415,835 TV FAMILIES
in the rich market of RICHMOND
Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. It has maximum power—316 KW. It is the basic NBC-TV station. See your Forjoe man for full details about this great buy.

Tom Tinsley, President
Irvin G. Abeloff, Vice President
Represented by Forjoe & Co.
14 YEARS WITH THE RIGHT WOMEN

For 14 years, The 950 Club has made life more pleasant for hundreds of thousands of women—and men—who have enjoyed the five hours of popular music played daily from 1 till 6.00 P.M. In 14 years, it has built up quite an audience, a prize package full of Pulse "firsts", and a list of advertisers who signify their satisfaction with continued renewals.

The 950 Club is only one shining example of WPEN's great acceptance: more local advertisers and more national advertisers use WPEN than any other station in Philadelphia.

Cal Milner and Larry Brown
The 950 Club Personalities

The Station of Personalities

WPEN
PHILADELPHIA

950 on your dial

Represented Nationally by Gil-Perna, Inc.
REAL COVERAGE

108,000 unduplicated CBS-TV homes in the Terre Haute, Ind. area

WTHI TV channel 10

CBS, ABC ...and now NBC!
Yes, advertisers are enthusiastic about this unique market and its almost unlimited sales potential. Prosperous, its 3½ million shoppers have a spendable income of $5½ billion a year. Present your sales message on its 912,950 TV sets.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:
MEEKER TV, INC.
New York
Chicago
Los Angeles
San Francisco
NBC-WBCC DEAL OKAYED • NBC-Westinghouse exchange of stations in Philadelphia and Cleveland was approved 6 to 1 by FCC last week, but announcement of commission action had not been made when B&T went to press in early holiday deadline. Comm. Robert T. Bartley was writing dissent, and another commissioner was writing concurring opinion. In deal, which drew charges that NBC coerced Westinghouse, network's WTAM-AM-FM and WNBK (TV) Cleveland are being swapped for Westinghouse Broadcasting Co.'s KYW and WPTZ (TV) Philadelphia with NBC also paying WBC $3 million.

B&T

GRANT of Evansville ch. 7 to Evansville TV Inc., primarily owned by Rex Shepp, who formerly had interest in KPHO-AM-TV Phoenix, also was voted by FCC, but had not been issued at B&T press time late Thursday. Vote was 5 to 2 (Comrs. Rosel Hyde and Bartley maintaining no grant should be made until allocations proceeding is resolved).

B&T

MEDIA MAN ON MOVE • Martin Murphy, associate media director at Young & Rubicam, New York, for past six years, will leave to join Ted Bates Inc., also New York, after first of year as group supervisor of diversified accounts, including American Sugar Refining, Dr Pepper, and other grocery products. Ed. MacDonald, of research department, Young & Rubicam, takes over as associate media director succeeding Mr. Murphy.

B&T

ACQUISITION of WFBL Syracuse by Founders Corp., headed by John M. Shaheen, for about $242,000 from Souls interests negotiated last week, subject to FCC approval. Two-way transaction involves purchase of Onondaga Radio Broadcasting Corp., including downtown Syracuse real estate, by Howard Jackson, New York investment banker, for approximately one-third of million dollars, with pioneer WFBL (established 1922) spun off to M. Shaheen's operation. Associated with latter are Eugene duPont III and H. J. Rand (Remington-Rand) of Cleveland. Founders Corp. currently owns KPOA Honolulu and Inter-Island Network; WTAC Flint and 50% of KTV (TV) ch. 2 Denver. WFBL, now affiliated with CBS but which switches to ABC next spring, operates on 1390 kc with 5 kw.

B&T

STAILEMATE • That Fresno ch. 12 case is stymied, but good, and apparently will remain so until one or two FCC commissioners change vote. Several weeks ago Commission voted 3-2 to grant KFRE and deny KARM, both Fresno. Comrs. Hyde and Bartley maintained position against making any grant in uhf area until allocation proceeding is over and decision on TV's future is resolved. Because they voted no to both applicants, question arose whether both ch. 12 applicants were denied. Advice of General Counsel Warren E. Blaker was sought regarding law on split voting. He told commissioners, in essence, that it had to have majority (four out of seven commissioners). Fresno case comes up again at first 1956 FCC meeting Jan. 4.

B&T

NEW addendum to executive office of Robert W. Sarraff, NBC's new president, expected to be announced in near future. Alfred R. Stern, director of participating programs for NBC Radio Network (he helped get Monitor and Weekday off ground, among other projects), reportedly is slated to become staff assistant to President Sarraff.

B&T

AGENCY AERIE • At least two other Chicago advertising agencies and perhaps third are set to move into Prudential Bldg., city's newest skyscraper, already housing Needham, Louis & Brorby Inc. (story page 42). D'Arcy Adv. Co., which handles Standard Oil of Indiana account, has signed long-term lease for half of 25th floor, with May 1, 1956, as target date. Calkins & Holden (Prudential Insurance Co. of America) moves into temporary quarters this week. Third agency—Leo Burnett Co.—also is contemplating move, with decision expected shortly. D'Arcy is currently housed in Willoughby Tower (8 S. Michigan Ave.), C & H at 333 N. Michigan Ave. and Burnett at London-Guarantee Bldg. (360 N. Michigan Ave.).

B&T

NARTB isn't announcing it, but new approach will be taken in campaign to present industry's side of NCAA football TV monopoly. Instead of contacting coaches and athletic directors directly, association will go directly to presidents of universities and colleges with statement of broadcasters' position in controversy. Belief is that top level thinking will be more receptive to interests of public and radio-television stations and networks. NARTB has been framing statement, which requires board OK.

B&T

SUBSCRIPTIONS COMING SOON? Trans-Community Television Network Inc., Beverly Hills, Calif., reportedly is getting ready to move into gear early in 1956 on project to install closed-circuit TV "stations" in small, non-televised communities across country. In latest development, it's reported that have reached agreement with ABC-TV for kinescopes of regular programs which it plans to feed, along with few live programs (news, etc.), to local subscribers to closed-circuit TV service. NBC-TV was signed for kinescopes and filmed programs few months back. [B&T, Aug. 29].
This is radio, New Orleans style:

WTIX is New Orleans' favorite* daytime dish

New Orleans—where the station which was 11th of 11 in audience in 1953, is on top today—per Hooper*—with 19.5% average daytime share of audience.

New Orleans—where listening tastes of a lifetime have changed. It's the Mid- Continent recipe that does it, with new programming, ideas and excitement.

Signal for Adam J. Young, Jr., or talk to WTIX General Manager Fred Berthelson.

* HOOPER, 7 a.m.-6 p.m., Mon.-Fri., Nov.-Nov., 1953
WTIX 19.5%
"A" 50,000 watt network 17.1%
"B" 11.9%
"C" 10.4%
"D" 10.2%
"E" 7.0%
"F" 6.8%
"G" 6.3%
"H" 4.6%
"I" 4.5%
"J" 2.5%
MORE RECORDS FOR PRESS-LESS DETROIT

DETOUR department store sales for second successive week broke all previous weekly records, according to Federal Reserve Board. No major daily newspapers have been published in the city since Dec. 1 (see separate story, page 38).

Reserve Board announced that sales index for Dec. 12-17 week was 258.1 (average 1947-49 week = 100). This figure is plus nine, or 9% above index of same week in 1954.

Previous all-time record for department store sales had been set during Dec. 5-10 week when index was 254.6, also 9% above same 1954 week [BWT, Dec. 19]. Dec 5-10 period was first full week during which Detroit newspapers were not published because of strike.

Detroit department store index of 258.1 for Dec. 12-17 week surpassed 253.1 figure for Reserve Board's 7th District (Iowa, most of Michigan and Wisconsin, and Indiana and Illinois in part). District index was up 9% over same 1954 week, matching Detroit's comparison with last year.

For last four weeks, Detroit index was 11% above same period last year whereas 7th District index was 7% higher. Detroit index for first 50 weeks of 1955 was up 12% compared to 8% for the entire district.

Reserve Board's Detroit figures apply chiefly to sales of top eight or 10 department stores, according to Detroit retail sources. Major retailers are described as having felt newspaper strike less than specialty shops.

Strike Averted at Four San Francisco Area Stations

PRE-CHRISTMAS strike threat of announcers at four independent San Francisco area radio stations averted Thursday as local AFTRA members voted unanimously to accept last-minute management offer of $150 weekly plus extra week vacation for five-year men. KYA and KSFO San Francisco and KLX and KROW Oakland upped salaries $15 to $25 per week as counter offer to new contract. NABET Hollywood office said KOA asked 25% cut when union was willing to continue present contract. Mr. Grant said KOA is willing to pay 10% more than any other outlet in Denver. He explained NABET pay cut reference was to escalator clause of old network contract taken over by present management when it purchased station from NBC. He said pact is unreasonable for market today and too inflexible.

Bates Realigns Personnel

REALIGNMENT of executive personnel at Ted Bates & Co., New York and Hollywood, was announced Thursday. H. Austin Peterson, who resigned from Bates West Coast office in March 1955, will return to Hollywood Jan. 1 to take over as vice president, post to be vacated Dec. 31 with resignation of Mann Holliner [BWT, Dec. 19]. Harry Saz, business manager of radio-tv department, and Thomas F. McAndrew Jr., director of commercial film production, were appointed assistant vice presidents of their respective departments.

Meanwhile, William H. Kearns, Bates president, announced resignation of Edward F. Hudson, vice president and agency director, Dec. 31. Mr. Hudson will continue as consultant to Ted Bates & Co. John M. Lyden, senior vice president and director, will assume over-all responsibilities for Carter Products Inc., sailed by William A. O. Gross, vice president, and James Kavanagh, account executive.

FM EXEMPTION

FCC played Last Santa last week by exempting fm stations from Sunday broadcasts. While dropping requirements that fm's broadcast five hours on Sunday, Commission retained rule that they operate on 36-hour broadcast week. Change becomes effective Jan. 3. WHEN: FM New York led movement for Sabbath exemption claiming overtime pay to personnel works undue hardship on fm's and is inequitable since am stations are exempt.

FCC Sets Standards On Receiver Radiation

A NEW WRINKLE in cutting down interference to broadcast services is being tried out by FCC. Any fm or tv receiver, manufactured after March 1, 1956, must carry a seal certifying it complies with Commission's radiation rules—announced last week.

Applicable to all receivers operating in the 30-890 mc band, new rules prohibit greater radiation at 100 ft. than following: fm, 50 microvolts per meter; tv, chs. 2-6, 50 uv/m; chs. 7-13, 150 uv/m; uhf, 500 uv/m.

Manufacturers are urged to cooperate and FCC asks if manufacturers want conference on best means of establishing certification program.

New rules also provide that incidental radiation devices (electric motors, switches, ignition systems etc.) must not cause interference to radio services. If they do interfere, FCC said, operators of such equipment will be required to eliminate causes.

These Part XV revisions are effective Feb. 1, 1956.

BUSINESS BRIEFLY

CREST BREAKING * Procter & Gamble's newest toothpaste, Crest, planning to use television spot announcement campaign which will break in mid-February. Benton & Bowles, N. Y., is agency.

PACKARD PICKING * Packard Clipper cars buying radio saturation spot announcement campaign in 50 major markets effective Jan. 16 for two weeks. Ruthrauff & Ryan, N. Y., is agency.

VANILLA IN 25 * Burnett's Vanilla planning to run radio spot announcement campaign starting Jan. 23 for 13 weeks in 25 markets through Eyer Adv., N. Y.

WINE PLACING * Welch's wine expected to place television spot announcement campaign in about 25 markets starting either Jan. 9 or 16. Campaign will be placed through Kenyon & Eckhardt, N. Y.

SPOTS FOR TEA * McCormick Tea preparing radio spot announcement campaign in about 20 markets to start sometime in February. Lennen & Newell, N. Y., is agency.

POPCORN BUYING * Taylor-Reed Corp. (E-Z Pop popcorn), Glenbrook, Conn., set to launch spot television campaign in seven major markets, plus radio-tv drive in New York, lasting from four to six weeks, beginning in early January. Both children's and adult's programs will be used. Agency: Hicks & Greist, N. Y.

GRUEN-DEALER PLANS * Gruen Watch Co., Cincinnati, allotting additional portion of advertising budget next spring to dealers-sponsored radio programs, particularly transcribed Time Hill Frolics country music show. Cost for production and talent will be paid by Gruen, while local dealers purchase local time, in cooperation with non-competitive local dealers.

OATMEAL FOR AFRICANS * Quaker Oats Co., Chicago, appoints Grant Adv. Inc., same city, to handle advertising for all products in area serviced by agency's Johannesburg, South Africa, office.

FTC Denies Trade Protest, Sets New TV Set Rules

TWO ADDITIONAL rules governing advertising and labeling of tv receivers under trade practice rules go into effect Dec. 28, Federal Trade Commission announced in denying request of Radio-Electronics-Tv Mfrs. Assn. for delay or amendment. Rules now require that any single dimension of tv picture tube must give horizontal measurement of viewable area, with diagonal permitted only if such fact is disclosed. In addition, picture tubes made of re-used glass envelopes must be so described.

RETMA had protested diagonal provision, claiming longtme industry practice was based on this standard. Original electronics trade practice rules were promulgated by FTC last June 28.
TV BUYERS!

THE NEW CBS-TV OUTLET

in OMAHA is

WOW-TV

F R A N K  P.  F O G A R T Y,  V i c e  P r e s i d e n t  a n d  G e n e r a l  M a n a g e r

EFFECTIVE JAN. 1

channel 6

We suggest that you check your availabilities and adjacencies in the Omaha market TODAY with Blair-TV or Fred Ebener, WOW-TV.

MEREDITH Radio and Television STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

KANSAS CITY

SYRACUSE

PHOENIX

OMAHA

RADIO 810 kc. CBS

TV Channel 5 CBS

RADIO 620 kc. ABC

TV Channel 8 CBS

RADIO 910 kc. ABC

TV Channel 5 CBS

RADIO 590 kc. CBS

TV Channel 6 CBS

Represented by KATZ AGENCY INC.
Three New Am Outlets Authorized by FCC

THREE new amateur station grants announced by
FCC. They are: Indianapolis, Ind.—Rollins Broadcasting Inc., 1590 kc, 5 kw daytime. Rollins owns WYIL
Georgetown, WAMS Wilmington, both Del., W\n\nWKAF Norfolk, Va., WBBE Harvey, Ill., and
WNJN Newark, N. J.

Pendleton, Ore.—Umatilla Broadcasting Enterprises, 1050 kc, 1 kw day. John M. Carroll, sole owner, has no other broadcast interest.

Chambersburg, Pa.—James R. Reese Jr., 1590 kc, 1 kw day. Mr. Reese, pastor, is in charge of programming for WCHA-FM Chamber-

FCC Sticks to Deadline in Denying WRLD Protest

NOTICE was given by FCC that it will stand behind new "get tough" policy on late filings. Commission turned down Valley Broadcasting Co. request for reconsideration of FCC action ruling Valley protest filed after 5 p.m. Nov. 21 would have to be dated as having been received Nov. 22 [R*
*?, Nov. 28].

Valley (WRLD Lane, Ala.-West Point, Ga.) filed sharply after 5 p.m. Nov. 21—last day for objections—protest of West Point am grant to
Confederate Radio Co. Although document was stamped as having been received Nov. 21, FCC ordered date of receipt changed to Nov. 22, day after deadline.

In asking reconsideration, attorney Russell Rowell of Spearman & Roberson law firm said he was in FCC secretary's office before 5 p.m. closing time and filing should be considered on time. Mr. Rowell said he did not deposit pro-
test with FCC personnel until 5:20 because it was necessary to arrange papers in proper sequence.

FCC Denies Buffalo Buy Stay

FCC TURNED DOWN request of WGR-TV Buffalo that Commission grant for NBC to purchase ch. 17 WBUF-TV Buffalo for $600,000 be stayed pending outcome of hearing on protest by WGR-TV. Hearing on WGR-TV protest scheduled for Jan. 4. On Thursday, WGR-TV filed appeal against FCC denial of stay request in U. S. Court of Appeals, asked for stay. After conference among Circuit Judge E. Barrett Prettyman, FCC, WGR-TV and NBC attorneys, hearing on stay appeal scheduled for Dec. 29 on promise NBC would not consummate purchase before then.

WHWL Stock Transfer Filed

APPLICATION filed with FCC last week for transfer of control of WHWL-AM-FM-TV Johnson City, Tenn., to W. H. Lancaster family through purchase by WHVL Inc., licensee, of 45.4% of stock held in trust for S. H. Camp-
bell Jr. for $200,000. Company will use purchase—3,408 shares out of 7,500 outstanding—as treasury stock, making Lancaster family, present 45.4% stockholder, 83.3% owner of station.

GEORGE A. BERK, vice president and director, Warwick & Legler, named vice president and director, McCann-Erickson International Corp. Mr. Berk at one time served as vice president of Foote, Cone & Belding International.

SIDNEY B. SILLECK JR. and DONALD M. SMITH JR., account executives, elected vice presidents of Kenyon & Eckhardt.

HARRIT LYEDECKER, vice president, Leo Burnett Co., Chicago, to J. Walter Thompson Co., N.Y., as vice president and account representative.


STERLING MIDDLETON, manager of Channel B Inc., Chicago agency, appointed advertising manager of Eureka-Williams Co. (vac-
uum cleaners), Bloomington, Ill.

OWEN J. MCREYNOLDS, eastern division manager of Gates Radio Co., has resigned to become general manager of WOKE Oak Ridge, Tenn., of which he is part owner. He also will have consulting practice with offices in Knox-
ville and Oak Ridge.

NORMAN LINDQUIST resigned as vice presi-
dent and tv director of Atlas Film Corp., Oak Park and Chicago, to join Wilding Picture Pro-
ductions, Chicago, as account executive, effec-
tive Jan. 1.

PEGGY STONE, vice president, Radio-TV Rep-
sentative Inc., grandmother of boy, Craig Peter Stone, born in New York City to her son, Tom Stone.

H. S. NAKIDIMEN, owner KWHN and one-
third owner of ch. 5 KNAC-TV Fort Smith, Ark., died suddenly last week.

Deepfreeze Discontinues

DEEPFREEZE Appliance Div. of Motor Prod-
cuts Corp. (home freezers) will discontinue operation March 31, 1956. Decision to close plants attributed by management sources to "intense competition" in appliance field. Ac-
count, handled by Roche, Williams & Cleary Inc., has been inactive in radio-TV and other media in recent months, formerly sponsored)

Sarnoff Slogan Lauded

SLOGAN "For Freedom and Peace," suggested to White House by Brig. Gen. David Sarnoff, RCA board chairman, is helping to "convey to Voice of America listeners around the world the truth about United States policies and goals," according to statement Thursday by Theodore C. Streibert, VOA director, and Jack R. Poppele, assistant director for radio-

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the week in brief

1955 PLAYBACK

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6253 Hollywood Blvd., Zone 28, Hollywood 3-8181

WESTERN SALES MANAGER: Wallace H. Engelhardt

BROADCASTING* Magazine was founded in 1923 by Broadcasting Publications Inc., using the title: BROADCASTING-TELECASTING—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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SUBSCRIPTION INFORMATION


ADDRESS CHANGE: Please send your requests to Circulation Dept., Broadcasting-Telecasting, 1735 DeSales St., N. W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING-TELECASTING—Magazine was founded in 1923 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office
HIGH ATOP CEDAR HILL OVERLOOKING DALLAS-FORT WORTH, TEXAS' HIGHEST MAN-MADE STRUCTURE... 1,685 FEET ABOVE AVERAGE TERRAIN, KRLD'S NEW TRANSMISSION TOWER.

42 COUNTIES IN TEXAS AND OKLAHOMA
POPULATION .... 2,272,000
FAMILIES .... 687,600
RETAIL SALES .... 2,582,192,000

552,740 television sets

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH

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

Channel 4, Dallas MAXIMUM POWER

JOHN W. RUNYON CLYDE W. REMBERT
Chairman of the Board President

The BIGGEST buy in the BIGGEST market in the BIGGEST State

December 26, 1955 • Page 11
Say hello to the

American Viscose Corp.
American Character Doll Co.
Apex Electrical Manufacturing Co.
Birge Co., Inc.
E. L. Bruce
Caloric Stove Corp.
Connecticut Chemical Research Corp.
Culligan, Inc.
Daystrom Furniture Corp., Inc.
Detroit Steel Products Co.
Domeyer Corp.
Eastman Kodak Co.
Edison Chemical Co.
General Dynamics Corp.
Glass Containers Manufacturers Institute
Hobart Manufacturing Co.
International Molded Plastics, Inc.
International Salt Co., Inc.
The Kafrat Co., Inc.
The Lau Blower Co.
Lee, Ltd.
Lettuce, Inc.
Lorentzen Hardware Manufacturing Corp.
Magle Products
The Maybelline Co.
Morton Salt Co.
Motor Wheel Corp.
Outboard Marine & Manufacturing Co.
Paulsburo Manufacturing Co.
Pioneer Rubber Co.
Pittsburgh Coke & Chemical Co.
Polk Miller Products Corp.
A. H. Pond Co., Inc.
The Rath Packing Co.
O. M. Scott & Sons Co.
Stern's Nurseries
Union Underwear Co., Inc.
The Weather-Proof Co.
Webster-Chicago Corp.
Weco Products Co.
Whirlpool Corp.
Whitehouse Co.
The J. B. Williams Co.
Woman's Day, Inc.
During the first nine months of this year, 51 advertisers entered network television for the first time.

44 of these new advertisers were on NBC
42 of them were on NBC exclusively

Getting new advertisers, keeping old ones, NBC served 195 satisfied sponsors during this period ... compared to 109 for the next network, and 77 for the third network. More advertisers than the next two networks combined.

NBC has proved itself the pioneer network, with its new programming patterns and sales plans: Today - Home - Tonight, NBC Matinee Theater and Color Spectaculars.

NBC has proved itself the creative network, with its Wide Wide World, Medic, NBC Opera Theatre, Project 20 and the exciting and universally-imitated Spectaculars... with its new personalities and its unending search for new talent.

NBC has proved itself the follow-through network. Extensive merchandising is available to every product on NBC Television; every program is backed by extensive promotion.

Why not join up? There's still room for new members...and you'll soon discover that the rewards are great.

Exciting things are happening on NBC television

new members!
THE MOST intriguing part of the 90-minute Ford Star Jubilee Dec. 17 was the first Ford commercial that showed us what would have happened to three actual 1956 Ford owners, were it not for the protection afforded by the padded instrument panel, the bucket steering wheel, the safety seat belts and the double door locks. Since it sold nothing but caution, the agency is to be commended for its nerve and daring.

On the other hand, "I Hear America Singing" was no better nor worse than any other musical variety we've caught in the past few years. If m.c. Eddie Fisher displayed business at the outset of the musical extravaganza, consider for a moment the remark made by an ex-officio CBS staff before the show went on: "This'll either make Eddie or break him." It did neither. However, despite a labored script, bad video fading and the vocal dubbing of Red Skelton's "songs," we may expect to see more of the talented Mr. Fisher on TV, Coke Time or no time.

In attempting to roll into one big ball of wax 180 years of American history and song, CBS-TV chewed off more than it could swallow. Certainly, the very idea of hiring a research editor seems preposterous when anyobby-soxer knows that "Yankee Doodle" was not written by Sauter-Finegan. Be that as it may, it once again proves that such talent as Bobby Van, Nat (King) Cole and the incomparable Ella Fitzgerald should not be tied down by format. Between you and me and approximately 2.5 million Fisher Fan Club members, the nicest thing all evening was the Mr. & Mrs. Fisher routine that we dare say, didn't leave a dry eye in the house by 10:59 p.m.

Production costs: Approximately $300,000
Sponsored by Ford Motor Co. through J. Walter Thompson Co., every fourth Saturday, 9:30-11 p.m. EST, on CBS-TV in color and black-and-white.

Stars of Dec. 17 "I Hear America Singing": Eddie Fisher, Debbie Reynolds, Nat (King) Cole, Ella Fitzgerald, Bobby Van, Red Skelton

Executive producer: Harry Ackerman; producer: Ken Murray; director: Paul Harrison; associate producers: Mr. Harrison and Bernt Gould; script: Jean Holloway; art: Robert Tyler Lee; music: Axel Stordahl; choreographer: Al White Jr.; chorus: Norman Luboff; research editor: Royal Foster; musical supervisor: Lud Gluskin; sets: Buck Henshaw; technical director: Bob Colvin.

CHRISTMAS WITH THE GREATEST SHOW ON EARTH

It is unfortunate that most, if not all, of the innate charm of Christmas was lost somewhere between WTIV (TV) Miami and our set when CBS-TV attempted to bring its moppet audience Christmas With the Greatest Show on Earth Dec. 16. "Attempted," because the network never quite succeeded in bringing off what was a most promising program.

From the very start, the remote from Ringling Bros. and Barnum & Bailey circus winter quarters in Sarasota, Fla., was a sorry and failure. Not only was continuity hopelessly bogged down in a mine of cliches, but those two fellows simply known to television everywhere as Audios and Videos had a day without a script. Video did a grand job with tricky birds' eye shots and intimate close-ups hereafter restricted to holders of the $6.50 front row seats at Madison Square Garden. Audio ran amuck. More often than not, m.c. Charlton Heston, a warm and gracious host surrounded by the talented offspring of the circus folk, found himself staring stupidly at the camera, talking into a dead mike. The sound distortions from within as well as without, and the ring were hard enough on our low-fidelity-equipped ears, but to eavesdrop on an assistant director chewing out his floor manager struck us as downright embarrassing.

There must have been hell to pay last week at CBS-TV and the agency.

Production costs: Approximately $85,000.
Sponsored by General Foods Corp. through Benton & Bowles on CBS-TV, Dec. 16, 8-9 p.m. EST (one time only).


Producer: Ted Feder; director: Byron Paul; writers: Frank Pravo and John Pickard; staged by Richard Bartow; music: Merle Evans and the circus band; technical directors: Bob Daley and Spears Mallis; sets: Phil Cash; illustrations: Bill Bunce; circuit director: Pat Valdom.

Live remote from circus winter headquarters, Sarasota, Fla., via WTVJ (TV) Miami, Fla.

ZOO PARADE

THE WILDS of Africa became tame, ho-hum entertainment as pictured on the initial episode (Dec. 18) of Zoo Parade's filmed series of a safari. Effective enough color photography was not matched by dialogue, which lacked spontaneity, or by story line, which failed to build in interest.

Such veterans as Marlin Perkins, director of Chicago's Lincoln Park Zoo and conductor of the NBC-TV program, and NBC reporter Jim Hurlbut seemed to be forcing enthusiasm as they described the trek of thousands of animals in Tanganyika from plains to bush country 100 miles away. And even the animals themselves—including the zebra, giraffe, gazelle, ostrich, lion, wart hog, jackal and hyena—seemed lackadaisical.

Production costs: Approximately $14,000.
Sponsored by Mutual of Omaha through Bossel & Jacobs, on NBC-TV, Sun., Dec. 18, 3:30-4 p.m.

Cast: Marlin Perkins and Jim Hurlbut.

Producer-director: Don Meier; writer: Dorothy Ruddell; camera team: Mr. & Mrs. Max Deering; floor director: Tom Arend; unit manager: Earl Harris; sound engineer: Bryan Wright.

THE WARNING BELL

ONE would be hard put to quarrel with CBS Radio's 55-minute presentation Dec. 17 detailing the plight of public school systems across the country. Technically and editorially it was superb.

The sales talents of narrator Arthur Godfrey were turned to stirring the country into correcting the drastic and growing problems of overcrowded schools and too few teachers. He steered the program, and the listener, in rapid but smooth fashion through comments by hundreds of students, teachers, parents and public officials. The effect was overwhelmingly convincing.

Coming at 9:05-10 p.m. on Saturday, The Broadcasting • Telecasting
Don't send a boy
to do a MAN'S work

Apparently, it is recognized that a multiple number of smaller

Georgia radio stations are indicated if one hopes to approach the
effectiveness and economy of WSB Radio. This is a protective

concept which has prevailed, ineffectively, for the past 20 years.

No other Georgia radio station, or combination of Georgia stations,
gives you as many listeners per dollar as you can get on WSB Radio.

Ask your Petry man to show you the facts.

WSB Radio
ATLANTA

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution
W O O D L A N D  K I D S  P U L L

THEY PLAY SANTA CLAUS TO SANTA CLAUS

Marine Reserves, WOOD and WOOD-TV Grand Rapids, Michigan, combine forces to gather a mountain of over 100,000 toys for Western Michigan's underprivileged youngsters.

If you have misgivings about young America missing the true spirit of Christmas, dismiss them. When they set their mind to it, they're more eager to give than receive.

Marine Reserve Units, working with WOOD and WOOD-TV, launched this year's TOYS FOR TOTS drive in Western Michigan with a video-radio marathon starting at 11:30 PM Friday night after Thanksgiving and continuing throughout the night and morning until noon Saturday.

The station put on the show; the Marine Reserves furnished a large, fast-operating telephone answering and toy pickup service. Listeners and viewers were urged to telephone offers of used and new toys to communications centers in Grand Rapids, Muskegon and Kalamazoo. Marine-manned trucks and cars made pickups throughout the night, collected the toys in the armories of the three respective communities.

By morning, even the Marines' pickup fleet was badly backed up on calls. So, the kids were told to bring their toys to WOODland Center. The resulting deluge made Macy's toy department look like a sold out country store by comparison.

The Marine Reserves worked like beavers repairing, repainting, wrapping.

Result: Many kids who would otherwise have been forgotten smiled on Christmas day. And many other kids this year have the greater satisfaction that comes from giving.

When you want action anywhere, call the Marines.
When you want it in WOODland, WOOD and WOOD-TV can be a mighty big help, too.

11:30 PM—Equipped with a waiver from IBEW, Pfc. Donald L. Czurak kicks off the TOYS FOR TOTS TELETHON by starting the roll-up.

