderator for a discussion on "How Well Are We Reaching People?" During this session each representative summarized radio and tv activity in his area.

Rev. Norman Temme of Omaha, speaking on "Don't Sell Radio Short" pointed out that radio "is still one of the most effective ways of reaching people day in and day out."

The two-day meeting was chairmained by Rev. Gilbert T. Otte of Detroit.

Indiana U. Radio-Tv Classes Will Hear Professional Men

BEGINNING students in radio and tv at Indiana U. will hear professionals in the field tell how its done, according to Elmer G. Sulzer, director of radio and tv.

One of the features during the semester will be a field trip to WISH-AM-TV Indianapolis Oct. 14. Guest speakers include James S. Miles and Robert McMahon, WBAA Lafayette; M. W. Fullington, WIRE Indianapolis; Azra C. Baker, WJCD Seymour; Joan Evans, WIBC Indianapolis; Don H. Martin, WSLM, Salem, and Robert W. Lemon, WTV Bloomington, all Indiana; Ralph Hanson, WHAS-TV Louisville, Ky.; K. C. Strange, Indiana Office of Traffic Safety, and Ralph B. Roberts, A. L. Perkins and Douglas Brown, all of Bozell & Jacobs, Indianapolis, advertising agency.

EDUCATION SHORTS

SRT Television Studios, N. Y., professional training school for television techniques, last week made RCA's new color camera chain (TK-41) available to its students, claiming to be the first school of its kind to instruct in the use of color tv. SRT is a division of the School of Radio Technique.

'Your City School's Hour' premiered Saturday on WNOX Knoxville, Tenn., from station's new live 1,230-seat auditorium, largest radio studio of its kind in the nation, says WNOX. Program, aired from 10-11 a.m., presents students, parents, teachers and authorities in song, discussion and debate. Various high schools contribute bands, choruses, news reports and features for a cross-section view of the Knoxville school week. Program is being promoted in all school publications and mailings.

WPTZ (tv) Philadelphia introduced two educational features this weekend: Progress, presenting problems facing Pennsylvania and New Jersey schools, and Art and the Artist, artists at work. Cooperating to present Progress each Saturday at 12:30 p.m. are education associations of two states. Pennsylvania Academy of Fine Arts is collaborating on production of Sunday 12:30 p.m. feature Art and the Artist, with Jack Bookbinder, art expert, moderating.

Ralph Lowell, president of WGIB-FM-TV Boston, Mass. (Lowell Institute Cooperative Broadcasting Council), last week was elected board chairman of the Educational Television & Radio Center, Ann Arbor, Mich., succeeding Dr. George D. Stoddard of New York U.
Camera crews play “automotive leapfrog” to cover every hill and thrill

A blizzard roared down on the tortuous California mountain road. Farther on in Nevada, the heat and desert dust were blinding. But still the Mobilgas Economy Run was accurately and brilliantly recorded on 16mm movie film.

For the third year, Cate & McGlone, Hollywood producers, filmed this famous event for the makers of Mobilgas. To cover it fully, they assigned the various shots to five camera crews. Then speeding station wagons “leapfrogged” each other—with cameramen manning their Cine-Kodak Special Cameras.

The Cine-Kodak Specials get much of the credit for the film’s success. As T. W. Cate says, “We have found it to be the best camera for a job of this kind. It is rugged and versatile, and the extra magazines are insurance that we will always have film when needed.”

**For your local news**

For your own news coverage, you also want a camera that will go into action fast and stay in action. And for commercial filming, you want a camera with the high precision and versatility needed for uniformly excellent results.

Whatever the job, the Cine-Kodak Special II Camera will film it superbly. It gives you everything you need for the widest variety of special cinematic effects. Fades, dissolves, mask shots, slow motion, and multiple exposures are just a few of the effects you can get through controls built into the basic camera. Famous Ektar Lenses assure clear, faithful pictures that telecast sharply.

To give extra sparkle and impact to your local news programs, equip your station with a Cine-Kodak Special II Camera. See your Kodak Audio-Visual Dealer for complete information, or just mail the coupon.

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**FOR YOUR OUTSIDE SELLING**

A Kodak Cine-Kodak Special II Camera is ideal for around-the-town preview work. Your prospective sponsors will appreciate its quiet operation, sharp, brilliant pictures, and clear, comfortable sound. Your salesman will enjoy its convenient, single-case portability and its easy, dependable operation. And you will like its long, maintenance-free life, thanks to its exclusive permanent pre-lubrication. Six pageant models to meet every 16mm requirement.

---

**FOR YOUR STUDIO PREVIEWING**

Regular-projection counterpart of the superb Eastman Model 250 Television Projector, the Eastman 16mm Projector, Model 25, has identical sound, optical, and mechanical components. Luminized Ektar Lenses for sharp, brilliant pictures. Sealed-in-all-bath movement, separate motors, and an exceptionally stable drive mechanism for ultra-smooth performance. Delivers sight and sound comparable to the finest 35mm projector.

---

**EASTMAN KODAK COMPANY**

Dept. B-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on: Cine-Kodak Special II Camera □ Kodak Cine-Kodak Pageant Sound Projectors □ Eastman 16mm. Projector, Model 25 □

NAME ____________________________

COMPANY ________________________

STREET __________ ST ____________ (Zone)

CITY ____________________________________

STATE __________________________

October 10, 1955 • Page 93
Pick Your Package of Power Prudently! *  
Compare S-E's New 10 KW VHF TV Transmitter  
on ECONOMY and ADVANCED DESIGN FEATURES

* "It would be the point of prudence to defer forming one's ultimate irrevocable decision so long as new data might be offered."

—George Washington

ECONOMY PRICED AT $55,000 (F.O.B. Newark)

Now ... a lower cost transmitter with design and construction features for superior to any other in its power class! Amazingly low price is made possible by use of a newly developed, high efficiency, three phase American transformer ... by relocating the low investment makes the transmitter ideally suited for new stations ... offers a practical way for established stations to replace outdated equipment.

OUTSTANDING TUBE LIFE ... MORE THAN 7,000 HOURS!

Field-proven Amperex AX904 R tubes have demonstrated lives in excess of 7,000 hours in the final amplifier stages of 51 high power transmitters. This domestically produced, air-cooled tube, has a silver plated radiator for better electrical contact. It costs only $210 (about 34 cents per hour) versus an average cost of $910 for Mercury vacuum tubes. With similar tube types used throughout the transmitter, investment in spares to meet FCC requirements is considerably reduced!

33% LESS FLOOR SPACE

You save on construction and modernization costs as a result of the diminished floor space requirements and lower floor strength demands. The new model uses an area of only 31 square feet; its overall length is 15.6 feet. Practical design resulted in a new low weight of 7,000 pounds for the transmitter. Installation is simplified because smaller 5/2 frames can be moved easily through normal 3 foot doorways, passageways and elevators.

ADVANCED DESIGN FEATURES

Modern cabinet design by Dreyfuss utilizes full length tempered glass doors, thereby making all tubes easily accessible and visible from the front of all control panels and in appearance, the equipment has built-in safety interlocks to ensure electrical neutrality when not operating. And safety control circuitry to protect the transmitter from overloads and power transients. Simplicity of operation is provided by general tuning. The RF input to the amplifier is designed as a two quarter wave, tuned cavities, operating in a grounded grid, cathode-input circuit, resulting in excellent isolation of the input and output circuits. Complete metering equipment and visual control system provide a continuous check on every major circuit during operation.

INSTANT PATCHOVER PLUS "ADD-A-UNIT" FLEXIBILITY!

Patchover is an S-E exclusive development which is used to route a TV signal in order to bypass an amplifier. Should an emergency arise, in 30 seconds (without loss of air time) the 500 watt driver can be patched over to the antenna and used for transmission at reduced power. This is possible because the resistive input impedance is the same for the final amplifier and the antenna.

The "Add-A-Unit" feature provides easy boosting of power output to 25, 40, or 50 KW. This is accomplished simply by adding an S-E amplifier — without absorbing or replacing existing equipment.

ADDED S-E FEATURES

Completely air-cooled. Single ended coaxial type coaxial circuits provide exceptional freedom from spurious oscillations and parasitics. Built-in sync stretcher permits adjustment of sync-pulse ratio of the signal. Peak output power 15 KW. Meets and exceeds all applicable FCC requirements for monochrome and color transmission.

Complete specifications available on request.

standard electronics corporation  
A SUBSIDIARY OF DYNAMICS CORP. OF AMERICA  
255-289 EMMET STREET • NEWARK 5, NEW JERSEY

Engineering Branch Offices: WASHINGTON, D.C. • ATLANTA, GEORGIA • CHICAGO, ILLINOIS • LOS ANGELES, CALIFORNIA  
Canadian Sales Engineering Representatives: CANADIAN WESTINGHOUSE COMPANY, LTD. • HAMILTON, ONTARIO
CBS SPOT SALES POST TO CAMPBELL

CBS Radio vice president takes charge of spot sales representative organization today. J. Kelly Smith will assume Mr. Campbell's former duties.

IN A MOVE attributed to "the continuing and increasing importance" of the spot sales operation to CBS Radio, Wendell B. Campbell, vice president in charge of station operations for the network, has been appointed vice president in charge of CBS Radio Spot Sales, effective today (Monday).

In making the announcement, Arthur F. Hayes, president of CBS Radio, said that Mr. Campbell's former duties will be assumed by J. Kelly Smith, administrative vice president of CBS Radio. Henry Flynn continues as general sales manager of CBS Radio Spot Sales.

Mr. Campbell has been with CBS since 1938, when he joined the network's sales staff in Chicago. He became western sales manager of CBS Radio Sales in May 1942, and was named eastern sales manager of CBS-owned KMOX St. Louis in August 1942. He later became assistant general manager and in 1945 was promoted to general manager of KMOX.

In 1949, Mr. Campbell was appointed general manager of CBS Radio's WCCO Minneapolis-St. Paul. In 1950 he was named western sales manager in Chicago for CBS Radio and in 1951 was appointed general sales manager of CBS Radio Spot Sales. Two years later, Mr. Campbell was advanced to vice president in charge of station administration for the radio network.

Corbett, Male, Dawes
Promoted by WCP0-AM-TV

PROMOTION of three members of the WCP0-AM-TV Cincinnati staff was announced last week by Mort Watters, vice president and general manager. Colen Male, TV personality, succeeds Earl Corbett as director of WCP0. Mr. Corbett becomes commercial program manager of WCP0-TV and Mr. Male will continue his television appearances.

Bill Dawes was named WCP0 program director and continues the Bill Dawes Show, in addition to his new duties. Appointments became effective Oct. 1.

KR0N-TV's Cameron Dies

GEORGE T. CAMERON, 82, editor and publisher of the San Francisco Chronicle (KR0N-TV San Francisco), died last Monday (Oct. 3) following a heart attack.

In addition to his newspaper and radio-TV properties Mr. Cameron had other business interests which included cement, finance, steel, oil and mining.

Mr. Cameron is survived by his widow, Helen de Young Cameron, and a nephew, Charles de Young Theriot, vice president general manager of KR0N-TV and assistant publisher of the Chronicle.

In addition to KR0N-TV, the Chronicle owns 97.5% of KBAK-AM-TV Bakersfield.

Officials of Esso Standard Oil Co. and Marschalk & Pratt Div. of McCann-Erickson Inc. discuss final details of Esso's contract for sponsorship of 23 weekly newscasts on WSM in Nashville. The contract, which was effective last Monday, calls for newscasts Monday-Saturday for 52 weeks.

New Tvs Take Air
In Roanoke, Detroit

TWO TV stations, one commercial and one educational, began programming last week, both going on the air Monday.

In Detroit, ch. 56 WTVS (TV), licensed to the Detroit Educational Television Foundation, became the 17th educational TV station to go into operation.

WDBJ-TV Roanoke, Va., on ch. 7 and owned and operated by the Times World Corp., began commercial programming with a special inaugural show. Participating in the program were civic, religious and station officials. Included in the program were award presentations to the winners of a slogan contest conducted by the station.

Staff appointments announced by WDBJ-TV are: Harry Wiseman, formerly producer-director for WLS-TV Roanoke, production manager; Ed Ewing, formerly with WLWT (TV) Cincinnati, producer-director; Carl Ruble, formerly with WTOP Washington, producer-director; Boone Boggs, WKNA-TV Charleston, W.Va., director of art and photography; Francis Ballard, continuity, and Betty Krebs, traffic.

WDBJ-TV is affiliated with CBS and represented by Free & Peters. M.W. Armstead III, president of Times World Corp. (Roanoke Times and World News), is president of WDBJ-TV.

KGHM Plans Nov. 1 Start

KGHM Brookfield, Mo., with completion of modern studios and offices, has announced plans to go on the air Nov. 1. The station, owned by the Green Hills Broadcasting Co., will operate on 1470 kc with 500 w and will be under the direction of Station Manager Herbert Noyes.

Green Hills Broadcasting is composed of William R. Tedrick, owner of KWRT Booneville, Mo., and partner in KBTO El Dorado, Kan.; Leslie P. Ware, owner of KLPW Union, Mo., and manager of KCKT-TV Great Bend, Kan., and Ira J. Williams, publisher of the Brookfield News-Bulletin.

KLAD Begins Broadcasting

KLAD Klamath Falls, Ore., went on the air Sept. 7 with 1 kw power emanating from a 328-ft. tower. Owners of the new station are Phillip D. Jackson, Clarence Wilson and Bill Hansen. The three also own KBOY Medford, Ore.

WL0K De Kalb, Ill., plans to start construction shortly on its new studio-office-transmitter building and move its 200-ft tower to the new site, it has been announced by George C. Biggar, vice president and general manager of the station. Construction is expected to be completed by the first of the year.

Opening Night Holdover

WHEN WDBJ-TV, Roanoke's newest station, went on the air last week, everything ran according to schedule: From the time the opening ceremonies were telecast until the last film spun itself out, there were no technical or personnel complications. It was only after the station closed up for the night that staffers discovered that the outside doors to the Mountain Trust Bank Building were locked and there wasn't a key on the premises. The staff got out all right after one phone call and a 30-minute wait.

October 10, 1955 • Page 95
Second Noe Station Turns Independent

CANCELLATION of the NBC affiliation for KNOE Monroe, La., effective Oct. 4 was announced last Wednesday by former Gov. James A. Noe, owner of the station. Stating that KNOE would be a full-time independent station, Gov. Noe said: "It is no longer practical for a radio station to belong to a network." He contended that national radio networks were unable to keep up with changing times and that only independents with localized programming could meet the change of TV and other media.

Earlier this year Gov. Noe's other station, WNOE New Orleans, dropped its Mutual affiliation [89T, March 21].

Robert Booth, Three Others Promoted at WTAG Worcester

ROBERT W. BOOTH, vice president-general manager of WTAG-AM-FM Worcester Mass., has been elected president of the stations, and Herbert L. Krueger has been elected vice president-general manager succeeding Mr. Booth. These were among the new appointments announced after a meeting of the board of directors of WTAG Inc., Worcester Telegram and Evening Gazette.

Also announced were the appointments of Gordon A. O'Brien as treasurer of the newspapers and the stations, and Howard M. Booth, publisher of the newspapers, as a vice president of WTAG.

Mr. Krueger is now serving his second term as director of District 1, NARTB. He also is chairman of the board, Assn. for Professional Broadcasting Education, and vice president, Massachusetts Broadcasters Assn.

KRAY Amarillo Goes on Air

KRAY Amarillo became the sixth radio station in that Texas panhandle city when it went on the air Sept. 15. The daytime independent will operate with 500 w on 1360 kc and is owned by Raymond D. Hollingsworth, who was with KGNC Amarillo from 1931 to 1946.

Others on the staff include Ralph Henry, program director; Allen Grant, disc jockey-an- nouncer; Nick Reyes, disc jockey; Nita Krupp, continuity director, and Don Hodges, salesman-announcer.

Welk-KTLA Dispute May End

APPARENT end to the dispute between band-leader Lawrence Welk and KTAL TV Hollywood appeared last week as KABC-TV there announced it is airing locally Mr. Welk's Saturday night network show carried on 158 ABC TV affiliates. KTAL cancelled Mr. Welk's Friday night local program over contract differences in August. KTAL held exclusive local rights, hence the Saturday program has been blacked out in the Los Angeles area. Mr. Welk filed suit against KTAL but it was learned last week the case may be settled out of court.

WSAI-FM Uses Own Shows

WSAI-FM Cincinnati, which returned to the air last month, yesterday (Sunday) launched a format of independent programming from WSAI. The station will broadcast a minimum of six hours daily with an unduplicated schedule, 90% of the station's air time.

KITE in Buenos Aires

DIRECT report from revolt-torn Buenos Aires was obtained by KITE San Antonio via tape-recorded telephone calls with U. S. Consul Charles Talaferro. Mr. Talaferro described the attack on the capital headquarters of the Peron forces and gave a report on the supposed whereabouts of Peron. The station, which aired the taped calls, also learned from Mr. Talaferro the names and addresses of Texans in the Argentine capital, which also were broadcast. KITE says it knows of no other station which managed an on-the-spot voice report.
Only STEEL can do so many jobs so well

The Bambino Was Here. This is Yankee Stadium, home park of the late Babe Ruth, the "King of Swat." The patrons are protected from mishits and foul balls by a USS Welded Wire Fabric Screen made from thin, strong wire that does not impair the view. USS Tiger Brand Wire Rope holds the fabric up.

