Presenting
The New Petry Pocketpiece of TV Market Data

Now available to
Executives and Personnel of Advertisers and Agencies

This handsome new research tool provides you with updated TV set count and market data on each of the 3,071 U.S. Counties.

For the first time in handy booklet form you will have Television Magazine's latest TV family estimates combined with Sales Management's 1955 Survey of Buying Power data on Population, Families and Retail Sales.

You'll find the county-by-county, state and regional breakdown an effective aid in your national and regional TV advertising planning.

To get your copy of this helpful TV market fact booklet, call or write your nearest Petry office.

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA
WTVR presents the greatest fall schedule ever. A solid line-up of the top programs from both ABC and CBS. Beamed from WTVR's Big 1049 foot tower, CH. 6, located in the geographical center of the City of Richmond assures unparalleled "wide area" coverage in Virginia and North Carolina including a 100 microvolt or better signal in Norfolk.

Yes, now BIG WTVR is BETTER THAN EVER.

Over 175 regular individual weekly advertisers use "The South's First Tv Station."

They are convinced that WTVR is . . .

ALWAYS FIRST WITH MOST

WMBG AM  WCOD FM  WTVR TV
First Stations of Virginia
A Service of HAVENS & MARTIN, INC.

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.
YOUR DOLLAR BUYS COMPLETE COVERAGE OF THE ENTIRE GULF COAST MARKET ON KGUL-TV

The Texas Gulf Coast Television Market is nearly twice the size of the Galveston-Houston Metropolitan market alone.

<table>
<thead>
<tr>
<th>Market</th>
<th>Families</th>
<th>Income</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Galveston-Houston</td>
<td>333,000</td>
<td>$2,075,371,000</td>
<td>$1,347,228,000</td>
</tr>
<tr>
<td>Gulf Coast TV Market*</td>
<td>544,800</td>
<td>$3,076,812,000</td>
<td>$2,091,153,000</td>
</tr>
</tbody>
</table>

KGUL-TV—the CBS Basic Affiliate for the Gulf Coast Area—completely covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more every day on KGUL-TV

*Measured by Research Department of Television Magazine

KGUL-TV
GULF TELEVISION COMPANY
GALVESTON, TEXAS

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
CITY GRADE COVERAGE IN
DALLAS and FT. WORTH
PLUS 40 ADDITIONAL COUNTIES
IN TEXAS AND OKLAHOMA ON
KRLD-TV

6 YEARS OF LEADERSHIP IS YOURS ON CHANNEL 4 USING FULL
POWER OF 100,000 WATTS ON THE TALLEST TOWER IN TEXAS.
1685 FEET ABOVE AVERAGE TERRAIN. 18 HOURS OF THE FINEST
PROGRAMMING EVERY DAY.

LEGEND
Grade A: . . 68 dbu
Grade B: . . 47 dbu
100 uv/m . . 40 dbu

KRLD-TV
The Times Herald Station
Owners and Operators of KRLD, 50,000 Watts
The Branham Co., Exclusive Representative.

Channel 4, Dallas
MAXIMUM POWER

MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

Page 4 • November 7, 1955

Broadcasting • Telecasting
Puzzler: There's high element of uncertainty facing NARTB's Convention Committee when it meets Thursday night at Conrad Hilton, Chicago, over question: Will President Eisenhower be able to carry out next spring his own suggestion that White House occupant should address broadcasters' annual meeting? Another item on committee's agenda is selection of manager for equipment and service exposition, one of American industry's most important business displays.

SOMETHING TO DECIDE: Quick survey on desks of FCC commissioners shows in re tv competition, following cases in which records were closed in 1954, with dates of initial decision, waiting action:

- Miami, (ch. 7), initial decision issued 1/8/55; Richmond (12), 2/21/55; Miami (10), 3/30/55; Omaha (7), 4/6/55; Indianapolis (13), 6/7/55; San Antonio (12), 6/16/55; St. Louis (11), 9/6/55.

Those TRIPS NECESSARY? Hampered in its work in recent weeks by absences of members on various social-business trips and speaking tours, FCC may begin operating under restricted travel policy. Commissioner George C. McConnachie has let it be known that if commission intends to get down to serious business before Congress convenes, commissioners will have to quit doddling.

CHAIRMAN McConnachie's crackdown on junks will probably cause him to cut short trip he had scheduled to New York Nov. 28 to address meeting of minor baseball leagues. With keep-close-to-office policy in force, he'll probably go and turn by fast transportation and keep socializing in the big city to minimum.

CAN'T DUCK IT: Sentiment increases in FCC that it should meet subscription tv issue head-on and not seek to buck it to Congress. Congress, it's argued, created FCC as expert agency to perform legislative-licensing function which Congress itself did not have time, inclination or technical knowledge to undertake.

EXPECT FCC Comr. Rosel H. Hyde to continue his crusade for "multi-channel" system in tv, as against arguments that itfh should be abandoned, in address before NARTB Region 5 in Des Moines tomorrow (Tuesday). He won't swerve from his stand that all 82 channels are needed to provide adequate country-wide competitive tv service.

TV FIRST AGAIN: Hollywood trend to use of good television material for feature movies is being given further spur with reports that Allied Artists will release two theatre films based on teleplays. One is "Crime in the Streets," based on play of same name by Elgin Watch Co.'s Elgin Hour on ABC-TV last March. Other is version of NBC-TV's Medic, sponsored by GE and Dow Chemical.

ADDITION of several staffers to service radio-tv is in prospect at W. E. Long Co., Chicago agency specializing in bakery accounts, effective Jan. 1. All members of new cooperative agency (78), including various Holsum Bakery plants (47), already serviced by Long, will meet Nov. 14 on radio-tv and other media plans. Long handles millions of dollars in broadcast billings for bakery clients throughout country.

GOOD REASONS: NBC-TV's selection of its owned station in Chicago (WNBQ TV) to make into "world's first all-color television station" (story page 27) may have been motivated by more reasons than NBC-RCA desire to crash color barrier. Action is bound to create goodwill for RCA in Chicago, where antitrust patent suit involving company now pend. Civic pride in WNBQ development was manifest when Chicago Mayor Richard J. Daley appeared on way-closed circuit news conference in which NBC executives announced plans to newsmen.

MOVEMENT is underway for commemorative postage stamp to be issued in 1956 marking 50th anniversary of what is widely accepted as first transmission of speech by "wireless." On Christmas Eve, 1906, Fessenden transmitted "wireless telephony" from Brant Rock, near Plymouth, Mass., nine years after Marconi first demonstrated "wireless telegraphy." Last week (Nov. 2) KDKA Pittsburgh observed 50th anniversary of its broadcast and received Sigma Delta Chi Historic Sites in Journalism plaque (story page 100).

ONE IS ENOUGH: FCC really gave up in its fight with WNYC New York over use of 5 kw transmitter—be used at 1 kw for normal broadcasting and at 5 kw for Conelrad. Case began in January 1954 and WNYC won appellate court ruling that FCC must give it hearing before turning it down (see story page 92). Why did Commission finally give up? Responsible sources indicate Commission attorneys feel it has hands full handling case to overturn same court's ruling in multiple ownership case—where court said Commission should not have refused to accept Storer application for Miami ch. 10 without hearing. This is now before Supreme Court on appeal by FCC and Commission didn't want another such case hanging fire when case is argued.
Sales results are spectacular, too, in the Channel 8 Multi-City Market. Advertise your product in this vast, SPENDING market where the owners of 912,950 TV sets spend $5½ billion yearly. Make the 3½ million prospects who live here your customers.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:
MEEKER TV, INC.
New York
Chicago
Los Angeles
San Francisco
General Teleradio Studies Ways to Sell RKO Films

GENERAL TELERADIO Inc. has been sounding off to industry throughout the country on most appropriate way vast RKO-Radio feature film package can be sold, but has not offered package directly to stations for sale. C. Robert Manby, vice president of General Teleradio, told BT Friday.

Mr. Manby and several other GT officials have approached stations throughout country in past few weeks giving description of RKO inventory and suggesting different ways package can be sold.

From other sources it was learned that rough price of around $1 million had been mentioned to at least one station in major market for entire stock of some 500 features produced before 1948. Release of post-1948 features is complicated by American Federation of Musicians contract requiring special extra payments for tv.

Mr. Manby stressed that GT has been attempting to evolve sales approach rather than to complete sales. General Teleradio purchased RKO Radio Pictures last July [BT, July 25] for $25 million, thereby acquiring film production facilities and backlog of 600-700 feature films.

RETMA to Hear Results of Special Vhf-Uhf Study

REPORT of special frequency allocation study committee, headed by Dr. W. R. G. Baker, General Electric Co., will be submitted at Nov. 16-18 series of meetings to be held by Radio-Electronics-TV Mfrs. Assn. at Palmer House, Chicago. All-industry allocations group has been studying technical factors involved in vhf-uhf controversy.

James D. Secret, RETMA executive vice president, has scheduled more than score of committee and group sessions. RETMA plans to draw up plans for united industry drive to obtain excise tax relief on electronic products at next session of Congress. RETMA program includes review of transistor development by Jack Davis, Motorola Inc. Glen McKendall, general counsel, will report on plans to contest Federal Trade Commission trade practice rules imposing new requirements on measurement of tv screens and labeling of tv picture tubes made from repoassed glass envelopes.

Taylor Sells KANS Wichita

SALE of KANS Wichita, Kan., by O. L. (Ted) Taylor to Kenyon Brown and Frank Lynch for $225,000 announced Friday. Transaction, negotiated through Blackburn-Hamilton Co., is subject to FCC approval. NBC-affiliated KANS operates on 1480 kc with 5 kw day, 1 kw night. It was founded in 1936. Messrs. Brown and Lynch own KBYF Oklahoma City. Mr. Brown also owns 33-1/3% of KWFT-AM-FM-TV Wichita Falls, Tex., and of KGLC Miami, Okla. Mr. Taylor owns KRGV-AM-TV Weslaco, Tex.

NBC Elects Ayres V. P.

CHARLES T. AYRES formally elected to NBC vice presidency Friday at NBC board meeting, in line with plans announced earlier in week when he was named to head NBC Radio Network (story page 64).

REGIONAL GAINS

STATION attendance at six NARTB regional meetings held this fall is running ahead of 1954 district meetings involving same areas, according to William K. Trenor, NARTB station relations manager.

At conclusion of sixth regional meeting at Colorado Springs, he said registered attendance for six 1955 regional meetings totaled 1,165 compared to 1,230 registered at 13 district sessions for same areas in 1954. While 1955 total is down slightly, last year's figure includes multiple registrations of associate members and NARTB staff team, duplicating 30 to 50 persons. Same areas were involved in total of 13 instead of six meetings.

NARTB Convention Group To Hold Chicago Meeting

CONVENTION Committee of NARTB will hold dinner meeting Thursday at Conrad Hilton Hotel, Chicago, site of 1956 industry convention (April 15-19), to go over early planning.

Co-chairmen of committee are E. K. Hartenbower, KCMO Kansas City, and Campbell Arnow, WLS Chicago, and Edward A. Wheeler, WEAW Evanston, Ill. TV members are Claire R. McCollough, WGLV-TV Lancaster, Pa., TV board chairman; H. Leslie Atlas, WBBM-TV Chicago; Jules Herbuveaux, WNBQ-TV Chicago, and Jules Herbuveaux, WBBB (VC) Chicago. E. K. Jett, WMAR-TV Baltimore, is liaison for engineering conference. Attending meeting from NARTB headquarters will be President H. Stix &. Johnson; C. E. Arney Jr., secretary-treasurer; Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president, and Howard H. Bell, assistant to president.

TINY SPEAKER

SMALLEST loudspeaker ever built for commercial radio receivers being claimed today (Mon.) by RCA for use in tiny, transistorized, pocket-sized radios. Miniature unit—2½ inches in diameter and only little over half-inch thick—developed at David Sarnoff Research Center, said Dr. Harry F. Olson, director, RCA Labs. It is electrical and electromechanical research. Team of scientists developing speaker: J. C. Bleazy, John Preston and Everett G. May. Dr. Olson said size and weight reduction achieved when magnetic structure was placed within shell that surrounds vibrating cone—"as radical a design change as placing the engine in the rear of the standard automobile."

BUSINESS BRIEFLY

FORD RADIO • Ford Division of Ford Motor Co., Detroit, starting one-month radio spot announcement campaign in major markets effective Nov. 14 to run through Dec. 13, using four announcements per day, seven days per week. Schedule is in addition to Ford Motor Dealers Assn. which is moving into Louisville area with schedules Nov. 7-18 and again Nov. 28-Dec. 9 and in Chicago district Nov. 7-Dec. 30. J. Walter Thompson Co., N. Y., is agency.

NESCAFE USING 50 • Nestle Co. (Nescafe), White Plains, N. Y., starting saturation radio spot announcement campaign, using minimum of 60 spots per week. Will run for four to six weeks. Bryan Houston Inc., N. Y., is agency.

DENTYNE SPOTS • American Chicle Co., N. Y., for its Dentyne chewing gum, running spot announcement campaign using two Class A daytime minutes per week on 60 stations in 30 markets, mostly second half. Will run through early this month for eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

GLAMORENE IN 100 • Glamorene Inc. (rug cleaner), N. Y., preparing quarter-hour film series to be placed in 100 top markets effective Nov. 15 for 13 weeks. Product Services Inc., N. Y., is agency.

EX-LAX BUDGET • Ex-Lax Inc., N. Y., through Warwick & Legler, N. Y., currently preparing its budget for 1956, which is understood to include radio campaign. Firm's current campaign in 100 markets ends Nov. 25.

AUTO-LITE TO GRANT • Electric Auto-Lite Co., Toledo, which had been serviced by Ruth & Bryan, N. Y., now is in Grant Adv. to handle its advertising. Advertiser has been out of television and radio for several years but is understood to be considering 1956 radio-tv.

COLGATE REVAMPING • Colgate-Palmolive Co., N. Y., through Bryan Houston Inc., N. Y., planning entire new advertising strategy which reports will include nationwide radio programs and spots, to start early next year.

AUTO SERIES DEFERRED • Studebaker-Packard, which had signed up to sponsor portions of radio network shows on both ABC and NBC to start later this month to introduce 1956 models, has cancelled entire plan for present because of slow production. When later picks up, advertiser reportedly will spend its budget in radio. Benton & Bowles, N. Y., is agency.

MILITARY SPOTS • R. J. Reynolds Tobacco Co. (cigarettes), Winston-Salem, through William Esty & Co., N. Y., investigating radio markets near military camps for possible increase in spot campaign appealing to servicemen. Cigarette firm has used military markets heretofore in test campaigns.

Sterling Profits Increase

STERLING DRUG Inc., New York, reports highest net profits and sales in 54-year history. Net profits jumped 24%, or $2,538,832 for nine months ending Sept. 30, and sales rose by $9,672,601 over 1954.
the plus you
DON'T pay for...

RATES on WJBK are based on home audience. RESULTS on WJBK are based on home audience PLUS a tremendous bonus . . . thousands upon thousands of car radio listeners. You don’t pay one penny extra for this terrific “plus” in a market where everybody drives, 90% of all cars have radios, and most car radios are consistently tuned to the station that programs for “on-the-go” listening with top news, music and sports . . . .

WJBK Radio
DETROIT

Represented Nationally by
THE KATZ AGENCY
National Sales Director, TOM HARKER,
118 E. 57th, New York 22, ELDORADO 5-7690
Position of Comr. Mack On Deintermixture Questioned

POSITION of Comr. Mack in deintermixture cases was brought into question Friday when all uhf stations involved in five formal actions asked FCC for new oral argument. Petitions made point that Comr. Mack was not member of FCC when oral argument was heard and therefore should not cast ballot on subject.

Meanwhile—

• FCC met Friday morning; heard Chief Engineer Edward A. Allen Jr. discuss allocations principles.

• Group of dozen uhf operators, mostly NBC affiliates, met in Washington Friday, discussed ways and means of bringing their position before FCC. Most of group were "successful" uhf operators. Among those present, at invitation of Thomas P. Chisman, WVEC-TV Hampton (Norfolk) Va., were Allen M. Woodall, WDKA-TV Columbus, Ga.; David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.; William L. Putnam, WWLP (TV) Springfield, Mass., and George B. Storer, Storer Broadcasting Co. (KPTV (TV) Portland, Ore., and WGBS-TV Miami, Fla.).

Rembusch Says Pay-Tv Hits Low-Income Groups

PAY television would lay heaviest "burden" on those least able to afford it, according to Truman T. Rembusch, co-chairman of Committee Against Pay-as-You-See TV and former president of Allied States Assn. of Motion Picture Exhibitors.

In his annual report, issued yesterday (Sunday) at Allied States convention, Morrison Hotel, Chicago, Mr. Rembusch noted subscription tv and commercial tv programs cannot be broadcast at same time over same station. Thus, he said, low-income groups which cannot pay to unscramble pictures will have no use for tv sets during periods toll tv monopolizes screen.

Tilting his talk "The Big Steal," Mr. Rembusch bitterly assailed profit motives of toll tv manufacturers and proponents, and of sports and entertainment promoters who have voiced interest, asserting, "invariably through a slip of the tongue they reveal it is the almighty dollar that they are interested in, not the American public's stake in free television programming."

Mr. Rembusch also was critical of what he said would be high cost of purchasing and installation of decoders.

Pittsburgh Station Cited

CHARGE that ch. 11 WITC (TV) Pittsburgh has begun construction of new studios and tower before it was authorized made Friday to FCC by ch. 16 WENS (TV) same city. Uhf station has been fighting ch. 11 grant, went to court for stay which court ordered in effect until five days after FCC acts on WENS petition for reconsideration [BWT, Oct. 31]. In pleading WENS asked that WIITT application for modification of CP to change studio and to increase power and antenna height be set for hearing on "prior construction" grounds.

SCHOOLS LINKED

CONSTRUCTION of closed-circuit television link between Idaho State College and all public schools in Pocatello announced Friday by Dr. C. McGinnis, president of Idaho State College. Link will be used to serve over 300 students in 11 public schools, is being constructed gratis by Jerrold Electronics Corp., Philadelphia. Coverage has been provided Cable TV Inc., Pocatello. Both companies also contributed $5,000 grant jointly to underwrite post of television coordinator to head educational network. System expected to be in operation in two months. Cable studio will also be connected to community tv system so educational programs may be watched at home. Programs will be transmitted over wired ch. 2 until 2 p.m. daily, when ch. 2 KSL-TV goes on air.

Franklin A. Tooke Named WBZ-TV General Manager

APPOINTMENT of Franklin A. Tooke, formerly general manager of KYW Philadelphia, as general manager of WBZ-TV Boston is being announced today by Donald H. McCannin, vice president of Westinghouse Broadcasting Co. Mr. Tooke succeeds W. C. Swartley, who has been advanced to vice president for Boston activities.

Mr. Tooke has been associated with Westinghouse broadcasting activities for 20 years, beginning in 1935 with WOW-WGL Fort Wayne, where he served until 1936 as program manager. He was named program manager of KDKE in 1942, remaining with station until 1950, when he was appointed general manager of WOWO Fort Wayne. In late 1952, Mr. Tooke became general manager of KYW, and last month was transferred to WBC in New York on special assignment.

Broadcast Plan Dropped

PLANS of Standard Audit & Measurement Services to produce second study of broadcast coverage have been abandoned, Owen Smith, SAMS president, has announced. Company was preparing to repeat in 1956 study made in 1952, including effort to obtain contracts, Mr. Smith said. While indicating a broad demand for a new coverage measurement, the response to these efforts has not been sufficient to justify the substantial investment required for such a comprehensive study. In it, A. C. Nielsen Co. has announced second NCS study for next year and ARB is submitting proposals for nationwide tv station audience survey (see page 42).

Sports Roundups Planned

PLANS for news and sports roundups of 1955 to be made available to U. S. tv stations have been announced by INS-Telenews which is releasing its annual, 30-minute sports review for sponsorship on spot basis. Last year sponsored by Gillette on NBC-TV and by United Press Movietone which is offering two half-hour programs, Cavalcade of 1955 and Sports Review of 1955, for local and spot sponsorship.

People

WALTER STEIN, MBS research manager since 1953, appointed assistant research manager, CBS-TV Spot Sales, effective today (Monday).

STAN BYRNES, west coast representative of Studio Films Inc., N. Y., appointed firm's sales manager.

ROBERT L. JORDAN, executive vice president, Standard Public Relations, N. Y., to Benton & Bowles, N. Y., as manager of public relations.

JAMES E. DENNING, manager, talent and program contract administration, NBC, named director of talent and program contract administration.

EDWARD L. WALTON, former vice president of Republic Pictures Corp., appointed administrative assistant to Daniel T. O'Shea, president, RKO Radio Pictures Inc.

DR. D. MORGAN NEU, director of tv program department, Daniel Starch & Staff, Mar-morneck, N. Y., appointed vice president.

RED SMITH, New York Herald-Tribune syndicated sports columnist, signed as host-narrator of 26 half-hour tv sports films to be produced by Focal Films Products, Hollywood.

Three RCA Executives Elected to New Positions

ELECTION of Dr. Douglas H. Ewing as vice president of RCA Labs, Charles P. Baxter as vice president and general manager, RCA Victor Div., and James M. Toney as vice president-general manager, RCA Victor Radio & Victrola Div., is being announced today (Mon.) by Brig. Gen. David Samoff, RCA board chairman.

Dr. Ewing joined RCA in 1945 as manager of RCA Victor Div. and subsequently served as director of research services for RCA Labs Div., director of Physical & Chemical Research Laboratory and administrative director, RCA Labs. Mr. Baxter has been with RCA for 16 years, most recently as general manager of RCA Victor Television Div. Mr. Toney, general manager of RCA Victor Radio & Victrola Div. since 1955, has been with RCA since 1943, serving in sales, merchandising and advertising.

TelePrompter Plans Test

TELEPROMPTER Corp. said Friday it was continuing discussions with FCC on its proposed national broadcast communications telegraphic network (story page 96) and that following proper authorization it will conduct public test of facility. Original cost of constructing network, using Western Union leased lines, will be about $5 million, Irving B. Kahn, TelePrompter president, said. Network would be used for time clearances, transmission of availabilities, program changes, cueing, news, weather, and farm families outlook reports, etc., it was said. TelePrompter Corp. manufactures and leases prompting aids for television, motion pictures, public addresses, etc.

Minot Seeking Shorts

MINOT Television Productions, New York, reported last week it is negotiating with motion picture companies for backlogs of films, including feature shorts once owned and produced by Paramount Pictures. Charles Amory, Minot president, would not comment on report he has offered $4 million for Paramount's backlog of shorts. He indicated he has been confering with Paramount officials, but would not say whether or not deal was imminent.

November 7, 1955 • Page 9
the week in brief

$9 MILLION FOR COLOR
NBC plans doubling of colorcasting facilities by next fall with new studios in Burbank, Brooklyn and Chicago 27

TV: NO. 1 SALESMAN
It will be the big mover of increased production volume from new automation techniques, ABC President Kinnear tells Assn. of National Advertisers in New York 29

WHY A 15% COMMISSION?
Why, indeed, an ANA lawyer asks. It's traditional, but it may be archaic. A thought-provoking analysis of current advertising practice 30

TV NETWORK ADVERTISING
It kept up its record-breaking trend in August, PIB figures report ...35

THE FARM TV COUNT
B&TT's continuing report on rural set ownership. This week: West Virginia, the 35th state to report ...38

RADIO, TV HEAR WARNINGS
NARTB Region 7 meeting told that income of both is rising but they must eliminate faulty practices ...48

DON'T GIVE IT AWAY
Radio is running a discount house, WIR's Worth Kramer declares in penetrating look at medium ...54

AYRES TAKES OVER NBC RADIO
Top executive moves from ABC, which in turn names Don Dargin to head radio operation ...64

THE MONTHLY TELESTATUS
B&TT's report of tv network shows and stations on the air. Tear it out for reference—the pages are perforated ...67

DEFENSE RESTS IN 16MM CASE
Moviemaker Jack Warner testifies why his firm shut down to tv ...82

QUIETUS FOR DEINTERMIXTURE
FCC reported ready to veto all-vhf pleas for five markets at meeting today (Monday). Also in prospect: rule-making on allocations problem ...88

STORM CLOUDS OVER CONELRAD
California civil defense official says emergency broadcast system is a failure ...90

ACLU LEVELS CRITICISM
Report commissioned by American Civil Liberties Union suggests Communications Act be revised to permit more freedom ...94

THE CUBAN CONTROVERSY
Another Havana broadcaster protests vhf interference from Miami ...98

SDX HONORS FIRST NEWSCAST
KDKA Pittsburgh, site of historic broadcast of Harding-Cox election returns, commemorated by journalism fraternity ...100

departments
Advertisers & Agencies 29
At Deadline 7
Awards 93
Closed Circuit 5
Colorcasting 40
Editorial 122
Education 109
Film 82
For the Record 113
Government 88
In Public Interest 95
In Review 14
International 108
Lead Story 27
Manufacturing 105
Milestones 88
Networks 64
On All Accounts 22
Open Mike 20
Our Respects 18
Professional Services 93
Programs & Promotion 110
Program Services 104
Stations 100
Telestatus 67
Trade Assns. 48

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Broadcasting • Telecasting

THE WEEKLY WIRE OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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SENIOR EDITORS
Rufus Crater (New York), Louis B. Brinton, Bruce Robertson
NEWS EDITOR
Fred Fitzgerald
SPECIAL PROJECTS EDITOR
David Glickman
ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher (Hollywood)
ASSISTANT NEWS EDITOR: Dan West
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SECRETARY TO THE PUBLISHER: Gladys L. Hall

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EDUCATION
MONEY, COME HOME

... and should we say, "all is forgiven"?

It has been reported that "money knows no home." Wanderer it may be, but Blackburn-Hamilton Company usually is able to locate it ... for the right parties of the second part.

Many talented persons in high and low places have dreamed of that Elysium in which they would own and operate broadcasting properties. Blackburn-Hamilton Company has met some of these (the ones who dream and then do) and helped to put them in business.

The greatest need of broadcasting—whether it's radio or television—is sound management and foresighted ownership. Putting these two elements of progress together is the business of Blackburn-Hamilton Company, and one of the services of this oldest broadcasting brokerage house is financing.

Moral: Bring your dream to Blackburn-Hamilton Company.

---

Blackburn-Hamilton Company

APPRASALS • NEGOTIATIONS • FINANCING

RADIO TV NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbroek 2-5671-2
The votes are in—people in every locality now eagerly await the results.

No matter where they are ... what they are doing ... radio brings them the results immediately.

Local radio is unique in offering the most complete up-to-the-minute coverage of local and other elections returns ... from town clerk on up ... just as local radio alone brings to people wherever they are the most complete up-to-the-minute coverage of all news events.

*Immediate* results for advertisers, too, is why radio-active time buyers elect local Spot Radio for their clients.
WSB Atlanta NBC
WFAA* (Dallas Ft. Worth) NBC ABC
KOA Denver NBC
WJKK Erie NBC
KPRC* Houston NBC
WJIM Lansing NBC ABC
KARK Little Rock NBC
KABC Los Angeles ABC

WISN Milwaukee CBS
KSTP (Minneapolis St. Paul) NBC
WABC New York ABC
WTAR Norfolk CBS
WIP Philadelphia MBS
WRNL Richmond ABC
KCRA Sacramento NBC
WOAI* San Antonio NBC
KFMB San Diego CBS
KGO San Francisco ABC
KMA Shenandoah ABC (Iowa)
KTBS Shreveport NBC
KVOO Tulsa NBC
ABC Pacific Radio Regional Network

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA
**IN REVIEW**

**MATINEE THEATRE**

EXTREMELY effective in color; palatable in black-and-white; good acting in parts; story content: tinsel soap opera.

This sums up an adaptation of what apparently was one of John F. Marquand's lesser efforts—a novel, "Beginning Now"—which last Monday kicked off NBC-TV's lavish, live color *Matinee Theatre* that offers one complete drama every afternoon five times weekly.

The story was syrupy, centering about wealthy John Kelsey, a man with much charm but little stability. There were all the necessary ingredients: the other woman in his life, or in this case the current woman, the loving father who covers up his mistakes, the college student who is following in his weaving footsteps. Then came Act III and the climactic point—an automobile crash—which brought everything to a head with a neat twist at the end: John's son straightened out and John went off, we presume, pretty much as before.

Unless NBC-TV and Producer Albert McCreery are full-bent on appealing only to that segment of the audience which keeps the handkerchief along with the vacuum cleaner as standard household equipment (in addition to the electronic receiver), more ambitious productions should be forthcoming.

Only one of the participating sponsors on the telecast—B. T. Babbitt Co. for Bab-O—did its commercial live and in color, which should wipe clean any advertiser's doubts of color TV's commercial appeal.

**Production costs: $22,000**

Broadcast in color and black-and-white on NBC-TV, Mon.-Fri., 3-4 p.m. EST, with participating sponsors. Sponsors on program's first day, Oct. 31, were Procter & Gamble Co. (Tide) through Benton & Bowles; Liggett & Myers Tobacco Co. (L & M filter cigarettes) through Cunningham & Walsh; B. T. Babbitt Co. (Bab-O) through Dancer-Fitzgerald-Sample.

Devised and produced by Albert McCreery; producers: Derrell Ross, Winston O'Keefe, Ethel Frank; "Beginning Now" (Oct. 31 play) adapted by Frank Gilroy from story by John P. Marquand; unit manager: John Hinsley; technical director: John Anspach; stars ("Beginning Now"): Louis Hayward, Philip Bourneuf, Frances Reid, Mike Miller.

**PATTI PAGE PREMIERE PARTY**

PURPOSE of the Pattie Page Premiere Party on NBC-TV last Wednesday night was to introduce the 1956 Oldsmobile. Biggest surprise of the show was the brevity of the introduction, attuned as we are to the all-commercial nature of most shows of this type (i.e., last season's *Motorama*, which starred Bob Hope and a cast of General Motors cars).

Which is not to say that the commercials weren't there. They were: three or four of them on the half-hour program. The rest of the show was pretty much routine; unfortunately, it wasn't supposed to be. Miss Page was abetted by imported singer Perry Como and dancer Gene Nelson for the miniature unspectacular. Their talents were pretty much wasted. Mr. Como did one fair number and several medleys. Mr. Nelson did one medley number. Miss Page did very well.

**Production costs: $55,000**

Sponsored by Oldsmobile Div., General Motors Corp., through D. P. Brothers & Co., Detroit, on NBC-TV, Nov. 2, 10:30-11 p.m. EST. Executive producer: Harry Anger; producer: Joe Santry; assoc. producer: Jack Rael; director: Bill Cullinan; writer: Bud Burton; set: Theodore Cooper.


**ELECTRONICALLY controlled mechanisms, the heart of industrial automation, stem from technical advances made in military equipment during World War II. These volumes, which devote much space to pictures and diagrams as to words, are the text of the basic Synchros and Servomechanisms course currently taught at Navy specialty schools, now released for civilian use.**


**IN THIS Book of Little Knowledge** tv scripter Goodman Ace has not only bitten a good chunk off the hand that has fed him these past 20 years, but has swallowed it to boot. Mr. Ace directs his sulphurous wit at the prima donnas of the comedy shows, the m.c.'s who refuse to credit the writers, cigarette manufacturers, network executives and agency executives in general, and the rating services. A very funny collection of *Saturday Review* columns written by a very clever and adult critic, *The Book of Little Knowledge* is medicine that is best taken in small doses.


**NINE** tv directors, who among them handle many first flight network programs, express personal views of their occupation in as many articles, collected into book form by Mr. Kaufman as the second of a tv how-to-do-it series of which *How to Write for Television* was the first.

**PATTERNS OF TELEVISION**" is a textbook for beginning tv directors but rather a source of ideas and inspiration for practitioners in the field, as the experts explain how they work and why they do things the way they do.


**FORMER** vice president and director of J. Walter Thompson Co. in charge of creative activities for its western division, Mr. Woolf knows advertising inside and out. What is more, he knows how to write about it as well as the 132 essays collected here from his nearly eight years of contributions to *Advertising Age* clearly show. As with most collections, these short pieces are best read singly. The book should make an excellent bedtime piece for anyone who has any interest in advertising.


**THERE** are few New Yorkers who don't know about "Big Joe" and his nightly *Happiness Exchange* broadcasts on WMGM and about the help this program has brought to countless persons in desperate need of it. This book is Big Joe's autobiography, a dramatic story of an eager young man who became a drunken bum, his comeback with the aid of his wife and Alcoholics Anonymous and his discovery, in radio, of a way to connect those in need of help with those ready and willing to provide it.
Well, that's the way the ball bounces.

Every couple of months our competitors come smack up against the facts of listening. Pulse does the measuring. We try to look modest. Take the last survey: July-August. KNX has half again as many listeners as Southern California's second-place station. KNX delivers over 25,000 more families in the average quarter-hour than the leading independent. KNX reaches more people more often, morning, afternoon or evening, weekdays or weekends, than any other station in the area. For wider and deeper penetration of the Southern California market, KNX is your best buy by far.

For more details, call CBS Radio Spot Sales or KNX RADIO

Los Angeles • 50,000 watts • CBS Owned
everything in the world for women on "WEEKDAY" companion and counselor to America's women
There's never been anything like WEEKDAY!

WEEKDAY is a fascinating departure from all previous patterns of daytime radio programming! It is brought to America's millions of homemakers by hosts Margaret Truman and Mike Wallace, and co-hosts Martha Scott and Walter Kiernan.

Every bit of WEEKDAY is tailor-made for women:
- Fresh dramatic entertainment: an absorbing short-story heard in its entirety each day, and serializations of best-selling fiction and non-fiction.
- Subjects of widest interest discussed by an unusual group of experts—most of them are men: Richard Willis on Beauty; Jim Beard on Food; John Peter on Home; Meredith Willson on Music Appreciation; Bert Bachrach on Men's Apparel; Ashley Montagu on Education; and many others.

Monday through Friday, starting at 10:15 a.m.
PREMIERE, NOVEMBER 7th

- A new slant on headline personalities—through refreshing interviews with celebrities' wives.
- Easy-to-listen-to music, with a different top performing star each day.
- From all over the world, a special kind of hourly news—interpreted from the woman's viewpoint.

WEEKDAY will become a regular part of the buying pattern of America's advertisers. Never before has it been possible to reach such a concentrated mass market so flexibly and economically. WEEKDAY's Charter Clients will have two extra bonuses—the profitable association with an exciting programming development, and the special savings possible through the Introductory Dividend Plan. Call your NBC representative today about

WEEKDAY on the NBC RADIO NETWORK a service of
WITH network radio apparently pinning strong hopes for the future on the so-called "segmentation" and "participations" plans of selling, it is no surprise that NBC last week turned to Charles T. Ayres to guide its radio network in the upcoming scramble for the advertising dollar.

Mr. Ayres was busily at work as vice president in charge of the ABC Radio Network until, literally, the eve of his move to NBC. Some time ago, as a result of a casual conversation with NBC executives, he was sounded out about a possible move. Ten days ago he talked with NBC again and was offered the post of vice president in charge of NBC Radio. He accepted two days later and was installed in his new job last Tuesday, after putting in a full day at his ABC offices. He succeeds to the post which was held by William H. Fineshrier Jr. until his resignation last winter and whose functions since then have been directed by Robert W. Sarnoff, in addition to his responsibilities as NBC executive vice president.

The burst of speed with which his switch in posts was accomplished has given Mr. Ayres no time at all to chart the future course of NBC Radio. He is understandably reticent to discuss the NBC Radio operation at this early date, but points out that the concepts he helped develop at ABC Radio, notably the New Sounds for You project, will stand him in good stead as he dips into his new job.

Mr. Ayres takes with him to NBC the strong conviction that network radio is an advertising medium that can deliver the lowest cost-per-thousand of all media and can be effective when used properly. He also is firm in the opinion that network radio will survive and that the "participations" technique will provide the solution. To any who suggest that network radio will be doomed if the "participations" approach fails, Mr. Ayres replies:

"Nonsense. I believe it will work, but if it doesn't, we will come up with something else."

Mr. Ayres is a slim, scholarly-looking man of 52, who talks with no fancy frills and is forthright and outspoken when he has something to say. He believes he will have "something to say" in three or four months, when his NBC Radio stewardship takes hold.

Charles Thatcher Ayres was born in Oneida, N. Y., on April 23, 1903, but spent his childhood in Bennington, Vt. When he was in his teens, the family moved to Newark where he attended Barringer High School before going on to Cornell U. In 1924 he entered business as a salesman for the National Carbon Co. in New York.

One day in 1928, visiting a friend in New York who operated a small advertising agency, Charles Ayres became so interested in the operation that he decided to enter the field.

He acknowledges that his acquaintance with agency procedure was "very vague" at the time, but he landed a job as a space and timebuyer with Hanf-Metzger Inc., New York (which later became Buchanan & Co.).

Mr. Ayres' association with network radio dates back to those early years with Hanf-Metzger, which handled the Texas Co. account and placed Ed Wynn's Texaco Fire Chief on NBC. Mr. Ayres remained with Hanf-Metzger from 1928 until 1935, when he joined Ruthrauff & Ryan.

At Ruthrauff & Ryan, Mr. Ayres enlarged his background in radio as a timebuyer on many of the agency's "blue chip" accounts, including Lever Bros., Chrysler Corp. and Auto-Lite Co., among others. In 1945 he was appointed a vice president of the agency and when he left in 1948 he was vice president and general manager of the radio and television department.

At the suggestion of a friend, he joined ABC Radio in the spring of 1948 as a salesman. His rise in the network was rapid. In three months he was advanced to the post of eastern sales manager. In October 1950 he was named director of radio sales, and at that time assumed responsibility for establishing a separate and integrated radio sales department. Mr. Ayres was elevated to the rank of vice president of ABC in May 1951 and placed in charge of radio sales. Less than a year later he was appointed vice president in charge of ABC Radio.