11:45 PM—WOOD-TV Program Director Frank Sisson, Emcee for the entire Telethon, interviews Major Robert S. Perry, Commanding Officer, Tenth Rifle Company USMCR, Grand Rapids, Mich., explaining to early listeners and viewers how the toys will be collected, repaired and distributed.

1:00 AM—Chet and Kay, WOOD-TV Record Pantomimists, contribute the video supplement to the Pajama Game hit, "There Once Was a Man".

12 MIDNIGHT—The Great Lakes Chorus, Local Men's Group, gets entertainment under way.
A SWITCH

2:00 AM—Shirley Forwood, WOOD-TV vocalist, gets nostalgic. Later, orchestras from all the local night spots stop in; jam sessions continue intermittently until dawn.

3:00 AM—Trucks pile higher and higher as cruising Marines respond to telephone calls from Telethon viewers.

ALL NIGHT—Wurzburg’s, Grand Rapids’ largest department store, volunteers its switchboard. Here, Public Relations Director Bert Martens, helps Marine Reservists on calls. In the morning, center moves to Lear, Inc. switchboard which clears over 30,000 calls from 8 to noon.

10:00 AM—The Romper Room Teacher, Miss Jean, helps guide small fry gift-bearers to Santa Claus’ Headquarters at WOODland Center.

SATURDAY MORNING—Marines begin stacking collected toys in preparation for the big repair and wrapping job. Before the day is out, the Marine Rifle Range, 20 feet wide and 124 feet long, at the Marine Reserve Training Center, is piled to the ceiling with toys.

7:00 AM—Buck Barry, WOOD-TV Cowboy Star, introduces pianist Kenneth Meedema, blind since birth.

11:00 AM—The Show Goes On as gifts skyrocket behind old St. Nick. Camera-men are surrounded by hundreds of children with toys and dolls.

12 NOON SATURDAY—WOOD-TV Cowboy Star, Buck Barry, Captain Charles Johnson, USMCR, and WOOD-TV Program Director, Frank Sisson, view the final count on telephone calls as a result of the Telethon.
**In Review**

**Warning Bell** bucked some of the toughest TV competition. It’s to be hoped it won a sizeable audience. Those who heard it were treated to professional radio doing an exceptional job.

**Production costs:** Approximately $5,700. Broadcast on CBS Radio, Dec. 17, 9:05-10 p.m. EST. 
Narrator: Arthur Godfrey. 
Producer: Jay McMullen; supervisor: Ralph Backlund, CBS executive producer in charge of radio public affairs programs; music conductor: Alfredo Antonini.

**Seen and Heard**

Super Anasht has a commercial which may not endear it to some parents. The film spot extols the medicine’s taste (“good enough to put on ice cream”) while the video portion shows one small fry making a Super Anasht sundae.

Pontiac may be pioneering in torn-torso TV. One commercial on NBC-TV’s Playwrights 56, pointed out that the car’s front seat can accommodate three and one-half people.

**Books**


**Whatever** questions one may have about the BBC, it’s practically certain that the answer will be found in the latest BBC Handbook, which explains what the BBC is, how it was organized and how it works; gives full information about its programming, staff, policies and finances; includes a full text of its charter and license and in general describes all BBC activities, both radio and TV, with descriptions of the regular and special programs and statistics about the size of their audiences.


**Television** engineers already familiar with monochrome operations will find this volume an excellent introduction to color TV. Its technical explanations cover both the physical and psychological aspects of color, colorimetric techniques used in TV, basic electronic principles of color TV, and the apparatus and circuits employed in studio equipment, transmitters, test equipment and receivers. The author is manager of television terminal equipment engineering for RCA; the book is a compilation of lecture notes he used in presenting an after-hours course in color TV to other engineers at RCA and NBC.

**The Animated Film,** by Roger Manvell. Hastings House, 41 E. 50th St., New York 22, N. Y. 64 pp. $3.50.

**Where** the animated film originated, how it developed, what it involves and where and when it is headed are discussed clearly and succinctly in this attractive volume, with hundreds of illustrations from the film version of George Orwell’s “Animal Farm,” made by Halas & Batchelor Cartoon Films Ltd.


**Designed** to provide a comprehensive review of the more important principles of frequency modulation, this booklet devotes one chapter to fm’s fundamental concepts, another to the production of fm, a third to phase modulation, which produces fm but with different techniques, and a fourth to fm propagation and reception.

**Why Do You Want to Sing?** by Oliva Wyckoff. Exposition Press, 386 Fourth Ave., New York 16, N. Y. 40 pp. $2.50.

This slim handbook on voice training backs up its challenging title in an opening chapter that makes the reader defend his desire to become a professional singer and affirm his willingness to sacrifice everything else to that end. Only after the vow has been taken does the author, a vocal diagnostician, provide her “blueprint of the technique of the singer’s art,” which, she promises, “If faithfully followed, will build a voice for you which will last as long as the health of your body lasts.”


**The Lectures** on color television given at Hazeltine Corp. Labs for visiting engineers from various receiver manufacturing companies, by Hazeltine engineers under the direction of Arthur V. Loughren, research vice president, have been edited into book form by Charles E. Dean of the Hazeltine staff. Following Mr. Loughren’s broad statement of the basic requirements of a color TV system, the book describes the standard transmitted color signal and the various parts of the color receiver. The presentation assumes a good technical knowledge of monochrome sets on the part of the reader, who should also be familiar with algebra and trigonometry.


**Complete** theoretical coverage of the full field of television is given in this new reference book whose author, who formerly headed the advanced development group of the DuMont television transmitter department, is now associate professor of electrical engineering at Syracuse U. and a part-time consultant to General Electric Co. on studio equipment problems.

**Rider’s "Specialized" Hi-Fi AM-FM Tuner Manual,** John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 212 pp. $5.50.

**First** of a new series of “specialized” publications, this volume gives the details needed to service or repair 62 tuners of 21 radio receiver manufacturers. The information, says the foreword, “has been procured directly from the manufacturer of each product.”

**Crystal Oscillators,** edited by Alexander Schure. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 72 pp. $1.25.

**To Provide** a more comprehensive study of crystals and crystal oscillators than is found in most textbooks of electronics, this booklet reviews the oscillation principles and discusses in full detail the characteristics of the basic quartz crystal oscillator, crystal techniques, popular crystal oscillator circuits and the harmonic and overtone crystal oscillator circuits.
High atop Queen Anne Hill, in the heart of Seattle, the KING-TV tower each year is transformed into the world's tallest "Christmas Tree"...a brilliant part of the holiday spirit...a bright promise of more great entertainment and community leadership in the years to come.

FIRST IN SEATTLE / TACOMA

ABC Television, Channel 5, 100,000 watts
ABC Radio, 1090 kc., 30,000 watts
Commercialless Christmas

EDITOR:

Evidently KRKD needs a better press agent! Recent issue of B&T mentioned two stations that will cancel all commercial programs on Christmas Day. An innovation?

KRKD Los Angeles has had this policy for 21 years! Originally sponsor identification was given, but in recent years, even that was eliminated. The announcer even performed his good deed of the day by keeping quiet—announcing five selections at a time.

Twenty-one years! Can any station beat it?

KRKD Los Angeles

P. R.'s P. R. Aid

EDITOR:

...We have nine regions and a manager of public relations for each. I have stressed the value of having your publications for us in our work. You should be receiving orders from system headquarters in Philadelphia for nine subscriptions. I would appreciate it if you would check to see that they also include subscriptions for the YEARBOOK—one of the big reasons the books are of great value to us.


Authorized Quote

EDITOR:

...I liked the interview "Author Applauds TV Treatment of Crime," B&T, Nov. 28, very much, and of course I was pleased by the handsomely done. All good wishes. ... 

Herman Wouk New York City

Day-Off Day

EDITOR:

Since we seem to have a day for everything else in this country, why not establish a "NATIONAL RADIO-TELEVISION DAY," on which all broadcast activities would cease? A good date for such a "day" would be Jan. 2, which most broadcasters will agree is traditionally slow for local business.

Not only would such a "day" give broadcasters a holiday, but it would serve as a reminder of the important part broadcasting plays in the everyday lives of all the people of our country. It should be a "day" that would be observed without fanfare or advance publicity, so as to have the greatest possible impact. We wonder what the reaction of the public would be if left without the benefits (used loosely) of radio for a period of 24 hours!

Without wishing to appear to be legally qualified to discuss the subject, such a "day" probably could only be established by an Act of Congress.


Code Facts

EDITOR:

There should be more articles like the one by John Butler which appeared in B&T Nov. 21, entitled "Who Put the Mud on Radio's Shoes?"

And, I was delighted to see that Ed Kirby took the trouble to write a letter to the editor in which he gave a history lesson [OPEN MIKE, Dec. 5]:

I manage to do quite a bit of listening and some viewing as well. I see the Seal of Fair Practice on television screens but I do not believe I hear mention of the Code of Fair Practice on radio. Probably that is just as well, as so many things that one hears and see in bad taste and are bad broadcasting.

We have to have a Code and we have a pretty good one. Now, we have to spend more time educating the people in broadcasting as to just what the Code means and how it should be interpreted. These are days of easy money and, on the whole, easy profits. These are days of carelessness. Let's be sure we do not invite new legislation.


AP's Word

EDITOR:

I want to add my word of commendation to you and your staff for the splendid magazine you are putting out. It certainly has been most helpful to me in getting acquainted with the broadcasting industry . . .

Harry Snyder Regional Membership Exec. The Associated Press Charlotte, N. C.

Electron Coverage Problem

EDITOR:

Here's a thought, for your consideration, with regard to coverage of election returns next fall. In many areas, such as our own, voting machines are not used. However, "double" election boards start counting ballots around noon and returns are available thereafter.

Communications between the polling places and our newsroom is the bottleneck in getting these returns on the air. In most cases established telephones are not readily available. Costs make it impractical to install our own "phone at each voting place or to maintain enough mobile radio units to do the job.

However, utilities companies do have the mobile radio units which, excluding an emergency in their own operations, would be available if a waiver of the rules and regulations under which they operate could be secured from the FCC. And, just incidentally, the utilities are among our best prospects for sponsorship of county and state returns.

Would it be worthwhile for broadcasters, acting together, to seek such a rules waiver from the FCC and begin now to organize such communications for election returns?


Bozan, Not Clark

EDITOR:

Your reviewer [In Review, Dec. 12] made one of those errors so common to us tv reviewers—that of wrongly identifying players of minor roles in tv dramas—that I wouldn't mention except that it concerns a player who, to me, has the most beautiful countenance in the world of the theatre, movies, and tv—gentle, kindly and serene Alonzo Bozan.

Your reviewer mistook the name for that of Elias Clark, the delightful Negro youngster who played Luster in "The Sound and the Fury," saying of him . . . "Special praise should go to Alonzo Bozan, a youngster who managed to hold his own in the company of such veterans."

Alonzo Bozan, who played Job, is a veteran of the Negro Art Theatre and one of the oldest holders of an Equity card. His enduring countenance and enchanting, soft, music voice enrich any play in which he appears, good or bad.

Burton Rascoe, TV First-Nighter Classic Features, New York City
NOW!
SAVE up to 15%
By Buying 2 or More of These Powerful Stations

HERE’S HOW IT WORKS

Buy All 4 Stations...SAVE 15%
Buy Any 3 Stations...SAVE 10%
Buy Any 2 Stations...SAVE 5%

Now, you get more for your money than ever before! You get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKF and WSAM command the biggest listening audience, because that's where everybody likes News, Music, Sports.
IF YOU think radio learned to be flexible the past few years, you should meet Bert West, one of Hollywood’s most adaptable radio executives.

Starting as usher at KNX Los Angeles not quite eight years ago while still in college, Mr. West today is general manager of the CBS-owned outlet and the Columbia Pacific Radio Network. CPRN has 23 affiliates on the coast and sometimes expands to 47 stations in the 11 western states. KNX is the key outlet.

But it is what happened in between which proves that Mr. West is as flexible as the advertising medium in which he believes. Rising quickly through sales department ranks at KNX, he was moved across the U. S. and back in a variety of posts for CBS Radio Spot Sales and KNX. He gratefully volunteers that he received “many lucky breaks” while others jumped into television, but CBS obviously felt he grew with each new experience and considered him a radio “veteran” this fall when it chose him to pilot KNX, a 50 kw on 1070 kc that is older than Mr. West.

Among those who don’t believe radio ever died, Mr. West will admit “we suffered from the shakes now and then. But television forced us to find out about our business and we learned to adapt our medium to the needs of the advertiser, to make his buying easier.”

On reflection he says, “Look how hard radio was to do business with in 1950. Now we have gone to a single rate basically, provided uniform discount advantages and learned to use heavy market saturation. Today any advertiser can buy on short notice and for short periods, as his selling problems demand.”

As radio has proved adaptable in selling, so has it adapted to new programming needs, Mr. West believes. Radio’s immediacy is exploited in the station’s news practices, including local news. Radio’s intimacy means a personal, believable approach.

Bert Smith West (“Smith is a family name. So’s West,” he offers with a grin) was born in Los Angeles June 30, 1925. He grew up in public schools there and majored in science and mathematics in high school.

In June 1943 he entered Washburn College under the Navy V-12 program and in early 1944, after passing further tests, was transferred to the U. of California at Los Angeles under the Navy reserve officer training plan. After being crammed with naval science and other subjects under the accelerated program, he was graduated in 1945 as an ensign.

In spite of the academic push, he had time for football and track at UCLA and was Pacific Coast AAU champion quarter-miler in 1945.

Upon graduation, he was assigned to a 172-ft. anti-submarine patrol craft then in Tokyo preparing to return to the States.

When other officers disembarked at Hawaii Ensign West was obliged to navigate the craft on his sheer “book learning” to Portland, Ore. “Try and find the Columbia River from sea when you’ve never been there before—when your radar goes out on you,” he recalls. Did he find it? “Yes. Most fantastic thing.”

Discharged under the point system in July 1946, Mr. West returned to UCLA for engineering studies and more football. But after a couple of semesters he decided business administration would be better and he switched, receiving his B.S. in 1948. He played on the Rose Bowl team of January 1947 but don’t ask him the score. “We would just as soon forget that and a school called Illinois.”

A UCLA professor convinced him the broadcasting field held a bright future and a talk with Clark George resulted in his becoming an usher at KNX a few months before graduation. Mr. George, then KNX account executive, now is manager of CBS-TV Spot Sales, New York.

On graduation, Mr. West became commercial traffic manager for the KNX-CPRN sales department and the following year was named sales service manager. In October 1950 he was promoted to director of sales service and administrative assistant to E. W. Buckalew, then KNX-CPRN general sales manager.

January 1951 found him elevated to account executive. “Of course, I had to start with the lower list of accounts. The tough ones we hadn’t sold for quite a while.” He must have sold them, because within another year he was transferred to Chicago as account executive for CBS Radio Spot Sales—a six-month job. August 1952 found him switched to New York as eastern sales representative for KNX-CPRN.

“By this time I thought I was back on the football field, things were moving so fast.” But it wasn’t over. January 1953 found him back on the West Coast as manager of CBS Radio Spot Sales’ newly expanded office in San Francisco. In November that year he was promoted to general sales manager of KNX-CPRN and he was back in Los Angeles. In October this year he was selected to succeed Bill Shaw as general manager. Mr. Shaw now is CBS Radio Network sales manager.

Mr. West also is flexible enough to have found time for family life. In 1953 he married Mary Anna Bridgman of Los Angeles. It was a courtship for three. He won little Kathy, too. Now 81⁄2, she helps Mother and Daddy take care of the newer family additions, Melina, 2, and Bradley, just three months.

The Wests have purchased a new home at suburban Studio City. Mr. West belongs to the Hollywood and Los Angeles Advertising Clubs and the Junior Chamber of Commerce. Odd moments will find him hunting or fishing.
Looking ahead...

Some of the most stirring pages in the story of American radio and television have been written at WMAQ and WNBQ.

Through 34 years of service, Radio Station WMAQ has pioneered an impressive list of "firsts." And it is the Midwest leader in programming developments which today are strengthening radio's vital, dynamic role in the age of television.

Television Station WNBQ, entering its 8th year, has set the pace for the whole industry with its renowned "Chicago School" of television. In every area of programming, WNBQ has always been in the vanguard of innovation which proved to be just what the public wanted from its TV sets.

1956 will see WNBQ and WMAQ moving still further ahead. It has already been announced that this Spring WNBQ will become the first TV station in the country to go Color exclusively! All live local studio programming will be transmitted in RCA compatible color—an opportunity for advertisers to give a dramatic new framework to their messages. WNBQ will be the perfect testing ground for the techniques of color presentation of advertisers' products.

From their vantage point of established leadership in Mid-America, WMAQ and WNBQ look ahead to continued progress and pioneering...to even greater service to audiences and advertisers.

**WMAQ NBC RADIO IN CHICAGO**

**WNBQ NBC TELEVISION IN CHICAGO**

*a service of NBC Represented by NBC SPOT SALES*
RAY J. MAUER

on all accounts

RAY J. MAUER, a stocky, modest 38-year-old advertising executive who has been radio-tv director of Geyer Advertising Inc., New York, since April of this year, feels so uncomfortable outside of agency life that he can recall having left it only twice in the 15 years he's been plying the trade. The first time was during World War II when he held down a supervisory job with a Detroit war plant, the second in 1951, when he ventured briefly into independent tv film production, only to quit it six months later to go with BBDO as a tv copywriter.

Supervising a combined radio-tv billing of $7 million ($5 million in tv) can be an exacting job, finds Mr. Mauer, who prefers copywriting to "in and out box shuffling." Currently supervising one of the hottest tv properties (Disneyland) for American Motors Corp. as well as intensive spot campaigns for such other Geyer clients as Tetley tea, Kiwi shoe polish and the Boyle-Midway household products division of American Home Products, accounts for his rarely leaving the office before 8 p.m. for his Old Greenwich, Conn., home.

Born, raised and educated in Detroit (U. of Detroit, class of '40), Ray Mauer joined Campbell-Ewald as a copy-cub, within 10 years raised himself to director of radio-tv creative services in the New York office following the war. After winning several awards (including the National Safety Council, Alfred P. Sloan Foundation and N. Y. Art Directors Club) for his pioneering animated commercials for Chevrolet he made his hasty entrance into and exit from tv film production. In 1952, he went to BBDO, wrote tv's Hit Parade for American Tobacco, switched cigarette brands the following year when he joined "the Chesterfield smoker's club" at Cunningham & Walsh.

Mr. Mauer not only firmly believes in doing the "off-beat" (or animated, two-dimensional cartoon) commercial, but he also insists that Geyer's tv copywriters actually use the products whose virtues they tout. Attesting to the fact that he practices what he preaches, Mrs. Mauer, the former Gertrude Sheridan, estimates that in the last four years the Mauers have switched car makes twice (Chevrolet to Rambler), are continually trying the entire Boyle-Midway line of cleansers.

An amateur electrician, hi-fi "bug," sailor and fisherman, Ray Mauer shuns grey-flannel suits, lacks the time or ambition to qualify as a full-fledged exurbanite, and spends his weekends with his three children, Tony (12), Paul (10) and Patricia (8), watching what other agencies turn out in tv spots.
Do you really know how old you are?

Before you answer this question, read this story about a boy, his mother and an elderly lady.

"How old is your son?" the elderly lady asked.

"Physically, he's 10. Emotionally, about 7. Intellectually, around 15. Counting birthdays, he will be 9 next Sunday," the mother exclaimed.

Like the little boy who was 10, 7, 15 and 9 years old, no one has a single age, regardless of birthdays.

This is because aging occurs in different people at different rates in different parts of the body. So, despite the calendar, in some ways you may always be "young"... while in other ways, you may be "older" than your years.

Everyone wants to stay as "young" as possible throughout life. Fortunately, there are ways to help retain certain youthful assets, even into the "sunset years."

Foremost among your early preparations for living long and happily are annual health examinations. Through them, your doctor can watch for clues to mental and physical impairments which, though minor today, could grow worse as time passes. Correction of any defect... at its very beginning... is the best way to help keep that defect from interfering with your future hopes and plans.

A younger person's health program should also include observance of good health habits. It is both possible and wise... to get enough sleep and rest, to eat properly, to exercise sensibly... and still not miss any fun during the prime of life.

After age 40, two things become very important: (1) Guarding against degenerative diseases, such as heart and blood vessel disorders, diabetes and arthritis; and (2) preparing for your retirement years.

Health examinations may, sometimes, be desirable at least twice a year after mid-life to help prevent, postpone or control degenerative ailments. Greater care, too, should be given to nutrition. A good, varied diet may help delay certain aging processes.

Naturally your living habits change as you grow older. So, to keep mentally happy, include a hobby in your plans for the leisure years.
The latest Telepulse for Indianapolis shows all 15 top programs on WISH-TV...
Confirmation that WISH-TV is the dominant station in Indianapolis
WISH-TV
channel 8

Page 26 • December 26, 1955
1955: YEAR OF BIG PLANS, BIG GAINS, BIG PROBLEMS

FOR RADIO-TV, 1955 has been another year of action, sometimes bordering on the frantic, and another year of progress, sometimes not immediately discernible as such. It was a year of peak tv billings and a rise in radio revenue from 1954; a year of record station sale prices; a year of Congressional concern for radio-tv problems, but with no legislation passed in this field; a year when the Senate probe of tv problems evoked many words but no hearing; a year when President Eisenhower opened his news conferences to tv and became the first President to address a broadcasters' convention in person. It was a year when the FCC wrestled with the vhf-uhf coexistence problem in vain, finally calling for industry help in completely overhauling the present allocation plan; a year when DuMont's withdrawal left only three tv networks; a year when spectacles got the biggest audiences, but "$64,000 Question" got top week-in, week-out ratings, and when "Monitor," "Weekday" and "New Sounds for You" set new patterns in radio. It was a year when subscription tv was a hot topic, when commercial television came to Britain, when NARTB got more attendance at eight regional meets than at 17 district sessions in '54.

It was, in short, another normal year for broadcasters, full of threats and promises, that turned out better than many had feared though perhaps not as well as they had hoped.

ADVERTISERS & AGENCIES

FOR RADIO-TV, 1955 was an active year in which 56 top agencies billed $812.5 million in the broadcast media with $658.2 million of the amount in tv and $154.3 million in radio. Young & Rubicam topped the field for the second straight year, billing $72 million in the broadcast media.

Second place was a tie, McCann-Erickson, continuing a rapid growth of recent years, billed $60 million, as did BBDO. J. Walter Thompson Co. placed fourth in the standings, with a combined radio-tv billing of $58 million.

The year 1955 also was active in agency mergers, changes in accounts and in top level management. The accounts-switching hit its most dramatic stride at the tail end of the year. Two of the biggest soft drink companies, Coca-Cola and Pepsi-Cola, figured in the changes, although each was for an apparently different reason.

Coca-Cola ended a 49-year association with D'Arcy Adv., transferring an estimated $18 million advertising budget to McCann-Erickson, to be effective next March 31. M-E had been handling Coca-Cola Export and thus the soft drink concern will integrate its international and domestic advertising with one agency. There was an unconfirmed report that the switch was also impelled by an increase in sales among competing soft drink firms, the biggest increase being made by Pepsi-Cola.

Pepsi, itself, withdrew from Biow-Beirn-Toigo, shortly after an announcement that F. Kenneth Beirn, president of B-B-T, was resigning, effective Jan. 6, only a year after the agency had changed its name from the Blow Co. The Pepsi-Cola withdrawal was announced in December even though John Toigo, executive vice president of the agency, said Pepsi had a four-month termination contract with B-B-T and a two-year contract with him personally.

After solicitation by a number of agencies, Kenyon & Eckhardt was named to handle the Pepsi-Cola account, effective March 31. K & E thus picked up an advertising budget of some $10.5 million, relinquishing, meanwhile, its Welsh Grape Juice Co. account because of product conflict.

Product conflict also was responsible for American Gas Assn. switching from McCann-Erickson, where the association's domestic advertising had been handled for about 20 years, to Lennen & Newell. Earlier in the year, M-E took over from Fuller & Smith & Ross the consumer products advertising of Westinghouse Electric Corp., a situation regarded by the gas group as competitive to its interests.

Among other major agency shifts during 1955: P. Ballentine & Sons moved an estimated $5 million budget from J. Walter Thompson to William Esty Co.; Wine Advisory Board also left JWT and appointed Roy S. Duristine; Snow Crop Div. of Minute Maid Corp. (about $2.5 million budget) named Ted Bates & Co., the agency serving Minute Maid; American Airlines, with some $4 million to spend on advertising, dropped Ruthrauff & Ryan and named Lennen & Newell; Charles Antell Inc. dropped TAA Inc. and named Product Services Inc.; Lever Bros. took Rinso, with about a $5 million budget, from Ogilvy, Benson & Mather to J. Walter Thompson, and Pepsodent, with its $3 million budget, from McCann-Erickson to Foote, Cone & Belding, which lost Frigidaire to Kodner.

Avco left BBDO and split the account between Compton Adv. and Earle Ludgin. Florida Citrus Commission, with some $3.3 million, of which approximately two-thirds was being allocated to radio-tv, screened a number of competitive agency bids and finally decided upon Benton & Bowles; S. C. Johnson & Son, with $1.5 million, also named B & B, dropping Needham, Louis & Brorby; Ben Amt & Co. left the BBDO roster and appointed William H. Weintraub (now Norman, Craig & Kimmel); Nestle Co. appointed McCann-Erickson for its instant coffee (about $1 million budget), an account formerly handled by Bryan-Houston, and for its Descaf (new product) named Dancer-Fitzgerald-Sample.

Grove Labs (Bromo Quinine) switched from Gardner Adv. to Benton & Bowles; Hamilton...
Watch Co. named N. W. Ayer & Son, effective Jan. 1, taking its $1.5 million (including spot radio and tv) from BBDO. North Adv. was set up in Washington and Nathan with offices in Chicago, New York and Beverly Hills, with an estimated $10 million billing, largely from Tonic Co., which Mr. Nathan brought with him from Weiss & Geller.

In another major, well-established agencies absorbed two minors. Cunningham & Walsh took over operations from the Ivan Hill Agency in Chicago, giving C & W an office there; McCann-Erickson regained Esso Standard Oil account when it absorbed Marshall & Pratt and set up the latter as an independently operating subsidiary.

In January, Lewin, Williams & Saylor merged with In Southern Baptist Convention early March 1955 annual campaign. It revealed the group had a budget of $8 million for advertising for this season: Sunbeam Corp., decided to invest at least $3 million in tv this season; F. W. Woolworth Co. entered network radio for the first time, sponsoring "The Woolworth Hour" on CBS Radio; Texas Co. bought 726 five-minute newscasts for a 33-week period on ABC radio (has since renewed for 52 weeks); Nehi Corp., in one of the largest quarter-hour spot campaigns ever constructed for a series of 90 TV stations; Studebaker Div. of Studebaker-Packard Corp. budgeted $8 million for advertising, with an estimated 20% going to TV.

Chevrolet Motor Div. of General Motors once cold to daytime network radio, bought into ABC Radio and NBC daytime programs; Shell Oil Co. and American Oil Co. launched extensive advertising campaigns with radio TV figures. Standard Oil entered nighttime TV for the first time, upping its tv budget by some $675,000, or about 40%, for a campaign using ID's in Class A evening time; Westinghouse Electric Corp. allocated $5 million for its 1955-56 election campaign ads on CBS Radio and CBS-TV; Standard Brands invested more than $3 million in daytime TV for the 1955-56 season on NBC-TV.

**Vertical Saturation**

Aluminum Co. of America, in what was said to be the first "vertical saturation plan" in network tv, bought all availabilities on eight NBC-TV programs for a single saturation campaign as a test, starting early this month, and also purchased alternate Sunday sponsorship of Television Playhouse on NBC-TV.

Alcoa last month had said it would not renew See It Now on CBS-TV and would concentrate on the "hard sell." Other advertisers such as Philip Morris Co., Doekskin Products and American Tobacco Co. noted trends within their firms in this way: PM dropped a Las Vegas television program to cut its tv exposure and launched an intensive spot campaign to introduce its newly-designed package (from brown to red, white and gold) with color TV said to have a hand in the decision; Doekskin (paper specialty) is moving from tv to radio and newspapers because it thought housewives were returning to radio for information and entertainment, and American Tobacco said it would stick to the principle of alternating spot sponsorships on network tv because of the cost factor.

Top changes of agency and/or advertiser executive positions: Adolph J. Toigo, executive vice president and general manager, Lennen & Newell, elected president; Vincent R. Bliss elected to replace Executive Earl Ludgin, board chairman, Earle Ludgin & Co.; Barton A. Cummings, vice president and director, elected president, Compton Adv., succeeding Robert D. Holbrook, who became chairman, and John K. Strubling Jr., executive vice president, elected vice chairman of board; Edward R. Grace, vice president, Grant Hamilton, chairman of Grant's committee for overall agency development; Frederick B. Ryan who retired as board chairman from Rumrill & Ryan after 43 years with the agency, elected chairman; to replace Ryan, the year: Frederick (Bary) Ryan Jr., R & R president, became chairman, and Robert M. Watson, executive vice president of eastern operations, was elected president.

Others: Maasbert St. Georges, 67, head of the agency which bears his name, died March 7 while visiting in Paris; Terrence Clive, vice president, McCann-Erickson, successively became chairman of planning and president (also head of management service and director of number of blue chip accounts) and assumed management supervision of the agency's tv department. General Council of Tatham-Laird Inc. was moved up to chairman of board and was succeeded by executive vice president J. Kenneth Laird Jr. at the agency: Eugene I. Harrington was elected president and Bradley A. Walker became vice chairman of board at Fletcher D. Richards Inc., (Mr. Richards is chairman); Joseph A. McConnell, one-time NBC president, resigned from presidency Colgate-Palmolive Co., Metals Co. as director and general counsel and was succeeded at C-P by William Lee Sims Jr., executive vice president; Henry Schacht, vice president, Daniel Starch & Co. set up a new advertising vice president at Lever Bros.; Bryan Houston was appointed chairman of the agency bearing his name and William Hillenbrand named president; C. L. Jordan, executive vice president, N. W. Ayer & Son, left the agency but remained as a director; Stanley Resor, president of J. Walter Thompson, became chairman and Norman A. Strouse, man- aged that firm's Detroit office; Mr. Resor was succeeded by John S. Bowsher; as president; J. F. Oberwelder retired from presidency of D'Arcy Adv. and was succeeded by Percy J. Orthwein, executive committee chairman; Thomas F. Harrington, 55, board chairman, Ted Bates & Co., died; with the death of "uniform" provisions for a 15% commission, prohibited rebates by agencies to advertisers and refused to recognize "house agencies," curtailing restraint of trade in violation of the Sherman Act.