It Goes In There. This junkyard baling press gobbles up two cars or one truck at a time, and squeezes them into a tight bale of scrap steel.

And Comes Out Here. The cars are now less than a cubic yard of steel scrap. It's the largest such press in the world, and uses 197 tons of USS Steel Plates.

They Pamper Jet Engines. Military aircraft engines are shipped and stored all over the world in USS Cor-Ten Steel containers. This steel is 50% stronger than ordinary steel, and it has 4 to 6 times the corrosion resistance. The containers are kept under pressure, and the air inside is dehydrated to prevent moisture and corrosion.

United States Steel

For further information on any product mentioned in this advertisement, write United States Steel, 535 William Penn Place, Pittsburgh, Pa.

Broadcasting • Telecasting
WNDU-TV Gets Permission For Three Notre Dame Games

U. OF NOTRE DAME has received permission from the National Collegiate Athletic Assn. to televise three of its games locally and exclusively over its own video outlet, WNDU-TV. It was reported by the station last week, Alco-Crosley and American Trust Co. will share sponsorship of the telecasts, according to Bernard C. Barth, vice president and general manager of WNDU-TV.

Schedule started Friday evening with coverage of the Notre-D. of Miami clash at Miami and will include the Navy and Iowa U. games in South Bend Oct. 29 and Nov. 19, respectively. NCAA approval presumably was extended under "sellout" provisions of its 1955 football TV program.

KTLA (TV) Opens Second Live Audience Theatre

KTLA (TV) Los Angeles opened its second TV theatre in the station's new studios at 5800 Sunset Boulevard last fortnight with a special telecast of Larry Finley and Strictly Informal. The two TV theatres have a combined seating capacity of 500 and both have 2,500 sq. ft. stages, allowing interchanging of sets.

The new studio is completely equipped with the latest telecasting and lighting facilities for both black-and-white and full color. With the completion of the Sunset Studios, KTLA will give up its lease on the Melvan Theatre, which has been used the past five years for large audience live shows.

WWJ-TV Adds Local Color

WWJ-TV Detroit became the first Michigan station to teleshoot local color when new slide-films and motion picture colorcasting equipment were put into use yesterday (Sunday). Over four hours of tinted video were aired to celebrate the station's color debut.

WSAC Sets Target Date, Announces Executives

WSAC Ft. Knox, Ky., has set Nov. 1 as target date for the 1 kw outlet designed to serve primarily the Armored Center at Ft. Knox. The station is owned by the Ft. Knox Broadcasting Co., which announced officers at the same time.

They are: B. E. Cowan, president; Gerald W. Howard, vice president; William J. Harris Jr., general manager; Clement Cockrell, program director; J. R. Cowan, commercial manager, and Eugene Hornback, chief engineer.

KNX-CPRN Sales Dept. Promotes Ross, Wilkins

DONALD M. ROSS, national sales manager of KNX Los Angeles and the Columbia Pacific Radio Network, has been named general sales manager for KNX-CPRN, it was announced last week by Bert S. West, who takes over as KNX-CPRN general manager today (Monday). Mr. West, who has been general sales manager, moves into the position occupied by William D. Shaw, who becomes CBS Radio National sales manager today (TV).

Mr. Ross, KNX-CPRN account executive, becomes assistant general sales manager, effective today (Monday). Mr. Ross first joined KNX as merchandising director for the "Housewives Protective League" in January 1952, leaving Procter & Gamble in Los Angeles where he had been a salesman. He became a KNX-CPRN account executive in January 1953, and in May 1954, moved to San Francisco to the CBS Radio Spot Sales office there. In May this year he was named national sales manager of KNX.

Mr. Wilkins joined the production department of CBS Television in Hollywood in 1951. He left there to become an account executive in the sales department of KOOL Phoenix. In 1953 Mr. Wilkins returned to Hollywood, joining the sales department of KNX-CPRN as an account executive.

Salesmen Join Avery-Knodel

ADDITION of Albert M. Fiala Jr. and Francis (Pete) McGowan to the New York sales staff of Avery-Knodel Inc., station representatives, has been announced by Lewis H. Avery, president.

Mr. Fiala, assigned to the radio sales staff, has served most recently as an account executive for WGTH Hartford. Mr. McGowan, who joins Avery-Knodel's TV sales staff, formerly was an account executive with KWTW (TV) Oklahoma City.

New Quarters for Meeker

MEEKER TV Inc. and Robert Meeker Assoc., station representatives, have moved their New York office into new quarters atop the 521 Fifth Ave. Bldg. The firm, now in its 10th year, has leased the entire 37th floor of the building, more than doubling the physical plant and "thus providing," in words of company officials, "the best possible service to the Meeker stations and advertising agencies." The company formerly occupied smaller quarters in the same building.
Fahey Flynn asks:

HOW CAN BUSINESSMEN HELP BUILD BETTER FUTURE CITIZENS?

LEE BAUER, Standard Oil Agent, Steenotom, Illinois:
"Out in the farming area, businessmen think highly of such activities as 4-H and Future Farmers of America. They help these programs in any way they can because both organizations train young people to be better farmers and better citizens. My son is active in 4-H work and I have helped in the 4-H Tractor Program since it was started. The youngsters learn by doing and get a good start toward success."

OLIVER C. FISCHER, Standard Oil Voucher Clerk, St. Louis, Missouri:
"Businessmen can give young people the benefit of their experience through organizations like Junior Achievement. Boys and girls from 16 to 21 form their own companies, issue stock, pay rent, and manufacture and sell a useful product. Men and women in business are their advisers. I have been a Junior Achievement adviser for more than four years and have seen many young people get successful starts in life."

H. P. DENDEL, Sales Manager, Consumer; Standard Oil Company, Indianapolis, Indiana:
"The best way to help young people get a good start toward success is through organizations where you can reach the greatest number of people at one time. Junior Achievement, 4-H and Future Farmers of America are three outstanding examples of organizations helping large numbers of young people. Many of us at Standard Oil take part in these important activities."

E. L. MILLER, Division Automotive Engineer, Standard Oil, Billings, Montana:
"Efficient farming methods help to keep food prices down, so you can see how important it is to teach young people the best farming methods and the latest developments in agriculture. And, of course, this training also helps them toward success. That's why programs sponsored by 4-H and Future Farmers of America receive the support and active aid of businessmen out here. My company and I have been actively interested in both programs for many years."

Thousands of Standard Oil employees voluntarily serve their communities in many important fields of youth activity. And the Standard Oil Company itself, through the Standard Oil Foundation, gives financial support to such character-building organizations as Junior Achievement, 4-H Clubs, and Future Farmers of America. These organizations help to train young people for successful careers on the farm or in the city. The Standard Oil Foundation also allocates funds to the state associations of independent colleges in 14 Midwest states and to certain universities. It has established scholarships and graduate fellowships. Among the Foundation's many other beneficiaries are such organizations as the National Fund for Medical Education, Community Funds, and the United Negro College Fund.

STANDARD OIL COMPANY (INDIANA)
WTVJ (TV) Builds a New Remote Unit

WTVJ (TV) Miami will put a new 34 ft. remote truck into operation within the next 30 days, according to Lee Ruwitch, executive vice president and general manager.

With the new unit, WTVJ hopes to secure more network originating. First use is planned for the Pabst-Mennen sponsored fight Oct. 26. "We are confident that this equipment will convince many network producers and advertisers that south Florida is ready to originate any and all types of network programs," Mr. Ruwitch said in announcing the new unit.

The remote equipment will be housed in a Hunt aluminum trailer built especially for WTVJ. It will house relay racks and equipment needed to handle nine remote cameras. A unique feature is an expanding side whereby sliding doors can be converted into an extra room.

WNHC-TV Revises Schedule To Create Statewide Appeal

AN OVERHAULING of the local program schedule of WNHC-TV New Haven, effective Oct. 3, has been announced by Aldo Dedominics, general manager. The change involves "a new local concept," according to Mr. Dedominics, with a diversification of shows with "statewide appeal."

Mr. Dedominics reported that the New York firm of Andre Luotto Productions Inc. has established a Connecticut branch and has been engaged by WNHC-TV to produce several local programs. James W. Evans, formerly promotion chief of WNHC-AM-TV, has rejoined and will manage the new production branch offices.

KDKA Revives Civil War

A PUBLICITY STUNT by Col. Beauregard J. (for juliet) Compone of KDKA Pittsburgh turned into a civic issue.

Miffed at Pittsburgh's "Yankee" attitude, Col. Compone (a character of Cordis & Co.'s KDKA morning show) called up the Confederate Navy to invade the city, and spent four days in his flagship waiting for the fleet to show. The colonel was never alone during the wait, as thousands of people gathered to watch.

The climax came when Col. Compone was "kidnapped" by the Coast Guard Reserve as air support was provided by the 112th Fighter-Bomber Wing of the Pennsylvania Air National Guard. Also on hand with howitzers was the 107th Field Artillery.

DISC JOCKEYS

Disc Jockeys Invited To Nashville Festival

WSM Nashville is sending out 2,400 invitations to disc jockeys throughout the U. S. and Canada in preparation for the Fifth Annual National Disc Jockey Festival, Nov. 11-12. It was originated in 1952 by WSM to celebrate the anniversary of the station's Grand Ole Opry.

Feature of the festival will be awards to the outstanding country artists and song writers in three different polls. Over 900 attended last years get-together.

STATION SHORTS

WMMR Minneapolis, U. of Minnesota station, reports ABC Radio's Paul Harvey newscast became first network program to be carried by the campus station Sept. 30. James W. Ramsburg, WMMR manager, claimed it is "the first campus station in the United States to carry any network program."

WJOB-AM-FM Hammond, Ind., announces completion of new studios. Station also operates auxiliary studios in Chicago, Chicago Heights, Park Forest, all Ill., and Gary, Ind.

KONA (TV) Honolulu has installed new RCA video chain as first step in $150,000 expansion program. Equipment installations are part of projected changeover from ch. 11 to ch. 2, due this month, with double present power.

REPRESENTATIVE PEOPLE

Robert F. Davis, assistant research manager, CBS Television Spot Sales, appointed director of research. Mr. Davis was in charge of radio, research and promotion at Headley-Reed Co. before joining CBS Television Spot Sales last year.

Edward Gardner, tv salesman, Headley-Reed Co., Chicago, radio-television station representative, for past four years, to NBC Radio Spot Sales. Previously he was with Ruthrauff & Ryan.

STATION PEOPLE

Charles G. Cartony, KIMA Yakima, appointed sales manager. He has been on station's sales staff 14 months and in advertising sales since 1929.

Curtis D. Peck, NBC o&o engineering executive, to WTAM-WNBK (TV) Cleveland, Ohio, as director of operations.

James K. Stock, assistant manager, WLIS-FM Charleston, W. Va., appointed manager of WPAM Pottsville, Pa. Both are Miners Bestg. Service stations. Mr. Stock, formerly program director at WHLM Bloomsburg, Pa., succeeds Louis H. Murray at WPAM.

Carl Kent, KVAR Mesa, Ariz., to KTVK Phoenix as program director. Known as a radio and television personality, Mr. Kent achieved pre-tv recognition with radio broadcasts of annual Easter sunrise services from rim of Arizona's Grand Canyon.

Bob Rierson, WBTW (TV) Florence, S. C., program director, to WPTV (TV) Charlotte, N. C., as production director, succeeding Sam Zurich, who has joined N. W. Ayer & Son, N. Y., advertising agency. Both stations are owned by Jefferson Standard Bestg. Co.

Elzey M. Roberts Jr., president of KXOK St. Louis, elected president of Advertising Club of St. Louis.

Barnett F. Goldberg, technical supervisor, WIST-TV Columbus, S. C., named chief engineer, succeeding Herbert G. Eldston, who joined Western Electric Co. last spring.

Mike Shaffer, promotion director, WGLV (TV) Easton, Pa., to WDBJ-TV Roanoke, Va., in same capacity. WDBJ-TV began commercial operation last Monday (Oct. 3).

Sherman H. Egan, WNBF - AM - TV Binghamton transmitter supervisor in charge of tower operations, appointed acting chief engineer.

Mrs. Ruth Robertson, WENT Glovesville, N. Y., to WIPS Ticonderoga, N. Y., as assistant to station manager in charge of programming, public relations and traffic and woman's program personality.
"And I thought we were...safe at home!"

"It was my twelve-year-old Jimmy who told me 3 out of every 4 building fires occur in the home. I asked him where he'd heard that. Then he told me about the talk Mr. Walsh had given at a school assembly—about clearing trash out of cellars, being careful about electric wiring, watching out for scores of things that might cause fires.

"I called Mr. Walsh—that's Tom Walsh, our insurance agent. He said Capital Stock company agents are doing this regularly. It's part of their companies' fire prevention education program—to cut down fire damage and save some of the 11,000 lives lost every year in fires. Then I realized he was selling another good insurance policy—that the best way to stop fires is to make every week fire prevention week."

*In other ways, too, Capital Stock fire insurance protection goes beyond your policy to bring you public services like inspection of municipal fire-fighting facilities and arson detection. Your Capital Stock company agent is one of 200,000 men in business for themselves. His business is your protection. He is at your call every minute, day or night. Because he lives in your community he knows your problems and can advise you on all kinds of property insurance. He's as close to you as your phone so check with him regularly.*

Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.
Brit Moore, KTSA San Antonio, appointed promotion and publicity director. Les Miller, KTSA staff announcer, promoted to chief announcer. John Harrison, WFKA Dallas, to KTSA as staff announcer.

Shir Evans, 15-year veteran in radio, to WFMB Indianapolis sales staff. Mr. Evans has been selling radio in that area since 1949 and has been program manager of several Indiana and Illinois radio outlets.

Bee Wilson, WHEN Syracuse, N.Y., assistant promotion manager, to Syracuse University News Bureau.

Jean Campbell to WIAN Spartanburg, S.C., as head of copy department, replacing Bess Ginsberg, resigned.

Robert M. Sykes to WRCA New York's Tex and Jinx Show as staff writer-reporter.

Charlotte Gesey, KSAN-TV San Francisco, to KSFO sales staff, same city. In addition to selling, Miss Gesey has done copywriting, promotion and newspaper writing in the Midwest.

Ben Whitehurst, journalist - lecturer, author of Dear Mr. President, is now heard daily on WGAY Silver Spring, Md., sponsored by Perpetual Building Assn.

FINANCING

KIDDER, PEABODY & CO.

- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.

- Has negotiated private financings in excess of $680,000,000 in the past five years.

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NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

PAUL E. MILLS (I), general manager of WBZ-WBZA Boston-Springfield, holds a 12-pound salmon caught during a recent Maine vacation, while Tom Dunn, WBZ salesman, displays his sand shark.

Connie B. Gay, country music disc jockey and impresario, is retiring from WARI Arlington, Va., to give full time to country music show production.

Rod Kinder, formerly with Johnny Long orchestra and WNRX Norristown, Pa., to WIST Charlotte, N.C., as air personality.

Alton L. Brown, recent SRT Television Studios graduate and formerly staff announcer with WWIT Canton, N.C., to WOR New York traffic department.

William Agee, KEAR San Francisco announcer-personality for seven years, resigned to open record store in Los Altos, San Francisco suburb.

Petie Houle, KLAC Los Angeles traffic department, appointed sales service representative for that station.

Brother Bill Bennett, WAND Canton, Ohio, to WTX New Orleans as singing disc jockey. Jim Russell, WAND promotional manager and sports director, also to New Orleans as Mr. Bennett's personal manager.

Rea H. Anderson, KRKO Everett, Wash., newscaster, to KVOS-TV Bellingham, Wash., announcing and production staff.

Bob E. Lloyd, disc jockey, to WGET Hartford, Conn., for morning and afternoon three-hour shows.

Russ Naughton, WDRC Hartford, Conn., chief announcer, resigned to accept executive position with New England Laundry, Hartford.

George M. Burbach, KSD-AM-TV St. Louis general manager, was one of six St. Louis residents made honorary life members of Municipal Theater Assn.'s board of directors.

Gil Martyn, KTLA (TV) Hollywood news director, returns today from Washington, D.C., where he attended a White House meeting of radio-tv correspondents in connection with Republican convention coverage in San Francisco August 1956.

Page 102 • October 10, 1955
They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

They continually check their monitors and oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.
STATIONS

O. T. (Tony) Gaston, WKZO-AM-TV Kalama-zoo, Mich., appointed to National Rules Com-mittee of All American Soap Box Derby as first radio-television representative ever named to group. He met with committee recently to plan 1956 Derby, to be jointly sponsored locally again by WKZO-AM-TV, DeNooyer Chevrolet and Optimist Club.

Joseph T. Connolly, WCAU Philadelphia radio-programming vice president, will cover 3,152 miles for speech engagements within four weeks. Mr. Connolly represented station at Louisville, Ky., meeting of Clear Channel Broadcasters recently; Oct. 13 he will address NABRT Roanoke Sta., meeting in his capacity of Pennsylvania Broadcasters' Assn. president and BMI clinic at Alpine Village, Canada., Oct. 19.

George G. Steele Jr., WCAU-TV assistant di-rector, won golf championship of Philadelphia television industry at third annual TV Guide tourna-ment last month.

AFTRA, SAG TIFF ON ELECTRONICAM

AFTRA says it should represent talent on Electronicam pro-grams; SAG holds contract for such performers.