He regards his mission at NBC Radio in these succinct terms: To put the network on a paying basis as quickly as possible. He observed that ABC Radio has been "in the black" for the past several years, but added that he was not attempting to draw a parallel. There were several considerations that impelled him to accept the post at ABC Radio, he said, and added:

"I believe network radio has a future. Similarly, I believe that the ABC operation constitutes the best opportunity to work out the future of network radio."

The approach that networks have adopted to reach advertisers through selling announcements strikes Mr. Ayres as being "very sound." He observed that although the details of their plans differ, the ultimate objective is the same: Bring more advertisers into network radio.

His work, Mr. Ayres said, is his hobby. His favorite sport has been hunting and fishing in southern Vermont, where he owns a camp.

In 1946 Mr. Ayres married Mary Andrews, a co-worker at Ruthrauff & Ryan, who currently is a vice president and account executive at Sullivan, Stauffer, Colwell & Bayles. Mr. and Mrs. Ayres live in midtown Manhattan. They have a firm rule never to talk shop at home.
"Camera Chains* are important...

"We ought to know... we've had all six of them in use at one time.

But in Louisville...

WHAS-TV Programming pays off!

Are you participating?

"T-BAR-V"
4:00—5:00 P.M.
Monday through Friday
(Market's only live daily children's show.)

Your Sales Message Deserves
The Impact of Programming of Character

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.
Represented Nationally by Harrington,
Righter & Parsons.
Associated with The Courier-Journal
& The Louisville Times

WHAS-TV
11

LOUISVILLE, KENTUCKY

BROADCASTING • TELECASTING

November 7, 1955 • Page 19
Farm TV Sets

EDITOR:
May we thank you for sending us the tear sheets from B&T magazine covering television set information in farm areas.

At the moment, we are in the midst of presenting the 1956 advertising plans to the Kellogg Co. With Kellogg, a national television advertiser, we find your information most valuable in determining the extent to which we should use television in rural farm areas. Although we only have about half of the information gathered, we believe this information will become most necessary when it is completed on a national scale.

As we discussed, it will be of great help to have this county by county, state by state television presentation data compiled into one form. This information, if kept up-to-date, will be highly valuable in determining the extent to which we should use television as opposed to radio and/or print schedule to cover rural markets.

Richard D. Foerster
Leo Burnett Co., Chicago

EDITOR:
In the last issue of B&T, you had a list of the states in which you have reported Farm TV Coverage. I find that we have missed a few and would appreciate it, if at all possible, you could send them to me. They are: Colorado, Massachusetts, Nebraska, Oregon and Washington.

Much of our advertising (for Lederle Laboratories and Fine Chemicals Division) is directed toward the farmer, and this information is priceless. Keep it coming.

Bob Palmer
Conklin Mann & Son
New York

WCAU-TV
Channel 10, Philadelphia
The "SkyTower" station

WABI-TV
Channel 5, Bangor
"First in Maine"

Television stations are recognizing the daily demands and mental hazards of television production—puts the "FORM in performance"—gives advertisers the greatest sales effectiveness.

Correction Please

EDITOR:
We have noted what appears to be a fairly substantial error in the listing of rural tv sets for North Carolina on page 56 of your Oct. 24 issue.

You show Total Farms 267,906, Farms with TV 70,560 and % TV Farms 47.2. Apparently the percentage should be 26.3.

Inasmuch as the figures are so widely used, I thought that you might like to make appropriate correction.

WPTF Raleigh, N. C.

Those Who Know

EDITOR:
ON BEHALF OF 20 EDUCATIONAL STATION MANAGERS WHO ARE KEEPING STATIONS GOING MAY I EXPRESS APPRECIATION FOR SID HIX EDUCATIONAL CARTOON?

"I'll say this about trying to keep an educational station going... it's an education!"

STATION CARTOON IN ISSUE OF OCT. 10. JOINT COMMITTEE WOULD BE DELIGHTED TO DISPLAY ORIGINAL OF CARTOON IN ITS WASHINGTON OFFICE.

RALPH STEETLE, JOINT COMMITTEE ON EDUCATIONAL TELEVISION

[EDITOR’S NOTE: Cartoon has been dispatched.]

Friends Across the Border

EDITOR:
I thought you might be interested in what we did with your excellent article on Canada [B&T, July 18]. I think that Jim Montagne deserves a lot of credit. As you know, we spend a fair amount of time developing contacts with various people throughout Canada who are interested in not just advertising but in the development and recognition of the country as a whole. When I ran across the Canadian issue, I felt that it merited attention not only from the advertising agencies, but from the type of persons referred to above. I thought you would be interested in reading some of their comments.

Smart MacKay, Gen. Mgr.
All-Canada Radio Facilities Ltd.
Toronto, Canada.

[EDITOR’S NOTE: Mr. MacKay attached copies of letters thanking him for his patience Division Kling Studios, Inc. Chicago, Illinois

[EDITOR’S NOTE: B-T will reprint the entire survey as soon as the Census Bureau has completed its county-by-county tabulation. We suggest that requests for reprints be withheld until that time, although as in the past we will still urgent requests for tear-sheets from farm set figures for individual states as long as they are available.]

Telecasting Yearbook

EDITOR:
YES, THE 1955-56 TELECASTING YEARBOOK-MARKETBOOK ISSUE. I KNOW THAT I WILL FIND MANY USES FOR IT SINCE IT SEEMS TO BE VERY COMPLETE, AND BUYERS, SUCH AS I, HANDLING NETWORK ACCOUNTS AS WELL AS SPOT ACCOUNTS WILL FIND PARTICULARLY USEFUL THE NETWORKS’ CABLE CHARTS.

Alice J. Wolf
J. Walter Thompson Co.
New York
Proud as peacocks, all of us here—
for the part we played in the sale of New York's Station WNEW: a sale at the highest price ever attained in the history of radio.

Happy in our knowledge of the good things to come
in bringing together such able folks as Dick Buckley and Jack Wrather.

Hopeful, but humble too, in our desire to further
serve the Broadcasting Industry in our field as

Negotiators
For the Purchase and Sale
of Radio and Television Stations

ALLEN KANDER & COMPANY

New York   Washington   Chicago
To Test the
PULSE
of
SOUTHERN
CALIFORNIA

USE THE
INDEPENDENT
WITH THE
HIGHEST
* PULSE

KMPC leads all other Southern California Independents in the combined totals of the two latest pulse measurements *(1) Audience by Time Periods for July-August, 1955, and (2) Audience by Time Periods, Out-of-Home, Summer 1955.

That's the
WEST'S
GREATEST
INDEPENDENT

KMPC
(Member SCBA)
LOS ANGELES
710 k
50,000 Watts day — 10,000 Watts night
Gene Austry, president
Represented nationally by A. M. Radio Sales

on all accounts

AS television director for Walter J. Klein Co., Charlotte advertising agency, Alan Burke has a combination of qualifications which should assure better than usual results for an advertiser waging a television campaign with a limited budget.

Mr. Burke has extensive experience in the business end of broadcasting, in production and as "talent." These, he feels, make it obvious to him where corners can be cut, and his record is his proof.

Born at Richmond in 1922, Mr. Burke attended John Marshall High School, was graduated at 14, and majored in drama 3½ years at the U. of Richmond. His first job was an announcer-engineer at WPID Petersburg, Va.

Then he went to WITH Baltimore as disc jockey and in special events, and later served as news editor and special events director in Washington, D. C., later joined CBS, and then was announcer-writer-director at WBT Charlotte for four years. He helped build and open WGAI Elizabeth City, N. C., and joined WNAO Raleigh before it went on the air. He managed WGIG Brunswick, Ga.

As Klein's tv director he has produced live shows on stations throughout the Carolinas and helped produce film commercials and special programs. One was WBTV (TV) Charlotte's Shop by Television, oldest live local commercial show on the station. One of his shows brought in a mail pull of 39,853 responses in one week.

He became tv director at Klein five years ago when the agency was swamped with tv.

When Klein recently turned out a book of baby pictures of its employees, a satiric caption under Mr. Burke's picture read: "If the client wants to do business, let him come to me."

Mr. Burke had the last laugh when within days a substantial account literally did so.


As Klein's tv director, Mr. Burke is called upon to produce and serve as moderator on special assignments, which places him before the camera as well as being producer.

His family includes David, 7, Daniel, 4, and his wife, who under the name Cathy Haines has several tv shows in Charlotte.

His hobby is surf fishing and his ambition is a dual one—to work with an unlimited budget on behalf of a client and to follow the coast line and go surf fishing "wherever I please."

WREX-TV reaches the finest test market in the Midwest—a perfect cross section of industrial and agricultural market potential!

1,000,000 pairs of eyes in a Billion Dollar Area! Top CBS and ABC New York shows capture the attention of this vast market and DELIVER your sales message.

For positive coverage in this area, contact H-R for availabilities!

WREX-TV channel 13
ROCKFORD, ILLINOIS
CBS-ABC AFFILIATIONS
represented by
H-R TELEVISION INC.

Broadcasting • Telecasting
we'll be sitting on top of the world at

**KCMO-TV**

Basic CBS-TV Channel 5
Kansas City, Mo.

**Coming soon:** the world's tallest self-supporting TV tower. Vital statistics: 1,042 ft. above ground, 1,130 ft. above average terrain, 2,049 ft. above mean sea level. Another KCMO-TV advantage in the booming Kansas City market.
women!

...spend more money for more things than all other members of the family combined.
...spend more daytime hours with WCBS-TV than with all other New York television stations combined.

The place to sell more of your product to women, your best customers, is on WCBS-TV.*

*CBS OWNED
Channel 2 New York
Represented by
CBS Television Spot Sales
Big things afoot for Washington!

Washington, already the 10th largest market in the United States, is going to be filling much bigger shoes before long. A study released by Sales Management Magazine reports that within the next ten years Washington will jump to 8th place among the nation's markets. Its metropolitan population will rise as high as nearly 25% to 2,305,000.* And it is estimated that buying power and retail sales will increase proportionately.

But there's no need to wait ten years. Today, Washington offers advertisers all the selling opportunities of an established major growth market. Every day, more advertisers recognize Washington as one of their prime markets, with its...

- 1,827,200 population in the metropolitan area
- $4,532,064,000 in effective buying power
- second-highest family income in the country.

Farseeing advertisers recognize WRC and WRC-TV as the fast-stepping stations in this growing market. And advertisers spend more with these stations because they sell more with them.

Step right out in front in big-and-getting-bigger Washington. Call

WRC am-fm WRC-TV

in Washington represented by NBC Spot Sales

NBC BOARD ANTES $9 MILLION FOR COLORCASTING EXPANSION

- Network will build new studios in Burbank, Brooklyn
- And create world's first all-color station in Chicago
- Other networks are much less bullish in color planning

A NINE-MILLION-DOLLAR construction and expansion program designed to double NBC's colorcasting capacity by next fall was approved by the NBC board of directors last Friday.

The overall project encompasses construction of additional new color studios in New York and Burbank, Calif., expansion of color film broadcasting facilities, introduction of new time-delay equipment for color pending final emergence of magnetic tape recordings and conversion of NBC-owned WNBQ (TV) Chicago into the world's first all-color television station.

Plans for WNBQ, whose color conversion is slated for readiness about April 15, 1956, were announced Thursday by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, at an unprecedented news conference at which New York and Chicago were linked by closed circuit color television. The overall project, slated for completion by the fall of 1956, is being announced by Robert W. Sarnoff, executive vice president of NBC, this week, B+T learned last Friday.

Disclosure of the far-reaching plans was accompanied by brighter reports on color set production and sales but nevertheless found NBC's two rival networks less enthusiastic in their own color planning. CBS-TV, which has boosted its color program output considerably this fall, was reported to be holding fast to its announced schedule of color programs with no plans to add to them. ABC's position, made clear by President Robert E. Kinster at an annual meeting of the Assn. of National Advertisers (see page 29), was that color as a mass medium is still a long way off. There has been no indication that ABC plans to enter colorcasting in the immediate future.

NBC's $9 million outlay, bringing to $12 million that network's appropriations for color expansions in recent months, includes the following projects in addition to the WNBQ conversion:

- Construction at Burbank of an "exact duplicate" of the color studio recently completed there by NBC (see picture page 28). This will also be the "key" to free existing Burbank black-and-white studios for future conversion to color.
- Construction of another major color studio adjacent to NBC's existing Brooklyn color studio in New York.
- Expansion of color film broadcasting facilities through the addition of four new color film chains to the six already in use by NBC.
- Construction of a new and larger master control at Burbank to replace the one currently in operation at NBC quarters at Sunset and Vine in Hollywood.

- For use pending the introduction of magnetic tape recording, which is now undergoing field tests, provision of three color recording cameras at Burbank employing a lenticular film process which, developed by RCA, NBC, and Eastman Kodak, is said to provide three-hour processing and, therefore, to permit operations with the same time-delay as in black-and-white.

- Tripling of the technical and service space for the present studio at Burbank to house the new master control, time-delay equipment, etc.

In addition to these projects, NBC within the past few months has authorized conversion of the Ziegfeld Theatre in New York for colorcasting and has launched work on a new office building in Burbank. While detailed costs of the individual projects were not made known, it was learned that the total outlay in New York will be $4.75 million, in Burbank $6 million and in Chicago $1.25 million.

NBC officials said the expansion will permit them to originate 80 hours of live, studio colorcasts a month starting next fall as compared with 40 hours a month now—which itself represents a five-fold increase over last fall's schedule. These hourly estimates do not include colorcasts of sports and other outside events.

Although the closed circuit news conference related only to the WNBQ plans and the existence of the overall plan was only hinted at, these general observations were offered by Gen. Sarnoff and his NBC associates at the session, who included President Sylvester L. (Pat) Weaver Jr., Executive Vice President Robert W. Sarnoff, and Charles R. Denny, vice president in charge of the NBC owned stations:

There is widespread "excitement" about color and dealers are "selling color receivers as fast as they are being turned out."

RCA expects to sell "more than a couple hundred thousand" color sets in 1956 and "in recent weeks we have been selling and installing at the rate of about 1,000 color sets a week" in homes throughout the country.

There are now 104 NBC affiliates equipped to re-transmit network color programs and, assuming that half of all stations are now able to transmit color in some form, it shouldn't be "very long from now" until all stations can re-transmit color from the networks.

RCA's plans to reduce the cost of color sets are "the plans to increase sales," since prices will fall as production and sales rise.

It is impossible to fix a date when all network programming will be in color because this depends on facilities and on the decision of advertisers who control their own programs to put them on in color, but NBC hopes it will come "within a reasonable time."

Immediately following the news conference WNBQ broadcast its first local live color program. Color activity in another form was reported too: A Chicago dealer was said to have

PUTTING THE PUSH BEHIND COLOR

GEN. SARNOFF  MR. WEAVER  MR. SARNOFF  MR. DENNY

RCA and NBC, with Brig. Gen. David Sarnoff setting policy, are determined to "break through the black-and-white curtain." With network color "fully established" under the direction of NBC President Sylvester L. Weaver and Executive Vice President Robert Sarnoff, the next step is to go into extensive local color production. That's the job of Charles Denny, vice president in charge of owned stations. Forecast from Mr. Weaver: Color is going to "explode."
ordered, immediately, 500 color sets from RCA (see box below).

The Chicago project involves remodeling and expansion into additional space as well as replacement of WNBQ's black-and-white equipment with equipment for color. Although network programs broadcast in black-and-white will necessarily be re-transmitted by WNBQ in monochrome, it was pointed out that all its local programs will be done in color along with network color programs—a total of about 10 hours of color programming daily when the conversion project is completed next spring, according to General Sarnoff. There may also be additional color feeds to the network from Chicago, though President Weaver indicated there has been no decision on this score yet.

General Sarnoff pointed out that "RCA and NBC from the first have undertaken to break through the black-and-white curtain"; that network color "is now well established" and the next step is to supplement network color with good local color; and that "all the know-how, all the lessons we learn in this Chicago pilot will be made available to other television stations interested in advancing color television as a regular service."

He predicted that "stations all over the country will have their eyes on Chicago and I believe will follow Chicago's lead and produce their local programs in color.

Robert Sarnoff hailed the WNBQ project as clearly signifying that "color television has arrived." He noted that, through color-equipped affiliates, NBC color programming is available to 90% of all TV homes, and said that "the millions who have watched color television are spreading the word." In addition to NBC's five-fold increase in color programming this year, he said, "our chief competitor has geared up its color activities and we understand it reaches something in the neighborhood of ten hours a month," which "helps to step up further the pace of color television development."

Mr. Sarnoff referred to the nine-day period ending today (Monday) as "a big week" for color, with NBC scheduled for 13 1/2 hours of color in that period and CBS adding two and a half.

Mr. Denny spelled out details of the plans for converting WNBQ, and President Weaver said that between the Chicago plan and the "tremendous success" of the color shows at the start of the fall season "I am sure that color is really going to explode."

Participants in the news conference at the Chicago end, which was under the direction of WNBQ General Manager Jules Herbeveaux, included Chicago's Mayor Richard J. Daley, who called it "a great day for Chicago" and told Gen. Sarnoff that "all of us, not only in Chicago but in the nation, are proud of you and are proud of your great accomplishments and proud of the great things you are doing for all the people of our nation."

Gen. Sarnoff explained that Chicago was chosen "for this pioneering step" because it "has always been a key city in the operations of NBC and the radio and television industry generally."

While Robert Sarnoff pointed up CBS-TV's increased color activity this year, reports circulated that CBS plans a color cutback. But these were denied by CBS-TV officials, who said they have no present plans either to expand or to contract their present color schedule. CBS-TV's color plans for the rest of November include three more Gene Autry telecasts, four of the Red Skelton shows, two episodes of "Ford Star Jubilee," and four of "Godfrey and Friends." For December they include five Autry and three Skelton shows, two Climax productions, one "Shower of Stars" and one "Ford Star Jubilee."

ABC's President Kintner summarized his views on color in these words in his ANA speech:

"I am in somewhat of a delicate position, since our company is not a manufacturer of television sets, and since I know that I need not recall to this audience that the forecast on the progress of color has been substantially overrated. "Color television apparently will not be an important factor in the immediate future, as far as reaching large audiences is concerned. According to the best estimates we have been able to obtain in the trade, I am told that there are about 40,000 color sets described to over 35 million black and white sets in the country at the present time—a substantial part of which are in the hands of dealers. I am also told that the industry should produce about 150,000 sets this year.

"So from a color circulation point of view, it would appear that we are now about at the stage we were in mid-1948 with black and white, and it looks to me as if color will go through the same five-year circulation growth that black and white did, although at a slower rate, to achieve really national penetration.

"However, perhaps I should hedge this prediction by saying that black and white set sales of 500,000 per month and more surprised even the industry, but it is my personal belief that color will not be a really major factor in network programming until at least 1957."

Westinghouse Announces Color Tube Expansion Plans

A FACILITIES expansion program coming to more than a million dollars to implement production of the new Westinghouse all-gun color television picture tube, which is said to be the first of its kind and to point toward lower production costs while giving improved picture quality, is being announced today (Monday) by R. T. Orth, vice president, Westinghouse Electronic Tube Division.

"Our expanded facilities program is prompted by our confidence that the new Westinghouse rectangular shadow-mask tube will be ready for commercial production early in 1956," Mr. Orth said. "We feel sure our color tube will be ready for the market next spring."

The Westinghouse tube is described as dispensing with costly metal flanges to join the faceplate and funnel of picture tubes and as eliminating expensive and unwieldy insulation required in receivers employing metal-flange tubes. The $1 million-plus expansion will be at Westinghouse's Elmira, N. Y., plant.

CHEAPER DOZEN

RENEWED Interest in the possible manufacture of a $20-22 set is set if retail in the $400-500 range was set off last week as reports reappeared predicting that such a model would be demonstrated soon in New York.

Telechrome Inc., the electronics research laboratory, Amityville, N. Y., has started production on 12 models, or "prototypes," of mass production color tv receivers incorporating the Lawrence color picture tube [Closeout Circuit, Oct. 24]. Telechrome has been developing the chassis for the tube—which will be either 21 or 22 inches—for Chromatic Tv Labs, owned by Paramount Pictures.
TV WILL BE NO. 1 SELLER, KINTNER TELLS ADVERTISERS

ABC president tells 46th annual meeting of Assn. of National Advertisers that television’s qualities are unexcelled in an economy trending more and more toward automation and the attendant volume of production. Other highlights: appraisal of antitrust suit against advertising, plea for increased propaganda efforts in the "idea war," discussion of research developments.

ADVERTISER and agency executives participating in the 46th annual meeting of the Assn. of National Advertisers last week in New York were reminded by Mr. Kintner that television will be "the major selling machine" in moving the nation’s rising volume of production.

The broadcast media—both radio and television—possess "human" qualities which exceed those of any other method of communication and which become more and more vital in selling, advertising and marketing as the trend toward automation in production continues, Mr. Kintner said.

The ABC chief also gave the advertiser and agency men an appraisal of television trends and problem areas—advantages to look for and pitfalls to beware—and called upon them to join the broadcasters in lifting radio from a "stepchild" status.

Mr. Kintner’s speech was the radio-television highlight of a Monday-Wednesday ANA program devoted primarily to broad aspects of marketing. Other features of the program dealt with such fundamentals as budgeting; management organization; agency performance evaluation; media contributions through marketing; research tools available to advertisers; case-history proof that creative planning, advertising and marketing pay off, and an appraisal of the government’s pending antitrust suit against advertising (see stories pages 30-31 and 82).

The meeting, which drew a record registration of 490 advertisers and 180 agency executives plus 90 media representatives, also heard Thaddeus S. Mosley, president of the Advertising Council, commend the progress being made by the U. S. Information Agency abroad but at the same time recommend the formation of a new private organization to help wage the "idea war." An Advertising Council presentation on "The Impact of Your Public Service Advertising" was another feature of the session.

Mr. Kintner, in a speech on "TV and Radio—Today and Tomorrow," reminded the advertisers of tv’s coverage growth and pointed out that 19 of the top 25 advertisers, excluding distillers, make television "unquestionably their No. 1 medium" with the "typical" advertiser in the top 25 investing 47% of his advertising dollar in network tv alone and 56% in the broadcast media.

The challenge of television is not whether it is effective, but "how best to program it, how best to buy it, and best to use it commercially," he asserted, adding: "Since only 165 advertisers use network television today, there is the added challenge of how the networks can make greater use of television by smaller companies possible."

Mr. Kintner said the trend toward participating sponsorship—with 76% of today’s tv network advertisers being participating sponsors as against 51% three years ago—has made the issue of network control of programs "more and more academic." But because the networks are being given more and more responsibility for direct programming, he said there should be "much closer liaison between the advertising agencies and the networks; a much better understanding by the networks of consumer motivation, and a great deal more research by all of us on what makes people buy."

The ABC head also called attention to the trend toward film programming, pointing out that the three networks now use film programs for 40% to 50% of their Class A nighttime hours and estimating that this may ultimately rise to around 80%.

The "real significance" of "spectacular-type" shows—which he called "special programs"—in the long run "will be to expand normal programming length to 90 minutes and longer," Mr. Kintner forecast, also predicting that many hour-and-a-half and two-hour shows will be regularly scheduled.

In effect, he said, what the networks and producers will be attempting to do is to re-create in the home on a regular basis program vehicles very similar to the motion pictures and the full length plays.

He said that, "on the basis of regular buying, I doubt if more than half of the special shows can achieve a good cost per thousand, but the special shows do have certain advantages in special promotion for the larger companies, as one method for use of television by the smaller companies in bringing special stars and programs to tv, so that the number of special shows should increase rather than decrease."

Among television’s "problem areas" he cited rising costs (for 28 shows on the air since 1951, production costs have risen 83% and time costs have doubled). But he pointed out that "compared with four years ago, the cost-per-thousand of the typical program has fallen," even though it has risen slightly in the past year because of greater competition among networks for audience, addition of new stations and smaller markets, and the fact that some new advertisers "are not buying television with commensurate program expenditures."

"The networks are not receiving unconscionable profits," he said. "In 1954, when the net

EDWIN W. EBEL, General Foods vice president, was elected chairman of the ANA to succeed Edward G. Gerbic. George E. Mosley, vice president of Seagram Distillers Co., was named vice chairman. Paul B. West continues as ANA president (story page 38).

Turning to radio, he cited changes in listening habits and needs, but said the problem is primarily the failure on the part of the radio networks and of the local stations to back their research with substantial sums, to return to radio the excitement that is necessary. This reluctance of the business to gamble, he thinks, is due in part to the attitude taken by those advertising agencies who refuse to give proper consideration; and by those advertisers who are most interested in satisfying distributors and salesmen with glamour buys in television rather than good advertising buys.

"I think it is to the discredit of the networks, the advertisers and the agencies that this instantaneous medium with such potential for good and with such advertising advantage in cost-per-thousand, has been permitted to become a stepchild in the communications business. However, I see signs among the networks of program vitality. I hope their efforts in network radio will receive greater support from the agencies and advertisers. Thus a revitalization of radio can quickly result."

Looking 10 years ahead, Mr. Kintner fore-
THE 15% COMMISSION: SHOULD IT BE JUNKED?

IT SEEMS SO, AN ADVERTISING LAWYER TELLS HIS CLIENTS

LAST WEDNESDAY the business of advertising was handed an eloquent exposition of the facts of life by Gilbert H. Weil, general counsel to the Assn. of National Advertisers. Speaking at that organization's 46th annual meeting in New York, Mr. Weil delivered a two-pronged message: (1) that the current Justice Dept. antitrust complaint is neither vindictive nor necessarily to be feared, and (2) that the growth of the advertising business necessitates new reflection by advertisers and agencies upon their traditional (15%) way of doing business. B&T considers its remarks of considerable moment, and on these two pages reproduces his text, slightly condensed.

TIME and time again, the Antitrust Dept. has moved into various industries to challenge practices which were dear to the heart of the industry. Usually they are practices that have taken on the aspect of indispensable keystones in the economy of the business affected, through the hallowing processes of time—or by the inertia that goes euphemized as tradition.

Sometimes the assaults have failed, as in the recent investment bankers case. More often they have pushed through to their objective. When such interest by the Department first makes itself known in a given industry, it is commonly attended, in its earlier stages at least, by reactions of consternation, shock, indignation, resentful frustration, and also by sincere conviction and admirable determination to stand for what is right and see the matter through at all costs.

These attitudes erupt in varying degrees in different quarters within the industry, but they stem from a surprisingly common progression of convictions (1) that Antitrust doesn't understand the nature of the industry and doesn't realize that the practices under attack are its life-blood; (2) that Antitrust does understand the industry and does realize how essential the practices are to its existence, but it is antagonistic to the industry and is out to get it with a leap for the throat; (3) that intentionally or not, those damn bureaucrats are just going to be the death of the industry if somebody doesn't stop them.

But, when the smoke of battle has cleared away, and poppies grow in the battlefields, the dire predictions rarely seem to have come true. Individual businesses may often-times have become war casualties, but I can call to mind no instances in which an otherwise vital, sound and dynamic industry has been stunted or killed by an antitrust order.

I personally have never found, and I do not believe, that the Department has any basic antagonism against the industries—as such—within which it takes action. If you wish to feel otherwise you will have to believe that in its time it has been anti-aluminum, coal and oil, fish, fur, food and milk; railroads; telegrams, trucking and light bulbs; glass and eyeglasses; autos and movies; shoe machinery; plumbing; fire extinguishers and parking meters; real estate brokers; labor unions; and even the practice of medicine.

The common element, and the target which has really spurred Antitrust to action in these widely varied fields, has not been the industry itself, but the practices that the department believed to exist within them in contravention of the antitrust statutes. And I am of the opinion that the same is true insofar as its action in the field of advertising is concerned. I cannot feel that the department is anti-advertising, or that it is out to "get" the advertising industry, or any medium, under the guise of the antitrust laws. I simply think that, being technicians charged with the responsibility of stamping out antitrust violations wherever they may find them, the department, believing them to exist within the advertising structure, has proceeded there as it would, and has, in other, totally unrelated industries.

The part of the antitrust laws that is involved in the advertising case is that portion which prohibits two or more persons or organizations from joining together in a common plan or course of action which has restraint of trade—whether their own or someone else's—as its purpose or effect. It is a statutory recognition of the adage that in union there is strength; and that—inserted as restraint of trade is concerned—the opportunities to exercise the power that can be amassed by collective action are too dangerous in their implications to be tolerated.

The specific practices concerning which the Dept. of Justice alleges there has been unlawfully concerted action are:

1. Uniform standards for recognition of advertising agencies;
2. Refusal of credit and commissions to non-recognized agencies;
3. Refusal of trade association memberships to non-conforming agencies;
4. Refusal of recognition or commissions to agencies which rebate or split their commissions with national advertisers;
5. Refusal of recognition to house agencies or agencies controlled by or affiliated with media, printing or engraving establishments;
6. Charging of gross rates by media to direct advertisers;
7. Agreement amongst media that they will not depart from their published advertising rates;
8. Fixing and maintaining agency commissions at 15% of media's gross advertising rate;
9. Refraining by agencies from competing with each other by submitting material to a national advertiser in speculative solicitation of new business.


If I am unable to make anything else clear that I say this morning, I hope that you may have the power to be lucid on one point. I must make it clear, if I am to help you understand the true implications of the advertising antitrust suit.

It is this: There are certain activities, and they are many, which a business may lawfully do, if it does them by itself, acting on its own initiative and determination. Yet those very same actions may become illegal if done as the result of agreement, concert or joint program with one or more other companies.

There you have the touchstone for understanding the legal basis, rationale and objective of the Department's lawsuit. It is not based upon the thought that an advertising agency should not be paid 15% of an advertiser's media expenditures. It is not based upon the thought that such payment should not be made by the medium in the form of a discount to the agency. It is not based upon the thought that a medium has no right to select—or "recognize"—the agencies with which it will do business.

It is predicated simply upon the principle that it is unlawful for two or more independent business entities to agree with each other to do such things, or to participate in a joint program concerning them.

It's the joining together in such activities that the complaint sets forth as the unlawful aspect of what it claims has been done. There is no claim whatsoever that the particular activities which are alleged to have been the subject of the joint ventures are, or would be, illegal if pursued by individual companies acting entirely by themselves. And there is no indication in the complaint that the Antitrust Department has any desire to prohibit individual employment of such commercial devices.

Of course—and it is very important that we realize and remember this—the complaint merely represents what the Department claims to
be true; it is not necessarily the truth itself. If the case is fully litigated, it may well be that after all the evidence is in, the court may find that the standard agency commission is the result of economic evolution and tradition and not collusive action. Or that when variations in agency services are taken into account, there is nothing more, as a fixed agency fee; or that the recognition programs are credit and calibre reports only, with the media owners in full exercise of their individual policies as to how they shall act upon the information thus received.

If the proof goes in those directions, then to such extent the factual basis for the government's case—as distinct from the legal theories upon which it rests—will be shot from under it.

If, on the other hand, the Department successfully wows the court to its point of view that joint action has taken place in these areas, or if a consent decree is negotiated, the result of the suit—that is, the in-\text{ductive} terms of the final order—will not in any event go beyond prohibiting continuation of such collusive action. It will not ban \textit{true} individual performance of the activities designated in the complaint.

I have not the slightest doubt, and neither have you, that advertising is so dynamic, so vital, so full of growth and strength, that it would weather blows a hundred-fold as threatening as that. It is simply incomprehensible unless there should be so drastic a change in the nature of our economy nothing else would retain its importance anyway—that advertisers, agencies and media will not continue to need each other, and use each other, and that suitable and appropriate mechanisms will be worked out whereby the laborer who is worthy of his hire will receive recognition or persons who derive the benefit of their services, and in fair correlation with the amount of benefit they get.

So, if I have correctly analyzed the government's case, there is nothing in it from the strict legal viewpoint that is going to necessitate drastic changes in our industry, regardless of the case turns out. Despite that, however, I cannot escape the personal belief that this lawsuit—entirely apart from its outcome and regardless of whom it will—will prove to be a strong catalytic agent in the economic evolution of some important aspects of advertising relationships.

The reason I say this is that, however the case turns out, it will necessarily focus attention upon the concept that the legal relationships between an advertiser and his agency should be fixed by individually determined agreement between them. If the government's views prevail, the decision will certainly establish that as a consideration for the future. If the defendants prevail, it will be because they will have convinced the court that that has been the state of affairs right along and presumably will continue to be so.

The highlighting of this concept comes at a time when more and more advertisers and agencies are becoming aware of the inadequacy of undeterred and unstandardized customs to serve the subtle, complex and distinctive needs of their own particular commercial situations. Their growing restlessness becomes all the more acute when the stereotyped arrangements are ones which, to varying degrees, have developed after the conditions that originally induced them with good commercial sense have changed.

In the simpler days of our industry, the business between an advertiser and his agency was carried on between one dominant individual in each of the companies. They were, in almost all instances, close personal friends, or become such. They understood each other, and the immediacy and uninterrupted continuity of liaison between the two top men provided a basis of understanding, mobility, trust and adaptability that was probably more efficient than anything we can substitute today. It was not necessary, when those conditions prevailed, to hamper the efficiency of a fast moving, fluid, informal set-up like that with the details, codifications and general red tape (of a formal contractual instrument.

But that was possible only under those conditions. Now that advertising departments on the one hand, and advertising agencies, on the other, have grown to the complex structures which they are today, then, despite the most pleasant personal relationships which may exist between individual and individual within the larger framework, we must recognize that realistically times have changed, and the relationship is now between one large business organization and another. Understandings, activities and programs which were at one time settled in a matter of minutes by two men across a desk or table, now require consideration by subcommittees, committees, departments and finally top men.

The individuals who in the early years of advertising-agency relationships made their decisions as spontaneously as they wished were the heads, and most frequently the owners, of their respective business en-
terprises. They were responsible to no one but themselves. Today the people who must make the decisions are responsible to other officers of their company, to boards of directors, and, ultimately, to stockhold-

ers.

Changes have also taken place in the complexities of technique in the advertising and marketing processes. In the developmental period of the agency commission system, the services renderable by an agency to an advertiser were pretty much limited to those that were collateral and strictly of space for media owners. They were essentially copy preparation, space contract negotiating, and space buying and placing functions. They were perhaps performed more for the purpose of helping the media owner sell its product than to aid the advertiser in marketing his product.

Today the services which agencies can and do furnish to advertisers range across an extremely broad and varied spectrum. They now encompass, amongst other things, the production of entertainment which once would have been thought appropriate only to theatrical pro-
ducts; research; and participation, in many instances to a major degree, in the formulation of marketing and public relations policies—perhaps even product development and sales decisions.

In view of the extremely mature environment that has now settled down upon our industry, how can an advertiser and an agency any longer be satisfied that they are acting up to their commensurate responsibilities when they permit themselves to be constrained by usages by means which, even when they are reduced to writing, amount to little more than the advertiser saying, "Hey, you wanna be my advertising agency?"—and the agency answering "Yeah, sure..."

The wide range of services an agency can offer to advertisers seems to me to require extremely thoughtful attention, and carefully written definition in two areas of the advertiser-agency relationship. In the first place, since every advertiser does not want 100% of every service that an agency can possibly render to it, the parties should decide which services are to be furnished and to what extent. Secondly, the arrangement is on an unrealistic, and, hence, unsound basis if the remuneration that the agency is to receive is not fairly correlated to the services that it is to render.

\textbf{AT THE TIME, IT WORKED}

In the younger days of the industry when an agency's services to an advertiser were simple and relatively uniform from advertiser to advertiser, those circumstances made a uniform compensation system commercially appropriate and satisfactory. It was keyed to the condi-
tions of time and hence it was reliable and sound. Moreover, since those services bore quite a direct relationship to the use of media space and were predominantly in the service of media owners, it was equally natural and suitable that their compensation should be com-
pounded in relationship to the media billing, and that it should be paid by media owners.

Today, when so much of the value of some services an agency may supply may not receive ample recompense from a percentage of 9 media billing, either because the services do not relate to or result in space or facility purchases, or, if they do, the medium involved is one with a relatively low billing rate, there is a restlessness amongst agencies concerning the traditional basis of compensation, and we find, more and more, a demand on their part, and a willingness amongst ad-
vertisers where circumstances warrant it, that additional fees be negoti-
ted for specific services.

Conversely, where agencies are called upon to render relatively little by way of effort in comparison with large amounts receivable by them from certain media—such as TV or super-circulation periodicals—whose invoices are issuing upon expression in light years, the advertiser's costs are growing, and the demand for a new billing rate. There is a restlessness amongst agencies concerning the traditional basis of compensation, and we find, more and more, a demand on their part, and a willingness amongst ad-
vertisers where circumstances warrant it, that additional fees be negoti-
ted for specific services.

In other words, as must always happen, vestigial commercial prac-
tices may continue by momentum for some time after their true justi-
fication has ceased or altered, but ultimately the friction of new market conditions will wear away obsolescent contours and remodel the struc-
ture to its new environment, or whittle it away entirely.

The circumstances I have referred to, and others which there is no time to go into here, mark the natural evolution of the moment as one which is bringing more and more individual negotiations between specific advertisers and their agencies of the custom-tailored con-
tractual relationships which best suit their own particular needs under today's complex market and legal conditions.
saw color tv as "commonplace"; tv screens flat, measured in feet rather than inches, and "used wherever picture frames or mirrors are used today"; tv telephones and closed circuit tv for both business and homes; television on a trans-world basis, and radios the size of a watch and carried by everyone.

Mr. Kinner spoke Tuesday at a media session in which newspapers were represented by Harold S. Barnes, director of the American Newspaper Publishers' Assn.'s Bureau of Advertising; outdoor advertising by Warner Moore, president of Outdoor Advertising Inc., and magazines and business papers by a panel moderated by Frederick Nelson, chief editorial writer of the Saturday Evening Post, and composed of Frank Baxter, U. of Southern California professor whose tv programs on Shakespeare have been widely hailed; Stanley High, senior editor, Reader's Digest, and Robert Elder, vice president of the Flax Corp. and a marketing economist well known in radio and television circles.