In the research arm of the industry, a number of reports were issued during the year reflecting the continued growth of tv's effectiveness. C. E. Hooper Inc. in 1955 re- entered the national rating picture, but under a working relationship with American Research Bureau confined itself to radio while the latter was preparing its tv service. The firm's annual radio and tv film re-runs get almost as high a percentage of share of audience as originals and also during the year issued its first audio radio listening report. Daniel Starch & Co. set up a copy testing laboratory of tv commercials at Altoona, Pa., in cooperation with WFBG-TV there.

Nielsen, in cooperation with Free & Peters, developed a "year to year" "Pulse Guide" for quick and accurate determination of what dollars will buy in spot radio. The Nielsen firm also announced a second national study on radio-tv ownership and station coverage to start in 1956. N. C. N. Bureau and Televi- sion Bureau of Advertising arranged to issue breakdowns showing spot tv advertiser expenditures of national advertisers.

**Sweepstakes**

One of the most controversial advertising campaigns of the year, a national sweepstakes advertising captured headlines in New York and other Metropolitan areas. In New York, a rockets grand jury launched a sweeping investigation— with sighted trained on what went over the air— and was responsible for some convictions. Gov. Averell Harriman called an Albany conference to study the situation. This state-wide meeting and the court probe culminated in a voluntary metropolitan stations code and other states pushed through anti-bait-and-switch laws.
THE scope that tv programming attained in 1955 was indicated in a study conducted by B+T in early October showing that for the production of nighttime network television shows alone advertisers would spend $4.9 million a week this fall-winter season.

These ranged from the $200,000-a-program Bob Hope Chevy Show to the $2,000-a-week Midwest Hayride, both on NBC-TV.

The year 1955, especially the fall season, saw the 1954 innovation of the spectacular become a regular part of the NBC-TV and CBS-TV schedules. Most spectacular, probably, was NBC-TV's presentation of Mary Martin in "Peter Pan" in March—it drew an audience estimated at 65 million viewers (and is being prepared for presentation again, also live, early in 1956).

In June, NBC-TV introduced Wide Wide World with live pickups from three countries (U.S., Mexico, Canada), later added another (Cuba) as WWW became a regular fall fixture.

Like NBC-TV, which originated them, CBS-TV had its own regular schedule of spectaculars, on two of which it introduced Noel Coward (with Mary Martin) and Judy Garland.

Although it had no programs it classified as spectaculars in the accepted sense, ABC-TV came close to the accepted definition with its 90-minute presentation of the opening of Disneyland in July. In addition, its regular schedule carried three high-budget film shows which added substantially to its audience and its coffers—Disneyland, a pace-maker among children's shows; Warner Brothers Presents and a new hour-long across-the-board kiddies' entry, Mickey Mouse Club. In late April, ABC-TV reported that billings booked for these three series alone already exceeded $21 million—or more than ABC-TV's total gross billings in 1953.

Though not in the spectacular category, a boom in quiz shows was touched off in mid-1955 when CBS-TV launched $64,000 Question, which promptly hit the top in audience ratings and made newspaper front pages in the process through the size of its prizes. Other networks came back with new (NBC-TV's Big Surprise) or refurbished (ABC-TV's Stop the Music) quiz shows of their own.

In other program developments, there was coverage of world news events, including the Big Four conference in Geneva in July and the filming of presidential news conferences for television and newsmixes, which was inaugurated Jan. 19 and continued as a program staple until President Eisenhower's heart attack suspended the news conferences in September.

In sports, NBC-TV telecast the World Series in color for the first time. NBC-TV also acquired rights to the National Collegiate Athletic Assn. schedule of collegiate football games (for a reported $1.3 million) and negotiated a payroll of sales (General Cigar, Schick, Avco, Gulf Oil) and co-op sponsorship which stood to bring in at least $2.6 million to cover rights, time, and production. CBS-TV signed up and carried Big Ten and Pacific Coast Conferences collegiate football games on a regional basis, under one-half sponsorship of Amana refrigeration in each case.

Among network radio programs, one of the most spectacular developments of 1955 was NBC's Monitor and the programming and sales concept behind it (also see network report in this article).

Monitor started June 18 as a 40-hour, around-the-clock weekend "service," offering "a continuous flow of entertainment and information" of virtually every variety. It was sold, not in the conventional half-hour or quarter-hour or even five-minute periods, but in "participations." Before and after its launching, it was the center of one of the biggest controversies of the year, with station representation organizations in particular attacking it as representing the potential doom of radio.

In the long run, however, the program prevailed, and five months later, Nov. 7, the Monitor concept was expanded into weekday daylight hours. The new program, called Weekday, is heard Monday through Friday from, roughly, 10 a.m. to 3:30 p.m. NBC maintained that both sales and audience proved Monitor and Weekday were right moves.

ABC Radio, meanwhile, was working up its own version of what network radio should be in a television age, and on Oct. 26 launched its "New Sounds for You" series—Monday through Friday in the 7:30-10 p.m. EDT period. Like Monitor, the ABC programs offered a variety of approaches to entertainment and information for "personalized listening." "New Sounds" differed from Monitor in that, for one thing, the same type program was scheduled at the same time each night.

Mutual also took steps—earlier in the year—to provide different approaches to network radio programming. One of its features was emphasis on "companionate radio" programs designed for listening no matter where the listener might be. First outlined in May, this concept was started by Mutual at mid-year.

Alone among the radio networks, CBS Radio stayed with the traditional "same time, same station" concept featuring name talent in regularly scheduled programs of the conventional lengths.
as vice president in charge of the ABC radio network to accept a similar job with NBC in October, and the elevation of Don Durgin, head of ABC's sales development and research departments, to succeed Mr. Ayres.

At NBC, Mr. Ayres took over a post which was vacated March 1 by the resignation of William H. Fineston Jr. The duties had been supervised in the meantime by Mr. Sarnoff in his role, then, of executive vice president. Ted Cott, who also left NBC on March 1 as operating vice president of the radio network, joined the DuMont broadcasting organization some two months later as general manager of E&O studios.

A major reorganization was put into effect at Mutual in mid-October with a cutback, reportedly affecting around 25% of that network's personnel, in which E. M. (Pete) Johnson, vice president in charge of production, station relations and engineering, and a number of other top-rank executives were released and departures realigned.

At the CBS corporate level, Earl Gammons, vice president in charge of the Washington office and one of the industry's best known figures, retired Sept. 1 but continued as a consultant to CBS and also opened his own legislative consultancy. He was succeeded by Ralph W. Hardy, who had been NARTB government relations vice president.

Color television came into more and more prominence during the year at both NBC-TV and CBS-TV.

Early in 1955 NBC-TV announced it would make spectacular available to smaller advertisers by selling Color Spread—a regular series —on a participations basis. Late in July, the network announced a five-fold increase in color programming this fall—with, for example, 37 hours of live studio color in October as against 7 in October 1954; 41 hours in November as compared to 8.5 in November 1954, and 38 hours in December as compared to 9 the preceding December. Then, in November, NBC-TV went into advanced planning for a $9 million construction and expansion program designed to double its color-casting by fall of the next fall. The $9 million project included conversion of NBC-owned WNBQ (TV) Chicago into what the network said would be the world's first all-color TV station by about mid-April, plus construction of additional new color studios in New York and Burbank, Calif.; expansion of color film broadcasting facilities, and introduction of new time-delay equipment for color pending final emergence of magnetic tape recordings.

CBS-TV meanwhile boosted its output of color programs, continuing its policy of rotating color shows among its advertisers and also scheduling colorcasts of whole series, in addition to special color productions. For this purpose CBS-TV relied on its extensive Tele- vision City in Hollywood and Studio 72 in New York, the latter enlarged during the year.

NBC-TV and CBS-TV, in particular, were active with plans for extending network programs to small-market TV stations that otherwise would not get them.

In April, CBS-TV announced a plan to offer a number of commercial shows—minus commercials—to affiliates not ordered by the sponsors, and the same week NBC-TV increased its lineup (to a total of 23 1/2 hours a week) of commercial shows being offered to its optional affiliates.

In October, NBC-TV came out with its Program Extension Plan (PEP) making stations participating in the plan available to advertisers at reduced rates but without reducing the rates to the stations themselves. After the plan had been in operation for eight weeks, NBC-TV reported, in December, that a total of 21 advertisers had ordered 19 different programs representing more than 133 commercial hours per week on PEP stations, which by that time had grown from 44 to 47.

CBS-TV meanwhile reported, also in December, that its own Extended Market Plan, after a full year of operation, now embraced 26 EMP stations carrying 39 network programs sponsored by 46 national advertisers. The 46 advertisers, CBS-TV reported, are ordering 226 hours weekly on EMP stations.

In radio, network rates cropped up again—several times. During May, CBS Radio disclosed a plan to adopt a single rate for day and evening time—a move which, it was explained, would merely simplify one current for eight weeks NBC-TV reported, in December, that a total of 21 advertisers had ordered 19 different programs representing more than 133 commercial hours per

NEW FACES FOR TOP NETWORK POSTS

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prices for time and talent—and thereby attracted some of the same criticism that had been directed at Monitor. When ABC Radio launched its "New Sounds for You" in October, it too was offered on a segmented basis.

If 1955 saw the demise of one network, it also saw the rise of another—ABC-TV. In June, officials reported ABC-TV already had on its books gross time sales 68% above its total gross billings for 1954. CBS-TV and NBC-TV were still the front-runners by a wide margin, but it seemed agreed that ABC-TV as beginning to pick up the strength needed to pull itself into more prominent position. In December, CBS-TV and NBC-TV were still far out ahead. Publishers Information Bureau figures released a fortnight ago showing the year's first 10 months, showed ABC-TV with $38.6 million gross billings through October (compared with $153 million for CBS-TV and almost $132 million for NBC-TV).

**STATION SALES**

This was the year when radio stations began to move news in to the priority sales. Time sales activity continued at a high level, but when WHIM Providence, R. I. (1 kw daytime on 1110 kc), sold for $460,000, and WTRY Troy, N. Y. (3 kw on 980 kc), sold for $500,000, it was obvious that radio was back in value.

The year's high, an all-time record for a radio station transaction, was the $4 million purchase of WNEW New York (30 kw on 1130 kc) by a combination including multiple broadcaster Jack Herron of New York, entrepreneur John L. Loeb and associates and WNEW stockholder Richard D. Buckley.

In television, Triangle Publications Inc. (Philadelphia Inquirer and WFIL-AM-FM-TV) was the story, in which a branch was launched in July. It bought WBNF-AM-TV Binghamton, N. Y., from Clark Assoc, for $3 million; it bought uhf WLBK (TV) Lebanon, Pa., for $115,000 and assumption of $125,000 in obligations, and it has pending before the FCC a request for approval of its $3.5 million purchase of WFBG-AM-TV Altoona, Pa.

The year also saw the FCC approve Westinghouse's purchase of WOR-TV (channel ch. 2 WTV Pittsburgh (now KDKA-TV) from Allen B. DuMont Labs, and, among other major transfers, the following:

KTEL-TV Denver, from Eugene P. O'Fallon to J. Elroy McCaw for $400,000 plus assumption of $350,000 in obligations.

WPBF (TV) Wilmington, Del. (formerly WDEL-TV), from Steinman interests to Paul F. Harron for $3.7 million.

Major aspect on the sales front during the year, however, were the purchases still pending FCC approval. Among these:

NBC's swap with Westinghouse, by which the network is trading its WTAM-AM-FM and WNBT (TV) Cleveland for WRC's KYW and WPTZ (TV) New York, with $3 million. Also NBC's purchases of uhf WBUF-TV Buffalo for $312,500, and of uhf WKNB-TV New Britain for $600,000.

Still stymied is CBS's purchase of uhf WGTH-TV Hartford from General Telecard for $650,000. During the year, CBS dropped its $3 million purchase of WSTV-TV Steubenville, Ohio, because of the apparent reluctance of the Commission to approve the move of that station nearer to Pittsburgh.

Also pending, among others, are the following:

KBTV (TV) Denver, 50% interest for $850,000 to New York real estate tycoon William Zeckendorf.

Transfer of ownership of WAPI, WAFM (FM) and WART (TV) Birmingham and WHBS-AM-FM Huntsville, Alabama, to the Samuel I. Newhouse interests. Mr. Newhouse is buying the assets of the Birmingham News Co. for an aggregate figure of $18.7 million.

**FILM**

TELEVISION films had a boom year in 1955. Increased output by the many companies already in the tv film business; the entry of a number of major motion picture producers into the field; the demand for more and better theatrical films for tv use as a result of the growth of television stations and networks devoting a steadily increasing amount of time to filmed program material.

B&W's continuing surveys of the way the tv broadcasters apportion their total program hours among that of which program fare available—local live, film, and network—showed that in March the average station was telecasting 32 hours and 36 minutes of films per week (36.8% of its total air time) and by October the film share had risen to 42 hours and 40 minutes (45%). The networks combined, devoted 13.3% of their total time to filmed programming in March; by October the figure was 22.3%.

All in all, the year's progress of tv filmed programming has been more than enough to justify B&W's mid-year prophecy that it would be a $300 million business by year's end.

Biggest broadcasting-film deal of the year was the purchase of Film Pictures Inc. for $25 million from Howard Hughes by General Telecard Inc., which subsequently changed its corporate name to RKO Telecard Pictures as more appropriate to its broadcasting operations than the word "pictures" which refers to the organization's parent company, General Tire & Rubber Co.

At year's end, a package of some 675 feature films and about 1,000 shorts from the RKO stockpile was sold to David Fox, president of Motion Pictures for Television, for $12.2 million cash. The deal, involving the largest number of feature films ever to be made available to tv as a group, is complicated by RKO Telecard Pictures' resolution two-year first-run rights for some 150 films on its tv stations (WNAC-TV Boston, WGST-TV Hartford, KHI-TV Los Angeles, WOR-TV New York, WBDET-West Palm Beach). It was considered possible that Mr. Fox, head of Skylarion Inc., organized to produce programs for pay-see television, might set aside some of the RKO package for that purpose.

Throughout the year there was a steady flow of feature films originally made for theatrical showing into tv. Early in January, Hollywood Television Service acquired rtv rights to 27 motion pictures described as "multi-million dollar" films because they had generally cost more than $1 million to produce. Flamingo Films, also in January, acquired tv distribution rights to 14 films. Prince Film sold feature-length pictures, and The Guild Films took over distribution for tv of the $13 million feature film catalogue of Motion Pictures for Television.

National Telefilm Assoc. in May paid $1 million for tv rights to 40 British feature pictures which were still being shown in theaters and a month later reported that sales of the "fabulous forty" package had reached $736,000 in the first month. NTAs offering of 312,000 shares of common stock to the public at $5 a share June 7 was oversubscribed the same day, which may or may not have been connected with the 40-odd.

MCA-TV, which began syndicating 123 Gene Autry and Roy Rogers feature films in May, reported $3 million in sales in three weeks. Quality Films packaged for tv release some 3,000 foreign films with dubbed in English commentaries. ABC Film Syndication Dept. in August obtained 35 British films for a reported $1.5 million and the results were such that in December ABC-TV bought a package of 100 features from J. Arthur Rank for use as a network series. Also this month, NTA acquired the tv rights to 10 David O. Selznick motion pictures and planned to sell them either to a network or national sponsor for once-a-month telecasting.

Where the theatrical films were not purchasable for tv use, legal means were tried to pry them loose. The Dept. of Justice anti-trust suit against a group of producers distributors and exhibitors of motion pictures, filed in 1952, came to trial this fall, after a consent decree agreement had been reached with Republic Pictures, making the vast majority of that company's pictures available for tv three years after the original release date. But when the trial was over, in Los Angeles Chief U. S. District Judge Leon R. Yankwich ruled that the government had not proved any violations of the anti-trust law present in the movie-makers' refusal to allow 16mm prints of their pictures to be used on tv.

While withholding their theatre films from tv, many of the major picture producers did take a long look at the gold that tv offered, and particularly Walt Disney, had found in the tv film field and decided to go after some of it for themselves. Twentieth Century-Fox organized TCF Television Productions Inc., whose 20th-Century-Fox Hour is now sponsored by General Electric Co. on CBS-TV each Wednesday, 10-11 p.m. EST. Warner Bros. also established a tv division, Sunset Productions, which produces Warner Bros. Presents each Tuesday, 7:30-8:30 p.m. EST, on ABC-TV with Gene, Monsanto Chemical Co. and Liggett & Myers Tobacco Co. as sponsors. Metro-Goldwyn-Mayer is the source of another ABC-TV series, M-G-M Parade, syndicated by General Foods Corp. and American Tobacco Co. each Wednesday, 8:30-9 p.m. EST.

Meanwhile, the companies already making films expressly for tv use increased both their output and their revenue as the tv stations and networks continued to devote more and more of their hours on the air to film programming. A midsummer B&W canvass disclosed about 50 new film series in preparation for tv use in the fall in addition to all of the continuing film programs.

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TRADE ASSNS.

AN outstanding event of 1955 was the unprecedented appearance of President Eisenhower before the NARTB May convention in Washington and his plea for freedom of the airwaves.

No President had ever appeared in person before an industry convention prior to the 1955 meeting. Obviously enjoying his visit with broadcasters, President Eisenhower said to the assembled: "BROADCASTERS will find it not only convenient but practically necessary to appear before you and tell you, in their turn, what is in their hearts at the moment."

President Eisenhower, speaking without text, urged broadcasters to work out ways of keeping their "great media free in the truest sense of the word."

Broadcasters and the President met for the first time, setting what appeared at the time to be a precedent. The President's illness, however, presented a complicating element and what will happen at the 1956 convention in Chicago is anyone's guess.

The convention dispensed a year marked by more than the usual number of industry meetings. Adoption by the NARTB board in January of an eight-region meeting schedule to replace the 17 single district meetings kept down the total number of sessions though the benefits were felt mainly by the association's staff and the industry representatives who make the annual tour of NARTB meetings.

This year marked a stand against any form of fee-tv that might deter or interrupt the development of the present system of commercial tv. Much NARTB attention was devoted during the year to radio, which showed surprising ability to recover from inroads of the early tv era.

The NARTB combined boards signed a new five-year contract with President Harold E. Fellows at the June meeting and arranged for him to serve as consultant until 1964. Total membership of the association passed the 2,000 mark.

A board-approved sample count of tv sets by the U. S. Census Bureau, with cooperative industry financing, was conducted in June. First results showed that 67% of U. S. homes had tv sets, a total of 32 million sets. A later refinement showed that 3.5% of tv owners had more than one set and that 80% of all city homes had tv. The Census Bureau's nationwide count of farm production and equipment, conducted in late 1954, showed that 35.3% of farms had tv at that time.

An important development of the year was a test telecast conducted in August at the annual meeting of the American Bar Assn. in Philadelphia. Judge Justin Miller, NARTB advisor and ex-board chairman, obtained permission of the ABA's House of Delegates, of which he is a member, to stage an NARTB-sponsored radio-tv pickup from the meeting room on a closed-circuit basis. Reaction was favorable, leading to a series of autumn courtroom and public-events broadcasts that included a murder trial in Waco, Texas.

A court conference developed at Denver in December during the early stages of the famed Graham trial. The first two preliminary hearings were covered by radio-tv, but the state Supreme Court clamped a tight ban on any radio-tv pickup in the courtroom. Public protests developed, and the court decided to hold a conference on the merits of visual-audio coverage of court trials. This hearing will start Jan. 30. (See story page 54).

During the year NARTB spurred development of the state association structure, and by the year's end every state but Delaware had an organization of broadcasters. President Fellows on Dec. 20 called the first Washington meeting of presidents of state associations, to be helmed Feb. 21. That meeting will set up plans to strengthen the entire broadcasting organization structure, with stronger legislative activities, closer cooperation and development of an information clearing-house.

Individual state associations were active. Texas Assn. of Broadcasters started a pace-setting promotion campaign designed to promote radio on a statewide basis, including use of many types of media. Careful checks were kept on legislative developments, with industry views given to state and national legislators in the case of bills affecting the industry.

MANUFACTURING

IN THE MAIN, manufacturers of radio, tv and electronic equipment had a good year, with an overall gross estimated at $9.7 billion by RETMA, which also reported that sales of tv sets and automobile radios hit all-time highs during 1955. Forecasting predictions that next year will see about the same volume of tv sets sold as this year—7.6 million—but that the 1956 dollar volume should be higher because about 250,000 of the 1956 sets will be color receivers.

Color set sales amounted to very little in the early part of the year, but started accelerating during the late fall months, largely due to the hard-hitting "Buy color television" and advertising of RCA and to the greatly increased number of color programs put on by NBC. Station operators have shown their willingness to prepare for color in advance of set sales: at year's end more than 200 tv stations were equipped to broadcast network programs in color; about 60 were able to colorcast slides and films locally and more than 20 were originating local live studio shows.

A new method of kinescoping based on an ultra-violet lighting system, unveiled by RCA at an October meeting of the Academy of Television Arts & Sciences, while still in the laboratory stage, reproduced monochrome and color lines of a quality that rivaled the live telecasts. The next month, Bing Crosby Enterprises demonstrated an improved version of its tape recording system for tv pictures, at the same time indicating that the equipment would be commercially practicable in the next year or 18 months. RCA, which first showed its tape recording process just two years ago, earlier this year, in cooperation with Minnesota Mining & Manufacturing Co., furnished a color tape recorded telecast over AT&T transmission facilities for a closed circuit transmission between New York and St. Paul.

DuMont's Electronica camera system, combining live tv with film recording in a single operation in a manner which its makers predicted would make possible the distribution of quality programs on film, eliminating the high costs of broadcasting and over-the-air transmission, made headlines several times during the year: first in January when the device was rumored; next in April, when it was demonstrated, and again in the fall when it was adopted by Jackie Gleason for his CBS-TV "Honeymooners" series (which, however, continued to be networked in the conventional way).

Basically, the Electronica system uses an image orthicon tv camera head and a film camera mounted side-by-side on the same base. The units operate with a common lens system but otherwise are independent, having individual power supplies functioning simultaneously. Light passing through the common lens is split, one part to film, the other to the image orthicon tube. The share ratio of light between the two is determined by (1) film sensitivity, (2) image orthicon sensitivity and (3) studio lighting.

Presidents of DuMont and Lambsboro, using the Vitascopic method of broadcasting live studio programs in color without use of color tv cameras, attracted a lot of attention when it was first exhibited at the NAB convention. They demonstrated this way: a beam of light from a cathode-ray tube "scans" persons or objects being televised—the flying-spot scanner technique (preferably utilizing the DuMont color Multi-Scanner). The scans, light beams that are developed by multiplier phototubes and converted into an electrical signal. This is passed on to the standard color transmitter for broadcast. The DuMont also made its first shipment to a wholesale reorganization which divided manufacturing and broadcasting operations into separate corporations—Allen B. DuMont Labs and DuMont Broadcasting Corp. Dr. Allen B. DuMont, formerly president of the combined organization, became chairman of the board of both new companies, with Bernard L. Goodwin, Paramount Picture executive, as president of both.

THE FCC

THE Federal Communications Commission continued to wrestle with the problems raised by the inability of many uhf stations to make a go of station operation in competition with vhf "towers" signals. During the year, many moves were made to aid uhf broadcasters. Among them: "satellite" operation, low power, authorization for group owners to own up to seven tv stations providing no more than five are vhf. It was proposed uhf power increases to five million watts, booster stations and private intercity relays.

This piecemeal approach was abandoned late in the year with the decision to hold an overall review of tv allocations principles. The FCC invited comments on the whole range of its tv fundamentals on allocations and assignments. This included deintermixture as its most important element.

The year also saw the FCC's long sought network study get underway. A staff was selected and the beginnings of the investigation got off the ground, under the leadership of U. C. CinCinnati Law School Dean Roscoe L. Barrow. Congressional appropriations were made to cover the work.

Subscription tv was formally acknowledged as a subject of inquiry during the year when the FCC issued a notice of proposed rule-making. The federal agency received the greatest number of comments ever submitted—more than 25,000 individual comments, mainly from private citizens.

The controversial Lamb case furnished a national spectacle with witnesses making charges that broadcaster-publisher Edward Lamb had Communist ties. Several witnesses later recant ed their testimony, and one, Mrs. Marie Nutvig, was sentenced to jail for perjury. Later in the year, Congress Herbert Sherwood issued his initial decision holding that Mr. Lamb was not guilty of falsely swearing in FCC applications and in previous hearings that he was not a Red.

Legally, the FCC continued to struggle with the implications of the protest rule. The U. S. Court of Appeals in mid-1955 ruled that even newspapers must be given a hearing when they protest the grant of a broadcast station in their community (Clarksgrove Publishing Co.). The decision is considered a setting number of protests based on economic grounds. Thus far, in several initial decisions, protesting broadcasters and newspapers have been proposed to be denied.

Pending before the Supreme Court is the appeal of the Commission from a lower court
Our Best Wishes for a Very Merry Christmas and Joy throughout the New Year

In Maryland, most people watch **WMAR-TV**

**CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND**

Telephone MULberry 5-5670  * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
Never before has peacetime copper output been so great. In 1955 alone, free world refined production totalled an estimated 2,732,997 tons. Yet even today's record tonnages will be exceeded as new copper mines swing into full production and existing properties expand operations.

On the African continent, substantially increased production is expected from Bancroft, Chibuluma, and Kilembe. In South America, expansion at El Teniente, Chuquicamata and La Africana, has been announced. Under development are Cuajone, Toquepela, Quellevaco, and Indio Muerto.

In the United States (already the world's largest producer), San Manuel, Butte, Tripp, White Pine, Osceola, and Pima mines are headed for greater output.

Canada will add more production at Gaspé, Campbell Chibougamau and Opemiska. Many new properties are being developed. Substantial future output is expected from Brunswick, Gecco, Granduc and Canam, to mention only a few of these new projects.

The copper industry has the capacity to produce copper faster than ever.

From known deposits . . . from mines now under development and from ore bodies now being explored . . . more copper is on the way. For particulars, write today to Copper and Brass Research Association, 420 Lexington Avenue, New York 17, New York.

MORE COPPER IS COMING

COPPER & BRASS RESEARCH ASSOCIATION

. . . AN INDUSTRY SOURCE OF TECHNOLOGICAL AID, INCLUDING A LIBRARY OF TECHNICAL LITERATURE AND A COUNCIL OF SPECIALISTS.

COPPER OR ITS ALLOYS PROVIDE THESE ADVANTAGES:

- Best conductor of electricity commercially available
- Does not rust . . . High corrosion resistance
- Best heat transfer agent of all commercial metals
- Easy to machine, form, draw, stamp, plate, etc.
- Welds readily . . . Excellent for soldering and brazing
ruling that its multiple ownership rules (now permitting single ownership of up to seven am, fm and tv stations) were invalid. The high court accepted the Commission petition for review, but no date has been scheduled for argument.

In other activity, the Commission approved the multiplexing of fm stations, whereby an fm broadcaster can sell private subscribers, which would require daytime stations to begin broadcasting not earlier than 90 minutes after sunrise and cease operations at least 90 minutes before sundown.

Personnel-wise, Chairman George C. McConnaughey was confirmed by the Senate early in the year to serve out the remainder of former Comr. George Edward Sterling's term (June 30, 1957). Richard A. Mack, Florida Demo-crat, was appointed and confirmed in mid-year. And a change in the leadership of the Broad-cast Bureau took place when Edward F. Kene-han was made chief, succeeding Curtis B. Plummer, who became chief of the Safety & Special Radio Services Bureau.

CONGRESS

OVERSHADOWING all other activities affecting radio and television during the first session of the Democratic-controlled 84th Congress was the Senate Interstate & Foreign Commerce Committee's probe of television networks and uhf-vhf troubles.

Although preliminary phases of the investiga-tion began during the GOP-controlled 83rd Con-gress in 1954, promised hearings did not ma-terialize in 1955. Instead, Committee Chair-man Warren G. Magnuson (D-Wash.) has set hearings to start Tuesday, Jan. 17, a scant two weeks after the second session convenes, with the FCC to be first on the witness stand.

The year failed to see congressional approval of a single major piece of radio-tv legislation, with the exception of $80,000 appropriated to the FCC for its study of network economics and practices. The FCC set forth its study objectives last month (BWT, Nov. 28).

Although no important broadcast legislation was passed, hearings were held in the Senate and House on a number of measures, all of which remain on the books for possible action during the second session.

Hearings were held by House committees on a bill to amend the Sec. 309 (c) "economic pro-test" provisions of the Communications Act; a measure to permit broadcasting and televising of committee proceedings; allegedly Communists in radio-tv and other entertainment media, and government agency practices in releasing in-for-mation to information media and the public.

In the Senate, committees held hearings on: an identical Sec. 309 (c) amendment; a bill to boost the legal limit on campaign expenditures; on possible new legislation to regulate program-ming and juvenile delinquency; the nominations of George C. McConnaughey and Richard A. Mack to the FCC, and alleged Communists in radio-tv and the press.