JURISDICTIONAL battle between two talent unions loomed last week when the American Federation of Television & Radio Artists served notice on the television industry that talent engaged on Electronicam programs should be represented by AFTRA. Currently, the Screen Actors Guild holds a contract for talent on Electronicam shows.

In a letter to all signatories of the AFTRA code, Alex McKee, acting national executive secre-tary, said the code covers all talent engaged on Electronicam programs. Updated statement, the code must be read along with the entire code, or portions of it, to keep abreast of de-velopments in his own business. He expects the publication to reach him regularly through-out the year. If reader interest is not maintained, paid circulation is directly affected.

The purchase of a subscription immediately estab-lishes a contractual relationship between the subscriber and the publisher. The sub-scriber buys the publication and anticipates news and features to keep him abreast of de-velopments in his own business. He expects the publication to reach him regularly through-out the subscription year. If reader interest is not maintained, paid circulation is directly affected.

Broadcasting • Telecasting for the past 12 months averaged a paid weekly circulation of 17,195 (as sworn above in the ownership state-ment). This is the largest paid circulation in the vertical radio-television publication field. In fact, BWT distributes more paid circulation in 4 months than the combined annual paid of all other vertical magazines in its field.

That's why the intelligent advertiser always chooses BWT as his basic promotional medium in the radio-television trade field. He knows paid cir-culation is a true reflection of the publication's value.

AFTRA stops TV use of 45 films

IN an unusual and unexplained move, the American Federation of Musicians has refused to grant tv broadcasting rights to the music tracks of 35 Paramount features and 10 Uni-versal-International features to Associated Artists Productions, New York.

An announcement by Elliot Hyman, president of Associated Artists, last week revealed the AFM's decision, but no explanation was forthcoming from either AAP or the union. It is believed that AFM had attempted to exact payment far above the standard 5% of the gross that distributors normally contribute to the musician's trust fund.

Whether this latest move by AFM has in-duced the implications was a moot question. Several film distributors questioned by BWT feared that the musicians' union may be setting up "a trial balloon" to gauge sentiment of distributors toward an increased contribution to the fund. One AFM spokesman told BWT there would be "no comment" on the AAP development but added that in his opinion other distributors were not involved in the action.

AAP has withdrawn the films from distribu-tion and has worked out an arrangement with stations which had bought them as part of a film package.
NBC PLANS TO INJECT 'PEP' INTO SMALL MARKET TV'S

In scheme designed to build network business for small-market stations, the network on Nov. 1 will launch its Program Extension Plan (PEP), making a group of small-market TV's available to advertisers under a dividend formula.

OUTLINE of plans designed to build network business for small-market television stations, with NBC picking up part of the tab, and to expand the amount of programming available to them, sustaining as well as commercial, will be launched by NBC on Nov. 1.

As described by Executive Vice President Robert W. Sarnoff and other NBC officials last Thursday, the plans provide for:

- A Program Extension Plan (PEP) group of stations, 44 at the outset, which are available to advertisers under a dividend formula which reduces their cost to the sponsor without reducing the stations' rates.
- A new requirement that advertisers using prime evening time must buy a lineup of at least 100 stations, unless they make their programs available (without commercials) to unordered stations under NBC's existing Program Service Plan.
- Addition of six more major network programs to the Program Service Plan, bringing the total volume of NBC programming available to unordered stations to an average of about 35 hours a week. Some of these programs may be carried by the unordered stations on a sustaining basis; on others, local sales are permitted.
- Supplying kinescope prints of certain sponsored shows to unordered non-interconnected programs after these prints have completed their commercial plays.

Describing these plans at a news luncheon, Mr. Sarnoff said they were meant to "make television more effective as a national service by making more of the outstanding network programs available to stations which otherwise wouldn't get them—and to people who otherwise couldn't view them."

NBC officials made plain that the PEP plan differs from CBS-TV's Extended Market Plan, which also is calculated to encourage advertisers to use small-market stations. Without mentioning EMP, which establishes lower rates for participating stations, Mr. Sarnoff stressed that a "key point" in PEP is that PEP stations' rates are not lowered.

PEP works this way:

It is composed of four affiliates which network advertisers ordinarily do not order. To encourage greater advertiser use of them, PEP sets up a "dividend" formula under which a sponsor ordering a certain number (in terms of card rate) will get additional stations without charge. NBC pays the "dividend" stations normal network compensation based on their existing network rates.

For instance: The aggregate evening hour rate of all 44 stations in PEP is $6,325. If an advertiser orders PEP stations whose evening rates total $3,000, he can include in his lineup, without cost to him, additional stations of equal value. These additional stations are paid by NBC. The schedule of qualifying purchases and "dividends" was shown as follows:

<table>
<thead>
<tr>
<th>Dividend Earned</th>
<th>Total Evening Hour</th>
<th>Value of Additional Rates</th>
<th>PEP Stations</th>
<th>Stations as Percent of Ordered (Purchase)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500 - $2,249</td>
<td>50%</td>
<td>$1,299 - $2,249</td>
<td>100%</td>
<td>$1,299 - $2,249</td>
</tr>
<tr>
<td>$2,250 - $2,999</td>
<td>75%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>$3,000 and over</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The 44 stations tappled for PEP membership have all accepted (four others, authorities said, were invited but declined). The 44 were described as stations which have least traffic from all networks, not NBC-TV alone, and "need help most." NBC-TV expects to add to the list later. Similarly, stations may be withdrawn from the list. The initial group consists of 34 in single station markets and 10 which have one other local station in competition. Fourteen are in advertising, the rest in.

The lineup of initial PEP stations and their respective NBC network Class A rates as of September:

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Ch. A Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abilene, Tex.</td>
<td>KBCT-TV</td>
<td>9 110</td>
</tr>
<tr>
<td>Albuquerque, N.</td>
<td>KALB-TV</td>
<td>10 175</td>
</tr>
<tr>
<td>Alexandria, La.</td>
<td>WAAG-TV</td>
<td>5 200</td>
</tr>
<tr>
<td>Asheville, N. C.</td>
<td>WISE-TV</td>
<td>62 120</td>
</tr>
<tr>
<td>Beckumont, Tex.</td>
<td>KNAB</td>
<td>31 150</td>
</tr>
<tr>
<td>Bethlehem-Easton-Allentown, Pa.</td>
<td>WLEV-TV</td>
<td>31 200</td>
</tr>
<tr>
<td>Billings, Mont.</td>
<td>KOKR-TV</td>
<td>2 150</td>
</tr>
<tr>
<td>Bismarck, N. D.</td>
<td>KFVR-TV</td>
<td>5 150</td>
</tr>
<tr>
<td>Bluefield, W. Va.</td>
<td>WKLJ-TV</td>
<td>6 150</td>
</tr>
<tr>
<td>Boise, Idaho</td>
<td>KIDO-TV</td>
<td>7 200</td>
</tr>
<tr>
<td>Butte, Mont.</td>
<td>KEXF-TV</td>
<td>6 100</td>
</tr>
<tr>
<td>Cheyenne, Wyo.</td>
<td>KLBO-TV</td>
<td>3 150</td>
</tr>
<tr>
<td>Colorado Springs, Colo.</td>
<td>KBOO-TV</td>
<td>10 130</td>
</tr>
<tr>
<td>Corpus Christi, Tex.</td>
<td>KVOD-TV</td>
<td>22 130</td>
</tr>
<tr>
<td>Decatur, Ala.</td>
<td>WAAS-TV</td>
<td>23 100</td>
</tr>
<tr>
<td>Eau Claire, Wis.</td>
<td>WEAU-TV</td>
<td>13 120</td>
</tr>
<tr>
<td>Eugene, Ore.</td>
<td>KVAL-TV</td>
<td>13 175</td>
</tr>
<tr>
<td>Eureka, Calif.</td>
<td>KTEM-TV</td>
<td>3 150</td>
</tr>
<tr>
<td>Fayetteville, N. C.</td>
<td>WFTV-BU</td>
<td>18 100</td>
</tr>
<tr>
<td>Ft. Dodge, Iowa</td>
<td>KQTV</td>
<td>21 100</td>
</tr>
<tr>
<td>Ft. Smith, Ariz.</td>
<td>KFSA-TV</td>
<td>32 120</td>
</tr>
<tr>
<td>Grand Junction, Colo.</td>
<td>KFGI-TV</td>
<td>10 100</td>
</tr>
<tr>
<td>Great Bend, Kan.</td>
<td>KCKT-TV</td>
<td>2 125</td>
</tr>
<tr>
<td>Hastings, Neb.</td>
<td>KHAS</td>
<td>5 200</td>
</tr>
<tr>
<td>Idaho Falls, Idaho</td>
<td>KD-TV</td>
<td>3 150</td>
</tr>
<tr>
<td>Kingston-Poughkeepsie, N. Y.</td>
<td>WKNY-TV</td>
<td>66 100</td>
</tr>
<tr>
<td>Lula Charles, La.</td>
<td>KLPJ-TV</td>
<td>7 140</td>
</tr>
<tr>
<td>Las Vegas-Henderson, Nev.</td>
<td>KLEU-TV</td>
<td>2 150</td>
</tr>
<tr>
<td>Lexington, Ky.</td>
<td>WLEX-TV</td>
<td>18 150</td>
</tr>
<tr>
<td>Lima, Ohio</td>
<td>WIMA-TV</td>
<td>35 150</td>
</tr>
<tr>
<td>Medford, Ore.</td>
<td>KBSI-TV</td>
<td>5 150</td>
</tr>
<tr>
<td>Minot, N. D.</td>
<td>KCBM-TV</td>
<td>13 150</td>
</tr>
<tr>
<td>Panama City, Fla.</td>
<td>WJDM</td>
<td>7 100</td>
</tr>
<tr>
<td>Parkersburg, W. Va.</td>
<td>WTAP</td>
<td>15 200</td>
</tr>
<tr>
<td>Plattsburgh-Burlington</td>
<td>WIRI</td>
<td>5 200</td>
</tr>
<tr>
<td>Pueblo, Colo.</td>
<td>KSJC-TV</td>
<td>5 100</td>
</tr>
</tbody>
</table>

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.

TELEVISION
Division of Thompson Products, Inc.

IN CANADA DISTRIBUTED BY ROGERS MAJESTIC ELECTRONICS, LIMITED, TORONTO, ONTARIO

October 10, 1955 • Page 105
Mr. Sarnoff said the effect of PEP is to bring down the cost-per-thousand of these smaller market stations to about the level of the full network. And with this favorable cost-per-thousand the advertiser gets the extra values of exposure in these markets. He gets better advertising support for his national distribution, higher delivered audience, and a better spread of his program costs over more circulation.

"This plan is so advantageous for the advertiser that we are confident it will help build network volume on our affiliates in small markets." For the stations, he said, "it's all benefit and no disadvantage. For the advertiser, it's more coverage and circulation at lower cost. For NBC, it's wider program exposure and an opportunity to sell more small market stations. We think it will work well all around."

Hugh M. Bevillé Jr., NBC director of research and planning, pointed out that the cost-per-thousand of the 44 PEP stations—without "dividends"—is $5.60. With a PEP dividend of 50%, this drops to $4; with 75% dividend, to $3.20 and with 100% dividend, to $2.80—approximately the same as in major markets. And the unduplicated set circulation of the PEP stations (1.1 million as of July 1), he asserted, is equivalent to the country's fifth largest market.

Mr. Bevillé listed these as other advantages of using PEP stations: (1) they have little or no local competition; (2) they are growing TV markets, with about 40% set saturation now as against about 90% for major markets; (3) unsaturated with tv programming, the markets are "wide open" for the impact of major network programs; (4) the value of these markets to advertisers is likely to increase as PEP circulation grows faster than rates, and (5) they will provide increased coverage of distribution areas and a premium in additional delivered audience as compared with the additional coverage.

"By giving the advertiser such substantial reductions in cost-per-thousand," Mr. Bevillé said, "PEP makes it possible for all NBC advertisers to obtain these values, with a resulting strengthening of the program schedules on the stations and an improvement in their position as part of a vital national television system."

100 Stations Required

The new requirement for advertiser use of a minimum of 100 stations in prime evening time (8-11 p.m. New York Time, Monday-Friday, and 7-11 p.m. New York Time Saturdays and Sundays) is not, in itself, expected to have much effect on present NBC evening advertisers, most of whom already are using that number or more including NBC-TV's 55 basic, or "must-buy," affiliates.

Among those who do have fewer than 100 stations in their evening lineups, either the PEP stations or other optional affiliates may be added, and in any event these advertisers will have the customary six months' protection to come up to the minimum.

Advertisers not wanting to meet the 100-station requirement will be exempt from this provision if they will make their program available for use by unordored stations (with commercials deleted). Otherwise they must take a reduction in their weekly discounts: If they use less than 65 stations (those are such in prime evening time now), their weekly discounts will be lowered by 10 percentage points; if they use 65-84 stations, five percentage points will be subtracted, and if they use 85-99 stations, the reduction will be 2½ points.

"We have many evening advertisers now ordering well over 100 stations, including a number of stations in the PEP group," Mr. Sarnoff said. "Some of these advertisers will require a cost reduction, because stations for which they are now paying will be available to them as dividends. Other advertisers using some PEP stations will be able to increase their lineup without spending an additional cent.

"The only advertisers who will have any cost increase are those who have abnormally short lineups in the evening and who are unwilling to make their programs available to unordored stations. By adding PEP stations even these few advertisers can get the additional coverage at a fraction of what they would normally have to pay."

The six programs that NBC is adding to its Program Service Plan—that is, making them available (with commercials deleted) to stations not ordered by the advertiser—are NBC Multinet Theatre, which is scheduled for six hours a week; Colgate Variety Hour, Perry Como Show, the Sunday-night Color Spread, the Milton Berle-Martha Raye combination and the Saturday morning Pinky Lee Show. Of these, Multinet Theatre is available for local sale by the affiliates, as is true also of six of the ten shows already ordered under PSP.

Of the 10 PSP programs offered during the 1954-55 season, NBC said, one or more was carried by almost 100 different stations that had not been ordered by the advertisers.

Nominal Program Charge

A further means of getting more programs to more stations, kinescope prints of "a limited number" of PSP programs are available and will be offered, after their commercial use, to unordored non-interconnected stations at a nominal handling charge of $7 per program. It was pointed out, however, that "by its nature, this special service has to be confined to those programs for which kinescopes are prepared, and will be limited to the number of kinescope prints available for those programs."

These programs and the number of prints per program, based on tentative estimates of what the situation will be following the time change at the end of October: Caesar's Hour, two; George Gobel Show, ten; Colgate Variety Hour, nine, and Milton Berle-Martha Raye shows, eleven. This situation it was noted, "will change from time to time with changes in commercial lineups."

Requests for kinescopes will be filled on a first come, first served basis. The kinescopes must be used within 60 days of the original network telecast in line with union requirements regarding kinescopes.

Gottlieb Signed by CBS-TV

ALEX GOTTLIEB, motion picture and tv producer, has been signed by CBS Television to produce the network's Meet Milele series.

Lester Vail has been director of the series for two years, after serving as network producer-director in New York. He will continue to direct the series several weeks, before becoming producer-director of another network series.

Mr. Gottlieb became producer with Universal Studios in 1938 and remained there until 1944, when he moved to the production staff of Warn Bros. Recently, he has concentrated on network television.

SOMETHING TO CROW ABOUT

The wonderful comments our subscribers are making about SESAC's brand new Catalog of Over 800 Bridges, Moods and Themes . . .

"... makes your Library twice as effective." WCEN

"... an excellent program aid. It is of tremendous help." CKCR
Kitchener, Ont., Can.

"Very helpful in programming." WFIG
Sumter, S. C.

"This is to thank you and congratulate you on the very fine addition to our SESAC Transcribed Library ... the new catalog of Bridges, Moods and Themes."

WDOT
Burlington, Vt.

SESAC
475 Fifth Ave. New York 17
TV NETWORKS' GROSS PRESAGES RECORD

August gross billings over $30 million for all networks with the combined totals for the first eight months passing the quarter-billion mark.

GROSS time charges of the television networks reached $257,517,496 for the eight months ending in August, according to computations by the Publishers Information Bureau. PIB's compilation showed the four tv networks (DuMont was still considered as a national network in August) with gross billings of $30,344,948 for August, nearly $7 million above the mark set for the same month last year. For the eight-month period, the networks piled up $257,517,496 in gross time charges, nearly $61 million more than the January-August period last year.

CBS-TV led the other networks in gross billings for August and for the eight-month period with respective totals of $14,959,098 and $123,285,930, while NBC-TV broke over the $102 million mark for the eight months and compiled a total of $117,767,789 for August. Both networks topped their comparative totals of last year.

ABC-TV also was up, showing more than $1 million more for August and some $8.5 million more for the eight-month period. DuMont was down from $820,633 in August, 1954, to only $55,385 last August.