In a Wednesday session on new developments in advertising research, Fred B. Manchee, executive vice president and treasurer of BBDO and chairman of Advertising Research Foundation, covered five major research areas—market, motivation, copy, media, and "pay-off"—and also called attention to pilot studies in a pending project dealing with human behavior in arriving at decisions to buy products, which he said showed such "interesting results" as:

"More than twice as many people regarded a television set as a necessity than regarded it as a luxury. Opinions regarding whether television sets were expensive or inexpensive split about evenly. About three times as many of the people interviewed said that there were many differences among various brands as against those who said they did not think there were any important differences. About twice as many people said that many facts were required before making a purchase, as against the number who said that they didn't need any facts; and six times as many people said that family opinion was important as said that family opinion was unimportant...."

Mr. Manchee also stressed the need for more media research studies, outlined ARF's activities in various research fields, and reiterated that the ARF Radio-TV Committee hopes the industry will provide money to enable it to conduct a series of controlled experiments in which each of the various radio-tv rating methods may be observed in action.

William A. Hart, new president of ARF, introduced the research session which also included a report by Sherwood Dodge, vice president of Foote, Cone & Belding, on the work of his ARF committee on printed advertising rating methods.

Advertising Council President Reppert, speaking at the closing luncheon Wednesday, reviewed his recent six-month round-the-world study of the "idea war." He said the USIA program is improved but not perfect. "We have made our mistakes and have learned from them. I do feel we have stopped floundering and have begun to get our feet on the ground in a field that was frighteningly new and strange." He said that Ted Streibert, former Mutual board chairman, and Abbott Washburn, formerly of General Mills, who now head the USIA operation, have "performed feats that make the labors of Hercules look like featherbedding" and have "formed the nucleus of a good organization."

Mr. Reppert said that he also would like to see a new private organization formed to aid in the idea war," to "quietly enlist in the information program the non-government groups which give America much of its strength." But "most important of all," he said, "we must supply the USIA with tools adequate for the job," budgeting not $80 million for the idea war but "at least $200 million."

Advertising and Marketing

Robert C. Myers, director of market development for U. S. Steel Corp., showed how advertising—including Steel Hour on CBS-TV and open-end commercials which the company makes available for local tv sponsorship—fits into the marketing picture. President James E. Robison and associates of Indian Head Mills pictured their company's use of advertising and said that, additionally, the campaign for their textile products gets "a substantial amount of publicity" including live tv shows in conjunction with Singer Sewing Machine, 150 tv stations' use of a five-minute film run "editorially," and a disc jockey contest conducted by the company in 100 markets for three weeks.

Ford Motor Co.'s "coordinated program of product development, manufacturing, sales, and advertising in action" was presented by T. J. O'Neil, Ford's executive director of sales and advertising. The annual meeting opened with a morning session, on "Making Your Advertising More Productive in Today's Business Climax," which included two closed presentations. One was by Fortune magazine and pointed up that business management in recent years has reversed the long trend of advertising less when sales are down. The other was a dramatized presentation by the ANA board to show members the functions and services provided by ANA.

The advertisers were told by Albert W. Frey, professor of marketing at Dartmouth U's Amos Tuck School of Business Administra-

ADVERTISERS & AGENCIES

MEMBERS OF THE ANA BOARD (See elections story, page 38)

MR. BEARD MR. FROST MR. KENNEDY MR. SCHACHTE MR. MARPLE MR. HARRINGTON MR. WELLS

ning of marketing functions including advertising.

A special workshop session Monday afternoon was devoted to management practices that have proved effective in advertising operations. The panel consisted of W. B. (Pete) Potter, director of advertising, Eastman Kodak Co.; John B. McLaughlin, director of sales advertising, Kraft Foods Co.; G. (Cliff) Samuelson, advertising manager, Grocery Products Div., General Mills; R. G. Holbrook, chairman of the board of Compton Adv. and vice chairman of the AAAA. Mr. Potter, who spoke on "Long-Term Planning for Long-Term Marketing Planning," stressed that it is important for an advertising department to provide management with the best available long-term estimates of advertising expenditures. Careful pre-planning of advertising expenditures, he said, enables Eastman Kodak to maintain reasonably-measured advertising support keyed to the company's production schedule.

Mr. McLaughlin described how Kraft Foods coordinates all marketing functions in a manner calculated to generate maximum power. He said Kraft has organized the sales and advertising departments into a single unit—a move designed to "break down the iron wall" that often seems to exist between sales and advertising. Accordingly, he said, Kraft has a budget that encompasses advertising, market research, sales promotion and sales expenditures, and funds can be shifted rapidly from one area to another to meet a particular marketing situation.

Mr. Samuelson outlined criteria for evaluating the performance of an agency for a client, including the quality of advertising management in relation to business acumen, alertness to new ideas and stability; advertising leadership; creative ability; technical services and personnel; over-all resources; competitive gains in all areas of responsibilities, and depth and character of replacement personnel.

Mr. Holbrook discussed the ways and means agency management evaluates the job its organization is doing for a client. He said an agency must establish the client's objective and decide the kind of work the account needs and how much work it requires, and then must maintain a check on the progress of an account. In addition to making certain that the quality of work on an account is high, agency management must impress on account executives the need to anticipate future trends, so that the client may "get a jump ahead" of competitors. Agency management, he said, also must guard against such failings as complacency in leadership, internal friction and boggling down in creativity.

The ANA annual banquet was held Tuesday night, with CBS Radio and CBS-TV presenting a special program emceed by CBS-TV comic Johnny Carson.

BROADCASTING • TELECASTING
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.
In the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV has

1
Basic NBC-TV Network

2
Maximum power—316 K.W.

3
Maximum tower height—1049 ft. above sea level
943 ft. above average terrain...more than 100 ft. higher
than any station in this market

4
415,835 TV families in coverage area

5
Channel 8

Ask your Forjoe man for full details about

WXEX-TV

Tom Tinsley, President  Irvin G. Abelloff, Vice President
EIGHT of the top 10 tv network advertisers for August of this year also had placed in the listing for August 1954, according to the Publishers Information Bureau's compilation of tv network gross billings.

Comparable figures for network radio gross billings are no longer available. PIB terminated this service following issuance of July figures, saying that "recent changes in the rate and discount structures of the various networks" had affected comparisons between the networks as well as comparisons with past statistics (B•T, Oct. 10).

P. Lorillard Co. and General Electric Co. were replaced in this August's tv listing by Lever Bros. and American Home Products Corp.

Procter & Gamble Co., which consistently spends the most in network tv, compiled an impressive $32,861,971 in gross billing for the month. This was over $800,000 more than its total of August 1954.

Of some 22 categories appearing in the network tv product group breakdown, 13 increased in gross billings. Top gainers were autos (including equipment and accessories), drugs and remedies, foods, gasoline, household equipment and supplies, office equipment, radio-television sets, soaps (cleaners and polishes included) and toiletries and toilet goods.

Network tv's gross billings continued their climb upward, totaling $257,517,496 for the January-August period, as compared with last year's eight month total of $196,622,788. The August 1955 figure was nearly $7 million above the gross billing figure for that month last year.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR AUGUST AND JANUARY-AUGUST 1955, COMPARED TO 1954

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</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$30,344,948</td>
<td>$257,517,496</td>
<td>$23,664,931</td>
<td>$196,622,788</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
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<td>Automotive, Auto Equip. &amp; Access.</td>
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<tr>
<td>Aviation, Aviation Equip. &amp; Access.</td>
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<td>Beer, Wine &amp; Liquor</td>
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<td>Building Materials &amp; Supplies</td>
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<td>Confectionery &amp; Soft Drinks</td>
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<td>Consumer Services</td>
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<tr>
<td>Drugs &amp; Remedies</td>
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<td>Entertainment</td>
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<tr>
<td>Food &amp; Food Products</td>
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<td>Gasoline, Lubricants &amp; Other Fuels</td>
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<tr>
<td>Horticulture</td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
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<tr>
<td>Household Furnishings</td>
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<td>Industrial Materials</td>
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<tr>
<td>Insurance</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
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<td></td>
<td></td>
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<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
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<tr>
<td>Radios, Tvs Sets, Phonographs</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
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</tr>
<tr>
<td>Musical Instruments &amp; Access.</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
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<tr>
<td>Retail Stores &amp; Direct by Mail</td>
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<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
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<tr>
<td>Smoking Materials</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
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<tr>
<td>Soap, Cleansers &amp; Polishes</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
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<tr>
<td>Sporting Goods &amp; Toys</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
</tr>
<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
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<tr>
<td>Miscellaneous</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$28,576,162</td>
<td>$287,000</td>
<td>$28,576,162</td>
<td>$287,000</td>
</tr>
</tbody>
</table>

Source: Publisher's Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING AUGUST 1955

1. Procter & Gamble $2,861,971
2. Colgate-Palmolive 1,666,152
3. Chrysler Corp. 1,497,209
4. Gillette Co. 1,181,792
5. R. J. Reynolds Tob. 1,055,262
6. General Foods 1,082,986
7. American Tobacco 948,306
8. Lever Bros. 816,545
9. American Home Prods 748,907
10. General Mills 664,566

CIRCLE OF BEST SPENDERS VIRTUALLY INTACT DURING AUGUST

1. Procter & Gamble $2,861,971
2. Colgate-Palmolive 1,666,152
3. Chrysler Corp. 1,497,209
4. Gillette Co. 1,181,792
5. R. J. Reynolds Tob. 1,055,262
6. General Foods 1,082,986
7. American Tobacco 948,306
8. Lever Bros. 816,545
9. American Home Prods 748,907
10. General Mills 664,566
and we can tell you why

If you really want more business and will tell us a few basic facts about your sales policy, distribution, and sales objectives, we will research your industry, competitive sales strategy and media patterns. If our study shows promise of greater impact, economy and RESULTS through Spot Radio, we will submit campaign ideas and budgets. You then decide for yourself.

Product and media research is one of the many services we offer to advertisers and their agencies. Please call or write us today.

EAST, SOUTHEAST
WBZ-WBZA Boston-Springfield 51,000
WGR Buffalo 5,000
WWJ Detroit 5,000
KYW Philadelphia 50,000
KDKA Pittsburgh 50,000
WFBL Syracuse 5,000
WCSC Charleston, S. C. 5,000
WIST Charlotte 5,000
WIS Columbia, S. C. 5,000
WPTF Raleigh-Durham 50,000
WDBJ Roanoke 5,000

MIDWEST, SOUTHWEST
WHO Des Moines 50,000
WOC Davenport 5,000
WDSM Duluth—Superior 5,000
WDAY Fargo 5,000
WOWO Fort Wayne 50,000
WIRE Indianapolis 5,000
KMBC-KFRM Kansas City 5,000
KFAB Omaha 50,000
WMBD Peoria 5,000
KFDM Beaumont 5,000
KRIS Corpus Christi 1,000
WBAP Ft. Worth—Dallas 50,000
KENS San Antonio 50,000

MOUNTAIN AND WEST
KBOI Boise 5,000
KVOD Denver 5,000
KGMB-KHBC Honolulu—Hilo 5,000
KEX Portland 50,000
KIRO Seattle 50,000
NEW VIEWING DATA OFFERED BY ABC-TV

President Kintner tells ANA about a Detroit pilot study showing viewing preferences.

SOME NEW RESEARCH on the viewing habits and inclinations of the people who make up the television audience was presented to the Assn. of National Advertisers last week by ABC President Robert E. Kintner (also see story 29).

He said ABC had financed a pilot study in the Detroit area in order to gather information for the ANA meeting and, although "it only suggests clues," summarized its highlights as follows:

"1. We found the dominance of the housewife in nighttime TV viewing is considerably greater than the male; 28% greater with regard to overall activity and 46% with regard to general interest. Particularly enough, this was not necessarily traced to our living in a matriarchal society but rather to the absence of the spouse. I can only presume that in Detroit the boys either work harder or play harder."

"2. There is frequently more unanimity of appeal within the household of lower-rated programs than for most programs appearing on the top 10 list of our homes surveyed; I suppose that this may be traced to the fact that the leading programs become more controversial, presumably developing strong dislikes as well as likes which tend to fragment the audience within the household."

"3. It appears that the housewife asserts herself to the selection of a TV program when there is general drama available or a situation comedy. As for mysteries, the housewife appears to have about the same interest level as her husband. Naturally, as you would expect, the programs that are more shows on, the husband asserts his dominance, but what surprised me is that he exercises it also for certain types of motion pictures. I can only guess that the factors which keep men away from house in Detroit don't affect their choices of feature films on TV. Incidentally, the husband frequently reports, especially on weeknights, that he would like to watch programs other than those chosen by his family, so presumably the presence of a second television set in the home will increase the male viewing activity."

"4. The most important point that this pilot survey showed was that there were approximately half as many family members not watching TV as were watching prime evening hours. Of those non-viewers, almost as many were in the home as were out of the home. This indicates, of course, that there is still a sizeable reservoir of home viewers at peak viewing hours which better programming would attract to the set."

"5. The old axiom of radio that habit plays a strong role in listening activity is certainly in line with our study. The theory that good programs, regularly槽ed, are very hard to beat. Consequently, if you are considering a special one-time show in television it probably will get good results only in particularly soft time periods in the regular program schedule. Moreover, it is evident that special TV shows are scheduled during strong weekly programming time periods, they reduce to a considerable degree the unanimity of audience appeal in the household. This, of course, results in reducing viewers per set to the average special show."

ADVERTISERS NAME EBEI NEW CHAIRMAN

EDWIN W. EBEI, General Foods vice president in charge of advertising, was elected chairman of the Assn. of National Advertisers at the 46th ANA meeting at New York's Plaza Hotel. George E. Mosley, vice president in charge of advertising and sales promotion for Seagram-Distillers Co., was elected vice chairman and seven others were named or re-elected to the board of directors. Paul B. West was re-elected president, a post he has held since it was created in 1935.

Mr. Ebel, who was with the Calkins & Holden, Tracey Lock Dawson and Pedlar & Ryall agencies before entering General Foods in 1948, succeeds Johnson & Johnson Vice President Edward G. Gerbic in the ANA chairmanship. Mr. Gerbic continues on the 18-man board for 1955-56.

The following were elected to three-year terms on the board: David F. Beard, general director of advertising, Reynolds Metals Co.; Donald S. Frost, vice president in charge of advertising, Bristol-Myers Products Div., Bristol-Myers Co. and Edward M. Kennedy, director of advertising and public relations, Prudential Insurance Co. of America. Re-elected for three-year terms were Henry Schachte, vice president of Lever Bros., Inc.; M. Marple, director of public relations for Monsanto Chemical Co. Others re-elected to the board, for two and one-year terms respectively, were Ralph H. Harrington, advertising director of General Tire & Rubber Co., and Ben H. Wells, vice president of Seven-Up Co.

ANA-AAAA Plan Effort To Stress Marketing

IMPORTANCE of "integrated and creative" marketing in moving products and answering fears of over-production and unemployment is stressed in a new joint program of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, unveiled last week at the ANA meeting in New York (story page 29).

The case for greater attention to marketing is dramatized in a motion picture, "Challenge to America," which was shown for the first time at the meeting and is intended for use by companies throughout the country. The film was produced under the auspices of the Committee on Understanding of Our Economic System, jointly sponsored by ANA and AAAA and headed by William C. McCheeian, Jr., vice president of theJWT, and H. E. Thompson Co., New York. "Challenge to America" was produced for the committee by Wilding Picture Productions, based on material developed by JWT.

The agency contribution was supervised by Stanley Resor, chairman of the JWT board, and included research by Dr. Paul C. Steggan, professor of advertising at the University of Wisconsin, and Dr. Herbert Fowler and Walter Lord. Numerous industry groups, including radio stations, have significant interest in assisting in the "Challenge to America" program. ANA-AAAA spokesmen reported, saying it will be a continuing and long-range program. It is the third to be sponsored by the joint committee since its formation in 1947.
Of all the food merchandising programs in Philadelphia...

THE PAT AND JACK SHOW

IS 1ST

Every major station in Philadelphia has a food merchandising program. According to Pulse®, the WPEN entry—The Pat & Jack Show—leads all the rest, including the 50,000 watt "giants" of the networks.

The cost per participation in The Pat & Jack Show is lower than any of the other food merchandising programs. Again, WPEN delivers the highest rating and the lowest cost per thousand.

Furthermore, there is a GUARANTEED merchandising program throughout the Penn Fruit Company chain of supermarkets available to all participants at no extra charge.

PAT AND JACK
Monday thru Saturday
9:05 – 10:00 A.M.

Represented Nationally by Gill-Perno, Inc.

*Pulse July-August '55
17 New England Stations Sell $110,000 Package to Carling
CAPITALIZING on enthusiastic interest by fans in the activities of the Boston Bruins hockey team and the Boston Celtics basketball team, WHDH Boston has arranged for the coverage of 100 games this fall on a 17-station New England lineup under the sponsorship of the Carling Brewing Co. Total cost of the commercial package is estimated at $110,000.

The idea for the extensive sports coverage originated with Bill McGrath, manager of WHDH, and Al Tanger, commercial manager, after they learned that the Bruins were attracting sell-out audiences and the Celtics were enjoying widespread, pre-season interest. Mr. McGrath reports that he decided to convert this interest into a commercial package, particularly in view of the limited telecasting of Boston sports events.

After working out a broadcast schedule satisfactory to both the Bruins and Celtics management, Messrs. Tanger and McGrath offered 16 other stations the same schedule and received their approval. These stations are in key distribution points for the Carling Brewing Co. The proposal subsequently was laid before Carling, which accepted.

With WHDH serving as the key station in this "backyard network," other stations which have been carrying the sports schedule for the past three weeks are: WEIM Fitchburg, WAAB Worcester, WALE Fall River, all Mass.; WFAU Augusta, WCQI Lewiston, WPOR Portland, all Me.; WMUO Berlin, WTSV Claremont, WXXL Concord, WBKB Manchester, all N. H.; WTSA Brattleboro, WDOT Burlington, WIKP Newport, WTSB Rutland, WTWN St. Johnsbury, all Vt. Harold Cabot Agency, Boston, handles the Carling account.

Adv. Research Foundation Conference Opens Thursday
AN UNEXPECTED number of advance registrations to the Advertising Research Foundation's first annual conference to be held Thursday at the Hotel Ambassador in New York brought the figure to 275 last week.

Luncheon speakers will be William A. Hart, newly-elected president of ARF, and Robert F. Elder, executive vice president of Piax Corp. and a marketing economist. Mr. Elder will speak on "Can We Make Advertising Research Pay Its Way?" Fred B. Manchee, chairman of the ARF board and executive vice president and treasurer, BRDO, will preside.

Featured in the afternoon will be a discussion of the printed advertising rating methods study that is nearing completion, and an advance look at a proposed study of consumer buying decisions.

Purex Corp. Names FC&B
PUREX Corp., South Gate, Calif., bleach and detergent maker which last month signed as co-sponsor of NBC-TV's $100,000 jackpot show, The Big Surprise, has named Foote, Cone & Belding, Los Angeles, as agency for its liquid bleach.

Purex formerly spent $1 million annually in newspaper advertising but to date this year has not announced any budget for that medium. Its budget for the NBC-TV show, which it shares with Speidel watch bands, hits $2 million. Purex account is split two-thirds to FC&B and one-third to Weiss & Geller, Los Angeles, which handled the NBC-TV buy.
AROUND FARGO, IT'S WDAY-TV BY A COUNTRY MILE!

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

<table>
<thead>
<tr>
<th>Time Period</th>
<th>TV-Sets In-Use</th>
<th>Share of Television Audience</th>
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</thead>
<tbody>
<tr>
<td><strong>AFTERNOON</strong> (Mon. thru Fri.)</td>
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<tr>
<td>12 noon — 3 p.m.</td>
<td>28</td>
<td>86</td>
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<tr>
<td>3 p.m. — 6:30 p.m.</td>
<td>48</td>
<td>88</td>
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<tr>
<td><strong>EVENING</strong> (Sun. thru Sat.)</td>
<td>65</td>
<td>85*</td>
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<tr>
<td>6 p.m. — 11 p.m.</td>
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<td>17*</td>
</tr>
</tbody>
</table>

*Adjusted to compensate for fact stations were not broadcasting all hours

FARGO-MOORHEAD Hoopers prove that WDAY-TV outruns all television competition, by a comfortable country mile. *Day and night, WDAY-TV gets 5 to 6 times as many Metropolitan Fargo viewers as the next station!*

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

With the next nearest stations 50, 185 and 200 miles away, you can be sure WDAY-TV is amazingly popular throughout the heavily-saturated Red River Valley. Let Free & Peters give you the whole story — it's really something!

**WDAY-TV**

**FARGO, N. D. • CHANNEL 6**

Affiliated with NBC • ABC

FREE & PETERS, INC., Exclusive National Representatives
NATIONAL TV POLL PROPOSED BY ARB

Bureau presents $1.2 million plan whereby 500,000 personal interviews, covering every county in U. S., will give industry complete coverage data, frequency of listening and set count.

PROPOSAL for a nationwide tv set count and station coverage study, comprising some 500,000 personal interviews and costing an estimated $1 million, has been made to the tv networks and to leading advertising agencies by American Research Bureau.

With a true probability sample of 500,000 personal interviews, so distributed as to include every county in the country, ARB feels acceptance of its proposal would provide the industry with accurate and fully projectable coverage data by station reception and frequency of viewing, plus a set count, an ARB spokesman said.

Before presenting the proposal, the spokesman told B&T, "ARB executives actually went into the field to test the interviewing approach being suggested. In Colorado they worked in three completely rural counties high in the mountains. In Alabama they tested in Jefferson County, which contains urban Birmingham as well as outlying bucolic districts where the educational level is low and the interviewing techniques particularly difficult to apply. The lessons learned from these field tests make it obvious that anything less than a complete interviewing technique is a compromise that is bound to reflect itself statistically in the end results."

Because the ARB proposed study would rely "only on personal interviews to gather the data, there would be no correction factors or other adjustments that would tend to negate the accuracy and projectability of the findings," he said.

It is estimated that the proposed ARB survey would devote six months to sampling, four months to interviewing, three months to tabulation and one month to copy preparation, or overall from 10 to 12 months (the schedules would overlap appreciably).

A. C. Nielsen Co. has already announced that it will conduct a second Nielsen Coverage Study of radio and tv set ownership and station coverage early next year, similar to the first such survey made in 1952 (B&T, Oct. 17).

Benton & Bowles Names Rich, Kiebler V. P.'s

LEE RICH and Milton L. Kiebler, associate media directors, Benton & Bowles, N. Y., were elected vice presidents of the agency, effective last Tuesday, by the board of directors.

Mr. Rich has been with the agency for the past four years and is associate media director on the Froster & Gamble account. Mr. Kiebler has been with the agency 18 years and is associate media director on the Diversified Products Group.

Ruppert Gets Giant Rights

JACOB RUPPERT Inc. (Knickerbocker beer), New York, last week signed a four-year contract to sponsor radio and television coverage of New York Giants baseball club. Cost of the entire package was estimated at some $5 million, covering rights to the club, station time and production costs over the four-year period.

Home games of the Giants will be telecast on WPIX (TV) New York with both home and road games broadcast on WMCA New York. Russ Hodges and Bob Delaney will continue as play-by-play announcers. The agency for Ruppert is Blow-Bein-Toigo, New York.

For eight years the Giant broadcasts and telecasts had been sponsored by Liggett & Myers Tobacco Co., which reportedly decided not to renew its option.

Burnett Co. Announces Key Personnel Changes

TOP-LEVEL appointments of Lester M. Malitz as vice president and supervisor of the newly-acquired Pabst Blue Ribbon beer account and of Leonard S. Matthews as vice president in charge of media highlighted key changes announced last week at Burnett Co., Chicago-headquartered agency.

Mr. Malitz joined the Burnett agency Nov. 1 after 19 years at Warner & Legler Inc., New York, most recently as vice president and director. He had been associated with the Pabst account there since 1942 and joined the agency as media director in 1936. Previously Mr. Malitz had been with Rutteraft & Ryan, New York, where he started his advertising career in 1923. Pabst Brewing Co. reassigned the Pabst Blue Ribbon beer account to Burnett last month (ADVERTISERS & AGENCIES, Oct. 10).

Mr. Matthews joined Leo Burnett Co. in 1949, serving as space buyer, chief timebuyer, account executive and finally account supervisor. He assumes a post vacated by the departure of Art Porter and filled temporarily by Dr. Seymour Banks as acting department manager. Mr. Banks becomes manager of media planning and research.

In a further realignment Thomas A. Wright Jr., who held sales and sales research positions at NBC, New York, was appointed a media group supervisor and Kenneth B. Fleming Jr., media group supervisor, assumes new responsibilities as senior media group supervisor.

Proper Use of Research Stressed at N. Y. Seminar

PROPER application of research in buying and selling time was stressed last Tuesday by Anne Wright, supervising timebuyer, J. Walter Thompson Co., speaking at the timebuying and selling seminar of the Radio & Television Executives Society in New York.

First, however, the buyer must be well-informed as to the objectives of a campaign, she pointed out, and then should decide what kind of radio-television is most suitable. After weighing these factors, the next step is to turn to available research, she said. Miss Wright added a warning that buyers should be "aware of the margin of error which all research companies admit to."

Robert Hoffman, director of planning and development at WOR-AM-TV New York, who shared the platform with Miss Wright, warned that ratings, "which all too often are the basis for buying and selling, don't tell enough." The "abnormal use of ratings," he said, "makes for slide rule slavers."

In his talk, Mr. Hoffman outlined what he said, ratings "cannot tell us."

He said that radio alone do not tell the whole story to the buyer of time. Such factors as the number of listeners per set, composition and/or turnover of the audience can enter the picture. In many cases, he noted, the average quarter-hour rating may be more important than the total rating of a given program when it is a spot carrier. The question of whether the client aims for the same people in his time placement or for different people should be taken into consideration, he said.

Bates Elects Grey, Redmond

EDWARD A. GREY, associate media director, and Louis Redmond, a copy group supervisor, were elected vice presidents, Ted Bates & Co., New York. Mr. Grey joined the agency from Blow-Bein-Toigo last January. Mr. Redmond has been with the firm for two years.
Compare the circulation and cost per thousand...

and you'll find that radio gives you twice the impact of newspapers in these markets. Try it!

We think you will agree that merchandising in all fields will become more and more important to maximize radio advertising effectiveness. That is why we, together with our radio stations, have studied and drafted a plan to help you merchandise your schedule on all Hollingbery stations.

We call it the... Hollingbery Four-Point Plan.

Call your Hollingbery man for details—
Follow the leader
A new television program named Captain Kangaroo is leading the small fry of America each morning into their own world of fantasy and delight and holding them completely enthralled for an hour.

After only a few weeks on the air, we flatly predict that this remarkable hour of children's entertainment will soon lead all competition between 8 and 9 a.m. Its opening performances won rave notices from the critics—"a smasheroo," "a durable gem of a kidooler," "an extraordinary session for pre-schoolers that is fit fodder for humanity of all sizes."

In fact everybody is crazy about Captain Kangaroo: parents, parent-teacher associations—and above all the children themselves. To them he is the Pied Piper of modern times.

As an advertiser you cannot afford to overlook this genial showman whose pockets bulge with everything that children love. If you want his eager, acquisitive and swiftly-multiplying audience in your pocket, your best course is to follow this great leader on

**CBS TELEVISION**

Since the chances are you'll be away from your television set when the Captain is on the air, we will be delighted to show you a television recording of the program.
Kennedy, Walker, Wooten
Open Los Angeles Agency

FORMATION of Kennedy, Walker & Wooten, Los Angeles, advertising-public relations-publicity firm, has been announced by the principals, Earl Kennedy, William Walker and Eugene Wooten. The office will be located at 8743 Sunset Blvd., Los Angeles 46; telephone is Crenview 6-8777.

Mr. Kennedy, with Young & Rubicam for eight years and with Maxon Inc. for five years, will specialize in radio-tv for the new firm.

Mr. Walker, who will head the KW&W media department, served as account executive with Kenyon & Eckhardt (four years) and Grant Adv. (three years). He is a specialist in the merchandising and marketing fields.

Mr. Wooten will head up the new firm's public relations department. He has a background of seven years of public relations with major film studies in Hollywood and was formerly director of public relations for Cinecolor Corp. of California and Color Ltd., England. Prior to becoming a partner in KW&W, he was vice president of Publicise, public relations firm.

Times Square Plug

ADMIRAL Corp., sponsor of Bishop Fulton J. Sheen's Life is Worth Living (ABC-TV, Thurs., 8:30-8:30 p.m. EST; ABC Radio, Tues., 8:30-9 p.m. EST), is going to make full use of its Times Square sign on Broadway at 47th st., New York. The 50x50 foot illuminated display, currently carrying sales messages for the various Admiral products, will henceforth carry bulletins listing the times and topics of the Bishop's talks. Agency for Admiral is Russel M. Seeds Co., Chicago.

Further Delay Looms
In Antitrust Suit

A DELAY of two or three years before the government's antitrust suit against advertising, newspaper and magazine associations, comes to trial was indicated last week, as the American Newspaper Publishers Assn. filed in Federal District Court in New York for dismissal of the complaint.

The suit charges ANPA and others with violations of the Sherman Antitrust Act. ANPA in its brief denied that it had engaged in a conspiracy in restraint of trade (or that it had authorized anyone to do so) and that it had a right to gather and disseminate among its members credit information about advertisers placing, or seeking to place, their business in newspapers. Also filing an answer to the Dept. of Justice suit was the Publishers Assn. of New York City which generally denied the allegations.

Federal Judge William R. Herlands, who indicated the extent of the delay he expected before the suit is tried, gave an additional 90 days to four other groups—including the American Assn. of Advertising Agencies—to file answers to the government suit.

Coleman Takes Account
To Wade Adv. Agency Inc.

IN a major personnel and account expansion at Wade Adv. Agency Inc., Los Angeles, Robert E. Dwyer, executive vice president, has announced the appointment of Jerry Coleman, associate in Welsh-Hollander & Coleman Adv., Los Angeles, as account executive.

Mr. Coleman, who served for eight years as advertising manager of the White King Soap Co., brings to Wade the Product Co. account (household paper supplies) of a heavy radio-tv user. Mr. Dwyer said that further announcement will be made concerning other accounts serviced by Mr. Coleman.

Also announced were the appointments of Charles Norman Gumberg as copy chief and Ed Sterling as assistant radio-tv director. Mr. Gumberg, formerly copy chief at Mott & Siteman, Beverly Hills agency, joins Wade today (Monday). Mr. Sterling was formerly CBS staff director in Hollywood.

Two more personnel additions are to be announced.

Sarnoff Pinpoints Purpose
Of AFA's Advertising Week

THE PURPOSE of the Advertising Federation of America sponsored National Advertising Week, according to Mr. Sarnoff, executive vice president of NBC, is not to advertise advertising or to try to create some kind of phony idea that advertising people are geniuses or supermen, but to raise the standards of living, make shopping easier, give you better goods for less money and makes jobs more secure.

Mr. Sarnoff had these remarks in announcing the slogan of the 1956 advertising week—"Advertised brands-your guarantee of quality"—to be held nationally Feb. 19-25 throughout the nation.

Mr. Sarnoff also reported that the task force agency—Foote, Cone & Belding, under radio-tv Vice President Roger Pryor, is continuing work on advertising week material for use by advertising clubs in all media.

Rauch, Woods Named
V.P.'s By Young & Rubicam

HARRY RAUCH, manager of the radio-tv publicity department, and Henry F. Woods Jr., manager of the general publicity department, Young & Rubicam, New York, have been elected vice presidents of the agency, Sigurd S. Larmorn, president, announced last week.

Besosa, Quinn Elected
Nielsen Vice Presidents

CHARLES W. BESOSA and William H. Quinn, formerly account executives of A. C. Nielsen Co., have been elected vice presidents in the company's radio-tv division, it was announced last week by the firm's board of directors.

Both appointees have been with Nielsen's radio-tv division for 10 years. Mr. Besosa joined Nielsen in 1937 and Mr. Quinn in 1942.

Cuff to Head Allied Stores
Radio-Television Activities

SAMUEL H. CUFF, since 1947 a radio and television consultant for Allied Stores and other organizations, has been appointed director of radio and television activities for Allied Stores. In this position, he will devote his entire time to Allied's broadcast operations. He will make his headquarters at Allied's New York City offices at 401 Fifth Ave.

A & P People

Robert J. Fitzpatrick and Wilfred L. Copping, public relations and copy departments, respectively, Albert Frank-Central Lake agency, N. Y., elected vice presidents. Richard E. Cruikshank, resident in firm's S.F. office, also elected vice president.

Stewart L. Fitchette account executive, Robert Otto & Co., N. Y., appointed vice president. He has been with firm since December 1951.


Philip Harvey, merchandising director, Jackson, Haerr, Peterson & Hall, Peoria, Ill., elected to agency board of directors.


Fred G. Robbe, promoted to advertising manager, F. Lorillard Co. (Old Gold and Kent cigarettes). Mr. Robbe has been with firm since 1950 as assistant director of advertising.
a new family favorite

JOHNNY .44! with GENE AUTRY - ROY ROGERS FILMS galloped into every seventh home in the Minneapolis-St. Paul area . . . according to their first ARB ratings.

They join WCCO-TV's AXEL AND HIS DOG in the heart of the Northwest family circle. Nationally recognized as a program with one of the lowest costs-per-thousand-homes available on television, AXEL drew a smashing 22.2 in September ARB—to top all local cumulative ratings for Monday-through-Friday programs!

That's a phenomenal 67¢ per thousand viewers.

Both of these sparkling participation programs were part of WCCO-TV's 9 of the top 11 multi-weekly shows measured by September Telepulse. Free & Peters can put your product into Twin City focus.

WCCO-TV

The Other Member Of The Family
Minneapolis—St. Paul

CBS
PROTECT GAINS, BROADCASTERS TOLD AT COLORADO SPRINGS NARTB MEETING

Mountain States delegates urge FCC to take control of all types of tv transmission, including community antenna systems. Lower copyright fees sought for radio. Arnoux warns of over-commercialism while Kramer takes radio broadcasters to task for running 'advertising's biggest discount house.' FCC Comr. Bartley asks radio-tv to lead drive to strengthen civil defense.

RADIO is rejoining television in the upward surge of advertising revenues as large advertisers return to the older medium, delegates attending the NARTB Mountain States meeting at Colorado Springs were told last week.

The Tuesday-Thursday meeting of Region 7 was marked by the livest discussion of industry and station policies yet heard during the autumn regional series.

In a message to the convention, NARTB President Harold E. Fellows (see page 56) led a group of industry leaders as they traced recent radio-tv advances and warned of dangers ahead for both media unless station operations are strengthened and programming policies improved. Mr. Fellows is to rejoin NARTB's roving headquarters squadron at Des Moines today (Monday) after an illness of several weeks.

Meeting High Spots

These other developments high-spotted the Colorado Springs session:

- FCC was urged to assume control over all type of tv transmission, including community antenna systems, with originating stations holding control over re-transmission of their programs.
- Lower copyright fees were demanded from copyright licensees on behalf of radio stations.
- Campbell Arnoux, WToRemove Norfolk, Va., vice president of the NARTB TV Board, warned of over-commercialism and the possible loss of public support (see story page 52).
- Worth Kramer, WJR Detroit, told radio stations they are operating "advertising's biggest discount house" (see text page 54).
- FCC Comr. Robert T. Bartley called on broadcasters to lead a drive to strengthen the civil defense system (see story page 90).
- Walter E. Wagstaff, KIDDO-AM-TV Boise, Idaho, NARTB District 14 director, was host director at the meeting, held in the Broadmoor Hotel.

D. Lennox Murdoch, KSL-TV Salt Lake City, and Herbert A. Carlborg, CBS-TV director of editing, called on telecasters to adhere to the NARTB TV Code. Appearing at the Thursday session with Edward H. Bronson, NARTB TV code director, they emphasized the importance of the code. Mr. Carlborg showed a series of censored TV excerpts.

Mr. Murdoch said the respect and confidence of listeners and viewers is fundamental to TV's future. "The bigger we get and the faster we grow, the more numerous and vociferous become our critics," he said. He called on station management to start campaigns among department heads and staff personnel to review code policies and study the recommendations and suggestions in the document. Referring to the Kefauver report and the charges made by critics, he asked, "Where would we have been had we not had a television code to point to with pride?"

Mr. Carlborg recalled two instances in which an outside packer notified the CBS Television editing department it was beyond the necessity of discussing what it termed the small-time interpretations of the network policies and the NARTB code. As a result, the packager "was dismissed to find he had offended a very vociferous racial group and aroused vigorous protests from another direction."

'Suggest Rather Than Delete'

CBS Television believes in suggesting rather than deleting, he said. "We insist on being called editors rather than censors," he added.

The resolutions sessions Wednesday and Thursday turned into live discussions of music
YOU MISS FLORIDA IF YOU DON'T USE W•GTO

from Gulf To Ocean • Gainesville To Okeechobee

Judge for yourself. There are some mighty pretty figures in the Florida market. For instance, with a powerful new radio station you reach 1,500,000 people. These same people buy $1,443,330,000 worth of products each year. Tourists swell the coffers with an additional $650,000,000 annually.

The residents of the W•GTO coverage area cruise around in 484,000 automobiles while another 1,600,000 automobiles bring in money laden vacationers every season.

This all adds up to a really important market. This is the market W•GTO delivers.

10,000 WATTS
540 KILOCYCLES

W•GTO
HAINES CITY, FLA.
PHONE 6-2621
owned and operated by KWK, St. Louis, Missouri

Broadcasting • Telecasting
November 7, 1955 • Page 49
WILL ROGERS—Radio and the Press worked closely from the very beginning. In an early Pittsburgh Post studio of Station KDKA, the beloved Will Rogers and a Ziegfeld Follies cast make a special broadcast.

**WBC is busting its buttons—ON**

It all began with Westinghouse Broadcasting Company Station KDKA!