INTERNATIONAL

MAJOR out-of-the-country broadcasting news event of 1955 unquestionably was the launching of commercial television in England last Septem-ber, breaking the broadcasting monopoly of the tax-supported BBC for the first time. Despite a different approach to commercialization, which allows no program sponsorship but only spots between programs or program segments, and a complicated system which vests responsi-bility for broadcasting in one entity (Independent Television authority, which will operate all of Britain's commercial tv stations), but forces ITA to get its programs from independent contrac-tors (who supply programming in blocks of a complete weekend, or Monday-through-Friday), BWT's reporter on the scene predicted that within a few years British tv will become "as Ameri-can as the hot dog." Early evidence in support of that view came in the first Nielsen English rating, which found I Love Lucy the top rank-ing tv show in England.

West Germany, Italy and France, as well as Great Britain, are scenes of rapid tv progress, Ernest A. Marx, director of the international division of Allen B. DuMont Labs, reported on his return from Europe late last month. Gener-ally, he said, tv is booming, in direct relation to the improvement in the European economy.

Eurovision, launched more than a year ago as a means of transmitting programs among a number of countries (a difficult task due to the various telecasting standards in use), is becom-ing perfected, Mr. Marx reported, so that programs of any country are well received in others. Possibility of using man-made satellites to beam tv signals to the southern part of the earth is another development in the Eurovision experiment, according to Mr. Marx.

Also, there was optimistic talk in Paris of "bulletin" tv service to French colonies in Africa, and some indication that "bulletin" tv service to Asia is planned.

饲料 also announces five other advertisers for shows in addition to union's sponsorship of two week-night news pro-grams featuring Morgan and Vandercook.

SIGNING of the merged AFL-CIO for two week-night news programs (CLOSED CIRCUIT, Dec. 19) and five other advertisers for pro-grams over ABC Radio was announced last week by Don Durgin, vice president in charge of the network.

AFL-CIO, through Furman-Feiner, New York, will sponsor Edward Morgan in the daily 7-7:15 p.m. EST period and John Van-dercook in the daily 10:10-11 p.m. EST spot, effective Jan. 2. Messrs Morgan and Vandercook will both be in new time periods.

Renewed Contracts

Sponsors who have renewed When a Girl Marries, which moves into the 10:30-10:45 a.m. EST period on Jan. 2, are: Carter Prods Co (Alice, New York); Sullivan-Stautfer-Collwyl & Bayles, New York, for opening par-ticipations on Monday and Friday; Drome-dary Co., division of National Biscuit Co. (Cake and frosting mixes, New York, through Ted Burt & Co., New York, for opening segments on Tuesday and Thursday; Stokey-Van Camp (Van Camp's pork and beans and Stokey's peas, corn, tomato juice, catsup and peaches), New York, through Calkins & Holden, New York, for closed commercials Monday through Friday. The fourth advertiser is the Assem-bles of God, Springfield, Mo., which has re-newed Revival Time (Sun., 10:30-11 p.m. EST). The agency is Walter F. Bennett & Co. of Chi-cago.

These latest sales, an ABC Radio spokes-man said, raises gross sales by the network in the past 30 days to about $5 million. This figure includes the Texas Co. sponsorship of weekend newscasts and sales to various ad-ver-tisers in ABC Radio's morning line-up (At DEADLINE, Dec. 19).

Texas Co. Renews ABC Radio News

IN A TRANSACTION said to represent almost $1 million in gross billings, the Texas Co. last week signed a 52-week renewal contract for a scheduled 22-five-minute newscasts each week-end on ABC Radio during 1956. The agency for Texas Co. is Kudner Agency, New York.

The renewal order, announced by Don Dur-gin, vice president in charge of ABC Radio, was described as "the largest single radio network talent sale in recent years." It covers Texaco News Reporter broadcasts during 1956, consisting of 11 five-minute newscasts on ABC Radio each Saturday and Sunday.


ADVERTISERS & AGENCIES

AFL-CIO SIGNS FOR ABC RADIO PROGRAMS

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Seven-Up to Continue Filmed Adventure Series

THE FILMED adventure series Soldiers of Fortune will continue in more than 140 national tv markets during 1956 and 1957 under the sponsorship of the Seven-Up Co., officials of the soft-drink firm announced last week.

Twenty-six episodes are scheduled for shoot-ing early next year by Revue Productions, Hollywood, and will be premiered early in the fall. Seven-Up's contract renewal was signed with MCA-TV Ltd. J. Walter Thompson Co. is the agency.

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Both Nielsen and ARB—month after month
Troubled—and in trouble. Ten thousand of them this year in Los Angeles County alone.

These “juveniles in a delinquent society” were brought into perspective by KNXT’s “Focus on Delinquency”—a six-part documentary so revealing that civic groups, law enforcement officials and juvenile authorities are still requesting prints of the series. Los Angeles Police Chief William H. Parker called it “one of the most dramatic and objective treatments of community social problems I have ever witnessed—a real public service.”

For “Focus on Delinquency,” KNXT won the 1955 Sylvania Television Award—the only award to a station west of the Mississippi—in recognition of its “outstanding local public service.”

The ability to focus successfully on community service and topnotch entertainment is one more reason why KNXT consistently delivers larger viewing audiences than any other Southern California television station.

**KNXT** Channel 2, Los Angeles, CBS OWNED
Represented by CBS Television Spot Sales
Sherman New Ad Chief For Colgate-Palmolive

STUART SHERMAN, director of Colgate-Palmolive Co., Jersey City, and member of its executive committee since 1948, as well as founder and president of Sherman & Marquette Inc. (now Bryan Houston Inc.) was appointed last week as C-P's director of advertising, succeeding Rolland W. Taylor, who has resigned to join Foote, Cone & Belding as executive vice president.

Mr. Sherman joined Colgate-Palmolive-PEet Co. after he was graduated from Williams College, becoming divisional manager before joining Lord & Thomas, Inc. (now Foote, Cone & Belding Inc.) in 1934 as a vice president. Three years later, he formed his own advertising agency.

Dept. Store Sales at Record Despite Detroit Press Strike

DETROIT's department stores, despite the local newspaper strike, having set an all-time sales record in the Dec. 5-10 week as measured by the Federal Reserve Board, neared the end of the Christmas buying season with business still running ahead of 1954.

The pattern set during the Dec. 5-10 period continued through the middle of the month, judging by informal estimates of department store business. While no reliable figures were available for the pre-Christmas week, it was indicated in Detroit that the buying pace continued at record levels despite the fact that no major newspapers have been published in the city since Dec. 1 [B'T, Dec. 5, 12, 19].

Charles Boyd, secretary of the Detroit Retail Merchants Assn., said that large department stores are doing well as shown by Federal Reserve data. Some other stores, however, are doing about the same as the comparable 1954 week, he said. He said he believed there has been little change in food store business.

As he is now at the critical selling season, he will have to predict the December sales volume in comparison with last year, Mr. Boyd said total December retailing may run above the same month a year ago but he doubted that the percentage increase would be as high as was the case in November.

Radio and tv stations continued to make all possible time available to retailers in the pre-Christmas week. Emphasis naturally continued on spots though some programs were being used by larger retailers.

Kansas City Agencies Cease Joint Operations

AFTER 13 years of joint operation, R. J. Potts-Calkins & Holden Inc., Kansas City advertising agency, will function as two separate agencies, effective Jan. 1, 1956. Potts will change to Potts-Woodbury Inc.

E. A. Warner, Potts-Woodbury vice president, stated the change was made because "respective accounts have become increasingly competitive, some of our sales activities have overlapped."

Quaker Oats Shifts Ad Setup

REALIGNMENT of its advertising functions in various product divisions was announced last week by Quaker Oats Co., Chicago, radio-td advertisement. Top appointments were those of Peter B. Warner, formerly advertising manager of Ken-L-Ration products, as manager of grocery products advertising, and David W. Ross, advertising marketing manager, as manager of Quaker's advertising department.

Also named were Robert B. Strom, supervisor of cereal advertising; Harvey B. Anderson, supervisor of Ken-L-Ration advertising, and Richard P. Einwelder, supervisor of corn goods advertising. Mr. Anderson succeeds Mr. Warner.

Advertising Must Keep Pace With Intellect, Freund Says

"AMERICA is growing intellectually and more advertisers must take this into account," Morton Freund, executive vice president of the Lawrence C. Gumbinner Adv. Agency, New York, said in an interview on Your Better Tomorrow on ABC Radio last Thursday.

"I think that American business and advertising men are learning that in a world full of tensions, where people are immersed in their own interests and problems, they can catch more prospects with honey than with vinegar. I think that you will see more and more advertising making a bid for attention by amusing or beguiling people—and more and more selling through ideas and facts that lead people to convince themselves," Mr. Freund said.

"In other words," he continued, "we are coming out of the caveman era, when the advertiser tried to win his prospect by clubbing him over the head, into a more civilized period in which he will court him more gently, more pleasantly, and in more mature terms. Today, we must recognize an enlightened self-interest if we are going to interest the public at all."

More Appointments Made At New Chicago Agency

ADDITIONAL appointments for North Adv. Inc., agency newly-founded by Don P. Nathan and Cyrus Nathan, were announced Tuesday in Chicago. George Gruenwald, formerly account executive at Weiss & Geller, was appointed vice president and supervisor for these Toni products: Deep Magic facial cleansing lotion, Tonette children's home permanent, Soft-style curlers and spin curlers. At one time associated with the Toni Co., Harold Rosenzweig was named vice president and treasurer, Charles P. Hirth Jr. appointment as vice president and account supervisor for Prom home permanent and Silver Curl home permanent and other staff appointments were announced last month [B'T, Nov. 28].

Additional Sponsors Set For Three CBS-TV Shows

SIGNING of Hazel Bishop Inc., Amana Refrigeration Inc. and W. A. Sheaffer Pen Co. as sponsors of CBS-TV programs was announced last week by William J. Hylan, vice president in charge of network sales.

Hazel Bishop Inc. (lipstick, nail polish and other cosmetics), New York, through Raymood Specter Co., New York, will sponsor the alternate Thursday, 10-11:15 a.m. EST segment of Garry Moore Show (Mon-Thurs., 10:10 a.m. EST; Fri., 11:10-11:30 a.m. EST), starting Jan. 5; Amana Refrigeration Inc. (refrigerators, freezers, air conditioners), Iowa, through Maury, Lee & Marshall, New York, the Pacific Coast Conference games on Saturdays, starting at 2 p.m., effective last Saturday, and W. A. Sheaffer Pen Co. (pens and pencils), Ft. Madison, Iowa, through Russell M. Seeds Co., two special Robert Q. Lewis programs on Jan. 9 and Jan. 16 (2-2:15 p.m. EST).

Goodyear Religious Program

GOODYEAR TIRE & RUBBER Co., which for years has sponsored Greatest Story Ever Told on radio without cash or institutional messages and using only minimum sponsor identification, began a new religious series—His Way, His World—under the same conditions on NBC-TV Christmas (4-4:30 p.m. EST). The series is made up of four half-hour films to be telecast once a month on Sundays.

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[Image of advertisement for Colorcasting, including a schedule of New Year's Eve specials.]
ON THE DOTTED LINE...

KSFO San Francisco has signed a contract with Gerth-Pacific Advertising calling for 100 spot announcements a week to publicize the Hillsdale Shopping Center of that city. Present at the contract signing are (l to r): seated, Bill B. Callahan, advertising manager of the center; Don Sherwood, KSFO disc jockey; Jim Clark, G-P account executive; standing, Don Snapp, G-P account executive; Chuck Johnson, KSFO account executive, and Gary Garlund, KSFO commercial manager.

CHARLES W. OTT Jr., vice president of Ott’s (hardware, china), signs for special promotion on KIST Santa Barbara, Calif., celebrating the store’s 80th anniversary. The store also uses over 3,500 spots annually over KIST. Witnessing the signing are (l to r): Gordon Stafford, KIST continuity director; James Bloomfield, KIST commercial manager, and Charles Edwards, Ott’s advertising manager.

PAUL J. UTNEHMER, works manager, Babcock & Wilcox Co., Tubular Products Div., signs for 30-minute segment of Al Hallaman’s morning three-hour Valley Special over WBVP Beaver Falls, Pa., as Tom Price, WBVP manager, approves. The show features music, time, weather and news, with the B&W segment slotted to catch the company’s employees before they go to work.

CHARLES GATSON, East Hartford, Conn., Dodge dealer, signs for a spot campaign on WGTH Hartford promoting “Dodge, Fur Free,” a 10-day promotion which gave away a fur stole or clutch cape with each Dodge purchased during the 10-day campaign. At the signing are John Demc (seated l), WGTH sales manager, and (standing, l to r) Phil Zoppi, WGTH sales; Madelaine Hoefferl, Hartford model displaying one of the fur stoles, and Carl Flower, account executive, Past, Johnson & Livingston advertising agency, representing Mr. Gatson.

HUDSON DEALERS sign a $10,000 contract calling for 13-week sponsorship of Community Club Awards on WVDA Boston. Participating in the signing are (l to r): seated, Joseph Rigazio, secretary, Hudson Dealers Assn.; Clarence Zunari, association president; Russell Dilloway, general manager, Hudson factory branch; standing, James Towle, WVDA account executive; Harold Fenerty, Hudson sales promotion-publicity director, and John Gilmore, WVDA sales promotion director.

Broadcasting • Telecasting

December 26, 1955 • Page 39
WFAA-TV Delivers a Fabulous New Selling Punch... to the DALLAS-FT. WORTH Market!

Better start throwing away all your old facts and figures on the DALLAS-FORT WORTH market. When the switch was pulled on Texas' TALLEST man-made structure, the entire concept of what an advertising dollar can deliver in this double-barreled market was knocked into a cocked hat.

COMPARE OLD "B" AND NEW "B" COVERAGE AREAS:

19.7% increase in retail sales! 28.8% increase in population! Almost a HALF BILLION DOLLARS increase in Effective Buying Income!

But that only begins to tell the story! Available now is WFAA-TV's new "Market Facts" folder which will be sent upon request. It's one of the most complete, most useful compilations ever devised to bring time buyers up to date on the nation's 12th ranking metropolitan market!

(*Based on retail sales)
A STATION AND A MARKET GROW IN STATURE

The new DALLAS-FORT WORTH market, as defined by "Television Magazine," covers 42 counties, including 3 in southern Oklahoma.

★ $3,477,072,000.00 Effective Buying Power!
★ 42-COUNTY Population - 2,272,600!
★ 552,740 Television Homes!
★ $2,582,192,000.00 Total Retail Sales!

This brings more people, more buying income, more retail sales into the WFAA-TV picture!

TOWER FACTS

- 51 FEET TALLER THAN THE EMPIRE STATE BLDG.
- ENOUGH "STEEL" TO BUILD 320 AUTOMOBILES
- ENOUGH "PAINT" TO COVER 95 FIVE-ROOM HOMES
- ENOUGH "CONCRETE" FOR 5 MILES OF SIDEWALK.
- 1,521' high, including antenna
- 1,685' above average terrain

Channel 8

WFAA-TV
DALLAS
NBC * ABC

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

316,000 WATTS VIDEO • 158,000 WATTS AUDIO
In lever, lever bros. reports receiving about 800 letters per program "which tell us more than mere figures could," says mr. zachary. the comments that pour into the network and agencies concerned (sullivan, stauffer, colwell & bales inc., j. walter thompson co. and ogilvy, benson & mather inc. for lever bros.; d. p. brother & co., detroit, i.a.c. spalding & plough are, on the whole, enthusiastic and generous in praise. they cover a gamut of topics, as does big town itself: dope peddling, kleptomania, election fraud, mental illness and, of course, juvenile delinquency. (big town's producers and writers tend to shy away from such controversial subjects as communism, euthanasia, homosexuality and religion.)

people who write in misbehave few words. one of the letters in reply to the contest offer was written by an 18-year-old who said: "we—youth—will pay a fantastic price to be accepted by the group . . . the timid, the sensitive, the strong and the weak . . . it must be found." he blamed juvenile delinquency on parental behavior. parents write in too. a parent whose son was slain by a gang of "rip-offs" said the show found big town's treatment of a similar crime so identifiable that he said, "i could have easily imagined my own, personal family tragedy as the theme point of your program . . . it was a positive contribution to the difficult problem of teen-age delinquency."

other letters request filmed reprints for showings in the community as part of safety campaigns; fta meetings and classroom projects. one episode alone, based on fire hazards, pulled a staggering total of 1,337 replies, including many requests from such organizations as the national fire protection assoc.

"little did we dream a year ago," commented mr. zachary, "that big town would be regarded as a public service program. we may not sell truckloads of soap through it, nor will it ever act as a social forum, but it's certainly won us all a tremendous amount of consumer goodwill. in today's market, that's something that doesn't come cheap."

national advertising week materials being distributed
the advertising federation of america is releasing this week plans for its upcoming sponsorship of national advertising week, feb. 19-25, and has begun distributing campaign materials to radio-television stations, newspapers, magazines, industrial house organs and civic leaders.

heading the 1956 national advertising week committee is robert w. barnoff, nbc president. among committee members are robert e. kinnner, abc president; ted cott, du mont broadcasting corp.; roger pryor, vice president in charge of radio-television, foote, con & bolden; john m. task force agency; richard scheldiker, secretary, american assoc. of advertising agencies; kevin b. sweeney, president, radio advertising bureau, and j. l. van volkenburg, president, cbl-tv.

a 5-frame per minute campaign newspaper network written by goodman ace will be aired feb. 19 in cooperation with all networks.

thirty-two separate units of copy and material have been prepared for the 85 advertising week chairmen, picked from 115 afi-affiliated clubs, including radio-television scripts and public service spots, 16-inch radio transcriptions and sets of slides and glass slide projection slides. for the first time since the annual campaign started in 1952, radio station managers will be asked to "carry their own weight" by ordering the transcriptions at $1.25 for a disc or eight radio spots each featuring announcer cy harrie. tv station managers will be charged $3 per telop or slide set of 12 images each. orders should be placed for all charged material with afai, 250 west 57th st., new york 19.

census reports wholesaling
detailed analysis of wholesale business by states is being released by the u.s. census bureau. the figures are derived during the 1954 census of business. they cover states, counties, and cities, with breakdowns that include payroll and sales information. first state report-come florida. other states will come out, at intervals during the next three or four months.

the bureau has been "finer cutting of reports by states." publication of these reports was started by b&st nov. 24.
portrait of a market

... where these factors combine for your sales' success

... a proven high-income industrial area ...

... a proven year-round vacationland ...

... where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

Serving Albany, Troy, Schenectady, N. Y. and 30 counties of New York and New England

WRGB

A General Electric Television Station • Represented Nationally by NBC SPOT SALES
Now! Live Color Commercials

"3V" Color Film System as arranged for pickup of color opaques and live action commercials.

RCA Pioneered and Developed Compatible Color Television
with your RCA "3V"!

Simple lens system added to RCA "3V" Film Camera picks up live-action color commercials...and color opaques of all kinds

Now you can go to "live" color in the least expensive way imaginable. RCA engineers have worked out an extension lens system which can be used with any RCA "3V" Camera to pick up all kinds of product displays...live...in action...in highest quality color. And the same system can be used for televising color opaques in the simplest possible manner.

Products to be colorcast are set up on a small, fixed stage (as shown on opposite page). Any type of action which can be carried out in a limited area is practical. You can turn products around, upside down, etc. show liquids foaming...real bottle pouring...use of tools...appliances in operation...wind-up toys in action...all kinds of animation.

Color opaques can be artwork, charts, maps, diagrams, magazine pages, comic strips. They can be mounted on an easel, on a flip-over stand (as shown at right), or held in the hand. You can use artwork or catalog illustrations and thus avoid making slides. Color rendition is nearly perfect; there are no density problems as with color slides.

Both products and opaques are televised in the open...in fully lighted rooms. No need for light covers or strobe lights. Pictures have high resolution inherent in vidicon type camera. Picture quality and color is equal in every way to that attained with studio type color cameras.

Development of a push-button operated 4-input multiplexer makes it possible to use an RCA "3V" camera for televising "live" color commercials, color opaques, color transparencies, color slides and color films. Such an arrangement provides maximum usefulness of equipment—gets you into color in the fastest and least expensive way.

And remember, the RCA "3V" Film Camera System is the system which most broadcast engineers believe to be the best.

For complete technical information on the new RCA "3V" Color Film System, call your RCA Broadcast Sales Representative. In Canada: write RCA VICTOR Company Ltd., Montreal.

RADIO CORPORATION of AMERICA
BROADCAST EQUIPMENT, CAMDEN, N. J.
**LATEST RATINGS**

**NIELSEN**

Top 10 Television Programs
Two Weeks Ending Nov. 26, 1955

**NUMBER OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>RANK</th>
<th>Program</th>
<th>Homes Reached 1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$46,000 Question (CBS)</td>
<td>15,165</td>
</tr>
<tr>
<td>2</td>
<td>I Love Lucy (CBS)</td>
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<td>12,920</td>
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<td>9</td>
<td>G. E. Theatre (CBS)</td>
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</tr>
<tr>
<td>10</td>
<td>Perry Como Show (NBC)</td>
<td>12,100</td>
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**TOTAL AUDIENCE**

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**RANK**

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<th>TOTAL AUDIENCE</th>
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**AVERAGE AUDIENCE**

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<tr>
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</thead>
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</tr>
</tbody>
</table>

**A.** Homes reached by all or any part of the program, except for homes watching only 1 to 5 minutes.

**B.** Homes reached during the average minute of the program

**C.** Percented ratings are based on TV homes within reach of the station facilities used by each program.

**TRENDDEX**

Top 10 Programs for Evening Network Television
8 NCAAs, 1 Week of Dec. 1

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**VIDEODEX**

Top Ten Spot Shows* Nov. 1-7

<table>
<thead>
<tr>
<th>Name of Program</th>
<th>%</th>
<th>Homes, Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I Led Three Lives (Ziv)</td>
<td>19.2</td>
</tr>
<tr>
<td>2.</td>
<td>Libretto (Ziv)</td>
<td>18.4</td>
</tr>
<tr>
<td>3.</td>
<td>Man Behind the Badge (MCA-TV)</td>
<td>17.6</td>
</tr>
<tr>
<td>4.</td>
<td>Highway Patrol (Ziv)</td>
<td>17.4</td>
</tr>
<tr>
<td>5.</td>
<td>Badge 714 (NBC Film)</td>
<td>17.1</td>
</tr>
<tr>
<td>6.</td>
<td>Mayor of the Town (MCA-TV)</td>
<td>17.0</td>
</tr>
<tr>
<td>7.</td>
<td>Dr. Hudson's Secret Journal (MCA-TV)</td>
<td>16.9</td>
</tr>
<tr>
<td>8.</td>
<td>Annie Oakley (CBS Film)</td>
<td>16.6</td>
</tr>
<tr>
<td>9.</td>
<td>Ponderosa (CBS Film)</td>
<td>16.1</td>
</tr>
<tr>
<td>10.</td>
<td>Confidential File (Guild)</td>
<td>15.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MR. YOUNG</th>
<th>MR. THOMPSON</th>
</tr>
</thead>
</table>

**A&A PEOPLE**

William L. Young, vice president in charge of marketing and merchandising, William Esty & Co., N. Y., appointed to agency's copy and planning board. Grant M. Thompson, account executive with Esty since 1951 and previously with Procter & Gamble, elected vice president of agency.


David E. Neuman, Molesworth Assn., N. Y., public relations firm, to Emil Mogul Co. Inc., N. Y., as assistant account executive.

Frank Tuttle, formerly promotion and continuity director KOMU-TV Columbia, Mo., to Bruce B. Brewer & Co., Minneapolis, as assistant account executive.

Vincent P. Maloney, copywriter and assistant account manager, Dickie-Raymond Co., Boston and N. Y., direct mail advertising agency, to Charles W. Hoyt Inc., N. Y., as copywriter.


Ernest Salmi, Charles W. Hoyt assistant account executive, father of girl, Karen.

**A&A SHORTS**

Foehman Packard-Studebaker, Chicago automobile dealer, has signed 52-week, $60,000 pact with WCFL Chicago, local American Federation of Labor outlet, for a six-times-a-week, five hours nightly series, "Harmony Highway." Foehman has been spending over $7,000 weekly in tv and has shifted budget to radio.

League of Advertising Agencies will hold its fifth annual dinner-dance in Terrace Room of Hotel Plaza, N. Y., Jan. 27. Guest speaker will be Lawrence Valenstein, president of Grey Adv. Agency Inc., N. Y.

**BALTMore**

Baltimore wrestling promoter Edward Contos signs a long-term contract giving tv rights to his bouts to the National Brewing Co. Looking on are (l to r) Norman S. Almony, brewing company vice president; E. K. Jett, WMAR-TV vice president; Patrick J. Roche, also a vice president of the brewing company, and Howard E. Williams, representing W. B. Doner & Co. Agency.

**COPYRIGHT** 1955 BY A. C. Nielsen Co.
ZIV'S BIGGEST YEAR 1955, SINN REPORTS

IN TERMS of both sales and production, Ziv Television Programs is ending "the biggest year in its history," John L. Sinn, president, reported last week in a year-end summary.

Gross dollar volume of sales during 1955 was 42% larger than in 1954, he said, adding that "dollar value of 1955 sales was equal to the combined sales income of Ziv Television Programs for the years 1950 through 1952, inclusive." At year's end, he continued, a total of 2,278 clients, ranging from national advertisers to local retail shops, are sponsoring various Ziv TV programs in a total of 280 markets. He noted that about 76% of the advertisers who sponsored Ziv TV programs in 1950 still are company clients. During 1955, Ziv TV produced a record-breaking total of 3,227,418 feet of program footage and a new high of 428,976 feet of commercials, according to Mr. Sinn. Four TV film series were released in 1955—Man Called X, Highway Patrol, Science Fiction Theatre and Eddie Cantor Comedy Theatre. New episodes of four other TV film series were produced during the year, including I Led Three Lives, Mr. District Attorney, Cisco Kid and Corlisa Archer, he said.

"Ziv TV continued to make an important long-range investment in color television during 1955," Mr. Sinn said. "Of the total footage shot for programs and commercials only 28% was directly in black-and-white and 72% was on color film stocks of various types. In most cases, black-and-white prints were made from the color negatives, although experimental colorcasts of Ziv TV shows were made from color prints in such major cities as New York, Houston, Dallas and Los Angeles, among others."

Mr. Sinn predicted "a strong sales season in 1956," and revealed that the production goal next year would be film footage amounting to 38% above the 1955 figure.

Ziv Television Film Series Purchased by Ohio Oil Co.

OHIO OIL Co., Findlay, Ohio, has bought Ziv Television Programs' The Man Called X, tv film series, in 13 markets on behalf of its 2,000 dealers and its "Marathon" gasoline and lubricants. It was announced last week by M. J. Rifkin, Ziv TV sales vice president. The agency is N. W. Ayer & Son, New York.

The campaign, scheduled to begin January, will cover areas in the petroleum company's five-state market of Ohio, Indiana, Michigan, Illinois and Kentucky. The purchase of Ohio Oil and other advertisers has raised to 56 the number of markets presenting The Man Called X, according to Mr. Rifkin.

Mennen Buys 'Passport' For 30 Major TV Markets

MENNE I Co., Morristown, N. J., will use spot TV film for the first time on Jan. 1 when it begins its sponsorship of ABC Film Syndication's Passport to Danger series in 30 major markets to promote its complete line of men's toilet items.

Details of Mennen's spot TV film campaign are being announced today (Monday) by George T. Shupert, president of ABC Film Syndication. In support of the television program, he said, ABC Film Syndication, Mennen and its agency, McCann-Erickson, have mapped out an extensive merchandising-promotion-exploitation campaign.
It's An Old Cincinnati Custom—

In 1873, the first of Cincinnati's internationally famous May Festivals was held in Cincinnati's historic Music Hall. Every two years since then, without interruption, Cincinnati has attended the traditional four day series of concerts, to hear their friends and neighbors who comprise the chorus, augmented by world renowned soloists, and the Cincinnati Symphony Orchestra. Participating in, and attending May Festivals, is an old Cincinnati custom.
—another Old Cincinnati Custom
(firmly established over a 26 year period)

is 

Listening To

WCKY

82.4% of Cincinnati Homes
Listen to WCKY each week

WCKY has

21% of the Morning Audience
22% of the Afternoon Audience
21% of the Evening Audience

Large Audience . . . Low Rates
Make WCKY Your Best Buy, in Cincinnati

Follow the custom in Cincinnati

BUY WCKY

*Pulse; Oct.-Nov.
Mon. thru Fri.

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
23 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Ohnya
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Corey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollywood 3-0689

-Four Hours a Day • Seven Days a Week
FILM SALES
CBS Television Film Sales Inc., N. Y., has sold San Francisco Beat to Genesee Brewing Co., Rochester, N. Y., for weekly showing on WRGB (TV) Schenectady and WNBTV-Binghamton, both N. Y. Agency is Rogers & Porter, N. Y.

FILM PRODUCTION
Hal Roach Jr., L. A., announces production of 39 episodes of new TV series, Code 3 for Rabco, joint Roach-ABC organization, and to be released by ABC Film Syndication. Series will be based on activity of L. A. county sheriff's office.

Parker-Rogers Productions, Hollywood, has signed Robert C. Dennis as writer for new series, The Tracer, based on files of Tracers Corp. of America, N. Y. Production of 26 films is set for early 1956 in New Orleans.

George Jessel's new audience participation TV series, Love and Marriage, will use Allen B. DuMont Labs. Inc.'s Electronicam process with filming to start Dec. 28 in New York. Program will feature interviews with "newlyweds, oldie-weds and just plain weds," according to Mr. Jessel, who is producing the show.

Reela Films, Miami, Fla., to film all Orange Bowl activities during week-long festival to be climaxed by football game Jan. 2. Color films will be distributed by Reela Miami office.

FILM DISTRIBUTION
Victory Enterprises Inc. has signed contract with Quality Films Inc., Hollywood, for distribution of 97 western feature films.

Association Films, N. Y., is distributing free to tv stations new 13½-minute color cartoon, "Man of ACTION," produced for American Council to Improve our Neighborhoods (ACTION) by Transfilm Inc., N. Y. Production costs were contributed as a public service by Continental Can Co., N. Y. Company also is offering free series of six 27-minute films on health problems, titled Anywhere U. S. A., produced for Health Information Foundations.