PIB noted that gross billings for the four radio networks would not be computed nor published, since it has ceased that service (see story, page 60). It also said that as of Sept. 15, 1955, the DuMont Television Network changed from a national network to a local operation and thus it was assumed that by its October report, PIB would compute and publish gross billings for ABC-TV, CBS-TV and NBC-TV only. The full report follows:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,562,676</td>
<td>$2,514,815</td>
<td>$28,595,084</td>
<td>$20,032,760</td>
</tr>
<tr>
<td>CBS</td>
<td>14,959,098</td>
<td>12,275,908</td>
<td>123,285,930</td>
<td>90,053,871</td>
</tr>
<tr>
<td>DTN</td>
<td>5,385</td>
<td>3,091,170</td>
<td>15,831,141</td>
<td>8,039,023</td>
</tr>
<tr>
<td>NBC</td>
<td>11,767,789</td>
<td>8,057,484</td>
<td>102,545,292</td>
<td>78,501,043</td>
</tr>
<tr>
<td>Total</td>
<td>$30,344,948</td>
<td>$23,668,840</td>
<td>$257,517,496</td>
<td>$196,626,697</td>
</tr>
</tbody>
</table>

CBS-TV's 'The Search' Inspires Ford Design

FORD MOTOR Co. last week credited CBS-TV's 'The Search' with spurring the development of the latest auto safety features of its 1956 models and cited the network's program presenting the findings of Cornell U.'s Automobile Safety Research program.

In a letter to Sig Mickelson, CBS vice president in charge of news and public affairs, Ford Division's general manager and vice president R. S. McNamara said in part: "... now the country can obtain 1956 Fords with the exact solutions which were recommended in your broadcast—safety steering wheels, safety door locks, safety rear vision mirrors, crash padding and seat belts. Because it focused public attention on automotive crash injuries and means of preventing them, your fine public service program 'The Search' has been most helpful to us in our safety efforts."

Mr. McNamara further revealed that 300 Ford dealers had bought prints of the telecast for safety educational use in their local communities and noted that Ford had earlier in the month sponsored a National Safety Forum. CBS spokesman reported that a 25-minute documentary film report on the forum was made and distributed to tv stations in the U.S. as a sequel to 'The Search' report from Ithaca, N.Y.

'Not Admission of Guilt,' Godfrey Says in Paying Fine

CIVIL Aeronautics Administration last Wednesday officially closed the book on the Arthur Godfrey "crowding" incident involving an Ozark Airlines plane by accepting payment of a $500 fine from the CBS radio-tv personality. CAA accepted the payment "in full settlement of civil penalties arising by reason of these violations." Mr. Godfrey's attorney, C. Leo De Orsey, said the payment was not to be "construed as an admission of guilt," but was decided upon to "minimize the inconvenience and expense to the airline, to the government and to Mr. Godfrey." Mr. Godfrey previously denied the charges [BWT, Sept. 19].

The incident took place over Elgin, Ill., Sept. 7. Ozark pilots filed a complaint with the Chicago Safety Office of CAA in St. Charles, Ill., charging that Mr. Godfrey's craft "crowded" their plane. The case subsequently was transferred to the third regional legal office of the agency in Kansas City.

KYMA Yuma Joins ABC

KYMA Yuma, Ariz., joins the ABC Radio network Oct. 24, it was announced last week by Harry Woodworth, director of ABC Radio for the western division. KYMA is owned and operated by KYMA-Yuma Inc. Bill Lindsey is general manager.

How do you choose the best transmitting tube?

Data sheets won't tell you...but tube performance, backed by the manufacturer's reputation will!

Choose Machlett and you find...

Nearly 60 years electron tube experience.

Leadership in high vacuum technique.

Design Superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

Machlett tubes are distributed by Graybar, Westrex, Dominion Sound.

For full information on Machlett's extensive line of broadcast tubes, write MACHLETT LABORATORIES, INC.

Springdale, Connecticut
ABC-TV Named Defendant
In Two Program Law Suits
ABC-TV was named defendant in two Los Angeles law suits last week involving program disputes. Biggest was a $1,132,000 complaint by Herman D. Hover in Los Angeles Federal Court charging breach of contract and loss of anticipated profits in conjunction with the demise of his Party at Ciro's show.

Mr. Hover claimed he made an agreement with ABC-TV last year to produce the series at no charge and with Ciro's restaurant bearing all expenses. The network was to kinescope the show with Mr. Hover having all rights to subsequent sale of the 30-minute variety version, according to the complaint. Mr. Hover asked $40,000 for breach of contract, $624,000 as fair market value of the kinescopes if made, and $468,000 in anticipated profits from sale of 39 programs to sponsors.

In another action, ABC-TV, Nehi Beverage Co. and its agency, BBDO, plus Reue Productions were named defendants in a $225,000 plagiarism suit filed in Los Angeles Superior Court by writers Alan Lipscott and Robert Fisher. They charged that Nehi's former Ames Brothers show on the network was copied from their production idea "Four Cheers For Mom." The writers claimed they have a 1954 agreement for $3,000 a show.

Expanded 'See It Now' Opens
On Vice Presidential Issue
CBS-TV's new expanded version of Edward R. Murrow's and Fred W. Friendly's See It Now will premiere Oct. 26 (Wed., 9-10 p.m. EDT) and will highlight "The Vice Presidency-The Great American Lottery." Telecast, timely in the sense of Pres. Eisenhower's illness, will trace the history of the nation's second highest office from colonial times to the atomic age.

CBS program officials added that the program will "attempt to bring into focus a question of topical importance: Is the American method of selecting vice presidential candidates adequate, in light of the times?" See It Now is sponsored by the Pontiac Div. of General Motors Corp. through MacManus, John & Adams, Bloomfield Hills, Mich.

Bernard to ABC Radio
CHARLES (CHUCK) BERNARD, sales manager of WABC New York, has been named an account executive of ABC Radio, network officials announced last week. Mr. Bernard rejoined ABC last June after serving as an account executive with the DuMont Television Network.

Mr. Bernard will be selected at a later date.

Keystone Adds Nine
THREE Texas stations are among nine new affiliates reported by Keystone Broadcasting System, bringing its total of clients to 861. New KBS affiliates are KBEN Carrizo Springs, KCTX Childress and KESN Snyder, all Texas; WHER Hamiltons, Ala.; KAWT Douglas, Ariz.; KVFC Cortez, Colo.; WFBF Fernandina Beach, Fla.; KBAX Brookings, S. D., and KCVL Colville, Wash.

ABC Radio's coverage of the Pabst-sponsored Rocky Marciano-Archie Moore heavyweight championship bout Sept. 27 earned a peak rating of 38.1 with a 92.3% share of audience in a special 10-city Trendex survey during the last 15 minutes of the fight, ABC reported last week. For the full period, 10:24 to 11:30 p.m. EDT, the network reported a 32.6 rating and a 92.4% share of audience, adding that, competitively, tv earned its highest network rating of 1.4 during the first quarter hour (10:45-11 p.m.).

In the 10-city Trendex area (Atlanta, Chicago, Cincinnati, Columbus, Dallas-Ft. Worth, Denver, Detroit, Kansas City, Minneapolis-St. Paul and Nashville) ABC Radio attracted an audience 18% greater than the combined efforts of all tv stations. ABC's research department estimated a Nielsen rating between 30.0 and 40.0—the highest obtained by any radio broadcast since the Louis-Walcott fight in June 1948, and interpreted this rating to mean that 16 to 19 million homes tuned in the radio program.

Judy Sets Trendex Record
CBS-TV's Ford Star Jubilee first color telecast Sept. 24 garnered the highest Trendex rating ever registered by any one 90-minute show on any single network, averaging 34.8, CBS-TV reports. The premiere telecast, which starred Judy Garland, was the first of one-a-month Saturday night spectaculars to be seen regularly in the 9:30-11 p.m. EDT time slot. Trendex figures for the runner-ups were given as: "Academy Awards"—30.6; "The Women"—28.6; and "Our Town"—26.5. Share of audience for Miss Garland's program was put at 61.8%—also a record.

Godfrey Breaks Planned
ARTHUR GODFREY, who last week took a brief, one-week vacation, will begin to take more time off in future months—about a week out of every six or seven, CBS Vice President James M. Seward reported after varied reports concerning Mr. Godfrey's future status as a network fixture began circulating. In the wake of newspaper speculation Mr. Seward told B&TV that "Arthur feels that the proper tempo for him is to take four or five weeks off during the summer, and then take his every-seven weeks seven-day vacation." He said that Mr. Godfrey's sponsors and their agencies were aware of the plan.

NETWORK PEOPLE
Jason Lane, supervisor of research, NBC Film Div., promoted to manager of research. Mr. Lane joined the network's film division as a research analyst in 1953, and previously served
in the research department of Kenyon & Eckhardt, N. Y.

Philip King, CBS Television, appointed to that network's press information department as unit publicist and feature writer.

Harry D. Hobbs, formerly director of sales for Air Features Inc., N. Y., and with Danger-Fitzgerald-Sample, Chicago, as media director, has joined the sales staff of NBC Radio.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres and board chairman of United Cerebral Palsy, elected board chairman of newly established UCP Research and Educational Foundation.

Jack Benny, CBS-TV star, appointed honorary chairman of National Assn. for Retarded Children and National Retarded Children's Week in Chicago last week. He will serve as m. c. on special nationwide television program with leading tv and other celebrities about mid-November.

Aileen Paul, tv home economist and actress, will play Josephine McCarthy on NBC-TV Her Holt Heldon Show and other programs during the week of Oct. 17 while the latter is on vacation, and five weeks a year during other absences.

Norman Frank, who joined NBC-TV as producer-director last July, assigned as one of three producers, reporting to Executive Producer Barry Wood on network's Wide Wide World series.

Robert Ellis Miller, freelance tv director and Broadway producer (Tonight in Samarkand) appointed studio director for New York U.'s closed-circuit tv experiment in teaching English literature and composition at the Washington Square College of Arts & Science.

Bill Cunningham MBS commentator and Boston Herald columnist to be named "Texan of Distinction" Oct. 11 at the fourth annual State Fair of Texas at Dallas. His program is heard over the network every Sunday at 12:30 p.m. EDT.

Ted Husing, veteran sports broadcaster, elected to lifetime membership in the Sports Broadcaster Assn. Only other lifetime members of the group are Clem McCarthy and Bill Slater.

Robert Grebe, ABC trade news editor, father of girl, Susan Elizabeth.

**MANUFACTURING**

ENGINEERS AT CHICAGO TOLD OF NEW C-C FIELDS

Development of vidicon tube and tv's flexibility helped closed circuit tv, American Institute of Electrical Engineers heard.

DEVELOPMENT of the vidicon pickup tube and camera and the television distribution system have opened up an untapped field for closed circuit television, the American Institute of Electrical Engineers was told at its fall general meeting in Chicago last week.

Future applications of Eidophor, the Swiss-developed tv projection system, beyond the initial scope of large screen theatre usage, also were held out before 1,000 engineers, scientists and research men at the weekend (Oct. 3-7) meeting in the Hotel Morrison. The National Electronics Conference met simultaneously the first three days at the Hotel Sherman with similar emphasis on closed circuit tv (see separate story, page 110).

Tv's technical experts traced the progress of the medium in serving industry, science and medicine and heard papers on various phases of television presented over by AIEEE's television and aural broadcasting committee. M. D. Hooven, AIEEE president, addressed an opening general session Monday, speaking on "Solidarity of the Profession" and recruiting membership of such related groups as the Institute of Radio engineers, National Electronics Conference and Radio Electronics Mfrs. Assn.

Among the convention highlights:

(1) A discussion of closed circuit tv by Max H. Kraus, Jerrold Electronics Corp., Philadelphia, which also has been active on community tv-antenna systems and the toll television controversy. He said the vidicon pickup tube and camera and flexible television distribution system (permitting permanent camera installations at many points) have extended use of closed circuit tv and drastically reduced installation and operating costs. Installations are now possible for $1,000-5,000 compared to $5,000-9,000 previously. Two new possibilities, he predicted, are color special systems and those giving pictures with increased resolution.

Discusses Eidophor

(2) A talk on "High Intensity Color Television for Very Large Screen Projection," by C. L. Ellis, General Electric Co. The Eidophor system appears to be the only one capable of high light intensities, he said, adding that two complete projection systems of new design have been delivered to 20th Century-Fox Film Corp. (His observation: "so that conventional broadcast television programs, including 'off-the-air' pickups, may be projected on the screen as black and white pictures, the commercial model of the Eidophor projector provides for conversion to broadcast standards in less than a minute.")

(3) A talk on closed circuit tv as practiced at Iowa State U. by Prof. Carl Menzer. He pointed out that "with the increasing number of television stations and the demand for more and better programs, the need for trained personnel becomes more and more important." Since the university has no transmitting station, students get the benefit of workshop experience on dramatic shows recorded on kinescope for use by commercial and educational outlets. He expressed hope the university would meet some of industry's demands for help.

(4) A suggestion by J. H. Eisebach, Illinois Bell Telephone Co., that television terminology has advanced to a stage where all equipment from the studio camera to the home television
Tube Sales Record
SALES of receiving tubes by manufacturers set a new record in August, totaling 45,238,000 units, with tv picture sales setting a new August high, according to Radio-Electronics-Tv Mfrs. Assn. The picture tube sales totaled 1,048,534 units compared to 515,793 in July and 855,191 in August, 1954. Picture tube sales in the first eight months of 1955 totaled 6,478,351 units compared with 5,326,775 in the like 1954 period. Cumulative sales of receiving tubes totaled 300,080,000 in eight months compared with 225,805,000 a year ago.

receiver must be subjected to stringent review.

Other talks touched on new "hush" transistor amplifiers which help eliminate electrical noises in phonograph and record players; application of wired tv to human vision; color tv in medical education; closed circuit in the Bell System; use of the medium by the Biological Research Organization.

COMMUNITY TV SUCCESS TOLD ELECTRONICS MEET
HOW a small town with a population of less than 10,000—Raton, N. M.—lifted a virtual tv blackout by means of community television service was recounted before delegates of the 11th annual National Electronics Conference in Chicago last week.

Talks on electronic standards, transistorized crystal video receivers for airborne military applications and closed-circuit television were among some 100 technical papers delivered during the three-day (Oct. 3-5) conference-exhibit at the Hotel Sherman attended by 4,000 delegates. Nearly 200 exhibits were featured.

Four representatives of ARF Products Inc., River Forest, Ill., described unorthodox features of the community tv system utilized in Raton (population 8,600), with KKTV (TV) Colorado Springs, Colo., providing an adequate signal 130 miles away. Large receiving antenna was installed on a mountain top 10 miles from the town, situated behind a mountain ridge in a valley. The signal was received and passed along over special wires, and distributed to subscribers.

The paper, presented Tuesday by J. J. Hupert, A. H. Maciszewski, J. J. Pakan and S. W. Torode, also discussed numerical data concerning cable equalization for transmission of video signals.

Luncheon address Monday was given by Dr. Allen V. Astin, director of the National Bureau of Standards. He said NBS is planning a study of electronic standards (standardized symbols for circuitry, components, etc.) and exploring fundamentals underlying the development of transistors. Dr. Astin noted an "expanding need by industry and science for increased work on electronic standards," and said NBS will undertake a program to include the extension of information service on components.

Dr. Peter D. Johnson, General Electric Research Lab, Schenectady, N. Y., told scientists and technicians how scientific research in luminescence may help speed development of color tv cameras. He also reviewed GE demonstrations that light could be amplified directly by special phosphors without use of electronic tubes [B&T, Oct. 3].

E. F. Gallagher and R. L. Crosby, Sylvania Electronic Products Inc., discussed transistors used for airborne military applications. They claimed that for most applications, a transistorized crystal video receiver can be designed with performance characteristics equal to those using vacuum tubes.

The assertion that "closed circuit television is unquestionably emerging as an electronic giant" and will surpass potentials for "entertainment" was made in a paper delivered by James L. Lahey, general manager of Dage Television Div., Thompson Products Co., Michigan City, Ind., equipment pioneer.

Mr. Lahey said closed circuit tv is entering a boom, with anticipated sales of over $4 million during 1955, and reported Dage will install over 1,500 cameras next year—more than the total of all manufacturers heretofore. New uses are possible by new simplified circuits capitalizing on the stable characteristics of the vidicon tube.

Petersen Named by DuMont
As Tharpe Leaves for New Post
JAMES B. THARPE, manager of the Allen B. DuMont Labs television transmitter sales department, resigned last week to assume the presidency of Visual Electronics Corp., New York, independent selling agents representing DuMont in the field of tv broadcast equipment. L. C. Radford, acting president, has announced. Succeeding Mr. Tharpe as manager of DuMont's television transmitter sales department is Kenneth F. Petersen, marketing manager for the department. Prior to his association with the company in 1953, Mr. Petersen was engineering supervisor of KFEL Denver and director of engineering facilities of WPIX (TV) New York.

Hotel Installs Color Tv
FIFTY 21-inch RCA Victor color sets which have been installed at New York's Hotel Governor Clinton have been described as the "first substantial multiple color tv receivers in hotel guest rooms" in a joint statement by Frank M. Folsom, RCA president, and Leo A. Fields, president of the hotel.

Rust Firm Appoints Barkley
WILLIAM J. BARKLEY, general sales manager and executive vice president of Collins Radio Co., Cedar Rapids, Iowa, from 1934 until last April, has been appointed vice president of The Rust Industrial Co., Manchester, N. H., makers of remote control equipment. The appointment was announced by William F. Rust Jr., president of the firm. Mr. Barkley, who in 1907 founded the Wireless Specialty Co. of Boston, has since that time been associated with leading electronics firms. He formerly was vice president of the DeForest Radio Co. and general manager of Sylvania Electric Co.'s Power & Transmitting Tube Div.

Power of Spoken Word
ARMY Signal Corps have developed a tiny radio transmitter powered solely by the voice of the broadcaster using it. Successful broadcasts have been made over distances of more than 600 ft., the Signal Corps engineering laboratories in Ft. Monmouth, N. J., announced last week.