On November 2, 1920, a few men in a little room in East Pittsburgh, sat up all night reporting the results of the Harding Presidential elections. It was the real beginning of regularly scheduled broadcasting. This historic broadcast over Westinghouse Station KDKA launched an era which changed America's whole pattern of living—with the development of two of the greatest forces ever to influence modern man—radio and television.

Today Westinghouse Broadcasting Company is the largest independent broadcasting company in the country. All WBC stations are peak-powered. They beam the very best in entertainment and information to every corner of the area they serve.

No wonder men with a message choose WBC stations! They dominate six major markets where 1/6 of America does its shopping! The one to complete your selling campaign is listed here:

**RADIO**
- Boston—WBZ / WBZA
- Philadelphia—KYW
- Pittsburgh—KDKA
- Fort Wayne—WOWO
- Portland—KEX

**TELEVISION**
- Boston—WBZ-TV
- Philadelphia—WPTZ
- Pittsburgh—KDKA-TV
- San Francisco—KPIX

WESTINGHOUSE BROADCASTING COMPANY, INC.

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Free & Peters, Inc.

No selling campaign is complete without the WBC Stations
RADIO PUBLICISTS—This picture, taken in 1923, was made in the hope of winning people over to radio listening. Cotton stockings add "glamour."

BROADCASTING’S 35th BIRTHDAY!

THE HAPPINESS BOYS—Billy Jones and Ernie Hare—the original Happiness Boys—entertain with jokes and songs on a 1923 broadcast, forerunner of today’s crop of comedians and laugh shows.

GREAT COMMONER—William Jennings Bryan is pictured during his first radio broadcast, which KDKA covered at Pittsburgh’s Point Breeze Presbyterian Church back in 1922.

RADIO PIONEER—Dr. Frank Conrad is pictured at work in his laboratory years after KDKA went on the air. Assistant Chief Engineer of Westinghouse during the pioneering days of radio, Dr. Conrad supervised the construction of KDKA.

HARDING-COX RETURNS—Here is radio’s most famous broadcast—the returns of the Harding-Cox election—by KDKA in Pittsburgh, which opened a great new era in communications.

CHURCH ON THE FARM—Rural listeners not only turned on their crystal sets for farm information; they also attended church via the radio. In 1921, heavy snows kept many farmers close to home, and helped KDKA gain more farm listeners.

CATHODE RAY TELEVISION—Dr. Vladimir K. Zworykin, Russian-born scientist, demonstrates new cathode ray television system developed at the Westinghouse Research Laboratories in 1929. Dr. Zworykin’s experimentation laid groundwork for electronic television.

SILENCE PLEASE—The soloist was expected to ignore the “Silence, please” sign in this 1925 KDKA studio located at a Westinghouse building in East Pittsburgh.

Support the Advertising Council Campaigns
copyright and "any methods which require the payment of a fee, or service charge for the reception of programs." Such service charges, it was held, should be acceptable only if no other service is available or feasible without such charge.

The fee subject was based on a resolution originally adopted by Colorado Broadcasters Assn. It supported the need for rule-making procedures to permit unattended satellite and booster tv transmitters; urged FCC to assume supervision over all systems of tv transmission including community antenna operations; called for establishment of property rights in tv programs that will preclude their use. He urged the subscribers at a profit without permission of the originating station; claimed "first preference" is due "the pattern of free radio and television" as against fee systems.

In discussing music copyrights, it was held that fees impose a "heavy financial burden" on radio broadcasters, many of whom have suffered revenue losses due to tv. Since tv has brought increased revenues to record owners, the regional delegates felt ASCAP, BMI, SESAC and others should re-examine their rates and then lower them. A second resolution proposed that record labels identify copyright licensors.

Resolved by Region

Other resolutions voiced appreciation to FCC Commissioner Robert T. Bartley; called for legislation requiring time zones to be kept in the same relation; thanked Director-Wagstaff for his service as well as NARTB staff members; asked amendment of the FCC rules to require identifying announcements in recorded programs only if the element of time is of special significance; endorsed NARTB's plans to expand rate control to all station transmitters; urged the NARTB board to start a project looking toward minimum standards for audience sampling and measurement, favored changing the association's name back to National Assn. of Broadcasters; urged FCC to permit continued operation of private microwave relays when common carrier service is made available.

Members of the resolutions committee were G. Bennett Larson, KDYL-KVTV (TV) Salt Lake City, chairman; Ken Nybo, KBMY Billings, Mont.; Frank Quinn, KDEF Albuquerque, N.M., and William Grant, KOA Denver.

Taking part in the state association activities were Henry H. Fletcher, KSEI Pocatello, Idaho; James D. Russell, KRTV (TV) Colorado Springs; Ian Elliot, KATL Miles City, Mont.; Merle H. Tucker, KGAK Gallup, N.M.; Eugene M. Halliday, KSL Salt Lake City, and Donald L. Hathaway, KSFR Casper, Wyo.

Sheldon Peterson, news director of KLZ-TV Denver, called on tv stations to improve their role in attaining freedom of speech and access to public events. The battle is being fought capably at the national level by NARTB, American Society of Newspaper Editors, Sigma Delta Chi and Radio-Television News Directors Assn., he said.

"Do we have access to all the news from our city council's, our courts, our police departments and our school administrations?" he asked. "If we don't have such access and if we're not doing anything about it, then I respectfully submit that we are letting the people down in their right to know."

Mr. Peterson said tv broadcasters who do not have local news on their program schedules "are not measuring up to the responsibility which has been placed in their care." He said a news department need not be expensive, with a one-man staff satisfactory in some cases if management backing is supplied. Taking part in a Thursday afternoon panel on "The Business of Television" were Mr. Russell; Arthur J. Mosby, KGVO-TV Missoula, Mont.; Rex Howell, KFXJ Grand Junction, Colo., and A. Prose Walker, NARTB manager of engineering.

Basic audience promotion techniques were reviewed in a Tuesday audience promotion panel. Taking part were Henry Fletcher, KSEI Pocatello, Idaho; Gene Halliday, KSL Salt Lake City; Frank C. McIntyre, KLIX Twin Falls, Idaho, and Harold Storm, KLZ Denver.

Staff behavior is the most important element in a station's promotion, Mr. Fletcher said, stressing the importance of public relations in the acquisition of prestige. He urged development of new programs to build audience. Mr. Halliday said promotion should be based on programming, personalities and delegation of a staff promotion director. Mr. McIntyre said "excitement in programming will make listeners talk about the station. Mr. Storm called promotion "a philosophy rather than a technique," suggesting everyone on the staff should be promotion-minded.

Farm radio "is truly public service that pays," said Jack Timmons, farm director of KWKH Shreveport, La., at the opening radio session Tuesday morning. Citing success stories from both small and large stations, he said farm broadcasts have a high rate of renewals by advertisers and emphasized that revenue from farm advertising has remained constant or risen while other radio revenue has gone down.

Mr. Timmons said revenue from farm programs and adjacencies is accompanied by a loyal audience, unparalleled public relations, and the satisfaction of real service. The advertiser gets an effective medium in a great market at low cost, he said, with time being delivered by established and respected representatives of agriculture and personal representation in the field.

He said management should set service to agriculture as a station objective; show interest and take pride in farm service, placing the farm director directly under management. He advised scheduling for the peak farm audiences (6-7 a.m., early evening). Program content should be informative, informal and filled with human interest as well as local information, he said, with the whole service given adequate promotional backing. He urged station management to treat the farm director or at least use a sincere announcer and take advantage of dependable sources of information.

Radio-Tv Must Correct Flaws, NARTB Meet Told

RADIO AND TV must take stock of their present operations immediately and eliminate critical flaws, or they will be in deep trouble during the competitive media days just ahead, NARTB delegates were told last week at the Colorado Springs meeting.

Worth Kramer, vice president and general manager of WJR Detroit, told radio delegates at the Tuesday luncheon they are operating a "monopoly," not a "premium" but a "commodity," he said.

Campbell Arnoux, NARTB TV Board vice chairman and president-general manager of WTV Norfolk, Va., told telecasters they must make immediate appraisals or they "may lose by attrition the greatest gift that has been given an advertising medium—that almost unbelievable impact that tv has in the lives of
THE ONLY COMPLETE LINE OF VIDEO TRANSMISSION TEST EQUIPMENT

**TELECHROME**

**AMPLITUDE vs FREQUENCY**
- Check wide band coaxial cables, microwave links, individual units and complete microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking on sweep generator - Model 1076-BR.

**LOW & HIGH FREQUENCY CHARACTERISTICS**
- Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or TV systems - 1071-AR thru 1072-AR alone.

**ENVELOPE DELAY vs FREQUENCY**
- Sharp envelope delay characteristics of Model 1044-BR NTSC receiver equalizer as indicated by Model 1043-AR.

**DIFFERENTIAL PHASE vs AMPLITUDE**
- Check for ability of system to transmit color with fidelity of existing amplifiers. Shown is 4K7 video amplifier. Differential Phase, Model 1044-AR or 1041-AR plus 1076-BR with 1601-AR.

**STAIRCASE SIGNAL - MODEL 1044-AR OR MODULATION - 1044-AR THRU 1043-BR**

**1041-BR SAWTSTEP GENERATOR** - Checks amplitude linearity and differential phase of unit or system. Variable 4-15 steps. 1044-AR - Shows with built-in sync and blanking delay and 3.50 mc. output for modulating steps & bursts on back porch.

**1070-BR MULTI-BURST GENERATOR** - Provides white noise and 6 bursts of pre-set freq. 0.5-6.0 mc. One sync and blanking delay. Checks sync, response or complete system sync, those using keyed clamps. Used to add sync and blanking to output of other units (window and step generators). 1070-BRM has own 3.50 mc. delay.

**1071-AR WINDOW GENERATOR**
- Checks low frequency response system. Fast rise time and falling edge checks high frequency response. Output may be displayed on oscilloscope. 1071-AR includes sync blanking adder.

**1048-A HI-LO CROSS FILTER with 3 pin switch for receiving signal directly, or thru low or high pass filter. Allows individual observation of either high or low freq. components of signal or signal directly. Sensitive check for drift, amplitude distortion using modulated step signal from 1041-AR through high pass section.

**1603-AR PHASE SLOPE**
- For accurate checking of phase characteristics of signal used for measurement of phase and differential phase.

**1061-AR CHROMASCOPE**
- For accurate checking of color signals, or simultaneous amplitude and phase characteristics of a signal.

**1073-AR SQUARE WAVE GENERATOR**
- Completely equivalent to actual camera signal. Used for rapid checking of frequency and phase characteristics of a TV or pulse unit or system. Simultaneously checks amplitude, phase, and envelope delay. (Described by R. C. Kennedy, R.K.C., in "Electronics")
IF YOU CAN’T SELL IT, DON’T GIVE IT AWAY

THAT's the philosophy Worth Kramer, vice president and general manager of WJR Detroit, propounded for NARTB's Region 7 Conference in Colorado Springs last week. His speech was a penetrating analysis of how radio can sell itself down the river by not selling itself for what it's worth. The text, slightly condensed, is reproduced on these two pages.

I SUBMIT that as of today our performance [as radio broadcasters] is shockingly short of satisfactory—and our rewards are correspondingly fractional.

Do you mind, figuratively speaking of course, entering the clinic with me, stripping and undergoing a check-up? Now this particular clinic isn't medical in nature; it's a sales clinic reminiscent of one I attended recently, a portion of which was devoted to a recital by several agency executives and some advertiser representatives of the ways in which they had successfully "used" radio. (Please note my overly polite employment of the word "used"—my vocabulary does contain more accurate but less polite verbs.)

Speaker A, head of a midwest agency, testified as to his successful use of radio by the use of a saturation formula. His particular method of saturation purchase was to buy on the basis of 200 rating points per week—he didn't mention whose rating system was employed—he just bought on the basis of 200 rating points per week. Apparently, if I understood him correctly, if the station, or stations, came up with 200 rating points for 20 announcements, that was fine. If, however, 40 announcements were needed to equal the 200 rating points, the station, or stations, would apparently provide 40 announcements.

NEXT STOP: CURTAINS!

Regardless of the mechanics, this purchase was based on rating points per dollar. Personally, I know no rate card in the book that bases rates on rating points, but nonetheless that's the way this agency bought. Next stop—guaranteed audience; next stop after that—curtains!

Speaker B, also a midwest agency executive, reported that his successful formula for buying was the purchase, through a network, of a great number of 5-minute news programs. He made it perfectly plain that these weekend news programs were purchased at the contiguous rate, a very cheap and, therefore, advantageous purchase for his client. Cheap indeed!

Let's see. The great percentage of station rate cards call for five minutes at 20% of the hourly rate. Assuming then, 12 five-minutes bought by this particular client at the hourly rate, it's easy to see that the purchase was made at considerably less than 50% of the normal card rate. We'll agree, won't we, that it was a hell of a buy—but, friends, was it a hell of a sale?

Speaker C, also an agency executive told the meeting of his client's problems and his use of radio to solve those problems, and he spoke most convincingly of the pulling power for his client of our medium, but his "clincher" resolved itself into the fact that one station in one of his markets provided on a given Sunday over four hours of station time, its personnel and its mobile unit, totally free of charge, to make a success of his client's particular promotion for that day.

To be totally fair, his client's project for that day was outstandingly, almost unbelievably, successful—but, for free! Speaker D represented a national advertiser who for many years has bought his radio through local dealers and distributors at local rates. His concept of the successful use of radio was the pronounced success he had had in arranging for free interviews on stations throughout the country in which, in his words, he "skillfully avoided the too often mention of his product."

Clever? Yes, indeed. But just another example of a "free ride."

A letter is received from an agency vice president, reading roughly as follows:

"Dear Station Manager:

We are in the process of preparing a radio advertising campaign for our client—to run for 13 weeks starting Nov. 15. Please submit to us at your earliest convenience your very best package price for four announcements daily for the 13-week campaign proposed above.

"Don't bother to send us your rate card as we have the latest Standard Rate & Data Service available, and we have no intention of buying from the book. So come up with your very best package price and submit it to us without delay."

"P.S. We will appreciate your also sending along details on all merchandising assistance you will give us."

A regional client, and a big one, reports frankly that it...
utilizes well over 30 stations to broadcast its play-by-play baseball games, but that many stations broadcast the games for nothing, and all of the stations pay the line charges for the privilege of carrying the commercially sponsored games.

A representative of a large syndicated program service approaches a regional client with this proposal: You contract with us for this series of half-hour syndicated programs and we will guarantee you blank number of stations free. These stations will carry your commercial messages in the program three of the five days per week for the privilege of selling announcements to other clients the other two days weekly.

Will you concur that we have taken enough samples in our self-examination to uncover the glaring truth that radio—our medium—is indulging in the most gigantic, the most colossal give-away program in the annals of advertising history? The $64,000 Question—a give-away? Man alive—it's peanuts.

We're part and parcel of advertising's biggest discount house—and that's the hard fact we have to face. We not only have to face it, friends, we've got to do something about it—and fast.

Before going one step further, let it be made crystal clear that in none of the above related instances do I place one iota of blame on any of the agencies or clients for the part they play in this travesty. They can all join the chorus of "Don't Blame Me" with perfect equanimity. If I were told tomorrow that I could buy a new Cadillac Eldorado for half price, believe me, I'd be there, and so would you. So, let's employ the microscope in our clinical experience and find the trouble spot. Who's to blame for this current give-away orgy? Perhaps we can utilize the process of elimination.

The blame isn't with the agencies; it isn't with the clients; certainly it isn't with the station salesmen, or sales managers, or program directors, or news editors, or engineering heads. Where then does it fall? It falls, of course, friends, directly and unequivocally upon custodianship—those who call the signals in every segment of our industry. Yes, the fault is solely ours—we've done it to ourselves.

There is a vacuum, there is a missing ingredient in our industry today, and to me it's the all-important ingredient [that] spells the one great difference between "the high road to success" and a "treadmill to oblivion." That missing in ingredient, friends, is stature.

BUSINESS? IT'S LIKE SEX

Yesterday I overhead one broadcaster say to another, "Hi, Joe, how's business?" To which Joe replied, "Well, it's sort of like sex—when it's good, it's wonderful, and when it's bad, it's still better."

That little saying provides something more than a chuckle. I sort of wonder if it doesn't give us a pretty good idea as to just why we haven't taken the time to clean up our own house—"when business is bad, it's still pretty good."

This business called radio is too good. Perhaps if it weren't so good, we'd give it the attention it should have. I choose to believe that all business is the same, and what has crept into our medium through neglect of its custodians, I swear I cannot conclude that they know of their organization's derelictions, business-wise, and are content.

How do we go about putting stature into our business? May I present a 3-point program for consideration?

Point One of the program: Lay a firm business foundation. I think that they responsible at every station should closely examine their facility, their coverage, their penetration, their competitive situation, and with all those factors in mind, establish a rate structure which in their minds is a proper and equitable one, which permits them to operate aggressively and one which provides an excellent advertising buy for the advertiser. Once this is determined, print it. Once it is printed, publish it. Once it is published, stick to it, police it. Keep it inviolate. Go one step further. Call all your people together, not just your salesmen, all your people, and spell out to them what you've done. They'll leave that meeting with a new look. It won't be their slip that is showing—it'll be their pride.

So, Point One resolves itself into the establishment of an individual code—a creed of business operations, if you please—a creed which each and every employee knows, respects and observes.

On one of my recent visits to New York, I visited one of the more famous [Harlem] establishments. A rather buxom gal sat at the piano and sang several songs. One song remained with me, for it went something like this: "If I can't sell it, I'm gonna sit on it—I ain't gonna give it away."

PROGRAMMING IS THE LIFEBLOOD

Point Two in "Operation Stature." Let's, for a change, show concern for our product. Hackneyed, indeed, is the statement that programming is the lifeblood of our business. But hackneyed or not, believe me, those words are so true, for programming is our total product—that's all we've got! Yet I think you'll agree with me that for much too long programming—the lifeblood of our business—has been the subject of almost total neglect.

In showing concern for our product, our present attention should be drawn to the characterization of our medium as the "constant companion" medium. I won't go into the statistics which point up the set sales this year, which are many percentage points higher than those of last, the total set count, the location of sets in the home, the percentage of new automobiles with radios, et cetera. What I do want to point out is that with this everywhereness which characterizes peculiarly this business of ours, we are truly on the threshold of our greatest opportunity.

Our market is not only "everyone" but it's "everyone, everywhere, around the clock." All that our market asks of us in return is that we be a worthy and interesting companion. Our market hasn't said to us, "You have to be glamorous"; it's only asked us to be interesting, and the only way we can meet the challenge of being interesting is through programming.

So, Point Two narrows down to one great challenge—accepting the invitation of 161 million Americans to program in such a manner as to become a worthy and interesting companion to them—or, in other words, to show concern for our product—programming.

Point Three is perhaps the most important point of all. It's intangible, but it's a force so powerful that, without it, all other efforts are fruitless. I choose to call it love of the business. Sounds corny, doesn't it? But, believe me, it isn't. Our industry has to be manned by people who love their work.

All the ideas and plans we can devise will go nowhere unless, underlying their conception and their implementation, there is that fundamental, vital spark—love of the work.

We've seen, time and time again, instances where we haven't been on top of the news, or we haven't covered a given special event, or we haven't come up with a new distinctive program service or special program, or we haven't come up with a sale, or we haven't come up with almost any facet of the business you can mention. These things can be attributed to lack of incentive, lack of ambition, or, if you please, lack of love of the business.

We in radio, today as never before, will do well to give this factor its proper weight if we are to achieve stature—today, radio's only missing ingredient.
FCC COMMR. Robert Bartley stopped for an inspection tour of KLZ-TV Denver enroute to the Colorado Springs NARTB regional meeting. Conducting Comr. Bartley (2d from l) on the tour were (l to r): Bob Hart, local sales manager; Hugh B. Terry, president; and Phil Hoffman, manager, all KLZ-TV.

all the people.” Mr. Arnoux offered a series of management suggestions as he explained that “it is amazing how quickly John Citizen gets selective and demands better and better quality and more and more variety in his tv fare.”

Mr. Arnoux said he has noted “an increasing tendency toward over-commercialism, not always in the amount of commercials but in their length and manner of delivery.” He contended a commercial can and should be made interesting and should always attract the viewer’s attention.

He urged management to devote “more and more time” to looking at the station’s programs as well as carefully scrutinizing continuity, production and film departments, along with all other creative units. Talent and announcers should be watched “as they appear on the picture tube,” Mr. Arnoux advised, because “if you look objectively you will look at your screen as do your viewers.”

He advised top-quality local programming and care in selection of films, including those advertisers buy for their programs. Standards of good taste can be attained by conforming to the NARTB tv code, he said, urging management to watch code adherence carefully.

It’s necessary to spend money in tv in order to make money, Mr. Arnoux insisted, listing station technique and equipment that have been helpful. “The key to making money,” he said, “is much more sales effort” and he showed how WTAR-TV’s billing was substantially increased. He favored a basic daytime rate around 40% of Class AA nighttime, with an incentive discount for volume users. “We like high rates,” he said, “and have not been afraid to boost our rates as circulation has increased. After 5½ years we are now on Rate Card No. 12.”

Other recommendations included “copy-minded selling and the speculative art and story approach used by Radio Advertising Bureau” as tv devices as well as the Television Bureau of Advertising material.

Numerous Crises

Mr. Arnoux said tv has more crises than any other industry. “Right now there is a crisis in uhf operations,” he said; “the crisis of pay the picture’s view.—to the crisis of intermixture—the crisis of a possible reallocation of channels and the sub-crisis of additional stations that may be gleaned from fm or the military; the crisis of increased operations; the crisis of crises upon the advent of vhf channels that may be allocated from fm or the military; the crisis of increasing number of vhf channels and the crisis of possibly greatly increased tariffs by the AT&amp;T on the microwave and cable services of that company, which could seriously increase our operating costs.”

“Still over the horizon, but almost upon us, are the many crises attendant upon the advent of color tv; and the crisis of disaster competition in communities where more tv stations may be licensed than the community can support.”

Mr. Arnoux explained how advertisers in two instances had been allowed to use films not screened by the station, with bad results. He said WPAR-TV now looks over all films arranged by advertisers before signing the contract and another program is worked out if the material doesn’t meet station standards.

Production and program departments must have the proper tools, just as engineers need good equipment, he said. He told how the station saved money for clients by hiring a full-time artist instead of continuing the use of outside artists for film, slides and stills. On the other hand, building maintenance is handled by an outside cleaning firm.

Big Clients Are Back

At Radio Stand—Fellows

LARGE advertisers, many of which are in tv, are reinvesting in radio “as the lowest cost per-thousand buy among the media,” NARTB President Harold E. Fellows declared last week.

In a speech prepared for NARTB delegates at the Colorado Springs regional NARTB meeting last week, Mr. Fellows said association members making the annual autumn tour have observed that sound broadcasting “is enjoying a remarkable increase.” He was unable to attend the meeting, but delegates were cheered to learn that he had returned to his Washington desk that day after a siege of pneumonia.

“Perhaps the most satisfying aspect of this increase,” Mr. Fellows said, “is the fact that

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.

—We Invite You to Call Upon Our Experience.

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
Fifth National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK . BOSTON . PHILADELPHIA . CHICAGO . SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States
The only captive audience that counts is the one that's captured by the sheer excellence of your commercials.
The rush is on!
The rush is on for *Long John Silver*! The news about this spectacular television series was scarcely out when inquiries began pouring in to CBS Television Film Sales from all parts of the country.

And orders were to *buy on sight*! In the South, a potato chip firm signed for the program in 22 markets. In the Midwest, a dairy firm bought *Long John Silver* for all the cities it serves. On the West Coast, *Long John* was quickly booked to sell popcorn, a dairy mix product, and so on. And orders continue to come in—from all kinds of sponsors—from all parts of the country.

What's behind the big rush? Wonderful derring-do adventure...suspense...romance...comedy...and all the swashbuckling Robert Louis Stevenson characters.

*Long John Silver* is a lavish series, superbly produced on location. Robert Newton—who was "Long John" in Walt Disney's *Treasure Island* and in the Cinemascope Production *Long John Silver*—heads a splendid cast. And a bright newcomer—Kit Taylor as young Jim Hawkins—appears destined to become the new television hero of all America.

Film buyer...station executive...sponsor...you'll find *Long John Silver* a real treasure to behold. But remember, *the big rush is on*—and choice markets are going fast. Get all the details now, from...

CBS TELEVISION FILM SALES, INC., with offices in New York, Chicago, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta, Boston. In Canada: S. W. Caldwell Ltd., Toronto.
much of it is coming from national and regional advertisers." He said this development "must be looked upon as a boon not alone to radio broadcasters, but to those who are engaged in television, too; for it leads in the direction of establishing firmly a theory of 'sometime importance' in the past: That the intelligent purveyor of goods and services must, within his means, employ all media to do the job for him. No one, except in unusual cases, can sell without the supplemental assistance of the others."

Mr. Fellows told how the American public is budgeting leisure time to accommodate all media. Total time devoted to media has been extended, he said, and the individual "is picking his media spots."

**FELLOWS DENOUNCES PAY-TV 'LETTERS'**

PAY-TV proponents are trying to "split the opposition," NARTB President Harold E. Fellows said Wednesday in a talk prepared for NARTB Mountain States delegates, holding their regional meeting in Colorado Springs (regional story page 48).

Following charges by Zenith Radio Corp. officials that NARTB is underhandedly trying to stifle competition and foster a tv network monopoly [BT, Oct. 31], Mr. Fellows said he doubted if broadcasters would allow anyone to get away with "a calculated effort to split the membership of the broadcasting industry."

He added, "I doubt if the members of this association (NARTB) are prepared to endorse a system of broadcasting which requires the audience to buy its entertainment, its news and its educational product and its advertising on a subscription basis, employing channels allocated for free service."

Mr. Fellows said he personally and members of the board have been the targets of a direct mail campaign emanating from the offices of the proponents of subscription television. The releases from this particular organization usually take the form of a letter to me—and I use the word 'form' advisedly for more frequently than not, this is a letter that is produced in quantity. I have been told—of about 10,000 and mailed to a select list of individuals around the country. I have had the interesting experience, for example, of hearing of or reading about the existence of such a letter to me before I have received it.

"The general tenor of this campaign can be stated succinctly: It holds the NARTB board, in adopting a policy with regard to petitions now pending before the FCC on the pay-television proposition, did not reflect association membership views and that—in substance—we (the board and I) are trying to engage in some sort of conspiracy to withhold pay-tv from the public.

"These letters and broadsides always imply, by innuendo if not bluntly, that the association has filed a brief of its position with the Commission stating that the association is opposed to pay-tv."

Mr. Fellows explained NARTB opposes any form of box-office tv that would usurp channels reserved for free television, or any of the time on such channels so devoted.

He said the NARTB tv Board feels that a promise to the buyer that he will get programming without further cost, beyond maintenance, was implicit in the sale of every tv set.

---

**NARTB REGION 5 CONVENES TODAY**

Des Moines meeting plus Region 6 Conference Nov. 15-17 will wind up fall series.

NARTB's Region 5 Conference opens today and runs through Wednesday at the Fort Des Moines Hotel, Des Moines, with E. E. Hartenbower, KCNO Kansas City, vice chairman of the association's Radio Board, as official host. Region 5 includes NARTB Districts 10 (Iowa, Mo., Neb.) and 11 (Minn., N. D., eastern S. D.). Also participating at the conference will be F. E. Fitzsimonds, KFYR Bismarck, N. D., director of District 11.


At 11:30 a.m. a panel on "Audience Promotion" will feature Robert W. Dillon, KRTN Des Moines; Jack Dunn, WDAY Fargo, N. D., and C. L. Thomas, KXOK St. Louis. After showing of a film on Conelrad, Henry B. Clay, WKWI Sheavport, chairman of NARTB's Radio Board, will deliver the luncheon address.

An afternoon radio "Bull Session" will be conducted by John F. Meagher, NARTB radio vice president, with Larry F. Haege, WCCO Minneapolis, leading a small market stations...
roundtable discussion, and Ben B. Sanders head-
ing similar talks on large market stations. Today (Association Day) features morning
and informational services manager, and “Where Do We Stand?” a report on government
relations by Vincent T. Wasilewski, the associa-
tion’s government relations manager.
NARTB President Harold E. Fellows will de-

er the luncheon address and reporting in the
afternoon on state broadcaster associations will be:
Iowa Broadcasters Assn., Walter J. Teich,
KOEL Oelwein; Missouri Broadcasters Assn.,
Mr. Thomas of KXOK; Nebraska Broadcast-

er Assn., Virgil Sharpe, KOWH Omaha; North
Dakota Broadcasters Assn., Paul C. Gusu-

"reception Scheduled for morning discussions.
On Wednesday (Television Day), NARTB
Tv Vice President Thad H. Brown Jr. will open

tions and talk on “The Climate of Tele-
vision.” Floyd Kalber, news director, KMTV
(TV) Omaha, will speak on “Television Brings
You the News.”

talks on “The Challenge of the TV Code” are Harry Ward,
continuity acceptance manager, NBC Chicago;

S. Sallattar, KMTV, and Edward H. Bron-
son, NARTB director of TV Code affairs.

At 11 a.m. Television Bureau of Advertising
President Oliver Treyz and Norman (Pete)
Cash, TVB station relations director, will make
a presentation, “TV—the Selling Machine.” A
panel discussion, “The Business of Televis-
ion,” will feature Joseph L. Floyd, KELO-TV Sioux
Falls, S. D.; Frank P. Fogarty, WOW-TV
Omaha; William B. Quarton, WMT-TV Cedar
Rapids, and Mr. Walker, NARTB engineering
manager.
W. D. Rogers Jr., KDUB-TV Lubbock, Tex.,
a member of NARTB’s Tv Board, will make the
luncheon address and the conference closes
with a talk on “The Broadcasters’ Labor Pro-
blems” by Mr. Tower of NARTB.
The Region 6 Conference, last of the full
series, will be held Tuesday-Thurs., Nov. 15-
17, at the Baker Hotel in Dallas, with Alex
Keese, WFAM Dallas, District 13 director, as
host director. Region 6 includes Districts 12
(Kan., Okla.) and 13 (Tex.). District 12 di-
ger is C. Casper, WBBZ Ponca City, Okla.
Harold Hough, WBPAT-TV Fort Worth, and
Mr. Rogers of KDUB-TV are members of the
NARTB Tv Board.
Speakers on Nov. 15 (Radio Day) will be
Mers. Walker and Tower of NARTB; Herb
Plambeck, WHD-TV Des Moines, and John M.
Outler, WSB Atlanta.
On Nov. 16 (Association Day) talks will be
made by Mers. Fellows, Sitrick and Was-
lewski of NARTB, and FCC Comm. John C.
Doerfer.
On Nov. 17 (T.V Day) speakers will include
Mers. Brown and Tower of NARTB; John
Fields, WKY-TV Oklahoma City, and Joseph
Baudino, Westminster Broadcasting Co.

N. C. Broadcasters Cruise
To Hear Silvernail Speech
GUEST speaker at one of two business ses-
tions to be held by the North Carolina Assn.
of Broadcasters during its one-week convention-
cruise to and from Bermuda will be Frank

NATIVSCAN color TV system

CUTS MANPOWER
IN HALF

1. Permits color broadcasting on modest budgets. Costs no
more than monochrome 1.0 system. May be used for monochrome
as well as color.

2. Camera employs simple cath-
one-ray tube costing only
$300. Life expectancy of 4000
to 5000 hours, or approxi-
ately 2 cents per hour cost.

3. No need for large, heat-
generating banks of lights.
Eliminates elaborate air-
conditioning requirements.

4. Requires 7 video adjust-
ments while programming.
Eliminates full-time video op-
erator.

5. Keep watching this space for
more revealing facts!

Fact Number 4 for the VITASCAN color TV system

TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

NEWLY ELECTED officers of Radio & Tele-
vision Women of Southern California are
(l to r): seated, Jeanne Gray, actress-pro-
ducer, president, and Betty Hartlane, di-
rector of guest relations for ABC’s Holly-
wood operations, corresponding secretary;
standing, Margie Phillips, assistant news
director, KBIG Catalina, recording secre-
try; Claire Hughes, assistant station man-
ger, KWK Pasadena, second vice
president, and Dorothy Winter, television
producer-director, BBDJ Hollywood office,
first vice president. Miss Hughes also is
president of the L. A. Advertising Women.
Silvernail, BBDO manager of station relations, New York.
William S. Page, NCAB president, said the broadcasters will leave Wilmington this Thursday on the M. S. Stockholm, and return Nov. 16.
The North Carolinians will spend three days ashore in Bermuda, Allen Wannamaker, WHOS Greensboro, convention chairman, said. Allen Travel Service, 550 5th Ave., New York, is handling travel reservations, according to Cecil B. Hoskins, WNNC Asheville, NCAB secretary.

ENGINES ELECT LOUGHREN FOR '56

ELECTION of Arthur V. Loughren, vice president in charge of research of the Hazeltine Corp., as president of the Institute of Radio Engineers for 1956 was announced last week by IRE. Mr. Loughren succeeds John D. Ryder, dean of the School of Engineering of Michigan State U.

Herre Rinia, director of research of the Philipps Research Labs. in Eindhoven, Holland, was elected vice president. New directors for the 1956-1958 term are E. W. Herold, director of the Electronic Research Labs., RCA Labs., and J. R. Whinnery, professor of electrical engineering, U. of California.

IRE also announced that Frank J. Bingley, color television research engineer of the Philco Corp., has been named to receive the Vladimir K. Zworykin television prize award for 1956 for his contributions to colorimetric science as applied to television, and Jack E. Bridges, research engineer for Philco, has been designated the winner of the Browder J. Thompson memorial award for 1956 for his paper entitled "Detection of Television Signals in Thermal Noise." Presentations of these awards, in addition to those previously announced (BT, Sept. 19), will be made during the IRE national convention in New York, March 19-22, 1956.

Two Groups Join Forces To Establish New TV Code

IDEAS about ethics and the appointment of a general code committee highlighted the first joint meeting of the National Society of Television Producers and the National Audience Board Oct. 28 at the Beverly Club, Beverly Hills, Calif.

Tom Lewis, NSTP president, made the opening speech and read a message from NAB President Peter Goeliet, who was unable to attend. Mr. Lewis said the meeting was "to devise a method by which television producers can guide themselves in the making of properties for the viewing public in either live or filmed tv shows."

Max Gilford, general counsel of the NSTP, introduced a proposed code. The first to be formulated specifically for television filming procedure, it is designed to augment the present code of the NARFT. In a brief rundown of the code, Mr. Gilford stated that the television producer has a responsibility to the public "far greater" than that of any entertainment medium ever before devised.

A resolution was introduced by D. Brandon Bernstein, acting on behalf of NAB, that a National Code Commission be established, comprising members from all the professional groups and the public, to meet at regular intervals and discuss grievances "if any may arise" and to "resolve them to the mutual benefit and interest" of all concerned.

Mr. Bernstein reported that the NAB, a nonprofit and non-political organization "definitely opposed to censorship" of any kind, will distribute the proposed code throughout the nation and record popular reaction.

Members of Committee

Martin Leeds was named chairman of the committee to study the code. Other members: Jack Warner Jr., Warner Bros.; Mr. Bernstein; Morton Scott, Republic Studios; Sam Schnitzer, 20th Century-Fox; Richard St. John, Alliance of Television Producers; T. Freebairn-Smith, Academy of Television Arts & Sciences, and Mr. Gilford.

In addition to Messrs. Lewis and Gilford, tv producers William Self, Mr. Leeds and William Stephens completed the NSTP representatives at the meeting. NAB delegates, in addition to Mr. Bernstein, included Mrs. Joseph Wengler, past president of the California Federation of Women's Clubs, and Mrs. Florence Thalheimer, president of the Beverly Hills Board of Education. Harold See, chairman of the NARFT film committee, represented that organization in an unofficial capacity.

Mr. See said he saw no need for another code inasmuch as the NARFT television and motion picture codes were already operating. He suggested film producers publicly acknowledge, as NARFT associates members, that their productions will be in keeping with the principles embodied in the NARFT tv code. Also attending the meeting were 27 representatives of various media organizations.

Sally Kean, Pat Kielty Appointed to NARFT Posts

NARFT last week named Sally Ball Kean as editor of publications in the association's publicity and informational services department, replacing Fran Riley, who has resigned to join Ted Bates & Co., New York.

Patricia Kielty was named special projects editor in the same department. Both Mrs. Kean and Miss Kielty will report to Joseph M. Shrick, manager of publicity and informational services, according to Harold E. Fellows, NARFT president.

Mrs. Kean joined NARFT in September 1953 as assistant manager of information after serving with WOL Washington, D. C., WQAY Silver Spring, Md., and on the public relations staff of the District of Columbia chapter of the American Red Cross. She is a graduate of William Woods College, Fulton, Mo., and the U. of Missouri School of Journalism.

Miss Kielty joins NARFT after four years with WBT, where she served in the Washington and New York bureaus, and before that, with the Washington (D. C.) Times-Herald. She was graduated from Marymount College, Tarrytown, N. Y., with a bachelor's degree, and Catholic U., Washington, with a master's degree. A native of Wilkes-Barre, Pa., she has been a resident of Washington for six years.
Riddle:
Why is nighttime radio like taking a bath?

It's so very personal! Once upon a time, radio listening was a “family affair.” The family had one radio. The family listened as one. Nowadays, you catch radio by yourself. In your car. Your kitchen. Your bedroom. Your cellar workshop. In short, radio has become the *personal medium*. And ABC Radio has developed an entirely new concept of *personalized* nighttime programing!

**NEW SOUNDS FOR YOU**

- **LISTEN!** A brand-new idea in radio programing, designed for today's listening habits.
- **LISTEN!** It's the up-to-the-minute way to buy network radio... full sponsorship of regularly scheduled program segments. Only $800 buys a complete program segment, on the full ABC Radio Network.
- **LISTEN!** On the phone or in person your ABC Radio Network salesman can give you the exciting story of personalized listening—the new sounds for you.