Lloyd Burns of Toronto named Canadian dis- tributor of The Adventures of Long John Silver for tv. CBS-TV Film Sales is U. S. distributor for series.

FILM PEOPLE
Gilbert Zingaro, operations manager, Collo- matic Corp., N. Y., producer of live animation techniques for tv shorts, named executive vice president in charge of operations.


Frank G. O'Halloran, sales and marketing specialist, Becton, Dickinson Co. (surgical supplies), Rutherford, N. J., named sales manager of industrial division, Sterling Television Co., N. Y.


TRADE ASSNS.
NARTB Backs Parley Of State Assn. Heads
MOVE to strengthen the industry's position in meeting legislative problems and to set up a clearing-house for ideas, information and tech- niques was announced by NARTB Wednesday. The project will be built around the first of a series of NARTB-sponsored conferences of state association presidents [CLOSED CIRCUIT, Dec. 5].

President Harold E. Fellows, announcing pre- liminary plans for the meeting, scheduled to be held Feb. 21 in Washington, said Howard H. Bell, assistant to the president, will be staff coordinator of state association activities in ad- dition to his other duties.

The clearing-house project will be centered around NARTB's monthly publication, State- side, which is distributed to members of state associations. State groups, in turn, will handle projects on the state and local level, keeping in close touch with the national association.

Among topics of current interest are sports, freedom of information, freedom of access to courts and public events, legislation and public service campaigns. States now are operating in 47 states, Hawaii and Puerto Rico. Delaware is the only state not organized.

The Feb. 20 conference will take up ways NARTB can cooperate with state and local groups. A luncheon with a prominent guest speaker is scheduled, along with a reception. Delegates and wives will be invited to the an- nual Voice of Democracy luncheon scheduled Feb. 22. Delegates will have a chance to visit members of their Congressional delegations.

533 Low Power Stations Favor 1 Kw Boost—CBA
SEEKING membership in its drive for a power increase for all Class IV (100 w-250 w) stations, the Community Broadcasters Assn. Inc. has mailed a brochure to the 900-plus Class IV outlets explaining the purpose and functions of the CBA.

Of 622 stations which answered a preliminary post card survey, 533 favored the proposed boost to 1 kw, while only 13 were definitely opposed to the increase. In view of the ma- jority opinion, CBA was formed (with offices in Washington, D. C.) to push for the overall increase. CBA points out that the cost would be prohibitive for an individual 250-watt to seek the increase, but can be accomplished at a nominal cost per station as a joint project.

CBA predicts it will cost individual member stations about $300 to accomplish the power increase, which will take from 18 to 24 months. With this in mind, stations are charged $150 per year for membership.

The 190 member stations to date have elected 15 district directors, headed by President F. E. Lackey, WHOP Hopkinsville, Ky. The districts are set up to follow the lines of NARTB's districts.

CBA will handle all engineering costs of the project, estimated to run about $5,200 per frequency. Consulting engineer is T. A. M. Cra- ven, Craven, Lohnes & Culver, Washington, and legal counsel is Howard J. Schellenberg Jr., O'Laughlin & Schellenberg, also Wash- ington.

Poor to NARTB Radio Board
JOHN B. POOR, MBS executive president, has been named to the NARTB Radio Board of Directors, succeeding E. M. Johnson, who was MBS board member until his resignation from the network in October. Mr. Poor has been named to the NARTB Am Committee.
Broadcast Adv. Club Elects
Stirton President for '56

JAMES L. STIRTON, vice president of Music Corp. of America, Chicago, was elected president of the Broadcast Adv. Club of Chicago for 1956 at a luncheon meeting in Chicago Tuesday. He succeeds Peter A. Cavallo Jr., vice president in charge of radio-tv, J. Walter Thompson Co.

Elected vice presidents were Frank Baker, vice president, Grant, Schweng & Baker; Gene F. Seehafer, account executive, Needham, Louis & Brody, and Harold A. Smith, advertising and promotion director for tv, NBC Central Div. Ruth Babick, chief timebuyer, Earle Ludgin & Co., was elected secretary and Lois Thompson, Meeker-Tv, station representative, was named treasurer.

BAC's 1956 directors, in addition to Messrs. Cavallo, Smith, Baker and Seehafer and Miss Thompson, are John Cory, vice president, Free & Partners; William F. McGuiness, commercial manager of WGN Inc.; Sterling Quinlan, vice president in charge of WBKB (TV) Chicago; Cyril C. Wagner, tv account executive, NBC Central Div., and Charles Zeller, radio-tv director, Guenther-Bradford & Co. Half of the board is elected each year.

Advertising Agencies' League Announces Officers for 1956

NEWLY-APPOINTED officers for the League of Advertising Agencies Inc., were announced in New York last week by James B. Zabin, president of the organization who was elected for a second term. The new officers: Benjamin Reis and Larry Schwartz, vice presidents; Nat Roth, treasurer and Ted Bernstein, Lester Loeb, Henry Loewy, M. B. Pearlman, Philip I. Ross and William Weltman, members of the board of governors.

Continuing to hold office during 1956 are Julian Ross, executive secretary; Irving Davis, vice president; Max Sinowitz, secretary; Louis N. Field and Morton J. Simon, legal councils; Lucius H. Coleman, fiscal advisor, and Bosh Stack, public relations counsel. A. D. Adams, Arthur Bandman and David E. Rothschild will continue to serve on the board of directors.

Analysts Re-elect MacVane

JOHN MACVANE, ABC news commentator, was re-elected president of the Assn. of Radio News Analysts for 1956, and Eric Severeid and Ned Calmer, both CBS, were elected vice presidents at an annual meeting of the organization in New York. Other officers elected: H. V. Kaltenborn and Leon Pearson, both NBC, and George Fielding Elliot, MBS, members of the executive committee; John Vandercook, ABC, secretary-treasurer, and Walter Cronkite, CBS, secretary.

TRADE ASSOCIATION PEOPLE

Frank Crane, president, Southern California Broadcasters Assn., chosen to serve as member of Governor Goodwin Knight's recently formed "Advisory Committee on Public Relations."

TRADE ASSOCIATION SHORTS

Wake Forest College, N. C., became third college to install a chapter of Rho Tau Sigma, national radio and television honor society.


The Giant of Southern Skies

Offers Participations in Two Outstanding Programs

"MY LITTLE MARGIE"

Mondays thru Fridays
4:00-4:30 P.M.

Three 1-minute spots available within the show at regular rates

"MILLION DOLLAR MOVIE"

Sundays 1:30-3:00 P.M.
also
Sundays 11:00-12:30 Nite

The movies are features from the Associated Artists package and the NTA Fabulous Forty Group. Minutes available at no premium . . . film and slide commercials only.

Write, wire or phone WEED or the Station for rates and availabilities.

NBC NETWORK
Represented Nationally by WEED TELEVISION CORP.
WFBC-Radio (NBC Affiliate) is Represented Nationally by AVERY-KNODEL
STORER NAMES FIVE VICE PRESIDENTS

Broadcasting company promotes following station managing directors to new status: Babcock, WGBS Miami; Lipson, WJBK-AM Detroit; Michaels, WJBK-TV; Miller, WWVA Wheeling, and Bailey, WBRG Birmingham.

FIVE new vice presidents of Storer Broadcasting Co. were named last Wednesday by the organization's board of directors, meeting at Miami, Fla.

The appointees, all managing directors of Storer stations, are Miller N. Babcock, WGBS-AM Miami; Harry Lipson, WJBK-AM Detroit; Bill Michaels, WJBK-TV Detroit; Paul J. Miller, WWVA-AM Wheeling, W. Va., and James E. Bailey, WBRG-AM Birmingham, Ala.

Miller N. (Slim) Babcock, managing director of WGBS-AM since January of 1952, is a 28-year veteran of radio and newspapers. He entered the organization as a salesman at WGBS in 1943 and was named sales manager in 1945. During his career as managing director of the station, he has developed many unusual public service programs, one of which won the Freedoms Foundation medal of achievement. Before going with Storer, Mr. Babcock was associated with WIOD Miami and WFTL-Ft. Lauderdale, Fla., and his newspaper background includes the Newark Ledger, Newark, N. J., and the Miami Herald.

Harry R. Lipson carries over into his new position 30 years of experience in radio and television. Before entering the broadcasting field he was publisher of the Detroit Medical News and also advertising representative of the Michigan State Medical Society. Mr. Lipson has been associated with WJBK for the past seven years, having moved to that station from CKLW Windsor-Detroit. Serving successively as salesman, sales manager, assistant managing director of both radio and television, he was named managing director of WJBK-AM a year ago when Storer separated management of the radio and television properties.

Bill Michaels, managing director of WJBK-TV since December 1954, joined Storer in 1953 when the company purchased KABC San Antonio, Tex. Mr. Michaels was managing the station at the time and was retained in that capacity. He had been with the station since 1940 and had handled the Southwest Conference football games. He remained in San Antonio until Storer sold KABC. Then, upon separation of radio and television in Detroit last November, he was made managing director of WJBK-TV.

Paul J. Miller, managing director of WWVA Wheeling, W. Va., first entered radio in Pittsburgh in the 1920's. He has worked in almost every phase of radio operation. In 1931, he became associated with WWVA as a sportscaster, later serving as production manager. In 1946 he was appointed assistant managing director and in 1953 was made managing director. He currently is president of the West Virginia Broadcasters Assn.

James E. Bailey, managing director of WBRG Birmingham, is another veteran of broadcasting. A native of the Alabama city, he first served in advertising sales on the Birmingham News and then moved to the sales department of WSGN. In 1943 he went to WAGA Atlanta, where as managing director he put Georgia's first tv station on the air. Mr. Bailey remained in Atlanta until 1952, when ill health forced his temporary retirement. When Storer purchased the Birmingham operation in August of 1953, Mr. Bailey moved back to his hometown to head the station's radio activities.

Three Stations in Maine
Name Mullen to Sales Post
WILLIAM J. MULLEN, Old Orchard Beach, Me., has been appointed national sales manager for WPOR Portland and WABI-AM-TV Bangor, both Maine, effective Jan. 1. Mr. Mullen also was appointed to represent WMTW (TV) Poland Spring, Me., in the Boston area.

WPOR also announced that George P. Hollinger would represent the station in New York.

Ben Nedow Has Heart Attack
BEN NEDOW, president and general manager of KECK Odessa, Tex., was reported in fair condition in an Odessa hospital after suffering a heart attack Dec. 13.

Two New Tv Stations Set To Begin Operation Jan. 1
IAN. 1 commencement dates for commercial operation were announced last week by KOSA-TV Odessa, Tex., and KHAS-TV Hastings, Neb.

In setting the KOSA-TV starting date, Cecil L. Trigg, president and general manager, said the outlet will commence with more than a half-million gross in national and local billings. KOSA-TV will operate on ch. 7 with CBS-TV affiliation.

KHAS-TV went on test pattern Dec. 18 and plans to start its commercial operation next Sunday at 4 p.m., according to Duane L. Watts, general manager. The NBC-TV affiliate is on ch. 5 with a 767-foot tower to provide 100 kw maximum operation. Station is RCA-equipped.

National sales representative for KHAS-TV is Weed Television.

BROADCASTING • TELECASTING
HOLLINGBERY NEW BOARD CHAIRMAN

GEORGE P. HOLLINGBERY, president of the station representative firm he started in 1936, has been named chairman of the board of directors, capping the promotion of six other Hollingbery officials, the company announced last week. The realignment becomes effective Jan. 1, 1956.

Executive Vice President F. Edward Spencer Jr. will become vice chairman of the board.

Fred F. Hague, presently radio vice president, and Harry Wise, now vice president in charge of the Los Angeles office, will become president, respectively, of the Radio Div. and the Television Div. Both will be headquartered in New York. Overall direction of Hollingbery West Coast operations will be handled by George Lindman, vice president in charge of the San Francisco office while the Los Angeles office will be headed by Roy Edwards, account executive in the Chicago office, replacing Mr. Wise.

The Hollingbery firm represents about 70 radio and television outlets.

WBSC Spot Business Up

WBSC Bennetsville, S. C., reports that national spot business is up 122% over 1954 while regional and local spot billings have increased 63% and 9% respectively. Overall profits have shown an 18% increase.

Mixed Reaction Greets N. Y. City TV Proposal

PROPOSAL for a New York City-owned television station was favored and opposed last week at the New York City council finance committee's public hearing on the 1956 city budget, which included an allocation of $379,955 for a television transmitter and studio and remote equipment.

Speaking for the Citizens Union, George M. Hallett Jr., executive secretary, praised the project for the contributions it could make to civic improvement and the cultural life of the city. Speakers for the Commerce and Industry Assn. of New York and the Real Estate Board of New York opposed the city television proposal, claiming "it was a waste of the taxpayers' money" and would be competitive to private tv interests.

The city's Municipal Broadcasting System, which operates WNYC-AM-FM New York, has been authorized by FCC to operate WNYC-TV on uhf ch. 31.

Duties Reassigned For KPAR-TV Debut

REASSIGNMENT of job titles and duties at KDUB-TV Lubbock, Tex., and its satellite KPAR-TV Sweetwater, Tex., has been announced with the impending beginning of operations of ch. 12 KPAR-TV.

Changes are as follows: James Phillips has been appointed controller and assistant secretary-treasurer; Jimmie Isacks, sales manager, has been named vice president and general sales manager; W. H. Shipley, promotion manager, has been reassigned as vice president and administrative assistant; E. A. Hassett has become national sales manager; Ray Trent, program director and film buyer, is assistant manager and program director-film buyer; Rudy Starnes, chief engineer, additionally becomes assistant manager. Dan Guthrie takes on KPAR-TV station manager duties, and John Kreiger becomes manager of radio (KDUB Lubbock). W. D. Rogers is president of the stations.
RADIO-TV READIES FOR COLORADO TEST

Number of electronic journalism groups prepare broadcasting's side of the case for Jan. 30 hearing on admission of microphones and cameras to state courts.

THE COLORADO trial of Microphone & Camera v. Canon 35 of the American Bar Assn., scheduled to start Jan. 30 in the state Supreme Court chamber [BT, Dec. 19], will feature witnesses representing principal media organizations.

NARTB, American Newspaper Publishers Assn., Sigma Delta Chi, AP's Freedom of Information Committee and many other groups active in printed and electronic journalism will take part in the hearing, it appeared at the weekend.

Denver area radio and tv broadcasters will appear as a unit. They will be represented by Judge Justin Miller, NARTB advisor and ex-board chairman, a longtime leader in the industry's battle on behalf of freedom of speech and the press.

Flanking Judge Miller will be Vincent Wasilewski, former NARTB chief attorney and now the association's government relations manager.

The whole freedom of access problem, as it applies to courtrooms, was opened before the ABA's House of Delegates last summer when Judge Miller, a delegate, obtained permission for Philadelphia radio-stv stations to broadcast House proceedings [BT, Aug. 29]. At that time ABA delegates voiced surprise at the quiet and efficient way the proceedings could be picked up by electronic media. ABA's famed Canon 35, widely followed by the nation's courts, opposes microphone and camera facilities in courtrooms. An ABA committee is currently considering proposals to revise Canon 35.

Another active fighter on behalf of freedom of speech and the right of broadcasters to editorialize, Rex Howell of KFXJ-AM-TV Grand Junction, Colo., will represent Colorado Broadcasters & Telecasters Assn., according to Elwood H. Meyer, KYOU Grove City, CBTA president. Mr. Howell will testify on behalf of the state's broadcasters as a unit.

The Denver broadcaster group planned to meet at the weekend to appoint a local attorney to cooperate with Judge Miller and Mr. Wasilewski.

Justice Otto Moore of the Colorado Supreme Court last week announced ground rules for the Jan. 30 hearing, which is expected to run 10 days or two weeks. Media will be permitted to demonstrate their techniques as well as argue their side of the case.

Decision of the Supreme Court to hold the hearings, following its recent ban against broadcast or visual coverage, was based on a review of recent developments in connection with the famed Graham murder charge, in which the defendant has been charged in connection with the bomb explosion-crash of a United Air Lines plane.

The first two arraignment hearings were covered by radio-tv, in line with recent court practice in the state. Then the high court suddenly announced no aural or visual media could enter any state courtroom. Protests came swiftly from many sources [BT, Dec. 12].

In naming Justice Moore to conduct the hearing, the court explained the case is to provide a basis for findings and recommendations "concerning continuing repeal or amendment" of any of the ABA canons.

Persons or groups desiring to take part in the hearing must notify the court clerk before Jan. 25, explaining why they desire to be heard.

The object of the hearing, it was continued, "is to explore the facts and the law in order that the Supreme Court may determine whether Canon 35 should be repealed, amended or continued and enforced in its present form."

The Colorado Supreme Court first imposed Canon 35 bans in state courts July 30, 1953, by sending a directive to all judges. Among public protests was one instituted by the Denver Post under which names of judges were omitted from court stories.

Relaxation of the ban was ordered last year by the court. Few cases of wide public interest developed in recent months so little radio-tv coverage has been given. Film camera pickups were deemed adequate.

When the Graham preliminary hearing opened, KLZ-TV was there with an Auricon camera and other media facilities were present because of the wide interest. Judge Edward Keating permitted radio-tv pickups at the preliminary proceedings but further coverage was stopped by Judge E. V. Holland of the Supreme Court. Under his ban, a cameraman could be cited for contempt of court even if he photographed an empty courtroom at midnight, it was stated.

Wash. State Law Interpreted
In Favor of Radio-Tv Access

RADIO AND TV are entitled to full reporting rights with other media in covering public events in the State of Washington, under an informal interpretation by Attorney General Don Eastvold. The interpretation deals with a state law enacted by the 1953 legislature which holds that communications media should be allowed to report freely all decisions reached by a public body.

Despite this ruling, issued after KING-AM-TV Seattle had been denied permission of the board of regents, U. of Washington, to cover a hearing in a football controversy, the stations were not allowed to place their facilities in the hearing room.

Instead Chuck Herring, news director, and Dick Ross, associate, worked from a tv camera in an anteroom. The camera was aimed through an open door, catching part of the room, but proceedings were not audible. The newsman moved back and forth in relays, providing a running commentary.

Last week Rep. Jeanette Testu, Seattle, legislator, asked the attorney general to issue an

ID's Get 'New Look' at KDKA-TV Pittsburgh

PHOTOGRAPHS of Pittsburgh, a community which in recent years has been undergoing a vast rebuilding program, have become the background for new station identification slides of KDKA-TV in the Steel City.

The idea for the new look in ID's was conceived by Harold C. Lund, station vice president, and David Lewis, promotion manager, who selected 24 pictures for the slides from the work of leading Pittsburgh photographers.

So much favorable comment was received on the ID's that Messrs. Lund and Lewis decided that they had struck a vein of promotional gold that deserved further mining. They decided that there were enough outstanding photos of the city to justify a special exhibit sponsored by the station.

The "Portrait of Pittsburgh" show (held in KDKA-TV's lobby) that resulted from this decision was hailed as an unqualified success.

All Pittsburgh papers covered the opening, swarms of Pittsburghers attended, city officials expressed pleasure, and building officials and photographers were happy at the public relations job it did. Please also was KDKA-TV—which spent only $150 on the project.

PITTSBURGH Mayor David Lawrence (I) and KDKA-TV's Vice President Harold Lund officially open the "Portrait of Pittsburgh" exhibit.
official interpretation on application of the open meeting law.

The original request to the board of regents for permission to cover the hearing was made by Otto Brandt, KING-AM-TV vice president and general manager. When Mel Meadow, INS newsmen, asked the attorney general's office for a clarification of the 1953 open meeting law, Mr. Eastvold gave this interpretation.

"The 1953 session of the Washington State Legislature clearly provided that radio, television and newspapers should be allowed to report freely all decisions reached by a public body. This includes the Board of Regents of the U. of Washington.

"The law contemplated two things: The public is entitled to know all the facts concerning public decisions of public bodies. All news media are to be treated equally and fairly.

"The Board of Regents of the U. of Washington is entitled to meet in executive session to discuss background material and confidential matter. But when final decisions are reached, such decisions and the vote of each member on the same should be reported at open meetings with the right of equal representation by radio, television and newspapers."

Mr. Brandt later wrote Elroy McCaw, KTGW (TV) Seattle, president of Washington State Assn. of Broadcasters, that the industry has a situation in which WSAB members "can play an extremely important role." After reviewing the exchange of letters and wires between KING-AM-TV and college officials, Mr. Brandt said:

"As you know, the U. of Washington is a state institution, principally supported by the taxpayers of this state. The university has taken a great deal of interest in the possibilities of the television medium, including the installation and operation of one of the few educational vhf stations in the country. It also has a very fine school of communications.

"If not only television, but also radio can be barred from an open public meeting conducted under what is known as Washington State Open Meeting Law, then we might as well give up any thought of developing the full potential of the broadcast medium in the important fields of news and special events."

Staff Appointments Made By KOSA-TV Odessa, Tex.

STAFF APPOINTMENTS for KOSA-TV Odessa, Tex., new CBS-TV affiliate scheduled to begin commercial operation Jan. 1 (see story, page 52), were announced last week by Cecil L. Trigg, the station's president and general manager.

The appointments include Bill Schock, chief engineer, formerly in the same capacity with KPLC-TV Lake Charles, La.; Bette B. Miller, women's director, formerly with KDUB-TV Lubbock, Tex.; Stu Klein, production manager, formerly with KTBC-TV Austin, Tex.; Alex Mattison, director-camera, formerly with CBS-TV New York, City; Al Helton, director-camera, formerly with KTBC-TV Austin, Tex.; Bobby Ghormley, cameraman, formerly with KROD-TV El Paso, Tex., and Lucio Orozoco, art director, formerly associated with a southwestern department store chain in its art and display department.

KSO Becomes Independent

KSO Des Moines, Iowa, has relinquished its affiliation with ABC and will operate on its own music-news-sports program schedule, it was announced last week by Raymond W. Baker, the station's general manager.

Mid-Continent Names Moudy, Berthelson Vice Presidents

APPOINTMENT of two additional vice presidents for Mid-Continent Broadcasting Co. has been announced by Todd Storz, president.

Dale Moudy, who has been director of engineering for the company, has assumed the position of vice president and director of engineering, and Fred E. Berthelson, also named to a vice presidency, will continue as general manager of WTIX New Orleans.

Mr. Moudy, 32, joined KOWH Omaha in 1946 as control room operator and later served as studio supervisor and chief engineer. Mr. Berthelson, 34, was associated with WVEZ and WJWB, both New Orleans, before joining WTIX as sales manager in 1953.

Mid-Continent operates KOWH Omaha, WHB Kansas City and WTIX New Orleans, and has an application pending to take over operation of WDBG Minneapolis-St. Paul.

WHIS-TV Gets New Relay

INSTALLATION of a three-hop broadcast microwave system which enables WHIS-TV Bluefield, W. Va., to pick up for local transmission network television programs at Roanoke 75 miles away, was announced last week by A. R. Hopkins, broadcast and tv equipment manager, RCA.

The network shows, Mr. Hopkins said, are received by telephone facilities in Roanoke and fed by microwave to a repeater station atop Poor Mountain, Va., some 15 miles away. The signals then are relayed approximately 39 miles to a second repeater station on Dismal Peak, Va., which relays them the remaining 20 miles to WHIS-TV's transmitter on East River Mountain, W. Va. The high-power microwave link, Mr. Hopkins said, makes it possible for WHIS-TV to receive and transmit both color and black-and-white network programs.

WMBI Plans Wide Network Of Foreign Correspondents

AN EXTENSIVE network of foreign correspondents throughout the world is being planned by Moody Bible Institute (WMBI Chicago) for the purpose of providing tape recordings for the station's news programs.

WMBI, religious program station, plans to recruit more than 100 newsmen from its missionary ranks, according to Don Turner, the station's news director. He said they would be equipped with tape recorders and that the institute would maintain liaison with them through its amateur radio station. A handful of missionary correspondents already is sending news back to the station for use on the air.

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HELPING THEMSELVES, WITH RADIO

FARMERS in a four-county section of Iowa currently are reaping the rewards from a radio spot campaign they themselves began last month to fight declining meat prices in their immediate area.

The decision to use radio to promote their own products evolved from a series of meetings held by rural meat producers of Cass, Shelby, Pottawattamie, and Audubon Counties. KJAN Atlantic’s Holmorg, Jr. had called in to formulate a concentrated advertising program, which was unanimously accepted by the group.

The program: KJAN has set up a schedule of 20 spot announcements a day around the theme of “Eat an Extra Pound of Meat This Week.” The spots are recorded with the voices of local farmers.

Group leaders for each school district in the four-county area were named to contact rural farm families in their respective district and collect two dollars from each to be used toward paying the cost of the radio advertising. To date, more than 3,500 farmers have made contributions.

Another group was selected to call on all implement dealers, feed and seed companies, veterinarians, and meat markets requesting $25 from each for the promotion. Seventy-two such dealers and professional men responded.

In addition, all 63,000 farmers in the area have been sent a letter telling of the KJAN program and listing the merchants who are participating in the campaign “for the farmers to help themselves.” And as an added contribution to the county promotion campaign, KJAN is matching in free spots the number of paid spots. Enough money has been raised to continue the ad program through December, and additional money donated will go toward extending it through January.

Said one official of KJAN: “Since our campaign began, stations in every section of Iowa, Missouri, Nebraska, and Minnesota have contacted KJAN for details of the promotion. Meat dealers in the Atlantic, Iowa, area were surveyed Dec. 2 with astounding results. The largest super market in the area reported an increase double the previous week.”

Another dealer, according to the KJAN official, said that his sales had gone up “70 to 80%” and still another reported that he “placed a larger order for meat yesterday than I’ve placed since the promotion.”

A telegram to KJAN from Iowa Governor Leo A. Hoegh expressed “his sincere appreciation and thanks for this aggressive merchandising.”

“This is the kind of community cooperation which will do much to help ease our farmer’s problems,” said Governor Hoegh. “I hope that other communities will follow your lead and begin a similar program of their own.”

WCBS-TV New York Reports 1955 Revenue Rises 15%

TOTAL REVENUE of WCBS-TV New York in 1955 exceeded that of 1954 by 15% and overall daytime spot revenue jumped by 33% over last year, Sam Cook, general manager of WCBS-TV, reported last week in a year-end statement of activities.

In late evening time, Mr. Digges reported, revenue for the final quarter of 1955 increased 43% above the same period last year. More than 131 different advertisers used daytime spot schedule of the station in 1955, according to Mr. Digges.

WCBS-TV devoted more than $3 million worth of station time and facilities to public service programming during 1955, he continued, and plans now are under way to produce at least three additional community service series for telecasting on a regular basis.

Charlie Bentz, Roy Lamere Promoted At WCMS Norfolk

CHARLIE BENTZ has been named commercial sales manager of WCMS Norfolk, Va, and Roy Lamere has been appointed general manager of station. The appointments were announced at a Christmas party of Northern Virginia Broadcasters Inc., held Dec. 17 in Washington, D. C. In addition to WCMS, other stations in the group are WROV Roanoke and WARB Arlington.
PAYETTE, Higginbotham Promoted by United Press

APPOINTMENTS of William C. Payette as assistant general news manager of United Press and of William R. Higginbotham to succeed him as UP television manager were announced last week by Frank H. Bartholomew, president.

Mr. Payette, who joined UP 19 years ago in Los Angeles at the opening of the first radio wire in the west, came to New York in 1951 to organize a tv service for UP, called UP Movietone. During his career with UP, he has served as northwest news manager and northern division manager in South America. Previously he

had been a reporter for the San Bernardino (Calif.) Call and editor of the Santa Monica (Calif.) Topics.

Mr. Higginbotham has been with UP for 20 years, most recently as editor of United Press Movietone in Washington. Previously he was New Orleans manager, war correspondent in Britain, London bureau manager, general European manager and Washington correspondent.

John Zischang, UP Movietone assignment editor, has been appointed television news editor in New York. He joined UP in 1944 after working on newspapers in Amarillo and Dallas, both Texas.

ASCAP to Revamp Procedure Of Logging Song Performance

OVERHAULING of the logging procedures of ASCAP is set to go into effect on Jan. 1, with about 150 radio stations to be added to the present line-up of 230, and the daily sample to be increased from 15 to about 40 stations.

ASCAP also will institute other changes in connection with the logging. Under the old system, each performance has a multiplier of 15 but this will be raised to 20 on Jan. 1. This means that each performance of a song will be credited with 20 points on the local sampling.

On radio network sustaining programs the multiplier will be three, regardless of the number of stations carrying the program. It has been pointed out that the increased local sample will compensate for the diminution in the value of the radio network sustaining performance.

PROGRAM SERVICE PEOPLE

Jimmy Hilliard elected president and general manager of Bally Recording Corp., Chicago, new subsidiary of Bally Mfg. Co. (vending machines), that city.

Roy Kulman, consultant art director and designer, and Peter Adler, member of art staff, Columbia Records Inc., named art director and assistant art director, respectively.

50 Tv Sets Donated As VOD Contest Awards

SET MANUFACTURERS have donated 50 tv receivers as awards to state and territorial winners in the nationwide Voice of Democracy Contest which ended Dec. 14, according to James D. Sechrist, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and chairman of the contest committee.

High school participation in the local competition was the largest on record, Mr. Sechrist said. Twelve national finalists will be selected this month, with a judging board to select the four national winners in January. Awards to national winners, including tv sets and $200 scholarship checks, will be presented during the week of Feb. 20 at the annual Washington presentation luncheon. Sharing sponsorship of the contest are RETMA, NARTB and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education and National Assn. of Secondary School Principals.