Only the voice sound waves are needed to operate the new radio, which is small enough to sit inside a telephone mouthpiece. As long as the sender speaks, the radio works and his voice is broadcast. When the speech strikes the microphone, part of its power is transformed into electricity to operate the radio, while the rest goes into the broadcast.

Until now, electricity from some outside source, such as batteries, has been necessary to operate a radio transmitter.

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Which gives you
BOTH!
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The Cincinnati Audience
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The Outside Audience
Ask Us for Facts and Figures

Page 110 • October 10, 1955
RECORD 52,000 ATTEND HIGH FIDELITY EXHIBIT

Chicago show draws 134 exhibitors as Jerome J. Kahn predicts that hi-fi sales in 1955 may reach $500 million.

FOURTH annual High Fidelity exhibit drew a record-breaking attendance of 52,000 people at Chicago's Palmer House Sept. 30-Oct. 2, it was reported last week by the International Sight & Sound Exposition Inc. Attendance broke all hotel records for a public show.

Radio broadcasters and newspapers were credited with assists in helping make the 1955 show a success as 134 manufacturers and hi-fi equipment suppliers showed their wares. Cooperating were WFMT (FM), which served as official station for the exposition, and WEFM (FM), Zenith Radio Corp.'s outlet. Newspapers ran special hi-fi sections.

Most significant report from the exhibit was the prediction that sales of hi-fi equipment and related accessories might hit $500 million in 1955. This prospect was held out by Jerome J. Kahn, commissioner of the newly-organized High Fidelity Institute. He said such an estimate is not "fantastic," compared to the $300-$400 million race reported up in 1954, but added: "It will take intensive and intelligent merchandising, and above all, a comprehensive educational program aimed directly at the public in non-technical terms." Mr. Kahn also reported married people without technical knowledge of the techniques outnumber other groups in hi-fi sales by ten to one. He credited home builders and decorators with helping stimulate interest in high fidelity.

Breakdown on anticipated 1955 sales, according to Mr. Kahn, includes $55-60 million for amplifiers; over $300 million for hi-fi and other records; $45-50 million, tuners; $35 million each for recorders and speakers; $35 million, combinations; $15 million, cabinets; $5 million, magnetic tapes; $7 million, needles and related accessories, and $15 million, miscellaneous.

Faster Part Replacements

Set Up by General Electric

IN WHAT General Electric Co. officials describe as a "new concept in marketing of broadcast-replacement-equipment by manufacturers," the company last week inaugurated a new manufacturer-to-distributor supply system designed to speed replacement parts to stations urgently in need of them.

Suppliers of such equipment formerly depended on direct factory-to-station delivery when necessary, often resulting in lost airtime for many stations caught in emergencies. New plan now allows GE-equipped radio and tv stations to find needed replacement parts "right in their own back yard," according to Frank P. Barnes, marketing manager for GE's broadcast equipment.

Soundo Electronics Supply Co., Springfield, Mass., will be the first distributor to operate under the plan, which calls for the establishment of a network of distributors in each of GE Electronics Division's 15 product-service districts in the U. S. Soundo, which will supply the New England states, will stock every conceivable type of part ranging in price from two cents upwards to $1,000. New York State stations will not be affected by the new plan because of their proximity to Electronics Park, Syracuse, N. Y.

ORRadio Sets Sales Record

SEPTEMBER sales for ORRadio Industries (magnetic recording tape), Opelika, Ala., ran 90% ahead of September 1954, making a one month sales record for the company, according to Nat Welch, vice president in charge of sales. Total sales, for the half-year ending in August, have increased 49%, it was reported.

One big factor in the September rise, ORRadio said, is public acceptance of the new Irish Double-Play Tape, introduced in August. The tape provides 2,400 ft. of tape on a standard seven-inch reel.

MANUFACTURING SHORTS

Blaw-Knox Co., Pittsburgh (steel, industrial products, antenna towers), was picked as setting for one of Industry on Parade series filmed for tv by National Assn. of Manufacturers.

Spanish-language Radio y Articulos Electricos, trade magazine for tv, radio, electronic and appliance fields, is making available 57 data sheets on 1954 U. S. exports to Central and Latin America, Spain and Italy. Companies wishing copies should state products interested in and send requests to Canterbury Press Division, Maher Publs., 2001 Calumet Ave., Chicago 16.

Westinghouse Electric Corp. announced last week that the U. S. Air Force has ordered $2,430,000 worth of magnetrons from the company's electronic tube division in Elmira, N. Y. The magnetron is the principal power generating tube used in radar systems.

RCA Victor Radio & Victrola Div., Camden, N. J., has announced the availability of a new high fidelity tape recorder attachment to serve as an accessory for Mark II and Mark III models of the RCA new Orthophonic high fidelity series.

Emerson Radio & Phonograph Co., as a promotion stunt in cooperation with officials at the Dexter Stadium (Jamaica, N. Y.), had a stock race car driver toss one of its radios (Model 933) while the auto sped at 105 m.p.h. Emerson claimed that track officials picked up the "Never-Break" cased radio finding it intact without even a scratch.

Altrec-Lansing Corp. announces new entry into hi-fi home recording field, called 901A Melodist Record Reproducer. Model, retailing for $225, is said to be the first true hi fidelity system requiring no installation. All that is needed, says company, is a hook-up with one of its five complete speaker systems. Company recently announced two new iconic loudspeaker systems, one using 15-in. low frequency recorder, 800-cycle dividing network and high frequency driver, other a 12-in. bass speaker and 3,000-cycle high frequency speaker and network.

Compass Communications Corp. offices, lab and showroom moved to larger quarters at 75 Varick St., N. Y. 13. Tel.: Canal 6-7455.

Anamp Corp. (tape recorders) will share 15% of profits with more than 800 employees beginning May 1, 1956. Announcement coincided with national sales meeting in Redwood City, Calif., headquarters.

Presto Recording Corp. will display new hi-fi tape recorder with separate amplifier at the New York Audio Fair opening Oct. 13. New Presto SR-27—designed for home use, but up to NARTB standards—features tape mechanism and 10-w amplifier in separate carrying cases. Two-speed recorder uses three motors and...
standard seven-inch reels at 7½ or 15 inches per second. Amplifier, A-920B, contains microphone and playback pre-amplifiers, power supplies and two small speakers for low-level monitoring.

Bell & Howell Co., Chicago, announces new TDC Headliner slide projector with 200 w. lamp, a five-inch helically focused anastigmatic lens, blower cooling, dual tilt control and deluxe manual changer. Model also will accommodate Selectron-Semimatic changer. B&H also announces new 750 w stereo slide projector, to retail for $179.50 with two 3-in. matched lenses, and $189.50 with two matched 4-in. lenses. Model comes with three slide changers. Firm also announces price reductions on its line of stereo still cameras, ranging from $15 to $20.

Quam-Nichols Co., Chicago, announces production is under way on new two and half inch loudspeaker, model 23A07, designed as replacement for portable radios, intercom and other equipment.

Newark Electric Co., Chicago, announces publication of 1956 catalog on electronic parts, tubes, equipment and accessories.

Bell Telephone Labs, N. Y., has announced development of "junction tetrode" transistor, able to generate more than billion oscillations per second in uhf band used for certain tv signals, types of radar and large bundles of telephone conservations, accomplished by addition of fourth electrode to basic junction transistor, plus other refinements. Bell's original junction transistor was limited to lower frequencies and until now vacuum tubes had to perform functions of new unit. New device is extremely small.

Allied Radio Corp. (electronic parts, equipment distributors), Chicago, has released new 324-page 1956 catalog listing over 26,000 items. Emphasis is placed on broadcast equipment and components with special-purpose tubes, cable, connectors, pickups, equalizers, CA approved tower light controls, patch cords, panels, racks, meters, photoelectric equipment, relays, switches, rectifiers, tools, batteries and power supplies covered in detail. Catalog may be obtained free from firm at 100 N. Western Ave., Chicago 80.

RCA engineering products div., Camden, N. J., has released new RCA Am-Fm Transmitting Equipment Catalog along with price list. Covered in detail are standard and high frequency broadcast transmitters with powers ranging from 250 w to 50 kw, transmission line equipment, antenna towers and remote control equipment. Broadcast marketing dept. has released new broadcast audio equipment catalog for am, fm and tv, describing in full detail printed wiring amplifiers, turntables, tape recording equipment, microphones, and accessory items. Price list is included.

Nuclear Products Co., El Monte, Calif., is manufacturing professional use Staticmaster system, designed for broadcasting stations to clean records and neutralize all surface static electricity, consisting of standard Staticmaster record brush and special ionizing unit mounted on chrome flexible arm. System was conceived to meet needs of stations which do not always have time to neutralize static charge on record to zero after brush has eliminated surface static. It is available from firm at 10173 E. Rush St., El Monte, for $39 complete.

International Telephone & Telegraph Corp., N. Y., with initial investment of over $600,000 will construct new plant in L. A. for further expansion of manufacturing of electronics equipment by one of its divs., Federal Telephone & Radio Co.

Amperex Electronic Corp., Hicksville, L. I., N. Y., has introduced Type 2N115 P-N-P Junction power transistor delivering 2 w push-pull output with 6 volt supply, designed to meet need for transistor with greater power than presently available. Transistor has very high current rating at low drop across transistor itself and relationship between base current and collector current is extremely linear, firm says, claiming gain is exceptionally high for power level. Complete data on Type 2N115 is available on request from company at 230 Duffy Ave., Hicksville.

MANUFACTURING PEOPLE


Howard W. Sams has been elected board chairman and J. A. (Shine) Milling president of Howard W. Sams & Co. Inc., Indianapolis, electronic engineering, research and technical publishing firm. Mr. Sams has been president since 1946 and Mr. Milling executive vice president and general manager of the firm for the past three years.

Andrew C. Freimann, General Motors Delco appliance division general sales manager, to York Corp. (refrigeration, air conditioning) as vice president in charge of marketing.

Philip H. Well, district sales manager for General Electric's radio and tv department in Dallas, appointed to a similar post for the New York metropolitan area. Mr. Well replaces Harold J. McCormick, recently named advertising and sales promotion manager of the department.

Norman M. Howden, publicity director, Charles L. Rumrill & Co. (adv.), Rochester, N. Y., to Stromberg-Carlson, same city, as staff assistant to public relations director.

Marvin J. Fein, General Electric International, named manager, Export Div. of Berlant-Concertone, Audio Div. of American Electronics. It was also announced that all sales of Berlant-Concertone records for export, excepting Canadian shipments, will be handled by the new New York office, located at 232 Madison Ave.

Gerald M. Moch, appointed engineering representative for New York territory by Radio Con
denser Co., Camden, N. J. Mr. Moch is head-quartered at 15 Exchange Place, Jersey City.

BROADCASTING • TELECASTING
**PROGRAMS & PROMOTIONS**

**KFMB-TV FILMS GROCERYMEN**

KFMB-TV San Diego recently wound up one of its biggest production jobs, filming state Grocers’ Asstn. convention from beginning to end, not for telecasting primarily, but to give grocers a documentary of their event. Short takes were used on KFMB-TV Newsreel show, but staff worked at breakneck speed to show grocers more than 20,000 feet of convention film before they went home. Dan Bellus, head of Wather-Alvarez Best, sales development and promotion dept., who supervised operation, was able to show the movie two and a half hours after final shots. Film is also to be used for regional grocers’ groups and other meetings.

**WSAZ MAKES DISC AWARDS**

WSAZ Huntington, W. Va., platter maestro Lloyd Garten delivered award plaques recently to winners in station’s annual listener poll of record popularity. Recipients were Doris Day, Eddie Fisher, the McGuire Sisters, Les Baxter and the Crew Cuts.

**SENTINEL SALUTES RADIO-TV**

THE Milwaukee Sentinel’s “TeleSCOPE,” Sunday newspaper magazine, recently devoted a four-page issue to area radio and television fall programs. Radio disc jockeys and tv networks received special pages. Advertisers were radio-tv set retailers and stations.

**FARM-CITY WEEK OBSERVANCE**

IN observance of Farm-City Week (Oct. 23-29), radio and television stations and networks are planning extensive coverage, including pick-ups of many local events and integration on various programs. Farm-City Week has been established to dramatize the close interdependence of the farm and the city.

**WICS (TV) STARTS QUIZ SHOW**

QUESTIONS that can be answered by viewers at home as well as studio audiences form the basis of a new type quiz program, Fun ‘n’ Fortune, begun by WICS (TV) Springfield, Ill. Sponsored weekly by Eisiner Food Stores, each program includes 21 questions to be honored with prizes. Cards for each program are distributed to Eisiner stores, picked up by viewers for use on the programs (without any need of purchase) and returned to the stores for checking. Tickets for program also are made available at stores.

**FOR LATE VIEWERS**

WLWC (TV) Columbus, Ohio, has an offtake offering among late, late shows with its One O’clock Jump program, a two-hour dance, disco-jockey party which goes on the air “live” from the station’s studios every Friday at midnight. Despite the late hours, the show has had amazing success in securing audiences, the station says. Over 100 couples have swamped the studio every week to dance before the tv cameras and sip soft drinks. WLWC keeps eight switchboard operators busy handling the usual two to three thousand requests that pour in from viewers during the program.

**BI-LINGUAL HISTORY SERIES**

SERIES of historical sketches dealing with phases of Canadian history since 1759 are being televised alternate weeks on CBMT (TV) Montreal, and the Canadian tv network. The program Dateline will have a bi-lingual cast and there will be telecasts in both English and French of each episode, the cast doing the show in English one week, and the next week in French. The series is written by Jean Desprez and Joseph Schull, both of Montreal, and is based on research in Canadian archives.

**NBC GUARANTEED VIEWERS**

STATISTICIANS might be interested to know that come 8 p.m. EDT, Monday, Oct. 17, 1955, there will be four more color-tv sets in operation, and NBC-TV assumes that these sets will be tuned to Producers’ Showcase that evening for the telecast of “Cyrano de Bergerac.”

Four RCA “Seville” color sets will be awarded to the persons who successfully complete in 25 words or less the statement: “I want to see ‘Cyrano de Bergerac’ in color on NBC-TV, Oct. 17, because . . .” Contest, already under way, is sponsored by Dave Garaway’s Today.

**WESTINGHOUSE - owned W O W O Ft. Wayne, Ind., instituted Michigan Peach Day this year as a test for the Michigan Dept. of Agriculture’s plans for marketing fruit crops throughout the Midwest. Free Michigan peaches offered listeners bought WOWO more than 17,000 post-card bids for prizes. Eating their peaches are: (I to r) Jim Neville, Dancer-Fitzgerald-Sample Inc. timebuyer, New York; Robert Somervelle, Free & Peters Inc. account executive, New York, and Eldon Campbell, national sales manager for Westinghouse Broadcasting Co.

**Oops!**

THREE-month old KLIN Lincoln, Neb., gained a renewal because the advertiser phoned in a cancellation of his commercial.

A local restaurant owner ordered a few spots to publicize his recent remodeling and after business increased phoned the station to cancel his order. Through a mixup in shifting the call to the sales department, he was transferred to an “on the air” telephone show and the cancellation order was broadcast without the advertiser’s knowledge.

Things begin to happen immediately, Listeners called wanting to know why business was conducted over the air. KLIN salesmen were questioned by other clients. The restaurant owner was kidded by friends and people he didn’t even know. He called again, this time getting the right department, and said, “I, look, if radio can cause that much comment, I want some more time.”

**MORE THAN "JUST A TOWER"**

From coast to coast you will find installations where TOWER’S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

**A NEW HEAVY DUTY 600 FT. TV TOWER**

Guyed type . . . heavy legs and braces designed for 100 MPH wind and one-half inch ice load . . . bolted galvanized to show cost of primer undercoat supports all types of television antennas and coastal feed line or wave guide . . . complete erection by experienced crews.

**MICROWAVE TOWERS AND REFLECTORS**

TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S. Government, Bell Telephone System and leading manufacturers. . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

**Tower Fabricators And Constructors The World Over**

**Construction Co. SIOUX CITY, IOWA**

October 10, 1955 • Page 113
WGN CO-SPONSORS EVENT

THREE-DAY Illinois "Corn Harvest Days Festival," officially proclaimed by Gov. William Stratton and co-sponsored by WGN-AM-TV Chicago, drew over 40,000 people in Pontiac, Ill. Festival was climaxed with the fourth annual Illinois mechanical corn-picking contest. WGN Inc. awarded a $500 defense bond to the first-place winner and a $100 bond in fashionable food event. WGN radio broadcast most of the events and staged a variety show featuring its own radio-tv stars and WGN-TV aired films of the event.

NEW RIN TIN TIN PRODUCTS

WITH licensing of four new companies to make *Rin Tin Tin* products, there are now 35 items being manufactured under network dog hero's name, Screen Gems Inc., Columbia Pictures Corp., subsidiary, says only licensed companies are Breyer Moulding Co., Chicago, making plastic reproduction of Tin Tin; Outdoor Supply Co., N. Y., camping gear; Gem Dandy Inc., N. Y., leather belts; and Simp Shuster, N. Y., Rin Tin Tin "Golden Book" and coloring book.

COWBOYS, TRAINS ON KTNT-TV

KTNT-TV Tacoma, Wash., has launched new kid show, *Astry-Rogers Theatre*, with movies supplemented by "Engineer Walt" (Dave Richardson) and his elaborate model train props in live segment. Show is seen daily, 5-6:15.