...the new sound of ABC Radio
Radio Advertising Bureau Moves to New Location

RADIO ADVERTISING BUREAU has moved into new offices in the Marion Davies Bldg., 460 Park Ave., New York. RAB had been at 270 Park Ave. since its beginning 10 years ago as Broadcast Advertising Bureau.

The new quarters will occupy approximately 5,000 sq. ft. of floor space and will include facilities for the preparation of visual aids, color slide presentations and general art work for the bureau’s member stations. The extra space will also be utilized in expanding its library, RAB stated.

Pennsylvania AWRT Meets

OVER 85 women attended the fourth annual conference of the Pennsylvania chapters of American Women in Radio & Television at the Brodhead Hotel, Beaver Falls, Oct. 21-23. Gertrude Trobe, director of women’s activities for WBVP Beaver Falls, was chairman of the conference which featured an address by Jane Dalton, WSPA Spartanburg, S. C., president of AWRT.

Catholic Group to Convene

THE Catholic Apostolate of Radio, Television & Advertising will hold its eighth annual communion breakfast of the radio and tv industry Sunday, Nov. 20, at 10 a.m. in the Grand Ballroom of New York’s Waldorf-Astoria. The breakfast will be preceded by a 9 a.m. mass at St. Patrick’s Cathedral.

AYRES BECOMES HEAD OF NBC RADIO;
DURGIN EXECUTIVE V. P. OF ABC RADIO

Other promotions at ABC Radio involve Accas, Eckstein, Seton and Riddleberger. Mr. Ayres takes over post at NBC vacated earlier this year by Fineshriber, will report to Robert W. Sarnoff.

Fineshriber Jr. resigned as vice president in charge of the radio network. Mr. Fineshriber’s exodus occurred in the midst of an NBC re-vamp of its radio operation from which subsequently has come Monitor, the weekend radio service, and Weekend, a daytime service patterned after Monitor that starts today (Monday).

Mr. Ayres, who was to have been elected a vice president at an NBC board of directors meeting last Friday, will report directly to Mr. Sarnoff.

During the time Mr. Ayres was in charge of the radio network at ABC, a post he assumed only a year ago last April, the network’s new program concept, New Sounds for You, was developed. The programming resembles NBC’s Monitor in that it presents diverse fare.

Mr. Ayres joined ABC in the spring of 1948, moving up in a rapid series of promotions by becoming eastern sales manager of ABC Radio in June of that year, director of radio sales in October 1950 and in May 1951 elected a vice president and placed in charge of radio sales.

Before joining ABC, Mr. Ayres was vice president and general manager of the radio and tv department of Ruthrauff & Ryan Inc. He has been associated with Hanff-Metter Inc., advertising agency (now Buchanan & Co.) for seven years.

Before entering the agency field, he had been a salesman for National Carbon Co.

Mr. Durgin, together with associates in sales development and research, is credited by the network for the creation and development of the New Sounds programming which started Oct. 26. He started as a tv sales development writer, and subsequently rose through various positions including manager of owned and operated station sales development, director of television development; sales development and finally in the

Networks continues on page 78}
"You mean to tell me they got other stations too? What in tarnation fer?"
# Night Time 100% Sponsored

**The Nucleus of a 114-hour Weekly Schedule That Serves and Sells 161,360* TV Homes in 4 States.**

*Television Magazine—Nov., 1955

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<tbody>
<tr>
<td>7:00</td>
<td>TV READERS DIGEST</td>
<td>Studebaker-Packard</td>
<td>ARTHUR GODFREY AND HIS FRIENDS</td>
<td>BISHOP SHEEN</td>
<td>CITY DETECTIVE</td>
<td>Folksiff</td>
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<tr>
<td>7:30</td>
<td>BURNS &amp; ALLEN</td>
<td>Carnation &amp; Toni</td>
<td>TALENT SCOUTS</td>
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<tr>
<td>8:00</td>
<td>I LOVE LUCY</td>
<td>P. &amp; G. Gen. Foods</td>
<td>MILLIONAIRE</td>
<td>CHRYSLER</td>
<td>CROSSROADS</td>
<td>CHEVROLET</td>
</tr>
<tr>
<td>8:30</td>
<td>DECEMBER BRIDE</td>
<td>Gen. Foods</td>
<td>RED SKELETON</td>
<td>Pet</td>
<td>MEET MILLIE</td>
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<tr>
<td>9:00</td>
<td>MR. AND MRS. NORTH</td>
<td>Helsum</td>
<td>$64,000 QUESTION</td>
<td>REVLON</td>
<td>STEEL HOUR</td>
<td>U.S. Steel</td>
</tr>
<tr>
<td>9:30</td>
<td>BADGE 714</td>
<td>Evergreen Mills</td>
<td>MY FAVORITE HUSBAND</td>
<td>FRIGIDAIRE</td>
<td>G.E. 20TH CENTURY FOX HOUR</td>
<td></td>
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<tr>
<td>10:00</td>
<td>GROUCHO MARX</td>
<td>DeSoto</td>
<td>MASQUERADE PARTY</td>
<td>ESQUIRE GENIAL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>JUSTICE</td>
<td>Toreyton</td>
<td>IT'S A GREAT LIFE</td>
<td>CHEVROLET</td>
<td>PEOPLE'S CHOICE</td>
<td>BARDEN</td>
</tr>
</tbody>
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**Proof of Advertiser Acceptance on the**

**Powerhouse of the Southwest**

**KCMB TV**

**Channel 6**

**Texarkana**

**Texas • Arkansas**

*100,000 Watts*

**CBS**

**Interconnected**

**ABC**

Now Telecasting Network Color

Represented By Venard, Rintoul & McConnell, Inc.

Walter M. Windsor, General Manager

**Broadcasting • Telecasting**
B-T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows.

NOVEMBER 1955

Total U. S. Stations on Air: 451
(Commercial: 434; Educational: 17)
Total Cities With Tv Stations: 290
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING
Each station or grantee is listed in the city where licensed.
Triangle (>): station on air with regular programming.
Date of grant is shown for permits, followed by planned starting date.
Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hour rate.
Set figures are provided by stations. Queries on set figures should be directed to stations.
Asterisk (*): non-commercial outlet.
Dagger (†): not interconnected.
Data on station color equipment: N, equipped for network color; L, local color slides; LF, local color film; IL, local live color.

ALABAMA

ANDALUSIA—
WAJQ 10 3/5/55-Unknown
BIRMINGHAM—
WBRC-TV (12) NBC; ABC; Blair; 530,800; N; $750
WBMA (19) N; CBS; 160,700; N; $750
WJTLN (10) CBS; ABC: 361,000; N; $700
DECatur—
WMES TV (23) CBS; Walker; 21,326; $150
DOTHAN—
WTVY (6) CBS; ABC; Young; 22,800; $150
MOBILE—
WTVW (10) ABC, NBC, CBS; Headley-Reed; 194,500; $400
WKBV/KBV (3) C, ABC footnote
WKRG-TV (5) CBS; Avery-Knodle
MONTGOMERY—
WCCO-TV (20) CBS, ABC, DuM; Raymer; 71,500; $200
WSFA (12) NBC; Katz; 114,525; N; $350
MUNFORD—
WTM (9) SELMA—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
KXAS (12) NBC; Raymer; 140,890; N; $400
PHOENIX—
KCOO-TV (10) CBS; Hoberg; 140,890; N; $500
KCOO-TV (5) DuM; Katz; 140,890; N; $450
KTVK (3) ABC; weed; 167,000; LF; LS; $400
TUCSON—
KOYO-TV (12) CBS; Hoberg; 100; $250
KOFO-TV (4) ABC, NBC; Raymer; 50,000; $250
KVOS (8) 2/18/55-Unknown
YUMA—
KVUA (11) CBS; NBC; Raymer; 27,213; $200

ARKANSAS

EL DORADO—
KRBD (30) NBC; Pearson; 2/22/54
FORT SMITH—
KFSA-TV (22) NBC, ABC, CBS; Pearson; 36, $94; $150
KNAC-TV (5) Rambeau; 8/3/54-Unknown
JONESBORO—
KEDT-TV (8) 1/12/55-Unknown
LITTLE ROCK—
KARK (4) NBC; Petry; 110,694; N; $400
KATV (7) CBS; ABC; Avery-Knodle; 110,694; N; $400
PINE BLUFF—
KATV (7) CBS; ABC; Avery-Knodle; 110,694; N; $400
TEXARKANA—
KCMC-TV (6) See Texarkana, Tex.

BROADCASTING • TELECASTING

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Reader Service Dept. • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

HARTFORD—
> WCNM-TV (18) CBS, ABC; DuM; H-R; 360,000; $200
WCHM (34) 1/29/53-Unknown
Travellers Hosp. Service Corp. (3) Initial Decision 8/3/53
NEW BRITAIN—
> WKBX-TV (10) NBC; Bolling; 337,536; N; $500
NEW HAVEN—
> WNHCT-TV (8) ABC; CBS; Katz; 490,702; N; LF, LS; $800
WELI-TV (8) H-O; 6/24/53-Unknown
NEW LONDON—
WNLC-TV (5) 12/31/53-Unknown
NORWICH—
> WIRC (42) 1/29/53-Unknown
STAMFORD—
> WATR-TV (33) ABC; Stuart; 215,400; $200
DELWARE

WILMINGTON—
> WPMF (12) NBC; DuM: Meeker; 2,051,000; N; LS; LF; $1,000
DISTRICT OF COLUMBIA

WASHINGTON—
> WMAL-TV (7) ABC; Katz; 800,000; $750
> WTOP (4) NBC; Bolling; 750,000; N; $1,250
> WTOP (8) CBS; Bolling; 600,880; N; $1,500
> WFPC (5) DuM; Blair; 670,720; N; $1,720
> WVTW (20) 8/21/54-Unknown
> WOOK-TV (14) 2/29/54-Unknown

FLORIDA

CLEARWATER—
> WPGT (32) 12/5/53-Unknown
DAYTONA BEACH—
> WESH (2) McGilvra; 7/8/54-Jan. 1, 56
FORT LAUDERDALE—
> WTVJ (17) ABC; Ford; 244,120 (also Miami); $400
FORT MYERS—
> WINK-TV (11) CBS; McGilvra; 16,140; N; $150
FORT PIERCE—
> WTVJ (15) 4/19/55-Unknown
JACKSONVILLE—
> WJGX-TV (26) ABC; Perry; 88,888; N; $500
> WJAX (4) CBS, ABC; Spot; 525,355; N; $350
> WORF (5) CBS; Staras National; 8/12/55-Fall 55
Jackville Benton Corp. (12) Initial Decision 8/3/55
MIAMI—
> WTMJ (32) NBC; Katz; 250,581; N; $500
> WTHS-TV (12)
> WITI (15) CBS, ABC; Per & Peters; 250,600; N; $500
> WTVJ (17) See Fort Lauderdale
> WFMM (133) 12/9/53-Unknown
Jacksontv Charv Corp. (7) Initial Decision 1/17/55
MIAMI BEACH—
> WDDV Inc. (10) Initial Decision 3/30/55

ORLANDO—
> WDNY (8) CBS, ABC, NBC; Blair; 111,875; N; $250
> WDRS Inc. (5) Initial Decision Aug. 10
> WEAL-TV (18) 9/21/53-Unknown
PENACOLA—
> WEAP-TV (3) ABC; CBS; Hoberg; 107,000; N; $150
> WPLA (15) McGilvra; 12,500
PETERSBURG—
> WBBJ-TV (2) NBC; DuM; 175,874; $255
> WCBS (12) NBC; DuM; 175,874; $255

Tampa—
> WFLA-TV (8) NBC; Blair; 214,589; N; LF; LS; $500
> WTVS (12) CBS; Avery-Knodle; 198,500; N; LF; LS; $500

WEST PALM BEACH—
> WFLA-TV (8) ABC; CBS; Hoberg; 107,000; N; $150
> WINK (22) Cooke; 48,000; N; $150
> WJNO (5) CBS; DuM; Venard; 361,725; $800

GEORGIA

ALBANY—
> WAGA-TV (5) CBS; DuM; Katz; 482,000; N; $125
> WLWA (11) ABC; Croke; 460,765; $600
> WJNO (5) CBS; ABC; DuM; 460,765; N; $125

November 7, 1955 • Page 67
Hats differ, so do the people who wear them. Stations differ, but so do the people who run them.

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

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

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the only medium we serve

<table>
<thead>
<tr>
<th>Station</th>
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<tr>
<td>WROW-TV</td>
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As shown in the image, the document contains a list of television stations along with their affiliations, ownership details, and other relevant information. The data includes various stations such as WROM-TV, WSIL-TV, WOPT, WICS, WCBC-TV, and a number of others. The information is organized alphabetically by city, and each station entry includes details such as affiliation with major networks, ownership, and size estimates.

An example entry is for WROM-TV in Moline, Illinois, which is affiliated with ABC, NBC, DuM, Young, and has a size estimate of 50,000.

Tasks that can be performed from this data include
- Creating a database of television stations and their affiliations
- Analyzing ownership patterns and network diversity
- Identifying the most popular networks
- Estimating the size and reach of different television stations

This document represents a snapshot in time, capturing the landscape of television programming at a specific period, which can be useful for historical analysis or comparison with future data sets.
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<td>CBS: Winky Dink and You 10:30-11 p.m. Capt. Midnight (Wesley Co.), 11-11:30 a.m. Tales of Texas Ranger (Curtis Carpenter), General Mills, alt. weeks, 11:30-12 noon. NBC: Pickney Lee Show, 10:15-11:30 a.m. Paul Winchell Show (Tooting, Brakes), 10:30-11 a.m. Fury (General Foods), 11-11:30 a.m. Mr. Wizard, 11:30-12 noon.</td>
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<td>CBS: The Morning Show 7-8 a.m. Captain Kangaroo, 8-8 a.m. (participating sponsored). (Larry Moore and Arthur Godfrey Time, 10-10 a.m. (see footnotes): Strike It Rich, 11-11:30 noon.</td>
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Experience makes a world of difference when it comes to quality TV production. On the air since 1948, WBEN-TV is — by far — Buffalo's oldest TV outlet, with television know-how that has been seven long years in the making.

Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here's good news. There's no need to settle for anything less when quality production by WBEN-TV costs no more.

7 of 10

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.
HERE ARE THE FACTS ABOUT FOR TELEVISION

WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is newly designed, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems do not exist.

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service now—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.

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G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

2x2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.
THE G-E COLOR FILM CENTER
BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty — available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: General Electric Company, Broadcast Equipment, Section X2115-7, Electronics Park, Syracuse, New York. In Canada, write to: C.G.E. Electronics, 800 Lansdowne Avenue, Toronto.

Progress Is Our Most Important Product

GENERAL ELECTRIC
[Networks continues from page 64]

Mr. Accas in 1951 came to ABC from NBC after a background in agency research at Foote, Cone & Belding, New York. He was appointed director of advertising, promotion and publicity in September 1954. Mr. Eckstein was supervisor of advertising and promotion for WABC-AM-TV New York before being made Mr. Accas’ assistant last July. Mr. Seton, who was trade editor and later assistant manager of publicity for ABC after joining the network from MBS, was promoted Oct. 17 to manager of publicity.

Mr. Riddleberger joined the network in March, 1952, as ABC Radio budget officer, was promoted to various posts in the television network program department and in May 1954, assumed his duties in cost control.

If Candidates Have Hat, ABC Has Ring—Kintner

ABC today (Monday) is announcing a policy of “entertaining requests” for radio and/or tv time by Democratic or Republican party figures for announcement of their candidacy for President.

The policy statement, which is being released by Robert Kintner, ABC president, follows:

“We are keenly aware of the public interest in the selection of candidates and the election to high office of one of these men. Therefore, recognizing the tremendous coverage of broadcasting, and its impact as a news vehicle, we are happy to entertain requests for air-time in which recognized political figures may make known their availability for the nomination by their party as the candidate for President of the United States. I can think of no more valuable service that broadcasting can render in these times of intense national and international growth and development. We subscribe fully to the thesis that informed people can act more intelligently in exercising their political franchise. We propose to make available as much relevant information as possible, through the networks of the American Broadcasting Company.”

CBS Names MacPhail Director of Sports

WILLIAM C. MACPHAIL, director of promotion and publicity for the Kansas City Athletics, has been named CBS director of sports, effective Nov. 14, Sig Mickelson, CBS vice president in charge of news and public affairs, announced last week.

John Derr, present director of sports, assumes a new administrative post as CBS Radio execu-
Why We Let “Jet” Black Escape

Mr. Black's Jag was forced off the highway by a truck full of corn cobs on the way to be furfural; it got bruised considerably. Since this happened just a few rods north of our transmitter, and he was temporarily light of pocketbook, "Jet" Black saw our call letters and got the message.

"You need me," he told us, "as a roving associate... I just happen to have my scrap book here."

For an honorarium of $25,000 a year ($100 in advance for eating purposes and 13 weeks off each summer to lie fallow) "Jet" said he would:

1. Do a daily remote from the top of our transmitter, interviewing Hollywood celebrities as they airlinered by (UAL passes our roof);

2. Leave his Mark VII, after mending, parked in front of our studio to lend eclat to the operation;

3. Do a "Deep Deep World" simulcast from the bottom of the Wapsipinicon, telling fishermen where to go (weekends only), with no extra charge until CBS sold it.

"What," we inquired, "will this do for WMT? Besides, the Katz Agency is our roving associate."

"What will it do?" he echoed. "What will it do? Why, it'll put you on the map, that's what it'll do."

We can stand a little redundancy, but not $25,000 worth. WMT is already on the map. Fact is, WMT has more listeners in Eastern Iowa than all other stations in the area combined.

We were sorry to lose that eclat though.
ABC Radio Signs Three To Morning Programming

SIGNING of three advertisers as co-sponsors of ABC Radio's morning programming block was announced last week by William Fairbanks, national sales manager of ABC Radio, who added that a current sponsor has expanded into new time periods. Total number of present advertisers for ABC Radio morning programs is reported to be 16.

Co-sponsors are: Carter Products Inc., New York, through Sullivan, Stauffer, Colwell & Bayes, New York, for opening segment of "When A Girl Marries" (Mon.-Fri., 10:45-11 a.m. EST) on Monday and Wednesday, starting Nov. 21; Frigidaire Division of General Motors Corp., Dayton, through Kuder Agency, New York, for opening segment of "When A Girl Marries on Wednesday, starting Nov. 23; Frigidaire, also for Breakfast Club (Mon.-Fri., 9-10 a.m. EST), using Tuesday and Thursday segments (9:55-10 a.m. EST), beginning Nov. 22; and Monday period (9-10:45 a.m. EST), starting Nov. 28; Milner Products Co., Jackson, Miss., through Gordon Best Co., Chicago, for Breakfast Club on Friday (9-10:45 a.m.), starting Jan. 6, 1955.

Sundun Co. Philadelphia, which already had signed for the Thursday, 9:40-9:45 a.m. portion of Breakfast Club, starting Nov. 17, also will sponsor the Tuesday, 9:40-9:45 a.m. segment of the program, starting Nov. 22. Agency is Hicks & Greist, New York.

WFBG-TV Joins CBS-TV

WITH emphasis on entertainment, WFBG-TV Altoona, Pa., held a celebration Oct. 22-23 to herald its primary affiliation with CBS-TV. Guests from CBS-TV's station relations and sales services department, trade publications and H-R Representatives were transported to Bedford Springs, Pa., for golf and sightseeing. The host was George P. Gable, president of the Gable Broadcasting Co., licensee of WFBG-TV.

Eight Stations Join Keystone

ADDITION of eight new affiliates in as many states has been announced by Keystone Broadcasting System, which now claims 867 station clients. Newest affiliates, according to Blanche Stein, station relations director, are KLMR Lamar, Colo.; WFRP Savannah, Ga.; WAYE Dundalk (Baltimore), Md.; WNLA Indiana, Miss.; KBGF Great Falls, Mont.; WBFD Bedford, Pa.; WMFS Chattanooga, Tenn., and WOSH Oshkosh, Wis.

WFBG-TV

Duncan MacDonal, former supervisor of women's and religious programs, Duo-Mont TV Network, and leisure-special project editor, NBC-TV Home, to Yankee Network, Boston, as director-hostess of daily Yankee Home & Food Show with Bill Hahn. Show debuted Oct. 31 (1:15 p.m. EST), over WNAC Boston and 27 stations. She is former president, N.Y. chapter, American Women in Radio & Television.

Harold Sobolev, ABC-TV studio supervisor, father of girl, Joy Mara, Oct. 19. Mrs. Sobolev is Sheila King, a tv make-up artist.


John G. Ponik, formerly advertising sales representative, Fawcett Publications and Everywoman's Inc., to ABC-TV Chicago sales department as account executive. He replaces William C. Gillogly, recently promoted to sales manager of ABC-TV Eastern Div. [Closed Circuit, Oct. 17].
OVER HALF OF THE POPULATION OF INDIANA

lives in the area served by WFBM-TV

Population state-wide: 4,313,091
Population WFBM-TV-wide: 2,372,800
DEFENSE COMPLETES 16MM CASE

Jack Warner, testifying in federal antitrust suit against movie majors, recounts earlier policy shutting door to tv for economic reasons.

FINAL decision in the government's 16mm anti-trust suit against Hollywood's movie majors should be ready by the end of the month, Los Angeles Federal District Judge Leon R. Yankwich said last week as the movie industry completed its defense case.

The substance of the film executives' testimony as to why more feature films have not found their way into television was no surprise to anyone: economics. But they indicated they will release 16mm prints to television today—if the price is right.

The Justice Dept. suit is expected to be formally closed some time this week following rebuttal arguments and summaries.

Jack L. Warner, vice president in charge of production, Warner Bros., testified his firm from 1948-1950 flatly refused to release any product to television in order to prevent injury to the theatrical market for which the films were made.

"If people can get something free, I see no reason why they should want to pay for it," he said. Free tv showing kills the re-make and re-issue value, he indicated.

Asked about Warner Bros. policy today, Mr. Warner said none exists, explaining: "It's wide open. We will entertain any offer regarding the sale of features and we will decide on the basis of our judgment."

At one time there were negotiations with ABC for the sale of 52 features, he recalled. The price offered was "insignificant," he said, but the talks developed into the current ABC-TV film series, "Warner Bros. Presents."

Mr. Warner's views were substantiated by Ken Kalmenson, president of Warner Bros. Pictures Distributing Corp., who said he was "against the entire program of entertainment for nothing." He admitted television has had a "drastic" effect on the box office and said it would be inconceivable to attempt to release pictures to television and then again make them available to theatres. "They would have absolutely no value," he said.

Charles J. Feldman, Universal-International sales executive, and John Desmond, head of United World Film Corp.'s domestic 16mm distribution, affirmed the opinions that tv release killed re-make and re-issue value of theatre features. Mr. Feldman said the average return for a film released to tv is about $50,000, while the re-make of "Magnificent Obsession" grossed $5 million.

Mr. Feldman said over 5,000 theatres have closed in the past few years and declared television is "the number one factor." To release UI features to tv would have precipitated similar closings by others, he said, especially by those with marginal operations.

NBC-TV Announces Changes in Film Division Sales

NBC-TV Film Div.'s sales department last week announced a group of organizational changes and promotions affecting three of its offices. They are effective today (Monday).

Daniel M. Curtis, central sales manager, Chicago, was named eastern sales manager with headquarters in New York, replacing Leonard C. Warager, who was appointed administrative sales manager.

Mr. Curtis' position in Chicago was taken by Edward A. Montanus, formerly central sales supervisor, who in turn was succeeded by Seymour (Hap) Eaton, a member of the central sales staff.

West coast sales representative James A. Strain was named western sales supervisor, reporting to Cliff Ogden, western sales manager.

Also added to the New York staff was John M. Burns Jr.

Asher Heads TV Dept.
For 20th Century-Fox

IRVING ASHER, veteran Hollywood theatrical film producer, has been named by Spyros Skouras, president of 20th Century-Fox, as general manager in charge of all television operations. He succeeds Sid Rogell, who continues as executive production manager of the film company's Westwood lot, Hollywood.

Mr. Rogell had served in both capacities and was head of the tv film subsidiary, TCF Productions, since its inception. Otto Lange, who produced the first two of General Electric's hour shows on CBS-TV this season, continues as executive producer on the tv series and in addition will work with Mr. Asher on the studio's overall tv activities.

Asher, who has been with the company for the past 16 years, has been in charge of the company's motion picture and television production operations worldwide.

Broadcasting • Teletexting
WOWO is the only single medium that covers southern Michigan, eastern Indiana and western Ohio. The 4,000,000 people living here make it one of America's major markets. Last year's retail sales totalled almost $4,000,000,000.

And to give you an indication of how WOWO covers it—the latest 26-county Pulse gives WOWO 476 firsts out of the total 476 weekly quarter hours.

You should know more about "The 4,000,000 Market Between."

Call Tom Longsworth, Anthony 2136, Fort Wayne, Indiana, or Eldon Campbell, WBC National Sales Manager, Murray Hill 7-0808, New York.
DU PONT DEVELOPS TOUGHER FILM BASE

New synthetic product is reported thinner than present film base and holds promise of less film damage after prolonged use.

DEVELOPMENT of a new synthetic base for film which could prove a boon to the TV film and moving picture industries was reported last week.

The new substance, developed and to be marketed by E. I. du Pont de Nemours & Co., is two-thirds as thick as present cellulose triacetate bases but tougher and more durable. To bear the trade name of Cronar, the base will be mass produced at du Pont's Parlin, N. J., plant by the middle of next year.

In film manufacture the base is the primary structural element that is coated on one side with a photosensitive gelatinous emulsion that records and holds the image. The base is manufactured first and then the emulsion put on. The du Pont developed substance is chemically akin to Dacron and Mylar, both synthetics.

According to published reports the most valuable feature of the substance as a base for movie and TV film (particularly kinescope) is its toughness, making breakage or fraying of perforation holes difficult and permitting as many as 15,000 flexings without a break.

Present development was said to represent the result of more than eight years research, an extension of work on polymers begun in 1928 by du Pont which led to the perfection of nylon. Du Pont now makes finished motion picture raw stock on a triacetate base purchased from Eastman Kodak, and last month granted a license to Eastman to manufacture polyester photographic base and film under du Pont patents. Eastman was said to have no plans under way as yet to use the polyester base.

The new base—manufactured via a process in which molecules are spun into fibers for casting into film sheets—is a plastic substance, made from dimethyl terephthalate and ethylene glycol, both originating from petroleum and unrelated to triacetate bases.

National Telefilm Elects Three V.P.'s

ELEVATION of Edward M. Gray, E. Jonny Graff and Edythe Rein to the posts of vice presidents of National Telefilm Assoc. was announced last week by Ely Landau, NTA president. Mr. Gray joined NTA in 1954 as west coast sales director. Previously, he had been executive director of Sovereign Productions, president of Mutual Television Productions and founder of Monter-Gray, talent representation and package organization.

Mr. Graff has been Midwest sales director of NTA since 1954 and previously had been sales manager of Snader Telescriptions sales. He also was a writer-producer with CBS and Donahue & Co. account executive.

Miss Rein has been with NTA since its organization two years ago, and has served as secretary, assistant treasurer and a member of the company's board of directors. Before joining NTA, she was production assistant to Phillips H. Lord, radio-ty producer.
KOIN-TV is head and shoulders above the rest...

IN THE PORTLAND, OREGON MARKET

GREATEST COVERAGE
No other station or combination of stations gives you the complete Portland trading area... heart of the rich Oregon and Southern Washington market. KOIN-TV is the only maximum power VHF station in the market. It reaches 33 1/3% more families.*

GREATEST RATINGS
The proof of KOIN-TV's absolute superiority is in the ratings. Look at these! KOIN-TV has 80% of the top shows—weekly, multiweekly... 63% more average audience than Station B, 115% more than Station C.†

GREATEST VALUE
When it comes to cost per viewer—KOIN-TV is the lowest any way you figure it... in coverage, in audience delivered—morning, afternoon, or night. That's our story—we prove it by results.

* August 1955 Independent Set Count
† Latest ARB

KOIN-TV
CHANNEL 6

Represented Nationally by CBS Television Spot Sales
MCA-TV Adds 2 Programs
To Film Syndication List

MCA-TV Ltd., Film Syndication Div., will syndicate Adventures of Kit Carson TV film series, it has been announced by Wynn Nathan, vice president in charge of sales. For four years the series had been sold directly to the Coca-Cola Bottling Co. by MCA-TV and presented in some 130 markets.

Mr. Nathan said the series consists of 105 half-hour films, with 26 available for first run in all markets and another 52 episodes first-run in all but 26 markets. The series is produced by Revue Productions.

It also was announced that MCA-TV has acquired syndication rights to Deadline movie series, carried on for five years on NBC-TV under name of Big Town. The new series represents the 28th product to be syndicated by MCA-TV.

MCA-TV Names McManus

APPOINTMENT of Tom McManus to the newly-created post of international sales manager of MCA-TV Ltd. was announced last week by Wynn Nathan, vice president in charge of sales. Mr. McManus has been a vice president of MCA-TV Ltd. since last August.

Mr. Nathan said that “increasing worldwide interest” in American films had prompted MCA-TV to set up the new post. He said that Mr. McManus will make his headquarters in New York and coordinate sales from 26 overseas branch offices.

INS Telenews Series Sales

FOUR new sales of INS-Telenews Weekly News Review and This Week in Sports to four stations in Eastern markets, have been reported by International News Service’s tv department. The sports reel, retitled General Sports Time (sponsored by General Tire & Rubber Co., Akron, [dealers]), was placed on WGVL (TV) Greenville, S.C., by D’Arcy Adv. It also was purchased by TV and Rapids for sponsorship by the Holland Racine Shoe Co., under its original title. In Detroit, the news and sports reviews were brought by WJBK-TV, and in Schenectady, Fitzgerald beer sponsors the sports reel on WRGB (TV) through Moser & Cotina, Inc., Utica.

Tv Inc. Board Meets Nov. 12

TV Inc., New York, scheduled a meeting for its board of directors for next Saturday at the Ambassador Hotel in Chicago. TV Inc. is a station-owned collective film buying syndicate with more than 50 member stations. Its resident buying office in New York is under the direction of Herb Jacobs, general manager, who reported last week that in the past 11 months the company has placed more than $500,000 in film orders for its members with all distributors.

New Show for Interstate

ACQUISITION of distribution rights to Public Defender, formerly on CBS-TV, has been announced by Ralph Branton, president, Interstate Television Corp., Allied Artists subsidiary. Syndication rights were obtained from Hal Roach Studios. Starring Reed Hadley, the series includes 69 half hour programs. Earlier, Mr. Branton announced acquisition of syndication rights to the 1 Married Joan series starring Joan Davis.

FILM SALES

KRC (TV) Los Angeles has bought 97 feature films, 87 of them first-run in L.A. area, for showing currently. New package includes 60 Republic features from Hollywood Television Service and 37 from Unity Television Corp., including 13 British mysteries and 13 Argyle films.

FILM DISTRIBUTION

Cinema-Vue Corp., N. Y., has acquired more than 200 cartoon and one- and two-reel comedy short subjects for exclusive tv distribution, it was reported by company announces. Library, including color Mutt & Jeff cartoons, other pen-and-ink subjects to be known as Whimsyland series, Hal Roach and Mack Sennett comedies, was obtained from Cinexp Inc. Firm also announces plans for 12 sales branches to handle distribution.

National Television Film Assoc., N. Y., is making available to tv stations three films for Christmas season. They are “The Lamb in the Manger,” “A Christmas Carol” and “Man’s Heritage.”

FILM PEOPLE

J. L. Kaufman, vice president, Grant Advertising, Detroit, to United Productions of America, Burbank, Calif., as director of advertising. Rita Cummings, USA publicity, moves to firm’s N. Y. office.

Julian Lester and Jack Douglas, producers of I Search for Adventure, Television Adventure Films Corp., Culver City, Calif., announce permanent show staff as: Lee Sholom, director; Sherman Rose, supervisor; Byron Roberts, production manager; Bruce Campbell, production assistant; Shelly Lowenskopf, writer; Bryant Baker, cameraman; Gerard Wilson, film editor, and Leon Klatik, musical director. Series is seen in 14 cities.

Harold L. Danson, formerly vice president of Calhoun Studios, N. Y., to National Screen Service Corp., N. Y., in a sales and production capacity, principally to enlarge activities in production of tv commercials and business films.

William Golding, dealer sales promotion manager, Crosley division of Avco, to Ziv International Div. as account executive.

Robert Noah, with Barry & Enright Productions Inc., N. Y., tv packagers, since February 1954, as writer and associate producer, promoted to head of program development department.

Arthur Lerner, previously head of Columbia Pictures foreign accounting department and comptroller and assistant treasurer of Lift Trucking Rental Corp., appointed assistant treasurer of Guild Films Co., N. Y. Ralph M. Sacks, salesman for United Film Service in various parts of the country, and previously manager of KSAN-AM-TV San Francisco, has joined Guild Films as sales representative in the St. Louis area.

Robert P. Riley, in charge of producer relations, MCA-TV Ltd., film syndication division, father of girl, Alix Elizabeth.
"...Have a bad accident for you...

thought you'd want what I have quickly."

**Case History No. 14**

A prominent Virginia doctor was chatting with his wife and eight-year-old niece as he drove them to the golf club. They were almost there. Just over the grade crossing ahead and...

The car met the train with a sickening crash. The car bounced off the locomotive, tore down a warning signal and settled in the tall grass near the tracks. The doctor—head of a state mental hospital—was critically injured. His wife and niece were dying.

Within minutes, the news reached WCYB at Bristol. Assistant News Director Douglas Boy broadcast a bulletin and called The Associated Press at Richmond.

"Have a bad accident for you," he said. "Don't have all the details yet, but I thought you'd want what I have quickly."

The AP editor at Richmond had just hung up when another call came in. It was Bryan McMurry of WMEV, Marion, with the same accident. He had additional details—the name of the child, her home town, circumstances of the accident.

Another call... Boy again with more information.

Double protection, with AP stations virtually contending for the AP telephone!

The story was of little importance to the rest of the country, but it was a major one in Virginia:

Douglas Boy at WCYB and Bryan McMurry of WMEV were on it all the way. And they saw that all other AP members in Virginia got the story—complete.

Douglas Boy and Bryan McMurry are among the 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.
GOVERNMENT

FCC REPORTEDLY SET TO DENY FIVE DEINTERMIXTURE PETITIONS TODAY

Requests that Evansville, Ind.; Peoria, Ill.; Madison, Wis.; Hartford, Conn., and Albany, N. Y., be made all uhf cities expected to be turned down in Commission pronouncement. Notice of rule making on allocations question also reported set for release today.

TELEVISION broadcasters braced themselves today as the FCC was scheduled to report out its findings on the much-contested five deintermixture petitions and the, by now, highly publicized allocations rule-making notice. According to the best information, the FCC has decided to deny all five of the deintermixture petitions.

By a vote of four commissioners, with two abstaining, on the ground that no action should be taken until after the allocations proceeding is completed, the petitions to make Evansville, Peoria, Madison, Hartford and Albany all uhf cities were turned down.

The reason for not announcing this action last week was the absence from Washington of Comr. Robert T. Bartley, it was understood. Comr. Bartley was in Colorado Springs attending the NARTB regional meeting there.

Upon his return, the Commission is scheduled to meet Saturday morning for a final, formal vote. Announcement of the decision is expected to be made today.

The Commission met on this matter Wednesday afternoon and Thursday morning. Whether this 36-hour delay in announcing its actions will have any effect on the final outcome is debatable. Some observers warn that nothing is final until it is officially announced by the Commission.

Denial of the Hartford deintermixture petition is a reversal of a tentative vote taken several weeks ago. In that action, there was a majority in favor of deintermixing the Connecticut capital [B&I, Oct. 24].

The majority in the latest action, it is understood, comprises Chairman George C. McConnaughey and Comrs. John C. Doerfer, Robert E. Lee and Richard A. Mack. Comrs. Rosel H. Hyde and Edward M. Webster are reported to have argued for no action pending the outcome of the allocations notice.

It is also understood that the Commission majority has ordered its Office of Opinions and Reviews to draft orders making final pending vhf decision in Evansville, Peoria and Madison.

Hartford's vhf hearing must go through oral argument before a final decision can be rendered.

Justification for these denials, it is understood, is that the establishment of five all-uhf centers will not solve the uhf problem. FCC officials feel, it is believed, that the de-intermixture solution is only one of many which should be considered under an overall review of the television allocations plan.

Grant of the final decisions does not conflict with this policy, it is understood that the Commission majority feels. All tv stations—whether on the air or not—will be subject to whatever determination the Commission finally makes in the overall rule-making proceeding. There will be no conditions to the final grants, it is believed.

The rule-making—which will seek to have all comments and counter-comments submitted by Jan. 1—will discuss the numerous and varied proposals which have been submitted since the uhf-vhf problem became acute. These will include, it was believed, deintermixture, vhf drop-ins, lessening of mileage separations, use of directional antennas and vertical polarization, the retirement of the Sixth Report and Order, the establishment of a case-by-case procedure with minimum engineering standards, the over-all proposals made by CBS, ABC, Mullaney-Welch, Mott & Morgan and others for the revision of the present allocations plan.

Many of the plans envision an all-vhf tv service in the top 100 markets and the increased use of vhf drop-ins through revisions in the present mileage separation criteria.

Still pending is the proposed meeting between the FCC and government officials regarding the use of military vhf spectrum space in return for the relinquishing of uhf areas to the military services.

The Commission's action in the five deintermixture petitions will undoubtedly apply to the dozen other deintermixture petitions which have been pending. These involve such cities as Miami, Fresno and Corpus Christi.

In the five intermixture cases, an initial decision for ch. 7 in Evansville is held by Evansville TV Inc.; for ch. 3 in Madison by Badger TV Co. (WIBA); for ch. 8 in Peoria by WIRL that city, and for ch. 3 in Hartford by WTIC that city.

In Albany, the denial of deintermixture petition will be followed by Commission approval to drop in ch. 10 in Vail Mills, outside Albany, it is understood. This meets the present mileage rules, it has been argued.

Other petitions for deintermixture and the status of vhf hearings are as follows:

Corpus Christi, Tex.—Initial decision for ch. 10 held by K-Six TV Inc.; for ch. 6 by KRIS that city.

Springfield, Ill.—Initial decision for ch. 2 held by Sangamon Valley TV Corp.

Fresno, Calif.—Initial decision for ch. 12 held by KARM that city.

Jacksonville, Fla.—Initial decision for ch. 12 held by WPDO that city. Awaiting oral argument.

Miami, Fla.—Initial decision for ch. 7 held by Biscayne TV Corp.; for ch. 10 by WKAT Miami Beach.

Norfolk-Portsmouth, Va.—Initial decision for ch. 10 held by Beachview Broadcasting Corp.

Raleigh, N. C.—Initial decision for ch. 5 held by WRAL that city. Awaiting oral argument.

Toledo—Seven applicants for ch. 11 are still in hearing.

Other petitions for deintermixture involve the following cities: Hutchinson (Wichita), Baton Rouge, Sacramento, Spartanburg, Philadelphia, Walla Walla and Knoxville. The latter would have been all-vhf if its petition were to be approved.

Juneau, Youngstown Tvs

Granted by Commission

TWO TV GRANTS were authorized by the FCC last week for stations in Juneau, Alaska, (the territory's fifth video outlet) and Youngstown, Ohio (the city's third tv, all uhf).

In Juneau, Alaska Broadcasting System Inc. is to operate on ch. 8 with effective radiated power of 163 watts: aural and an antenna minus 960 ft. above average terrain. The permittee estimated its construction cost at $50,750, first year operating cost at $45,000.
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CONELRAD PLAN RUNS INTO OPPOSITION

California civil defense official charges method is obsolete, can cause undue panic. FCC's Renton answers that defense plan is necessary, that shortcomings are minor.

STORM clouds have begun gathering over Conelrad, the method by which broadcasters in a target area all shift over to 640 kc or 1240 kc and transmit emergency signals. Stanley Pierson, California civilian defense director, charged last week that the Conelrad system of keeping stations on the air in the event of an enemy air attack is a failure.

In a peppy statement last Monday, Mr. Pierson asserted that the present Conelrad program is "outmoded and obsolete" and constitutes "a highly dangerous panic-producing potential."

Gist of Mr. Pierson’s complaint was that Conelrad operation will continue for 15 to 30 minutes before it begins operating properly, and that the "cluster" signals suffer from fading and lack of distance reception.

"We believe very strongly," he said, "the American public is being subjected to a grave and serious disservice in being educated to expect prompt, clear and concise information and instructions in the event of a national emergency."

Hits Publicity

Mr. Pierson was obviously referring to civil defense publicity advising the public to tune to 640 kc or 1240 kc in the event of an emergency attack.

The California defense director also questioned the efficacy of having stations grouped in clusters for Conelrad operation as a means of broadcasting as "homing" signals for enemy aircraft.

"There is a growing belief, constantly becoming more vocal," Mr. Pierson charged, "that the concept of a potential enemy's dependence upon our commercial broadcast stations for navigational purposes is, in itself, exaggerated, unrealistic and outmoded."

Fear was expressed by Mr. Pierson that the time lag between radio stations going off the air and resumption under Conelrad, and the "fading" of signals after the defense operation begins constitute "a highly dangerous panic-producing potential."

Mr. Pierson's attack was the most recent of a number which have been made against the Conelrad plan. The first was several weeks ago when broadcasters in Southern California were reported to have refused to take responsibility for initiating alerts on the air. This position was taken after a California Air Defense Command erroneously signaled an alert. This was never broadcast. Broadcasters have said, it was reported, that they feared they might unintentionally cause panic and possible death and injury to thousands in some similar future situation.

A clarification of the matter of liability in an instance of this sort was understood under consideration by the California attorney general.

Ralph J. Renton, FCC Conelrad supervisor, told BWT last week that Mr. Pierson was basically in error. Conelrad is primarily a cluster measure against emergency broadcast for navigational purposes, he said. He asserted that this was still a significant factor and bound to become more so with the increasing use of guided missiles.

An FCC official has stated that the broadcast of civil defense information to the populace was a secondary motive in the establishment of Conelrad. He agreed that there was a warning period before each cluster of stations went into operation, but he pointed out some stations could move from normal to emergency operations in five minutes.

He admitted that Conelrad messages could not reach out more than 25 miles from the center of the clusters and that under present civil defense evacuation plans, the public would be bereft of over-the-air information after it had departed from cities.

Mr. Renton declared that there was no question Conelrad was not perfect but that it was the best we have now.

It was understood that the basic quarrel over Conelrad is between the Air Force and civilian defense officials.

There are about 1,300 commercial radio stations in the nationwide Conelrad plan. They have spent close to $1 million for equipment. A basic and Conelrad station test, it was explained, would cost the broadcasters about $1.5 million in loss in revenues, extra operating expenses, etc.

Bartley Urges Cooperation With Civil Defense Program

BROADCASTERS should lead civil defense activities by using their programming know-how but an all-broadcast alert test would cost the individual broadcaster a million dollars in a period of civil defense confusion, according to FCC Comr. Robert T. Bartley.

Addressing the NARTB Colorado Springs regional conference Wednesday, Comr. Bartley left the impression that civil defense planning is in a sorry state and good programming for broadcast-Conelrad service simply is not available in many areas.

Despite the civil defense weakness, he urged broadcasters to take the initiative in cooperating with local civil defense groups and Conelrad.

"In approximately 35% of the communities having Conelrad stations, there has been little or no program coordination by civil defense groups," he said. Noting this is not a responsibility of broadcasters, he urged them to utilize their programming know-how.

About a million radio transmitters operate
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.

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GOVERNMENT

under voluntary or mandatory Conelrad, he said, including 800,000 licensed by the FCC as well as the military and government transmitters. Voicing appreciation for excellent broadcast cooperation in Conelrad, he said, “Conelrad is essential for defense. It is effective in minimizing navigational information. Civil defense broadcasts are necessary. The programming problem, at least for the present, should receive top attention. And the public must be educated as to the utility and the limitations of Conelrad.”

An extensive educational campaign would be needed, if broadcasters were to avoid a wasteful alert demonstration next June when another national test of emergency government operation is planned, he said. “Broadcasters are the only people who were ready” for emergency tests, he reminded. Participation in the June maneuver would require approval of FCC, Secretary of Defense and Office of Defense Mobilization.

WNYC Successful in Fight
For Use of 5-Kw Transmitter

AFTER almost a two-year battle, New York City-owned WNYC won its fight for FCC permission to use a 5 kw transmitter—to be operated at 1 kw during its regular broadcast hours, and at 5 kw for Conelrad operations.

The municipal station (1 kw limited on 830 kc) sought permission to double up on a new transmitter in January 1954. This required a waiver of a Commission rule which prohibits a station from using a transmitter with power in excess of its authorized radiated power. The FCC denied the request. WNYC went to court, and last May the U. S. Court of Appeals in Washington remanded the case to the FCC on the ground that the Commission cannot deny an application without a hearing—even though the application conflicts with a rule. This decision was similar to the same court’s ruling in the multiple ownership case brought by Storer Broadcasting Co. The Supreme Court has accepted review of this latter decision.

Meanwhile, WNYC bought a 5 kw transmitter, but altered it to meet the 1 kw rule. The Commission’s action last week authorizes WNYC to restore the transmitter to its 5 kw rating to be used at 1 kw for regular operations and at full 5 kw power for Conelrad operations.

Five Station Transfers
Get Approval of FCC

FIVE SALES, amounting to more than $600,000, were approved by the FCC last Wednesday. The five grants were:

• KMYR Denver, Colo.—from KMYR Broadcasting to Dolph-Pettry Broadcasting Co. for $60,000 [BT, July 18]. Messrs. William B. Dolph and Herbert L. Pettry have varying degrees of interest in WMT-AM-TV Cedar Rapids, Iowa, KJBS San Francisco, KULA-AM-TV Honolulu and KGIL San Fernando, Calif.
• KSST Davenport, Iowa—transfer of control from Davenport Broadcasting Co. to Quiet Cities Broadcasting Co. for $62,800 [BT, Sept. 26]. Buyers, holding 90% of Quiet Cities, are

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Broadcasting • Telecasting
November 7, 1955 • Page 93
25% owners of applicant for a new FM outlet in Algona, Iowa.

- WBRN Big Rapids, Mich.—assignment of license from Paul A. Brandt to WBRN Inc. for $50,000. WBRN Inc. president and 53% stockholder is D. Spencer Denison, station general manager.

- KHOB Hobbs, N. M.—To Permian Basin Radio Corp. from Lea County Broadcasting Co. for $55,000. Among the buyers are President Charles R. Scott (25.3%), Secretary-Treasurer Quentin K. Crandall (26.4%), Vice President Helen F. Orr (25.3%), all KHOB employees, and Mike A. Barrett (10%), owner of KTFF-Brownfield, Tex.

(For details of other transactions last week, see FOR THE RECORD, starting on page 113.)

REPORT CRITICIZES RADIO-TV STATUS

Study under auspices of American Civil Liberties Union suggests Communications Act might be revised to permit more freedom of broadcast media. Also proposed: Study of relative impact of radio, tv and press.

POSSIBLE overhauling of the Communications Act and a study of the relative impact of radio, tv and the press were suggested last week in a six-week study made for the American Civil Liberties Union by Allen Raymond on the subject of suppression of news from the public by federal agencies and branches of the government.

Mr. Raymond, whose 37-year journalism career includes foreign posts with the New York Times, New York Herald-Tribune and the Saturday Evening Post, released the report Thursday. ACLU's board of directors has authorized "widest possible dissemination."

Meanwhile, the House Government Information Subcommittee opens hearings on the same subject today (Monday), beginning with a discussion-type session featuring 14 persons considered to be experts in the field of freedom of information.

At a Thursday news conference Mr. Raymond said he thought the radio-tv media should be "freed from every possible restraint."

The Raymond report, highly critical of the Eisenhower Administration's government information policies, said that although both GOP and Democratic administrations have "been guilty of censorship at the source of news, against the public interest, invisible government is now worse than at any time in many years."

He pointed to "the rise in recent years of two government-controlled media, radio and television, which themselves are in constant danger of unwarranted dictation, concerning their powers of public discussion, by the FCC." Asking, rhetorically, whether radio-tv should be less free than the press in their commentaries, he stated: "Government power for renewable licensing now restrains them."

Obviously referring to the WICU (TV) Erie, Pa.-Ed Lamb license renewal case at one point, he said that an FCC majority has "sought to take away a television license from a critic of the national administration, on the ground that he once was a member of the Communist Party and had falsely denied it."

He recommended that non-governmental agencies (he suggested a legal group, perhaps sponsored by the American Bar Assn.) study the Communications Act and other acts to determine if they are in tune with the times. He said that, although provisions in the Communications Act were intended to give all political viewpoints equal access to the air, they have failed. "... But they still exert a restraint upon broadcasters."

The report seemed to indicate that Mr. Raymond felt there were shortcomings in radio-tv coverage of public meetings and congressional hearings, such as distracting attention from proceedings or causing hearing participants to "act in the movies" before tv cameras. Broadcasters have met these arguments by saying radio-tv coverage now can be made unobtrusive and that tv cameras do not cause such "acting," but only record it.

Mr. Raymond said the use of purchased time on radio and tv by political parties in election campaigns "has a major bearing upon the liberties of the American people."

"There is a power in the theatrical and dramatic use of television to stir the emotion and temporarily to warp the judgment of countless people who could not be so influenced by the printed word," Mr. Raymond said. He expressed fear of what "the power of the Presidency or the power of the purse (ability to buy radio-tv time), or both combined, can do momentarily at critical times to the mind of the American people by televised dramatics."

Mr. Raymond's proposed media study would be entrusted to "such privately endowed colleges and universities as have earned through long years the trust of an informed public."
Functional Music Permits Granted to Nine More Fms
NINE MORE fm stations were granted permission by the FCC last week for functional music operations. This brings to 11 the number of fm's to receive the new subsidiary communications authorizations; the first two received permits last month [B&T, Oct. 17].

Two of the subsidiary communications authorizations issued last week went to stations that will be the first to conduct their services on a multiplex basis. The stations are WFLY (FM) Troy, N. Y., and WIDX-FM Jackson, Miss. Another station, KSON-FM San Diego, is authorized for both simplex and multiplex, but plans to discontinue simplex upon installation of multiplex equipment.

The other six stations will simplex their background music: KITE-FM San Antonio; WPIC-FM Sharon, Pa.; WMWM-FM Meriden, Conn.; KUTE (FM) Glendale, Calif.; KING-FM Seattle, and WLDM (FM) Oak Park, Mich.

Last month the first such authorizations were awarded to WWDQ-FM Washington and WPEN-FM Philadelphia.

Jameson Named to Handle ICA Congressional Relations
GUlfORD S. JAMESON, former president of the Federal Communications Bar Assn., was sworn last week as deputy director of the International Cooperation Administration. He will be in charge of congressional relations.

During congressional consideration of the McFarland amendments to the Communications Act in the 81st Congress, Mr. Jameson appeared as official spokesman for the FCBA. He is author of the law making it a federal offense to intimidate witnesses appearing in any proceeding before a federal department, independent agency or congressional committee.

FCC Asked to Approve $33 Million Lines Project
FCC was asked Tuesday to authorize construction by AT&T's Long Lines Dept. and 19 Bell System associated companies of some $33 million in supplemental communication facilities.

The new construction, according to Long Lines in New York, would provide 2.5 million channel miles of telephone facilities, more than a million miles of telegraph channels and about 5,300 channel miles for radio-tv networks.

The proposed construction would begin next year, with major projects including the building of a coaxial cable between Atlanta and Augusta, Ga., for telephone and tv service; the equipping of existing coaxial cable routes between Augusta and Charlotte, N. C., and between Indianapolis and Louisville, with a system tripling present capacity.

Ten New Radio Outlets Authorized by Commission
FCC last week issued construction permits for 10 new am stations, all with 1 kw or less.

Authorizations were:
- Pelt City, Ala.—St. Clair Broadcasting System, 1430 kc, 1 kw daytime only. Among the principals is John H. Haynes, engineer for WMLS Syracuse, Ala.
- Selma, Ala.—Central Alabama Broadcasting Co., 1370 kc, 1 kw daytime only. Owner Roland Jordan Jr. is former chief engineer of WCRL Oneonta, Ala. The grant carried a condition that program tests not be authorized until WETU Wetumpka, Ala., begins program tests on 1250 kc and that the new station not be licensed until WETU is licensed on 1250 kc.
- Oceanside, Calif.—San Luis Rey Broadcasting Co., 1320 kc, 500 w fulltime. None of the principals have other radio-tv interests.
- South Atlantic-Melbourne, Fla.—Melbourne On The Air Inc., 1050 kc, 500 w daytime only. Melbourne President Richard M. Fairbanks is 51% owner of WIBC Indianapolis, Ind.
- Bremen, Ga.—West Georgia Broadcasting Co., 1440 kc, 500 w daytime only. None of the

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permittee's principals have other radio-tv interests.
* Boise, Idaho—Radio Boise Inc., 740 kc, 500 w daytime only. Radio Boise President Roger L. Hagadone is general manager of KJRL Pocatello, Idaho, and Vice President Richard K. Mooney is secretary of the Idaho Press Assn.
* Anoka, Minn.—Anoka Broadcasting Co., 1470 kc, 1 kw daytime only. Anoka President John H. Lemme is 75% owner of KLTF Little Falls, Minn., and Vice President Oscar Lemme is 25% owner of KLTF.
* O'Neill, Neb.—Holt County Broadcasting Corp., 1400 kc, 250 w fulltime. Principals are Russell M. Stewart (50%), 33.3% owner of KNEB Scottsbluff, Neb., and 16/2/3% owner of KOLR Sterling, Colo. Robert D. LaRue Sr. (50%), 8.59% owner of KFMT Fort Morgan, Colo., and Les Weber, KNEB salesman.
* Conway, N. H.—WPWG Inc., 1050 kc, 1 kw daytime only. Mr. and Mrs. John W. Guider own the permittee and WMOU-AM-FM Berlin, N. H. Mr. Guider owns 9.7% of WMTW (TV) Poland Spring, Me.
* Waupaca, Wis.—Chain O'Lakes Broadcasting Corp., 1320 kc, 1 kw daytime only. None of the permittee's principals have other radio-tv interests.

TELEPROMPTER ASKS FOR OWN NETWORK

Firm's request that FCC rule on plan for nationwide private network to serve broadcast field clients draws Commission comment that it would be a common carrier.

EXISTENCE of plans for a nationwide, private broadcast industry communications network became known last week when the FCC published its reply to a request by TelePrompTer Corp., New York, for a ruling on its proposal to formulate a private line telegraph service.

The Commission told TelePrompTer that its proposed network would constitute a communication common carrier operation.

In seeking the FCC's position on its proposal, TelePrompTer, which owns and furnishes visual prompting aids for performers and others using television or making public addresses, described its plan as a private, intercity telegraph network between leased Western Union lines—to be used to service television stations, networks, advertising agencies, program organizations, and other such potential users.

It also proposed to use this network to perform a program rating service, through the linking of a sample number of tv sets in various cities via telephone, and to furnish prompt material to stations for local live programs, such as news, home economics, educational and public service matter.

It planned to link 500 cities eventually, with 250 initially. The plan called for five major switching centers—New York, Los Angeles, Chicago, Dallas and Atlanta. Cost of leasing lines from Western Union was estimated at $1.2 million yearly.

The cost of this service was to be pro-rated among the users, except that TelePrompTer was to have free use of up to 25% of the time for its own service.

At week's end, TelePrompTer officials were studying the question of whether to go ahead under a common carrier authorization from the FCC. This would mean that it must file charges and have them approved by the FCC, and accept traffic from anyone who might wish to use the network.
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November 7, 1955 • Page 97
SECOND CUBAN TV CITES INTERFERENCE

Angel Cambo, head of ch. 4 CMUR-TV Havana, backs one colleague's earlier protest of Miami vhf conflicts, asks U. S. city be made all uhf. He denies another Cuban broadcaster's assertion that interference is no real problem.

The interference problems between Miami and Havana television stations are acute, a second Havana broadcaster said last week.

In a letter to B&T, Angel Cambo, president of ch. 4 CMUR-TV Havana, joined the point of view of Goar Mestre, president of the CMQ-TV Network in Cuba, that ch. 4 WTVJ (TV) Miami is causing serious interference problems in the Cuban capital [B&T, Sept. 5].

One Cuban telesailee has alleged the seriousness of the interference between Miami stations and Cuban outlets. That was A. H. Barletta Jr., vice president of ch. 2 CMA-TV Havana [B&T, Sept. 5].

Mr. Cambo, like Mr. Mestre, referred to the recommendation for a mutual allocation agreement, suggested to the FCC by Dr. Antonio Marti of the Cuban communications ministry last year.

An FCC spokesman told B&T last week that nothing had been done about the Cuban complaint regarding interference claims between stations of the two countries. He pointed out that when the FCC made tv integration arrangements with Canada and Mexico before coming out with its 1952 table of allocations it attempted to work out a similar plan with Cuba but was not successful.

Mr. Mestre had suggested that Miami be deintermixed, making it an all-uhf city. This is substantially the position of Storer Broadcasting Co., which has recommended that Miami be made all-uhf, except for WTVJ (TV) there.

It is WTVJ which is interfering with CMUR-TV on the same channel, Mr. Cambo wrote. This interference, he said, occurs "not on rare instances but permanently." CMUR-TV will have to build a higher tower and install a more powerful transmitter, Mr. Cambo said.

Excerpts of Mr. Cambo's letter follow: "As president of Television Nacional, S. A., owner of Channel 4 (CMUR-TV) and the only Cuban tv station which, up to the present, operates on a similar Miami channel, I wish to emphasize that without any doubt my Havana station has interference problems with Miami, not on rare instances but permanently, to such extent that I will be compelled to make new installations, with a higher tower and . . . more powerful transmitting equipment."

Referring to the statement made by Mr. Barletta that my station has no interference problems, I only wish to point out that this affirmation is made by my competitor who owns Channel 2 and is not a member of the Cuban Association of Radio and Television Broadcasters. To ascertain if a channel has or has no interference corresponds, I believe, to the owner of the station—in this case the writer—and to the proper authorities, through the usual investigation, but not to a station which is not suffering from interference.

"After reiterating that my Havana station is interfered with by Miami's similar tv channel, I wish to point out that it was a long time ago when I first pointed this to the Cuban Association of Radio and Television Broadcasters—of which I am honored in being a member—I made the discovery. My fears that if the Miami tv station operating on ch. 4 increased its transmitting power it would interfere with my Havana station, and suggested the convenience for both the U. S. and Cuba to reach a mutual protective agreement. In the early days of television, we had lived with the false impression that those tv interferences were technically impossible, but by that time we had already observed that the propagation was much greater than originally calculated and we began to fear that an increase in power would cause serious interference. Some time after, I was informed that it was possible that conversations on this point would take place between the United States and Cuba, but in fact this never took place.

The present interference caused to my Havana station led us to consider the urgency of reaching an agreement with the United States for mutual protection. Upon learning that some cities in the United States had been declared uhf zones, where only uhf tv stations could operate and that the FCC was studying the application of this system in the city of Miami, the Cuban Association of Radio and Television Broadcasters thought it was the right moment to suggest to the Ministry of Communications the advisability of taking the matter up with the proper U. S. authorities in an endeavor to find an adequate solution to this matter.

The Ministry of Communications received our suggestions with understanding spirit and, in compliance with the proper diplomatic procedure, they sent Dr. Antonio Marti, high official of the Ministry of Communications, to confer with the FCC.

In this first meeting, Dr. Marti informed the FCC of the tv interference that my Havana station was suffering from Miami and the possibility that in the future new interferences might occur, as the number of Miami tv stations would increase, so that the FCC might study the convenience of deintermixing Miami city. Dr. Marti also suggested to the FCC to check and confirm this interference problem. Needless to say that Dr. Marti also mentioned to the FCC that in case this system would not be applied in Miami, Cuba was more than willing to start negotiations with the United States for mutual protection.

"The fears expressed by Mr. Goar Mestre—who is a member of the Cuban Association of Radio and Television Broadcasters—in his re-
ferred letter addressed to you, are shared by all Cuban broadcasters who believe that this is the right moment to explore the possible solutions to avoid present and future interferences, in behalf of both U. S. and Cuban television audiences.

"These, believe me, are the real facts. Anything aside from this is making a tempest in a teapot! Far from it being our intention to molest our neighbors, or hurt their interests or ignore the United States, legitimate rights to use vhf channels. The common use of channels is precisely the spirit on which our radio broadcasting system in our North American Region is based and represents a magnificent example of the good relationship that must prevail between neighboring countries."

Approval of Albany Sale Recommended

AN FCC hearing examiner last week affirmed the FCC's approval of the purchase of WROW-AM-TV Albany, N. Y., by Lowell Thomas and associates.

Chief Hearing Examiner James D. Cunningham found that none of the charges made by new owner WTRI (TV) Albany was valid. He recommended that the grant of the $298,800 transfer be reinstated.

The decision becomes final unless it is contested within 40 days of the date of issuance, Oct. 31.

WTRI, largely owned by Harry C. Wilder, had protested the sale of the WROW stations on the ground that it violated FCC policy prescribing ownership of broadcast properties by network officials and employees, that there was a violation of the antitrust laws because the Thomas group had discussed affiliation with CBS before buying the stations, and that there was concealment because Mr. Thomas was not revealed as the CBS news commentator and associate Frank Smith was not disclosed as Mr. Thomas' business manager in the application [B&T, Oct. 31].

Mr. Cunningham held that Mr. Thomas was not an official or employee of CBS, that the CBS switch in affiliation was based on business judgment, and that no violation of the antitrust laws was apparent. Mr. Cunningham also found that it was doubtful that the Commission was misled because Messrs. Thomas and Smith were not identified.

Both WTRI and WROW-TV are uhf stations. WTRI was the CBS-TV affiliate in the Albany-Schenectady-Troy area until the purchase of WROW-TV by Mr. Thomas' group. It suspended operations after it lost the CBS affiliation.

Super-Power U's Protest 2 Million Watt Experiment

OBJECTIONS to the application of WGBI-TV Scranton, Pa., for permission to experiment with 2 million watt output [B&T, Oct. 24] were scheduled to be filed with the FCC Friday by WBRE-TV and WILK-TV Wilkes-Barre, Pa.

Key to the objections was WGBI-TV's request for permission to experiment with powers up to 2 megawatts during the regular operating day. This violates the maximum power limitation, the Wilkes-Barre stations claim, and the general FCC policy that experimentation be carried on during off hours. Under present FCC rules, uhf stations (all the outlets involved are uhf) may radiate up to 1 million watts. WBRE-TV and WILK-TV already are radiating that power. Authority for WGBI-TV to broadcast with 2 megawatts will put them at a competitive disadvantage, the protesting stations claim.

---

**ALTEC DYNAMIC MICROPHONE—Type 660A**

Here's a dynamic microphone of broadcast quality, exceptional ruggedness and dependability. Equipped with a swivel head with 9/16" x 27" stand thread allowing a 90° vertical tilt.

**FREQUENCY RESPONSE:** 35 to 12,000 cycles

**POWER OUTPUT LEVEL:**

- 660A: 30 ohms
- 660B: 30, 150, 20,000 ohms

**IMPEDEANCE:**

- 660A: 4" long - 1 3/8" dia.
- 660B: Silver solder die-cast aluminum

**DIMENSIONS:**

- 660A: 11 oz.
- 660B: 13 oz.

**WEIGHT:**

**ALTEC CARDIOID MICROPHONE—Type 670A**

Ideal for broadcast or public address, this cardioid microphone with ribbon provides continuously adjustable patterns to permit "turning out" undesirable noises by shifting the null point.

**FREQUENCY RESPONSE:** 30 to 15,000 cycles

**POWER OUTPUT LEVEL:**

- 30 db (10 dynes/sq. cm.)

**IMPEDEANCE:**

- Adjustable 30/50 or
- 150/250 ohms

**DIMENSIONS:**

- 7½" x 3½" x 2½" "

**WEIGHT:** Dull gray plastic 20 oz.

**ALTEC "LIPSTIK"**

For top performance in miniature size, the Altec "Lipstik" microphone is one of the finest, most versatile ever made. Omnidirectional pickup. Easily concealed on performers on TV sets.

**FREQUENCY RESPONSE:** 10 to 15,000 cycles

**POWER OUTPUT LEVEL:** Varies with impedance

**IMPEDEANCE:**

- 10,000 ohms higher

**DIMENSIONS:**

- 3½" long - 0.6" dia.

**WEIGHT:** Dull gray plastic 5 oz.

**ALTEC VELOCITY MICROPHONE—Type 671A**

This velocity microphone provides a new high in exceptional quality at low cost. High signal to low hum pickup makes it especially valuable in many different situations. Two-stage wind filter is incorporated in the case.

**FREQUENCY RESPONSE:** 30 to 16,000 cycles

**POWER OUTPUT LEVEL:**

- -56 db (10 dynes/sq. cm.)

**IMPEDEANCE:**

- Adjustable 30/50 or
- 150/250 ohms

**DIMENSIONS:**

- 4½" x 3½" x 2½" "

**WEIGHT:** Dull gray plastic 14 oz.

**ALTEC microphones for every purpose... via Graybar**

Quality, dependability and performance. These characteristics have made Altec equipment respected and used widely by the broadcasting-teletcasting industry. Shown here are some of the most popular microphones from the complete Altec line available through Graybar. Your Graybar Broadcasting Representative can give you complete details on these or any other Altec microphones to meet your particular requirements. Why not call him right now?

---

**EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR via Graybar**

GRAYBAR ELECTRIC COMPANY, 420 LEXINGTON AVENUE, NEW YORK 17, N.Y.
OFFICES AND WAREHOUSES IN OVER 120 PRINCIPAL CITIES

November 7, 1955 • Page 99
SIGMA DELTA CHI bronze plaque, commemorating KDKA's "historic broadcast" of the 1920 election returns, is presented to Westinghouse officials by Charles C. Clayton (2d r), St. Louis Globe-Democrat executive and past SDX president. L to r: Chris J. Witkin, president of Westinghouse Broadcasting Co.; L. R. Rawlins, KDKA general manager; Mr. Clayton, and D. H. McGannon, Westinghouse Broadcasting Co. vice president.

25,000 members in all phases of news gathering and dissemination, the Westinghouse station received a bronze plaque which cited KDKA's "historic broadcast" of the Harding-Cox presidential election returns on Nov. 2, 1920. The plaque will be installed at the site of the original KDKA station in a studio in a building of the Westinghouse Electric Corp.'s plant at East Pittsburgh. A replica will be placed in the KDKA studios in the Grant Building in downtown Pittsburgh.

The presentation was made by Charles C. Clayton, executive assistant to the publisher of the St. Louis Globe-Democrat and past president of Sigma Delta Chi, to L. R. Rawlins, general manager of KDKA, at a luncheon meeting of the Pittsburgh Advertising Club. At the head table was Mrs. Frank Conrad, widow of the late Westinghouse engineer who was instrumental in launching KDKA and who thus became known as the "father of radio."

Mr. Clayton said the presentation marked the first time SDX had given recognition to radio. He characterized the event as one "whose historic significance probably will be more clearly discerned by future generations."

Describing the event as one which recognizes "the birth of a new and powerful medium of communication," Mr. Clayton pointed out that Sigma Delta Chi is the only organization that can speak for the entire journalism profession. Its membership includes journalism students, newsmen and magazines have a part to play in serving this bulwark of democracy. * * *

"There is a phrase, well-known to all who are members of Sigma Delta Chi, which keeps ringing in my ears today. It expresses our obligation to serve the people's right to know with a vigilance that knows no midnight, and a courage that knows no retreat." It is in the spirit of those words that I would like to dedicate this plaque.

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FCC Comm. Richard A. Mack, in an off-the-cuff address, cited the wisdom and foresight of KDKA's founders, Dr. Conrad and the late H. P. Davis. Mr. Davis' philosophy of station responsibility to serve the people's right to know with a vigilance that knows no midnight, and a courage that knows no retreat.' It is in the spirit of those words that I would like to dedicate this plaque.

The founders of KDKA, the Commissioner emphasized, were the first to see the building of the "multi-billion dollar industry" of today. Because broadcasting became "a public necessity" there had to be Federal regulation, he concluded.

NEW PROGRAM PLANS OUTLINED BY QRG

DEVELOPMENT of programming plans, including the creation of basic daytime and nighttime formats, was authorized by directors of Quality Radio Group Inc., meeting in Chicago last week after the QRG stockholders' sessions.

The organization re-elected Ward Quaal, vice president of Crosley Broadcasting Corp., president, along with other officers for additional one-year terms.

William B. Ryan, QRG executive vice president, who has concerned himself with development of initial presentations to advertisers and agencies, has been authorized to proceed with a master programming plan involving greater emphasis on shows for teenagers.

He will report "at the earliest possible date" to QRG's executive committee, again headed by Frank Schreiber, vice president of WGN Inc., Chicago, and a director of Quality.

Armed with a board-approved budget for the fiscal year starting Oct. 1, 1955, Mr. Ryan promised Quality will offer, aside from new program plans, national "unduplicated" coverage and "lowest" competitive time rates.

QRG stockholders expressed renewed confidence in its sales concepts, mapped tentative plans for initial programming aired to member stations and lauded QRG's officers and directors for their efforts in behalf of the organization.

Also re-elected were W. H. Summerville, vice president, WWL New Orleans, as vice president, William D. Wagner, secretary, WHO Des Moines, treasurer, and Mr. Ryan.

Four new directors were named replacing others not eligible under Quality's bylaws. New directors are: Gordon Gray, vice president, General Teleradio Inc.; John M. Cutler, general manager, WSB Atlanta; Gustav K. Brandborg, assistant general manager, KVOD Tulsa, and Wayne Coy, president and general manager, KOB Albuquerque, N. Mex.

Retiring as directors are: Frank Fogarty, vice president, WOW Omaha; C. T. Lucy, general manager, WRVA Richmond, Va.; J. Leonard Reisch, managing director, Cox stations, Atlanta, and Charles H. Crutchfield, executive vice president, WBT Charlotte, N. C.

Mr. Lucy was replaced by Mr. Gray on the Quality executive committee which also includes John H. DeWitt, president, WSM Inc., and...
Fancy brochures, top ratings, and rave notices are fine selling aids. But most sales are clinched only when the prospective sponsor sees your TV show. At audition time, he's likely to become supercritical. But a perfect presentation can help you sell him—and that's what you can give with an Eastman 16mm. Projector, Model 25. Here's why...

Duplicate telecasting conditions
Sharp pictures and clear sound duplicate the perfection of actual telecasting conditions...keep your prospect enthused and help get his signature on the contract. The Model 25 has the identical sound, optical, and mechanical components used in the superb Eastman Model 250 Television Projector.

Talk in the same room
The Model 25 runs so quietly that discussion will not be interrupted, and hard-thinking viewers will not be distracted—even when you run the projector in the same room. Precisely synchronized motors and the exceptionally stable oil-sealed film-transporting mechanism make this whisper-quiet performance permanent.

Simple to operate
You needn't be a technician or an expert to get perfect projection from the Model 25. Controls are simple and positive-acting. And once you set them...forget them!

Complete information about the Model 25 is yours on request. But only a demonstration will show why it passes any audition test. Ask your Kodak Audio-Visual Dealer, or send coupon.

For your outside selling
A Kodascope Pageant Sound Projector is ideal for around-the-town preview work. Your prospective sponsors will appreciate its quiet operation; sharp, brilliant pictures; and clear, comfortable sound. Your salesmen 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 models to meet every 16mm. need!

Anything that moves
On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With pre-loaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action whenever a big story breaks in your city.

EASTMAN KODAK COMPANY
Dept. 8-V, Rochester 4, N. Y. 10-82
Please send name of nearest Kodak Audio-Visual Dealer and information on ☐ Eastman 16mm. Projector, Model 25 ☐ Kodascope Pageant Sound Projectors ☐ Cine-Kodak Special II Camera.

NAME
TITLE
COMPANY
STREET
CITY
STATE (Zone)

November 7, 1955 • Page 101
Nashville; Ralph Evans, executive vice president, WHO Des Moines, and Donald Thornton, president of WCAU Philadelphia.

Besides Messrs. DeWitt, Evans and Schreiber, other directors of QRG are James M. Gaines, vice president, WOAI San Antonio, and Chris Witting, president, Westinghouse Broadcasting Co.

Quality now claims 23 stockholder member stations.

Storer Third-Quarter Report Shows Overall Income Gains

NET INCOME gain of $273,722 for its third quarter earnings after taxes for 1955 over the same period last year, was reported last week by Storer Broadcasting Co. Third quarter net earnings totaled $1,012,360 as against 1954’s $738,638. Earnings per share rose from $.29 in 1954 to $.41 this year.

Net earnings after taxes for the nine-month period, ended Sept. 30, 1955, were $2,864,269 compared to $2,355,974 for the 1954 period. Earnings per share—based upon the combined total number of common and “B” common shares—currently outstanding—were $1.14 compared to $.92 in 1954.

September net earnings reached an all-time monthly high of $409,439—an increase of 90.5% over September 1954’s earnings of $214,913.

Storer stations are: WSPD-AM-TV Toledo; WBKB-AM-TV Detroit; WAGA-AM-TV Atlanta; WBRC-AM-TV Birmingham; KPTV TV Portland, Ore.; WII and WXEL-TV Cleveland; WGBS-AM-FM-TV Miami, and WWVA-AM-FM Wheeling, W. Va.

KMYR Appoints Barry Long Vice President-General Mgr.

FOLLOWING FCC approval last week of the sale of KMYR Denver to Dolph-Petty Broadcasting Co. (see page 92), the appointment of Barry Long as vice president - general manager was announced by Herbert L. Pettry, president of the company.

Mr. Long has been sales manager of KDA Denver and WNBC New York as well as local sales manager of KLFZ Denver.

KMYR also announced that a new transmitter and studios are being constructed north of Denver looking toward a power increase to 5 kW on 710 kc. The station presently operates on 1340 kc, 250 w.

KTHV (TV) Sets Nov. 20 For Start of Operations

PROGRESS REPORT from KTHV (TV) Little Rock, Ark., says that the ch. 11 station plans to begin commercial operation around Nov. 20 with maximum power of 316 kw. KTHV will be affiliated with CBS-TV.

Pending completion of its new two-story studio building, expected in February, KTHV will operate from its present site, 313 Main St., programmed only at night (Mon.-Sat., 5:55-11, Sun. 4-11).

The new tv building, at 8th and Izard Sts., will comprise 27,000 sq. ft. and will house two studios (40 x 50 and 30 x 50 ft.). KTHV will operate from a 1,175 ft. tower atop 1,030-ft. Shinall Mountain, bringing total height to 2,025 ft.

Management lineup is as follows: B. G. Robertson, general manager; W. V. Hutt, commercial manager, and Cecil Bland, program director.

STATION PEOPLE

E. H. Keown named general manager of WQSN Charleston, S. C. (formerly WUSN). Mr. Keown was formerly general manager of WHAN Charleston.


Edward E. Kash, senior producer, Henri, Hurst & McDonald, Chicago, appointed station manager, WEEK Peoria, Ill.

Al Constant, general manager, KBAK-TV Bakersfield, Calif., elected vice president and member of board of directors.

W. C. Blanche, commercial manager, KFBB Great Falls, Mont., appointed station manager, replacing LeRoy Stahl, resigned to do freelance writing. William E. Spahr, KFBB staff, named assistant station manager in charge of personnel production and public relations.

Jerry White, WMBR-TV Jacksonville, Fla., sales service department, to program director, WMBR-AM-FM. Wally Kopec, film department, replaces Mr. White as tv sales service director. Dan Hicks and Bill Blackburn to local account executives, WMBR. Barbara Simpson and Beverly Painter to WMBR-AM-TV promotion staff. Betty Trammel to WMBR radio continuity director. Dottie Johnson to tv continuity department. Jamie Ltrette named talent and women’s editor, WMBR-TV.
Fuels for the Stratosphere — And Beyond!

by WILLY LEY
Famous Rocket Expert

During my lecture tours, I visit a great many oil company laboratories. Each time I find oil scientists vitally interested in the fuels of tomorrow. In fact, our discussion automatically seems to turn to fuels for all kinds of rockets—for rocket-propelled aircraft—and finally—for space-going craft!

Rocket fuel research is highly complex—and very expensive. You see, there is no "best" fuel for rockets. Each rocket has special needs. For example, if your rocket is a military missile, it may have to stand ready, fully fueled, for quite some time. That calls for a fuel which can "stand and wait."

But if you have a towering research rocket which carries instruments beyond the stratosphere and pokes its nose into empty space to see how empty it actually is, you need a special fuel combination which can be put into the tanks just before firing.

Furthermore, we want rocket fuels to contain more than just a lot of energy. Like the motorist who wants a fuel without knock—the rocket engine has lots of special wishes: his fuel must not freeze on cold days in the Arctic—nor can it develop high vapor pressure on a hot day in the tropics.

It must not be too light because lots of fuel weight in the tank is essential. It must be in plentiful supply because a large rocket burns about 300 pounds per second. For the same reason it must not cost too much. And it must be a good heat conductor because fuel is used to cool the rocket motor from outside before it is injected to burn inside. And to make the rocket engine really happy, the fuel should not need any ignition but burst into flame spontaneously when meeting the liquid supplying the vital oxygen.

You can see that developing "perfect" rocket fuels is a tough assignment. But from what I've seen of oil scientists, they're sure to meet this challenge.

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.
AWARDS

Sloan Foundation Releases Report on Grant Recipients

ALFRED P. SLOAN Foundation last week released a report covering 1953-54, listing some 80 institutions as recipients of grants totalling more than $6.5 million, of which about $400,000 was for radio-television educational projects.

Principal beneficiary of the foundation's appropriation for radio-television was NBC-TV's "American Inventory" tv program, which is produced by Teleprograms Inc. in cooperation with the network. Other activities supported financially by the foundation during the period were the Alfred P. Sloan Awards for highway safety, presented to radio and tv stations and networks ($25,000); Freedoms Foundation, Valley Forge, Pa. ($31,815); special series of radio transcriptions, produced by Teleprograms and featuring regional economic developments in New England ($10,000).

PAY TV ADVOCATES CLASH ON METHOD TO BE USED

In debate at engineers' meet, Jerrold representative claims its wired system is least fallible, most feasible. Skiatron speakers defend over-the-air broadcasting, disparage Jerrold plan as easy to 'tap' and more costly.

WOULD pay television be more economically feasible under a system utilizing orthodox over-the-air broadcasting or under one using wire? While the FCC still is considering the merits of arguments in favor of, and opposed to, toll tv, representatives of the Skiatron Electronics & Television Corp. and the Jerrold Corp. last week opposed, each other in a debate, with Skiatron favoring over-the-air broadcasting and Jerrold the wired system. The debate was held at a joint meeting in New York of the Institute of Radio Engineering and the American Electrical Engineers Institute.

The debate was precipitated by a challenge issued last June by Jerrold, which claimed that the systems utilizing coded broadcast could be broken. Companies which propose coded broadcasts, including Skiatron and Zenith Radio Corp. and the International Telemeter Corp. were invited to participate in the debate, but Zenith and Telemeter officials did not attend the meeting. Jerrold also has contended that it is more economical to "pipe" toll tv into the home by wire.

On behalf of Skiatron, Dr. J. H. Laub, director of research, called Jerrold's proposals "return to the horse-and-buggy era." He said that toll tv, as proposed by Jerrold, does not require FCC approval since it does not use the airwaves, and said Jerrold could have placed its system into operation if it were at all feasible. In more detail, William J. Shanahan, chief engineer of Skiatron, took up the issue with Jerrold's arguments. He asserted that Jerrold's claim that the Skiatron code could be easily broken was "false and misleading," and further charged that Jerrold's proposals for wired tv were not only more costly than Skiatron's but also the system was easier to "tap."

Turning to Jerrold's proposal for wired toll tv, Mr. Shanahan said that estimates from public utilities companies placed the cost of installing underground cables and equipment needed to wire New York City at $30,000 a city block, in contrast with Jerrold's figure of as little as $100 a city block. At Mr. Shanahan's request, Skiatron showed a film, taken in a community in Pennsylvania, demonstrating the way the wires of Jerrold-equipped community antenna system could be "tapped."

Howard Kirk, vice president in charge of engineering for Jerrold, reiterated the company's stand that each of the codes of Skiatron, Zenith and Telemeter could be broken by a potential "bootlegger." He discussed in detail the ways and means of a "bootlegger" could break each of the codes. Mr. Kirk observed that as far back as last June, Jerrold had offered to hold a public demonstration, designed to show that the codes could be broken.

Turning to Jerrold's proposal for a wired pay system, Mr. Kirk explained that it would encompass an extension of the techniques devised for community tv station operations, many of which use Jerrold equipment. He said a detailed analysis of cost figures by Jerrold...

IN CINCINNATI!

There is ONLY ONE station
Which gives you BOTH!

In Home:
Second in the "In Home" Audience

Out-of-Home:
First in the "Out of Home" Audience

Ask Us for Facts and Figures

Page 104 • November 7, 1955
showed that costs are lower for the wired system as high saturation is achieved, with the cost per subscriber about one-half to one-third of the cost for a scrambled broadcast system. Mr. Kirk disputed the accuracy of the figures presented by Mr. Shanahan on the cost of wiring a New York City block. He said the $50,000 cost might be for the wiring of a highly popular area where large apartment houses are located, but that it would cover hundreds of families. He acknowledged that wires could be "tapped" under the Jerrold system but pointed out that a tapped wire is easily located, and service could be stopped to the "illegal" party.

Halpern Says Commercial TV, Theatre TV Won't Compete

BECAUSE theatre-closed-circuit television has nothing to do with home viewing, it will never assume the proportions of a competitor of commercial radio-television, according to Nate Halpern, president of Theatre Network Television Inc.

Speaking before a luncheon meeting of the New York Sportscasters Assn. last Wednesday, Mr. Halpern said theatre's ability to "tapped" under the Jerrold system but pointed out that a tapped wire is easily located, and service could be stopped to the "illegal" party.

Mr. Halpern declined to comment on TNT's entertainment aspects "because that would take me into the area of pay-as-you-go TV." TNT, he said, is currently expressing interest, however, in telecasting Broadway plays and musicals to theatre audiences. The company last year inaugurated several remote closed-circuit telecasts of the Metropolitan Opera in New York.

George W. Kopp Dies;
ASCAP Central Div. Head

FUNERAL SERVICES were held Oct. 29 in La Grange, Chicago suburb, for George W. Kopp, 40, who had been central division manager of the American Society of Composers, Authors & Publishers (ASCAP) for nearly 10 years. He died from a heart ailment Oct. 26 after five weeks illness.

Mr. Kopp originally joined ASCAP as a field representative in 1938. He served as an Infantry captain during World War II, and was appointed central division manager of ASCAP in January 1946.

Mr. Kopp is survived by his wife, Edna, and two sons, George S. and Robert Jeffrey. Burial was last Tuesday in Hackensack, N. J.

World Bank Recordings Made Available to Radio

WORLD BANK, Washington D. C., an international organization owned by 58 governments, has made seven tape recordings available free to radio stations. Five of the recordings are of 4½ minutes duration, while the other two run for 14½ minutes.

The tapes deal with happenings in various countries in which the bank operates. Stations which have signed for the services are WLW Cincinnati, WHAS Louisville, WMJ Milwaukee, KNX Los Angeles, WBZ Boston, KSD St. Louis and WSYJ St. Petersburg, Fla.

Stations may receive tapes by writing Dwight Mallon, World Bank, 1818 H St., N. W., Washington, D. C.

Philey Sees New Trend
In Ziv Radio Sales Rise

DESCRIBING the 47% increase in package and program sales of Frederic W. Ziv Co. transcribed radio shows during the first half of 1955 as "a growing counter trend to the music and news swing of many U. S. radio outlets," a company official declared last week that the audience demand for star-value radio programming is on the upswing.

Ben Philey, Ziv's sales manager, claimed that the public demand for syndicated programming has developed because there is "less network programming of this sort available."

Ziv officials said that much of the sales activity by stations is based on heavy purchases of open-end program packages for vertical block slotting often in prime evening or weekend time.

Among the reported "most popular" radio programs are Mr. District Attorney, The Eddie Cantor Show, Favorite Story, Cisco Kid and I Was a Communist for the FBI.

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 techniques.

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.

World Bank Recordings Made Available to Radio

WORLD BANK, Washington D. C., an international organization owned by 58 governments, has made seven tape recordings available free to radio stations. Five of the recordings are of 4 1/2 minutes duration, while the other two run for 14 1/2 minutes.

The tapes deal with happenings in various countries in which the bank operates. Stations which have signed for the services are WLW Cincinnati, WHAS Louisville, WMJ Milwaukee, KNX Los Angeles, WBZ Boston, KSD St. Louis and WSYJ St. Petersburg, Fla.

Stations may receive tapes by writing Dwight Mallon, World Bank, 1818 H St., N. W., Washington, D. C.
Radio-Tv Set Output Eclipsing '54 Total

THE Radio-Electronics-Television Mfrs. Assn. reported today (Monday) that during the first nine months of 1955 one million more tv receivers were produced than during the similar 1954 period. Radio set production is a full 25% above last year’s figures at this time, RETMA said.

Production figures for the first nine months of 1955 follow:

<table>
<thead>
<tr>
<th></th>
<th>Television Sets</th>
<th>Home Radio Sets</th>
<th>Portable Radio Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>654,582</td>
<td>280,172</td>
<td>47,303</td>
</tr>
<tr>
<td>Feb.</td>
<td>702,514</td>
<td>332,131</td>
<td>106,713</td>
</tr>
<tr>
<td>March (5 wks.)</td>
<td>831,156</td>
<td>300,674</td>
<td>223,463</td>
</tr>
<tr>
<td>April</td>
<td>583,174</td>
<td>193,431</td>
<td>263,966</td>
</tr>
<tr>
<td>May</td>
<td>467,394</td>
<td>161,357</td>
<td>258,701</td>
</tr>
<tr>
<td>June (5 wks.)</td>
<td>569,773</td>
<td>181,930</td>
<td>235,633</td>
</tr>
<tr>
<td>July</td>
<td>344,195</td>
<td>141,119</td>
<td>79,410</td>
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<tr>
<td>Avg.</td>
<td>467,903</td>
<td>100,313</td>
<td>108,197</td>
</tr>
<tr>
<td>Sept. (5 wks.)</td>
<td>939,315</td>
<td>417,802</td>
<td>139,164</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5,760,506</td>
<td>2,209,944</td>
<td>1,495,059</td>
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</tbody>
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Owen Moves to CBS-Columbia As V.P. in Charge of Sales

NORMAN C. OWEN, vice president in charge of distribution, Zenith Radio Corp., Chicago, was appointed vice president in charge of sales for CBS-Columbia, New York, tv and radio receiver manufacturing division of CBS Inc.

Mr. Owen succeeds Harry Schecter, who resigned and who plans to associate with another firm. Prior to joining Zenith Corp., Mr. Owen was the president and a director of Webster-Chicago Corp.

DuMont Sets New Project

ALLEN B. DUMONT Labs Inc. last week announced plans to enter a program of diversified instrument production, noting that it is currently marketing a number of general purpose electronic instruments and is engineering a "complete new line" of cathode-ray oscillographs. Named to head the new diversification program were F. William Scharpewinkel, production control manager of DuMont’s technical products division, as service manager for the technical sales department, and Rudolph H. Arp, instrument service manager of the company, as manager of sales parts.

DuMont Moves on West Coast

WEST COAST headquarters of Allen B. Du-Mont Labs Inc. last week moved to larger quarters at 11800 W. Olympic Blvd., Los Angeles. The new location contains 30,000 sq. ft. of research, laboratory and office space and its own private railroad siding. Also housed in the new building is the warehouse and warranty service department.

Johnson, Robb Promoted In GE Sales Department

TWO new sales appointments were made last week in General Electric Co.’s tube department. Merle F. Johnson, administrator of sales for GE’s distributor sales department in Schenectady, N. Y., was named to head the Chicago regional distributor sales office, while Louis M. Robb, San Francisco district sales manager, was appointed to succeed Mr. Johnson.

Mr. Johnson has served GE in various accounting and personnel capacities since 1936. In 1949 he was named district sales manager for the tube department in Washington, D. C., returning to Schenectady in 1953 to become sales administrator.

Mr. Robb joined GE in 1946 and in 1950 was named statistician in the tube department’s product sales analysis program. In 1951, he was named to the San Francisco post.

Sylvania Reaches New High

SYLVANIA Electric Products Inc. has reported that its net earnings of $9,559,210 for the first nine months of 1955 ended Sept. 30 not only was the highest record for any comparable period in the company’s history, but also exceeded 1954’s full-year earnings.

Don G. Mitchell, chairman and president, commented that Sylvania has now increased its net sales to more than $216,424,559 for the first nine months of 1955, whereas net sales of $216,242,559 for the first nine months of 1954 were 8% higher than that of last year’s comparable period. Third quarter sales of $77,529-210 established a new high for the quarter and were 5% greater than a year ago.

Minn. Mining Sets Record

MINNESOTA Mining & Mfg. Co. (broadcast tapes), St. Paul, has reported the largest quarterly sales volume of its history for the period ended Sept. 30—$71,067,501—and also record-breaking net income and earning figures. Net income before taxes was placed at $17,693,112 and earnings after taxes and dividends at $8,904,112, the company announced Wednesday. Sales volume is 27% ahead of the $55,892,505 recorded for the same three months in 1954.

Gates Sells Gear to WEA

WEAV Plattsburgh, N. Y., has purchased a Gates transmitter and associated equipment to boost the station’s power from 1 to 5 kw. The equipment will be installed in a new transmitter building slated to be completed in four months. WEAV also is building new studios which will be occupied around the first of the year.

SMPE Sees Electronica

ALLEN B. DUMONT LABS’ electronica tv film system was demonstrated Tuesday to more than 200 members of the Atlantic Coast section of the Society of Motion Picture & Television Engineers in New York. Among films viewed by society members was a 30-minute run of Jackie Gleason’s The Honeymooners, which company officials said, required only 37 minutes of actual filming before a live audience.

Where do the ears have it?

See Broadcasting Telecasting November 14
MANUFACTURING PEOPLE

George L. Wilcox, executive vice president, Westinghouse Electrical International Co., N.Y., elected president of Canadian Westinghouse Co. Ltd., Hamilton, Ont. He succeeds Herbert H. Rogge, who resigned but remains on board of director.

Ernest H. Vogel, marketing manager of General Electric Co.'s electronics division, Syracuse, retired last week after 10 years of service.

Ralph Bloom, district sales manager, Magnecord Inc. (tape recorders), Chicago, promoted to eastern regional sales manager of Magne Music Inc., division.


Allen S. Johnson, Webster-Chicago Corp., to Thompson Products Inc. (electronics, aircraft, automotive parts), Cleveland, Ohio, as assistant to manager, electronics division.


Joseph C. Morrison, supervisor, General Electric Co. steam turbine generator department appointed manager of engineering lab and development unit, GE power-tube sub-department.

Arthur B. Shesser, Haydu Bros., N.J., (electronics, glass equipment) subsidiary of Burroughs Corp., named director of sales. Frank G. Ferdinand appointed sales manager of cathode ray tube division.

Ellis L. Redden, director of advertising and sales promotion, Magnavox Co., resigned.

W. R. G. Baker, vice president, General Electric Co., with J.C. Nonnekens and Robert M. Estes, of GE's electronic products division, left U.S. Tuesday for a 23-day flying inspection of electronics plants and facilities in Europe. They are expected to return Nov. 23.

MANUFACTURING SHORTS

Capehart-Farnsworth Co. has completed arrangements with Canadian Westinghouse Co., Hamilton, Ont., for Canadian manufacture and distribution of Capehart line of monochrome and color TV receivers and high-fidelity phonographs. First Canadian-made Capehart products are expected to be on the market in November from Canadian Westinghouse plant at Brantford, Ont.

Raytheon Mfg. Co., Waltham, Mass., reports that its receiving and cathode ray tube operations division has equaled its 1934 safety record when division completed two million man hours without a lost-time injury. Record, begun Nov. 13, 1954, covered both Newton and Quincy, Mass., plants, and was broken Sept. 6, when employee sustained minor injury. Liberty Mutual Insurance Co. safety officials in recognition, will award special plaques to Raytheon plants.

S. O. S. Cinema Supply Corp., N.Y., has brought out all-purpose film developing and reversal processing machine, called Bridgamatic Jr, Type RA, designed to take new pre-hardened emulsions, including Eastman Tri-X reversal. Unit has speed control allowing changes in developing time from 1½ to 12 minutes and

From where I sit by Joe Marsh

Tie This One For Consideration—

Closed the office early last Saturday to go after pheasants with Pops Foster. I used fewer shells than the old gentleman and took home more birds—but not because I did better shooting.

I'd borrowed a dog for the occasion. Pops took along Blue, his ancient pointer. Several times I noticed Pops walk up to a clump of bushes Blue had pointed at and fire into the air—though he hadn't flushed a single bird.

Naturally, I wanted to know why. "Well," he said sheepishly, "I've been hunting with that dog for 11 seasons. His nose isn't much help any more—but I'd rather waste a shell than let him know."

From where I sit, Pops always shows consideration for people, too. For instance, this is a small thing, but he puts a bottle of beer on ice for me when I visit him—though he never takes anything but coffee himself. Even if he doesn't agree with me on a matter of personal choice (which is his right) he'd rather not make a "point" of letting me know.
Central Canadians Elect Darling

TOM DARLING, manager of CHML Hamilton, Ont., was elected president of the Central Canada Broadcasters Assn. at the organization’s annual meeting in London, Ont., Oct. 25. He succeeds Howard C. Cain, manager of CFHF Toronto.

Other officers elected were Al Collins, CKLB Oshawa, Ont., first vice-president; Baxter Ricard, CKY Sudbury, Ont., second vice-president; Doug Trowell, CFPL London, Ont., secretary, and Ken Job, CJFB Brampton, Ont., as treasurer. Television station representatives elected were: Roy Hofstetter, CKWS-TV Kingston, Ont., and Ralph Snelgrove, CKVR-TV Barrie, Ont.

The French-language stations, meeting at Ste. Marguerite, Que., Oct. 16-19, elected David A. Gourd, CKRN Rouyn, Que., president of L’Association Canadienne de la Radio et de la Television de Langue Francaise. Phil Lalonde, CKAC Montreal, was elected vice-president and Maurice Bouillanne, CJSO Sorel, Que., as secretary-treasurer. Directors elected were Tom Burnham, CKRS-TV Jonquiere, Que., Rene Lapointe, CKBL Matane, Que., and Paul Lepage, KCVQ Quebec.

U.S. Shows Continue to Top Canadian Popularity Ratings

OCTOBER Telerating Report of Elliott-Haynes Ltd., Toronto, shows U.S.-originated programs as the most popular on a national rating of four basic Canadian cities; Montreal English-language, Toronto, Winnipeg and Vancouver.

The ten leading shows were Four Star Playhouse with rating 57, Toast of the Town 56.7, Studio One 52.4, Burns & Allen 45.6, Ray Milland 45.3, Holiday Ranch (Canadian) 43.4, Big Town 41.6, Mede 40.9, Fireside Theatre with Jane Wyman 40.1, and Star Stage 38.6.

Canada reverted to standard time at the end of September, and American network shows seem from time to time to be diversified. Canadian stations on the microwave network were an hour earlier than usual. This resulted, in later hours of the evening, towards greater viewing of dramatic presentations on Canadian stations when U.S. stations aired their 11 p.m. newscasts, at 10 p.m. Canadian time. There was also an increase in viewing and percentage of sets in use increased by 3.2% to 53.4 in Toronto; 3.3% in Winnipeg; 1.4% to 55.3, in Winnipeg by 4% to 58.8, and in Vancouver by 3.6% to 54.3.

In the Toronto area, where highest concentration of TV receivers is still located, highest rated program from Canadian or U.S. stations was The $64,000 Question, with rating of 66.7, followed by All Star Hockey 43.3, NHL Hockey 42.1, I’ve Got A Secret 38.2, and The Millionaire 36.8.

Opinions on Liquor Ads Sought by Canadian Board

CANADIANS are being asked to state their opinions on beer, wine and liquor advertising by the Ontario Liquor Control Board. William Collings, chairman of the board, has announced that a report on liquor advertising is to be made in December.

The board is gathering thoughts and comments from the public, radio and television stations, advertising agencies, liquor firms and temperance groups. Institutional advertising is now permitted in some provinces by beer and liquor firms in transit services and some publications, but none on radio and television in provinces other than Quebec. No product mention may be made on Quebec radio and TV stations. Canadian magazines published in Quebec carry product advertising by beer, liquor and wine interests.

The Ontario Liquor Control Board chairman stated that "if there is a better way of regulating liquor advertising, we want to know about it. We are looking to public opinion for guidance."

Two Canadian Firms Merge Into Batten Films Ltd.

A MERGER between two Canadian television and commercial film producing companies at Toronto has resulted in formation of Batten Films Ltd. The merged companies were the motion picture division of Rapid Grip & Batten Ltd., photo-engravers, and Meridian Productions. Headquarters will be in the former Queensway studios of Rapid Grip & Batten Ltd., with Ralph Foster, formerly of Meridian Productions, as manager.

Mr. Foster was at one time chief of films of United Nations, deputy film commissioner of Canada’s National Film Board and its representative in Australia.

Julian Roffman, formerly of Meridian, has been named director of productions. He has been with British and United States film companies and Columbia Broadcasting System. Gordon Cleeve, formerly of Rapid Grip & Batten, has been named sales manager of the merged firm.

S. W. Caldwell Ltd. Expands

S. W. CALDWELL Ltd., Toronto, has bought its fourth building at 400 Jarvis St., Toronto, in its expansion to handle all phases of radio, TV and equipment service. The new building will house the executive offices, equipment division and TelePromTer of Canada Ltd., an affiliated company. Two buildings across the street, 447 and 443 Jarvis St., house recording and laboratory space. Separate office, film processing, art department, carpentry and paint shops. The affiliated Sponsor Film Services Ltd. is located at 225 Mutual St.

Canada TV Sales at New High

DURING September 1955 a total of 119,724 TV sets were sold in Canada, bringing the number sold in the first nine months of the year to 464,344, valued at $141,008,360. The September sales marked a new monthly record. Sales in the first nine months of 1954 were 345,327 sets. Geographically most sets this year were sold in the province of Ontario which accounted for 171,322 sets, or 68% of the total; the western Canadian provinces, 120,661 sets; the four western Canadian provinces, 123,698 sets, and the four Atlantic coast provinces, 48,663 sets.

Politicians on Trans-Canada

POLITICAL broadcasts will be heard on Ontario stations of the Trans-Canada network every Monday evening at 7:45 p.m., with representatives of the three major Ontario political parties sharing the 25 weekly periods. Ten periods have been allotted to the Progressive Conservative party, eight to the Liberal party, and seven to the Cooperative Commonwealth Federation (socialist) party. Broadcasts, starting Nov. 14, run through June 4 on 13 Ontario stations.
EDUCATORS URGED TO PRESERVE FM

National Assn. of Educational Broadcasters adopts resolution to FCC at annual meeting in Chicago. NAEB also wants equal opportunity to participate in any form of toll tv that Commission might adopt.

RESOLUTIONS asking the FCC to preserve the present fm band (88-108 mc) for fm broadcasting and to permit educational broadcasters "the same opportunities to participate" in any form of toll tv authorized by the Commission were adopted by the National Assn. of Educational Broadcasters at the closing sessions of its meeting in Chicago Oct. 26-29.

The Commission also was urged to retain the principle of reserved channels for non-commercial, educational tv stations "in any future allocations plan" and to "give no less favored treatment to education in the future than currently provided." The proposal was designed to counter suggestions that a time limit be placed on use of channels so reserved.

NAEB adopted the toll tv recommendation—but stressed it did not necessarily favor it—after an earlier talk by Dr. Millard C. Faught, economic consultant to Zenith Radio Corp. Holding out the hope to educators that subscription television might provide a source of revenue for exploring tv's potentials more fully, Dr. Faught suggested FCC rules could be changed to allow non-commercial outlets to participate in any form of toll tv that might be authorized. He expressed conviction pay-as-you-see tv would make a major contribution to educational broadcasting.

Frank E. Schooley, NAEB president and broadcasting director at the U. of Illinois, told over 300 delegates to the association's 31st annual convention that present radio-tv assignments must be retained for education. He said he felt there should be more educational radio-tv outlets. He also lauded commercial broadcasters for their contributions to education. Present educational tv broadcasters but they are paltry compared to the "total problem of educating America today," he asserted. Mr. Schooley also said that educational tv broadcasters should be permitted to participate with commercial television in any future toll tv experimentation.

Several aspects of the medium were dissected at the opening day sessions of the convention, held at the Del Prado Hotel Oct. 26-29. Special feature was the showcasing of outstanding kinescopes and tape-recordings supplied by NAEB and the commercial radio-tv networks for the convention's radio and television program festivals.

Opening day talks were delivered by Edward L. Ryerson, president of the Chicago Educational Television Assn., on educational tv in Chicago (progress report on WTTW [TV] that city), by Harold B. McCarty, director of WHA Madison (U. of Wisconsin outlet), on educational radio in Wisconsin, and by Dr. David Dodds Henry, president of the U. of Illinois, on "Television Education." Dr. Frances Horwich, supervisor of children's programs at NBC, spoke on her program, Ding Dong School.

Minderman Reviews Educ. Tv, Predicts 25 Outlets by June

THE COST of one educational tv station is the equivalent of building one 20-room elementary school building. Earl Minderman, National Citizens Committee for Educational Tv, told the Professional Panhellenic Assn. at Pocono Manor, Pa., Friday.

All 258 educational tv stations possible under the reserved channel allocation plan in the FCC's table of allocations could be built at a cost of 77 cents per capita and operated each year for 38 cents per capita, Mr. Minderman said.

He reviewed the educational television picture, saying there were 18 educational stations now operating and predicted there would be 25 by June of next year.

Episcopal Radio-Tv Meeting

STATEWIDE conference on broadcasting was held under the auspices of the Episcopal Radio & Television Council of New Jersey on Oct. 28 at the Princeton Seminary Radio Center. The conference was attended by Episcopal clergymen and laymen in the state.

Those who spoke at the all-day meeting included Herbert Rice, supervisor of program development for General Teleradio's owned-and-operated stations and formerly vice president of Mutual, on "Parsons, Programs and People"; Charles Hill, director of WLK Asbury Park, N. J., on "What Radio Stations Expect of the Clergy," and the Rev. Dr. S. Franklin Mack, director of the Broadcasting & Film Commission of the National Council of the Churches of Christ, on "Why Episcopal Clergymen Should Broadcast." Fred Van Deventer, producer and member of the 20 Questions program panel, served as moderator during a question and answer period.

Spock Film Series Reaide

NEW 13-week series dealing with problems of rearing children and featuring nationally-known child authority Dr. Benjamin Spock, has been leased by the Educational Tv & Radio Center, Ann Arbor, Mich. The series, titled "PARENTS and Dr. Spock" — produced by educational WQED (TV) Pittsburgh—is being made available only to educational tv outlets. Later, the center said, the programs will be made available to commercial stations in non-educational tv areas.
**EDUCATION**

**Lighting Course Planned**

FERD MANNING, CBS-TV lighting technician (Studio One, Omnibus) has been named to head the American Theatre Wing's tv production training program. The course, encompassing not only lighting problems but other tv production details, is one of the new eight-week courses initiated by ATW's radio-tv supervisor, Arthur Hanna, for active professionals. Attendance also is open to advertising executives and sponsoring company officials.

Further details may be obtained by contacting Isadora Bennett at 37 West 52d St., New York 19.

**EDUCATION PEOPLE**

Patricia Smithdeal, production manager-women's director, WJHL-TV Johnson City, Tenn., to Alabama Educational Television Commission as program coordinator. Madge Law, Birmingham YWCA public relations department, to commission as public relations coordinator.

**EDUCATION SHORTS**

Films of Science in Action, TPA-produced serials sponsored by Marine National Bank of Milwaukee on WXIX (TV) there have been offered by bank to science teachers of public and parochial schools for classroom use. Station has also presented film recording of season's first Edward R. Murrow See It Now show dealing with U.S. vice presidency to Milwaukee Public Library for school and community use.

Educational tv is getting helping hand from WSTV-TV Steubenville, Ohio, with teaching of accredited course by Ohio State U. in station's studios, aided by WSTV-TV personnel. Classes, planned to train educators and leaders, are said to constitute first such course at commercial station in Tri-State area.

WKRC-TV Cincinnati, in cooperation with University of Cincinnati, this season is offering academic credit college course, titled UC Telecourse. Series deals with principles of psychology and is seen Saturdays at 9 a.m.

Educational station KUON-TV Lincoln, Neb., has instituted series of four televised Industry TV Short Courses for businessmen. Given first or second week of each month, Mon.-Fri., 11:30 a.m., courses deal with "Training New Employee," "Compositions," "Work Simplification" and "Statistical Quality Control." They are designed for office and factory viewing.

WGBH-TV Boston, non-commercial educational tv station, originates all live broadcasts on its Tuesday evening schedule directly from Museum of Fine Arts, Boston, only institution of its kind equipped with permanent facilities for live telecasts, it is claimed.

WIAN-FM Indianapolis, new public school station, has started broadcasting classroom programs 9:30 a.m. to 2 p.m. weekdays.

Radio Corp. of America, department of information, N. Y., has published brochure listing RCA scholarships and fellowships. Past recipients and schools are listed as well as administering RCA educational committee.

Educational Television & Radio Center, Ann Arbor, Mich., has issued booklet, "Presenting National Educational Television," outlining history of center's three-year operation. Center has acquired 1,200 programs for release to affiliated stations.

**PROGRAMS & PROMOTIONS**

**WFBM-TV OUTGOESSES EXPERT**

**MERCHANDISING** gimmick for DuPont Co.'s Frank LEAHY and His Football Forecast on WFBM-TV Indianapolis is the station's "Beat LEAHY" contest being conducted by WFBM-TV sports director Tom Carnegie and Open House host Ken Linn. At last report Mr. Carnegie was ahead of Mr. LEAHY. Mr. Linn was running third.

**STAGES KITCHEN CARNIVAL**

KGW Portland, Ore., opened its fall promotion guns with an eight-day Kitchen Carnival which brought more than 18,000 listeners to the civic auditorium. Station personalities and officials cooperated with 125 food, appliance and related industries to keep crowds entertained and most scheduled broadcasting originated from the Carnival, day and night. Extra interest was drummed up with a disc jockey contest which drew entrants from stations throughout the state.

**WTVJ (TV) SALES CONTEST**

SUMMER sales slump was sidestepped in Miami, Fla., by WTVJ (TV) with a contest for account executives. With compilation of July-August-September figures, John S. Allen, vice president-general sales manager, reports a record number of new contracts for those months. Frank Boscia the Philco refrigerator first prize and Paul Weiss, who joined the staff a month after the contest was underway, came through for second place and a 21-in. television set.

**NEWSPAPER SALUTES WHTN-TV**

SPECIAL 14-page section of the Huntington, W. Va., Herald-Advviser newspaper Sunday, Oct. 2, saluted the entry of WHTN-TV to that market. The cover showed a ship, bazoned WHTN-TV Channel 13, sailing in on the screen of a giant, full-page tv set. Newspapers told the station's story, introduced owners, personnel and programming, and carried congratulatory ads from Huntington businesses.

**WHAS-TV STARS FAMILY DOCTOR**

WHAS-TV Louisville this month completed a public affairs series designed to help viewers to a better understanding of the family doctor. Titled Rx: M.D., and produced in cooperation with the Jefferson County Medical Society, the show starred Dr. Richard Shulcer, president-elect of the Kentucky Medical Assn., guest physicians and Ed Mills, WHAS-TV staff announcer. The series dealt with children, adults, geriatrics and sickroom treatment.

**KJH JOINS 'TO MARKET' PLAN**

KJH Hollywood has joined "To Market! To Market!" super-market merchandising plan, which guarantees store display to sponsors' products in station-contracted space. The Hollywood station is sixth "To Market" subscriber, following the footsteps of Arizona stations KUTC Tucson, KOY Phoenix, and KYMA Yuma, and California outlets KGB San Diego and KFXX San Bernardino.

**PROMISES NO PET PEEVES**

WTIF local stations becoming more and more music-minded, WMGM New York is launching a Negative Request program—one that promises listeners that it "won't play the records you don't want to hear." The audience is asked to submit postcards with "five most detested records." Upon receipt, the thumbs-down choices are duly noted by the station's d.j.'s who make every possible effort to avoid playing them during Negative Request.

**WNYC ELECTION COOPERATION**

NEW YORK owned WNYC is making preparations for extensive coverage of election night news tomorrow (Tues.) when regular programing will be cancelled at 7 p.m. for concentration on poll developments. The station has made arrangements to feed its election results to other radio and tv stations in the New York area.

**STATION MAGNIFIES MESSAGE**

CKVL Verdun, Que., has distributed small shaving mirrors to advertisers and agencies, with the non-magnifying side of the mirror carrying a label reading, "portrait of a smart time-buyer" and the reverse side of the mirror reads, "magnify your sales with CKVL."

**PEACH PROMOTION Pulls**

WOWO FT. WAYNE, Ind., in promotion pamphlet points out "everything's peachy at WOWO." The Westinghouse station reported that on Aug. 14, ten days before Michigan Peach Day, it invited all its listeners to send in their names and addresses for eligibilities to win a bushel of Michigan peaches. Cards came in from 33 states, the District of Columbia, and Canada, numbering 17,295. Says the pamphlet: "Moral—you, too, can get a peach of a pull with WOWO!"

'CHICAGO CALLING' ON WMAQ

"MOBILITY" and "flexibility" are the twin keystones of a new early-morning radio service launched by NBC o&b WMAQ Chicago today (Monday) along the lines of the parent network's weekend Monitor. The program, titled Chicago Calling and scheduled Mon.-Fri. from 5:30-8:45 a.m. CST, features recorded music, time and weather reports, sports, market reports, news and direct special events coverage provided by the station's mobile unit and "beeper" phone interviews.

Page 110 • November 7, 1955
FILM PRESENTATION was held in Chicago's Sheraton Hotel by KLAC Los Angeles for advertisers and agency account executives and timebuyers, with Adam J. Young Jr., representative firm, as host. At the gathering (l to r): Harry Pick, Dancer-Fitzgerald-Semple; John Cole, McCann-Erickson; Felix Adams, KLAC commercial manager; Harry Goldsmith, Russel M. Seeds Co.; Merle Myers, Russel M. Seeds Co., and Harvey Mann, H. W. Kastor & Sons Adv.

DODGE CONTEST PLUGS SAFETY
DODGE Div. of Chrysler Corp. has inaugurated a "Make America Safety Conscious" contest in which four motorists will be given a new car every year for a lifetime for submitting the best 10-word safety slogans. Designed to support the National Safety Council's accident prevention program, the contest will be spotlighted on Dodge's Lawrence Welk Show starting Nov. 12 for four weeks.

KGVO PLEASED WITH CONTEST
CANARY-NAMING contest by KGVO Missoula, Mont., drew an obvious winner and awarded an obvious prize. Mrs. Myrille Starks of Milltown, Mont., named the two KGVO birds "Kagy" and "Veeco." Her prize? The birds.

WHITING TO BE ON 'OPRY'
GRAND OLE OPRY cast will feature singer Margaret Whiting as guest Nov. 12 for the show's second ABC-TV installment this season. In the show audience will be 1,000 delegates to the WSM Nashville National Disc Jockey Festival.

ARMAS HEARD BACK HOME
WRUL New York, which beams Spanish language broadcasts to Latin America each night, last Wednesday aired the address of President Castillo Armas of Guatemala before the National Press Club luncheon in Washington, D.C., to his countrymen. WRUL programs are well known to Guatemalan listeners. Last year, after the communist uprising in that country had been subdued, the station received a special citation from the Armas government for its "constant and regular supply of truthful and factual information . . ."

BOOK TITLE INSPIRES NBC-TV
NBC-TV sent out 3,000 dummy book-jackets to its client and agency contacts featuring a silhouette "Girl in the Gray Flannel Suit." Gimnick: to guess her identity. Answer: Lee Ann Merweather, Miss America of 1955 and newest member of the Top 10 show permanent cast. The jacket was a take-off on Sloan Wilson's current best-seller, The Man in the Gray Flannel Suit.

ZIV MAKES SERVICE TIE-IN
IN A SALUTE to the second annual Safe Driving Day on Dec. 1, an episode of Ziv Television's Highway Patrol series specifically keyed to traffic safety will be carried during the week of Dec. 1 in the 23 eastern markets in which Ballantine Beer sponsors the series. A Ziv spokesman said that other clients and stations carrying Highway Patrol are expected to make similar tie-ups to the national event, which is sponsored by President Eisenhower's Committee for Traffic Safety, in cooperation with more than 200 safety organizations.

SEND SANS PARTY INVITATIONS
INVITATIONS to the preview party of its Joe Graydon Show, sent by KFMB-TV San Diego to agencies and advertisers, carried a special news appeal. Pictures of Mr. Graydon, turned out by United Press facsimile and bearing an invitation outline, were delivered by hand to prospective guests.

LISTENERS LIKE NEW SCHEDULE
NORFOLK, Va., listeners are writing cards and letters by the hundreds to WLOW there, backing the station's new 24-hour block programing schedule, the station reports. The program shuffle represents the first major change since WLOW went on the air in 1947.
ON THE DOTTED LINE . . .

DISCUSSING the contract giving KNX Hollywood and Columbia Pacific Radio Network exclusive play-by-play rights to the Little Rose Bowl game for five years are (l to r): Maurice Webster and Bert S. West, both of KNX-CPRN; Vincent Heublein, president of Pasadena Junior Chamber of Commerce, and Don Judson, chairman of the Junior Rose Bowl Committee. This is the second five-year agreement between KNX-CPRN and the bowl, to be played Dec. 10 this year.

DICK ARNOLD of Boulevard Motor Sales Co., Baltimore, signs for three daily newscasts for 26 weeks on WFBR that city. Witnessing the contract signing are (l to r) Kenneth G. Miller, WFBR account executive; Frank Smith, Harry J. Patz agency, and Dudley Tichenor, WFBR sales director.


HOME FEDERAL Savings & Loan Association of Tulsa has signed a 52-week contract for sponsorship of KOTV (TV)'s The Weather Report with the Krick Meteorological Consultants of Denver furnishing weather information. The twice weekly program over ch. 6 features a seven-day advance forecast. L. to r: seated, James C. Richdale, KOTV commercial manager; Phyllis Edmonds, vice president; Home Federal Savings & Loan; Dr. Irving P. Krick, head of Krick Meteorological Consultants; standing, Bob Thomas, KOTV's weatherman, Jack Hauser, station account executive, and Robert Freeland, KOTV promotion manager.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B·T)
October 27 Through November 2
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. Ant.—antenna. Mcm—megacycles. D·day—day.

FCC Commercial Station Authorizations
As of September 30, 1955

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<th>Channel</th>
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<th>Cps on air</th>
<th>Cps not on air</th>
<th>Total on air</th>
<th>Total authorized</th>
<th>Applications in hearing</th>
<th>New station cases</th>
<th>New station bids in hearing</th>
<th>Facilities change requests</th>
<th>Total Rf. Bx.</th>
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* Does not include noncommercial educational fm and tv stations.

Am and Fm Summary Through Nov. 2

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<th>Licenses deleted in Sept.</th>
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FCC New TV Stations...

New Applications

APPROVED

Youngstown, Ohio—Community Telecasting Co. granted uhf ch. 73 ($2,500; moc): ERP 18.5 kw vis., 10 kw aur., ant. height above average terrain 320 ft., above ground 335 ft. Estimated construction cost $72,500, first year operating cost $31,000, revenue $100,000. Post office address P. O. Box 150, Farrell, Pa. Studio location Youngstown. Trans. location Plover Rd., near Youngstown. Geographic coordinates 41° 07' 27" N., Lat., 80° 36' 58" W., Long. Continental, ant., Gabriel. Legal counsel and engineering applicant. Principals are: Sanford A. Schmidt (50%), solo owner WYAR, Farrell, Pa., and applicant for new am in Lorain, Ohio, and Guy W. Guly (50%), director, First Natl. Bank of Greenville, Pa., and partner S. J. Guly Bank, Farrell, Granted Nov. 2.


APPLICATION

Ponce, Puerto Rico—American Colonial Broadcasting Corp., vhf ch. 9 ($162,192 moc): ERP 328 w vis., 113 w aur.; ant. height above average terrain 3,924 ft., above ground 327 ft. Estimated construction cost $19,597, first year operating cost $45,000, revenue $50,000. Post office address P. O. Box 4100, San Juan, Puerto Rico. Studio and trans. location, Ponce. Geographic coordinates 18° 09' 15" N., Lat., 69° 03' 26.2" W., Long. Trans. and Adir.: ant.,


APPLICATION AMENDED

Boise, Idaho—Magic Valley Television amends its application for new tv station for additional financial and program data. Filed Nov. 1.

APPLICATION AMENDED

Ironwood, Mich—Upper Michigan-Wisconsin TV Ass'n, Co. amends application for new tv station to operate on ch. 12 to specify channeL SRD's were deleted. Filed Nov. 1.

APPLICATION AMENDED

Lubbock, Texas—Texas Technological College petitions FCC to amend Sec. 3.606 so as to change ch. 5 to Lubbock from commercial to educational channel. Filed Oct. 28.

APPLICATION

BPWD-TV Toledo, Ohio—Granted mod. of cp to change trans. site to point about nine miles southeast of Toledo. Increase ant. from 510 ft. to 970 ft. and make ant. and equipment changes. Granted Nov. 2.

APPLICATION

WTSM-TV Knoxville, Tenn.—Granted request to change call letters to WYKV (TV); denied objection of WYKV Knoxville, since FCC sees no likelihood of confusion. Granted Nov. 2.

APPLICATION

KOLK-TV Phoenix, Ariz.—Files amendment to change ERP to 304.4 kw vis., 315.7 kw aur., and make equipment changes. Filed Oct. 28.

APPLICATION

WYOL-TV Columbus, Ga.—Seeks mod. of cp to change ERP to 315 kw vis., 129 kw aur., and make equipment changes. Filed Nov. 1.

APPLICATION

WYVF (TV) Peoria, Ill.—Seeks mod. of cp to change ERP to 171 kw vis., 92.3 kw aur. and make

WIDE BLANKET COVERAGE, CONCENTRATED AUDIENCE
BEST PROGRAM FACILITIES, AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
577 FIFTH AVE., NEW YORK,
CAN TELL YOU MORE ABOUT

CHNS
HALIFAX NOVA SCOTIA

November 7, 1955 • Page 113

Jack A. Frost

Department B
234 Piquette Ave.
Detroit, 2 Michigan
New Am Stations

**ACTIONS BY FCC**

Selma, Tenn.—Shiloh Best, Co.'s application for to change ERP to 422 kw. wt. and make minor equipment changes and specify trans. location as Cemetery Rd., was denied Oct. 28.

WIND-TV Winton, Ind.—Seeks mod. of to change ERP to 422 kw. wt. to 242 kw. wt. and install DA system, make other equipment changes and specify trans. location as Cemetery Rd., was denied Oct. 28.

**APPLICATIONS**

Phoenix, Ariz.—Best, Co., 740 kc, 1 kw. D. Post office address P. O. Box 592, Phoenix. Estimated construction cost $25,334, revenue $61,347. Principals are: Pres. Frank W. Best, Jr., broadcasting manager KBUX Glendale, Ariz.; Vice Pres. Francis F. Doyle, treasurer; Secretaries, K. K. Keller, S. E. Best, and Asst. Sec. Carmon Myrick (16.6%).

Scottsdale, Ariz.—Alhambra Aircasters Inc., 1490 kc. 250 kw. D. Post office address P. O. Box 252, Scottsdale. Estimated construction cost $22,232, first year operating cost $86,747, revenue $50,817. Principals are: Pres. Frank Karch, treasurer; Secretaries, Lawrence Goodwin (8.5%), office manager, and C. E. L. Fritts (16.6%), office manager.

Lexington, Ky.—Mr. Ernest Shepherd, 1430 kc. 250 kw. D. Post office address KYYL, Lexington. Estimated construction cost $13,561, first year operating cost $58,701, revenue $40,000. Owners are: Clifford L. Hedberg, Kalamazoo, Mich., 50% of applicant; Okato (25%) of applicant; Kalamazoo, Mich., 25% of applicant. Applicant is the former KYYL, Lexington.

APPLICATION AMENDED

WBAF Redford, Mich.—Amends to change hours of operation from 1:00 am to 2:00 am and install DA-X to specify changes in digital system.

**FOR THE RECORD**

**New Fm Stations**

**APPLICATIONS**

Sacramento, Calif.—Capitol Radio Enterprises, Inc., 91.9 mc. 36 kw. D. Post office address Hotel Senator, Sacramento. Estimated construction cost $50,000, first year operating cost $21,000, revenue $15,000. Principals in applicant own KGMS Sacramento.

Greenville, Tenn.—Radio Greenville Inc., 94.9 mc. 1,100 kw. D. Post office address Greenville, Greenville. Estimated construction cost $4,000, first year operating cost $2,000, revenue $1,800. Applicant is licensee of WGRV, Greenville. Applicant amends to change to 94.5 mc. 1,100 kw. D.

**Existing Fm Stations**

**APPLICATIONS**

WMUZ (FM) Detroit, Mich.—Seeks mod. of to change ERP to 25 kw, ant. height above aver.

WAPF-AM Chattanooga, Tenn.—Granted request for cancellation of license. Granted Oct. 28.

**APPLICATIONS**

WAFM (FM) Birmingham, Ala.—Seeks mod. of to change license name from The Television Co. to Alabama Broadcasting Co. Filed Oct. 28.

WMUZ (FM) Detroit, Mich.—Seeks mod. of to change ERP to 25 kw, ant. height above aver.
**CALCIFIED ADVERTISEMENTS**

**Payable in advance. Checks and money orders only.**

**Deadline:** Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

**Situations Wanted**

- **Kalispell, Montana.** Wanted immediately. Young man work, morning announcer.Send clock, and ab -lib disc 315E.
- **Florida CBS**—we'll pay up this "pro" to all the on-camera talent fees he's capable of generating. Send photo, resume, plus list of satisfied sponsors to: Station Manager, WBWE, NBC, Peoria, Illinois.
- **Opera Singer**—opportunity. Send tape, plus list of satisfied sponsors to: Station Manager, WPX, New York.

**RADIO**

**Help Wanted**

**Managerial**

- **Kalispell, Montana.** Manager, young, aggressive, strong on sales with experience in small market as sales manager or manager for metropolitan station. Box 398E, B-T.

**Salesmen**

- **Florida CBS** station needs experienced radio salesman immediately, willingness to travel; top pay desired. Send photo with resume to Box 315E, B-T.
- **Salesman—we are looking for a good man to add to our company!** We have an unusual financial opportunity to offer. Box 346E, B-T.

**Announcers**

- **Help wanted:** Unusual opportunity for announcer-program director-director of sales. Must be top morning man capable handling news, musical clock, and all-night commercials on network regional station with opportunity to work into station management in one year. Immediate opening. Send photo, complete background, references and tape. Only top experienced persons need apply. Box 398E, B-T.
- **East coast Florida kw has opening for night shift, first person, announcer.** Contact Box 400E, B-T.
- **Play-by-play on board, Sharp small market-opera.** Permanent. Start $65.00 minimum. Small market. Includes studio and pretape. Must have KCSB, Chardon Experience. Good future. Box 401E, B-T.
- **Opportunity for good experienced, married, morning announcer.** Send resume. ABC network, KFBC, B-T.

- **Wanted immediately. Young man to work into PD. Must handle some news, records and write ads.** Year experience preferred. Pay $50. Weekly. Write Dick Vila, Manager, KGKZ, Kallispe, Montana.

**Fishing is great. Work is steady. Pay is good. KOOS, Coos Bay Oregon, has first class ticket holder who is a professional announcer. Send full details of experience and tape of all work.**

- **First phone combo, top independent station, must have top voice, Opportunity to learn tv. Send tape, please.** WBCB, Jackson, Michigan.

- **Experienced staff announcer Opportunity for ad- vancement with growing concern. Will consider all applications but announcement must be compatible with market of 120,000 population. KLIN Radio, Springfield, Oregon.**

- **Announcer with first class ticket, strong on news needed immediately for 1000 watt fulltime independent. Complete details including expected salary in first letter. Call or write Manager, KOKX, Keokuk, Iowa.**

- **Wanted: One announcer-salerlman and one announcer-newsman. Radio Station KVOU, Uvalde, Texas.**

**News Editor—Experienced reporter, writer and broadcaster, well grounded, with complete charge on network department. Midwestern and rural experience preferred.** Send background, tape and picture on first reply to Glenn Stanley, KBOE, Oklahoma City, Iowa.

Page 116 • November 7, 1955

**RADIO**

**Help Wanted—(Cont'd)**

- **Need one announcer, experienced; one announcer—salesman, responsible for daytime market in city independent in south Georgia. Send resume, photo and tape to WAAQ, Adel, Georgia.**
- **Unusual opportunity to air your work into tv. KCGN has need.** Send tape, resume, plus list of satisfied sponsors to: Box 1511, Meridian, Miss.

- **WPIC, Alexandria, Virginia, metropolitan Washington area.** A chance you must consider. Must be experienced, capable. Send tape and resume, plus list of satisfied sponsors to: Box 350E, B-T.

- **Florida east coast fulltimer needs good announcer with 1st class license capable of handling next 58 weeks. A beautiful permanent Florida hometown. WSTU, Box 516, Stuart, Florida.**

**Technical**

- **Chief engineer, emphasis on maintenance. Announcing not required but will be advantage.** Operator with first class license. Must have car. Limited future. Remote controlled time and fm. Box 348E, B-T.

- **Pioneer midwest am-vt station needs experienced deejay-manager combines radio and musician ex- perience desired. Write resume including salary to be offered.**

**Engineer-announcer.** Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

**RADIO**

**Help Wanted—(Cont'd)**

- **Combination engineer-announcer, good working conditions. Send tape, KFW, Powell, Wyoming.**

- **Chief-engineer-announcer new—beautifully equipped 1000 watt midwestern top, position, pay vacation, working conditions—progressive, sound and music, good market, good man. Send resume, tape, WBOS, Virginia Beach, Vir- ginia.**

- **Engineer-announcer. Immediately, WVO, Liberty, N. Y.**

**Programming-Production, Others**

- **Experienced copywriter, male or female. Mid- west metropolitan area station needs person who can write copy and work with local personalities. Salary open. Send complete details first letter. Box 290E, B-T.**

- **Leading Ohio indie wants continuity writer. Minimum three years experience and department head. Must be a "pro" and wants the money.**

- **Copywriter. Leading station in southeast expand- ing staff has opening for experienced commercial writer with experience in management. Send resume immediately requesting preliminary interview.**

**Situations Wanted**

**Managerial**

- **General manager of successful, independent, com- munity radio group desires to grow with similar operation in major or secondary market.** Will consider all qualified radio salesmen and ownership opportunities. Glad to talk about your offer. Box 2me, B-T.

- **Twenty years management experience. Experience desirable, efficient, progressive, tv knowledge.**

**Salesmen**

- **Hard-hitting salesman—announces, prefers west, southeast.** Box 376E, B-T.

- **Three years experience, progressive management.**

**Announcers**

- **Announcer, DJ, 3 years experience. College grad.**

- **Attention California—Experienced announcer-engineer. Presently employed 1 kw net. Family man.** Box 381E, B-T.


- **Announcer, experienced. Do topnotch job DJ.**

- **Top DJ-announcer. Just left 5000 watt southwest- ern. Desire permanent reposition.**

- **Announcer, versatile, DJ, news, three years col- lege radio.**

- **Announcer—First phone. 4 years experience.**

- **Ready to go up in Rocky Mountain area.**

**Broadcasting • Telecasting**

- **Employed announcer in major market wishes news. Fine presentation. Proven news person—medium.**

For Florida. All-round announcer. Ten years radio as staff, morning man, sports director. Retiring. Ten years experience award. Present- ly employed. Family. Box 361E, B-T.
RADIO

Situations Wanted—(Cont’d)

Announcers

Available! Announcer with network and metropolitan station experience desires position with aggressive promotions department. Majored in speech, ad-lib. Dependable, veteran, tape. Box 394E, B-T.

Announcer-PD, good background—sports, news, play-by-play, music. Northeast only. Best references. Send resume. Box 413E, B-T.

Announcer-program director, employed, six years experience; news, sportscasting, deejay, production shows, Jr. announcer or announcing position in medium or large market with college. Married. Veteran, tape. Box 415E, B-T.

Announcer—salesman, married, 1st phone. Florida station, desires better connection. Box 413E, B-T.

Staff announcer, married, veteran, recent broadcasting school graduate. Knowledge all phases. Will travel. Box 409E, B-T.

Announcer, 1 year experience. Authoritative voice on news. DJ. Desire work in eastern states. Box 407E, B-T.

Negro announcer—28 years old. Midwestern graduate, writes comedy. Strong on commercials, news and DJ. Knows Good diction. Ambitious. $60.00 minimum. Tape, photo, resume on request. Ben Benson, 546 E. 53rd Place, Chicago, Ill. 60615.


Highly commercial radio-television announcer with 6 years experience, including 5,000 watt stations—WGAR and WTAM—desires good morning or afternoon drive DJ-station. Prefer sales or administrative position. Keen production sense. Experienced. Please communicate. Ewing, #419, YMCA, Grand Rapids, Michigan.

DJ, news, 2 years experience sports, play-by-play. Bob Ferris, 630 DuMont Ave., Brooklyn 7, N. Y. Open car. Box 227E, B-T.

DJ, sports play-by-play, versatile, 2 years experience, married, 27, vet. Pete Franklin, 79 Propp Ave., Franklin Square, L.I., N.Y. Phone: FL 2-3686.

Experienced announcer relocating desires permanent connection. Northeast, commercials, teen-age glitzy appeal. Sober, reliable, references, tape. Tom Hopkins, Box 92, Bernardsville, N.J. New Jersey, Bernardville 8-9386 after 6 P.M.

Experienced sports announcer . . . desires year round permanent position with security. East or midwest. Minimum $1,000 yearly salary. Box 5253 1/4 4th street, Keokuk, Iowa. 52635.

Announcer, thoroughly, extremely ambitious, single. Graduated School of Radio Technique. Locate with 300 miles radius N. Y. St. Joe Miller, 1060 Coney Island, Brooklyn 25, N. Y.

Staff announcer, small station. Heavy news, commercials, no telephone. James L. Moran, 1081 Mayfair Road, Union, New Jersey.

Young announcer—trained all phases radio, operate board. Jockey. Box 227E, B-T.

Radio-television, four year, transmitter engineer. 1st class license, copies. Box 227E, B-T.

Technician

Radio-television, four year, transmitter engineer. 1st class license, copies. Box 227E, B-T.

Experienced am-fm engineer. Was chief on installation of 10 kw fm transmitter. Transmitter, studio or maintenance work desired. Box 309E, B-T.

Studio or transmitter operator, RCA graduate. First phone. Position with future. Box 397E, B-T.

Programming—Production, Others

Talented young woman—Five years experience radio, television. B. S. in Radio, Writing, air work, audio production. Five years shows. DJ, live two commercials. Seeks opportunity with Florida radio or tv station. Box 419E, B-T.

Program director—announcer seeks permanent location in northeast. Independent and and affiliate experience. Sports, news, music, play-by-play. Box 401E, B-T.

Program director—assistant sales manager, good commercial voice, ad-lib, phone interviews and sales. Commercial assistant to manage. Desire responsibility and $75.00 per week to start. Age 37 and have 10 years experience. Box 402E, B-T.
FOR SALE

Stations

Market over 200,000 per owner. Excellent combo setup, optional. Offered on best terms to qualify principals only. Ralph Erwin, Broker. Box 811, Tulsa.

Special offering. Daytime, full kilowatt station, with owner hospitalized. Located big southwestern market area. Tremendous potential, large permanent and transient population. Due to illness of stockholder, I will give details only to those financially qualified and ready to buy now. Requires $35,000 cash. Send full financial qualifications and name all your associates, first letter. This station is open for complete inspection by qualified buyers. Write to Ralph Erwin, the Southwest’s Exclusive Broker, covering Colorado, Kansas, Missouri, Oklahoma, Arkansas, Texas. Box 811, Tulsa.


Music station, daytime, large market, $85,000, under price at five times earnings, owner retiring. Hugh R. Norman, Box 504, Davenport, Iowa.

Radio stations for sale. 100 watts day to 50kw full. Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf. Write for details. Hugh R. Norman, Box 504, Davenport, Iowa.

FOR SALE

Equipment

250 watt composite transmitter with 1340 kiloh. $250. Box 396E, B-T.

For sale or will trade for good broadcast equipment. Altec model A-226C limiter—used less than one year. Station KBKY, Medford, Oregon—P.O. Box 1189.

For sale: RCA 250 watt transmitter, model 250G. In good operating condition and meets FCC specs. Complete with tubes less 12J76e crystals $410.00 plus transportation. Ideal Conestig rig. KISD, Sioux Falls, S. D. Telephone 4-5317.

WANTED TO BUY

Stations

Experienced operator will pay $50,000 down for uhf or vhf, operate, pay-out balance. Hugh R. Norman. Box 534, Davenport, Iowa.

WANTED TO BUY

Equipment

Wanted: 250 watt fm xmtr and 5 or 6 bay antenna. Box 397E, B-T.

Need console for broadcasting station. Wire or write, condition and price to Standard Electric, Amatila, Oregon.

Used RCA TT-28BH-vhf power amplifiers—state condition—last accessories available. Price first letter. Box 326B, B-T.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WNSJ, Winnetka, N. C.

Small used studio console. Quote price and condition. WASA, Havre de Grace, Maryland.

Late model 30 to 35 kw. air-cooled General Electric tv amplifier for channel 12; Mosby’s, Inc., F. O. Box 1470, Missoula, Montana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.


SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE 1211 N. W. 21st Avenue Portland, Oregon • CA 3-7240

Page 118 • November 7, 1955

BROADCASTERS THROUGHOUT THE COUNTRY...

Time, worry and expense can be saved by calling Northwest First. John Birrel, our Employment Counselor may have just the person you need. There’s no charge for this service and you are assured of well-screened, professionally trained people.

Here’s why Broadcasters prefer Northwest’s graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switches.
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest First. Our Employment Counselor ... John Birrel ... assures you of immediate, personal attention.

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7622

CHICAGO, ILLINOIS 540 N. Michigan Avenue DE 7-3834

WASHINGTON, D.C. 1627 K Street N. W. RE 7-0343

BROADCASTING • TELECASTING
SALES TRAINEES
GATES RADIO CO.
Quincy, Ill.

Has immediate openings in expanding Sales Department for trainees to handle future openings, such as:
* Traveling Sales Engineers
* Branch Store Managers
* Other Positions in Sales Department
Technical radio background or experience required. Complete training, permanent positions, advancement, complete employee benefits. Send complete details along with recent photo to Personnel Director.

ELECTRONIC ENGINEERS
Immediate openings in expanding engineering department for men with experience in any of the following fields:
* TV transmitter and studio equipment.
* AM and FM transmitters.
Permanent positions, chances for advancement, complete employee benefits.
Please mail complete details and photo to Personnel Director.

GATES RADIO CO.
QUINCY, ILLINOIS

CONTINUITY WRITER
Girl continuity writer wanted for top-flight station in fine market. Good pay and working conditions. This is a great opportunity for a talented and ambitious woman. Call, wire or write
Radio Station WLEX
Lexington, Kentucky
30433

Situations Wanted
Programming-Production, Others

TV ANNOUNCERS

Two positions open for news and sports plus staff work. Fine opportunity to become associated with company owning three stations. This is fastest growing area in nation. If you want to make your ability pay-off in the long run write immediately, including photo.

Box 409E, B.T.

TELEVISION
Help Wanted
Salesmen

ACCOUNT EXECUTIVE
2-3 Years Selling Experience
A Must
WXEX-TV
Sales Office:
6200 West Broad St.
Richmond, Va.
Phone: 88-2837

FARM DIRECTOR WANTED:

TV ANNOUNCER: Good announcer with ability to handle farm news in rural market in mid-west. Also for other announcing duties. Good starting salary. Send photo, references and resume to

Box 370E, B-T.

FOR SALE

TOWER & ANTENNA
Blaw-Knox tower, self-supporting, type 40, 287 feet, complete with lighting equipment.
GE 8-bay turnstile antenna, Channel 12, 50 kw rating.
GE 50 kw diplexer.
Andrew transmission line, 3½ inch, 50 ohm, 600 feet, with hangers.
Contact Phil Hedrick, WSJS Television, Winston-Salem, North Carolina.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—Over 1700 Successful Students.

EMPLOYMENT SERVICE

PR vs PR
We'll match your PERSONNEL REQUIREMENTS with the PROVEN RECORDS of qualified people.
A confidential service to Radio and TV Stations, and program producers. anywhere.
Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MI 2-7935
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

November 7, 1955 • Page 119
Ownership Changes . . .

ACTIONS BY FCC

KBID-TV Fresno, Calif.—Granted assignment of license to California Broadcasting Co., owner, to combine interests with that of WHG and change name in ownership; corporate change only. Granted Oct. 27.

KRRK-AM-FM Los Angeles, Calif.—Granted assignment of licenses to Continental Telecasting Corp., owner, to acquire control of KRRK Radio. Granted Oct. 27. 

WBRN Big Rapids, Mich.—Granted assignment of license to WBRN Big Rapids, Mich.—Filed notice of assignment. Granted Oct. 27.

Publications

Yale

Page 120


KYMR, Denver, Colo.—Granted assignment of cp to Delph-Petty-Besty Co., for $50,000, plus assumption of $90,000 in debts. Granted Dec. 15, 1960.

KAVE-AM-TV Carthage, N. Y.—Granted assignment of license to Voice of the Covenant Co., for $75,000. Principals, holding 90% of present application, are 25% owners of applicant for new am in Algona, Iowa. Granted Nov. 2.

WBRN Big Rapids, Mich.—Granted assignment of license to WHOM-FM, Inc., for $50,000. Principals, holding 90% of present application, are 25% owners of applicant for new am in Algona, Iowa. Granted Nov. 2.

KBQH Hobbs, N. M.—Granted assignment of license to Western Broadcasting Co., Inc., for $75,000.持股 for $75,000. Principals are: Pres. N. H. Magness, 20%; Pres. and Sec. T. H. Bell, 15%; Pres. and Sec. T. H. Bell, 15%; and Sec. T. H. Bell, 15%. Granted Oct. 27.

KBBW Red Bluff, Calif.—Granted assignment of license to Red Bluff Broadcasting Co., Inc., for $75,000. Principals are: Pres. and Sec. T. H. Bell, 15%; Pres. and Sec. T. H. Bell, 15%; and Sec. T. H. Bell, 15%. Granted Oct. 27.

WKDN-MF Cleveland, Ohio.—Grants assignment of license to WHOM-FM, Inc., for $75,000. Granted Oct. 27.

KBBW Red Bluff, Calif.—Granted assignment of license to Western Broadcasting Co., Inc., for $75,000. Principals are: Pres. N. H. Magness, 20%; Pres. and Sec. T. H. Bell, 15%; Pres. and Sec. T. H. Bell, 15%; and Sec. T. H. Bell, 15%. Granted Oct. 27.

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hours of operation and install DA-1.

WTCM Ozal, Fla.—Seeks license to cover cp to increase D power.

WCYQ Ft. Wayne, Ind.—Seeks license to cover cp which authorized new am station.

KWCQ Kewanee, Texas.—Seeks license to cover cp on new fm station.

KWSX Bellingham, Wash.—Seeks license to cover cp which authorized new tv station.

KTVI (TV) Sioux City, Iowa.—Seeks license to cover cp which authorized new tv station.

WKBZ-TV Cincinnati, Ohio.—Seeks license to cover cp which authorized new station in existing tv facility.

KBCA (TV) Los Angeles, Calif.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

KCCV-TV Sacramento, Calif.—Seeks license to cover cp which authorized new tv station.

KFVS-TV Cape Girardeau, Mo.—Seeks license to cover cp which authorized new tv station.

License to Cover Cp Returned

WAMY Amory, Miss.—Seeks license to cover cp which authorized new station. (Sec. 22 signed after application was notarized.)

SCA

WBRQ-FM Augusta, Ga.

Modification of Cp

WPAG-TV Ann Arbor, Mich.—Seeks mod. of cp (as modified authorized replacement of cp for new tv station) to extend completion date to 4-11-56.

WOKX Madison, Ind.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

WIPB-TV Fairmont, W. Va.—Seeks to cp expired cp which authorized replacement of cp for new tv station.

Renewal of License

WQMA Mullins, III.; WQFP Green Bay, Wis.; WIGM Medford, Wis.; WCXT-FM Centralia, Ill.; WEEL (FM) Chicago, Ill.; WEPS (FM) Elgin, III.

November 2 Decisions

ACTIONS ON MOTIONS

Weston, W. Va.—On request of Joint Committee on Educational Television, Commission authorized Weston, W. Va., to extend time to Dec. 3. for filing comments and time for filing replies to the complaint thereof made by the Educational Committee in matters of amendment of table of assignments, rules governing time of filing, etc.

Bryan.—College Station, Tex.—On request of Texas Agricultural & Mechanical College System, Commission extended time to Dec. 3 for filing comments and time for filing replies to such complaint thereof, for amendment of table of assignments, rules governing time of filing, etc. to remove station to new location. (Continuation of reservation on tv channel 4 at College Station, Tex. and make it available jointly by both Bryan and College Station, Tex. for commercial use, and that either ch. 48, now assigned to College Station, Tex., be returned to Bryan, be reserved for educational use instead of ch. 3)

Com.—R. M. Webster

Broadcast Bureau—Seeks permit to begin extension of time to Nov. 10 to file comments to and to enlarge issues filed by Midwestern Bests. Co. on Oct. 15, ch. 4 proceeding. (Continuation of application so as to reduce power from 1 kw to 800 w and to specify new times, date and application, as amended removed from hearing docket; petition for grant of application dismissed.)

Action Oct. 31.

By Hearing Examiner Hugh B. Hutchinson


By Hearing Examiner Elizabeth C. Smith


By Chief Hearing Examiner James D. Smith


By Hearing Examiner B. Fitzgerald


By The Commission

Action November 2

Renewal of License


November 2 Applications

ACCEPTANCE FOR FILING

Remote Control

KWGH Goodland, Kan.

KPPA (FM) Berkeley, Calif.—Seeks cp to replace cp which authorized in licensed station.

Renewal of License

WQEM-FM Quincy, Ill.

Modification of Cp

KFKA (TV) Los Angeles, Calif.—Seeks mod. of cp which authorized change in existing tv station to extend completion date to 4-30-56.

WDBJ-TV Roanoke, Va.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to 4-30-56.

License to Cover Cp Returned

WAMY Amory, Miss.—Seeks license to cover cp which authorized new station. (Sec. II signed after application was notarized.)

SCA

WBRQ-FM Augusta, Ga.

BY COMMISSION

WQMA Mullins, III.; WQFP Green Bay, Wis.; WIGM Medford, Wis.; WCXT-FM Centralla, Ill.; WEEL (FM) Chicago, Ill.; WEPS (FM) Elgin, Ill.

November 2 Decisions

ACTIONS ON MOTIONS

Weston, W. Va.—On request of Joint Committee on Educational Television, Commission authorized Weston, W. Va., to extend time to Dec. 3. for filing comments and time for filing replies to such complaint thereof made by the Educational Committee in matters of amendment of table of assignments, rules governing time of filing, etc. to make ch. 5, now assigned Weston, W. Va., non-commercial educational use, available at Weston for commercial use.

Bryan.—College Station, Tex.—On request of Texas Agricultural & Mechanical College System, Commission extended time to Dec. 3 for filing comments and time for filing replies to such complaint thereof, for amendment of table of assignments, rules governing time of filing, etc. to remove station to new location. (Continuation of reservation on tv channel 4 at College Station, Tex. and make it available jointly by both Bryan and College Station, Tex. for commercial use, and that either ch. 48, now assigned to College Station, Tex., be returned to Bryan, be reserved for educational use instead of ch. 3)

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By Hearing Examiner B. Fitzgerald


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THE NEWSPUSH OF RADIO AND TELEVISION

PLEASE START YOUR SUBSCRIPTION WITH THE NEXT ISSUE.

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☐ Enclosed ☐ Bill

Company name

Address

City state

Baker Hotel, Dallas

November 7, 1955 • Page 121
**The Drift From 15 & 2?**

TO THOSE readers who may not have examined it before reaching this page we commend to their attention the condensed text of the speech made last week to the Assn. of National Advertisers by that organization’s general counsel, Gilbert H. Weil.

The speech is noteworthy not only for its lucidity in describing the government’s anti-trust suit against advertising but more so for its realistic suggestion that some of the practices to which the government objects are absurdly archaic. In Mr. Weil’s view, these practices whether illegal or not, need updating.

The standard commission system under which advertisers historically have paid their agencies, Mr. Weil says, evolved at a time when the agency function and the advertiser-agency relationship were infinitely simpler than they are in today’s complex world of marketing and advertising. It would be difficult to disagree with him.

When the ANA’s general counsel proposes change, change is more than probable. Radio and television as well as other media may find their way of doing business with agencies and advertisers on the verge of major revision.

**Landmark**

AMERICAN radio was singularly honored last week. Sigma Delta Chi, national professional journalistic fraternity, gave formal recognition to radio as an essential part of the Fourth Estate by marking KDKA Pittsburgh, as a “Historic Site in Journalism.”

The occasion was the 35th anniversary of KDKA. The plaque presented to the Westinghouse station tells the story:

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TO STATION
KDKA

FOR ITS HISTORIC BROADCAST AT THIS SITE OF THE HARDING-COX PRESIDENTIAL ELECTION RETURNS ON NOVEMBER 2, 1920. KDKA THUS PIONEERED THE DEVELOPMENT OF RADIO AND TELEVISION NEWS REPORTING, WHICH ARE NOW SO VITAL TO THE MAINTENANCE OF AN INFORMED PUBLIC OPINION.

PLACE ON NOVEMBER 2, 1955
BY
SIGMA DELTA CHI
NATIONAL PROFESSIONAL JOURNALISTIC FRATERNITY, TO COMMEMORATE THE 35TH ANNIVERSARY OF THIS HISTORIC EVENT.
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To those who lived through the press-radio war of the middle ’30’s this citation carries a very special meaning. The more youthful in broadcasting should know that radio did not achieve its journalistic eminence easily. There were those among the press who would have preferred government ownership of radio to the “American Plan.” Recognition did not come until after radio openly had challenged the news-gathering organizations which had refused to take it on as a customer.

That era, happily, is past. Broadcasting and the printed page live together, competing vigorously for both news and business. The public benefits because the competition, almost everywhere, is free and open.

KDKA is the twelfth historic site to be marked by Sigma Delta Chi. Others were associated with such names as John Peter Zenger, Joseph Pulitzer, William Allen White, Ernie Pyle and Henry Jarvis Raymond, founder of the New York Times.

The record will show that the Historic Sites in Journalism Committee that selected KDKA for the honor, from among 20 distinguished nominees, included Turner Catledge, managing editor of the New York Times; Norman Chandler, publisher of the Los Angeles Times; Ken Clayton, of the Chicago Tribune (chairman); Bill Henry, newspaper columnist and NBC commentator, and Palmer Hoyt, editor and publisher of the Denver Post.

The tribute paid KDKA by Sigma Delta Chi is one which the whole art of broadcasting shares with that distinguished station. Two revered Westinghouse men, both now deceased—Dr. Frank Conrad, then assistant chief engineer, and H. P. Davis, vice president of Westinghouse in charge of engineering—could not have envisioned that which they wrought when they induced Westinghouse ownership to underwrite KDKA as a regular, rather than an experimental, station to operate on a daily schedule.

In accepting the Sigma Delta Chi plaque, Les Rawlins, KDKA general manager, spoke for all of those in broadcasting when he expressed gratitude to “those pioneers who made this award possible.”

**Woodpulp to Radio**

AS A WEEKLY newsmagazine which is written, edited and manufactured by processes similar to those used by newspapers, we understand the publishing problems created by a rise in newspaper prices, and we sympathize with newspaper publishers who now have to adjust their operations in consideration of substantial added expense.

The new prices of newspaper will mean a total increase of $32 million per year to U. S. daily newspapers, according to Cranston Williams, general manager of the American Newspaper Publishers Assn. The nation’s daily press, says Mr. Williams, will have to increase its revenues—through higher advertising and circulation rates—to meet its bigger publication bills.

As we say, we sympathize with the newspaper publishers because we are personally familiar with the problems of coping with printing overhead. We would be derelict in our function as the newsmagazine of radio and television, however, if we failed to point out that both of those media stand to gain by the newspaper publishers’ situation.

When newspaper advertising rates go up, as it appears they must, the already distinct advantage which radio enjoys as an advertising medium will become even more obvious. Radio is now the least expensive mass medium. By comparison it will become even cheaper when newspapers hike their advertising price. Of necessity national and local advertisers will have to re-evaluate their media appropriations.

Television, too, will find its position improved. A principal argument used by newspaper space salesmen against television has been its high cost. That argument will be weakened to the extent that newspaper space rates rise.

In business competition, it is inevitable that one enterprise must take advantage of the problems of another. The paper manufacturers have created for newspapers a problem which radio and television cannot help but profit by.
There’s a **NEW SOUND** on KSTP!

The best music in town, presented by the Northwest’s top personalities. That, in a nutshell, is the story of the New Sound at KSTP Radio.

KSTP’s extensive music library of more than 30,000 selections has been completely restocked with the finest music ever recorded, and KSTP programming has been revised in order to present this fine musical entertainment to best advantage.

KSTP stars Bill Ingram, Johnny Morris, Jimmy Valentine, Don Riley, and Rodger Kent will deliver these all-time favorite tunes into the Northwest market of more than 800,000 radio homes and **FOUR BILLION DOLLARS** in spendable income.

KSTP will continue its unmatched news and sports reporting and other top shows, combined with the New Sound, providing the type of entertainment today’s radio audience demands.

---

**KSTP Radio**

50,000 WATTS

**MINNEAPOLIS • ST. PAUL**

*Basic NBC Affiliate*

"**PRICED and PROGRAMMED**" to serve today’s radio needs!

**EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES**
Inland California's Beeline stations, purchased as a unit, give you more listeners than any competitive combination of local stations, and at the lowest cost per thousand! (SAMS & SR&D)

KMJ has **MORE LISTENERS** than any competitive station, daytime or nighttime, according to May '55 Pulse survey of seven major cities in Fresno area.

KMJ has **MORE TOP RATED SHOWS** . . . 9 out of the 10 most popular programs in the Fresno area are KMJ shows, reports latest Pulse.

KMJ has **WIDER COVERAGE** than any competitive station, daytime or nighttime. (SAMS)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer, National Representative