‘Frontier’ Staff Gets Award

NBC-TV, producer Worthington Miner, writes Morton Fine and David Friedkin, and the Reynolds Metals Co., Richmond, Va., sponsors of the network’s Frontier series, received the Westerners’ National Achievement Award last Monday in Chicago for “their important contribution to the knowledge and enjoyment of millions of televiewers” and for helping to dispel the “infamous legend of the wild west that bears little resemblance to actual fact.” Frontier is seen Sundays on NBC-TV, 7:30-8 p.m. EST. Buchanan & Co., New York, is Reynolds’ agency.

Peabody Deadline Jan. 10

DEADLINE for entries for the 1955 George Foster Peabody Radio & Television Awards is Jan. 10, according to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, which, with a national board headed by columnist Bennett Cerf, administers the awards. Entries may be sent to Dean Drewry at the U. of Georgia, Athens.

AWARD SHORTS

George W. Norton Jr., president, WAVE-AM-TV Louisville, Ky., named Louisville Man of the Year for 1955-56 by Advertising Club of Louisville, for distinguished community leadership. A former NARTB director, he is first communications representative named to A.C.L. honor.

MR. NORTON

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Broadcasting • Telecasting

December 26, 1955 • Page 57
2,840 AM, 582 FM AUTHORIZED, FCC REPORTS

Tabulation for fiscal 1955 shows 6,257 authorizations outstanding of which 4,135 are commercial and non-commercial broadcast facilities.

FOR the first time in FCC history, broadcast authorizations have topped the 6,000 mark, according to the Commission's 21st annual report. At the close of FCC fiscal 1955, ended July 1, broadcast authorizations totaled 6,257, a gain of 419 over 1954.

Remote pickups, auxiliary tv and other electronic devices accounted for 2,122 of the 6,257 authorizations.

Over one-third of the new authorizations were am outlets, which increased 143 to 2,840, with 2,732 on the air. Commercial tv showed a net gain of nine, making its total 582 authorized, 458 on the air. Educational tv authorizations increased by four, according to the report, for a total of 34 with 11 operating.

Although commercial fm dropped 17, down to 552, educational fm increased by four up to 127. Commercial fm was given a lift in 1955, but not in time to affect the annual figures. As of July 1, fm stations could apply for SCA's (subsidiary communications authorizations) to engage in functional music operations, providing background music to stores, offices and other business establishments, thereby gaining additional revenue.

The 458 operating commercial tv's provide service to over 90% of the people in the U.S., the report states, with about 75% of the population being served by two or more stations. Also on the tv front, the FCC report explains the various measures taken by the Commission to aid the plight of uhf stations. Fiscal 1955 also saw the first educational tv "fatality," when ch. 28 KTVE (TV) Los Angeles, second educational tv in operation, surrendered its permit. The number of reserved educational tv channels increased to 258 in fiscal 1955 and the Commission has so far denied all requests to change educational channels into commercial ones.

In the multiple ownership field, the FCC liberalized its rules increasing from five to seven the maximum number of tv outlets any one interest could own. This change was intended to encourage more operators to enter the uhf field. A few months later, the U. S. Court of Appeals, in a precedent-making decision, held that FCC multiple ownership rules were invalid. The Commission has appealed this decision to the U. S. Supreme Court.

Fiscal 1955 also brought changes to the Commission itself with two new commissioners sworn in. On Oct. 4, 1954, George C. McCaughhey was named chairman to fill the unexpired term of Comm. George E. Sterling, resigned. On July 7, 1955, Richard A. Mack was named a commissioner to succeed Freda B. Hennock, whose term expired. The FCC operated with an appropriation of $6,911,769 and a total personnel of 1,094.

In wistful retrospection the report noted that the North American Regional Broadcasting Agreement, submitted to the Senate in 1951, was still unratified.

In its own legislative orbit, the FCC amended the "10% rule" which limits to 10% the degree of interference which proposed am stations may receive in their normally protected contours from existing stations. Under the change, new assignments may be permitted even if they fail to meet the 10% criterion when a community will be provided with its first nighttime service or when more than one of the proposed station's primary service area would receive a first nighttime service.

The Commission now has under study the 25,000 documents, letters, etc., which were filed in connection with subscription tv proposals. The comments, which fill nearly 70 volumes, represent the largest response in the history of FCC docket cases.

Pending before the Commission at the end of fiscal 1955 were about 1,800 broadcast applications, a gain of 200 over 1954. Of those pending, 222 were am, seven were fm and 30 were tv applications.

MAGNUSON NAMES COX FOR PROBE

A 39-YEAR-OLD Seattle lawyer, Kenneth A. Cox, last week was appointed by Senate Interstate & Foreign Commerce Committee Chairman Warren G. Magnuson (D-Wash.) to direct the committee's investigation of tv networks and uhf-vhf troubles.

The appointment came less than four weeks before the committee is scheduled to begin hearings, on Tuesday, Jan. 17. The Democratic counselship has been vacant since the end of July.

Mr. Cox already has started work and plans for the investigation and will move his operations to Washington, D. C., shortly after the first of the year, Sen. Magnuson said. The announcement reaffirmed Sen. Magnuson's plans to begin the hearings as scheduled.

Mr. Cox has been a partner in the Seattle law firm of Little, LeSourd, Palmer, Scott & Slennons, which has a corporate and general business practice, since 1954. He also served as a lawyer in the Pentagon after World War II, according to a committee spokesman.

Mr. Cox has had no previous experience in broadcast matters, the spokesman said.

He rose to the rank of Captain in the Army during World War II and served in military intelligence work at the Army General Staff School at Fort Riley, Kan. He is married and has two sons.

Mr. Cox fills a vacancy created by the resignation of Sidney Davis from the committee last July. Robert L. Heureaux is Republican counsel, and Nicholas Zappoli, professional staff communications counsel, is coordinating the investigation.

FCC Gives Approval to Nine Station Ownership Changes

AMONG nine ownership changes approved by the FCC Wednesday were those for KFEO-AM-TV St. Joseph, Mo., WACO Waco, Tex., and KXOL El Centro, Calif.

KFEO-AM-TV, which sold for $550,000, was assigned from KFEO Inc to Midland Broadcasting Co. of which Kenyon Brown, Bing Crosby and George L. Coleman are equal owners. Mr. Brown is one of three owners of KWFT-AM Wichita Falls, Tex., one-third owner of KGLC Miami, Okla., 49% owner of KBYE Oklahoma City and part owner of the applicant seeking approval to the sale of KANS Wichita, Kan. Mr. Brown is party to another pending application which would divest him of his interests in KWFT-TV. Messrs. Coleman and Crosby hold minority interests in KGLC.

KXOL was sold by Brownstock Co. to $300,000. Principals are: Wendell Mayes (40%), majority owner of KBWD Brownwood, Know Ains, 30% owner of KSNY Snyder, 20% of KOL Fort Worth and 50% owner of KTOY Oklahoma City; C. C. Woodson (40%), 50% owner of KTOK, 40% of KXOL and vice president-director of KBWD, and R. Lewis Glassow, owner of KAND Corsicana, Tex., and WACO general manager.

Sale price of KXO was $164,280. It was sold by Varadio Inc. to Riley R. Gibson (23%), former KXO general manager, Marco Hanan (16%), former KXO sales manager, and others with non-broadcast interests.

Pensacola Uhf Suspends, Cites Continuing Deficit

CITING continuing uhf losses because of the "inability to compete in an intermixed market," WPFA TV Pensacola, Fla., informed the FCC that it temporarily suspended operations Dec. 19. The ch. 15 station said that it would resume operations "at such time as competitive tv channels become available in Pensacola."

This is the second time WPFA has suspended operations. The station went off the air in November 1953 and suspended in November 1954, returning to the air the next month.

The suspension of WPFA leaves ch. 3 WEAR-AM as the only Pensacola tv station. WEAR-AM is affiliated with ABC and CBS.
CRAYVEN URGES AT LEAST 65 TV CHANNELS

Engineering consultant and former FCC commissioner files with Commission plan to revise tv allocations scheme. Move underway to ask for extension of counter-comments deadline, now Jan. 6.

As the FCC, telecasters, Washington attorneys and engineers were digesting the more than 200 comments filed with the FCC in its review of the television allocations principles [BT, Dec. 19], a far-reaching revision of the tv allocations table and standards was submitted last week by a former FCC commissioner and chief engineer—Comdr. T. A. M. Craven.

At the same time, a group of attorneys and engineers began making preparations to ask the FCC to extend for a week or ten days the deadline for filing counter-comments. The deadline is now Jan. 6.

Indications that the FCC may be sympathetic to extending the reply deadline was seen by some in its action last week in denying the request of Orange Belt Telecasters, San Bernardino, for a 30-day extension of the deadline for filing comments. The Commission said that late filings, accompanied by suitable explanations, would be given consideration.

Running throughout Comdr. Craven's recommendation is the theme that the FCC's basic attitude should be the most stations in the most communities. Although dismantling any intention of recommending policy, it is apparent that the present consulting engineer (Craven, Lohnes & Culver) believes any less than such a premise bodes ill for TV.

Highlights of Comdr. Craven's comments follow:

Need is for a minimum of 65 channels. These might come from 54-90 mc and 174-216 mc (one from operational fixed and two from fm), 470-698 mc, and 14 channels from 225-470 mc or, if not obtainable, from 698-782 mc.

"If the television receiver manufacturing industry is unable to assure the future marketing of receivers, which in comparison with today's receivers are more compatible with or better adaptable to the television spectrum, embracing the total number of channels required to meet presently conceived public interest objectives, the only course left for the Congress and the Federal Communications Commission would be to accept the limitations imposed by the use of only the few number of channels which can be made available in the vhf portion of the radio spectrum," Comdr. Craven said.

"Such limitations could result in a basic change in regulatory policy. In such an eventualty, the television broadcast industry should anticipate the possibility that the probable public demand for adequate quality of television signals in rural areas might entail a new kind of television broadcast structure in which most of today's entrepreneurs might not be participants."

In addition to receiver "compatibility," Comdr. Craven emphasizes the need for antenna suitability. His plan envisages assigning blocks of frequencies to the same communities.
to make it simpler for "simplex" antennas to work properly.

In order to establish "comparative" allocations, Comdr. Craven recommends lower separations. In Zone I, he recommends 160 miles co-channel separation for both vhf and uhf stations (vs. 170 miles for vhf, 155 miles for uhf now). In Zones II and III, he recommends 190 miles (vs. 190 and 220, respectively, for vhf and 175 and 205 miles, respectively, for uhf). Adjacent channel separation, Comdr. Craven recommended remaining at 60 miles (vs. 55 miles for uhf).

Protection should be to the highest and the lowest powered station he continued, and thus the average coverage in Zone I would be a 40 mile radius, in the remainder of the country 60 miles.

For educational tv, Comdr. Craven recommended a block of 10 channels.

In discussing possible acquisitions of additional vhf channels from government and other sources, Comdr. Craven is doubtful. "... there is not much logic in anticipating a timely reallocation to television broadcasting of sufficient space to accommodate even as many as three channels," he said.

One of the best phases of his plan, Comdr. Craven explained, is that it leaves a "reservoir" of unused channels to be tapped after the framework is established. It is Comdr. Craven's recommendation that as soon as this framework is in being, the table of allocations be deleted and additional assignments made on the basis of applications and needs.

In a suggested allocation for Zone I, Comdr. Craven indicates deintermixture in 61 of the top 73 communities. Here are all vhf cities in Comdr. Craven's table for Zone I (number of channels in parentheses):


Mixed "television assignment areas" are:

- Boston (3 v and 2 u), Providence (3-1), Pittsburgh-Wheeling (3-2), Dayton-Springfield (3-1), Cincinnati-Hamilton-Covington (3-1), Detroit (3-2), Grand Rapids-Muskegon (2-1), Milwaukee (3-1), Louisvile (3-1), Charleston-Huntington-Ashtabula (3-1).

All other cities would be all uhf.

Among the filings two weeks ago was a letter from George Meany, president of the newly amalgamated AFL-CIO to FCC Chairman George C. McConnaughey. In it he calls for keeping uhf, maintaining the educational reservations. "This proceeding in my judgment," he said, "should be geared to having as many channels as possible for as many television stations as possible in as many communities as possible.

Interim Ch. 10 Operation Sought by Rochester Tech

NEW MOVE in the Rochester, N.Y., ch. 10 situation is on the horizon. An application is scheduled to be submitted to FCC next month turning ch. 10 over to Rochester Institute of Technology as trustee for WHEC-TV and WWET-TV, sharetime licensees.

The private technical school will run facilities, leasing equipment and transmitter grounds and buildings from the licensees, and will keep any profits. RIT has about 7,500 students and is run by a board of trustees comprising prominent Rochester citizens.

The Supreme Court two weeks ago refused to review a lower court ruling, and thus in effect sustained a Court of Appeals ruling that Gordon Brown, owner of WSAY Rochester, must have a hearing in his protest against the 1952 sharetime grant. The appeals court mandate is expected to be handed down early in January. The Commission must then, under the law, order the two ch. 10 stations off the air until a hearing is held and a decision rendered on Mr. Brown's protest.

Earlier this month the two sharetime stations filed an application with the FCC asking for permission to operate on ch. 27 Rochester as well as the present ch. 10 [B*7, Dec. 5].

Agreement with RIT will maintain service to one million people in the ch. 10 station's service area, it was said. It also would maintain livelihood of 65-70 employees, and continue ABC and CBS network clearances for Rochester.

Continued, however, of service officials because of concern to the city when the Rochester mayor called a meeting of both parties in an attempt to work out a solution.

BROADCASTING ARGUMENT HEARD BEFORE FCC

HAS the FCC jurisdiction over transmitters which do not radiate over state lines and do not cause interference? This is the question that was raised last week by spokesmen for a group of Washington State unlicensed boosters in oral argument before the entire FCC. The unlicensed boosters, operating about a year, pick up and retransmit ch. 4 signals from Spokane's KXLY-TV. The Commission ordered a hearing on whether a cease and desist order should be issued in the case last October, FCC Hearing Examiner J. D. Bond upheld the right of the boosters to operate without a license. The oral argument last week was to hear the objections of the FCC's General Counsel to this decision.

Spokesmen for the boosters—Rep. Walt Horan (R-Wash.) and Don Magnuson (D-Wash.—declared that if the FCC does assert jurisdiction, it should not force the boosters off the air until it authorizes some sort of rules permitting this type of operation.

Assistant General Counsel Richard A. Solomon argued that since the Communications Act instructs the FCC to license all broadcast stations and since the boosters are undoubtedly violating this rule, the Commission should reverse the examiner and issue cease and desist orders.

His point was that the federal government had appropriated the radio spectrum and thus the operations were illegal.

This point was the subject of much questioning by commissioners, particularly Comrs. Webster, Doerfer and Mack.

Involved in the proceeding are boosters in the Washington communities of Bridgeport, Nespelem and Quincy. There are understood to be dozens of others in operation in Washington and Oregon.

The boosters were termed a "new breed of cat" by one of the spokesmen, and the fact that the Communications Act was 21 years old was emphasized by another.

Examiner Cooper Reaffirms Grant to WPWR Laurel, Miss.

PROTESTS of WLAU and WAML, both Laurel, Miss., against the grant of a construction permit to WPWR there, were denied last week by an initial qualification of FCC Hearing Examiner Basil P. Cooper. Mr. Cooper re-affirmed the grant (1430 kc, 1 kw day) to D. N. and Carroll F. Jackson, father and son, respectively, and ministers of the Baptist church.

Mr. Cooper heard the protests for alleging economic injury to a hearing under Section 309 (c) and then renouncing the opportunity to establish at the full hearing the alleged economic harm. The protestors chose to rely on their charges that Messrs. Jackson had misrepresented financial data.

"... the protestors," Mr. Cooper said, "have made charges which were not true and assumptions which were not justified. . . . They have set up straw men which they have demolished. The statute [Section 309 (c)], however, requires something more than false accusations, unwarranted assumptions and the demolition of straw men." Mr. Cooper found that the Laurel market will provide sufficient revenues to enable the existing and proposed stations to survive in competition. He further found that the applicants were financially qualified to construct and operate their proposed station.

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Sen. Humphrey Seen Plugging For Educ. Vhf Assignments

THE IMPLICATION that perhaps the FCC ought to reassign a vhf channel to educational tv in "great metropolitan communities" which presently are under "the extraordinary handicap of having a single channel," was read from a statement last week by Sen. Hubert H. Humphrey (D-Minn.).

In a letter to the FCC, Sen. Humphrey urged "that the Commission so act that the present educational channel will continue to be held in reserve and that is incalculably valuable educational resource be preserved.

Sen. Humphry said the Twin City Educational TV Corp. is preparing to file for ch. 2 at Minneapolis, and that other educational tv applications are "pending or imminent."

The Minnesota Democrat said: "It would be nothing short of tragic if, in the deliberations of the Commission, any decisions were made which might check the present steady progress toward the full development of a national system of educational television. On the contrary, it would be well if the Commission would seek ways and means of aiding those good metropolitan communities which presently find themselves under the extraordinary handicap of having only a uhf channel reserved for educational purposes."

Calling on the FCC to continue its reserva-
tion of the educational vhf channel, he cited the progress in educational tv, and said he looked toward educational tv for a partial answer to the nation's educational crisis.

In asking for continuance of both vhf and uhf educational channels, he said, "It may be that even the difficulties of uhf may be overcome."

WSOO Renewal Application Requires Hearing, Says FCC

WSOO Sault Ste. Marie, Mich., has been ad-
vized by the FCC that its application for re-
newal of license indicates necessity of a hear-
ing because of "a manifest disregard for the Commission's rules, processes and orderly pro-
cedures."

The Commission cited recurrent instances as far back as 1939 in which WSOO alleged they had been remiss in filing. Request for renewal of the license was filed Sept 26. The Commission deter-
mined Oct. 1 and according to FCC rules should have been filed for by July 2. Examination of the Commission records, the regulatory body stated, showed that required financial reports for 1952-54 had not been submitted by the station.

President of WSOO is Stanley R. Pratt, who in 1952 was personal representative of the Rep-
ublican national chairman to Dwight D. Eisen-
hower and former campaign manager for the Republican State Central Committee in Michi-
gan [B & T, Sept. 1, 1952].

GOP to Link Fund Dinners With Closed Circuit Jan. 20

DEFINITE plans to link Republican gatherings in 51 major U. S. cities Jan. 20 in a one-hour closed-circuit telecast, to be handled by Theatre Network Television, were announced last week. The closed-circuit operation will link fund-raising dinners in these cities, with pickups from various meetings around the nation, ac-
cording to John Clifford Folger, chairman of the Republican National Finance Committee, which is sponsoring the event.

The GOP closed-circuit hookup will feature a nationwide "Salute to Eisenhower," in honor of the president. Conrad Hilton, head of the hotel chain, is chairman in charge of the closed-
circuit arrangements.

The GOP National Committee has assigned several more cities are expected to be added to the final list. An FCC spokesman had indi-
cated as many as 75 cities may be linked by the telecast [B & T, Nov. 28].

The event kicks off the GOP fund-raising drive for the 1956 campaign and observes the third year of President Eisenhower's inauguration.

Committeemen For Kefauver Have Radio-Tv Backgrounds

SEN. ESTES KEFAUVER (D-Tenn.), in an-
nouncing his campaign committee last week in his bid for the Democratic presidential nomi-
nation, appointed three men whose destinies have been linked to the radio and tv field.

J. Howard McGrath, former Attorney Gen-
eral and now executive vice president of Lamb Enterprises, was named chairman of the cam-
paign executive and advisory committee. Mr. McGrath is Mr. Lamb's attorney in the WICU (TV) Erie, Pa., license renewal hearing.

Col. William Roberts, of the Washington communications law firm of Roberts & McInnis, was appointed executive and advisory committee. Messrs. Roberts and Eben had opened a Kefauver-for-President office in Washington before the senator officially announced his intention to seek the Democratic nomination [B & T, Dec. 19, Oct. 17].

FCC Hears Oral Argument On KGEO-TV Tower Changes

IN ORAL ARGUMENT before the FCC last week on a proposed 1,356-ft. tower for KGEO-TV, Oklahoma City, a lawyer for the Defense Dept. declared that the move into an arbitrary Air Force policy with respect to tower heights, KGEO-TV's new tower would be a "menace" to Air Force planes in the Enid area.

Oral argument was on a proposed move of ch. KGEO-TV 61 miles south-
east of Enid and an increase in tower height from 816 to 1,356 ft. above ground. KGEO-TV is now situated 9.5 miles east of Enid. Hearing Examiner Hugh B. Hutchison recommended approval of the move in an initial decision [B & T, Aug. 8].

P. W. Valicenti, speaking for the Broadcast Bureau, scoffed at the Air Force contention that the proposed tower would menace aircraft. He said the tower would be located 28 miles from the nearest airport. The present tower is 4.5 miles from a civilian airport and 12 miles from an Air Force air base. He stressed that both the Civil Aeronautics Administration and the Civil Aeronautics Board were in favor of KGEO-TV's proposal. And as Air Force re-
quirements are more severe than civilian air regulations because of more traffic and greater speeds, an added "feather of safety" is pro-
vided, Mr. Valicenti said.

P. B. Emerson, arguing against the KGEO-
TV move for now dark ch. 25 KTQV (TV) Oklahoma City, said that KGEO-TV was in effect "straddling" by moving itself to a point equidistant from Tulsa and Oklahoma City. He charged that KGEO-TV was attempting to put a Grade A signal into Oklahoma City, whereas it now doesn't put a Grade B signal into that city.

KTQV, which previously claimed that KGEO-
TV's move would kill its operation [B & T, Sept. 19], ceased operation on Dec. 15 under a court order. The station, which had gone bankrupt in uhf operation, made a last ditch attempt to keep going by requesting FCC per-
mission to use educational ch. 11 at Tulsa, but the Commission did not act on the request [B & T, Dec. 19].

Philip Bergson of Streets Electronics Inc., KGEO-TV licensee, pointed out that almost every collision between an aircraft and tower has occurred at less than 500 ft. He said KGEO-TV sought the move in order to provide service to 300,000 more people.

The FCC already has approved a 1,610-ft. tower for KSWS-TV Roswell, N. M., over mili-
tary objections. Still in hearing is a request for a 1,993-ft. tower by WSLA-TV Selma, Ala.}

Allentown-Easton Decision Upheld

U. S. Court of Appeals has affirmed the FCC's decision in the six-year-old Allentown-Easton, Pa., 1,230 kc case.

In a per curiam decision, the court by a two to one ruling held that it could find no error on the part of the FCC in the features of the case remaining open to its consideration.

The case was sent back to the appeals court by the Supreme Court last summer. In this de-
cision, the high tribunal reversed the appeals court finding that the Commission had erred in granting the channel to the Easton Express.

In 1949, the Commission granted the channel to what is now WHOL. This was on the ground that Allentown required the service more than Easton. The Easton Express ap-
pealed this decision and the appeals court re-
versed the FCC. The second hearing culminated in 1954 with the examiner reaffirming the grant to WHOL. The FCC, however, reversed the examiner and granted the beef strength to Easton Express on the ground that Easton needed the station more than Allentown. This time Allen-
town appealed. The Appeals Court told the Commission it had not made a full determina-
tion. The Commission appealed this to the Su-
preme Court, which remanded the case back to the lower court.

The lower court ruling, issued Dec. 16, drew a dissent by Circuit Judge David L. Bazelon. Judge Bazelon held that the FCC had failed to give any weight to the Easton Express "near monopoly of communications media and its large portion of the public broadcast domain in its community."

The Easton Express also owns WEEX-FM and ch. 57 WGLV (TV).

"Infiltration" Hearing

PUBLIC HEARINGS on alleged Com-
munist infiltration of radio, tv and press have been scheduled for Jan. 4-6 by the Senate Internal Security sub-committee, Senate unit, headed by Sen. James O. Eastland (D-Miss.). will hear testimony from "numerous" witnesses, most already heard in closed sessions, and follow up information developed from CBS new-
man Winston Burdett and others at hear-
ings last summer.

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BROADCASTING • TELECASTING
DAYTIME SALES UPSURGE TOPS CBS RADIO'S YEAR

Gross billings in this segment total more than $4 million. Network also points to success of its 'segmented selling' plan introduced in September.

UPSURGE in daytime network radio sales highlighted CBS Radio's year-end review of activities released last week, with daytime sales reported to account for more than $4 million in gross billings in 1955. [B&W, Dec. 5]

Along with the stepped-up tempo in daytime business, CBS Radio pointed to new sales resulting from its "segmented selling" plan introduced last September. Among the clients who purchased time on CBS Radio under the plan were American Home Foods, Anheiser, Brown & Williamson Tobacco Co., Buick General Motors (Frigidaire Div.), Hallmark and Philip Morris.

The most significant personnel change at the radio network during the year was the appointment of Arthur Hull Hayes, associated with the company since 1934, as president of CBS Radio, succeeding Adrian Murphy, who retired from active business. Mr. Hayes appointed four vice presidents during 1955: Howard G. Barnes, network programs; I. S. Becker, business affairs; Horace R. Guillote, operations, and Irving A. Fein, promotion, press information and related activities. In recognition of the importance of the spot sales operation to CBS Radio, Wendell B. Campbell, vice president in charge of station administration, was appointed to the newly created post of vice president in charge of radio spot sales.

During the year the network carried several special public affairs programs, in addition to the spots carried on a regular weekly basis. Special broadcasts included those of Capital Clearoak, "The Leading Question and Peace the Nation as part of the United Nations observance of the tenth anniversary of the founding of the United Nations; three documentaries on "The Age of the Atom," presented during the Geneva Conference on the Peaceful Uses of Atomic Energy; a 5-minute program with Arthur Godfrey as narrator called "The Warning Bell," which examined the shortage of classrooms and teachers in the American public school system, and "Parley at the Summit" and "Crossroad at Geneva," which provided background for understanding of the midsummer Big Four meeting in Geneva.

NEW CBS Radio Billing Reported $7.5 Million

CBS RADIO will start the new year with new business and expanded contracts alone representing $7.5 million in gross annual billings. John Karol, vice president in charge of network sales, reported last week.

This figure does not include renewals, which would push it upward substantially, Mr. Karol said.

The new business includes the previously announced purchase of six segments a week in daytime serials by Chasebrook-Ponds [B&W, Dec. 5], and also Easy Washing Machine Corp.'s purchase of a quarter-hour a week in the Arthur Godfrey daytime show; Standard Brands' signing in daytime serials; F. C. Russell Co. (storm windows) making its network radio debut with an average of five segments a week in the Bing Crosby nighttime show; Philip Morris' purchase of "Wendy Warren" an average of two and one-half days a week and adding to its time in the Crosby show; Pharmaco's signing for half-sponsorship of "Romance of Helen Trent" five days a week; Siuswheat Prunes' entry into "Honeymoon Party" for a quarter-hour a week; Ferry Morse Seed Co.'s seasonal sponsorship of weekly "Garden Gate" for 16 weeks, and Campbell Soup Co.'s signing for the last two segments available in "Aunt Jenny" after Lever Bros.' purchase of the rest of the daytime serial [B&W, Dec. 5].

In addition to the new business, network authorities said, the following clients are adding to their present CBS Radio schedules:

Lever Bros. adds "Aunt Jenny" to its current participation in the Godfrey daytime program and "House Party;" Hazel Bishop Inc. adds full sponsorship of "Road of Life" daytime serial to its current schedule (Wendy Warren); Bristol-Myers adds a quarter-hour of the Godfrey daytime show to its use of the Godfrey Digest and "Nora Drake;" Campana Sales Co., currently a Godfrey daytime sponsor, adds quarter-hour sponsorship of "House Party;" Miller Products, now on the Robert Q. Lewis Saturday morning show, adds a segment a week in the Crosby show and one in "Amos 'n' Andy Music Hall;" and Sleep-eze Co. adds two weekly five-minute shows "Surprise Theatre and a Golen Drake presentation, to its sponsorship in Young Dr. Malone.

Linkroum Appointment Heads NBC-TV Executive Promotions

APPOINTMENT of Richard L. Linkroum as executive producer of NBC-TV participating programs topped a series of promotions announced last week by Mort Werner, NBC-TV vice president, national programs.

Mr. Linkroum has been executive producer of NBC-TV's "Home" since early in the year. He joined the network in the fall of 1953 as associate producer of "Home" and in April 1954 was named the program's producer. Previously he had been a free-lance producer.

Other promotions announced by Mr. Werner were: Giraud Chester, from manager of program sales administration to general programming executive; Alvin Cooperman from manager of program sales to program supervisor, and Richard B. Jackson from business manager to manager of participating programs. Mr. Jackson succeeds Erik Hazenboff who has been appointed director of program sales for NBC-TV under Michael H. Dann, vice president of program sales.

NBC-TV Small Fry Block

WHEN "Choose Up Sides," a new juvenile audience participation show packaged by Mark Goodson and Bill Todman, joins NBC-TV, starting Jan. 7, the network will have a solid three-hour Saturday grouping (10 a.m. to 1 p.m. EST) designed strictly for the younger set. Revised schedule includes Children's Corner, a puppet show, 10-10:30 a.m.; "The Pinky Lee Show," 10:30-11 a.m.; "Fury," a filmed adventure series, 11:15-12 noon; "The Paul Winchell and Jerry Mahoney Show," 11:30 a.m.-12 noon; "Choose Up Sides," noon to 12:30 p.m.; and Mr. Wizard, 12:30-1 p.m.

Seven For 'Comedy Hour'

SEVEN top radio-tv comedy writers have been signed by NBC-TV for its new 60-minute NBC Comedy Hour series that will start Jan. 8 in the Sunday evening time slot to be vacated by Colgate-Palmolive Co. Four of the writers, Richard Baer, Doc Calvelli, Irving Ellison and Bob O'Brien, will work as a team, while the others, Robert Riley Crutcher, Marvin Fisher and Alony Shapiro, will work by themselves. NBC Comedy Hour will be sponsored by Crosley Div., Avco Mfg. Co., Cincinnati, through Compton Adv. Inc., New York; Andrew P. Jergens Co., Cincinnati, through Robert W. Orr & Assoc., New York; and Brown & Williamson Tobacco Corp., Louisville, through Ted Bates & Co.
Telescopic Tv
A U.S. ARMY Signal Corps lens costing $18,000, said to be capable of taking pictures five or more miles away, was to be used with an operating tv camera "for the first time" on CBS-TV's Let's Take a Trip on Christmas Day (4:55 p.m. EST), the network said last week. It was planned to use the lens for pick-ups of such famous Washington, D. C., skyline landmarks as the Washington Monument, Lincoln Memorial and others from distances of about five miles.

The lens, which was developed about five years ago by Eastman Kodak Co., was used by the Army in August 1954 on closed circuit as part of a tactical demonstration at Fort Meade, Md. CBS-TV said the lens is converted for television use by placing it on a tripod with the lens turret taken off the tv camera. The camera is run about eight inches back from the rear of the lens. A black cloth is placed over the entire unit to keep out light.

Martin & Lewis, Eddie Fisher Sign New NBC Contracts
NBC has signed comics Dean Martin and Jerry Lewis to a new five year contract giving the network exclusive rights to their services on both radio and tv. It was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. The agreement was negotiated by NBC and York Pictures Inc., the corporation to which the comics are under contract for all show business activities.

No figure for the contract was given, but it is believed that the agreement involves $7.5 million for 20 tv shows at four programs per year.

Mr. McAvity also announced last week that singer Eddie Fisher has been signed to a new 15-year radio and television contract with NBC. The new pact supersedes one signed by Mr. Fisher with NBC in 1953.

Sarnoff Praises Radio-Tv For Spreading Brotherhood
MASS COMMUNICATIONS MEDIA were praised last week by Robert W. Sarnoff, NBC president, for spreading the message of brotherhood.

Mr. Sarnoff told a meeting of the Cleveland Friends of the Jewish Theological Seminary that "much already has been done to harness technology to the needs of better human understanding." An example he cited was the radio program, Eternal Light, which has been on NBC 11 years in cooperation with the Jewish Theological Seminary.

Though mass media can carry the messages of better understanding to millions of people, Mr. Sarnoff pointed out, it is up to the individual to implement brotherhood in the community. Mr. Sarnoff presented "Eternal Light" awards to John Cloyce Virden Sr. and the Ratter family, both of Cleveland, for their service in advancing the cause of brotherhood on a local level.

McBride Joins 'Weekday'
NBC RADIO'S daytime service Weekday, will begin 15 minutes earlier, at 10 a.m. EST, starting Jan. 2. Mary Margaret McBride, currently heard locally on her own show only on WRCA New York, will join the Weekday staff as a regular member and will be heard from 10:05 to 10:10 a.m.

Fairbanks Moves to NBC
WILLIAM F. FAIRBANKS, national sales manager of ABC Radio, will join NBC Radio in a similar capacity Jan. 3, Fred Horton, NBC Radio's sales director, announced last week. Before he was made ABC Radio national sales manager in 1954, Mr. Fairbanks was the network's eastern sales manager and an account executive.

NETWORK PEOPLE
Wilfred C. Prather, technical director, WMAQ-AM-FM-WNBQ (TV) Chicago, appointed technical supervisor of NBC o&o stations.
Irwin Klein, L'Aiglon Apparel Inc. (dresses), Philadelphia, to ABC's cost control unit, N. Y.
Robert L. Welch, producer, Paramount Pictures, signed as producer-director-contributor for new hour-long comedy show, beginning on NBC-TV Jan. 8.
Frank Bradley, account executive, BBDO Inc., N. Y., to CBS-TV as associate producer.
Jack Brickhouse and Art Gleeson signed to handle commentary for annual Blue-Gray football game on MBS Dec. 31.
John Crowder appointed assistant to Fredrick Hesse, TV engineering scheduling supervisor at ABC-TV.
Dorothy Bernard, 61, tv actress featured in CBS-TV's Life with Father and Front Row Center, died Dec. 15 at her Hollywood home.
Jay Schiller, media research supervisor, ABC, married to Roberta Landman, Dec. 18.

KMTV (TV) Omaha, Neb., is to become a basic NBC-TV station effective Jan. 1. Signing the affiliation contract in New York are (1 to r): Owen Saddler, vice president and general manager of the May Broadcasting Co. (KMTV licensee); Arden Swisher, KMTV general sales manager; Harry Bonnister, vice president, NBC station relations, and Glenn Harris, KMTV program manager. KMTV also is affiliated with ABC-TV and CBS-TV.

Con O'Dea, ABC Chicago news department manager, father of girl, Debra Anne, Dec. 19.
Art Scott, ABC manager of guest relations, N. Y., father of girl, Diane, Dec. 12.
**December 26, 1955**

Explanations: Listings in order: network, time, program. Networks in parentheses. *All times in EST.*

**ABC**
- 11:15 a.m., *Harley Godfrey*.

**CBS**
- 8:30 p.m., *Your House*.
- 8:45 p.m., *The Honeymooners*.

**NBC**
- 8:00 p.m., *The Today Show*.
- 8:15 p.m., *The Tonight Show*.
- 8:30 p.m., *The Tomorrow Show*.
- 8:45 p.m., *The Munsters*.
- 9:00 p.m., *The Lawrence Welk Show*.
- 9:15 p.m., *The Hollywood Palace*.
- 9:30 p.m., *The DuMont Hour*.
- 9:45 p.m., *The Beat Generation*.
- 10:00 p.m., *The Jack Paar Show*.
- 10:15 p.m., *The Smothers Brothers Show*.
- 10:30 p.m., *The Brothers*.
- 10:45 p.m., *The Tonight Show*.
- 11:00 p.m., *The Last Word*.
- 11:15 p.m., *The Tonight Show*.
Microwave System Planned For Latin American States

COMMERCIAL application of “over-the-horizon” microwave propagation moved a step closer to reality last week with the announcement that the Radio Corp. of Puerto Rico, a subsidiary of International Telephone & Telegraph Corp., is planning a link between Puerto Rico and the Dominican Republic.

This represents the third major phase of experiments to extend radio communications beyond the approximate 30-mile range “line-of-sight” microwave links, according to Henri Busignies, executive vice president, Federal Telegraph Co. of Canada, which developed the equipment. “The recent developments by the laboratories,” he said, “have brought over-the-horizon communication to the point where it is now commercially feasible.”

The proposed system will operate between the capital cities, San Juan and Cuidad Trujillo, a distance of 237 miles. No repeater stations will be required.

London Commercial ‘Top 10’ Headed by Give-Away Shows

PULSE’S “Top 10” in the London area has been released in New York by Pulse Inc., which, through the branch company—Pulse Ltd.—now measures commercial tv in Great Britain [B&T, Dec. 12].

The list includes U. S. film shows, I Love Lucy, Dragnet and Roy Rogers, as well as quiz programs with prizes. The latter type took first and second place. Survey was taken only in homes with sets equipped to receive Independent Television Authority (commercial) programs.

The London Top 10:

   1. Double Your Money
   2. Take Your Pick
   3. Jack Pa Arn Presents
   4. Love Lucy
   5. People Are Funny
   6. Robin Hood
   7. Raffles
   8. Theatre Royal
   9. Dragnet
   10. Pallelium

CBC Color Tv Plans Depend on Set Prices

COLOR TELEVISION may reach Canada sooner than expected, according to industry sources. The present Canadian Broadcasting Corp. policy is not to start color tv until prices of receivers come down, but equipment manufacturers are planning to be called on to make sets and transmitting equipment within a year.

F. W. Radcliffe, commercial vice president of RCA-Vector Ltd., Montreal, Que., has stated that his company can be in actual production of color tv receivers within 60 days of a CBC policy declaration. Other manufacturers, Pye, Canadian General Electric, Canadian Marconi and Canadian Aviation Electronics (DuMont), are in about the same stage of preparation.

Facilities, as they are present, are being sold in the Toronto area in very limited numbers to pick up WBEN-TV and WGR-TV Buffalo, N. Y., closest U. S. color tv stations. Sets sell for about $1,200. The industry looks toward selling about 12,000 color tv sets in 1956.

Healy Named ACA Manager

FRANK A. HEALY, secretary, Assn. of Canadian Advertisers, Toronto, Ont., becomes general manager of ACA Jan. 1, succeeding Athol McQuarrie, who is retiring after 14 years in that post. Mr. Healy joined ACA last April from the office of Mr. Olsson, of Canada, where he was information manager of the public relations department at Windsor, Ont.

RCA STATEMENT FOR 1955 INDICATES FIRST BILLION-DOLLAR YEAR IN SALES

Electronics firm joins top 25 firms in U. S. Board Chairman Brig. Gen. David Sarnoff cites color tv progress during past 12 months, calls 1955 NBC’s ‘greatest year.’

RCA will do a billion-dollar business this year for the first time, thereby joining the ranks of the top 25 industrial companies in the U. S., Brig. Gen. David Sarnoff, chairman of the board, announced in a year-end statement being released this week.

Gen. Sarnoff hailed 1955 as the year when color television got “off the ground” and also NBC’s “greatest year” in its history.

“Total sales services by RCA in 1955 will exceed $1 billion,” Gen. Sarnoff said. “It is equivalent to more than $4 million business for each working day of the year. At the beginning of 1920, when RCA commenced its operations, the volume of business was running at the rate of $1 million a year.

“From a million to a billion in 35 years is a record that gives all of us in RCA a sense of pride in the progress we have made for the future.

“Our achievements in electronics, radio and television establish 1955 as our best year on record. I look forward to 1956 as a year of continuing and increasing sales and profits.”

In an appraisal of color television, Gen. Sarnoff said this year saw it “get ‘off the ground’ as a new service and become commercially established. The initial steps are behind us. With more and more color tv receivers being installed in homes daily, the entertainment value and other advantages of color pictures become increasingly apparent and are stimulating the desire of more people to acquire color sets. To meet this demand RCA has introduced a complete line of 21-inch color receivers, including a table model, console and three consoles. As demand increases, production will increase and prices will decrease, he said.

“Color tv will continue to gain in momentum and will make an impact on the American home and the nation’s economy.”

He said NBC “as we hope . . . others in the broadcasting industry”—will increase color programming substantially in 1956, and expressed firm belief that “the sale of color sets will eventually exceed the sale of black-and-white sets.”

Stresses Quality Shows

Calling attention to the volume of NBC color schedule, which he called by far the largest schedule in the industry, Gen. Sarnoff said:

“In expanding and developing its service to the American home, NBC has been concentrating on the quality of its programs. Fully aware of the great educational and cultural opportunities in television, NBC is emphasizing quality not only in programs of popular entertainment but in all programs—whether in English, education, news, and public affairs.”

He singled out Wide World World as one that is educational as well as entertaining and noted increased tv attention to informative programs on government activities.

“The NBC is now entering its 30th year and 1955 has been the greatest year in its history,” Gen. Sarnoff said. “NBC’s emphasis on quality, as well as color, has stimulated the public’s taste for the better programs and encouraged others in the industry to follow NBC’s path toward higher program plateaus.”

Noting promise of giant expansion in industrial and commercial controls, he reported that marked progress is being made by RCA in development of an electronic light amplifier, a magnetic tape recorder for television, the high-speed electronic printing process known as Electrofax, an electronic air conditioner, and microwave two-way radio communication for virtually all types of vehicles.

He also reported that, to NBC demands made by the gain in popularity of high-fidelity instruments and records, RCA Victor had introduced five new Orthophonic high-fidelity phonographs for home use.

Five major areas where new advances are being made were listed as (1) transistors (among other uses, RCA is now marketing pocket-size all-transistor radios as well as a larger “personal size” portable set designed for extremely long battery life; (2) business machines (a “fast field for development and expansion . . .” RCA developments include “Bizmac,” a system for electronics data processing; (3) electronic transistors; (4) radar (an all-weather system designed by RCA is being installed by five commercial airlines in the U. S. and four in Europe; (5) closed circuit television (expanding widely in education and industry; first closed circuit installation of RCA compatible color is being made at Walter Reed Army Medical Center in Washington).

Gen. Sarnoff’s report pointed out that dividends declared to stockholders in 1955 amounted to $24,069,000 ($3,153,000 in preferred stock dividends, $20,916,000 in common). He placed RCA employment at 78,000 persons, including 6,084 overseas.

Government business, he said, accounted for about $220 million of the 1955 total volume, with current backlog of government orders around $375 million.

The company’s billion-dollar business in 1955 is 320% greater than its sales volume of 10 years ago (327 million) and compares with 1954’s total of $94 million.

“RCA has built upon the bedrock of scientific research, development and engineering,” Gen. Sarnoff said. “We regard research as the lifeblood of modern industry and the basis for steady growth.

“Progress is born of change as illustrated by the fact that during 1955, 80% of RCA’s total sales was in products and services which in 1945, or were not commercially developed, only 10 years ago. The majority of these new products and services were created through pioneering efforts that involved substantial expenditures for research, development and engineering.”

He pointed out that in the last five years RCA has spent approximately $160 million for additions and improvements to its properties and has sold all of its stocks, or to its own company’s recent $100 million debenture issue, along with other funds, will be used to expand and develop RCA’s research, manufacturing and service facilities in the electronic and related fields.

Hope for Vhf-Uhf Sets Bolstered by New GE Tube

A MITRE of a tube—1½-in. long and 5/16-in. wide—has possibilities of realizing a long-sought-after combination uhf-vhf television receiver in much simpler form than was believed possible heretofore.

Instead of all-all-wave sets having a vhf radio frequency amplifier and a uhf radio frequency amplifier...
ampifier, GE's 6BY4 can do the work of both, the company has announced.

Developed by GE, the micro-miniature, metal-ceramic receiving tube has high gain and low noise. TV set manufacturers have been conferring with GE on use of the tube. It is not yet in mass production, but prototypes are being manufactured for the trade.

GE pointed out that at 800 mc, the 6BY4 has a power gain of approximately 15 decibels, a noise factor of about 8.5 db, and a bandwidth of 10 mc. The 15 db gain permits simplified circuit design, GE pointed out, while the 8.5 db noise factor means a 4:1 improvement over normal uhf amplifiers (which run usually at 14-15 db).

Because of its metal-ceramic construction, GE said, the tube can operate at temperatures as high as 500 degrees centigrade. It can also withstand shock and vibration to a much greater degree than normal glass tubes, GE said, and its greatly increased physical strength produces significantly lower microphonic output. The tube can be used with regular circuitry, and with other types of circuit assembly such as printed circuits and automation, GE said.

In a test made with tv signals at 700 mc, the tube improved an indistinguishable picture to the equivalent of a picture with snow just becoming apparent, brought in by a conventional tuner. The metal part of the 6BY4 is titanium.

**CBS-Columbia Realigned Engineering Department**

REALIGNMENT of duties in an expansion move of CBS-Columbia's engineering department was announced last week by R. T. Capodanno, vice president in charge of engineering for the radio and tv set division.

The changes, involving the addition of three new engineers and the revamping of executive responsibilities of top CBS-Columbia engineering executives, were made in order to de-emphasize administrative duties while increasing attention on developmental projects.

Named as chief mechanical engineer was Ludwig Zucker, while Walter Lukas and Martin Perry were appointed chief electrical and chief radio engineers, respectively. Harold H. Knubbe, executive assistant in the engineering department, was named to a newly established post of technical assistant to Mr. Capodanno.

Karl Rosenblum, assistant mechanical engineer, was promoted to supervisory mechanical engineer for both radio and tv products, while Israel J. Melman, chief tv engineer, will supervise developmental color and black-and-white tv projects.

**Output of Radio Sets 14.7 Million in 1955**

Prospect next year good, says RETMA president. Tv set production totals 7.8 million, setting all-time record. Manufacturers sales total $5.5 billion.

**RADIO SET** production for 1955 will total 14.7 million units compared to 10.4 million turned out in 1954, according to a yearend statement by H. Leslie Hoffman, president of Radio-Electronics-Tv Mfrs. Assn.

This figure is below the all-time record of 1947, when 20 million radio sets were produced to meet the postwar demand, he said. It does not include custom and unassembled hi-fi radio phonograph equipment.

The 1956 outlook for radio sets is good, according to Mr. Hoffman, with strong market for auto sets and a steady 7 db, and for portables based on growing popularity of transistor sets.

The 1955 radio output figure consists of 7.7 million home, clock and portables compared to 6.3 million in 1954; 7 million auto sets compared to 4.2 million in 1954. Retail sales of radios will exceed 7 million units compared to 6.4 million in 1954 (few auto sets are retail).

About 7.8 million tv sets will be manufactured by yearend, an all-time record, according to Mr. Hoffman. This compares with 7.4 million in 1954 and 7.5 million in 1950, previous peak. Consumers bought 7.6 million tv sets in 1955 compared to 7.3 million in 1954, previous record.

RETMA members have enjoyed one of their most productive years, Mr. Hoffman said. Among the association's projects are upgrading of radio-tv service technicians through training aids; National Radio & Tv Week was described as successful. Sales of tv sets have been spurred by new styling and more accessible tuning plus demand for second sets. Black-and-white sales increased while color tv was making its first serious consumer appeal.

Deliveries of military components and equipment increased to $2.4 billion, about $100 million over 1954. Civilian and commercial receiver and equipment sales exceeded military procurement for the first time since start of the Korean War. New industrial uses include automation devices and computers as well as a fast-rising demand for home electronic aids.

General outlook for 1956 is bright. Mr. Hoffman said, pointing to the usual heavy demand for radio-tv sets in an election year and the improved programming available plus the general prosperity of the nation. He estimated black-and-white tv sales will reach 7.3 million, perhaps more. Color sales will depend on programming and availability of color tubes. Color production, he figures, will reach 250,000, at least.

Military procurement is expected to continue at its present high level and may rise.

Mr. Hoffman estimated 1955 factory sales at $5.5 billion, nearly 10% more than in 1954. He computed the industry's total business—broadcasting, merchandising, servicing, manufacturing—at about $9.7 billion.

**CBS-Columbia Trade-In Plan Sells 357 Color Video Sets**

UNDER its trade-in promotion offer limited to the New York metropolitan area [BT, Dec. 5], CBS-Columbia, radio and tv set manufacturing division of CBS Inc., reported last week that it had sold more than 357 color tv sets to New York dealers. Of these, 128 sets were sold to

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RADIO AND TELEVISION STATIONS

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consumers within 10 days of the initial pre-Christmas offer.

The offer allowed color set customers a full rebate on the original cost of their black-and-white sets (up to $400) regardless of make on the purchase of the $895 CBS-Columbia set for a possible cash outlay of $495 plus installation charge.

Since the installation and service fall under direct CBS-Columbia supervision, a spokesman for Admiral said the offer answered three major stumbling blocks to color set sales: price, disposition of black-and-white sets and service.

Admiral Shows '56 Line Featuring $895 Color Set

A NEW 21-inch color set listing for $895 and five 21-inch monochrome tv receivers equipped with automatic tuning were introduced by Admiral Corp. last week.

The color model contains a 28-tube chassis and provides a 260 sq.-in. picture, according to Joe Marty Jr., general manager of Admiral's electronics division. Included is a "color killer" that automatically blacks out unused color circuits during monochrome programs to suppress interference and maintain color intensity levels.

Automatic tuning on the black-and-white sets represents another use of Admiral's printed circuit techniques, according to George A. Bodem, vice president for electronics. Automatic tuning permits sets to be turned on at normal listening volume and changes stations, with provision for optional remote control.

MANUFACTURING SHORTS

Bing Crosby Phonocards Inc., N. Y., has been established to manufacture and market phonograph phonograph records for industrial merchandising purposes. Edward A. Di Resta, formerly with ABC and Gotham Recording Co., is president. Mr. Crosby is stockholder in new company.

Channel Master Corp., Ellenville, N. Y., has placed on market new television antenna which it claims eliminates co-channel interference and "venetian blind" reception found in areas within field of two transmitters broadcasting on same channels. Called K.O., antenna is aluminum, pre-assembled and sells from $16.67 to $57.64. Firm also reports addition of antenna installation accessories to its product line.

RCA Theatre & Sound Products Dept., Camden, N. J., has announced new hi-fidelity am-fm tuner with electronic eye for pin-point radio tuning. Designed for plug-in use with other RCA components, model ST-4 has expanded frequency range of 10-15,000 cycles per second, and retails at suggested $214.25 price.

General Electric Co. reports it has shipped 656 bat-wing antenna to KDKA-TV Pittsburgh, Pa. Same company has issued new edition of its booklet on interchangeability of power tubes used in broadcasting and industrial fields. New feature, according to GE, is listing of 282 tube types in alphabetical and numerical order. Booklet is available from tube distributors.

Mir-A-Craft Corp., Chicago, reports approximately 35 tv stations have purchased its electronic, cordless cueing device since new models were introduced last June. Product is designed particularly for remote, panels and participation programs and ad lib shows.

MANUFACTURING PEOPLE


Wallace F. Baker, Westinghouse electronic tube division, appointed assistant general sales manager of division. He will headquartered at Elmira, N. Y.

Lester L. Libby rejoining Sierra Electronic Corp., San Carlos, Calif., as assistant chief engineer, position he held prior to November 1954 when he became president of Alto Scientific Co.

Nicholas De Falco, assistant general quality control manager, Allen B. DuMont Labs, promoted to quality control manager, succeeding Richard F. Rollins, resigned.

Robert G. Hutchins, Bendix Aviation Corp. and Federal Airways Communications System of CAA, to Standard Electronics Corp., Newark, N. J., as midwestern sales manager.


H. F. Penfield, former assistant sales director, Collins Radio Co., appointed general sales manager, Rutte Industrial Co. (electronics), Manchester, N. H.


Eugene B. Shields, formerly manager of co-op advertising, Norge Sales Corp., Chicago, to Magnavox Co., Ft. Wayne, Ind., as assistant advertising manager.

Haus H. Nord, formerly with Allen B. DuMont Labs, to Foto-Vide Labs, Inc. (electronics), Little Falls, N. J.

Anthony Dillon, with CBS-Columbia, Long Island City, N. Y., since 1950 in various sales-merchandising positions, promoted to newly created post of manager, marketing development for company, establishing new franchise dealerships and assisting dealers and distributors with marketing plans.

Myles M. Walker, Raytheon Mfg. Co., marketing research manager, appointed to newly created post of market development manager for Raytheon's commercial equipment division.

Gift Certificates

GIFT certificates redeemable for color tv receivers have been supplied dealers by Hoffman Electronics Corp. According to Paul E. Bryant, general sales manager of the company's radio division, the gift certificate was made necessary because the company is unable to meet the demand for the Hoffman sets. Increases in production are scheduled for January, Mr. Bryant said.
AS RADIO and television broadcast techniques and operations become more complex, the interests of management and employees become more difficult to resolve. In view of the extensive technological changes in broadcasting and the fact that the problems, unlike the Petrillo dispute between networks and big stations, are of importance to medium and smaller stations, B*T asked Charles H. Tower, manager of the NARTB employer-employee relations dept., a series of questions covering developments in the past year. They follow, with his answers:

Q: What have been the major factors in broadcasting labor relations during the past year?
A: There have been many factors, both outside and inside the industry. Among the most important, within the industry, are the economic problems of radio, the development and growth of television, technological change, and the NLRB's new jurisdictional policy.

Q: Which of these do you regard as the most important?
A: Technological change has been the most dramatic—that is, it has precipitated the most crises.

Q: Specifically, what has been the effect of technological change on collective bargaining in radio?
A: The most dramatic technological innovation has been remote control operation of certain categories of transmitters. When remote control comes in, it means the displacement of transmitter technicians. Some of the larger stations can absorb the displaced technicians in other technical work. Other stations cannot. This is a tough situation, even without a union contract. No broadcaster likes to lay off people. The problem is much more difficult when there is a union contract because, understandably enough, a union cannot sit idly by and let even a few of its members be laid off.

Q: Have strikes arisen over this problem?
A: Yes, I am sorry to say there have been some strikes. The most famous technological change strike was the Yankee Network strike of a few years ago. The issue there was the handling of control board work by announcers, and the resulting layoff of technicians. The strike that has been going on in Birmingham is also a technological change strike. There have been others. However, we should not lose sight of the fact that, in many more cases than not, the issue has been peacefully resolved.

Q: What was the Birmingham strike about?
A: The strike involved stations WAPI and WABT (TV). The company proposed to operate its radio transmitter by remote control during the daytime hours when the transmitter was non-directional. Even though the company proposal was coupled with a guarantee that no presently employed technicians would be laid off, the union refused to go along with the idea on a reasonable basis. The strike began on July 1, 1955. It is still going on. Both stations are still on the air and business is reported to be good. Many of the strikers have been replaced. Thus, it is difficult to say at this point just what sort of a compromise settlement will eventually be worked out.

Q: Have we pretty much reached the end of technological change problems in broadcasting?
A: Unfortunately, from a labor relations point of view, we have not. In fact, the issue is likely to become more acute in radio broadcasting over the next two or three years. Substantial technological change in television is probably a little bit farther off, but it is bound to come.

Q: Is there any aspect of the technological change problem which can be legitimately and successfully handled by union-management effort?
A: In my judgment, there is a substantial area for cooperative effort. It has to do with the method of introduction of technological change and its effect on employees. In many cases, layoffs cannot be prevented. The company and the union should concern themselves with making the transition for laid-off employees as easy as possible. Perhaps it is worthwhile to point out in passing that, where the adoption of technological changes is hampered by union opposition, the employees who gain thereby temporary protection will not benefit in the long haul. Where a job is based on artificial restrictions, there is neither long-term security nor satisfaction for the individual performing it.

In considering technological change in broadcasting, two additional points should be kept in mind. First, technological change is the basis of the American economy as it has evolved over the years. The remarkable growth that we have experienced and the plenty which is around us everywhere is due in large measure to the ability and willingness of management to utilize new methods of operation. Secondly, in broadcasting, the crisis in technological change has fortunately come at a time when overall opportunities for employment, even for technicians, is expanding. Thus, the reduction in employment opportunities in some areas of the industry has been more than offset by increases in employment opportunities in other areas.

Q: What is the NARTB's position in regard to the introduction of technological change?
A: While I do not presume to be the association's spokesman on overall operational problems, I feel it is axiomatic that the association is for anything that will provide better and more efficient broadcasting service to the people of the United States. Our job is to do what we can to create an environment in which more efficient operation is possible. Each broadcaster has to make his own decision as to what changes, if any, will be made in his own operation. If he decides to make some changes, and there is a union problem involved, we shall do whatever we can by way of furnishing information which will help him resolve the matter. If we were to do anything less than this, our services would be of little or no value to station management.

Q: To what extent does the NARTB formulate labor relations policies for stations?
A: We do not, in any way, shape or form, set labor relations...
Q: Are there technological change problems in television?
A: Not so much right now. There will be an increasing number of them in the future. I would guess that they might become particularly acute in about five years.

Q: I suppose that technological change is a part of the broader matter of economics in radio and television?
A: There is no question about that. In radio today, technological change is the No. 1 means of more efficient and lower cost operation. Alert management in radio, or in any other competitive industry for that matter, has to be ready to take advantage of these new developments. Employers that fail to do so will be left by the wayside.

**ECONOMY AND LABOR RELATIONS**

Q: What about the basic economics of television and their effect on labor relations?
A: The growth of television has been headlong, almost explosive. In such a situation, unions generally scramble to stake out jurisdictional claims. The result: many jurisdictional disputes.

For example, a big battle took place when memory aid devices were introduced. A similar battle took place over the operation of rear screen projectors. These and other pieces of equipment don't readily adjust to the traditional concept that the technician unions have jurisdiction of everything behind the cameras and the stage hand union has jurisdiction before the cameras.

The biggest battle of all is slowly taking shape. It involves the adaptation to video tape. In the past, one set of jurisdictional patterns has applied to live television, while another has applied to film television. The latter is basically set up according to Hollywood motion picture formulas. Video tape will, in some cases, result in an operational marriage between live tv and film tv—that is, a show may be produced live and yet a tape may be taken of it at the same time. If this becomes a desirable method from management's point of view, it doesn't take too much imagination to see that the union problems are going to be substantial. Performers on live television are now represented by AFTRA. Performers on film are covered by Screen Actors Guild contracts. Camera work in live television is IBEW or NABET jurisdiction. Cameras for film television are operated by IATSE crews. What the adjustment will be to accommodate the simultaneous live and tape production which will be made possible by video tape, no one can as yet tell.

Q: Have these jurisdictional disputes been costly?
A: There have been some stoppages, particularly at the network level, where the jurisdictional problem is most acute. However, the intelligent handling by network officials has managed to keep the disruption at a minimum.

Q: Wasn't the recent ABC case a jurisdictional problem?
A: Yes it was, and it was a tough one. Here AFTRA and the musicians' union [AFM] were arguing over the representation of musicians as ad lib on tv shows. AFTRA claimed jurisdiction over their non-musical performance. The AFM took the position that they were basically musicians and thus did not have to belong to any other union.

The issue was presented to the NLRB. Unfortunately, by using a procedural technicality, the NLRB ducked the issue. Thus, the dispute is still unsettled. Where it goes from here, I don't know.

It is interesting to note that, particularly in television, jurisdictional disputes are a direct result of headlong economic growth. The unions involved want to make sure that no one encroaches on their domain, and some of them occasionally are not averse to inching over onto someone else's ground. However, most of the disputes are undoubtedly good faith, though not always well reasoned, disagreements as to where a given function belongs.

Q: Have jurisdictional disputes been the most important derivative of the rapid growth of television?
A: They have received the most publicity. In the long haul, a more important result will be the fact that medium sized and smaller stations have been forced to accept union operational patterns which are not always consistent with the best method of operation. At these stations, normally a technician union is the only one involved. For the most part, IATSE, which represents production employees at the networks, has not shown much interest in the smaller markets.

An example is found in the handling of the simple studio technical jobs which, at the unorganized stations, are performed by production department employees rather than by technicians. This seems to be a more logical method of operation, both in terms of function and in terms of cost. Yet most union contracts do not permit it. This collision between efficient operation and inherited patterns is likely to become a source of considerable friction as station competition becomes more acute.

Q: Another factor you mentioned to be important in industry and labor relations is the NLRB's new jurisdictional policy. Just what is that policy?
A: Within the past year, the NLRB has stated that it will no longer take jurisdiction over a radio or television station whose dollar value of business is less than $200,000 a year. This means that a substantial majority of radio stations are no longer subject to Taft-Hartley. The policy does not affect most television stations. For a station out from under Taft-Hartley, the labor laws of its state apply. Most states do not have labor relations acts comparable to Taft-Hartley. This means an absence of election machinery and also an absence of statutory restrictions on union and management labor relations activities.

Q: How did this policy come about?
A: In some circles it is apparently felt that I was one of the chief architects of this NLRB jurisdictional rule. I am flattered to have it thought that I have so much influence in setting important national policy. The fact is, of course, that I do not, nor does anyone else with whom I am acquainted. The board's jurisdictional policy in broadcasting is part of an overall jurisdictional plan whereby the board, under the present administration, is seeking to divest itself of control of those segments of the economy which have relatively little impact on interstate commerce.

Q: How do broadcasters like the board's jurisdictional policy?
A: In theory, some like it and some don't, depending usually upon applicable state law and on attitudes toward unions. As a practical matter, I do not think the policy has significantly altered labor relations in the industry.

**1955: RELATIVELY PEACEFUL**

Q: Would you call the past year in broadcasting a relatively peaceful year from a labor relations point of view?
A: In my judgment, that is a fair characterization. Considering the tremendous problem of adjustment to technological change, the number of strikes has been small indeed. I hope, and I think, it indicates a mature approach on both the part of broadcasting management and the unions in our industry to the underlying problems of collective bargaining.

Q: What is the labor relations outlook in broadcasting for 1956?
A: It is hard to predict the future, whether it be labor relations or the stock market. Generally speaking, the pattern of next year should be much the same as this year. The basic factors—the motivating forces—are the same. Again, technological change will be important and so will the economic environment of radio and television. How many strikes? Nobody knows. I certainly don't. I hope and think that recent experience will help both sides work out peaceful solutions to the problems as they arise.
PERMITTEE GIVES TV PREVIEW
SPARTANBURG, S. C., doesn't officially have a TV station yet, but several hundred town folk saw a local telecast of Spartanburg's Christmas parade. WSFA-TV Spartanburg, permittee not yet on the air, televised the parade on closed circuit and showed the picture on monitor sets in the windows and auditorium of the WSFA radio building. Also in the Christmas promotion spirit, WSFA-TV's sister station, WSPA, has sent its friends red Christmas tree baubles with painted greeting and station call letters.

WRB 'OPERATION CHRISTMAS'
COLUMBUS, Ga., heard all the drama of the pre-holiday rush in a special nine-hour Saturday program which WRB Columbus called Operation Christmas. Backed up by music from the studio, WRB's mobile "bug" cruised the downtown area spotting shopping developments, lost children, police announcements, and street interviews for the story of Christmas in Columbus.

CLAIMS BENEFIT 'FIRST'
WITH ITS "TELYPATHON" held last month WIBW-TV Topeka, Kan., claims to be the first station to stage a local TV benefit production to raise Olympic funds. WIBW-TV and Junior Chambers of Commerce of eight surrounding towns raised more than $8,000 to send American athletes to Melbourne, Australia, for the 1956 Olympics.

WWCA DISPLAYS IN 100 STORES
MERCHANDISING department of WWCA Gary, Ind., has made arrangements for product displays in over 100 grocery stores in the Calumet area as a tie-in with its new House Party audience participation program. The show is designed as an advertising vehicle for food products and has enlisted participation of over 200 church groups and civic and fraternal organizations. Jerry Healey, WWCA radio personality, emcees with Bruce Barton as organizer.

KCBQ BUYS TELEVISION TIME
KCBQ San Diego, Calif., took advantage of a special segment of competitive television stations. KFMB-TV, newly committed to the new 24-hour music and personality format. The KFMB- TV El Cajon Mother Goose Parade telecast last month included an hour sponsored by KCBQ and used to introduce KCBQ's disc jockey team and new programming. Warther-Alvarez Broadcasting, licensee of KFMB-TV, also operates KCBQ radio in San Diego. KCBQ says this is the first time in its area that a competitive radio station has sponsored a program on tv.

POLK BROS. PROMOTES COLOR
POLK BROS. department store in Chicago has sent out an ad mailing enclosing Vogue color cigarettes to introduce the firm's offer of color tv sets. Suggesting color sets for office, home and gifts, Polk Bros. offers to prepay freight, install and service sets.

LAUGHTON ON CHRISTMAS EVE
CHARLES LAUGHTON presentation of readings from scriptures and classics was presented by NBC-TV as Christmas Eve feature (11 p.m.-midnight EST). The star's dramatic readings were first seen on NBC-TV on Christmas Eve in 1951.

FOR THE RECORD
Station Authorizations, Applications
(As Compiled by B T)
December 15 through December 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Am and Fm Summary Through Dec. 20

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FCC Commercial Station Authorizations
As of November 30, 1955

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 Fortress Since July 11, 1952

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

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FCC ANNOUNCEMENTS

New Tv Stations...

APPLICATION

APPLICATION AMENDED
Montrose, Colo.—Western Slope Bets, Co. application for new tv station amended to submit new sections and change coordinates of trans. location (no change in description), and make ant. and minor equipment changes. Ant. height above average terrain 13 ft. Filed Dec. 20.

Existing Tv Stations...

ACTIONS BY FCC
Unacceptable Applications—Following applications requesting increased power, ant. height pursuant to request and order adopted July 30, 1955, and Nov. 30, 1955, and Nov. 30, 1955, submitted to applicants by letters of Dec. 13, 1955, as being unacceptable under sec. 36.14 (b) (excessive ERP) and 36.16 (c) (not in accordance with FCC rules). WABC-TV New York; WATV (TV) Newark, N. J.; WEWS (TV) Cleveland, Ohio; WJAC-TV Johnstown, Pa.; WJAR-TV Providence, R. I.; WNBF-

ALLEN KANDER
AND COMPANY

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 3, Illinois, RA. 6-3688

December 26, 1955 • Page 71

WFLY Mobile, Ala.—Granted ERP of 361 kw vis., 191 kw sur. with ant. 600 ft. above average terrain. Action of Dec. 16.

APPLICATION

WFBG-TV Altoona, Pa.—Seeks to change station location to trans. station location and request waiver of sec. 3.616 of FCC rules. Filed Dec. 26.

PETITION

WSIL-TV Harrisburg, Ill.—Petitions FCC to amend sec. 3.605 so as to replace ch. 22 at Harrisburg with a new channel at Harrisburg. (In ordinary language: See note above.) Action of Dec. 16.

New Am Stations

APPLICATIONS

Camden, Ark.—Southern Best Co., 1270 kc, 1 kw, by Desert Broadcasting Co., L. W. Randolph & C. P. Dorado, Ark. Station has already been constructed under similar application by Mr. James owned KPLN Camden whose license was canceled by FCC. so no cost-revenue figures were included in instant application. Prior filing of this application was returned because of then pending ownership changes for Camden stations; previous application was returned without prejudice. Action of Dec. 16.

JFKI-TV Corpus Christi, Tex.—Gulf Coast Broadcasting Corp., 1500 kc, 5 kw, by JFKI, Inc. Filed Dec. 16.

WRVA-TV Richmond, Va.—Richmond Television Corporation, ch. 12.

APPLICATION AMENDED

KSBW Salinas, Calif. —Application for power of change from 60 kw to 500 kw. Filed Dec. 16.

KCFN Rochester, Minn. —Seeks to increase power to 500 kw and to improve transmitter equipment for station to serve a larger area. Filed Dec. 16.

KFXM Medicine Hat, Wash.—Seeks to modify of to change ant.—trans. and studio location to U. S. Hwy. 19 by Orange Wash. Filed Dec. 16.

KFBQ Charlottesville, Va.—Seeks mod. of opp. to increase power from 250 kw to 1 kw, change antenna location and make equipment changes. Filed Dec. 16.

KTVB Idaho Falls, Idaho.—Seeks to modify of opp. to change ant.—trans.—studio location, station to change remote control point and make equipment changes. Filed Dec. 16.

APPLICATIONS

KDKA Pittsburgh, Pa.—Seeks approval of change of power of 250 kw to 1 kw, change antenna location and make equipment changes.Filed Dec. 16.

KZTV Oklahoma City, Okla.—Seeks change of power location and make changes in FCC rules. Filed Dec. 16.

KSBV San Bernadino, Calif.—Seeks to change location to 1440 kc, 1 kw. Filed Dec. 16.

KGBB Bakersfield, Calif.—Kern County Broadcasters Inc., 1230 kc, 250 w. Filed Dec. 16.

KWHF Portland, Ore.—Seeks assignment of license to National Broadcasting Co., presently 45% owner of station licensees, is to acquire additional 95%, $36,000. Licensee corporation will then be dissolved and merged with North Pacific. King Bakers, is licensee of KING. Action of Dec. 16.

APPLICATION AMENDED

KPKO Scottsdale, Ariz.—Scottsdale Best Co., 1440 kc, 1 kw. Filed Dec. 16.

KGEF Bakersfield, Calif.—Kern County Broadcasters Inc., 1230 kc, 250 w. Filed Dec. 16.

KWHF Portland, Ore.—Seeks assignment of license to National Broadcasting Co., presently 45% owner of station licensees, is to acquire additional 95%, $36,000. Licensee corporation will then be dissolved and merged with North Pacific. King Bakers, is licensee of KING. Action of Dec. 16.

KGBR Rapid City, S. Dak.—Seeks to change location to 740 kc, 1 kw. filed Dec. 16.

KXAB Edinburg, Texas.—Licensed to San Juan County Broadcasters, Inc., 1300 kc, 5 kw. Filed Dec. 16.

APPLICATIONS

Algoni, Iowa.—Kosuth County Best Co., application for op. to operate on 970 kc, 550 w. Adj. to change power to 1 kw, make DA and equipment changes. Filed Dec. 16.

WPBS-FM Clinton, Ark.—Seeks to change location to 990 kc, 5 kw. Adj. to change power to 1 kw, make DA and equipment changes. Filed Dec. 16.

New Am Stations

ACTION BY FCC

WIZE Providence, R. I.—Application for change to ant.—trans.—studio location and increase power to 2 kw, 100 w. of operation from D to U, and make equipment changes, filed at request of attorney. Approved Dec. 16.

APPLICATIONS

WJAY Robinson, Ind. —Seeks mod. of opp. to change ant.—trans.—studio location, increase power to 10 kw, 250 w. of operation from D to U, and make equipment changes. Filed Dec. 16.

WLYF Springfield, Ohio.—Seeks to change ant.—trans.—studio location and make remote control operation. Filed Dec. 16.

WFLY Mobile, Ala.—Seeks to increase power from 1 kw to 5 kw and make equipment changes. Filed Dec. 16.

WGBA Bphrata, Pa.—Seeks to increase power from 500 w to 1 kw. Action of Dec. 16.

Tv Propagation


CALL LETTERS ASSIGNED

WFMR (FM) Glendale, Wis.—High Fidelity Corp., 96.3 mc, 11 kw.

Ownership Changes

ACTIO NS BY FCC

KSTT Davenport, Iowa.—Granted assignment of license to Quaint Ocean parent company. Corporate change only; no change in control. Granted Dec. 16.

WPFX Lexington Park, Md.—Granted acquisition of control by William J. Thomas for $9,228. Mr. Thomas is buying 1 kw. Parent company. Granted Dec. 16.

KRK Hood River, Ore.—Granted assignment of license to Oregon-Washington Broadcasters Inc. Corporate change only; no change in control. Granted Dec. 20.

KVU Ogdensburg, N.Y.—Granted assignment of license to Mount Rainier Radio & Television Best Corp. Corporate change only; no change in control. Granted Dec. 16.

APPLICATIONS

WKZL Kalamazoo, Mich.—Seeks assignment of license to Circle Corp. Change is corporate only; no change in control. Filed Dec. 16.

KGEW Portland, Ore.—Seeks assignment of license to North Pacific Broadcasting Co., presently 45% owner of station licensees, is to acquire additional 95%, $36,000. Licensee corporation will then be dissolved and merged with North Pacific. King Bakers, is licensee of KING. Action of Dec. 16.

Hearing Cases

INITIAL DECISION


OTHER ACTIONS

San Bernardino, Calif.—By order, denied request of Orange Belt Telecasters, San Bernardino, for general extension of 30 days within which it will comments to pending proposed rule-making in overall tv proceeding. Order points out that many parties have for acceptance of late filing, and such requests will be considered on basis of comments ac- companied by comments that are filed late. Action Dec. 16.

KGEQ-TV Enid, Okla.—Commission announced receipt of several petitions of Dec. 20, 1956, requesting permission to apply for renewal of license of KGEQ-TV (ch. 7) from Enid to move to 960 kc, 6 kw, to increase antenna height to 1,306 ft. These actions (1) denied motion by KGEQ-TV Enid to enjoin the proceeding, (2) granted motions to increase antenna height to 1,306 ft. which will each be allowed in a manner in which to address themselves to motion to reopen record and request for other relief filed by Dept. of Defense. Granted Dec. 16.

KGEQ-TV Enid, Okla.—Commission granted petition by National Association of Broadcasters Inc. for permission to use trans. of KGEQ-TV (ch. 7) from Enid to 960 kc, 6 kw, 1,306 ft. Action Dec. 16.

KKBW-SB Seattle, Wash.—Commission renews license for purposes of changing location, authorized by May 11, 1956, certificate of convenience and public utility. Decision Dec. 16.

Routine Roundup

December 16 Decisions

ACTIONS ON MENTIONS

Mechanical Reproduction—On petition by NBC, filed Dec. 16, Commission on Dec. 15 extended terms of manufacturer's certificate of compliance for several products, and for filing replies to such comments to 16 days thereafter in matters of amendment of sec. 3, 1166, 3, 1186, 3, 1186 and 3, 1153 of Commission's rules and regu-

(Continues on page 77)
CLASSIFIED ADVERTISEMENTS

Payable in advance. Cheques and money orders only.

Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box replies to:

BROADCASTING • TELECASTING, 1733 DeSales St. N. W., Washington 6, D. C.

Applications: If transcripts or bulk packages submitted, $1.00 charge for mailing (Formal remittance required). House classified advertising business. Send to box number following—BROADCASTING • TELECASTING explicitly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Manager

Sales manager. Nationwide expanding company, in need of outstanding production draw and commission. Earning, $12,000.00 plus. Please write fully. Box 810E, B-T.

Outstanding opportunity for proven selling manager at top independent in North Carolina. No learning. If you have good sales record, want to go to the top with good compensation. Box 826E, B-T.

Salesmen

Salesman. Thoroughly experienced salesman for midwestern $8000 wait. Position available immediately. Write Box 859E, B-T.

Real opportunity—a leading midwestern ABC affiliated farm station offers excellent opportunity for a top salesman interested in two sales—radio with experience who can show us they know how to handle farm accounts in a highly profitable rural market. We want men who like to meet and sell and like people. We give supervision, but like men who are self-starters. A salary of $7500 plus expenses can earn in five figures per year if they want to. If they don't want to, they won't last with us. Their words will tell them. We want men who have worked in rural markets. If you are a kind of a salesman, rush your application to Box 814E, B-T.

Salesman: Immediate opening. Experienced man or ambitious young man interested in sales. Present sales manager loading for college. Large, highly prosperous area, 200,000 population, large rural and industrial territory. Chance for advancement, satisfactory salary, commission payment arrangement. Box 827E, B-T.

Thoroughly experienced salesman for new 1kw daytime independent in strong $30,000 market. Best opportunity in the field for hard working, well experienced salesman, who can turn top rating into cash dollar sales. You must have well rounded experience and current or recent proved sales record with popular music-news and sports station. Immediate opening to work tomorrow. Write Mr. Scott, Collect, KUSN, St. Joseph, Missouri. Position permanente. Box 853E, B-T, plus expenses. Mileage paid for personal interviews to outstanding candidates. Move fast. We do.

Immediate opening for aggressive salesman. Sales manager of a prosperous, well established station in major market opportunity. Write directly to Gus Nisham, Commercial Manager, WKRF, 1422 New Britain Avenue, West Hartford, Conn.

RADIO

Help Wanted—Salesmen

Salesman, excellent opportunity for sober, experienced salesman. Guarantee plus good list of active accounts. Opening created because of illness. You also need experienced copywriter capable of assuring complete responsibility of continuity department. Salary open. Contact Charles Palmquist, Radio Station WKTL, Kendallville, Indiana.

Announcers

Experienced announcer-chief engineer. Virginia PW '50. If you have $80.00. Send tape, photo, resume. Box 859E, B-T.

Announcer: Pennsylvania station needs man with board experience and potential for developing into air personality. Good voice. Box 711E, B-T.

DJ with air personality—must have bright, friendly voice, be adjustable. Must have good control and know how to work the board. West Coast DJ who will make us a good show and ratings in Michigan second market. Flint. Send tape, resume—if you've got the man, we will discuss salary. Box 741E, B-T.

Start the New Year with a new job. KW PA, Ind. Needs afternoon P.D. Announcer-disc jockey and announcer, news and talent position. Send resume and information. Box 813E, B-T.

We're 250 indie; sound better than some 5kws. Need experienced disc jockey. Must know and enjoy all phases music. Prefer some knowledge classical music. Strong on new; good manner casual delivery that sells. Send tape, resume, KBGF Great Falls, Montana.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

Excellent salary for fully experienced announcer. Personal interview requested. Write KSWI, Council Bluffs, lowa, for appointment.

Staff announcer. Music, ad and board ability. Send tape, resume to WSB, Battle Creek, Michigan.

Announcer with first class ticket strong on news. Need versatile man for news interview work and production job on spots. Send resume George Patton. WJWHL, Macon, Georgia.

Good future with Boston area's fastest growing station. First phone, ability to handle foreign names. Tape, photo, details to WCRB, Boston 54, Mass.

Wanted: Personality disc jockey announcer for news and music station. Immediate opening. Send full information to WDIV, P. O. Box 269, Gainesville, Florida.

Morning news announcer with background in writing and delivering local news. 40 hour week. Send full details including salary requirements to William Winn, PD, WESK, Bradford, Pennsylvania.

Compo announcer-engineer with emphasis on announcing. Good voice and full particulars to V. G. Balkurn, WG3R, Goldsboro, N. C.

Wanted—top-flight announcer with first class ticket. No floaters desired. Preferably several years experience. Good pay. Excellent future to right man. Mail tape and information to Alvin Mulle- wax, PD, Station W SAT, Harrisburg, Va.

Announcer with first class license—send history—tape references. Box 1353, Orlando, Florida.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer with announcing ability must be capable of taking over control and technical operation of 250 watt network station. This is an old station in a small, lively, southeastern city. Please give experience and references with your letter, and be prepared to send tape on request. Box 812E, B-T.

Qualified chief engineer (for 250w midwest network station) to take over small, minor area of department. $50 weekly to start. Write Box 816E, B-T.

1st class engineer for chief engineer's duties. Chicago area. Starting salary $95 per week. Box 817E, B-T.

Wanted for growing 5 kw fulltime: a capable engineer who knows both theory and practice, who is good with his hands as well as his head. We are looking for a good man who likes creative construction and thorough maintenance, with a minimum of supervision. No announcing. Experience desirable but not essential. If you don't fit these specifications, please don't apply. WCOJ, Coatesville, Pa.

Combination engineer-announcer. Permanent position, good pay to qualified personnel. Opening available January 1, WMFC, Montereyville, Alabama.

Fully experienced chief engineer to take charge imminently; position requires one to know how to meet all technical problems. Present chief retiring due health reasons. We prefer a man who wants stable hours, good working conditions, and no supervision. Send details to WMX1, Mt. Vernon, Ill.

Programming—Production, Others

Newsman. Experienced in handling all functions of news operation, with emphasis on local news. Must be able to handle major news events, city hall, police, school, etc. Box 820E, B-T.

Program or production manager with experience and ability. Box 810E, B-T.

Competent continuity—traffic girl, also girl bookkeeper. Good judgment; North Carolina Independent. Box 811E, B-T.

News director, fulltime: Immediate opening. Must be available to act as lead-in for leading North Carolina Independent. Box 812E, B-T.

Newsman—Attractive item. Send details of experience and salary requirements to WATL, Storm Lake, Iowa. Independent, am-fm.

Newscaster: Experienced in all phases to take over local news department. Must have some experience. Send resume and possible rate. WCOJ, Coatesville, Pa.

Charles W. Levene—Charles W. Asbury, please send all communications to Box 152, Atlanta, Georgia.

Advertising

WANTED—Top notch TV rep for station in East Coast. Will be responsible for sales and program sales. Must have proved track record. Send complete history and salary requirements. Box 821E, B-T.

RADIO

Help Wanted—(Cont'd)

Situations Wanted

Manager

Manager-chef engineer available January, Prefer it's a station in Florida. Consider other location or conditions. Top references, character and technical. Box 740E, B-T.

Commercial manager metropolitan station wants manager of local station in midwest. Excellent sales record and experience in every phase of station operation. Write Box 796E, B-T.

Salesman-manager—now commercial manager competitive metropolitan market personally produces program and sales department and has complete control of entire department. Box 822E, B-T.

General manager—Ten years radio—large, medium, small market experience all phases. Prefer local management. Experience with permanent management medium or large market—21—family. Box 823E, B-T.

Manager—Will you give a paying top listenership station, permanent position? Can handle people. Box 854E, B-T.

Station manager—available February. Top salesmen, excellent production man. Box 855E, B-T.

Outstanding manager, 15 years experience. Tops in sales, network announcer, news and program production chief. Station position to be filled immediately. Wire or phone Radio Manager, Room 107, Vendome Hotel, Leeds, Colorado.
FOR SALE—(Cont'd)

Equipment

Clarke 108 phase meter for two tower directional system. Reason for selling have installed 3 tower array. First $375 gets. Perfect condition. KTOE, Mankato, Minnesota.

WANTED TO BUY

Stations

Metropolitan stations, in markets over 100,000 needed now. I have a growing list of qualified buyers ready. Want large-market stations in Texas, Colorado, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Broker, 1440 South Trenton, Tulsa.

Equipment

Wanted: 10 kw fm power amplifier; also 300 feet each of 1% and 3% 51.5 ohm transmission line. Write Judson D. Edwards, KSON, 630 F Street, San Diego, California.

Image orth camera chain, sync generator, 7000 me microwave and audio console wanted. Offer terms cash. Please advise F.O.S. price and condition. Chief Engineer, WDAK-TV, Columbus, Georgia.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. Other classes write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.


FOR SALE

Equipment

TOWERS RADIO—TELEVISION

Antennas—Cable Coaxial Cable

Tower Sales & Erecting Co.
6100 N.E. Columbia Blvd.
Portland 11, Oregon

SALES ENGINEER

Gates has immediate opening for sales engineer to headquarter in Washington, D.C. office. Must be familiar with all broadcast activities in Washington area. Salary, bonus and travelling expenses. Send complete resume and photo to

Sales Manager
Gates Radio Company
Quincy, Illinois

WANTED TO BUY

Equipment

1 or 2 Camera Chain Microwave Link. Audio Equipment. Related Remote Equipment. Truck If Available. Give Complete Descriptions. Type Number And Condition. Pictures. List Prices, Net F.O.B. Medium Size Station National Rate $350/Hour Electra-Zoom Lens Write Or Wire CASH Box 795E, B&T

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

SEASON’S GREETINGS

Our Best Wishes and Continued Success to you . . .

May the happiness and joy of this Christmas be with you all through the year.
(Continues from page 72)

lations relating to mechanical reproductions.

By Comr. John C. Doerfer

Broadcast Bureau—Granted petition for ex-
tension of time to Dec. 18, to file responses "to reapply for license." Re application to Ex-
cepted Nov. 30 by WSPD Toledo, Ohio, and WTHF
Fort Wayne, Ind., was rejected.

By Hearing Examiner Alfred B. Creel

Broadcast Bureau—Granted petition for ex-
tension of time to Dec. 18, to file responses "to reapply for license." Re application to Ex-
cepted Nov. 30 by WSPD Toledo, Ohio, and WTHF
Fort Wayne, Ind., was rejected.

January 22

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editorials

A Matter of Deadlines

THE MECHANICAL imperfections of publishing are such that we are writing this editorial before Christmas, knowing it will appear not earlier than Dec. 26. It is an unsettling thought that the piece composed in the bloom of anticipatory cheer will be read in the haggard aftermath.

The illusions of the season will have vanished. The handsome box will have been torn from its rich wrapping to disclose the unwearable tie within. The silver bowl will have been drained of its creamy egg-nog, and the drainers drained of the will to live. The mailman’s burden will have ceased to contain the message from the distant dear one; in his bag now the chilling statement from F.A.O. Schwarz.

To write of Christmas before Christmas without wishing the reader a seasonal greeting is to ignore every instinct of the editorialist. Yet a greeting delivered after the event will not be more welcome than the bridegroom who arrives at the church promptly at high noon June 21 for the ceremony scheduled June 20.

It is when confronted by an awkward lag, like this one, between the writing of a piece and its delivery to our readers that we most admire the two modern communications forms. In radio and television the message uttered is at once the message received. This is an advantage which everyone who works in printed journalism must envy.

If, by miracle, this issue of B&T could be distributed electronically, we would end this editorial in the way our sentiments demand—with a warm greeting of Merry Christmas to our readers. Like all other publications, however, we are geared to the sedate schedules of printing presses and the U. S. mails. Knowing we cannot be with you until after Christmas, we shall content ourselves with saying: Happy New Year.

The Whole Picture

I F THE FCC has any misgivings about the desirability of retaining a dual uhf-vhf tv allocation, it certainly should give heed to the comments on its rule-making invitation. Preponderantly, they favor retention of both the 70-channel uhf band and the enlargement, if feasible, of the 12-channel vhf band.

There are those who, either openly or otherwise, have given up on uhf. Yet uhf stations are doing quite well in a number of markets, and will do better as Madison Ave. and Michigan Ave. learn that, like the 100-watters of early radio, they perform an efficient service of increasingly higher quality as the art progresses. New developments, like the new GE amplifier tube which appears to promise simplified circuitry for combination uhf-vhf sets, will serve further to stabilize uhf service.

Aggrieved station operators or aspiring new ones who look at the whole picture and not their immediate problem, should realize that competitive, nationwide television cannot be provided on 12 vhf channels, or 15 or 20, without doing irreparable violence to existing coverage patterns and thereby depriving millions of people of service they are now getting. The consequence would be tighter regulation, even monopoly controls, and rate fixing.

So, it should be abundantly clear, uhf there must be in television’s present and foreseeable future. If the efforts of Defense Mobilizer Arthur Flemming’s high level committee produce means whereby a number of additional vhf channels can be procured for tv, the allocations problem would be eased to that extent, because at least three corresponding competitive services could be provided in most major markets. The more’s the better, but there appears to be no magic whereby an adequate number for a nationwide allocation can be provided.

Every encouragement should be given the Flemming project. Existing non-broadcast services would have to be displaced to clear even a minimum of two or three channels. Broadcasters should be prepared to support, in Congress to the fullest extent, the likely situation wherein the military will need additional appropriations to cover new equipment and installation costs, should means be found to swap a portion of uhf space for desirable vhf space. This may not be as long range a project as some suspect.

The FCC now has only chapter one of the case. Replies to the 200-odd comments are due Jan. 6. Engineering studies need to be made. The FCC, somewhere along the line, must instruct its engineering staff to produce an allocation plan, founded upon that which exists, that is best calculated to serve the public need. All this takes time and infinite care. It can’t be done in a few weeks or even a few months. A year would be a better guess.

In those ensuing months, the processing of pending cases cannot be stopped. But the FCC has made it clear that those who proceed with construction do so at the risk of subsequent allocation changes. Indeed, the law itself does not safeguard any existing permit holder or licensee.

Until it is ready with its new national allocations policy, the FCC is duty-bound to improve service, city-by-city, case-by-case. Otherwise it would be imposing a new freeze and inviting the wrath of the public in under-served areas.

Longer License Life

BROADCASTING is a hazardous business. There are many reasons for this, but the basic one is that it is licensed. Licenses are issued for three years. Yet broadcasters, notably in tv, must make long term commitments on equipment and construction extending far beyond their license terms. A onepurpose transmitter-studio plant may run into the hundreds of thousands, with mortgage loans running 20 years, but the broadcaster lives by the slender thread of a three-year license.

Another hazard is the network affiliation contract which under the FCC’s chain-monopoly regulations may not run beyond two years and which cannot be renegotiated until six months prior to expiration. In many cases, network affiliation agreements for tv are written for less than the two-year statutory maximum, and with only 30-to 60-day cancellation clauses.

We think licenses ought to be issued in perpetuity, since the licensing authority always has recourse to revocation if there are infractions of the law or other extreme impropieties offensive to the public interest. In Mexico, licenses are issued for 30 years. In other countries there are no specified tenures.

It may be too much to hope for perpetual licenses now, but certainly Congress and the FCC could be persuaded to grant longer terms as an initial step, in the light of the risk capital involved. And certainly the FCC regulations should allow broadcasters and networks to affiliate for periods that run as long as the license terms. Even that one slight change now would permit network affiliations to run a year longer.
The entire staff of KWK Radio and
KWK-TV extend to you and yours
every good wish for a happy,
healthy and prosperous New Year.
Whether you're selling mink coats or motor cars, cheese or cosmetics, smart time buying prescribes the selection of stations that reach the most responsive markets at the lowest cost. In the five NoeMac markets that means the NoeMac stations.

While each of the five is an independent local station, operating under separate management, all five follow the same proven programming pattern. Programming that has produced a wide, growing and fabulously responsive audience.

You can buy one or all five NoeMac stations, they are five of a kind . . . all different. Each the best buy in its market.

For availabilities, rates and market facts, call your H-R MAN.

Nationally Represented by

Representatives, Inc.