WBC HOLDS MAN FOR DENVER

WESTINGHOUSE BROADCASTING stations held onto a departing newsham long enough to get daily direct reports from Denver on the President's illness—making it the only independent broadcasting group with its own man on the spot, it believes. When company President Chris Witling decided to send a man, John Landay was turning his duty as KDKA Pittsburgh news director to his successor, Jim Snyder, before joining Tex McCrory in New York as his radio-tv producer. With Mr. McCrory, cooperation newsham Landay hastily changed plans and soon was beep-phoning five reports daily from Denver to WBC radio and television stations. Mr. McCrory, who is also using the reports, has agreed to Landay's request, bringing Denver as long as WBC deems worthwhile.

KLZ STAFFS BIGGEST STORY

STAFFERS of KLZ-AM-FM-TV Denver put in some of the finest—and longest—hours of their careers recently when the President's illness turned the summer White House at Lowry Air Force Base there into the world's most hectic news capital. KLZ, with a full crew of radio and tv engineers, cameramen and floormen on duty 24 hours a day, working with CBS networks and local staff, claims it was the only Denver station to staff the story. When it broke, crew were called back from football coverage and put to work at the Lowry press room. Thereafter some went as long as 42 hours without sleep and hot meals.

RADIO SILENCE FOR PRESIDENT

WFAS White Plains, N. Y., is observing 30-second period of silence daily at 11 a.m. for prayer in behalf of President Eisenhower. Idea came from listener, Mrs. Lillian Warren of Tarrytown, N. Y. Frank Seitz, WFAS general manager, expressed hope other stations across the country would follow suit.

WBZ STIRS UP APPLE STEW

WBZ-WBZA Boston personalities George Le Blanc and Carl del Suze unwittingly touched off a "friendly feud" among New England apple growers recently and crates of the fruit are arriving at the studios from all over the area. Mr. del Suze, loyal to New Hampshire, kindled the feud by refusing an apple from Mr. Le Blanc's home state of Vermont. Others of the staff joined in, defending apples of Connecticut, Maine, Massachusetts and Rhode Island. Oregon apples have arrived from WBZ's sister station KEX Portland, along with a flood of mail from all parts of the country.

APPEARANCE ON WKY-TV PAYS

WKY-TV Oklahoma City program interviewees don't have to answer questions to win large sums of money. Alex Malickoff, 17-year-old German refugee student at Oklahoma City U., appeared briefly on the Prissy Thomas Guest Room show and shortly afterward found himself $1,000 richer. A director of the Rapp Foundation saw the show and called Mr. Malickoff immediately to inform him of the Foundation grant. The mailman delivered this call the next morning, bringing the student a check for $300 with an official letter.

WTJ (TV) SENDS FRUIT

WTJ (TV) Miami recently sent out 100 boxes of avocados to agencies, networks and clients with note saying, "A healthful reminder that the Miami market is in the healthiest condition ever... still gaining."

KTV (TV) SELLS STATE FAIR

KTV (TV) Salt Lake City and Continental Oil Co. set new station record for single remote telecast sponsorship with completion of 10 days of Utah State Fair coverage. Station staff and sponsor took viewes on complete tour of the event, averaging two hours of fair programming daily.

KTR-TV WEATHER CONTEST

KTR-TV Lubkin, Tex., is encouraging viewers to outwit the local weatherman in its "First Norther" contest. Entrants 100 miles away are predicting exact moment when Lubkin temperature will hit 38°F. When time comes, best guesser gets $350 tv set, with next best receiving $100 and $50 savings bonds.

WTIC BACKS FUTURE FARMER

WTIC Hartford, Conn., has picked a young participant in the WTIC Farm Youth Program to go as station's guest to Future Farmers of America national convention this week in Kansas City. Arnold Hinckley, 17, of Windham, was chosen after visit of committee members to see his work toward establishing a good herd. One of the winner's Holsteins was purchased on a WTIC Farm Youth Program loan a year and a half ago.

WPTZ (TV) DOCUMENTS RACKET

WPTZ (TV) Philadelphia Saturday climaxed a month of underground work with police department with first of two documentaries on numbers racket and bootlegging in area. Reporter Taylor Grant used film shot on police raids and interviews for half-hour 7 p.m. Tele-Scope shows. With him in studio were police and legal authorities.
KFYR-TV Bismarck, N. D., presented Gov. Norman Brunsdale of North Dakota (3d from r) on its live network dedication program Sept. 28. KFYR-TV, one of the first stations to use Bell System's new "off-the-air" pickup service, brought viewers 1955 World Series from NBC on initial live network show. Participating in the dedication are (l to r) Vern Holman, AT&T; William Moeller, president, Bismarck Chamber of Commerce; Evan Lips, mayor of Bismarck; Gov. Brunsdale; Mrs. Etta H. Meyer, president, Meyer Bestig Co. (KFYR-AM-TV) and Frank E. Fitzsimonds, company executive vice president.

WVDA COVERS CARLING OPEN
WVDA Boston presented 30 special broadcasts and utilized over $25,000 worth of equipment in hole-by-hole coverage of area's largest golf tournament, Carling's Charles River Country Club $50,000 open, recently. Station used staff of 10 for exclusive coverage throughout five-day tourney, sponsored by 1st Naval District Headquarters Recruiting Bureau.

COLEGIALES GRILL BUTLER
RUTH Geri Hagy's ABC-TV interview show, College Press Conference, opened new season yesterday (Sun.) with Paul Butler, Democratic National Committee chairman, as guest. Series, originating from WMAL-TV Washington, D. C., will celebrate its fourth anniversary Oct. 16 with a special interview on peace and disarmament with the Hon. Harold E. Stassen, special assistant to the president on disarmament. Mr. Stassen will appear on the telecast for the third consecutive year.

PENNIES FROM KHJ-TV
KHJ-TV Los Angeles sent out caricature drawing with a copper penny supporting a cowboy hat to herald the premiere of the Hank Penny Show. Westinghouse-sponsored show is on station Tuesdays, 8-9 p.m.

FARM STAFF PENS NEWS NOTES
WIBW-AM-TV farm staff, "Wilbur, Wes and Dick," have inaugurated series of monthly reports on local farm situation. Mimeographed "Kansas Farm Notes" cover farm facts, side-lights and humor.

TELECAST COMMERCE REPORT
KIMA-TV Yakima, Wash., scored probable tv "first," it believes, with recent half-hour telecast of local Chamber of Commerce annual report. Show utilized live action, newfilm and photos and was seen by Chamber at its annual banquet meeting, as well as by viewers at large.

WKBV VISITED BY 10,000 FANS
LISTENERS, more than 10,000 of them, braved drizzling rain, inadequate public transportation and short parking space to answer the open house invitation of WKBV Richmond, Ind., on its 29th anniversary last month. Visitors came from 25 miles around, from 6 a.m. in the morning until after 10 p.m., with roses, cigars, balloons and one radio door prize the only inducements. WKBV drew the crowd of visitors mainly by its air invitations, with only 5% of publicity budget spent in other media. During peak hours visitors were directed by sheriff's deputies and station staff to come back later when parking space might be available. And they did, on into the following day, long after gifts ran out.

AIRS 'TEXAS TOWER' REPORT
NEWSMAN Ralph Morse of WEEI Boston recently relayed the first full-scale broadcast from U. S. Air Force's new ocean-based Georges Bank radar station, popularly known as "Texas Tower." Taken to tower in tugboat, the newsman was raised in a basket by boom 100 feet to the helicopter deck of the steel and concrete island. Prior to this first full-scale broadcast from the tower WEEI had received hurricane reports from there by telephone.

KFAB CLAIMS HURRICANE BEAT
HUGH McCoy, KFAB Omaha news director, scored a major news beat, the station says, with early eyewitness reports of Hurricane Janet's impact on Central America. A ham operator hearing the first distress calls from Corozal, British Honduras, patched a recorder into his shortwave rig and taped a dramatic account by the Rev. Philip E. Pick at Corozal. The Rev. Pick's shortwave report, broadcast from the only transmitter in operation at the storm scene, was aired by KFAB less than an hour later on Mr. McCoy's 6 p.m. newscast.

WIS-TV AIRS SHOW FOR DEAF
WIS-TV Columbia, S. C., presented first of Bible for the Deaf series yesterday. Studies are presented by Edwin Sampson of Columbia's First Baptist Church Sunday school department and interpreted in sign language by Mrs. Jewel Duvall.

WEDNESDAY ACTION ON KTTV
KTTV (TV) Los Angeles is touting its Wednesday night adventure programming with a toy police car and cable car paper weight mailing to trade. Two-hour action film block begins at 8:30 with The Lone Wolf, followed by San...
COLOR SIGNAL CERTIFICATION

A vector display monitoring and test instrument for color signal certification. The VDE-3A incorporates a high-definition Display Oscilloscope, with edge-lighted calibrated overlay. Camera mounting facilities are provided for photographic records of vector display, plus continuous operating check. Component features self-calibrating circuits for accurate and dependable signal certification. Protective covers included for safe portability. Display Oscilloscope, Decoder-Keypad, and Burst-Controlled Oscillator available as optional extras. The VDE-3A is supplied complete with regulated power supply and mounting rack.

Detailed literature forwarded on request.

FOR THE RECORD
Station Authorizations, Applications (As Compiled by B*T)
September 29 through October 5

Includes data on new stations, changes in existent stations, owner changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

FCC Commercial Station Authorizations As of Aug. 31, 1955

<table>
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<tr>
<th></th>
<th>Am</th>
<th>Fm</th>
<th>Tv</th>
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<tr>
<td>Licensed (all on air)</td>
<td>2,747</td>
<td>253</td>
<td>144</td>
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<tr>
<td>Cps on air</td>
<td>11</td>
<td>15</td>
<td>925</td>
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<tr>
<td>Cps not on air</td>
<td>115</td>
<td>16</td>
<td>111</td>
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<tr>
<td>Total on air</td>
<td>2,862</td>
<td>269</td>
<td>655</td>
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<tr>
<td>Total authorized</td>
<td>2,863</td>
<td>266</td>
<td>668</td>
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<td>Applications in hearing</td>
<td>149</td>
<td>3</td>
<td>155</td>
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<tr>
<td>New station requests</td>
<td>9</td>
<td>6</td>
<td>154</td>
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<tr>
<td>New station bids in hearing</td>
<td>91</td>
<td>0</td>
<td>110</td>
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<tr>
<td>Facilities change requests</td>
<td>285</td>
<td>132</td>
<td>242</td>
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<tr>
<td>Total applications pending</td>
<td>765</td>
<td>132</td>
<td>242</td>
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<tr>
<td>Cps deleted in Aug.</td>
<td>3</td>
<td>0</td>
<td>4</td>
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<tr>
<td>Cps deleted in Aug.</td>
<td>3</td>
<td>0</td>
<td>4</td>
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*Does not include noncommercial educational fm and tv stations.

Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Oct. 5

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<thead>
<tr>
<th>On</th>
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APPLICATIONS
Yuma, Ariz.—Weather-Alvarez Insig. Inc., vhf ch. 13 (210-216 mc); ERP 28.7 kw vis., 12.5 kw air; ant. height above average terrain 686 ft.

above ground 667.25 ft. Estimated construction cost $200,000, first year operating cost $900,000, revenue $900,000. Post office address 1405 S. First Ave., Yuma, Trans. location on U. S. Hwy. 80 in Imperial County, Calif. Geographic coordinates 33° 57' 38" N., 115° 17' 48" W. Long. and lat. Ant. not included.坭ant. T. C. Applicant is licensee of KYFB-AM-TV San Diego, Calif. License expires Sept. 30.

APPLICATION ANNOUNCEMENTS
New Vf Stations...

ACTION BY FCC

Minn., Minn.—Meyer Brost, Co., granted vhf ch. 10 (192-198 mc); ERP 23.9 kw vis., 14.8 kw air; ant. height above average terrain 90 ft., above ground 130 ft. Estimated construction cost $122,600, first year operating cost $65,000, revenue $90,000. Post office address 103 E. 3rd St., Davenport, Iowa. Transmitter site located Minn., Transmitter location near Minn. Geographic coordinates 45° 8' 20" N., 93° 7' 32" W. Long. Transmitter owned by D. C. Applicant is licensee of KFMB-AM-TV San Diego, Calif. License expires Oct. 5.

APPLICATIONS
Cleveland, Ohio.—KICA Inc., vhf ch. 12 (304-310 mc); ERP 70 w vis., 38 kw air; ant. height above average terrain 563 ft., above ground 530 ft. Estimated construction cost $190,000, first year operating cost $90,000, revenue $90,000. Post office address 122 Euclid Ave., Cleveland, Ohio. Transmitter site Cleveland, Transmitter location KICA. Geographic coordinates 41° 58' 39" N., 81° 54' 18" W. Long. and lat. Ant. not included. D. C. Applicant is licensee of KICA. License expires Sept. 30. Applicant is engaged in allied wholesale trade.

APPLICATION AMENDED
Cheboygan, Mich.—Midwestern Best Co., amended application for new tv to specify ERP of 21.3 kw vis., 11 kw air. Changes in sign change type of trans. and ant. ant. height above average terrain to 60 ft. and make other equipment changes. Amended Sept. 30.

PETITION

Wenatchee, Wash.—Westcoast Best Co. (KQW) petitions FCC to amend sec. 3.906 so as to provide for reallocation of ch. 18 from Bellingham, Wash., to Wenatchee and substitute ch. 46 for 18

BROADCASTING & TELECASTING
in Bellingham. Received Sept. 23; announced Sept. 30.

Existing TV Stations

APPLICATIONS

KREM-TV, Eureka, Calif.—Seeks mod. of cp to change ERP to 100 kw vis., 25 kw aud, and make equipment changes and to change antenna height above average terrain 1,225 ft. Filed Oct. 4.

WGRB-TV, Evansville, Ind.—Seeks mod. of cp to make antenna change. Ant. height above average terrain 321 ft. Filed Oct. 4.

WGLT-TV, Lancaster, Pa.—Seeks mod. of cp to change antenna: studio location, main transmitter, and antenna to Columbia Pike and Abbyville Rd., West of Mill St., Lancaster. Filed Oct. 2; request waiver of sec. 3.813 of FCC rules. Filed Oct. 5.

APPLICATION AMENDED

WCOC-TV, Middletown, Miss.—Amends application to furnish additional financial data, loan agreement, and request waiver of sec. 3.813 of FCC rules. Amended Oct. 3.

PETITION

WMMR-TV, Manchester, N. H.—Petitions FCC to amend sec. 3.610(a) (1) and (6) of Appendix I, Fig. 2, to provide for New Hampshire and Vermont so that all portions of New Hampshire and Vermont will be in Zone I, with portions of Zone II and Zone III adjacent. FCC rules in parallel will fall in Zone II rather than Zone I, or in parallel within Zone I of all of New Hampshire and Vermont and exclude from Zone I those portions of Zone II and Zone III adjacent. Filed Nov. 30; dismissed request of applicant. Dismissed Oct. 3.

APPLICATIONS

Fort Smith, Ark.—H. Welden Stamps, 1410 S. 900, P.O. Box 1300, N. E. 3rd St. Fort Smith. Estimated construction cost $9,000. First licensed Oct. 1; filed Oct. 4. Mr. Stamps is vice-president/general manager of KRFZ, Fort Smith. Filed Oct. 2; request waiver of sec. 3.813 of FCC rules. Filed Dec. 25.

Little Rock, Ark.—Septis, 240, 1460 S. 900, P.O. Box 1300, N. E. 3rd St. Fort Smith. Estimated construction cost $18,000. Mr. Septis is president of KSDK, St. Louis. Filed Oct. 2; request waiver of sec. 3.813 of FCC rules. Filed Dec. 25.

KUZZ-WLTV, Lenoir, N. C.—Seeks mod. of cp to change antenna location, and operate trans. by remote control from Winston-Salem, N. C. Filed Oct. 4; request waiver of sec. 3.813 of FCC rules. Filed Oct. 29; request waiver of sec. 3.813 of FCC rules. Filed Dec. 25.

KZUS, Fairbanks, Alaska.—Application to change antenna location and operate trans. by remote control from Anchorage, Alaska. Filed Oct. 29; request waiver of sec. 3.813 of FCC rules. Filed Dec. 25.

KZMS-AM, Rapid City, S. D.—Application to change antenna location and operate trans. by remote control from Rapid City, S. D. Filed Oct. 29; request waiver of sec. 3.813 of FCC rules. filed Dec. 25.

KZZX-TV, West Monroe, La.—Filed Oct. 4.

KAZS-AM, Corpus Christi, Texas.—Application to change to FM. Filed Oct. 4.

KACTION-AM, Memphis, Tenn.—Filed Oct. 4.

KAVK-AM, Juneau, Alaska.—Filed Oct. 4.

KAVN-AM, Victoria, Texas.—Filed Oct. 4.

KAVO-AM, Lebanon, Ohio.—Filed Oct. 4.

KAVP-TV, Portland, Ore.—Filed Oct. 4.

KATC-TV, Lafayette, La.—Filed Oct. 4.

KATG-AM, San Juan, Puerto Rico.—Filed Oct. 4.

KATL-AM, Portland, Ore.—Filed Oct. 4.

KATN-AM, Thompson, Maine.—Filed Oct. 4.

KATT-AM, New Haven, Conn.—Filed Oct. 4.

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KATT-AM, New Haven, Conn.—Filed Oct. 4.

KATT-AM, New Haven, Conn.—Filed Oct. 4.

KATT-AM, New Haven,Conn.—Filed Oct. 4.
October 3 Applications

October 4 Decisions

Broadcasting • Teletcasting
PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W.  ME  8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
A.Dms 4-2414
Member AFCEE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
Member AFCEE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.  MO  3-3000
Laboratories Great Notch, N. J.
Member AFCEE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCEE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.  DI  7-1319
WASHINGTON, D. C.
P. O. BOX 7037  JACKSON 3002
KANSAS CITY, MO.
Member AFCEE

A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
Pennsylvania Bldg., Republic 7-3347
WASHINGTON 4, D. C.
Member AFCEE

Craven, Lohnes & Culver
MUNSEY BUILDING  DISTRICT 7-2125
WASHINGTON 4, D. C.
Member AFCEE

WELDON & CARR
Consulting
Radio & Television Engineers
Washington 6, D. C.
Dallas, Texas
1001 Conn. Ave., 4312 S. Buckner Blvd.
Member AFCEE

PAGE, CREUTZ, GARRISON & WALDSCHMIDT
CONSULTING ENGINEERS
710 14th St., N.W.  Executive 3-5670
Washington 5, D. C.
Member AFCEE

KEAR & KENNEDY
1302 18th St., N. W.  Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCEE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
Member AFCEE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.  EX 3-0703
WASHINGTON 5, D. C.

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington 6, D. C.
Executive 3-1250  Executive 3-0851
Member AFCEE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Rd.—Riverside 7-2153
Riverside, 11.
(A Chicago suburb)

ROBERT M. SILLIMAN
John A. Meffer—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCEE

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hillard 7010
KANSAS CITY, MISSOURI

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone Emerson 2-8071
Box 2448, Birmingham, Ala.
Phone 6-9294
Member AFCEE

Vandivere, Coher & Wearn
Consulting Electronic Engineers
612 Evans Blvd.
NA 8-2898
1420 New York Ave., N. W.
Washington 5, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-3545

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

J. G. ROUNTREE, JR.
5622 Dyer Street
Emerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-6113
Denver 22, Colorado

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Emerson 2-3177
Member AFCEE

IF YOU DESIRE TO JOIN
THese ENGINEERS
in Professional Directory
advertising contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash, 6. D. C.

*Member AFCEE

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037  Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Cyrcus 3234 16th St., N.W., Wash, 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses, Write for Free Catalog, specify course.

SPOT YOUR FIRM’S NAME HERE, To Be Seen by 75,956* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *1953 ARB Projected Readership Survey

TO ADVERTISE IN THE SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash, 6. D. C.

Broadcasting • Telecasting  October 10, 1955 • Page 119
Radio Help Wanted—(Cont'd)

Classified Advertisements

Radio Help Wanted—(Cont'd)

Experienced combination announcer-engineer south eastern Arkansas. Send tape, full details.

First phone come, good voice ... 5kw Rocky Mountain mountain market... Photo, tape and references immediately to Box 1142, B-T.

First class phone announcer, South Carolina full time. Good salary to right man. Rush references and tape. Box 1156, B-T.

Experienced radio announcer wanted for top station in large metro market. Must have strong commercials, play by play, etc. Send resume, tape and letters to Bob Harrison, Radio Station WLOH, Princeton, W. Va.

Sports announcer wanted for Florida's top water ski show. Excellent opportunity for right man. Good salary plus expenses. Write to Box 1206, B-T.

One announcer, a number one morning man, object of desire for a top radio station in major market. Send resume, references, tape and photographs. Box 999, B-T.

Chief engineer for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent management man and good general worker. Good starting pay with regular increases. Box 926C, B-T.

Radio salesman, sobe, with consistent production record. Write Manager, KRPV, Caraballo, New Mexico.

Excellent station in excellent market needs excellent regional time salesman. Write LaVeil Wallin, WAVC, LaFayette, Iowa.

Radio salesman, good opportunity on steady account. Good background, references and photo number. Box 503, Yuma, Arizona.

Opening October 1st for good announcer-Jockey Ind. Announcers. Give us full details as to present employment, salary expected. Tape later. Box 2463, B-T.

Needed experienced steady radio salesman. Permanent job, southwestern network station in competitive market. Excellent opportunity for right man. Box 893C, B-T.

Wanted: An excellent opportunity for young aggressive salesman. In a successful southwestern radio station with national network affiliations. Group ownership, good exchange, not only to progress on this station, but also on stations controlled by the same management. Please give full details including experience and references. Picture in first letter. Reply Box 8180C, B-T.

Wanted: Salesman who can progress on this station, but also on stations controlled by the same management. Please give full details, including references and experience. Picture in first letter. Reply Box 8180C, B-T.

Immediate opening, announcer southern station, need versatile individual, news, sports, pop and hard ball. Send background and references. Box 1243, B-T.

Immediate opening-announcer-permit holder... for Connecticut station. Good working conditions. Send complete details about yourself to Box 1315, B-T.

Announcer-copywriter or announcer-sales. Station located in southeastern Arkansas. If you have proven yourself to be a personality with a definite commercial flavor; if you can sell your own time; make your own opportunity. High power rural station in small town, southeast. Excellent salary depending on ability. Full details now. Tape later. Box 1465, B-T.

Excellent copywriter. Picture in first letter. Reply Box 8190C, B-T.

Immediate opening, announcer southern station, need versatile individual, news, sports, pop and hard ball. Send background and references. Box 1243, B-T.

Florida coastal 5000 watt independent wants experienced sales representative. Potential excellent. Ground floor—20% protected accounts. Box 1046C, B-T.

Acting partner: Supervisory ability. Send full background, resume and photo. West Coast Indie. Box 116E, B-T.

Salesmen/Saleswomen—Wanted: Good typist to help in the front office of a busy metropolitan radio station. Good salary plus commission. Send full details. Box 1013E, B-T.

Immediate opening—Cincinnati station needs experienced sales representative. Apply Box 1256, B-T.

Salesman, Michigan independent looking for a working sales manager. Good income to right man. Send photo and details to Box 896C, B-T.

Salesman. Michigan independent looking for a working sales manager. Good income to right man. Send photo and details to Box 896C, B-T.

Wanted: Experienced time and record salesman to work for a midwest’s largest station. Write to Box 1025E, B-T.

Wanted: Experienced, steady radio salesman. Permanent job, southwestern network station in competitive market. Excellent opportunity for right man. Good pay. Box 893C, B-T.

Chief engineer, California Indie. Metropolitan market. Right man can buy interest. Send full background resume and photo. Box 126E, B-T.

BROADCASTING • TELECASTING

Radio Help Wanted—(Cont'd)

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, programming. Well-known throughout the industry. Available at once. Box 896C, B-T.

Small medium market manager or assistant capable of making modest proposition pay. Successes based on low-expense operation. Excellent commercial contacts. Prefer southeast. Available now. Best references. Box 1498, B-T.

General manager. Nineteen years experience. Reliable, efficient, progressive. Top references. Box 1515E, B-T.

General manager am-tv, now employed, desires change. Have top-flight sales staff for any move. Have records of big sales in the industry. Looking for large group or combination ownership and interested in large group ownership. Best industry references. Box 1603, B-T.

From janitor to manager in ten radio years. Now seeking traveling salesman job with affiliated radio services in Texas area. Box 941C, B-T.

Excellent background, sales, programming, managerial timber. 30. Ambition, persistent, seeking opportunity Great Lakes area. Box 964C, B-T.

Will you please give Tyro job. Box 786C, B-T.

Experienced, trained, hardworking announcer desires permanent settlement Vermont, New Hampshire. Box 983C, B-T.

Experienced sportscaster: Basketball play-by-play specialty, strong voice. From news, DJ. Versatile, sober, reliable, desirable staff position, talent ball market. Box 1006, B-T.

Solid announcer for solid station. Five years experience. Ideal cases including program director. Box 103E, B-T.

DJ available to compete with NBC’s "weekday" and give you the audience. Box 109E, B-T.

Situations Wanted

Managerial

Managing Director, Metropolitan station, New York. Experienced sports announcer. Good salary plus. Box 891C, B-T.

Director of Sales, Radio Station WKB, Philadelphia. Excellent opportunity. Box 8190C, B-T.


Radio Manager, Indianapolis. Good salary plus. Box 895C, B-T.
RADIO

Situations Wanted—(Cont’d)

Announcer, thoroughly trained, extremely ambitious, single, veteran. Recent graduate School of Radio Technique. Locate within 200 miles radius N. Y. C. Be Martini, Jr., Twinning & Co., Box 860C, B-T.

Four years independent radio, tv, from kw staff to program director years of experience in all phases. Impressive performance all phases, including sales.试管婴儿, single, veteran. Recent graduate School of Radio Technique. Locate within 200 miles radius N. Y. C. Be Martini, Jr., Twinning & Co., Box 860C, B-T.

Employed announcer, desires position in pro- gramming and eventually working into programming. Two and half years metropolitan and rural station experience. Veteran. Box 119E, B-T.

Experienced announcer—DJ, reliable, married, presently employed, seeks position with advancement. Box 118E, B-T.

Mail list staff announcer available in November, desires permanent position in East, will accept other offers. Good voice, authoritative news. Box 118E, B-T.


Versatile announcer. Presently employed. De- sires permanent position with northeastern sta- tion. Box 119E, B-T.

Sports announcer, experienced, play-by-play all sports. Excellent voice. Future opportunity. Box 118E, B-T.


Attention—Arresting DJ. Now major market: expert satire soap opera, news. Former comedy writer, knows all about dramas, commercials. Business builder. Box 118E, B-T.

Top-notch personality. Personality DJ with proven voice ability to build audience and strong mail pull. Excellent play-by-play all sports. Available immediately. Box 118E, B-T.

Mr. Station Manager. Here's your announcer, 25, single, has and can handle announcing, news, write commercials—1st place. Welcome chance to handle time selling. Travel, tape, resume available. Box 118E, B-T.

Staff announcer, married, Recently broadcasting school graduate—has experience in all phases. Will travel. Tape on request. Box 118E, B-T.

Platter spinner, sportscaster, newsmen, veteran, single, tape on request. Box 118E, B-T.

DJ and MC. 8 years experience, strong ad-lib commercials, radio and video . . . currently WFEK-AM-TV, Peoria, Illinois.

Staff announcer, news, commercial, DJ, vet, single, will travel, tape on request. Julius Kon- rad, Jr., 1307 129th Street, College Point 56, N. Y.

Experienced combo announcer, all phases, seeks station in growing market. Enjoying entertainmentenvying disc MS, heavy duty sports, news, special events, 3rd phase. Chris Roper, 2230 N. Dearborn, 701 Conley Island Avenue, Brooklyn, N. Y. Buckminster 2-4460.

Versatile graduate radio school, b 3½ years North- western U. radio speech. Sales background. Your man, able to handle any account. Adam Wint, 111 Marquette, Park Forest, Illinois. Skyline 8-6596.


Technical

1st phone, three years control experience, desire radio sales. Desires move into operations, southwest or Cali- fornia. Presently employed, 25 years old. Single. Box 117E, B-T.

Combo-man, 1st phone, experienced announcer- disc jockey, good all around, married, reliable, solid background. Resume, tape, references. Box 116E, B-T.

RADIO

Situations Wanted—(Cont’d)

Program director desires change. Three years experience announcing and produc- ing. Box 113E, B-T.


Energetic program director, news and promotion man with strong and diversified experience ready now to seek move to more attractive town, small- medium market. His sales experience adds strength to his programming-promotion methods. Box 112E, B-T.

Assistant sports director in large midwest radio- tv market salary. Desires opportunity as sports direc- tor in similar market . . . experience in- cludes 5 years radio—3 years tv . . . play-by-play baseball, basketball, football, golf, etc., plus various studio shows. Sincere, ambitious, con- scientious. Can supply tapes, pictures, back- ground and highest worker and character ref- erences. Box 111E, B-T.

Continuity man, presently employed copy-time sales-writer-permanent position. Valuable experi- ence—will locate—prefer east. Box 118E, B-T.

TELEVISION

Help Wanted

Managerial

Television station in the southwest needs new management. Exclusive field in non-metropolitan area offers an opportunity to a top-flight executive capable of directing both television and radio stations. Full and earnings history in first letter. Reply Box 867C, B-T.

Salesmen

Want permanent television salesman experienced in radio or television. Prefer steady family man. Have and who would appreciate good working and living conditions in rapidly growing southwestern market. Send details, including snapshot and minimum salary. Box 114C, B-T.

Woman who likes money Interested in job selling and/or woman's director of radio or tv station. Prefer southeast or southwest. Box 119E, B-T.

Announcers

Account expanding operations in southwestern station needs good staff announcer. Prefer steady married man. Submit full details, snapshot and tape. Box 110E, B-T.

Tv announcer: Good announcer with ability to handle farm news in rural market in midwest. Also for other announcing duties. Good starting salary. Send photo, references and resume to Box 116E, B-T.

Technical

Television maintenance and operating engineer for southwestern station. Want steady permanent man, preferably married. Reply including mini- mum salary desired. Box 103C, B-T.

Southwestern station needs television engineer with good educational background and capable of advancing to supervisory responsibility. Excellent, among living positions for permanent married man. Box 94C, B-T.


Tv transmitter operator. High power experienced desirable. Send complete information, Include recent photo, and wage expected. KFEL-TV, 560 Lincoln, Des Moines 3, Iowa.

Maximum power Channel 5 station needs trans- mitter supervisor. Must have complete knowl- edge of maintenance and operation of General Electric transmission equipment TEMA and TFA. Address reply to Inter-American Publications, Inc., 41 East Thirty-third Street, New York 16, New York.

Programming-Production, Others

Tv traffic, copy girl, experience necessary, pleasant working conditions. Good salary. Will start on air. Write or phone KNTV, San Jose, California.

TELEVISION

Situations Wanted

Announcers

Tv-radio staff announcer. 8 years radio, 21 months tv. On camera commentator, single, veteran. Prefer midwest. Box 110E, B-T.

Tv-radio announcer, fully experienced, sober, no drifter. Box 117E, B-T.

Technical

West Coast-Rocky Mountain—2½ years transmits- ter studio maintenance. 7 years an chief, direct- tional. Family man. Box 94C, B-T.

Tv engineer, 5 years network, film, family, travel, make offer. Box 111E, B-T.

Experienced chief engineer immediately available due to sale of station. Highest qualifications and recommendations. 5 years radio and 7 years television experience with same company. Age 36, married. Desire to locate permanently with progressive vhf. Box 106E, B-T.


Programing-Production, Others

Producer-director, commercial tv since 1949, fully experienced in all phases of studio and remote production; college graduate, veteran; currently employed in large midwest vhf will relocate for PD position in medium market, or as producer- director-in-large market; top references. Box 105C, B-T.

Tv director, program director—5 years in top 10 markets. Box 106E, B-T.

Program director—past performance proves I can set up new station, light and direct remote or studio programs. Looking for a nice town to retire—family—4 years. Box 117E, B-T.

Young family man, seven years radio-television experience announcing, directing, producing. Earning $6,500 annually. Box 114E, B-T.

8% on YOUR MONEY

You can earn 8% on your money by lending me $100,000. I will repay $20,000 per year plus interest for five years. Notes will be secured by the stock of a VHF station now in the black. Purpose of loan: To refinance several existing obligations.

Box 138E, B-T
FOR SALE

Stations
North Carolina small market $39,000; Southwest metropolitan market $100,000; Alabama daytimer $36,700; Paul H. Chapman, 84 Peachtree, Atlanta.

Exclusive. This type station seldom listed. Daytimer, full kilowatt, located in a market of more than 200,000, per owner. Year-round mild climate, southwestern vacationland. Accessible East Coast, West Coast, Gulf Coast. Not in California. Combo option optional. Highly efficient. Priced at $60,000 with attractive terms for qualified experience. Ralph Erwin, Broker, Box 811, Tulsa.


FOR SALE

Stations
Have many profitable southeast radio and TV stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Equipment

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—motor generators—compressors—transformers—electric controls and switchboards. 13 towers, 150 ft. to 700 ft. high—some guyed, some self-supporting. Box 687C, B-T.

For sale. One RCA TG-10A field sync generator less than 100 hours use. Make reasonable offer. Contact Bill Hargan, KSBW-TV, Salinas, Calif.

Three used RCA 41BE velocity microphones with desk stand—good condition. Box 786C, Elizabethtown, Kentucky.

1 RCA 76C console. 1 RCA TK-20 Iconoscope film camera, lens power supplies and master monitor. WHIO-TV, Dayton, Ohio.

Power amplifier and modulator chassis from Gates 210A transmitter. Also transformers, etc. All good condition. WKXO, Cocoa, Florida.

WANTED TO BUY

Stations
Minnesota, Wisconsin, Iowa, North Dakota, or South Dakota. am station by, financially capable, experienced station owners. Terms or cash. All inquiries confidential. Box 111E, B-T.

Commercial crystals and new or replacement broadcast crystals for Billey, Western Electric, RCA holders. Conval rods frequencies crystal re-grinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring services. Edison Electronic Company, Temple, Texas.

RADIO

Help Wanted

Announcements

$6,000 to $15,000 Salary for Announcers with 2 to 5 years announcing and Disc Jockey experience.

All replies held confidential
Box 164E B-T.

STUDIO EXPERIENCED
MONTHS OF TV PRODUCTION WORK

These people have been extensively and thoroughly trained for months in our completely equipped Chicago Television Studios, under the close direction and supervision of professional instructors presently working in commercial Television—well trained in ALL phases of TV Production work. They will take direction and can easily adapt themselves to the way you want things done. For immediate and honest resumes let us know your personnel needs. Write, wire, or call collect John Birrel, Personnel Counselor . . . .

NORTHWEST
RADIO & TELEVISION

SCHOOL
HOME OFFICE 1221 N. W. 21st Avenue Portland, Oregon 97211

Page 122 • October 10, 1955
RADIO
Help Wanted

ANNOUNCERS WANTED
South Carolina's most progressive station needs personality Disc Jockeys at once. We need experienced men at once. Send tape, resume and references at once. No beginners please!!

Box 144E, B*T

TELEVISION
WANTED
Good announcer, well educated, work into sales, permanent position, immediate opening. Send picture, audition, complete particulars air mail, KSFR, Box 990, Casper, Wyoming.

Help Wanted
Announcing
Programming-Production, Others

New vhf station in good market needs promotion and publicity director. Reasonable starting salary with good opportunity to advance. Send full details first letter.

Box 157E, B*T

TELEVISION FILM DIRECTOR
Leading metropolitan area independent station which programs all its own time seeking services of experienced top flight film director with good general knowledge of films, capable of responsibility for finding, negotiating and scheduling syndicated properties and features and supervision of film editing department. This is a challenging opportunity for an aggressive man to join our team. Salary open. Reply:

Box 152E, B*T

TELEVISION
Managerial

Seeking STATION or AGENCY Position in Sales Promotion or Station Agency Liaison experienced in TV operations & film sales age 26, married, coil grad east of the Mississippi please

Box 154E, B*T

NEW EQUIPMENT
RECTIFIERS; Power supply type RA-87, tapped at 90 to 220 volts, 50-60 cycles, good for small 115 volt DC applications up to 46 watts and for 115 volts AC up to 500 watts, input 115/230, size 7/8 x 8/8 x 7/8, $75 ea.

SWITCHBOARD CORD, testing, green cotton braid, 6' lg, type 2W15D with 2 clips on one end and one each type 241A plug at other end.

Box 986C, B't

WANTED TO BUY
Stations

SELL OR LEASE
Experienced operator to buy AM Station or lease with option to buy. Must be in market of 300,000 or more. Northeast States a plus. All replies from principals answered promptly and held in confidence. This is not a broker's ad.

Box 886C, B't

INSTRUCTION
FCC 1st PHONE LICENSES IN 5-TIME WEEKS
William B. Ogden, 69th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary. Classes Over 179 Successful Students

EMPLOYMENT SERVICE
PR vs PR
We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. Broad St., N.Y.
M-2791

October 5 Decision
BROADCAST ACTIONS
Commission on hand by Comr. McDonough (Chairman), Hyde, Bartley, Doerer, Lee and Mack, took following action on Oct. 5:

WTVG (TV) Mansfield, Ohio.—Granted extension of time to Jan. 16, 1956, for complete construction of new tv station on ch. 36. Chairman McDonough dissented.

October 10, 1955 • Page 123

FOR THE RECORD

(Continued from page 118)
to operate commercially on ch. 7 for period ending Oct. 10.

KRWS Post, Tex.—Granted license for am station.

KRAY Amarillo, Tex.—Granted license for am station and specify studio location.

WRKL Clarissiae, Miss.—Granted license for am station and specify studio location.

WJLB Detroit, Mich.—Granted authority to operate tv station by removal of tower

KUNO Corpus Christi, Tex.—Granted cp for making changes in ant. system (increase height of tower)

WRAP-FM Fort Worth, Tex.—Granted cp for changes in frequency (96.3 mc); ERP to 52 kw and changes in ant. system.

KSTV-St Paul, Minn.—Granted cp to change type ant. and make minor equipment changes.

Following were granted extensions of completion dates as shown: WQXR New York, N. Y., to 12-31-55, conditions; WTAF (TV) Parkersburg, W. Va., to 4-1-56; BREN (TV) Sparks, Wash., to 4-28-56; WBHT (TV) Jackson, Miss., to 4-28-56; KASU Austin, Tex., to 12-31-55, conditions; KBNZ La Junta, Colo., to 1-1-56.

Actions of Sept. 27

WNAV New York, N. Y.—Granted license covering renewal of license for station.

WLLY Richmond, Va.—Granted license for am station.

KLAD Klamath Falls, Ore.—Granted license for am station.

WKIC Hazard, Ky.—Granted license covering renewal of station.

KABC-FM Los Angeles, Calif.—Granted license for changes in licensed station.

WATM-FM Mayfield, Ky.—Granted license for fm station subject to engineering conditions.

WOGH Marion, Ill.—Permitted to operate cp for change in ant. and studio location.

WHOT Campbell, Ohio.—Permitted to make cp to specify studio location and make changes in ant. system.

Following were granted extensions of completion dates as shown: KPMB-TV San Diego, Calif., to 10-15-55; WAAB-WV Rochester, Minn., to 10-15-55; KOAT-Albuquerque, N. M., to 11-1-55.

Actions of Sept. 26

KTVU Rusk, Tex.—Granted cp for change in ant. and studio location; change studio location and remote control point.

Following were granted extensions of completion dates as shown: KFMB-TV San Diego, Calif., to 10-15-55; WAAB-WV Rochester, Minn., to 12-29-55; WQED (TV) Pittsburgh, Pa., to 4-15-56.

October 4 Applications

ACCEPTED FOR FILING

KHCQ Clifton, Ariz.—Seeks md. of cp (as md. which authorized new am station) for extension of completion date.

KPMC Bakersfield, Calif.—Seeks md. of cp (as md. which authorized to install DA-1 and change trans. location) for extension of completion date.

WXEL (TV) Cleveland, Ohio.—Seeks md. of cp to extend completion date for period ending 1-15-56.

License to Cover Cp

KRRB (FM) Portageville, Mo.—Seeks license to cover cp which authorized to install DA-1.

Renewal of License


October 5 Decision
BROADCAST ACTIONS
Commission on hand by Comr. McDonough (Chairman), Hyde, Bartley, Doerer, Lee and Mack, took following action on Oct. 5:

WJLA (TV) Washington, D. C., to 24-26-56; KRBB (TV) El Dorado, Ark., to 25-26-56; WDBO-TV Orlando, Fla., to 4-25-56; KCMT-TV Kansas City, Mo., to 4-25-56; KQAT-Albuquerque, N. M., to 1-1-56.
TYPICAL LIST OF CITIES WHERE SUPPLEMENTAL VHF ALLOCATION PLAN COULD BE USED

HERE is the list of 234 cities which could receive an extra vhf channel under the plan proposed by the John H. Mullaney, consulting engineer, and Welch, Mott & Morgan, Washington attorneys [B&T, Aug. 8]. The list which is adjusted among various cities, indicates separations between proposed vhf channels and existing stations, between proposed channels and other proposed co-channel drop-ins and estimated power maximums (see story, this issue).

ASSUME 500' AAT FOR PROPOSED STATIONS:

<table>
<thead>
<tr>
<th>STATE</th>
<th>Channel No.</th>
<th>Suggested Carrier Position</th>
<th>Mileage to Closest Dominant</th>
<th>Allowable Radiation (KW) to Closest Dominant</th>
<th>Mileage to Closest Proposed Station</th>
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<td>Jacksonville 7</td>
<td>192</td>
<td>316</td>
<td>417</td>
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STATE | Channel No. | Suggested Carrier Position | Mileage to Closest Dominant | Allowable Radiation (KW) to Closest Dominant | Mileage to Closest Proposed Station |

PANASONIC | 6 | Pensacola 6 | 175 | 32.5 | 196 |
| | 8 | Fort Pierce 12 | 125 | 0.59 | 212 |
| | 7 | Naples 6 | 119 | 0.133 | 153 |
| | 10 | Punta Gorda 10 | 150 | 0.16 | 133 |
| | 11 | Orlando 10 | 248 | 310 | 121 |
| | 12 | Lakeland 12 | 155 | 19 | 247 |
| GEORGIA | 3 | Macon 9 | 156 | 77 | 201 |
| | 9 | Atlanta 4 | 104 | 0.40 | 193 |
| | 5 | Brunswick 5 | 118 | 2.1 | 200 |
| | 6 | Columbus 6 | 122 | 316 | 138 |
| | 7 | Albany 7 | 143 | 4.15 | 187 |
| | 7 | Savannah 7 | 132 | 29 | 187 |
| | 12 | Macon 12 | 147 | 3.7 | 212 |
| ILLINOIS | 3 | Harrisburg 0 | 145 | 53 | 341 |
| | 6 | Bloomington 6 | 110 | 2.1 | 230 |
| | 7 | Decatur 7 | 123 | 16.5 | 238 |
| | 10 | Peoria 10 | 108 | 1.6 | 222 |
| | 9 | Rockford 9 | 109 | 1.6 | 229 |
| | 11 | Galesburg 11 | 157 | 316 | 157 |
| | 8 | Caro 8 | 118 | 3.8 | 248 |
| INDIANA | 2 | Ft. Wayne 2 | 104 | 1 | 132 |
| | 5 | 140 | 0.37 | 317 |
| | 3 | Evansville 3 | 130 | 1.6 | 130 |
| | 12 | 123 | 2.5 | 261 |
| | 11 | South Bend 11 | 144 | 2.1 | 317 |
| | 12 | Kokomo 12 | 153 | 47 | 187 |
| | 13 | Muncie 13 | 129 | 15.8 | 341 |
| | 11 | Indianapolis 11 | 107 | 7.2 | 104 |
| IOWA | 4 | Des Moines 4 | 156 | 67 | 195 |
| KANSAS | 9 | Salina 9 | 162 | 316 | 208 |
| | 4 | Coffeyville 4 | 147 | 46 | 323 |
| | 6 | Topeka 6 | 132 | 9.7 | 354 |
| | 8 | Wichita 8 | 110 | 1.15 | 348 |
| KENTUCKY | 4 | Lexington 4 | 158 | 100 | 271 |
| | 8 | 145 | 180 | 158 |
| | 10 | Louisville 10 | 142 | 100 | 158 |
| | 6 | 119 | 5.4 | 183 |
| LOUISIANA | 2 | Monroe 2 | 153 | 65 | 181 |
| | 4 | Alexandria 4 | 156 | 0.61 | 108 |
| | 7 | Baton Rouge 7 | 128 | 0.59 | 264 |
| | 11 | New Orleans 11 | 139 | 2.3 | 238 |
| MASSACHUSETTS | 4 | Springfield 4 | 120 | 8.2 | 237 |
| | 6 | New Bedford 6 | 152 | 86 | 119 |
| | 7 | North Adams 7 | 110 | 1.85 | 186 |
Consultation Is Indicated

In gravity and intricacy the uhf-vhf problem exceeds any other now before the FCC.

The problem is to perform major surgery on the television allocations structure, without damage to the healthy components, in time to save the ailing members, with the objective of creating an opportunity for infinitely more growth than the television system, under present arrangements, is capable of achieving.

In a sense it is an emergency operation which must be performed with haste but not at the expense of caution. To be successful, the operation will have to be conducted with consummate skill.

It is not at all certain that such skill is to be found within the Commission itself, however earnest and intelligent its members and staff may be. The best physician will consult specialists when confronted by a particularly difficult case. It seems to us that the uhf-vhf case requires specialists. Events of last week confirm that view.

On the one hand, the FCC, through its chairman, put in motion an attempt to obtain more vhf channels from the military and, on the other, fixed Oct. 17 as a date to consider all the deintermixture petitions now before it. To some extent those actions appear to contradict each other.

The effort to obtain vhf space from the military is the first to be undertaken officially by the FCC. Hence the official action suggests that the Commission regards vhf as more desirable than uhf.

The setting of a firm date for consideration of deintermixture cases, which seek to replace vhf with uhf, while the military is being imported to relinquish channels to beef up the vhf system would not seem to constitute ideal timing. The uhf petitioners in the deintermixture cases cannot be expected to feel that their pleadings will be considered with special sympathy by the Commission that has already implied skepticism about the worth of uhf.

It is the timing that is bad about the setting of the Oct. 17 deintermixture cases, for it suggests a predisposition to rule generally against the uhf's. While it is not for us to comment upon any of the deintermixture cases, the necessity of making use of uhf space in some U.S. cities is obvious. It is conceivable that none of the cities involved in the Oct. 17 proceedings is the place for uhf service, but unless a tremendous windfall of new vhf space becomes available, it appears that the uhf region of the spectrum cannot be abandoned entirely if a truly competitive television service is to be made possible.

One cannot depend realistically upon a windfall of new vhf accommodations and certainly not upon the imminence of such a windfall. The military, not without reason, may be expected to be reluctant to give up anything it has. Whatever the nature of the FCC's request, it will not be reached without considerable negotiation, and negotiation between government agencies takes time.

There are, of course, numerous other elements in the uhf-vhf problem and numerous ways for the FCC to repair its allocations plan. The final solution will undoubtedly entail a combination of factors—all interrelated and hence requiring engineering and economic skill if they are to be put together into a sensible pattern.

In our view the Commission would be making its own work more difficult if it failed to solicit the advice of specialists. Of necessity, these specialists must come from the industry itself.

The FCC has already invited some leaders of the industry to submit their views. It should invite others and should make certain they represent divergent interests. It should create, by invitation, a committee which constitutes a true cross-section of the business which the FCC is seeking to provide with facilities enabling competitive expansion.

It is unlikely that a committee composed of disparate views could come up unanimously with a ready-made re-allocation plan, but it could prepare a report of principles on which all its members agreed, and individual members could supplement the committee report with their individual recommendations. The total effort would give the FCC a valuable mass of information and opinion from which it could draw its own conclusions.

In general the industry is aware of the importance of the job before the Commission and of the need to get at it promptly. An industry committee could be counted on to get to work without delay.

Where The Money Goes

The lengths to which the nation's television advertisers are going to entertain and inform the nation's television viewers are pointed up in B&TT's annual compilation of network program production costs (see pages 35-36-37). And that $4.9 million weekly figure, whopping though it is, is not the whole story by any means. It does not include time costs, or daytime programs, or spot advertising or any of the thousands of programs put on daily at the local level.

Aside from showing dramatically the kind of money that advertisers are spending in their dependance upon television as a sales force, the program breakdown also reveals certain patterns in how this money is being spent. For instance, the "spectacular," a new noun in television a year ago, is now an established entry in the lexicon. For good or ill, the giveaway show is on the rise, and the $64,000 question now is how long it will last. The patterns of shared sponsorships, by whatever name they happen to be called, are becoming more fixed. But the main and most obvious point is that advertisers, on an extent not known before, are relying upon television to reach people—and it is the people as well as the advertisers who stand to gain.

Sure Way to the Cemetery

Almost identical lectures in elementary business practice were delivered week before last by two eminent industry spokesmen: NARTB President Harold Fellows, speaking to broadcasters at a regional meeting in New Orleans, and Advertising Research Foundation President Edgar Kobak, addressing the Advertising Agency Financial Management group in New York.

Both speakers used the same text: Rate cutting does not pay.

The coincidence was not happenstance. Both speeches were made because they were needed. Some radio broadcasters, as Mr. Fellows emphatically pointed out, have focused their eyes so fearfully on the threat of TV competition that they have failed to see their own increased opportunities to serve their audiences and their advertisers.

Some advertisers and agencies, as Mr. Kobak forcefully declared, have not hesitated to apply their own chisels where they thought they could chip away rates.

Both groups, in short-sightedly reaching for a fast buck, have been sabotaging their professions as well as sacrificing their own futures. With radio sets still selling like hot cakes, broadcasters should be raising rates commensurate with increased circulation, Mr. Fellows said. And Mr. Kobak averred that below rate card dealing "breaks down confidence and respect in the media field."

There's nothing new in this. The history of American enterprise is studded with the tombstones of businesses which sold at below-cost prices rather than on the merits of their products. Broadcasters who yield to advertiser rate concession demands are helping history to repeat itself.
Another thinly disguised WJR success story

Dear WJR,

I think you're just dandy

A lady wrote us last February just to say how much she liked us.

Comparing her letter to the results of a new Alfred Politz Research, Inc. survey of WJR listenership, produced some startling similarities.

"My dial is usually set for WJR. Your station provides the most complete and enjoyable set of programs."

(Using a radically new and exhaustive survey method, Politz found that 41.4% of all adult listeners in the large area measured do just that: set their dials at WJR and leave them there, although there are 196 other stations in that area.)

"I enjoy your drama, news and music."

(Politz: 47% of all listeners tune to WJR for drama, 42% for news, and 24% for music.)

"I especially enjoy the live programs, such as 'New Sound in Music.' I wouldn't miss 'Guest House.' And, I have two of the liveliest youngsters serenaded by 'Pie-Plant Pete.'"

The latter two shows are mostly comedy. (Politz: 52% of all listeners specify WJR for comedy.)

Politz measured only a portion of WJR’s primary coverage area of 16 million persons. This portion includes 92 counties in 4 states. The survey is based on 1,873 separate interviews with adults—a comprehensive and extremely reliable sample.

Here's what it proves: if you sell something in Detroit or the Great Lakes market, your smart advertising buy is spot radio on WJR. Initial cost is high. Returns are higher. Goods move faster, for less.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 Watts CBS Radio Network

Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.
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 more retail sales than Colorado, Kansas or Kentucky! (1955 Consumer Markets)

 McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative