Houston hits a MILLION!

Metropolitan Houston reached the million population mark on July 3rd. This fabulous industrial giant of the Gulf Coast, representing a net effective buying income of $1,856,123,000.00, becomes the first million population metropolitan area in the South. Tremendous expansion of the city itself barely keeps pace with the ever-increasing demands of industry. A million strong today, with the promise of an eminently greater future, Houston proudly claims the slogan of "Industrial Frontier of the South."

KPRC is FIRST

KPRC radio and television remains FIRST in the hearts of the metropolitan million. First in morning... afternoon... evening... first all the time.

JACK HARRIS, Vice President and General Manager
20 Mule Team — early method of transporting Borax out of Death Valley, California

For many years, the "Old Ranger" on the radio related the thrilling and romantic stories of the Old West and Death Valley Days. They were the source of tremendous interest and popularity. Such enthusiasm has since been transferred by popular demand to Television, and the "Old Ranger" is now regularly portraying "Death Valley Days" with the help of sight and sound. The public has been overwhelming with compliments for the rebirth of "Death Valley Days" on Television.

PACIFIC BORAX CO. DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS...

The "Old Ranger" and his associates in the "Death Valley Days" show on television feature the virtues of 20 Mule Team Borax and Boraxo.

20 Mule Team Borax — to speed and sweeten all laundry, diapers, and for housecleaning.

Boraxo, powdered hand soap — tackling dirt plain soap can't wash . . . works gently and quickly in cold water.

From one pioneer to another . . . Havens & Martin, Inc. doffs its hat to Pacific Borax Co. and the "Old Ranger." Pioneers build, and WMBG, WCOD and WTVR continue to build audiences and sales results for advertisers. Join the other advertisers using the First Stations of Virginia.

WMBG AM WCOD FM WTVR TV

First Stations of Virginia

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
"Have a nice Fourth?"


WMT
CBS for Eastern Iowa
Mail Address: Cedar Rapids
National Reps: The Katz Agency
One of America's Pioneer Radio and Television Stations

A GOOD PLACE TO BUY
Since 1922

WGAL • 33rd year
WGAL-FM • 7th year
WGAL-TV • 6th year

Lancaster, Penna.

Steinman Station
Clair McCollough, President

Represented by

MEEKER
New York
Los Angeles
Chicago
San Francisco

316,000 WATTS
ABC RADIO, which wanted once before to go to single rate for daytime and night-time but was rebuffed by affiliates, now understood to be planning new move in same direction as counter to CBS and NBC projected 15-20% reduction in evening network radio rates—but this time stations will be more told than asked about it, on theory ABC must “keep competitive.” Unlike CBS and NBC, ABC plans to accomplish nighttime reduction by straight rate cuts rather than raising discounts. Necessary advance computations make it unlikely any definite move can be made before latter part of July.

NEXT major headache in tv advertising bureau project, now that industry schism has been headed off, will be underwriting of up to million dollars annually to match operations of competitive media. On top of that will come another potential million dollars to finance vast tv audience-circulation count, entirely separate from advertising bureau but expected to provide basic sales material.

TAB or TvAB? There’s sentiment for both sets of initials to designate new tv advertising bureau. While backers of TvAB version concede it can be confused with independent unit formed during Chicago NARTB convention in May, they point to exploitation of visual medium inherent in such title.

WHEN ROBERT K. RICHARDS, administrative vice president of NARTB, leaves his $25,000 a year post October 1 to set up his own public relations business, NARTB will be numbered among his clients at approximately $12,000 per year. Mr. Richards also will participate in policy direction of two West Virginia stations—WHAR Clarksburg and WKYR Keyser—his acquisition of which now awaits FCC approval.

WOR-AM-TV, which have had hard going in highly competitive New York market, turned corner in June with black ink operations. WOR-AM, it’s learned authoritatively, made money in May while tv outlet showed profit in June. Gordon Gray, veteran broadcaster, became vice president and general manager of operations last December at which time stations were believed to be losing in excess of $100,000 monthly.

DON’T WRITE off Bricker bill (S 3456) to authorize FCC to license and regulate networks directly on same basis as individual station licenses. Chairman Bricker (R-Ohio) of Senate Commerce Committee is considering appointment of special committee expert to research and draft plans for hearings on his bill, introduced May 13 and now pending before Senate Communications Subcommittee. There’s reportedly Senatorial support, too, since most legislators understand why broadcast field is only “half regulated,” with stations licensed but networks outside regulatory scope except through “back door” of owned and operated network outlets.

WHILE health was given as principal reason for resignation of Edward T. Stodola as chief examiner of FCC after only three and a half months of service, to return to Civil Aeronautics Board, there’s more to it than that. Old line FCC examiners, it’s understood, made Mr. Stodola’s job tough when he sought to check status of cases and jog them along on initial decisions. They cited Administrative Procedures Act and so-called McFarland Amendments as grounds for ignoring pleas. These provisions are regarded as unrealistic and untenable by many officials on independent agencies.

THOUGH there’s no announcement, Senate Communications Subcommittee either informally or formally will suggest to FCC that it supply Edward Lamb, publisher-broadcaster, bill of particulars on renewal proceedings in advance of public announcement, to enable him to prepare his response. This is in keeping with suggestion that Comr. John C. Doerfer testified he had made to FCC only to be voted down.

BRIEFING on how to win votes and influence electorate via microphone and camera was given representative group of Democrats last Tuesday under auspices of Democratic National Committee. J. Leonard Reisch, managing director of Cox stations and consultant to committee, at request of Stephen Mitchell, national chairman, indoctrinated some 35 members of Congress, administrative aides to Senators and others in party councils on techniques in campaigns for fall elections.

IT WAS no simple task to get broadcast point of view into Federal Bar Journal symposium on Congressional Hearings and Investigations (see story on page 50). Although FBA committee asked NARTB attorneys Vince Wasilewski and Abiah Church to do piece, it kept asking them to be “objective.” It got so that two NARTB’ers finally told FBA they’d either write piece their way, or someone else could be given assignment. After that, they were left alone.

the week in brief

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Announcing the appointment of H-R Inc. as the National Representatives for Radio Kowh OMAHA

Another step toward even better service for KOWH advertisers is the appointment of H-R Inc. as National Representatives for “America’s Most Listened-To Independent Station.”

And just to cinch the “Most Listened-To” title even more firmly, KOWH just completed its 32nd month in first place in Omaha by setting a new record. With a day-time rate of 46.2%, KOWH has just topped the mark for share of audience in a six-station area.

And with an average like that, any spot you pick at random has a better than even chance of delivering you a bigger listening audience than a spot on all other Omaha-Council Bluffs stations combined!

Mid-Continent Broadcasting Co.
General Manager; Todd Storz

KOWH Represented by H-R Inc.
WTIX Represented by Adam J. Young, Jr.
WHB Represented by John Blair & Co.
Another Veteran Evicted; Auto-Lite Quits 'Suspense'...

ELECTRIC Auto-Lite Co. will drop sponsorship of 'Suspense' on CBS-TV (Tues., 9:30-10 p.m.) after Aug. 17 broadcast, as result of network's notification that in view of realignment in programming, renewal of contract for 'Suspense' could not be renewed in present time period. CBS-TV issued statement Friday saying it has "and will continue to" offer alternate time periods and alternate programs to Electric Auto-Lite Company. Company has decided to exercise option and stop sponsorship after Aug. 17 program although original contract ran to February 1955.

Mr. Robinson, Jr., program vice-president of CBS-TV, said Friday plans for replacement of 'Suspense' were not ready for announcement. Evicting 'Suspense' from its current spot follows pattern established by both NBC-TV and CBS-TV in realigning program schedules. NBC-TV moved U. S. Tobacco's Martin Kane, Firestone's Voice of Firestone (which switched to ABC and ABC-TV), and Spidel Co., Baltimore's Home Town Tune, while CBS-TV has served similar notice on Lever Bros.' Big Town.

KPIX (TV) Transfer to Westinghouse Approved

TRANSFER of KPIX (TV) San Francisco to Westinghouse Electric Corp. will probably take place "late this month," it was announced Friday by Mr. Dumm, Westinghouse president for corporate affairs, following FCC approval for sale of ch. 5 CBS affiliate to Westinghouse for $6 million by Wesley I. Dumm and associates (BT, April 12).

Mr. Dumm (in a membership rule interpretation, FCC also declared subsidiary Westinghouse Broadcasting Co. to be within legal limit of station holdings, stating WBC now has "interest" in six radio and four tv stations. "Commission" approved waiver of rules to allow Westinghouse to continue prosecution of pending bid for two more tv outlets.

Aside from KPIX, Westinghouse owns WKBW (TV) Buffalo; WOR (AM) and WOR-TV New York; WPRT Philadelphia; and WINS (AM) New York. It bought WPAT in early 1953 from Philco Corp. for $3 million and WPAT, it ruled, would be considered to have "interest" in fourth tv station in Philadelphia, for purpose of multiple ownership rule in view of minority holding in KTLK of Westinghouse Electric direc- tor Ailton Anderson.

WBC radio stations are WHZ Boston-WBZ Springfield, Mass., KDIA Pittsburgh, KEX Portland, OR, and WHMO Philadelphia. WPRT Philadelphia is "expected to have 'interest' in fourth tv station in Philadelphia," it ruled.

Westinghouse is applicant for ch. 11 at Pittsburgh and ch. 6 at Portland, Ore. In latter case, initial decision has been issued by hearing examiner. Commissions of North Pacific Television Inc., chiefly owned by the late Mr. Dumm, are owned by KTLK of Westinghouse Electric director Ailton Anderson.

NARTB Seeks to Appear At Senate Rules Hearing

REQUEST to present broadcasting industry's position covering tv-radio pickups of Senate Investigating Committee made Friday by NARTB Vice President Ralph W. Hardy in letter to Sen. William E. Jenner (R-Ild.), chairman of Senate Subcommittee on Rules of Committee on Rules & Administration (see early story page 48).

Reminding that much testimony, some of it adverse, has been taken by Subcommittee and that eight resolutions on subject were pending, Mr. Hardy asked permission to appear before subcommittee on behalf of radio-tv coverage of hearings.

New Record Policy Protested

VIGOROUS protest against adoption by record companies of 45 rpm disc voted unanimously by joint convention of North and South Carolina broadcasters at Myrtle Beach, S. C., last Friday (see earlier story, page 43).

Convention also approved resolution opposing Bryon Bull to ban alcoholic beverage advertising, on ground that any legal commodity may be legally advertised.

TESTING GROUND

NEW gimmick on new program, Good Morning, which starts today (Mon.) on WABC-TV New York, Monday-through-Friday 8-9 a.m., is attempting to get advertisers to use it as "proving ground" to test-television ads, setting them on network or film for nationwide use. Produced by John Moses Associates, package programs firm, Good Morning will feature Allen Ludden as m.c. and "blonde weather girl, both as entertainers and commercial announcers.

- Business Briefly -

CATS PAW ON ABC - Cat's Paw Rubber Co., Baltimore, will sponsor Monday portion of Modern Romances five times weekly, 11:11:15 a.m., on ABC Radio, effective July 26. S. A. Levyne Co., Baltimore, is Cat's Paw agency. Additionally, ABC said new sponsor for Tues.-Fri. portions of series would be announced shortly.

SHORT BUT HEAVY - General Foods (Maxwell House instant coffee) preparing saturation radio spot announcement campaign using as many as 75 spots a day per market, 60 seconds and 20 seconds, mostly from 7 to 9 a.m. on July 21, 22, 23 in Southwest. Benton & Bowles, N. Y., is agency.

FALL TV CAMPAIGN - Burlington Mills ( Cameo hosiery) planning to use fall spot announcement campaign in tv in about 40 scattered markets. Donahue & Co., N. Y., is agency.

PREST EXPANDS - M & R Dietetic Labs (Rose Taylor's) expanding to Cleveland, through Benton & Bowles, N. Y., expected to add 16 Midwest radio markets early in August. This is in addition to 20 markets added effective today (Mon.).

GROVE LOOKING - Grove Labs, through its agencies, Gardner, St. Louis, and Harry B. Cohen, N. Y., lining up availabilities for fall radio and tv spot announcement campaign.

Guil Films Reports Gains

RAPID growth of Guil Films Co., N. Y., since its establishment two years ago is pointed up in company's semi-annual report made public today (Mon.) by Reub Kaufman, president. Gross billings for first six months of 1954 amounted to $2,200,000 as compared with $350,000 for corresponding period of 1953, representing increase of about 600%. Other increases reported for six-month period were those of 600% in number of finished shows (from 26 half-hour telefilms to 160 half-hours); in number of weekly, weekend telecasts of programs (from 48 to 360); 800% for number of licenses or sponsors of shows (from 39 to 309).

Lucks' Auctioneer Dies

F. E. BOONE SR., 61, whose voice was known to American radio listeners as auctioneer on American Tobacco Co. programs, died of heart disease at his home in Robersonville, N. C. Mr. Boone performed auctioneer's chant on Lucky Strike broadcasts from 1937 to 1951.

Twelve Renew 'Lives'

ZTV Television Programs Inc. announced Friday that 12 additional sponsors have renewed for second year of The Led Lives tv series film series, raising to 77 number of current advertisers who have signed 52-week renewals at expiration of current contracts.

Weed to Move Headquarters

WEED & Co. and Weed Television Corp., station representatives, will move headquarters offices to 597 Fifth Ave., New York 17, effective July 10. Telephone will be Plaza 9-4700.
WAGA ZOOMS AHEAD WITH BOOMING ATLANTA

An example of Atlanta's continued business expansion is Fulton National Bank's new 25 story office building now under construction in the downtown area.

• New Programs  • New Talent  • New Personnel

To keep ahead of the ever-expanding Atlanta market and to build an even larger listening audience, wide-awake WAGA has built vigorous new programs, obtained new talent, employed sales-minded, sales-making personalities.

Let us show you how this up-to-date streamlining can create sales for your product or service—give you more for your advertising dollar.

NEW PROGRAM
"GEORGIA PANORAMA"
6:15 - 6:45 p.m.
Featuring Three Top Local Personalities—
★ Dale Clark
★ Les Henrikson
★ Ed Blair
with local news, commentary, sports and "Atlanta Speaks."
Follows Allen Jackson and the News (CBS) 6 — 6:15 p.m.
Precedes Lowell Thomas (CBS) 6:45 — 7 p.m.

$90 on the dial
5,000 watts

Waga
CBS-Radio in Atlanta

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat’l Sales Director,
110 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager,
230 N. Michigan Ave., Chicago
SAFETY FOURTH

ACTING upon plea from President Eisenhower for safe Fourth of July weekend, Thomas F. O'Neill, president of Mutual, had recording made in which he referred to President's appeal and urged caution during holiday weekend. Special message was to be presented consistently on 560 stations of coast-to-coast Mutual network, starting Friday and ending today (Mon.).

Bendix Doubles Facilities For Auto Radio Production

OUTPUT of car radio production facilities to be doubled by Bendix Communications Div. of Bendix Aviation Corp., which already operates in Baltimore one of industry's longest auto radio assembly lines. Part of increase will be production of 50% of six-tube sets for 1955 Fords, according to Edward K. Foster, Bendix vice president and division general manager. Pre-production shipments will start this fall. Bendix has been making auto radios for Ford for six years, and will reach 2,000,000th Ford unit near end of 1954. New six-tube model will take up less space than previous types.

AT&T Connects Four

FOUR more tv stations—KCBD-TV and KDUB-TV Lubbock, Tex.; WDBO-TV Orlando, Fla., and WISH-TV Indianapolis—were tied into AT&T's intercity tv facilities in time to receive live network video programs Thursday. AT&T reported Friday. KZTV (TV) Reno is scheduled to be interconnected tomorrow (Tues.)." WLA-TV Nashville and WTVI (TV) Terre Haute, July 15.

RCA Sets Dividends

RCA board Friday declared quarterly dividend of $0.75 cents per share on RCA common, payable Aug. 23 to holders of record July 16, and dividend of 87 1/4 cents per share of first preferred for period July 1-Sept. 30, payable Oct. 1 to holders of record Sept. 13.

KING-TV's First Color

COLOR tv made its bow in Pacific Northwest with Salute to Seattle telecast by KING-TV. Seattle outlet has been testing color bar test patterns and plans motion picture films in color by early autumn.

UPCOMING

July 8-9: Virginia Assn. of Broadcasters, Natural Bridge Hotel, Natural Bridge.
July 9: Air Force briefing of advertising agencies on bids for fiscal 1955 recruiting contract, Pentagon, Washington. Room 5A1070. 10 a.m.
For other Upcomings see page 101.

Three Television Grants Made Final by Commission

GRANTS for three new vhf tv stations made final by FCC Friday: ch. 12 to WBLK Clarksburg, W. Va., ch. 30 to WNOE New Orleans, La., and ch. 39 to Southwestern Pub. Co. (KFSA-AM-TV Fort Smith, Ark.), and ch. 9 at Dothan, Ala., to Ala.-Fla.-Ga. Tvo Co.

In other action, Commission affirmed earlier grant to WBLK and denied Sec. 309(c) economic protest of Clarksburg Pub. Co., which claimed tv station would injure its local newspapers. FCC found no Grade A overlap would occur between WBLK-TV and WTRF-TV Wheeling, under common ownership. Final ruling also declared media diversification issue not pertinent since WBLK-TV parent firm, while publishing papers and owning stations in other cities, did not have paper in Clarksburg.

Southwestern was only bidder for ch. 2 at Henderson following dismissal of competitive application by KRAM Las Vegas, Nev. Dothan case Commission denied competitive bid of WOOF Dothan in default.

Chs. 6, 5 Get Protection

TV channels 6 and 5 are going to be better protected from interference from fixed station framing in the 72-76 mc band, it was indicated in findings of Commission on fixed station protection. Chs. 6 and 5 were previously assigned to Class B tv reception on chs. 6 and 5. The present fixed operations in the 72-76 mc band may continue but interference complaints must be cleared up in 90 days; (3) fixed stations within 18-30 miles of tv ch. or 5 transmitters must meet certain technical criteria; (4) no fixed station in this band will be authorized if its transmitter is 10 miles or less from a ch. 6 or 5 tv transmitter. Amended rules become effective Aug. 5.

Uhf Applicant Quits Contest

WGRD Grand Rapids, Mich., granted petition to dismiss bid for ch. 23, but FCC ruled action was "with prejudice" because hearing was concluded in conest with Peninsula Broadcasting Co. and avoiding initial decision by Examiner J. D. Bond. WGRD said it dropped out in view of testimony before Commissioners' special tv subcommittee on problems of uhf (B-7, May 24 et seq.).

Raleigh-Durham De-Intermixtures

DE-INTERMIXTURE of commercial channels in Raleigh-Durham market through switch of educational ch. reservations there from uhf to tv is asked in petition filed with FCC Friday by WWA-O-TV Raleigh, operating on ch. 28. Educational ch. 40 at Durham would become commercial, reservation going to ch. 11, under permit to WTVD (TV) there, which plans September commencement. At Raleigh, reservation on ch. 22 would be switched to ch. 5, sought by WTPT and WRLW, whose bids are in hearing.

KTHE (TV) Keeps Alive

CONTINUED operation of KTKE (TV) Los Angeles, Hancock Foundation educationation, was promised by U. of Southern California last week following resignation of Capt. Allan Hancock from directorship of foundation of same name and as chairman of U. S. C. board of trustees [BST, June 14]. University spokesman said station's present 20-hour weekly schedule would be maintained "as long as possible," but cautioned that station "must live within budget," Hancock Foundation has $2.15 million to support its projects under grants from FPC, BAE, and Rockefeller. Rumor denied that Capt. Hancock had stipulated fixed percentage of fund for KTKE support until 1955.

PEOPLE

RICHARD GOEBEL, member of advertising department, Nestle Co., named advertising manager in charge of media, was announced by DONALD CODY, vice president in charge of advertising and merchandising. Mr. Goebel joined Nestle in 1952 and is at company's executive offices in White Plains, N. Y.

WILLIAM STARK, salesman, WINS New York, joining New York office of WLW Cincinnati radio sales staff, succeeding BEN F. CONWAY, who has resigned to move to California.

MARK WEBB JR., recently discharged from Marines, named sales representative, WSAZ-TV Huntington, W. Va.

FREDERICK W. FLORENZ of Cupples Co., St. Louis, to sales staff, WBAL Baltimore.

ROBERT SIEGRIEST, formerly of WGST Atlanta, named news-special events director, WEAS Decatur, Ga.

GEORGE C. VAUGHAN, director of sponsorship for The Advertising Council for past three years, has resigned effective July 12, to join New York sales staff of MCA-Tv Ltd. His duties at council will be assigned temporarily to other members of New York staff.

Film Suit Amendment Planned

AMENDED SUIT charging that Matthew Fox, president-chairman of Motion Picture for Television, acquired 11 feature films as pay-off for engineering sale of Eagle Lion Classics to United Artists, is expected to be filed tomorrow (Tues.)." Suit, for $2.5 million, involves charges by six independent movie companies that five distribution firms prematurely released their features to tv.

New Agency Announced

MARTHA D. LEVY and James Carvin form new advertising and public relations agency, Levy-Carvin Adv., at 921 ½ Ryan St., Lake Charles, La. Miss Levy formerly was copywriter at Friend, Reiss, McGlone, N. Y., and Mr. Carvin was former production supervisor of McGraw-Hill advertising department. Agency will have radio and television accounts on local and regional basis.

WFBR's President Dies

FUNERAL services for Robert S. Maslin Sr., president of WFBR Baltimore since 1930, were to be held last Saturday at his home. Mr. Mas- lin, 79, died Thursday. Surviving are his son, Robert S. Maslin Jr., WFBR vice president in charge of advertising and promotion, and daughter, Mrs. Hope Barrett Jr.

WOW Boosts Radio Rates

ADVERTISING rate increase announced by WOW Omaha, with current advertisers protected for year. Station explained $42,000 new radio sets have been sold in Nebraska and Iowa alone in last 3½ years, according to manufacturers' data.

European Tv Conferences

TWO European conferences looking toward creation of permanent continental network scheduled this month in Paris and Rapallo, Italy, with members of European Broadcasting Union taking part. BBC tv executive said meetings will look into plans to maintain existing temporary network for several months.

July 5, 1954 • Page 9
On the Washington scene...

Her column tops 'em all!

You might not think it, to look at slim, diminutive Elinor Lee…but she's one of Washington's best-known, most influential women. For one thing, she's food editor-columnist of Washington's largest newspaper, The Washington Post and Times Herald. For another, she's the dean of women broadcasters in the capital, with an award-studded record of more than 25 years as a dietician, homemaker and consumer service expert. (One of her WTOP shows was sponsored by Potomac Electric Power Co. for 11 years!)

But what's most important...her daily column of the air, "At Home with Elinor Lee," is (by a wide margin) Washington's highest-rated women's program, month after month, year after year!

If Washington women interest you (and remember that we have the highest major-market family income in the nation here), reach them with Washington's most interesting woman, WTOP Radio's Elinor Lee.

WTOP RADIO
Represented by CBS Radio Spot Sales
Do you require "single-direction" coverage?
If so, RCA has UHF Pylons that can produce horizontal field patterns shaped like a Cardioid. Figure 1 shows the calculated pattern, and a measured model pattern, of a "Cardioid directional" Pylon. Operating frequency, 532 Mc.

Do you require "elongated" coverage?
If so, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut. Figure 2 shows the calculated pattern, and a measured model pattern, of this type of directional Pylon antenna.

Do you require "circular" coverage?
If so, RCA has a wide selection of UHF Pylons that produce equal signals in all directions.

Do you want BETTER overall coverage—lower signal losses?
All RCA UHF Pylons (directional and circular patterns) have built-in "Beam Tilt." Easily adjusted at your station by moving the inner conductor of the antenna up and down, this feature assures best possible coverage, with minimum power loss in vertically polarized radiation.

Do you need BETTER "close-in" coverage?
New, advanced null fill-in system, used in conjunction with beam-tilting, offers excellent close-in coverage—even for the "difficult" sites. Figure 4 is a typical measured vertical field pattern of an RCA UHF Pylon. Figure 3 is a nearly ideal field-distance curve produced by a "contour-engineered" UHF Pylon (actual record of a-commercial TV station now "ON-AIR").

How much UHF gain do you need?
RCA standard UHF Pylons can be furnished with gains of 21, 24 and 27 ... Directional UHF Pylons with maximum gains of 40 to 50, the realizable maximum gain depending upon channel and pattern shape. No tuning compromises—with resultant loss of gain (such as caused by cross-polarized components). You get published gain!

RCA UHF Pylon design is simplicity—plus!
Just one feedpoint for the line input
You find no protruding elements on RCA UHF Pylons. The smooth surface of the metal cylinder is the antenna itself. No physical connections on the antenna. Nothing to bend or break under ice or wind load. Signal loss in rain or heavy icing is negligible.
signal where the population is

with an RCA "contour-engineered" Pylon

NOW... Free Measured Vertical Patterns and Power Gains with Every RCA UHF Antenna

Up to 500 KW ERP!

For maximum power on all UHF channels, RCA UHF antennas and the TTU-12A transmitter are the answer. Up to 300 Kw ERP can be attained with RCA Standard UHF Pylons—and up to 500 Kw ERP with RCA custom high gain UHF antennas. RCA UHF Pylons are shipped complete in one unit—"custom-tuned" for your frequency at the RCA factory—and tested by the most modern methods known.

Select the RCA UHF Pylon to meet your requirements

Power input ratings up to 50 KW!

<table>
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<th>Channel</th>
<th>Type</th>
<th>No. of Sections</th>
<th>Gain in Db</th>
<th>Power Gain</th>
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</tbody>
</table>

RCA supplies specially matched UHF transmission lines.

No UHF antenna functions properly unless your transmission line matches your antenna closely. RCA-designed line, not available anywhere else, has measured performance (VSWR) that is better than 1.05 to 1.0.

RCA supplies complete UHF accessories.

Only when everything in your transmitting system is matched—from transmitter to antenna—can you be sure of maximum performance. In this respect, RCA can supply each and every accessory required to complete a UHF antenna installation, including the tower, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filter-plexers, and hardware—down to the very last bolt. Everything is designed specifically to work with the UHF Pylon. And remember, everything is available from ONE responsible equipment manufacturer—RCA!

For planning help, call your RCA Broadcast Sales Representative.

4 New Books on UHF

- 12-page brochure on RCA-UHF TV Pylon Antennas
- 12-page brochure on RCA-UHF TV Waveguides
- 12-page brochure on RCA's 12.5 KW UHF Transmitter
- 28-page brochure on RCA-UHF Transmission lines and fittings

Ask your RCA Broadcast Sales Representative for copies.
WBRC Becomes CBS Radio and Television "ROCKETS" ahead with the nation's Number One Network, CBS, July 4th! Offering unsurpassed coverage over a 35 county area in the Industrial Center of the South.
THE CROSBYS believe in keeping their radio contracts in the family. Back when summer was just around the corner it was time to think about a replacement for Bing Crosby's weekly radio show on CBS. So Gary, who has been casually feuding his way around show business for the last few years under the expert tutelage of his famous father, got the job. The Gary Crosby Show is now a regular CBS attraction each Sunday night.

The show is a junior version of its predecessors. Its star is a carbon copy of the original. This will assure Gary a sizable following for awhile at least. Whether or not his father's fans will permanently accept him on the strength of the similarity between them in both personality and performance, is another matter.

-Time-and the fans-will decide that. At any rate, the young Mr. Crosby, who celebrated his 21st birthday on his show last week, has inherited a good deal of his father's charm and talent for pleasing his listeners. He is relaxed, congenial and confident. He has even made a stab at developing his own singing style although voice and song delivery have definite traces of the Crosby touch.

A more pointed and objective trace, however, is in the dialogue between Gary and the guests who appear on the show. Bill Morrow, who writes scripts for the Bing Crosby Show, is also supplying the spoken word for its replacement. It is to Gary's disadvantage that Mr. Morrow is still writing for Bing. Perhaps a writer cannot change his style but in order to establish himself as a personality—not a mimic—Gary Crosby would probably be wise if he changed his writer.

THE WORLD OF MR. SWEENEY

Network: NBC-TV
Time: Tues.-Fri., 7:30-7:45 p.m.
Originating Network: NBC
Star: Charles Ruggles
Cast: Glenn W. Wagner and Helen Wagner
Producer: Sam Schiff
Director: Al Newman
Writer: Arthur Stander
Sponsor: Offered for co-op sponsorship
Production Costs: $3,000-$5,000 per week

NBC-TV's The World of Mr. Sweeney is in the grand tradition of radio and television situation comedies. The recipe calls for a principal character (Mrs. Goldberg, Mamma, Maxie the Taxi, Mr. Peepers, et al.) and a setting. The latter can be a family, a taxicab, a school, an office or a country store. The country store was chosen for Mr. Sweeney's locale.

Cicero P. Sweeney is the "prop." of the Mapleton (U.S.A.) general store. Played by the ineffable Charlie Ruggles, Mr. Sweeney is the town "character," who is friend, judge, fixer-upper, philosopher and what-have-you to everyone in the mythical community. Title and surname to the contrary, Mr. Ruggles gives his character a stock Yankee quality, at least in the first show which appeared on the country's screens last Wednesday.

Since the new series runs for only 15 minutes, Tuesdays through Fridays, the situation in The World of—necessarily is limited. The network used the right word when it spoke of a "vignette."

IN THE FIRST EYE, Mr. Sweeney helped bring the town's social leader (distaff department) down to more humane size—through a rather implausible plot contrivance. Nevertheless, the quarter-hour gave Mr. Sweeney time to expound New England-edged homilies and "hey rube" witticisms.

Mr. Ruggles, who has been in show business for 48 years (his count), hopes that The World of—will be expanded to 30 minutes. Since the 15-minute series derives from his once-a-week characterization of the mellow storekeeper on the Kate Smith Hour, it is to be hoped that the half hour is not too far in the future. With that amount of time, a craftsman like Mr. Ruggles could really sink his teeth into the role. Promised are the appearances from time to time of seven-year-old Glenn Walken as Kippie, Mr. Sweeney's grandson, and Helen Wagner, as the boy's mother.


IN SIMPLE language, with explicit detail and many pertinent examples, NBC's director of national advertising and promotion in this 348-page volume has spelled out exactly what every time salesman or promotion man needs to know about his station, his market and his clients. This book belongs in every station's management as a textbook for the beginner, a refresher course for the veteran and a handy reference for the station's management. One of broadcasting's all-time great salesmen, Niles Trammell, former NBC president, supplies the foreword.


THIS paper-bound, mimeographed booklet lists some 450 available films in six major areas of mass communications, and is intended to increase the use of film materials in journalism education in both colleges and high schools. The film listings come under general headings as follows: advertising and business side of journalism; graphic arts; magazine field; newspaper field; public relations, public opinion and propaganda; radio and television, and miscellaneous films. Data includes titles, description, size, whether color or sound, time, sponsor, and cost, if any, of purchase or rental.


THIS book is designed to consolidate in practical form for the technician and amateur all the fundamentals necessary to assure a complete understanding of basic transistor operation, performance and characteristics. It also is intended that this book will serve the initial needs of engineering students and engineers who are confronted with transistors for the first time.

HOW TO LOCATE AND ELIMINATE RADIO AND TV INTERFERENCE, by Fred D. Rowe. John F. Rider Publisher Inc., 480 Canal St., New York. 128 pp. $1.80.

Although interference investigation is a specialized field, the aim of this book is to assist the service technician in overcoming these difficulties by supplying him with the fundamental reasons why they occur. Since the basic methods of locating and eliminating many troubles are equally applicable to both radio and tv, no fine line of demarcation is drawn between the two, except in special cases.
With CBS Radio
Spot Sales assisting...

Every operation is a success!

With our help, you can operate with a sure and steady hand in thirteen of your most crucial areas. We’ll provide you with everything you need to come through brilliantly...

THE RIGHT MEDIUM: In these areas—thirteen of the nation’s biggest markets—you’ll find 31% more radio families today than in 1947, before television. And family ownership of radios has increased 71% during the same period. And radio set sales are running 166% higher than television set sales. Radio’s the right instrument for the most delicate—or the toughest—operation!

THE RIGHT STATIONS: Our thirteen stations command more than 36% of the nation’s total population...more than 38% of the nation’s retail sales. And each station delivers the biggest average share of audience in its area, day and night, year after year after year! In radio, the stations we represent represent radio at its best!

THE RIGHT REPRESENTATIVE: We’re an outfit of 88 full-time radio people, including the largest research and promotion departments in the spot business, so that our account executives can give you all the answers all the time...can prescribe the right availabilities for the right kind of sales results in every one of the thirteen markets.

Call us in for consultation about your operation, won’t you? Maybe we can be a real lifesaver.

CBS RADIO SPOT SALES
Representing: WCBS, New York—WBBM, Chicago—KNX, Los Angeles
WCAU, Philadelphia—KCBS, San Francisco—KSL, Salt Lake City
WCCO, Minneapolis—St. Paul—WBT, Charlotte—WMBR, Jacksonville
WEEI, Boston—WRVA, Richmond—WTOP, Washington—KMOX, St.
Louis—Columbia Pacific Radio Network and Bonneville Radio Network

All sources on request.
‘Ads, Women and Boxtops’

EDITOR:

Your series “Ads, Women and Boxtops” by Duane Jones is a most excellent series. I note in this week’s Broadcasting & Telecasting that this series is condensed from a forthcoming book. Will you be kind enough to advise me the title and availability of this forthcoming book? We certainly want same for our library...

Lloyd D. Loerts, TV Str. Mgr.
KGLO-AM-FM-TV Mason City, Iow

[EDITOR’S NOTE: Final publishing plans are not complete.]

Thomas doubted

EDITOR:

Someone sent me the clipping of the Norman Thomas letter you published in your current issue [June 21] headed “No Knights Needed.”

Since I am the “knight” to whom Mr. Thomas refers, may I make it clear that my original intention was not to debate Mr. Thomas on the merits—or lack of them—of Facts Forum, but to question him on his rather serious allegations concerning the organization.

I know nothing about H. L. Hunt or his motives—good or bad—in sponsoring Facts Forum. But I believe he has as much right to go into the tv business as has Henry Ford Jr. through his Ford Foundation. As yet, I haven’t noted Mr. Thomas raising any objections to Mr. Ford’s activities. Why?

But what really got me was Mr. Thomas pressuring a network to keep Facts Forum off the air—and this in the name of “cultural freedom.” This hardly made sense to me since Mr. Thomas’ most recent book assails pressures on networks when pro-Communist entertainers are involved...

Victor Lasky
New York

News When It Is

EDITOR:

Your editorial, “Vicious Horse Play,” in June 14 B&T certainly hit the nail on the head in more ways than one. I am happy to see that you take up the fight for radio stations to be able to broadcast news when it is news whether it’s a horse race or anything else...

WWBZ Vineland, N. J.

Round and Round (Cont.)

EDITOR:

With regard to the “major” record companies recent action (the change to 45’s etc.), it’s too bad that we have to use that much used quotation “We have just begun to fight.”

But, fight, we will!!

Here in Texas, and I hope in every state, a movement is underway to enlist the aid and written sentiments of every broadcaster, on these issues. Look out record companies, when every state association gets this ball rolling...

KFTS Texarkana, Tex.

Left Out

EDITOR:

We note the story on page 62 of the June 28 issue in which recognition is given the successful “Dollar Days” staged by the Charlotte (N. C.) Broadcasters Assn. and the Charlotte Merchants Assn. It appears that WIST was apparently inadvertently omitted in the broadcasters’ group which was credited with the project. I hasten to point out that WIST was very much a part of this successful project, and we are most pleased with the successful promotion our media had on this occasion...

W. Frank Harden, Mgr. Dr.
WIST Charlotte, N. C.

Fun for Fellowship

EDITOR:

In the June 28, 1954 issue of Broadcasting & Telecasting, page 98, there appeared a cartoon by G. C. Troop which we would like to include in copy for a future issue of our publication, “Visual Education Fellowship Newsletter”...

June Kushino, Administrative Sec’y
Dept. of Audio-Visual & Radio Education
National Council of the Churches of Christ

Chicago.

[EDITOR’S NOTE: Permission granted.]

Capital “T”, All the Way

EDITOR:

On May 31, 1954, there appeared a article in your magazine ... (and) reference was made to Technicolor ... But we note that on one instance the word Technicolor was used with a small “t” whereas the words AnSCO, Kodochrome and Kodak were used with initial capital letters in all places as befits their proper usage as proper nouns...

...We wish ... to call this to your attention and to be diligent in protecting our registered trade-mark Technicolor,

Volney F. Morin, Resident Counsel
Technicolor Motion Picture Corp.

Freak TV Signals Are Back

THAT old midsummer madness—freak television reception—it back with us again, as correspondence at B&T revealed last week.

At least three television stations were pleased to acknowledge distant viewers—some of them thousands of miles away.

St. John’s, Nfld., reported receiving a portion of the Army-McCarthy hearings from WSYR-TV Syracuse, N. Y., on the 17-inch Marconi tv set at its studios.

WABC-TV New York, key ABC-TV station, said its signal was picked up 400 miles away.

WCCO-TV Minneapolis-St. Paul said it had so many reports of reception from distant points that it is saving up a collection of cards and letters from distant viewers. These distant postmarks now number 22.

One WCCO-TV viewer was a man aboard a ship off the eastern coast of the U. S., who watched a basketball game from “thousands of miles away”; other messages were received from Florida, Pennsylvania, Texas, Alberta (Canada), Flordia, Georgia, Mississippi, and Louisiana.

WABC-TV’s and WCCO-TV’s explanations of the phenomena differ somewhat.

WCCO-AM-TV Engineering Director John M. Sherman says it’s the troposphere acting up, caused by mysterious spots on the sun which create layers of gaseous substances in the troposphere to act as a giant reflector to a radio or tv signal.

ABC Engineering Vice President Frank Marx calls it abnormal temperature inversion, resulting from a cold front moving in rapidly over a warm front.

Page 18 • July 5, 1954
WORLD'S TALLEST
MAN-MADE STRUCTURE!

KWTV

OKLAHOMA'S NO. 1 TV STATION!

NO. 1 IN HEIGHT—1572-foot tower, tallest in the world!
NO. 1 IN POWER—316,000 watts!
NO. 1 IN COVERAGE—will bring viewing to Oklahoma areas never before served by television!

The first 35 feet of KWTV's massive tower (at left) swings into place. This section weighs 64,000 pounds. In the other picture workmen set the solid steel cap on a cluster of 21 porcelain insulators. The insulators are four inches in diameter.

NOW is the time to start your (sales) building with KWTV. Ask us for the complete story!
It takes two to make a duel, but better a bullet in the back than miss a single moment of the fun on Channel 8.

The eyes of Hamilton are on the target that really matters... WHEN-TV, where top score is perfect pleasure and everyone gets top score.

Hamilton is only one of the 250 upstate New York communities that happily shoot the works on WHEN-TV advertised products. And every day, every night the target-wise Hamiltonians fix their sights again on Channel 8.

Want to draw a bead on a covey of prospective customers... and bag some top sales for your product?

SEE YOUR NEAREST KATZ AGENCY

---

DETERMINATION to succeed is the backbone of Kieran Thomas Murphy's story.

Growing up on the sidewalks of the Bronx, young Kieran learned the value of a dollar the hard way when in his teens both parents died, leaving eight Murphy children.

At this stage of life Kieran Murphy had to think quickly. He shouldered his responsibilities—quit school and took the first job he could find. It was these early experiences with the art of making-do with what little you have that started Mr. Murphy on the ambitious climb to his present position as vice president and treasurer of the Crosley Broadcasting Corp.

He began as office boy with King Features. Running messages, going for coffee and assisting the bookkeeper seemed to be menial tasks. The necessity of completing his formal education seemed apparent.

Determined to get ahead, he enrolled in night school to complete his high school requirements. Then he entered Pace College, majoring in accountancy, and graduated after eight years of evening classes.

From there his career started to take shape. He left King Features and joined the fledgling Hearst Radio Inc. where he was soon promoted to a position with Hearst Enterprises Inc. The next step up was as assistant chief accountant for Hearst Enterprises, a job that encompassed the management side of newspapers, magazines, radio stations and other properties reaching across the country.

At the age of 28, in 1943, Mr. Murphy was made business manager of the Hearst-owned WINS New York. Three years later, when Crosley purchased WINS, Mr. Murphy stayed with the station and began his career with Crosley.

In 1949, he was appointed manager and controller of WINS. Under his direction the station hit its top level for net profits.

---

To Headquarters

Mr. Murphy's career began to mushroom. Because of his skill with corporate finances he was transferred about a year later to Crosley Broadcasting Corp.'s headquarters in Cincinnati as comptroller. In 1951, at the age of 36, Mr. Murphy was elected a vice president and named treasurer of the firm.

His activities as head of all the accounting departments of the multi-million dollar organization keep him constantly on the move. As part of the weekly work diet he keeps a watchful eye on income and expenditures of WLW Cincinnati and the four Crosley television outlets: WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WLWA (TV) Atlanta. He is also charged with inter-company industrial relations and the acquisition and sale of Crosley properties.

During the week, he is as much at home on an airliner flying to New York, Atlanta, Chicago or some other city, as he is in his office.

Business from Sickbed

It's a difficult task to keep the stocky, broad-shouldered Mr. Murphy out of things. A short while ago he was ordered hospitalized for a rest. The doctor turned a deaf ear to his many pleas to get back to work. Finally, after adamant requests, the doctor agreed to have a telephone installed in the room so that Mr. Murphy "might talk to his friends." Once the phone was connected Mr. Murphy was negotiating the final details of Crosley's recent sale of WINS.

In addition to all this, Mr. Murphy works directly with the U. S. government each year on the cost of operating the Crosley-built Voice of America transmitters located at Bethany, Ohio, about 30 miles north of Cincinnati. Each transmitter has a power of 200 kw.

Mr. Murphy's present plans for improving the financial functioning of Crosley are many. He is in the midst of reorganizing a number of corporate divisions and is eyeing new ways of speeding up the processing of financial reports and new methods to effect a closer financial liaison between firm's varied enterprises.

In his office, amidst ledgers, tax books and corporate reports, Mr. Murphy has a table set aside for four pictures—those of his sons, Kieran Jr., 11, and Peter, 8, his wife, Anne, and his cousin, comedian Dennis Day. The Murphys are a singing Irish family and St. Patrick's Day finds their home full of music with the County Cork flavor.

Mr. Murphy, who is also known as K. T., Kieran or just Murph, is fond of trout and deep sea fishing and bowling, and, when peace and quiet are available, reading—either news, business magazines or historical novels. At present he is taking some extra time to set his new home in order. It's on the western approach to Cincinnati and has plenty of ground for Mr. Murphy to toy with when his busy schedule permits.
Higher Tower, Higher Power

add 12,000 sq. mile coverage area

Tower: UP Now 1019 feet
Power: UP Now 100,000 watts
Households: UP 76.1%*
Farm Households: UP 147.3%
Tv Homes: UP 59.5%
Retail Sales: UP 71.8%
Farm Income: UP 141.1%
Food Store Sales: UP 74.3%
Drug Store Sales: UP 20.3%
Counties Covered: UP 122.2%

For topnotch national and local programming, topnotch facilities, topnotch signal and a topnotch market, see WFBM-TV.

* Data, based on Nov. Nielsen, compares new coverage area with coverage prior to power-tower increase.

WFBM-TV
Indianapolis • CBS
Represented Nationally by the Katz Agency
Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids
Passing lures don't take away our listeners. We stack up... for we carry the 20 top-rated programs, day and night. And for faithful listening, WBNS has lasting appeal — a greater tune-in than all other local stations combined!

EDWIN (RED) REYNOLDS

EDWIN REYNOLDS, director of radio and television for Fletcher D. Richards Inc., New York, is one of the most talented promotion executives in the country. Moreover—as one agency man who has known him for 18 years put it—"When they start passing out honors for nice guys in the industry, there'd be no way in the world of keeping Red Reynolds off the first team."

Actually, Mr. Reynolds has another and earlier claim to All-American distinction—as oarsman on a championship Princeton crew of the late '20s. An alumnus of the class of '29, he was also a member of the famed Triangle Club there in the era that produced Josh Logan, Henry Fonda and James Stewart, fellow grads.

Bucking the business world in the first year of the depression, Mr. Reynolds started out as an investment adviser, the first of a series of depression jobs that led him eventually to his destined field of promotion. As far back as 1931 he saw the potential of frozen foods and initiated the first successful promotion of the infant Birds Eye Food Co., introducing its products on menus of leading restaurants.

In 1932 he joined R. H. Macy's department store, where one of his duties was to write a show each Friday for Macy's on WOR. That was his introduction into radio. When the station moved from Newark to New York the officials there invited him to join the station as promotion manager. He accepted and remained with WOR in that capacity until 1936 when he accepted an offer from CBS to serve as copy chief under Vic Ratner, then head of promotion. Soon after that he was appointed manager of all CBS owned and operated station promotion. He stayed with the network for 15 years, leaving in 1950 to join the National Collegiate Athletic Assn. in Chicago, as its television director.

He remained with NCAA for six months and then accepted a bid from the Richards agency to function as program director in charge of the Royal Showcase.

Among the accounts that he supervises in radio and television are U. S. Rubber (participations on NBC-TV Today, live tv spot campaign in 85 cities), Avoset Mfg., Qwip (CBS-TV Morning Show), Eastern Airlines (91-station radio spot schedule) and American Machine Foundry (participation on CBS-TV Omnibus last year).

Mr. Reynolds has been married for the past 18 years to the former Charlotte Fairchild. They live in a Manhattan apartment.

Mr. Reynolds lists photography, the theatre and the Brooklyn Dodgers among his hobbies.
The signs of Charlotte are signs of a market bigger by far than city population indicates. Take air traffic, for example:

In air passengers per thousand population, Charlotte ranks fourth in the nation, surpassed only by Miami, Dallas and Atlanta—surpassing such air travel centers as Washington, Kansas City and San Francisco-Oakland.

Charlotte’s bulging, pre-war air terminal gives way to a plush, new $1,500,000 terminal building due for dedication this spring.

Such busyness cannot be accounted for alone by the fact that there is no rival commercial airport for 60 miles in any direction but only by the additional fact that this 60-mile area is densely populated with prosperous people who depend upon Charlotte for air travel and myriad other services, including—

—Radio and television. Charlotte’s great area stations, WBT and WBTV unite hundreds of populous textile communities into one integrated market ranking in the first 25 markets of the nation.
WHICH WAY IN?
How to make the most memorable impression on the human mind is the subject of a now classic debate among the advocates of mass advertising media.

It started with the advent of radio and the thesis that the living voice best moved men to action because it could tell your story with human persuasiveness, give it the precise emphasis your message required, and make every line a headline.

The partisans of the printed page have cited arguments as old as Confucius and held that in addition to the authority of the printed word, the use of pictures could arrest, clarify, evoke a mood and a desire to buy that the spoken word alone could never achieve.

Since the appearance of television, the debate seems somewhat academic. We'd like to participate in it, but nobody wants to listen. For we’ve never found anyone who doubted television's impact... even before it began.

It was obvious at once that television makes the strongest impression. But it was not so certain to make it with comparable economy.

Yet television already wins larger audiences than any other mass medium. And it already reaches more people per dollar than printed media. To deliver the same total circulation today, television costs half as much as a group of magazines and a quarter as much as a group of newspapers.

And in all television, the network with the lowest cost per thousand is CBS Television —20% lower than the second network.

Advertisers, convinced that the eye and ear work best together, seem to have settled the debate with some finality. In the first four months of 1954, they made a greater investment in the facilities of CBS Television than in any broadcasting network or national magazine.
‘Highway Cavalcade 1954’

WTMM Trenton, N. J., has launched its Highway Cavalcade 1954, a public service safety program. The campaign, which lasts to Labor Day, each weekend features 36 hours’ continuous programming of music, news, sports, traffic bulletins and highway detour details. In addition five quarter-hour broadcasts are aired each week on various aspects of safety. The program, which began in 1951, has won two public interest awards from the National Safety Council.

Wichita Marathon

A WICHITA broadcast marathon brought in more than $62,000 for the Cerebral Palsy Fund campaign last month. Facilities of KEED (TV) Wichita were offered by John North, general manager, with KAKE, KANS, KFBI and KWBB taking part. The 16½-hour marathon was aired from the Arcadia Theatre.

Patriotic Contest

WOR-AM-FM-TV New York has launched a public service campaign to elicit audience response on the subject “Why I Have Faith in the Future of America.” Listeners and viewers have been asked to enter a 50-word letter-writing contest designed to dramatize the Advertising Council campaign on “Economic Facts of Life,” part of a continuing project on “The Future of America.”

WFDF Airs Cancer Data

CANCER from the specialists’ point of view recently was brought to listeners of WFDF Flint, Mich., when the station recorded a panel discussion of five nationally prominent cancer specialists taking part in the ninth annual Cancer Day program at Flint’s Hurley Hospital and broadcast the discussion the evening of the same day. A special talk on Cancer Research was prepared for the program by Dr. Leonard A. Sheele, surgeon general of the U. S. Public Health Service.

WJBF-TV Aids ACS Fund

FORMER victims of cancer made two-minute television appearances in a two-day saturation campaign by WJBF-TV Augusta, Ga., as part of the Cancer Crusade fund appeal. Working in cooperation with the American Cancer Society and the local Richmond County Medical Society, WJBF-TV presented case histories of one-time patients, crediting cures to ACS as a result, a marked gain in donations over former campaigns was reported.

WOW-AM-TV Polio Telethon

AN ESTIMATED $135,000 for cerebral palsy victims of eastern Nebraska and southwestern Iowa was brought in by a 16-hour telethon carried by WOW-AM-TV Omaha, Neb., according to John Dickman, national telethon chairman for United Cerebral Palsy Assn., and Mrs. Ben Cowdey, president of the Omaha chapter. Dragnet star Ben Alexander and radio-television actress Toni Gilman co-encended the program.

KYW Helps Ease Traffic

KYW Philadelphia’s Open Road U.S.A., series of weekend programs to aid motorists, received commendation from L. Ralph Phillips, superintendent of Valley Forge Park, for airing traffic conditions throughout the area over the spring weekends. KYW news department kept in touch with Pennsylvania police and Valley Forge Park police for reports on crowded roads and highway conditions with suggestions of alternate routes to and from park grounds.

"But is this one

REALLY complete?"

If you want to be 100% “thorough” in covering Kentucky with radio, more power to you—and you’ll need plenty!

On the other hand, if you want to reach 51.3% of the State’s total purchasing power, at minimum cost, you can do it with just one station! 5000-watt WAVE delivers the big Louisville Trading Area intact—covers it, plus a quarter-billion dollar chunk of Southern Indiana, thoroughly, and without waste circulation. To get the remaining 48.7% of the State’s income, you need many of Kentucky’s 47 other radio stations.

Check NBC Spot Sales for full details!

5000 WATTS
NBC AFFILIATE . 

LOUISVILLE

NBC Spot Sales, Exclusive National Representatives

Page 26 • July 5, 1954
Dear Mr. Heist:

I would like to let you know how our Channel 5 35-kW television transmitter has worked out. We feel that we have now had sufficient operating hours to make a comprehensive report of its performance.

The transmitter has been operating at the full 35,000-watts into a 3 bay Super Turnstile Antenna in accordance with full band width transmission characteristics specified by the Federal Communications Commission. In fact, we have made tests into the dummy load at 37,000-watts, indicating that the transmitter has excess power capability.

The output tubes, Machlett Type 5681, now have over 4,000 hours in the picture and sound transmitters. There is no indication yet of any reduction in their emission, which leads us to believe that we can expect 6,000 to 7,000 hours at least from them. This indeed indicates a most economical operation for high power television transmitters. To my knowledge this is the lowest tube cost per hour for a high power television transmitter operation.

I thought you would be interested in getting this information and knowing our praise of G. E. television equipment.

Very sincerely,

KPIX, INC.

A. E. Towne
Director of Engineering

Here's how an expert rates G-E!

22 STATIONS RELAY ON IT!

35 KW * LOW CHANNEL TV AMPLIFIER

COMPARE THESE FEATURES...YOU'LL BUY GENERAL ELECTRIC HIGH POWER, TOO!

- EXTRA LONG TUBE LIFE. Operating and maintenance expense greatly reduced.
- BUILT-IN RF SWEEP simplifies alignment.
- PICTURE QUALITY MAINTAINED AT ANY POWER FROM 35 KW DOWN TO 15 KW. Get bonus tube life. When you can use it...higher power is at your fingertips.
- POWER GAIN OF 7. Full power output from any 5 KW driver.
- SINGLE-TUBE AMPLIFIER. Highest circuit reliability.
- TUNEABLE TO ALL LOW CHANNELS.
- SIMPLIFIED INSTALLATION.

Progress Is Our Most Important Product

GENERAL ELECTRIC

BROADCAST EQUIPMENT SECTION, SYRACUSE, NEW YORK
NOW in production! 2nd Record

Making TV History! FOR PRESENT SPONSORS AND READY TO DO THE SAME FOR YOU, IF YOUR MARKET IS STILL OPEN.

"I LED 3 LIVES"

THE MOST PROMOTABLE SHOW ON TV!
Each half-hour a true-life adventure!
STARRING HOLLYWOOD'S DYNAMIC
RICHARD CARLSON

From the secret files of a counterspy for the F.B.I.

TREASON on our doorstep... this man slammed the door.

TENSE because its factual
GRIpping because its real
Frightening because its true

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

1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

Starring Hollywood's dynamic Richard Carlson

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

1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!
Record-Breaking Year!

SPONSOR-TELEPULSE ratings of top spot film shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Top 10 shows in 10 or more markets Period 1-7 April 1954</th>
<th>Average Rating</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>I Led Three Lives, ZIV (DI)</td>
<td>25.7</td>
</tr>
</tbody>
</table>

22 MARKETS SURVEYED


FACTS AND FIGURES

ZIV's THREE LIVES TOPS FILM VIDEODEX

- Program and Duration: 15 min.; 3 days, twice weekly.
- Broadcast to: 22 markets weekly; 46 TV stations weekly.
- Consistently the highest home audience in tough, multi-station markets.
- Average rating: 25.7

Facts and figures as of April 12, 1954.

CONSISTENTLY AT THE TOP LOCALLY

- Buffalo: 53.0 New Orleans, 58.0
- Telepulse: Telepulse
- Charlotte: 59.3 Milwaukee, 47.0
- Telepulse: Telepulse
- Cincinnati: 47.7 Salt Lake City, 39.6
- Telepulse: Telepulse
- Minneapolis: 36.0 St. Louis, 44.3

CONSISTENTLY AT THE TOP NATIONALLY

- Dallas: 63.0 Dallas, 40.0
- Telepulse: Telepulse
- New York: 59.0 Hollywood, 38.0
- Telepulse: Telepulse

ZIV TELEVISION PROGRAMS, INC.

1529 MADISON ROAD, CINCINNATI, OHIO

CONSISTENTLY AT THE TOP NATIONALLY

- Houston: 47.8 Los Angeles, 44.3
- Telepulse: Telepulse
- Charlotte: 59.3 Milwaukee, 47.0
- Telepulse: Telepulse
- Minneapolis: 36.0 St. Louis, 44.3
- Telepulse: Telepulse
- Dallas: 63.0 Dallas, 40.0
- Telepulse: Telepulse
- New York: 59.0 Hollywood, 38.0
- Telepulse: Telepulse

Record-Breaking Renewals!

It's terrific! Stations and sponsors rushing to renew months before expiration date. Renewed for second year by PHILLIPS PETROLEUM COMPANY in 23 markets; COORS BEER in 8 markets; WIEDEMANN'S in 3 markets; FALLS CITY in Huntington; IDEAL LAUNDRY in Fort Smith; ECKERD'S DRUGS, INC. in Charlotte; KCBT-TV, Lubbock, Texas; WNAC-TV, Boston; KTNT-TV, Tacoma; KRON-TV, San Francisco; GOLDEN STATE CO., LTD., in 8 markets.

Record-Breaking Results!

Sponsors, agencies and stations speak for us in these quotes from typical unsolicited letters.

- F. L. Rice, Manager, Advertising Department, PHILLIPS PETROLEUM COMPANY
  "Our average rating over 22 TV stations used has steadily increased. With I LED 3 LIVES we are getting more than our share of the viewing audience in tough, multi-station markets."

- Carl L. Nelson, Advertising Manager, GOLDEN STATE COMPANY, LTD., California
  "Every day we receive enthusiastic reports from our sales staff, from letters, comments from market owners, customers or people who have switched to Golden State products because of the show."
DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH'S HOOPERS!

KWKH is a 50,000-watt station — reaches out far, far beyond Metropolitan Shreveport. Even so, look how the hometown people like us, as proved by Hooper!

<table>
<thead>
<tr>
<th>TIME</th>
<th>KWKH</th>
<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
<th>STATION E</th>
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<tbody>
<tr>
<td>MON. thru FRI. 8:00 A.M. - 12:00 Noon</td>
<td>38.1</td>
<td>19.5</td>
<td>6.2</td>
<td>16.0</td>
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<tr>
<td>MON. thru FRI. 12:00 Noon - 6:00 P.M.</td>
<td>44.3</td>
<td>21.2</td>
<td>9.2</td>
<td>6.1</td>
<td>19.4</td>
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<td>SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.</td>
<td>54.6</td>
<td>11.2</td>
<td>8.5</td>
<td>9.2</td>
<td>24.0</td>
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LOOK AT KWKH'S SAMS AREA!

KWKH reaches 22.3% more people, daytime, than all other Shreveport stations, combined! Cost-per-thousand listeners, however, is far, far less than any other station in the area.

Ask The Branham Co. for detailed data!

50,000 Watts • CBS Radio

The Branham Co., Representatives
Henry Clay, General Manager
Fred Watkins, Commercial Manager
NARTB, TVAB Factions Merge for All-Industry Fall Push

Speed is the word as merger developments nip a potential video industry feud in the bud, with both NARTB and TVAB agreeing on a bureau to begin early promotion of TV. Both sides give ground, NARTB in sanctioning formation of the bureau outside its fold, and TVAB in conceding membership to networks.

TELEVISION will enter the advertising arena this autumn with its own all-industry promotion bureau following a series of fast merger developments that stopped a potential intra-TV feud.

National spot, network, regional and local TV will jointly face other media in the battle for advertising dollars, backed by a sales project that develops from last week when NARTB and Television Advertising Bureau (TVAB) agreed to combine their separately conceived plans (B&T, June 28).

The merged TV bureau will be new and limited in scope during early weeks but it's conceived by its sponsors as a competitive weapon that will match the million-dollar Bureau of Advertising maintained by newspapers and similar media enterprises.

Action came last week as NARTB and TVAB blended their separate projects. Final decision to solve the matter peacefully was reached Wednesday when the groups agreed at a Washington meeting to pool their resources. Within hours a new committee was formed, representing all industry facets. It will report by mid-August with final details of an autonomous agency that will be independently financed and operated.

Speed Emphasized

Speed will be emphasized in an effort to produce sales material answering the claim of newspapers that they are the basic advertising medium. It appeared obvious, however, that many months will be required before the TV bureau can reach the effectiveness of the newspapers' bureau, or of radio's Broadcast Advertising Bureau.

The new bureau will be completely independent of any project—the NARTB television audience and circulation bureau, also, in an embryo stage. NARTB has been working on its circulation measurement idea as well as a sales promotion bureau since late in 1952, with both designed to be independent units outside the NARTB fold.

The merger ended a two-month period marked by swift formation of TVAB as NARTB looked on with growing concern, while continuing work on long-range plans to set up a sales bureau and then turn it loose to operate as an independent corporation along the lines of BAB.

Enthusiastic comments greeted the merger from both sides. NARTB officials didn't want to be quoted, but they indicated the way was clear to set up a bureau that would truly represent networks and stations. They attained several key points, including network participation,

tion, but gave up the privilege of first organizing the bureau inside the association.

Richard A. Moore, KTTV (TV) Los Angeles, acting chairman of TVAB, called Wednesday "a great day in television history." L. H. Rogers, WSAZ-TV Huntington, W. Va., who introduced a merger resolution a few minutes after TVAB's executive committees met in New York Tuesday, said the accord is "wonderful." TVAB organizers, convinced that the need for speed in setting up the bureau was imperative, felt its two-month campaign had served to instill the need for fast action in the minds of the NARTB TV Board, which just a week before had shrugged off the TVAB project and had decided to get its own bureau on the road.

NARTB has held all along that any TV sales bureau must include networks as well as stations, whereas TVAB, formed under station support, was to be a sales promotion bureau.

The merger developments nip several potential intra-TV feuds, including network participation, but gave up the privilege of first organizing the bureau inside the association. Richard A. Moore, KTTV (TV) Los Angeles, acting chairman of TVAB, called Wednesday "a great day in television history." L. H. Rogers, WSAZ-TV Huntington, W. Va., who introduced a merger resolution a few minutes after TVAB's executive committees met in New York Tuesday, said the accord is "wonderful." TVAB organizers, convinced that the need for speed in setting up the bureau was imperative, felt its two-month campaign had served to instill the need for fast action in the minds of the NARTB TV Board, which just a week before had shrugged off the TVAB project and had decided to get its own bureau on the road. NARTB has held all along that any TV sales bureau must include networks as well as stations, whereas TVAB, formed under station support, was to be a sales promotion bureau.

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**AIR FORCE TO BRIEF COMPETING AD AGENCIES**

Meeting this week will center around the filing of bids for a $1.2 million recruitment advertising program to be conducted by the Air Force for fiscal year 1955. The 1952 advertising policy will continue, however. This excludes the purchase of radio-TV programs or spots. Broadcasts now are on a public service basis.

ADVERTISING agencies will be briefed this Wednesday by the U. S. Air Force at the Pentagon in Washington, D. C., on the filing of bids for a $1.2 million recruitment advertising program.

The contract will cover fiscal 1955, which begins last Thursday and ends June 30, 1955. Recruitment advertising now has been split between the Air Force and the Army, a departure from the former program which was operated jointly.

Questionnaires in the hands of agencies interested in the account must be returned by July 28. The Air Force's Headquarters Air Material Command (Wright-Patterson Air Base, Dayton) is letting the bids.

**TIME PURCHASING POLICY CONTINUES**

The Air Force says that it will continue its 1952 policy on time purchasing. This policy rules out purchases of radio or TV programs or spots. Broadcasts now are on a public service basis. The military pays for production costs but not for station or network time. Wednesday morning's briefing will be held in Room 5A1070, 10 a.m. EST.

At the same time, the Army Recruiting Service announced that Dancer-Fitzgerald-Sample, New York, would continue to handle its advertising through fiscal year 1955. D-F-S has had the account since October 1952. The renewed budget with D-F-S is for $500,000.

However, the Army said that it also would accept bids from agencies for the following fiscal year—July 1, 1955, through June 30, 1956. Contract award will be announced next April, the Army said, with the selected agency being briefed during May and June in 1955.

**PACKAGE DESIGNING FOR TV SELDOM ADVISABLE—GREY**

IN appraising package design and the way it looks on color TV, as many advertisers and agencies are doing these days, don't overlook that the appeal of the package on the shelf to the purchaser in the store is the most important consideration, according to the July 1 issue of Grey Matter, advertisers' bulletin published semi-monthly by Grey Advertising Agency.

"Color television—coming on top of the self-service, self-selection retail revolution—will make the package a still more important member of the product selling family," Grey Matter states.

"But let's always remember that the first and foremost consideration must be the appearance of the package under typical lighting and shelf display conditions in the more important retail outlets. Then, if the package design that functions most efficiently under these circumstances does not 'come over' well on the home color TV screen, the problem is easily solved by hand color-corrected samples."

"2. Don't design your package expressly for color TV.

"3. The first and damn near the last consideration of package design is its appearance on the retail shelf—for color TV presents few package-design problems. To the contrary, color TV presents unique, new and persuasive package promotional opportunities."

**BREWERY TO BOOST RADIO-TV**

PORTENT of future activity in the western "battle of the brews" [B&T, May 24] was the opening last fortnight of a new $20 million Anheuser-Busch brewery in Van Nuys, Calif., with an announced production capacity of 1.8 million barrels annually. With an intense battle now underway for the western beer market, the firm is expected to augment its current radio-TV schedule in that area.

Part of the campaign is the recent purchase of the Stories of the Century series in six northwest markets for 52 weeks [B&T, May 24]. Agency is D'Arcy Advertising Co.

**HARTNETT HEADS TOBACCO UNIT**

TIMOTHY V. HARTNETT, who retired as president of Brown & Williamson Tobacco Corp. on June 30, has been named full time chairman of the Tobacco Industry Research Committee, O. Parker McComas, president of Philip Morris & Co., announced last week. The committee was formed early this year by 15 tobacco manufacturers and organizations to sponsor research on tobacco and health.

**MATTHEWS TO FC&B**

WILLIAM C. MATTHEWS, who recently re- signed as president of Abbott Kimball Co., New York, has returned to Foote, Cone & Belding, New York, as a vice president and account executive.

Page 32 • July 5, 1954
Amoco Buys Network Time On ABC-TV, CBS Radio

SIGNING of the American Oil Co. to sponsor all the 12 home and away games of the professional football Washington Redskins over an ABC-TV network serving the Southeast was announced last week. The schedule will begin Sept. 26 and end Dec. 12. All are Sunday games with the exception of a Saturday night game Oct. 2.

Arrangements were completed by George M. Glazier, manager of advertising and sales promotion for Amoco; Robert H. O’Brien, executive vice president of ABC; John McHugh, vice president of the Joseph Katz Co., Baltimore, agency for Amoco, and George Preston Marshall, president of the Redskins.

Amoco also has signed to sponsor a full hour of CBS Radio Network’s three-hour “On a Sunday Afternoon” program starting yesterday (Sunday). This buy is in addition to its sponsorship of Edward R. Murrow and the News on CBS Radio, five times weekly. The new buy expands Amoco’s sponsorship to two and one-fourth hours per week on CBS Radio.

The Amoco-sponsored hour portion of the three-hour series will be entitled “Rhythm on the Road,” 4:30-5:30 p.m., and will feature the “Sunday Afternoon Regulars,” Eddie Galgher as host, Louis E. Carlyle and Stuart Foster as vocalists, and Russ Case and his 26-piece orchestra.

Spot New Business


Network New Business

Whitehall Pharmacal Co., N. Y., has signed Monday night portion of the Doug Edwards news show on CBS-TV and alternate-week sponsorship of Name The Tune, Thursdays, 10:30-11 p.m. on ABC Radio. Biow Co., N. Y., is agency.

Network Renewals

Ralston Purina Co., St. Louis, and Nestle Co. Inc., White Plains, N. Y., have renewed 52-week sponsorship of Space Patrol (ABC-TV, Sat., 11-11:30 a.m., EDT), starting Sept. 4. Agencies: Gardner Adv., St. Louis (Ralston) and Cecil & Prestrey, N. Y. (Nestle).

Agency Appointments

American Can Co. (fibre milk container dept.), appoints Compton Adv., N. Y.

Tilghman Sales Co., Tilghman, Md., appoints M. Belmont Ver Standig Inc., Washington, for its Old Salt brand of sea food products.

Grocery Store Products Co. (Foulds Macaroni div.), Chicago, appoints Clinton E. Frank Inc., same city.

District of Columbia Building & Loan League appoints Kal, Erblich & Merrick, Washington, to handle advertising for drive for new savings accounts to start this fall. R. Edward Hotze is account executive.

Lee-Tex California (balloon manufacturers), Los Angeles, appoints The Edwads Agency, same city, to handle national advertising.

Adam Scheidt Brewing Co. (Valley Forge beer, Prior beer, Rams Head ale), appoints Al Paul Leffon Co., Philadelphia.

Milnot Co., Litchfield, Ill., appoints McCann-Erickson Inc., N. Y.

Good Luck Products Div. (Good Luck Cream Sauce Mix & new products), Lover Bros. Co., N. Y., appoints Foote, Cone & Belding, N. Y.

American Woolen Co., N. Y., appoints Weiss & Geller, N. Y.

Max Factor, Hollywood (Erace, cover-up used before make-up), appoints Doyle Dane Bernbach Inc., N. Y.

MCA Tv Ltd. appoints Paris & Peart Adv., N. Y. Donald C. Forteux is account executive.

Globe Brewing Co., Baltimore, for Arrow 77 beer, appoints A&L & Golinick Assc., same city.

Agency Shorts

Maurie H. Orodenker, moved to larger quarters at 1530 Land Title Bldg., Philadelphia.

Ewell & Thurbur Assoc. July 1, moved eastern offices from New York to 36 Grand St., White Plains, N. Y.

A&A People

Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co., named director of Ford institutional advertising.

George E. White, production manager, Maxwell House Div., General Foods Co., named advertising and merchandising manager of division.

Harold G. Abernathy promoted to national sales promotion manager, Dr. Pepper Co., Dallas, Tex., succeeding Robert L. Stone, recently named national sales manager, fountain division.

William F. Stuker, formerly vice president, Simon, William & Roberts Adv., Youngstown,
Ohio, named sales promotion manager, Century Food Markets Co. (chain food stores), headquartered in Youngstown.

Peter La Rosa, president, V. La Rosa & Sons, Brooklyn (macaroni products), elected president, National Macaroni Mfrs. Assn.

Douglas Meservey, account executive, J. Walter Thompson Co., L. A., transfers to agency's San Francisco office in similar capacity.


Russell B. Behr, named account executive, Ayres, Swanson & Associates, Lincoln, Neb., effective tomorrow (Tuesday).

George Height, onetime production supervisor, Robb Montgomery & Presents, to McCann-Erickson, Hollywood, as production supervisor.


Christy Walsh Jr., press information dept., NBC Hollywood, to Ted Bates & Co., that city, as director of public relations.

Frederick Sherman, formerly senior copywriter, Lynn Baker Inc., N. Y., to publication division of copy staff, Erwin, Wasey & Co., L. A.

John J. Ennis, Benton & Bowles, N. Y., to media staff, Bryan Houston Inc., N. Y.


Mary Harris, freelance writer, director and producer in radio and tv, to radio-tv department, McCann-Erickson, N. Y., as a production supervisor.

Douglas K. Burch, formerly with Benton & Bowles Inc., N. Y., to Stockton, West, Burkhardt Inc., same city, as manager of tv and radio programming.

Jess L. Hadsell, advertising manager, WOWO Ft. Wayne, Ind., to contact dept., Gray & Rogers, Phila.

John B. Ferguson, formerly with Oregon Journal, Portland, to Hyster Co., same city, as copy chief, succeeding Edward Candure, resigned.

Lyman Cooper, formerly of McCann-Erickson, N. Y., to Street & Finney Inc., same city, as art director.

James Monley, Foote, Cone & Belding, N. Y., to art directors staff, Ted Bates & Co., same city.

C. Murray Crumming, Erwin, Wasey & Co., N. Y., and Len Hall, Animated Productions, to tv copy dept., Benton & Bowles, N. Y.

John D. Finley, formerly assistant advertising manager, J. R. Watkins Co., Winona, Minn., to Bruce B. Brewer & Co., Minneapolis, as copywriter; David Riebe, formerly with Reproduction Services, to art staff, Brewer agency.

Beatty Stevens, 66, formerly head of his own Seattle advertising agency, died June 18.

**ADVERTISERS & AGENCIES**

**FILM**

**FILM GROUP PLANS N. Y. COLOR SHOWING**

Film Producers Assn. and NBC-TV to demonstrate color film findings resulting from joint study of several months.

**FILM PRODUCERS ASSN. WILL HOLD A CLOSED-CIRCUIT DEMONSTRATION OF FILM FOR COLOR TV AT NBC-TV'S COLONIAL THEATRE IN NEW YORK ON JULY 12. IT IS SAID TO BE THE FIRST DEMONSTRATION THAT WILL FEATURE 35MM, AS WELL AS 16MM COLOR FILM.**

FPA has been working closely with the NBC color corps for several months shooting tests on three main types of film in the studios of various members of the group. Products and packages were obtained from advertising agencies, with more than 50 varieties included in the footage. It consists of Technicolor 35mm, Eastman 35mm and commercial Kodachrome 16mm, with filming done under identical conditions for all three types. Reduction prints of Technicolor and Eastman to 16mm also will be screened.

The demonstration on July 12 will be followed by a panel discussion including the directors, art directors, cameramen and the NBC color corps, who participated in the actual preparation of the films.

**NEW TELEFILM REPRESENTATIVES**

APPOINTMENT OF VARIOUS REGIONAL REPRESENTATIVES TO THE STAFF OF TELEFILM ENTERPRISES, NEW YORK, WAS ANNOUNCED LAST WEEK BY CHARLES WICK, PRESIDENT, AND BUD AUSTIN, VICE PRESIDENT AND GENERAL MANAGER. THE COMPANY'S INITIAL FILM PROPERTY IS "THE SAVIOURS OF SCOTLAND YARD," A SERIES OF 39-HOUR FILMS, BASED ON THE WORK OF THE LONDON METROPOLITAN POLICE.

New representatives are Al Levine, Chicago; Bob Gabriel, Philadelphia; Robert Blair, Cleveland; W. D. Besseler, Miami; Martin Hogan, Richmond; R. B. Davis, Nashville, and Ed Stevens, Atlanta. Jim Kier will cover Arkanstas and Louisiana and KTTV (TV) Los Angeles will represent Telefilm on an exclusive basis for 11 western states and Texas. It was announced that Bill Russell and Ed Freeman have been added to Telefilm's New York staff.

**REYNOLDS FORMS OWN FIRM**

SHELDON REYNOLDS, producer-director of the Foreign Intrigue tv series of half-hour filmed programs, has formed his own distribution company, Sheldon Reynolds Productions, to syndicate the series for markets outside those eastern cities in which the program is sponsored by Ballantine & Sons.

The new firm will have headquarters at 1740 Broadway, New York. Another Reynolds series, Sherlock Holmes, which has been in production in Europe for several months, is being syndicated by Motion Pictures for Television.

**REBELLION ON FILM**

CBS Newsfilm claims to be first on the air with action films on the rebellion in Guatemala, according to Bill Corrigan, Washington manager of CBS Newsfilm. Cameraman Bruce Hoertel of CBS Newsfilm's Washington bureau captured left INS-U. S. by airliner June 23, arriving at Tegecu-galpa, Honduras, the same afternoon in time to film a student riot in the Hon- durian capital. The films were flown to New Orleans, where they were originated the following day, June 24, on CBS-TV's Douglas Edwards & the News (7:30-8 EDT). Mr. Corrigan said that, al- though Mr. Hoertel has lost his license, he has been forced to travel by muleback. He said Mr. Hoertel, traveling with the rebel army, has sent several action film sequences back to CBS since the June 23 riot.

**FREIGHT SAVERS ANNOUNCES CLIENT LIST OF 22 STATIONS**

CURRENTLY in operation as tv film shippers, Freight Savers Inc., Hollywood and New York, has announced a client list of 22 stations across the country. The firm expedites film shipments and saves individual stations "prohibitive" shipping costs by consolidation, according to Hal Marienthal, president, and former traffic manager, Louis Nadler Telecastix, Hollywood. Other officers include George G. Meyer, Beverly Hills advertising agency executive, as vice president, and Sidney Dorfman, secretary-treasurer. Offices are located at 1135 Broadway, New York, where Philip Jaffe is general manager, and at 735 Seward St., Hollywood.

**SUITE AGAINST WEBB DISMISSED**

DAMAGE suit for $100,000, filed in Los Angeles Federal Court against Jack Webb, KNBH (TV) Hollywood and others by Lewis E. Smith, carnival operator, was dismissed last week by U. S. Judge William C. Mathes, who ruled that defendant gained no action in a federal court. The plaintiff, who last March reported that a black panther was loose in the Los Angeles area and later revealed the story was a "publicity stunt," charged that the June broadcast of NBC Radio Dragnet, over WHATM-DT, invaded his privacy, implied he was insane, was adapted without his permission and was factually incorrect. He also had asked for a court order to prevent Mr. Webb from rebroadcasting the radio program and telecasting a tv version on his NBC-TV series.

**INS-Telenews Film Sales**

NINE new sales of INS-Telenews tv film services were announced last week by Robert H. Reid, manager of the International News Service tv department. INS-Telenews daily film service was sold to KRON-TV San Francisco and KWSV-TV Roswell, N. M.; INS-Telenews weekly news review was sold to Indianapolis Power & Light Co. by WISH-TV Indianapolis, and to Quality Southern Pine Producers over WALA-TV Mobile, Ala., while General Tire & Rubber Dealers added WDAX-TV Columbus, Ga., and WMSL-TV Decatur, Ala., for the INS-Telenews weekly sports review, and Radiodifusora NacionalTv, Bogota, Colombia, purchased all three news film services offered by INS-Telenews.

**Current Affairs**
Rogers to Ask Rehearing On Film Release Edict

WITH filing deadline tomorrow (Tuesday), Roy Rogers Enterprises, through Attorney Frederick Sturdy, announced it definitely will petition for a rehearing on the U. S. Circuit Court of Appeals decision permitting tv showings of the star's old theatrical pictures ([B+T, June 14]).

In its ruling June 4 ([B+T, June 14]), appellate court held that the injunction issued previously by Federal Judge Peirson M. Hall restraining Republic Pictures from selling the old Rogers films to tv was in error.

Sutherland to Gross-Krasne

SIGNING of A. Edward Sutherland, director of production in the radio-tv department of McCann-Erickson Inc., New York, as vice president of Gross-Krasne Inc., Hollywood, has been announced by Jack J. Gross and Phillip N. Krasne. Mr. Sutherland will serve as executive producer on both the Big Town and O. Henry Television Playhouse film series. Creator-producer-director of NBC-TV's Martin Kane for Kudner Agency, New York, he first entered the production field as assistant to Charlie Chaplin on "The Gold Rush" feature film.

Simultaneously announced was the signing of Mark Stevens, star of Martin Kane, to portray Steve Wilson in Big Town, with a revised format, is scheduled for NBC-TV this fall.

'Racket Squad' Renewals

RENEWALS of Racket Squad, 98 half-hour tv film dramas, total 85.7% since the series was made available for syndication last fall, George T. Shupert, president of ABC Film Syndication Inc. has announced. In 9.5% of the markets, new buyers picked up the series within 10 days of the expirations of the original contracts, he said.

Texas markets, with 100% renewal of the series, set the Racket Squad geographical record, Mr. Shupert noted, with 57% of all renewals coming from both the markets, where the program is second-run in all but three markets.

Kirby Suit Still On

MOTIONS to dismiss the $250,000 suit by Col. Edward M. Kirby against movie star Broderick Crawford, Al Gannaway and William F. Brolly was denied by Federal District Judge Edward A. Tamm in Washington last fortnight. The suit claims that Col. Kirby, former chief of the Army radio-tv branch, was hired by the defendants to secure U. S. Treasury Dept. permission to use Secret Service symbols in radio, tv and motion picture productions. The Hollywood figures deny that any such contract existed.

$2 Million for 'Oakley'

FILM SYNDICATION deal involving more than $2 million in time and talent charges and thought to be the largest in tv to date was completed last week when B & B Enterprises (Tv Time foods) signed a contract with Annie Oakley Productions Co. through CBS Television Film Sales for use of Annie Oakley films throughout the U. S. for two years beginning in October, to advertise Tv Time popcorn. Sherwin Robert Rodgers & Assoc. is agency for Tv Time foods.

'WIRE SERVICE' FEED OF VOICES SUGGESTED

Cleveland Heights radio station owner proposes that wire services furnish the voices of people in the news just as they transmit news copy.

PLAN to feed live voices of White House and Capitol Hill officials to radio stations throughout the country has been proposed to White House Secretary James C. Hagerty.

Mr. Hagerty has not only shown great interest, but he has promised to take up the matter with the wire services, reports S. R. Sague, president - general manager of WSRS Cleveland Heights, Ohio, who proposed the idea last week in Washington.

Although Mr. Sague's plan is that just as the wire services feed news copy to newspapers they might also feed recordings of the voices of the actual participants in a news event to subscribing radio stations throughout the country. Stations would record the feed and use the voices in their regular or special newscasts, Mr. Sague feels.

Although he has not checked the technical or economic feasibility of his plan with anyone, Mr. Sague said he felt that such a service might cost subscribing stations about $100 a month.

Cities Parallels

"Voices are our business," Mr. Sague said last week, "just as the printed word is that of the newspaper. The more we can broadcast the actual words spoken by the one who is making the news, the more effective will we make our medium."

Part of Mr. Sague's thinking is that there would be fixed microphone facilities at various important news fronts in the capital (the White House, Capitol, various government departments, etc.). These could be "opened" any time occasion arose and the resultant broadcast recorded at a wire service's bureau headquarters. These would be collected and at a specified hour each day would be transmitted over broadcast-quality lines to subscribing stations. At present, of course, network affiliates get this service on national network newscasts.

The idea, Mr. Sague said, is an extension of WSRS' technique in covering the 1.5 million population of greater Cleveland. Station has a microphone installation in the Cleveland City Hall and the city halls of nine suburban communities. A line feeds them all into the WSRS studio where any public announcement can be taped for use by the station.

Seven-year-old 250 w WSRS (on 1490 kc) is known as the "community information station" in the Cleveland area. During the last four years it has won national awards for its news programming. Station runs a five-minute news-cast every hour on the half-hour, a 15-minute newscast at 8 a.m. and 4 p.m., and 30-minute programs at 6:30 a.m., 8:30 a.m., and 5:30 p.m.

A B+T check with AP and UP indicated late last week, that neither had heard from Mr. Hagerty, but that from time to time, a few
stations have suggested plans along this line. Spokesmen for both services expressed doubt that radio Phoenix, in addition to affording a service, has not designed for this type of service; it provides only a teletype of the news. UP spokesman said it would put the suggested service into effect if stations wanted it.

An AT&T Long Lines spokesman said that he had not heard such a plan broached before. He also said that until it was known exactly what facilities were required, it would be difficult to estimate costs.

200 Million '45's Sold In Five Years—Folsom

THE PHONOGRAPH RECORD industry has been revitalized by the 45 rpm recording system introduced by RCA five years ago, with more than 200 million '45' records sold during that period, Frank M. Folsom, president of RCA, declared last week.

Mr. Folsom said 13 million homes now have turntables capable of playing '45's and estimated that within another five years, the '45' will account for more than 75% of the total record volume.

The '45' records now represent more than 50% of the record selling, Mr. Folsom said. In 1949, when RCA introduced the '45' system, record industry sales totaled $160 million. This year, because of the interest the system has received, record industry sales are expected to reach $225 million—and the quarter-billion-dollar figure is only a matter of time.

Clubtime Productions Begins Transcribed Artists Series

RECORDS with a preceding voice-track by an artist, to be used with disc m.c.'s introduction of that artist's transcribed musical number, have been prepared in kits for distribution to radio stations by Clubtime Productions Inc., Hollywood radio program syndication firm.

Stations will receive Clubtime's present list of 100 introduction-and-record kits by 30 artists, including Frank Sinatra, Tex Beneke, Vic Danmone, Jeff Chandler, Frankie Laine, Giselle MacKenzie and Champ Butler, at the rate of two each week during a year's period.

The firm announces that stations KROW Oakland, KIBB Albuquerque, KRIS Bakersfield, Calif.; KNX San Francisco, Calif.; WLEU Erie, Pa.; KCNA Tucson; WATT Chicago; CKLW Windsor, Ont., and WAFB Baton Rouge currently are leasing service.

Diversified Program Needs For Radio Cited by Weis

SPREAD of radio receivers and radio listening from living room to all other rooms of the house and to auto, playplace and factory as well calls for a new versatility of programming by radio stations, Pierre Weis, general manager of World Broadcasting System, transcription library service, said last week, following a series of field conferences with stations regarding the new WBS ComET plan [BW, May 31].

"The mass of statistical data assembled by different research agencies proves that radio, far from dwindling in its effectiveness, is more powerful than it ever was in the past—powerful in a unique way through its personal penetration at the local level."

"The pattern of listening and set use is changing," he said. "Radio's strength is in the local community and the people in the community identify themselves with their own station. To serve the community properly the station must have at hand or must be able to supply a variety of programming appeals and special material for almost any occasion or season. In addition since the community depends so greatly upon radio for the news of the products it buys, the station must be able to accommodate any advertiser whether he is a national spot advertiser, a regional, or a local retail advertiser. Each has his own requirements and each has his own personalized message. A variety of programming gives the station the versatility he needs to serve all three equally well."

Declaring that "the spot advertiser on participating spot carriers still forms the backbone of radio advertising," Mr. Weis pointed to the success of the ComET plan in providing for the stations the type of program material that serves a number of advertiser categories.

275 Take ComET Plan

WORLD Broadcasting System business for the three weeks following the NATB convention at the end of May was the highest in the company's history, Dick Lawrence, WBS sales manager, announced last week. In that period, he said, 27 new affiliates were signed, and the total number of stations in the new World ComET plan, launched just before the convention, has risen to 275.

PROGRAM SERVICES PEOPLE

J. Samuel Garrison, formerly radio sales promotion executive, WPEN Philadelphia, named director of sales; Bob Bingham Productions (producer of radio and tv shows), Miami, Fla. S. S. Beneckson, former news commentator, WKAT Miami Beach, named assistant general manager. Bingham Co.

Kathryn A. Wolff, formerly director of public relations, Moore Institute of Art, Phila., to programming dept., Tel R Production, same city.

Malcolm Boyd, former tv program packager-producer, ordained minister in Episcopal Church in Los Angeles, June 21.

PROGRAM SERVICES SHORTS


Gotham Recording Corp., N. Y., announces addition of complete filming and production services to existing recording facilities, and is now equipped to handle entire production of tv spot and industrial films, according to the company.

Standard Radio Transmission Services Inc., Chicago, moves to larger quarters in London Guarantee Bldg., 360 N. Michigan Ave., where firm's headquarters have been located for past 15 years.

Spectacular Radio & Television Productions Inc., new production company, establishes headquarters at 1042 Warwick Ave., Norfolk, Va., until first of year when it is planned to set up offices in New York.

Law Firm Changes Name To Haley, Doty & Wollenberg

NAME of the Washington law firm of Haley, Doty & Schellenberg has been changed to Haley, Doty & Wollenberg, it has been announced. J. Roger Wollenberg, former FCC assistant general counsel, joined the firm early this year. Mr. Wollenberg was graduated from the U. of California Law School in 1942, served as a Navy lieutenant in the Pacific during World War II, and as a law clerk to Associate Justice William O. Douglas. After five years with the Justice Department, he joined the FCC in 1952. Howard J. Schellenberg Jr., who joined the Haley firm in 1952, established his own office in association with James P. O'Laughlin several weeks ago [BW, June 7].

PROFESSIONAL SERVICES SHORTS

John Feller Assoc., N. Y., public relations firm, has been formed by John Feller, president and treasurer. Offices: 11 West 42d St. Other officers are Dr. Lawrence D. Brennan, vice president; Stanley Strand, secretary, and T. J. Mackay, director of sales promotion division.

Lou Brott, formerly with WOL Washington, opens public relations office at 1616 K St., N.W., that city. Telephone is Metropolitan 8-1441.

WABI-AM-TV Bangor, Me., appoints Dean & Schultz, N. Y., to handle national publicity.

Ted Ashley Assoc., N. Y., radio-tv agents and producers moves to new offices on penthouse floor of 579 Fifth Ave.

San Francisco Chamber of Commerce through its special "Keep California Green" committee is distributing five 20-second and two one-minute public service spot announcements to radio and tv stations throughout northern California urging forest fire prevention.

PROFESSIONAL SERVICES PEOPLE

Albert L. Capstaff, president, Lower Columbia Broadcasting Co. (KVAS Astoria, Ore. and applicant for Portland, Ore., station), and Walter Compton, RKO Pictures, Hollywood, to Walter E. Kline & Assoc., Hollywood advertising and publicity firm, as executive vice presidents in charge of New York and Hollywood offices, respectively. Mr. Capstaff retains his radio interests.

Ursla Halloran, formerly vice president in charge of the New York office of Rogers & Cowan, forms public relations firm, Ursula Halloran & Assoc., N. Y., for tv and commercial accounts. Office is at 5 E., 57th St. Telephone is Plaza 1-5143.

Felix Mendelsohn Jr., Hollywood freelance publicist, to Rogers & Cowan, Beverly Hills public relations firm, as publicist on financial and commercial accounts.

Roy Mack, partner in Hollywood talent agency, forms own agency with offices at 9128 Sunset Blvd. Telephone is Crestview 1-2141.

Harold Rosewein, formerly with Tony div., Gillette Co., named a partner in Ira Rubel & Co., Chicago, certified public accountants and management consultants.

Broadcasting • Telecasting
AUDIENCE JUMPS 11% OVER LAST YEAR!
AUDIENCE LISTENS 27% MORE THAN LAST YEAR!

Things are jumping at KDKA! A comparison of February-March, 1954 Nielsen with that of the previous year, charts big gains for advertisers. And that goes for Pulse, too. Hour after hour, any day of the week, KDKA’s audience is up thousands over last year . . . far beyond that delivered by any other station in the 108-county Pittsburgh trading area. It’s all in Nielsen. Give it a look. Better still, call John Stilli, Sales Manager, KDKA, Grant 1-4200 or Eldon Campbell, WBC National Sales Manager at Plaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.
KDKA, Pittsburgh; WBZ-WBZA - WBZ-TV, Boston; KYW-WPTZ (TV), Philadelphia; WOWO, Fort Wayne; KEX, Portland, Ore.
National Representatives: Free & Peters, Inc.
444 Madison Avenue,
New York 22, N.Y.
Get in the

Largest average audience, day and night

Most quarter-hour wins, day and night

6 of the top 10 nighttime shows
picture!

For the best exposure in the nation's number one market, get on the number one station:

**WCBS-TV**
New York
**CHANNEL 2**

CBS Owned... Represented by
CBS Television Spot Sales

Source: ARB, May '54

7 of the top 10 weekday daytime shows

Most of the top 10 daily local shows
RADIO-TV NETWORK GROSS SALES UP 17% IN MAY COMPARED TO SAME MONTH IN '53

Time sales figures reported by PIB also show that combined radio-tv time sales for January-May 1954 are up 20.3% over the same period last year.

COMBINED gross time sales of the nationwide radio and tv networks in May totaled $38,039,744, a gain of 14.2% over the May 1953 gross of $32,500,335, according to figures compiled by Publishers Information Bureau. Radio network billings for May were down 14.2% from the previous May, but tv network billings rose 41% to more than offset the radio decline. All figures are gross, calculated at the one-time rates, before discounts or commissions.

For the January-May period, combined radio-tv network time sales totaled $189,247,658, up 20.5% from the same five-month period of last year. For the five months, radio networks showed a decrease in gross time sales of 8.3%, while tv networks were up 42.9% from the 1953 level.

Network-by-network time sales, for radio and tv, for May and January-May, this year compared to last, and each network's month-by-month time sales for May, as computed by PIB, follow:

**NETWOR Radiation**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>American Broadcasting Co.</td>
<td>$2,307,029</td>
<td>$2,793,923</td>
<td>$12,764,603</td>
<td>$13,242,116</td>
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<tr>
<td>Columbia Broadcasting System</td>
<td>5,115,837</td>
<td>5,334,233</td>
<td>25,522,817</td>
<td>26,655,483</td>
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<tr>
<td>Mutual Broadcasting System</td>
<td>1,894,474</td>
<td>2,028,210</td>
<td>9,501,810</td>
<td>9,466,887</td>
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<tr>
<td>National Broadcasting Co.</td>
<td>2,704,725</td>
<td>4,147,070</td>
<td>15,951,504</td>
<td>20,753,318</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$12,098,065</strong></td>
<td><strong>$14,107,428</strong></td>
<td><strong>$67,350,794</strong></td>
<td><strong>$69,527,804</strong></td>
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</table>

**NETWOR Television**

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<tbody>
<tr>
<td>American Broadcasting Co.</td>
<td>$2,411,656</td>
<td>$1,813,985</td>
<td>$12,899,785</td>
<td>$54,496,864</td>
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<tr>
<td>Columbia Broadcasting System</td>
<td>11,497,859</td>
<td>7,422,432</td>
<td>46,477,931</td>
<td>36,837,873</td>
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<tr>
<td>DuMont</td>
<td>988,350</td>
<td>903,945</td>
<td>5,451,516</td>
<td>4,654,553</td>
</tr>
<tr>
<td>National Broadcasting Co.</td>
<td>11,043,823</td>
<td>8,052,545</td>
<td>52,213,132</td>
<td>36,034,774</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$55,941,679</strong></td>
<td><strong>$38,392,907</strong></td>
<td><strong>$155,496,664</strong></td>
<td><strong>$87,805,951</strong></td>
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**QUARTERLY Radio Sets**

NEARLY 43 million families use their radios during a typical week, according to a special study made March 7-13 by A. C. Nielsen Co., which showed 92% of all U. S. homes tuned in at some time during the week and the average home using radio 20% hours a week, or virtually one full day out of the seven. Radio-only homes had slightly higher figures—95% used their radios during the week for an average of 30% hours. Among tv homes, 90% used radio for 14.5 hours on the average.

**Groucho in First Place**

On Nielsen Radio List

NBC Radio's You Bet Your Life (the Groucho Marx quiz show) headed the Nielsen radio network evening once-a-week listings for the week of May 16-22. In second place was CBS Radio's Lux Radio Theatre. The Nielsen list:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rank</th>
<th>Network</th>
<th>States Reached</th>
<th>Homes Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>You Bet Your Life (NBC)</td>
<td>1</td>
<td>CBS</td>
<td>1,350,000</td>
<td>2,758,000</td>
</tr>
<tr>
<td>Lux Radio Theatre (CBS)</td>
<td>2</td>
<td>350,000</td>
<td>500,000</td>
<td></td>
</tr>
<tr>
<td>Big Story (NBC)</td>
<td>3</td>
<td>250,000</td>
<td>310,000</td>
<td></td>
</tr>
<tr>
<td>Charlie McCarthy Show (CBS)</td>
<td>4</td>
<td>250,000</td>
<td>300,000</td>
<td></td>
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<tr>
<td>Amos 'N Andy (CBS)</td>
<td>5</td>
<td>250,000</td>
<td>220,000</td>
<td></td>
</tr>
<tr>
<td>Dibbey and Instead (NBC)</td>
<td>6</td>
<td>200,000</td>
<td>170,000</td>
<td></td>
</tr>
<tr>
<td>Jack Benny Show (CBS)</td>
<td>7</td>
<td>200,000</td>
<td>170,000</td>
<td></td>
</tr>
<tr>
<td>Holmack Radio Hall of Fame (CBS)</td>
<td>8</td>
<td>200,000</td>
<td>140,000</td>
<td></td>
</tr>
<tr>
<td>Matt McHugh's (CBS)</td>
<td>9</td>
<td>200,000</td>
<td>140,000</td>
<td></td>
</tr>
<tr>
<td>T. B. J. in Peace and War (CBS)</td>
<td>10</td>
<td>200,000</td>
<td>140,000</td>
<td></td>
</tr>
</tbody>
</table>

**Weekly Radio Network Sales**

Pleased at Los Angeles reception to his presentation, "Television's Daytime Profile," [B+T, June 14] is Dr. Thomas Coffin (1), manager of research, NBC; and three of his audience (1 to r): Raymond R. Morgan, president of his own Hollywood advertising agency, Larry Nolle, advertising director, Los Angeles Soap Co., and John K. West, vice president in charge, NBC Pacific Division.

**Pleasing of A Week**

Copyright 1954 by A. C. Nielsen Co.
Planning fall schedules? Remember...
The Southwest listens to WOAI!

If you want real coverage in the Southwest,
use the truly effective, economical method...
WOAI! With this one advertising "buy"
you get radio coverage throughout the Southwest
...coverage that no combination of media
can give you nearly as economically.
WOAI's 50,000 watt clear channel signal
blankets the entire Southwest. And WOAI's
combination of local and NBC programs
are by far the most popular in its listening area.
For that fall schedule you're planning,
get the lowest cost radio coverage of
the Southwest by placing your advertising on...

WOAI

"The most powerful advertising
influence in the great Southwest"
1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate
represented by Edward Petry & Co., Inc.
now on the air

channel 8

WISH

INDIANAPOLIS

...operating with a full 316,000 watts.
for availabilities see the bolling company

WISH-TV is owned and operated by
universal broadcasting company, inc.
1440 north meridian street

INDIANAPOLIS
CAROLININS HOLD JOINT CONVENTION

Myrtle Beach sessions review radio and television operations in the two states.

BROADCASTERS of North and South Carolina—some 300 strong—took stock of their operations in radio and television at the first joint annual convention of the two state associations Thursday and Friday at Myrtle Beach, S.C.

From advertisers, agencies, networks and fellow station spokesmen, they heard views and means of keeping radio sold and of getting into television on the proper economic foot.

At the Thursday session, Dick Lewis Jr., president-general manager of WNCN Winchester, Va. recounted how his station had sold Sears, Roebuck a regular schedule, overcoming one of the "hardest sells" in radio. TV production was covered by Fred Coo, NBC’s top television producer. Millard C. Faught, publicist and consultant to Zenith on Phonevision, made another in his series of lectures on the importance of subscription television in the economy of the future. Warren E. Foster, Coca-Cola Co., Atlanta, recounted the importance of radio and television in the advertising and promotion activities of his company.

Meagher, Reinsch Speak

At Friday's meeting, John F. Meagher, recently named vice president for radio of NARTB, and J. Leon Reinsch, managing director of the James M. Cox stations, shared the program with presentations on what's ahead in radio, covered by Mr. Meagher, and efficient radio and television management, by Mr. Reinsch.

Radio faces a bright future, and color TV may help brighten it, Mr. Meagher, NARTB radio vice president, told the Carolina group.

TV stations will give newspapers plenty to worry about when color comes, he predicted, adding, "There are certain large advertisers, particularly among the department stores, who have been rather immune to radio's blandishments. I anticipate that color television may provide the impetus for destroying their fixed patterns of newspaper preference, and that radio may then gain access to sell its services for rounding out their coverage pictures."

With technological progress, the relationship between broadcaster and audience continually becomes closer, he said. "We can and we will maintain radio broadcasting's position as the most immediate and effective medium of mass communication ever enjoyed by man, as well as the most economical for sale ever devised by man," he said.

Every time he hears a broadcaster moan about business, Mr. Meagher said, he looks around and finds no business, including TV, where a profit is guaranteed. "I know one broadcaster," he recalled, "who is getting a little bearish about his 250 w radio station because its earnings are down to $3,000 a month, not nearly enough to meet the monthly deficit of his television station, which is getting a substantial part of its revenue from advertising lured away from his radio station."

He urged broadcasters to see that "your salesmen know as much about selling your time as you do." He noted the increase in local billings that has offset losses from network income. "Under-the-table deals and rate-cutting have no place in the radio profession," he contended, calling for adherence to NARTB's radio standards of practice in their individual roles as "good citizens of the industry."

Dr. Faught said subscription TV would add new revenue and new program service opportunities, increasing TV's scope and uses as an advertising medium. He called subscription TV "the only basic solution to TV's present economic limitations, contending it is compatible with and a supplement to conventional TV commercial programming, requiring no separate channels, that it would increase new revenue, adding premium programs not now sponsored and expanding the audience, and finally reducing advertisers' share of all TV costs.

NCAB Protests 45s

PROTEST against proposal of major record manufacturers to provide only 45 rpm records to broadcast stations has been made by North Carolina Ass'n. of Broadcasters. Hearings called by the Major record manufacturers to send all major labels following announcement that 45s had been selected for radio releases as an economy move [B[4], June 14], J. T. Snowden Jr., WCPS Tarboro, N. C. said the move would require a minimum of $300 per station to sell their records. NCAB has 104 member stations.

NEWLY-ELECTED president of Southern California Broadcasters Ass'n., Robert J. McAndrews (l), commercial manager, John Poole Broadcasting Co., Hollywood, receives the gavel of office from (l to r) Thelma Kirschner, general manager, KGFJ Hollywood and SCBA secretary-treasurer; Norman J. Ostby, vice president of station relations, Don Lee Broadcasting System, Hollywood, and SCBA vice president; Frank Crane, SCBA managing dir.

24 Stations Join BAB

TOTAL of 24 radio stations and one station representing firm joined BAB in the five weeks preceding June 30, Arch L. Madsen, director of member service, reported last week. The representative is George P. Hollingbery Co., 13th radio representative to join BAB. New BAB station members are: KBIZ Ottumwa, Iowa; KDBJ Brownsville, Tex.; KDJL Faribault, Minn.; KQIQ Spokane; KXMO Great Falls, Mont.; KXOL Helena, Mont.; KZIQ Omaha; KDPQ Portland, Ore.; KRCO Sacramento; KGBL Crowley, La.; KASO Des Moines; WAVI Springfield, Ohio; WICR Charlotte, N.C.; WBAW Youngstown, Ohio; WPIK Alexandria, Va.; WSGN Birmingham; CFMS Fredericton, N. B.; CJUN Toronto; CJIS Hamilton, Ont.; and CKOM Saskatoon, Sask.

ACT NOW ON COLOR AAW'S ADVISED

Western ad executives meeting in Salt Lake City hear RCA's Elliott describe magnitude of color television.

COLOR TV will be the "biggest thing" for advertising agencies in the media field, Joseph B. Elliott, executive vice president, Consumer Products, RCA, predicted before delegates to 51st Annual Advertising Ass'n. of the West convention in Salt Lake City last week.

Terming color TV "no longer a dream," Mr. Elliott advised agency executives that firms desiring to protect and augment their share of the market "will start a campaign in color this fall." The industry's forecast for color TV noted that the network's was cited as proof the networks are not lagging in promotion of the medium, with the new rate structure "an eye-opener" in countering rumors on color cost.

"RCA has complete confidence in acceptance of color TV by the American public. We believe demand for sets this year will exceed supply," he said, with "several hundred thousand" sets selling. In 1953, 1.3 million in 1956, three million in 1957 and five million in 1958.

"The advertiser can look forward to a rapidly expanding area wherein he can tell his story with a greater impact than through any other medium," he concluded.

Clair H. Henderson, Denver, was elected president of AAW, succeeding Robert R. Gross. Other officers elected were: John Kemp, Los Angeles, senior vice president; Audrey Calde, Oakland, vice president at large; Earl J. Glade Jr., Boise, Idaho, secretary, and Carol O'Rourke, Portland, treasurer.

New district vice presidents are: E. M. McKim, Denver; J. R. Jeffries, L.A.; Paul Portland; Martha Jeffries, Los Angeles; Sam Ross, Vancouver, B. C., and Florence Dieses, San Francisco.

With approximately 500 advertising executives in attendance, the four-day convention was held Sunday through Wednesday.

Besides Utah Gov. J. Bracken Lee and Salt Lake City Mayor Earl J. Glade (onetime general manager of KSL there), 12 nationally-known advertising, sales and marketing-research experts spoke.

Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt, New York, discussed "Advertising and Selling—America's Prosperity Tools for 1954"; Esther Latzke, director of the consumer service department, Armour & Co., Chicago, gave her observations on advertising research.

Other previously announced speakers were Everett J. Runyon, manager of advertising and sales promotion, California Packing Corp.; David Bascom, partner, Guild, Bascom & Bonfigli; M. A. Mattes, advertising manager, Standard Oil Co. of California; Stan Galli, advertising artist, all San Francisco; Hal Stibbins, president, Hal Stibbins Inc., Chicago; Samuel G. Barton, president, Marketing Research Corp.; Richard L. Scheider, vice president, American Ass'n. of Advertising Agencies; Walter P. Margules, industrial designer; Dr. Raymond Moley, contributing editor, Newsweek magazine, all New York, and Charles Downs, advertising manager, Abbott Labs, Chicago.
February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation!

Here's your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show... your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it's a fact, "Almost everyone in Detroit listens to WKMH."

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.

WKMH
DEARBORN
5000 WATTS
1000 WATTS — NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS
Campbell Cites Need For Radio Sales Push

WBC sales manager makes a point of the products which weren’t sold last year, and says radio will do its part in selling the yet-unsold market.

AMERICAN industry soon will be spending $10 billion yearly for advertising, and “radio will get its share because radio will do its share of the sales job,” Eldon Campbell, national sales manager of Westinghouse Broadcasting Co., told the Oklahoma City Ad Club Wednesday.

Measuring the size of the nationwide sales job by a negative formula, Mr. Campbell said that last year “47 million American families did not buy a food freezer; 46 million did not buy a room air conditioner; 45 million families did not buy a tv set. 44 million men did not buy an electric shaver ‘maybe because Gillette is doing such a good job with its Cavalcade of Sports on both television and radio.’” He listed data for washing machines, house painting and vacations, including 41 million families that didn’t buy a tv set.

“This vast, untouched market calls for lots of sales tools, and foremost among them is advertising,” he said. “And that resilient wonder which is radio will do its share of the advertising job — persuasively, in unexpected places, at all kinds of odd hours, and economically.

A Puzzler

As a seller of both radio and tv time, Mr. Campbell confesses he is puzzled by those who say, “Get me television time. Any time. And you can sign me to a 52-week contract for $3,000 a week.” Others, he said, “are actually dropping all advertising until they can get the spot on television they want adjacent to I Love Lucy or Dragnet.”

Reminding that 13 million radio sets were turned out last year, he said consumers paid $300 million for them—“actually more radios than were being purchased per year before commercial television was firmly established. Even before the sale of those 13 million new sets, there were in excess of 100 million radio sets in use in American homes.”

Mr. Campbell said he “believes that the man who pays a nickel for a newspaper reads it and that a woman who pays $100 for a vacuum cleaner sweeps the floor with it.” He continued, “I also believe that the 13 million who bought radios in 1953—plus the 100 million radios bought before 1953—are tuning in to radio news and sports and soap operas and music every day and every night. And I know that I am not unique in my belief that those 110 million radios are being listened to.”

Local sponsors are spending twice as much for radio advertising as they were spending in 1947, he said, and 25% more in 1953 than 1930.

Looking at the Westinghouse radio stations, all of which are in markets having tv, he said, “Local merchants are spending more dollars on every one of those five stations in June 1954 than they spent in June 1953. At two of our stations local sales for this June are more than 50% higher in dollar volume than for June of last year. I can only conclude that advertising on our Westinghouse stations is making the doors spin around for local merchants. And what’s true of us must be true of other radio stations across the nation.”

Mr. Campbell cited a success story in which a savings-loan association found in late 1952 that eight spot announcements brought $40,000 in new deposits. In 1953 a $7,500 radio budget was allocated and as a direct result the association had $146 million in new deposits. Another story, built around the Hollinator home in-cinerator, found that 70% of the leads resulted in sales at $150 each.

Only Radio Can Reach Food Market, Kimble Says

Mr. Kimble, BAB director of local promotion, as the “only medium” that can reach the entire consumer market for the food industry.

Mr. Kimble spoke of the tri-City Food Brokers Assn. at Bristol, Tenn.-Va. He documented his claim by quoting results from sales effectiveness research studies undertaken by BAB for the Kroger Co. on the retail store level and for the McCormick Tea Co. on the manufacturer level. He cited the following conclusions from the study:

1. While you can always reach part of your food potential with visual advertising, to reach all your potential customers you must use radio advertising too. When used dominantly, radio advertising and visual advertising reach and produce buying action from almost exclusive audiences—with relatively little overlap.

As evidence of the food industry’s confidence in radio, Mr. Kimble reported that 50% of the supermarkets in the country and 60% of the top 1,000 food manufacturers currently are regularly using radio.

Jean Elliot to Head Ohio ARWT Organization

JEAN ELLIOT, vice president-president of WCUE Akron, has been named president of the Ohio provisional chapter of American Women in Radio & Television. The organizational meeting was held in Cleveland last month at the call of Ellamce Castle, WKBX Youngstown, and national chairman of the central area ARWT.

Other officers chosen were: Marjorie Mariner, WFMY Youngstown, corresponding secretary; Jean Shea, WBNST-TV Columbus, treasurer; Penny Pruden, WLW Cincinnati, membership chairman, and Mort Holt, WJMO and WSRS Cleveland, recording secretary. Directors of the state chapter include: Dorothy Fuldheim, WEWS (TV) Cleveland; Margot Graham, Margot Graham Shows, Dayton, and Eleanor Hansen Sands, WHK Cleveland. Cleveland has been selected as the site for the October convention.

Alabamaans Meet Oct. 8-9

THE ALABAMA Broadcasters Assn. will hold its fall meeting Oct. 8-9 at the U. of Alabama, Tuscaloosa, it was announced last week by J. Dighe Bishop, president. Plans for the event were adopted at a recent Birmingham meeting of the board of directors. Lionel Baxter, WSAF Montgomery, is program chairman and Dr. Jack Morell, professor of the university is chairman of the arrangements committee.

RETMA Voices Protest To Subscription Tv Bill

CLASSIFICATION of subscription tv as a common carrier service is an “arbitrary” move, Radio - Electronics - Television Manufacturers Assn. told the House Commerce Committee last fortnight. RETMA opposed the bill (HR 6431) introduced by Rep. Carl Hinshaw (R-Calif.) which would make subscription tv a utility-type service.

No one proposes that he be licensed by the government to provide this service, RETMA said. Subscription tv is not a common carrier service within the meaning of that term, RETMA said.

“Merely charging the public a fee for listening to a particular program does not change the operation from being a broadcast service,” RETMA said.

The manufacturer’s organization asked that the FCC be permitted to use its discretion in the matter.

It added that the bill as now drawn might affect community television systems.

If broadcasters had to assume common carrier obligations in order to render subscription tv service, RETMA said, it would “clearly prevent or seriously retard the establishment of this new service.” RETMA asked that it be given the opportunity of appearing if hearings are held.

Common carriers are not only subject to FCC regulation but their rates are also fixed by the FCC. Broadcast operations, also under FCC regulation, are not rate-regulated.

Rep. Hinshaw introduced his bill last July. The FCC last month also opposed enactment of the bill. It said that if it found subscription tv to be in the public interest it could authorize it as a broadcast service [BT, May 17].

South Dakotans Elect Eppel

RAY EPPLE, KORN Mitchell, has been elected president of South Dakota Broadcasters Assn., succeeding Max Staley, KJYV Huron. Byron McEilligot, KSDN Aberdeen, is new vice president, and Jim Slack, KUSD Vermillion, secretary-treasurer. Officers were elected at the June 22-24 state meeting and BM1 clinic, held in Huron. North Dakota stations met simultaneously with the South Dakota group, taking part in the clinic sessions.


July 5, 1954
AHF Cites Radio Spot Aid for Freedom Crusade

ESTIMATED 700,000 radio spot announce-
ments on behalf of the American Heritage
Foundation Crusade for Freedom project were
broadcast during the recently-concluded cam-
paign, it was announced last week.

This estimate was reached by the Foundation
on returns from questionnaires to well over 1,000 radio stations, which were used as a
statistical base. It was indicated that about
95% of stations used Crusade material from
January through April and that about 30% of
the stations used feature material or engaged
in special activity.

The Crusade, which was designed to raise
funds for Radio Free Europe, also made use of
tv programming. It was estimated that a
total of 1½ to 2 billion radio and television
home impressions (one message in an individual
home at one time) carried the Crusade to every
part of the nation.

TOP: Attending the meeting of the Assn. of Independent Metropolitan Stations at
Portsmouth, N. H. [BTV, June 21], were (l to r); seated, John Engelbrecht, WKY
Evansville, Ind.; Jock Fearnhead, KYA San Francisco; Chuck Balthrop, KITE San
Antonio; standing, Bob Leder, WINS New York; Steve Cisler, KEAR San Mateo, Calif.;
Robert Enoch, WXLW Indianapolis, AIMs vice chairman; Fred Robell, KSON San Diego.

BOTTOM: Also present (l to r); seated, Claire E. Grant, KCBC Des Moines; Paul Lytle,
WNEB Worcester, Mass.; Ed Weldon, WKYW Louisville; Jock Maurer, WCUE Akron;
standing, Ed McCann Jr., WNEB; Will Dougherty, WDKO Cleveland; John Hurley,
WNEB; Lawrence Reilly, WTXL West Springfield, Mass.; Sherm Marshall, WOLF Syra-
cuse, AIMs president.

N. Y. Pioneers Pick Officers

FRANK SILVERNAIIL, radio and tv manager,
BBDO, was elected president of the New
York chapter of Radio Pioneers for the coming year
at the chapter's final meeting of the 1953-'54
season. Charles Butterfield, Associated Press,
was elected first vice president; Henriette Har-
rison, broadcast consultant, second vice presi-
dent; Bruce Robertson, BTV, third vice presi-
dent; Myer H. Shapiro, BMI, secretary; Charles
Wall, Associated Music Publishers, treasurer,
and Arthur Simon, Radio-Television Daily, re-
cording secretary.

TRADE ASSNS. PEOPLE

Don Larson, former advertising manager, Hoff-
man Radio Corp., L. A., named general man-
ger, West Coast Electronic Mfrs. Assn. New
headquarters of group are located at 339 S.
Robson Blvd., Beverly Hills.

Ru Lund, manager, Moore & Lund, Portland,
Ore.; radio-tv station representatives, elected
president, Oregon Advertising Club.

PERSONNEL RELATIONS

AFM NEGOTIATES ON FUND PAYMENTS

Tv networks, film distributors press for payment of flat sum
to musicians performance trust fund instead of present per-
centage basis payments.

NEGOTIATIONS were reported in progress
last week between the American Federation of
Musicians and the television networks and tv
film distributors on devising a new method of
royalty payments to the musicians performance
trust fund for use of tv filmed musical programs.

Presently networks and tv film distributors pay a percentage fee, but they are pressing for
the adoption of a flat sum to be earmarked for
the fund. Under a new arrangement proposed
to AFM, it is reported that the networks would
pay $2750 for first run on a half-hour filmed
show; $100 for second, third and fourth runs,
and $200, for fifth and subsequent runs. Dis-
tributors would pay $400 for first run; $250,
second run; $200, third and fourth runs and
$100, fifth and subsequent runs.

James C. Petrillo, AFM president, is said to
be mulling over the offer but has come to no
decision.

It is the belief of distributors that the new
arrangement would stimulate use of musicians
in tv filmed productions and thereby benefit the
trust fund. They contended that the percentage
formula does not achieve AFM's objective of
building up the fund and providing more work
for musicians, claiming that it serves to re-
strain production of musical television shows.
They believe that more such programs would be
made if the new formula were adopted.

TWA to Consider Strike
Against Davis Enterprises

A STRIKE vote against Joan Davis Enter-
prises, producers of NBC-TV I Married Joan,
currently is being taken by Television Writers
of America, with mail ballots returnable by
the night of a membership meeting this Wednes-
day.

The union contends the move is merely
"precautionary." Although Davis Enterprises
recently "switched" negotiators, after joining
Alliance of Television Producers, no trouble
is expected in reaching an agreement, TWA
spokesmen said. The new contract was virtu-
ally completed when ATFP became the Davis
negotiators, union officials declared, and the
hitch arose after ATFP indicated the whole con-
tract would have to be re-negotiated, instead
of four minor points which still are unsettled.

IATSE Candidates to Debate

RICHARD F. WALSH, incumbent president of
International Alliance of Theatrical Stage
Employees, tentatively has agreed to debate
campaign issues with former Hollywood IATSE
representative Roy M. Brewer, candidate for the
IATSE presidency, at a dinner meeting in Holly-
wood July 8.

The Brewer-for-president committee, which
will stage the Hollywood meeting and debate
for a Southern California Delegation to the
IATSE convention in Cincinnati, to start Aug.
9, reports the press will be barred from cover-
ing the meeting at Mr. Walsh's request.

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THE WDAF-TV KITCHEN KLUB

BETTE HAYES, a Bradley University home economics graduate, won several awards as a Westinghouse demonstrator before WDAF-TV discovered her. Bette is a TV natural. She never reads a commercial. She learns the product and delivers the advertiser's message straight into the camera's eye in her easy mid-western style.

Bette works in a beautiful, modern kitchen, and Bette is a beautiful girl. But her viewer friends don't envy her. They like her because she doesn't talk over them, below them, or to them. She talks WITH them.

You are by far the sweetest little homemaker that I have seen on any TV station... and you are so refreshing--so neat and you truly make cooking an exciting and challenging affair.

Kansas City, Missouri

It is 1 o'clock p.m. and your daily program is just as usual every day. I have been listening, enthralled to every word. I am just one person who is profiting by your priceless cooking directions. If only the young brides or those who are not wise in the culinary methods, would listen to you, how much worry, even expense, they might save themselves. As I believe I told you in a previous letter that I am quite an old lady (93)--the daughter and grand-daughter of two good cooks and thought I also, knew pretty well how to cook. I have learned quite a lot from listening to you.

Kansas City, Missouri

At our house Kitchen Klub time is the TV event of the day. I am a regular viewer because of the variety of ideas and practical suggestions. After thirty years as a homemaker... one is likely to find oneself in a rut, so your program is an inspiration to many of us.

Ottawa, Kansas

We really like your helper Bob. We had seen him many times on the TV newscast, but we really had no idea how nice he was, until we met him on your program.

It is just like being in the kitchen with you.

St. Joseph, Missouri

Our Study Club is having a lesson on Famous American Women in Home Economics and Business, and I have chosen you as my subject on July 23rd. The Lidlon Study Club members all enjoy your Kitchen Klub very much. You're also so bright and cheery that it is impossible not to smile all the short half hour.

Ludlow, Missouri

I try and use the products you advertise as we enjoy your program.

Ottawa, Kansas

Keep up your good work, good ideas, and helpful hints. They are a blessing to us housewives. I sometimes throw up my arms in despair, for I cannot get any new ideas as to what I should fix for my family for supper... But since I have been watching your TV shows, it has given me a new outlook on life. I now have some new wonderful ways to fix our meals.

Kansas City, Kansas

BOB KERR has won his place in the hearts of WDAF-TV viewers with his quick, puckish—not cornball—wit. When Bob is not performing as general taste-tester, he helps Bette sell products with a warm conviction that homemakers admit they (at least) can't resist.

Bob won a recent poll conducted throughout the Kansas City area by TV GUIDE to determine “The local personality in the Kansas City seven-station market area, most deserving of network recognition.”

And here is a sampling of the consistent participating-sponsor company that Bette and Bob keep:

- General Foods
- Knox Gelatine
- Safeway Stores
- WearEver Aluminum
- Estes Cranberries
- Sunkist
- Procter and Gamble
- Carnation Co.
- Lever-Lipton
- Armour & Co.
- Micro Products
- Puréx
- General Baking Co.
- Louisiana Yams
- Quilligan Water Softener
- Nestlé

The Kitchen Klub is just one of the outstanding local programs produced by a staff of television pioneers on

WDAF-TV
KANSAS CITY
The Television Station of The Kansas City Star

Represented by Harrington, Righter, and Parsons

Broadcasting • Telecasting
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 SENATE CRITICS OF RADIO-TV EVOKE INDUSTRY OPPOSITION

Senator Rules group holds hearings on investigative procedures. Of- repeated is suggestion that broadcast media be barred.

PROTESTS from harassed broadcasters, faced with loss of rights to cover Congressional committee procedures with microphone and camera, mounted in volume last week as a key Senate subcommittee heard influential Senators decry the evils of radio-TV coverage.

The Senate Rules subcommittee last Monday opened a three-day hearing on Congressional investigating committee procedures. It is considering a number of resolutions to overhaul present procedure by setting up a new code.

Among the various proposals are those affecting radio-TV coverage. They break down into three distinct types. These include the prohibition of all television of Congressional proceedings, as long urged by Sen. Olin D. Johnston (D.-S. C.) and John C. Stennis (D.-Miss.); permission for radio-TV left up to the individual committee chairman but any witness can ask not to be seen on TV if he will be on TV by 156 -by Sen. Estes Kefauver (D.- Tenn.); ban of any commercial sponsorship of Congressional hearings (S Res 249 by Sen. Wallace F. Bennett (R.-Utah)); and, in addition, there are companion proposals in the House plus H Res 550, by Rep. George Mather (R.-Mich.), which would permit committee chairman to decide if hearings would be broadcast or telecast.

As the subcommittee heard Senator after Senator take the stand in opposition to radio-TV coverage, network representatives and the NARTB formed plans to open the investigation in defense of the media's right for equal access with the press.

By today (Monday) the subcommittee reportedly will have a formal letter from NARTB asking that it be heard. CBS and NBC also are requesting the subcommittee for appearances, it was learned.

At the same time, the Radio-TV Correspondents Assn. in Washington was expected to lodge its protest and possible receipt of an appropriate letter from the association. The newspaper press would be an unthinkable step. It would be, in effect, an attempt to repeal the Twentieth Century.

He said the association subscribes to any changes of rules that would “enhance the dignity of the legislature and the county and insure fair and equitable treatment for witnesses without detracting from the Senate's power to investigate within the constitutional framework.”

But, he said, “We ask only that no proclamations of the freedom of public information be adopted without reference to the spirit of the Bill of Rights.”

For Senators opposing broadcast coverage, the subcommittee permitted an open season.

Broadsides fired by the lawmakers did not have to party line. Both Republicans and Democrats joined in the hearing and the subcommittee membership, as represented at the hearing by Sen. Jenner, Sen. Carl Hayden (D-Ariz.), and Sen. Frank Carlson (R-Kan.), seemed to go along.

Strongest testimony delivered against radio-TV coverage was presented by Sen. Bennett. The Senator spoke on behalf of his resolution to bar commercial sponsorship of hearings. During his testimony, however, he urged that the Rules Committee separate his proposal from the others and place it on the calendar for immediate consideration.

Sen. Bennett said he move an opportunity to enact his proposal while the Senate committee further deliberated on other resolutions to shear the rights of broadcast coverage.

Key portion of Sen. Bennett's testimony follows:

This rule would not prevent broadcasts or recordings devoted exclusively to a survey or summary of news of current events even though such news reports, though permitted, would not prevent unspersoned broadcasts or these broadcasts as a public service.

I have serious doubts as to the advisability of broadcasting any Senate proceedings under any circumstances even though this resolution would prohibit only those broadcasts that are to be commercially sponsored. To allow the broadcasting of committee proceedings raises some extremely difficult problems.

'Questionable Commercialism'

Sen. Bennett said the McCarthy-Army hearings, which were broadcast and telecast and during which a limited type of sponsorship was permitted, were marked by “questionable commercialism.”

He said, “I cannot but feel that the sale of Senate proceedings is a prostitution of the legislative process.”

He also said an association would expose Senators to new political and commercial "pressures." The following is a rundown on Senators' opinion expressed:

Sen. Hennings-McCarthy-Army hearings were "tawdry, tedious and shameful" and a national "disgrace." TV lights and equipment are distracting and disconcerting to witnesses.

"I feel . . . that rather than having the committee accommodate itself to this media and overtaxing the physical limitations of the hearing rooms, television should itself make the adjustment." He said testify against such advances will be made by the industry.

Sen. Ives-Tv in particular has taken the committee investigation into the living room and has pin-pointed the conduct of these investigations in the public mind.

Sen. Morse, Gillette, Lehman, Monroney and Potter made no specific mention of radio or tv in their prepared testimony. However, Sen. Lehman noted that two advances have been called before investigating committees in an attempt to intimidate and to smear them. This is a violation of the freedom of the press.

Sen. Potter in an off-the-cuff remark when he appeared before the subcommittee said it was a relief to be before a Senate group without the glare of tv. He said believes "much more can be accomplished without cameras" in committee proceedings.

Sen. Hendrickson and Welker only briefly mentioned the broadcast media. Both were critical of their effects on the conduct of investigations.

Sen. Hendrickson said a witness should have the right not to have his testimony broadcast or televised.

Bricker Among 'Anti's'

In a statement filed with the subcommittee, Senate Commerce Committee Chairman John W. Bricker (R-Ohio) said hearings ought to be televised only when approved by a majority vote of the full committee "but in no event over the objection of any witness." He also gave his support to Sen. Bennett's resolution.

Sen. Olin D. Johnston (D.-S. C.) in a statement endorsed Sen. Bennett's stand against commercialism, hit against grandstanding, pointed out that only portions of a hearing are presented and cited violation of a witness' privacy.

Senator Alexander Smith (R.-N.J.) filed with the committee a statement which included a recommendation that no radio or television coverage be permitted when a witness asks they be discontinued.

Sen. Styles Bridges (R.-N.H.) in his submitted statement said nothing about the media.

The hearing continues tomorrow (Tuesday) before the Senate Rules subcommittee. Organizations such as the AFL and the CIO among others are expected to testify. A hearing also will be held Wednesday and in subsequent weeks on Tuesdays and Wednesdays, according to current plans of the Rules group.
Announcing

A Distinguished Business Opportunity

A Muzak Franchise

Some fortunate business man in your area will shortly be appointed an exclusive Muzak franchiser. That man could be you!

For the past 20 years Muzak, the originator and pioneer of functional background music, has been serving many of the best known hotels, restaurants, banks, offices, factories, and similar places of business, in key metropolitan areas.

Now, thanks to an exclusive Muzak engineering triumph—a new automatic high-fidelity multi-channel tape transmission instrument—costs of franchise operation have been so reduced that markets down to 50,000 (and even less) population can handsomely support a Muzak franchise.

No special technical knowledge is necessary; the entire Muzak studio operation is push-button automatic. Equipment takes up a minimum of space, can be housed almost anywhere. A visit once a day to change reels is all that's normally required.

HERE ARE THE FACTS ON FUNCTIONAL BACKGROUND MUSIC!

Only Muzak—Muzak alone!—has music specifically selected, arranged, and recorded for one purpose only: functional background music to work to and relax to.

Only Muzak, with its library of 7,000 basic selections, has a reservoir of music large enough to permit scientific, non-repetitive programming. So valuable is this big library that Muzak protects each selection by “watermarking” it indelibly yet inaudibly with electronic impulses which spell out Muzak on the tape.

Only Muzak has different programs each set up to meet the special psychological needs of three different markets: factories; offices; and public places like hotels, restaurants, banks, and others.

Only Muzak is true background music. Other music, such as radio transcriptions and record music, is primarily entertainment music. Its jarring contrasts of rhythm, mood, and loudness may have an effect exactly opposite from that of pure background music.

With Muzak, you—and your subscribers!—are sure!

Not Just Another Music Service, But Muzak! The Only Planned Background Music in Existence!

To get the whole story, send in the coupon or phone or wire Muzak today!
TV'S RIGHT IN HEARINGS DEFENDED

NARTB attorneys answer point-by-point the objections raised to telecasting. In some special issue of 'Federal Bar Journal' are anti-TV articles of Vice President Nixon and Harvard's Dean Griswold.

NARTB attorneys Vincent T. Wasilewski and Abiah A. Church stand in defense of the televising TV Congressional hearings in a special issue of the Federal Bar Journal dealing with Congressional hearings and investigations, published last week.

Taking issue with every suggestion that television be barred from public hearings, the NARTB lawyers cite the history of the struggle for open hearings to plead that TV be treated on the same terms as any other news medium.

The symposium, the work of an FBA committee headed by Washington attorney Ralph E. Becker, is primarily concerned with Congressional hearing procedures and rules of conduct. Although subsidiary to the main concern of the writers (right to object, purposes of investigations, etc.), television is mentioned vigorously and in the negative by two of the contributing authors. They are Vice President Richard M. Nixon, in the foreword to the Federal Bar School dean, Erwin N. Griswold.

Mr. Nixon hails the advent of television as one of the best means of informing the public. But the vice president sees dangers in the televising of Congressional hearings. Repeating his 1952 speech to the Los Angeles Bar Assn., Mr. Nixon expresses the fear that television imbeds hearings with a "circus atmosphere" and fosters "playing to the audience" on the part of participants.

Television, he says, may be an "unreasonable" burden on the average witness.

Mr. Griswold has even harsher words for TV. He calls for a rule forbidding broadcasting, television, newscast cameras or "any other form of recording or reproduction except the ordinary stenographic transcript." He then goes on:

"Even flashing flash bulbs can be an indignity and a source of strain to a witness. It is high time that we recognized and accepted the fact that investigative investigations are not show business. Witnesses should not be required to be on the witness stand to provide a spectacle for the public. Requiring testimony under such conditions is not compatible with any sound notion of due process of law, and I would expect our domestic business, if it has not already done so, to uphold a witness who refuses to testify for broadcast of any sort. We have even had Congressional Investigations put on with sponsors, with advertising during the intervals. Can anyone plausibly defend such a practice?"

Stout defense of television's right to "cover" hearings by Messrs. Wasilewski and Church is premised on the theme that television only widens public knowledge of events at open hearings.

Citing legal patriarch Blackstone and Brandeis and their encouragement of widest possible publicity at trials and hearings, the two NARTB attorneys take each of the objections raised to the televising of Congressional hearings and answer them.

Government today is too vast, too impersonal, they point out. Through the medium of television it is possible to bring back the town hall idea enabling all citizens to participate in the activities of their government.

To the argument that TV is distracting to the witness because of light cameras, equipment and personnel, Messrs. Wasilewski and Church point to two 1952 court decisions in which the judges denied that contention on the part of Kefauver investigation witnesses who had refused to testify. The cases were those of U. S. v. Kleinman and U. S. v. Moron. They also point to the experience of WKY-TV Oklahoma City which "covered" a court trial and sessions of the Oklahoma legislature. The station received commendation from the judge and from the legislature for the inobtrusiveness of its apparatus. They also call attention to the number of church ceremonies televised without objection.

The NARTB lawyers deny that TV interferes with witness' right to privacy by the event. They say that their activities do not merit any "special protection from prosecution for wrong-doing which is revealed by his answers; it does not protect reputations, Messrs. Wasilewski and Church state. They call attention to bankruptcy proceedings, which are legal, but which certainly reflect on the reputation of the bankrupt.

"Honest, forthright witnesses should welcome television's candid portrayal," they say in response to arguments that participants might "put on an act" before TV cameras.

Outside of Congressional bills and resolutions regarding television (see main story on page 48), the American Bar Assn., the Federal Bar Assn. and the New York State Bar Assn. have passed resolutions opposing the televising of Congressional hearings.

KELP-TV Seeks Lower VHF

KELP-TV El Paso, Tex., petitioned FCC a fortnight ago to change the educational reservation on ch. 7 there to ch. 13, assignment on which it expects to commence operation in September, so as to allow a switch to ch. 7. Reason is to avoid the "competitive disadvantage" of being at the top of the dial, away from the other vhf stations now operating in the area.

GOVERNMENT

'Compromise' Liquor Bill Offered by Pelly

Washington Republican would ban such advertising during the 5 p.m. to 7 p.m. period when children watch and listen to radio-tv.

A "COMPROMISE" measure that would ban beer, wine and liquor advertising on radio and TV between 3 p.m. and 7 p.m. was introduced in the House Thursday by Rep. Thomas M. Pelly (R-N.C.).

In speaking to the House, Rep. Pelly said his bill was designed as a compromise to the pending Bryson bill. The latter proposal would prohibit all alcoholic beverage advertising on all media.

The Pelly bill, he said, would set aside a time when "parents can allow their children to watch television or listen to the radio without fear that their children would be exposed to harmful or objectionable advertising."

Rep. Pelly also warned that he had doubts whether Congress would approve the Bryson-type legislation and that he wished it to be "clear . . . I do not align myself with either the 'dry' or the 'wet' forces in this country . . . On the contrary, I do align myself with those who believe in moderation in the use of alcoholic beverages and with those parents who feel that their children should be allowed to watch television and listen to the radio during the evening hours without concern over the advertising they are apt to see at that time."

The bill, which was referred to the House Interstate & Foreign Commerce Committee that already has held hearings on the Bryson measure, would make the two-hour ban a condition in the issuance of licensees. This would be done by amending the Communications Act.

At the same time, Capitol observers discounted any possibility that either the Bryson or Pelly bill in the House or the Langer bill in the Senate (both measures are the same) would get far in these waning days of Congress.

The Langer bill still is in committee. But because of its highly controversial matter, it would be necessary to bring it to the Senate floor, if and when cleared by committee, where it would face debate. The issue is much the same with the Bryson bill in the House.

Sheppard Again Submits Anti-Network Legislation

RADIO and television networks, with the tocsin already sounded in the Senate by Sen. John W. Bricker (R-Ohio) in introducing a bill for FCC licensing of networks (S 3490), were alerted further last week by a similar bill introduced in the House by Rep. Harry R. Sheppard (D-Calif.).

The Sheppard proposal was referred to the House Interstate & Foreign Commerce Committee.

Rep. Sheppard's bill (HR 9700), which caught Congressmen getting ready to head homeward, coupled the proposal for FCC regulation of networks with another authorizing radio and TV stations to rebroadcast sponsored programs in the U. S. with permission of the sponsor, or unsponsored programs with approval of the "originating station" bearing the greatest expenses (non-transmitting costs) of the program.

The California Congressman's proposal on
Chairman Paul rebroadcasting chain monopolies. P. Brown, the latter, the most outspoken has been Congresses. In asking anti-network legislation, produced in he exactly at Wednesday, the day after, and then the FCC promptly granted these applications at 10 o'clock on Wednesday, the next day, without the Commissioners ever having a chance to look into these complicated applications to determine if the grant... would be in the public interest.

He praised Comr. Frieda B. Hennoon, who, he said, "refused to be a party to such illegal 'quicky' television grants..."

Approval of WINT (TV)'s Ft. Wayne site protested

WKGJ-TV Fort Wayne, Ind., operating on ch. 55, and Anthony Wayne Broadcasting Co., recommended in an examiner's initial decision for a grant on ch. 69 in that city, have protested to FCC a request by ch. 15 WINT (TV) Waterloo, Ind., for approval of main studio in Logan, Ohio, with a designation as a Fort Wayne-Waterloo outlet.

They charged that the move violates FCC's allocation principles and constitutes misrepresentation in view of WINT's earlier statements to the Commission respecting studio and transmitters sites at Waterloo. Both asked for a "reprimand" of WINT to discourage other attempts to avoid FCC's normal procedures.

WKGJ-TV also questioned whether acquisition of minority holdings in WINT by principals in WJR Detroit constitutes illegal transfer of control without approval.

WKGJ-TV pointed out that in WINT's publicity to the trade press the Waterloo station already is identifying itself as a "Fort Wayne" station [BT, June 7]. WKGJ-TV noted ch. 15, according to FCC's allocation plan, is assigned to Angola, Ind., but was approved initially for WINT at a site in Waterloo 14.2 miles south of Angola. The station's site was moved seven miles farther south of Waterloo, 21 miles from Angola, the Fort Wayne station said, and WINT now, through request for special temporary authority, seeks to become a Fort Wayne outlet.

WKGJ-TV charged that WINT admitted in its request for STA it had not begun construction. It "had no intention of constructing studio facilities in accordance with the representations which it has repeatedly made to the Commission."

DOERFER WINS UNANIMOUS CONFIRMATION

Commissioner is sworn in to full seven-year term. Fast Senate action follows collapse of objections posed by broadcaster Ed Lamb.

The Senate unanimously confirmed John C. Doerfer last Tuesday to a full, seven-year term on the FCC. The confirmation rode through without an objection, in effect giving the Commissioner a full vote of confidence. In informal ceremonies Thursday afternoon in his office, Comr. Doerfer took his oath of office before Betty Ferro, notary public and chief of the FCC Common Carrier License Branch. The only others present were Mrs. Doerfer, his son, John, and members of his office staff.

The Senate's action came after an unprecedented attack by a broadcaster against the FCC nominee, an attack that lost its punch in the closing session of a two-day hearing held by the Senate Interstate and Foreign Commerce Committee a fortnight ago [BT, June 28].

Setting off the note of approval was swift clearance of President Eisenhower's re-appointment of Comr. Doerfer by the Commerce Committee on Monday. The committee, apparently finding no basis for the charges against Comr. Doerfer, voted approval without a dissent.

Charges by broadcaster-publisher-industrialist Edward Lamb of Toledo collapsed when in testifying before the committee, Comr. Doerfer, on his own behalf, and Benito Gaguine, former FCC examiner and legal aide to Chairman Rosel H. Hyde, and now a Washington attorney, explained FCC procedure in the Lamb case.

Playing Politics

Mr. Lamb had charged that Comr. Doerfer had been playing politics and had prejudged him. These complaints were treated point-by-point by Comr. Doerfer in his testimony, presenting his own version of each charge. When the hearing ended, the consensus was that Comr. Doerfer had made an excellent appearance.

Hub of the case was that one of Mr. Lamb's applications has been set aside by FCC for hearing on the ground that he concealed Communist Party and communist association activities [BT, Oct. 26, 1953, et seq.].

Comr. Doerfer, 49, is a Wisconsin Republican. He was nominated by President Eisenhower March 20, 1953, as successor to Comr. Eugene H. Merrill, a recess appointee of Mr. Truman. Taking office April 17, 1953, Comr. Doerfer served out the term of Robert F. Jones, who had retired from the Commission. The term ended last Wednesday.

President Eisenhower nominated Comr. Doerfer for a new and full term on the FCC early last month [AT DEADLINE, June 7].

Comr. Doerfer is credited with quickly clearing a backlog of public utility rate cases before the Wisconsin Public Service Commission. He was appointed to that commission in 1949, and was chairman when appointed to serve on the FCC.

Born in Milwaukee, Comr. Doerfer attended schools there and in 1924-28 attended the U. of Wisconsin at Madison, where he received a B.A. in commerce.

After college, he worked as an accountant, and acquired an interest in law that culminated in a doctor of jurisprudence degree cum laude in 1935. He was in private law practice in West Allis, a Milwaukee suburb, and served three terms as city attorney, beginning in 1940.

STODOLA RESIGNS FROM FCC POST

Edward T. Stodola, chief FCC hearing examiner, resigned last week to return to his previous position as a hearing examiner with the Civil Aeronautics Board. Ill health was given as the reason for Mr. Stodola's return to a non-administrative job.

Appointed FCC chief examiner only last March [BT, Feb. 15], Mr. Stodola was the second chief hearing examiner in the FCC's annals. The first was the late J. Fred Johnson, appointed in 1950 but who died in May of that year.

At the present time, the FCC has 17 hearing examiners. This number is scheduled to be reduced to about 11 by the end of the year.

Simpson Bill Would Eliminate Excise Tax on Radio, TV Sets

A BILL to add radio and tv sets, phonographs and tubes to the list of goods exempted from the 10% manufacturers' excise tax was introduced in the House last Tuesday by Rep. Richard M. Simpson (R-Fa.). The bill (HR 7942) was referred to the House Ways & Means Committee of which Rep. Simpson is third-ranking Republican member.

The bill would amend Sec. 4204 (a) of the Internal Revenue Code to read as follows:

"(a) Radio receiving sets, automobile radio receiving sets, television receiving sets, automobile television receiving sets, phonographs, and combinations of any of the foregoing of the entertainment type, and tubes of the type used on or in connection with or as component parts of any of the foregoing articles."

Meanwhile, in the Senate, an amendment to eliminate the Federal excise levy on all-channel tv sets, introduced by Sen. Edwin C. Johnson (D-Colo.), pending before the Senate Finance Committee.

FCC Budget Clears

FCC is operating its broadcast service this fiscal year, which began last Thursday, with $1,230,000, some $374,000 less than the sum available for the 1954 fiscal year which ended Wednesday.

President Eisenhower signed the Independent Offices appropriation bill June 24 providing $6,544,400 for all of FCC's operations in fiscal 1955.
SENATE UNIT SETS SESSION ON UHF

The Potter subcommittee meets Thursday, reportedly to plow through all suggestions made at the recent hearings on uhf, with FCC discussing each.

FIRST attempt to get the uhf question out of Senate order is set tentatively for Thursday.

Members of the Senate Communications Subcommittee and the FCC meet behind closed doors that day for a shirt-sleeve session on problems of uhf television. The session will be held as an aftermath of the subcommittee hearing on which the record has been closed [B+T, May 24, et seq.].

In the meantime, Radio-Electronics-Tv Mfrs. Assn. told the Potter subcommittee in a letter that it was opposed to the recommendation that the Senate group approach the Attorney General for an opinion on whether an anti-trust exemption would be in order for uhf set manufacturers who agree to produce only all-channel sets [B+T, June 48].

RETMA President Glen McDaniel said such a move would be a "serious mistake" in that it would weaken the manufacturers' protection under the anti-trust laws and would permit government regulation of the tv set manufacturers. He said he doubted whether such legislation would be constitutional.

While cognizant of the broadcaster's problems, "under the circumstances [does the set manufacturer] . . . believe that it would be proper or desirable to solve the problem by carrying out exceptions to the anti-trust laws or by imposing Federal regulation . . . ?" Mr. McDaniel said.

The subcommittee, headed by Sen. Charles E. Potter (R-Mich.), held an executive session last Tuesday at which time the FCC-Senate conference was discussed.

Details Slim

Details are slim on any concrete plans on the uhf situation. But reportedly the executive session Thursday will adopt the procedure of taking up point-by-point all recommendations that have been heard by the FCC will be asked by the Senators to discuss each point.

Preliminary work thus far has been to sift the more reasonable suggestions from the less probable—such as proposals for government subsidization to an elimination of the uhf market.

The make-up of the subcommittee membership has changed since the group was created by Commerce Chairman John W. Bricker (R-Ohio) early in the year. Two Senators—Dwight Griswold (R-Neb.) and Lester C. Hunt (D-Wyo.)—have died. Sen. Earle C. Clements (D-Ky.) just last Thursday was assigned to the Democratic vacancy (see story, this page). Sen. Eva Bowring (R-Mich.) last May succeeded the late Sen. Griswold.

Thus, the five members of the subcommittee would be Sens. Potter; Andrew F. Schoeppele (R-Kan.); Bowring; John O. Pastore (D-R.I.) and Clements.

In addition to the suggestion that the Attorney General be sought out on a set manufacturer agreement, other proposals want to:

1. Foster an all-out campaign to eliminate immediately the excise tax on all-channel tv receivers (see set tax story, page 51).

2. Increase the supply of tv film for stations through tax inducements.

3. Create a special advisory committee, made up of industry experts, to study channel allocation, with a view to solving the problem of mixed markets (uhf-vhf market).

4. Request FCC to be more flexible in its allocations table and in its multiple ownership rule.

5. Freeze immediately all uhf applications and grants.


7. Eliminate intermixture in the same markets.

8. Cut back power and antenna height of uhf stations to equal uhf.

Bricker Unit Reports

Radio-Tv Curb Bill

WITH little delay, the Senate Commerce Committee last week reported the so-called anti-gambling bill desired by the Justice Dept.

The measure (S 3542), authored by Sen. John W. Bricker (R-Ohio) upon request of the Justice Dept. would ban broadcasting and other inter-state transmission of "gambling information" on certain sports events and would require an hour's time lag before details of a horse race or dog race are put on the air [B+T, June 14 et seq.].

The committee then sped the bill to the Senate floor.

As the bill was placed on the Senate calendar, Sen. Bricker moved quickly to pull back a long pending bill (S 2314) which is similar to the Bricker measure except that it contains a penalty provision. The latter measure would make the Justice Dept. primarily responsible for law enforcement as contrasted to the Bricker bill which places the administrative burden on the FCC.

S 2314 was authored by the late Sen. Charles W. Tobey (R-N.H.) early in the first session of the 83d Congress. It was the measure preferred by the FCC. It cleared the Senate Commerce group last summer and was placed on the Senate calendar where it gathered dust. Sen. Bricker had the bill returned to committee so it would not be in the position of favoring two differing bills on the same subject.

Observers close to the situation now predict this anti-gambling bill, thought by many to be restrictive toward the broadcast media, also will linger on the calendar. Since the legislative slate will be wiped clean when Congress soon adjourns there will be little hope for the Bricker anti-gambling measure.

Reportedly the Justice Dept. feels that even though the legislation it sponsors may fail to see the light of day, Congressional intent via committee will be placed on record. FCC, of course, feels the same way. Some observers see in this tit-tat-toe a point of no return and obviously, little chance for the anti-gambling legislation, FCC- or Justice Dept.-sponsored.

Intermixtude Answer

ANSWER to the problem of intermixture of both vhf and uhf in the same city was supplied to FCC last week by 13-year-old Jay Miliard of Brookhaven, Ga. Submitted a detailed revision of the U. S. tv allocation table, Jay said, "I hope you think this is satisfactory, but if you don't, I take defeat gracefully." Done on tablet paper with black pencil for commercial channels and red pencil for educational, revision would alter assignments of some 200 existing stations, delete another 50.

Clements Assigned To Potter Subcommittee

ASSIGNMENT of Sen. Earle C. Clements (D-Ky.) to succeed the late Sen. Lester C. Hunt (D-Wyo.) as a member of the Senate Communications Subcommittee chairmaned by Sen. Charles E. Potter (R-Mich.), was announced Thursday.

Sen. Clements, assigned by the Senate leadership to the Senate Interior & Foreign Commerce Committee, thus will be the second new face on the communications group since its creation early in the year.


Educ. Uhf WKAR-TV Seeks Non-Commercial Vhf Channel

FCC was asked last week to change commercial ch. 10 at Parma-Onondaga, Mich., to "reserved for education" in a petition filed by Michigan State College's ch. 60 WKAR-TV East Lansing, educational noncommercial outlet which fears it is "in immediate danger of being the only uhf island in a sea of vhf service."

Ch. 10 presently is in contest among four commercial applicants, although the formal hearing has not been scheduled. Seeking the facility are Booth Radio & TV Stations Inc. (WBM Jackson), TV Corp. of Michigan Inc. (WLS-AM-TV Lansing), Jackson Broadcasting & TV Corp. (WKHM Jackson) and Triad TV Corp.

Live Programs Cited

Citing its record of 80% local live programming and other achievements, WKAR-TV pointed out "the highest tower, the greatest power and the finest local and live program service are not sufficient in themselves to motivate or develop a general acceptance by the general public of uhf and its service." Set conversion in the station's radius is only 25-30%, WKAR-TV said, with less than 5% in rural areas. Construction cost was more than $300,000 and annual operating budget is in excess of $350,000, WKAR-TV related.

WKAR-TV submitted an engineering survey which it contends shows that (a) greater coverage can be obtained on ch. 10 than on ch. 60; (b) Parma-Onondaga receives at least 10 commercial vhf signals, including all four networks; (c) no vhf educational operations have been allocated to central Michigan, and (d) if ch. 10 is designated for noncommercial use, it will not deprive Parma-Onondaga of "several good commercial tv services."
YOU MIGHT GET A 141/2-LB. BROOK TROUT*—

BUT . . . YOU NEED WKZO RADIO TO LAND SALES IN WESTERN MICHIGAN!

If WKZO, Kalamazoo, isn't part of your Western Michigan advertising—believe us, you're letting the big one get away!

Pulse figures, left, prove WKZO's dominance, morning, afternoon and night. On a quarter-hour, 52-time basis, WKZO gets 181.0% more morning listeners and 321.4% more afternoon listeners than Station B—yet costs only 35.3% more money!

Nielsen figures confirm WKZO's superiority. They credit WKZO with 181.2% more daytime radio homes than Station B!

Let Avery-Knodel give you the whole WKZO story.

---

The Felzer Stations
WKZO—KALAMAZOO
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WJEF—GRAND RAPIDS
WJEFS—GRAND RAPS-KALAMAZOO
KOLN—LINCOLN, NEBRASKA
KOLNTV—LINCOLN, NEBRASKA
Associated with
WMBD—PEORIA, ILLINOIS

WKZO
CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

* Dr. W. J. Cook caught a brook trout this size on Nipigon River, Ontario, in July, 1916.
USE THE BIG GUN!
when you want the people
of Southern California to get
your Sales Message

"0-O-H"* A "BOOM" WITH A BONUS!
A recent Pulse Report (Feb. 1954) shows that
KMPC dominates Southern California's
* OUT-OF-HOME audience:
KMPC TOPS ALL Los Angeles stations, except one
network outlet, in total O-O-H ratings.
KMPC, except for just one network outlet, has a
larger O-O-H audience than any other Los Angeles
station - including the networks!
A 1953 survey estimates 2,804,196 automobile
radios for O-O-H listening in Southern California.
KMPC reaches them ALL!
KMPC The One-Station Network
You could buy 38 stations in this area and still
not get this great KMPC coverage.
KMPC IS A 24-HOUR STATION

KMPC 710 kc, Los Angeles

GENE AUTRY, President • R. O. REYNOLDS, Vice-Pres. & Gen. Mgr.
Represented Nationally by A. M. Radio Sales Company
NEW YORK • LOS ANGELES • CHICAGO
Impersonation Charged in San Antonio Case

Private detective, said to be of firm retained for KONO, is charged with representing self as FCC official to obtain financial data on KMAG TV venture.

ARREST of a private detective on the charge of impersonating an FCC official in soliciting credit information on a competitive television applicant was disclosed Tuesday by FCC counsel in the San Antonio ch. 12 case before Examiner James D. Cunningham.

Contestants are KMAG and KONO, both San Antonio.

It is charged that the detective, working for Texas Industrial Survey, an investigation firm retained by one of the officers of KONO, impersonated an FCC official in questioning sources of financial support for KMAG's TV venture.

KONO spokesmen testified, however, that they were unaware of the investigation technique used.

No one disputed the propriety of a credit check, per se, of a television applicant. Attorney Bradford Miller, San Antonio, late Thursday told B&T that a "complaint" had been filed before the local U.S. Commissioner on Monday against James R. Duncan, described as a "private detective" of Texas Industrial Survey. The complaint, he said, charges Mr. Duncan with "falsely representing himself as an officer or employee of FCC" in violation of Sec. 912 of Title 18 of the U. S. Code. The law pertains to impersonation by Federal officers.

Mr. Miller said Mr. Duncan was arrested Monday and he posted $1,500 bond. The case will be put before the San Antonio grand jury in October, he stated.

Mr. Miller said his office is "still investigating" whether there has been a possible violation of Sec. 605 of the Communications Act, which forbids wiretapping.

The ch. 12 hearing was recessed Wednesday until July 20.

Paul Dobin, counsel for KMAG, told the examiner that he may petition later for enlargement of issues in the ch. 12 case when the facts surrounding the charges filed in San Antonio are established.

KONO counsel is Edward P. Morgan. Pasquale Valente represented FCC Broadcast Bureau's Hearing Division.

Diversification Argument Highlights Mobile Contest

ISSUE of mass media diversification was put before FCC Tuesday in oral argument on an examiner's initial decision proposing to grant ch. 5 at Mobile, Ala., to Mobile Television Corp. rather than WKRG-TV Inc. [B&T, Feb. 15].

WKRG-TV Inc., which includes principals in WKRG and local theatre interests, argued the examiner overlooked the diversification factor when he ruled for Mobile Television on the ground of better prospects for carrying out its program. Its proposals in view of studio design, production equipment, staff training and expansion potential.

On these grounds WKRG-TV Inc. claimed equality and said it should have been preferred because Mobile Television is owned in part by the city's "monopoly newspaper," the Mobile

Press-Register Inc. (WABB Mobile), and in part by WDSU-TV New Orleans principals, who also are interested in WABP-TV Baton Rouge. The consortium's bid rental of three TV stations in the same Gulf Coast area, FCC was told.

FCC Broadcast Bureau counsel cited the "close working arrangement" proposed between the Mobile Television station and the Press-Register, but this was defended by Mobile Television on the ground only the supply of "raw news" is involved and other sources of news are retained.

Mobile Television also argued it has "widespread local roots," saying it is owned by 69 people in 95 local businesses and has ties with 150 community organizations.

James A. McKenna Jr., argued for WKRG-TV Inc.; W. Theodore Pierson, Mobile Television; Jerome S. Boros, FCC.

General Teleradio Purchase of WHBQ Memphis Approved

ACQUISITION of WHBQ AM-TV Memphis by General Teleradio Inc. [B&T, May 3] was approved Thursday by FCC, along with corollary disposal of KGB San Diego, required under multiple ownership rules.

The Memphis properties were acquired from Harding College. General Teleradio now owns the maximum five tv stations. Its owned properties, besides Memphis, include WOR-AM-TV New York, WNAC-AM-TV Boston, KJH-AM-TV Los Angeles, WEAN Providence, KFRC San Francisco, and majority interest in WGET AM-TV Hartford, Conn. The company controls Mutual Network, and owns Don Lee and Yankee networks.

According to FCC, the WHBQ-AM-TV assignment involves a leasing arrangement for 15 years at total rental of $2,879,046, with opportunity to re-lease at an annual rental of $12,000 or purchase for fair market value or $50,000, whichever is greater. The FCC approval was conditioned on disposal of KGB.

WHBQ operates with 5 kw power on 360 kc. It is a Mutual affiliate. WHBQ-TV, which went on the air in 1953, is a CBS affiliate.

Assignment of the KGB license to Marion R. Harris, KGB manager, was approved. This General Teleradio sale involves a $27,500 annual lease until Dec. 31, 1960, with the assignee having option to purchase during 1959 at fair market value.

FTC Trade Practice Rules Readied for Submission

PROPOSED trade practice rules for the radio and television industry, amending the 31 rules offered by the Federal Trade Commission in September 1953, will be submitted "in a very short time" for eventual consideration by FTC members, according to H. Paul Butz, FTC attorney who has been in charge of drawing up the proposed amendments.

Mr. Butz, who held two hearings last year [B&T, Dec. 14, Oct. 12, 1953] on the proposed rules, said his report will go to the FCC chief of trade practice conferences and in turn to the director of the agency's bureau of consultation, with both incorporating their own reports before the proposed rules go to the FTC membership for review.

Several controversial points on the proposed rules came up at the October and December hearings, among them a proposal by Allen B. DuMont Labs that proposed Rule 2 (d) be amended to describe as an unfair trade practice the failure to label or advertise a television set according to the number of channels it is capable of receiving.

Comment from 11 tv set manufacturers was elicited by a May 28 letter sent by Mr. Butz to 19 manufacturers, said to represent 90% of the total set output, to ascertain their views on the DuMont proposal. Of the 11 who replied, nine were against the amendment and two were in favor. DuMont's reply had not been received by last week, Mr. Butz said.

Pro and Con

The UHF TV Assn. seconded the DuMont proposal, but Radio-Electronics-TV Mfrs. Assn. objected to the amendment in a letter sent to the FTC. RETMA Pres. Glenn McDaniel after discussions by RETMA's Set Division at a June 16 meeting in Chicago.

After stating RETMA's belief that the current uhf economic predicament is a basic one and not caused by individual trade practices, Mr. McDaniel said his association feels no deception was involved in sale of 21 million tv sets before uhf channels were allocated; that his organization does not believe the failure to disclose affirmatively the technical limitations of a piece of equipment is deceptive, and that if such were the case, sale of an am set without noting its lack of fm tuning facilities also would be deceptive.

Mr. McDaniel said he doubted that the FTC has authority to require such affirmative labeling without special legislation to that effect.

Even if failure to label were deceptive, Mr. McDaniel said, it would not help present business practices because many manufacturers ship only all-channel sets to areas where there are both uhf and vhf signals, while merchants who sell uhf sets only in areas are limited in their advertising claims. He said if the amendment is considered by the FTC the hearing should be reopened so it might receive fuller discussion.

Ill Witness Excused

EUGENE ROTH, president of KONO San Antonio, applicant for ch. 12 in contest with KMAG there (story this page), was excused from further testimony last week in the hearing before FCC Examiner James D. Cunningham because of illness. His examination has been continued by this commission. On Monday afternoon, just as KMAG counsel began cross examination, Mr. Roth complained he did not feel well and was excused. Later it was disclosed he recently suffered from heart attacks on two occasions.

July 5, 1954 • Page 55
Eight Plan Protest
In Daytime Skywave

INTENTION of eight limited-time stations to protest FCC's proposed rule-making in the daytime skywave case was set forth Thursday at a meeting of the stations in Washington. They charge that their sunrise and sunset operations will be restricted excessively by the proposed increased protection to Class I clear channel station [BT, March 15 et seq.].

The eight stations plan to file briefs with the Commission by deadline on Thursday of this week and will cite loss of program service to the public and of revenue to the outlets if the restrictions are allowed to become effective, it was pointed out.

Oral argument on merit of the FCC plan is scheduled July 15 while comments on the proposed rule-making are due Aug. 2 [BT, June 14, 7]. FCC indicated existing daytime-only stations now on clear channels would not be affected "at this time" but certain secondary limited-time outlets in the eastern U. S. may have to modify their operations at certain hours.

Those attending the Washington meeting included: "Mountain" Manila, WLJB New York; Robert Miller, WATT Chicago; Jack Carr, counsel, and George Lohnes, consulting engineer, for WNDT Chicago; Dr. Herman H. Hohenstein, KFPG Columbus, Ohio; and E. Maurer, WHKC Akyon, Ohio; Michael R. Hanna, WJHC Ithaca, N. Y.; Seymour Kreiger, S. M. Brown, WJW Columbus, Ohio; and Dr. Charles M. Dale of New Hampshire, WEHD Portsmouth, N. H., and Louis H. Marks, counsel for WLJB WJHU WAIT WHEB.

WSPA-TV Stay Order
To Be Argued July 8

ARGUMENT for an order temporarily staying the construction of WSPA-TV Spartanburg, S. C., on Paris Mt. outside Greenville, S. C., will be held July 8 in the U. S. Court of Appeals in Washington.

Appeal against the FCC's grant for the Spartanburg station to move its ch. 7 transmitter to the Paris Mt. site was filed two weeks ago by WQVL (TV) Greenville, operating on ch. 23. The appeal followed the FCC's denial of the WQVL protest against the grant last month [BT, June 7].

The court still has not acted on a request for a temporary stay against the WSPA-TV site modification brought by WAIM-TV Anderson, S. C., and argued two months ago [BT, May 31].

The main contention of both WQVL and WAIM-TV is that the move of WSPA-TV nearer Greenville upsets the allocations table and in practice puts another station in Greenville. They also claim that WSPA-TV's move was made necessary in order to overcome overlap with WBTV (TV) Charlotte, N. C., and thus enable it to secure a CBS-TV affiliation.

The FCC has consistently denied these petitions and protests on the ground that the Spartanburg station's new site meets all FCC requirements.

The same flight developed earlier this year when WSPA-TV got temporary authority to move to Paris Mt. for interim operation. The station is also a day after the same protesting stations asked for one [BT, Feb. 1 et seq.].

SAVANNAH RIVALS
EXCHANGE BLASTS

PROGRAMMING and premature construction were points argued Thursday before FCC in oral argument on the Savannah, Ga., ch. 3 initial decision which would grant WSAV and deny WJW there [BT, April 12].

WJW told the Commission WSAV should be disqualified on the basis of premature construction of antenna footings and a transmitter-protection-control room atop Savannah's Liberty National Bank Bldg. As to criticism of its radio programming, WJW contended its service was meeting the needs of the Negro population.

WSAV, however, minimized the premature construction and said even if it was ruled improper, the Commission could condition the grant so as to preclude its use. WSAV attacked the WJW program record, charging WJW aired fortune telling and palmistry announcements as well as commercial religious shows, including one by Evangelist J. Harold Smith.

Rev. Smith at one time was denied a license by FCC to cover the permit for WIBK Knoxville, now off the air.

Charging WJW with airing indecent records, WSAV showed the Commission a passage from one WJWV record in support of the WSAV contention.

Marcus Cohn appeared for WSAV; Philip M. Baker for WJW.

Belknap Says WMCT (TV) Protest Belongs in Court

IF WMCT (TV) Memphis fears that community television systems in Poplar Bluff and Kenten, Mo., will "pirate" its programs, let it go to court, J. E. Belknap & Assoc. told the FCC last week in moving for dismissal of WMCT's protest against the common carrier grant to the Belknap group [BT, June 21].

WMCT protested against the grant on the ground that it endangered its property rights in programs. It also asked the Commission to look into community tv systems.

The Belknap group received permission early in May to construct a microwave relay to pick up Memphis tv signals, relay them to community tv operations in Poplar Bluff and Kenten [BT, May 10].

Since it is a common carrier, Belknap said in its answer to the WMCT protest, the only recourse WMCT has is against the community tv systems which may use its programs. Belknap said all it would do would be to furnish traffic on order to subscribers. It said it would presume that community systems would make arrangements with stations whose programs were to be picked up before ordering Belknap facilities.

Belknap claimed that WMCT has no standing as a "party in interest," nor has it shown economic injury.

Texans Protest 'Facts Forum'

A RESOLUTION has been adopted by the Texas State Federation of Labor (AFL) calling for protest to FCC of the Facts Forum radio-television program underwritten by John H. L. Hunt. The union group has asked stations to allot equal time for rebuttal programs, it was reported. The resolution described Facts Forum as a "biased program of propaganda" and a "fraud and a misrepresentation."
Yes, summertime is listening time... as a matter of fact... all the time is listening time in the KVOO area! More people listen to KVOO more of the time than to any other station in Oklahoma's Number One Market. What's more, KVOO listeners know from many years' experience that they always get the best from Oklahoma's Greatest Station... that they hear the news FIRST and hear it RIGHT. Advertisers know, too, that when they're fishing for customers their advertising hook, baited with a KVOO quality show, brings in the biggest results the quickest! If YOU haven't tried a KVOO schedule set one up for the summer months and reap a rich reward of results!

### SHARE OF TULSA AUDIENCE

The Pulse, Inc.  
February, 1954

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* Does not broadcast for complete six hour period and share of audience is unadjusted for this situation.

Call your nearest Edward Petry & Company office or KVOO direct for availabilities. Do it now!
Aviation Groups Urge Tower Standards Study

STUDY of means to increase the effectiveness of marking and lighting tv and radio towers was urged last fortnight by the Air Transport Assn. and the National Assn. of State Aviation Officials.

In testimony before the working committee of the Washington Air Coordinating Committee, Frank B. Brady, representing the ATA, said that present marking and lighting standards were inadequate.

He urged the committee to begin working on methods of improving tower identification, including the use of some sort of an electronic device which would warn pilots if they were approaching a tower even under conditions of extreme poor visibility. He said ATA was interested in marking guy wires, but more concerned with identification of the main structure. Col. A. B. McMullen, NASA representative, also called for the committee to investigate means of improving marking and lighting of tall structures. He said state aviation officials had "intimate knowledge" of aircraft accidents resulting from collision with tall structures, and many near misses, "most of which received little if no publicity." He did not enumerate. Marking of guy wires is practically non-existent, Col. McMullen said, "although these wires are causing an ever increasing number of accidents." He also recommended that the committee consider the relationship between location and marking of towers.

In a summary of state activities, Col. McMullen revealed that the Bonneville Power Administration and Washington State College were cooperating in a test of neon lights on catenary wires above canyons and streams. He also said that the Idaho Aeronautics Commission had experimented with a large 214-ft. orange colored sphere on a 6,000-ft. high tension line crossing Panther Creek; the Pennsylvania commission has experimented with reflective paint and has tested the use of spheres. Massachusetts commission recommends the use of an electronic warning device on towers, using 200-400 kc for this purpose, and the Minnesota Department of Aeronautics suggests experiments on "ladder-type configuration; the ladder extending from the tower in the center to the points where the guy wires are anchored.

The working committee was established early this year as a group within the Airdrome, Air Routes and Ground Aids Subcommittee of the Washington ACC [8*7, Jan. 11 et seq.]. Its mission is to (1) determine whether present national and lighting standards are adequate, and (2) if it decides they are not, to recommend methods of improving tower identification. The group consists of representatives of government and military services, plus associates representing the broadcasting and aviation industries.

Contract of Private Facilities
For VOA Approved

PRIVATE broadcasting facilities will be used on contract basis by the Voice of America, the U.S. radio arm, during fiscal 1955.

The Congress last week approved and sent to the White House a appropriation bill that permits $200,000 of USAF's fiscal 1955 budget to be earmarked for "the utilization of private broadcasting facilities." Radio programs under this plan would be sent to Latin America and Western Europe and to American areas of the free world, which programs shall be designed to cultivate friendships with the peoples of the countries of those areas, and to build improved international understanding and peace.

This figure was a compromise struck between Senate and House conference committees for the fiscal 1955 budget for USIA. Senators originally asked for $300,000, but later concurred with House conference requests the figure be scaled down to $200,000.

"Radio broadcasting and Soviet orbit program" in the budget would receive $18,039,000, compared to $13,049,000 for the press, motion picture and information center services.

Overall appropriation for USIA came to some $77 million, $6 million less than the current operating budget.

Doerfer Says Competition
Is Answer in Uhf-vhf Row

FCC Comm. John C. Doerfer, appearing on a forum program on WTTG (TV) Washington Thursday with Comr. Frieda B. Hennoack, said he hasn't heard one word from the public about their being hurt in the current uhf-vhf controversy (See story, page 52).

"Let the evil be done first," Comr. Doerfer said of the uhf controversy, "then the people will call for legislative remedy." Indicating he is against excessive regulation, Comr. Doerfer said the "natural forces of competition" should be allowed to operate and find the level of how many stations a market can support.

Comr. Hennoack charged the public won't be satisfied with 250 vhf stations when the allocation can accommodate 2,000 outlets. She said the present situation accounts for 85% of the tv advertising dollars going to two networks and hold little hope for the other two networks if remaining uhf stations die off.

 FTC ACTS TO STOP POLLSTER-SALESMEN

AN INITIAL decision by a Federal Trade Commission hearing examiner has been entered against an encyclopedia firm whose salesmen, FTC charges, gained admittance to homes under pretense they were conducting a radio-tv public opinion poll.

FTC Hearing Examiner Webster Ballinger's proposed decision is entered against Universal Educational Guild Inc., Brooklyn, publisher of World Scope Encyclopedia, and six other corporations which distribute the books.


The decision would prohibit salesmen from saying they are conducting a poll without first disclosing "they are also selling encyclopedias." Mr. Ballinger said World Scope salesmen had entered into a contract with Radio Best Magazine, subsequently known as Radio Best and Screen, and Travelers Guild, whereby salesmen could conduct a poll, using questionnaires. A similar contract later was made with Academy Magazine, he said.

Radio-Tv Network Ads
Top FTC Deceptive List

RADIO and television network broadcasts have produced the highest number of advertisements considered as questionable by the Federal Trade Commission and set aside for further checking, according to Daniel J. Murphy, director of the FTC's Bureau of Antideceptive Practices.

Mr. Murphy's remarks on radio-tv and other advertising, made in an address at a Federal Communications Bar Assn. luncheon, were entered Wednesday in the Congressional Record by Rep. Thomas J. Lane (D-Mass.).

Accordantly, Mr. Murphy said, "greater emphasis has been placed on the review of the radio and television network material."

The next highest number of questionable ads set aside by the FTC is from newspapers and magazines, with local radio and television commercials ranking third. Mr. Murphy said FTC began the study in 1929 of newspaper and magazine ads, and radio in 1948. FTC examines sample commercials on all the networks, 2,365 local radio stations, 111 tv stations, and advertisements in 302 magazines, 504 newspapers and various mail order catalogs, he said.

Study Began in '29

Advertising has improved over the years. Mr. Murphy said. But he criticized "the so-called twilight-zone copy which does not come clean with the truth but relies on half-truths, false innuendos and deceptive stratagems. . . . Many forms of misrepresentation are so subtle that the consumer, exercising his own faculties and initiative, cannot determine whether he is being deceived or not."

Mr. Murphy described how in 1950 the FTC put a stop to an advertisement inserted in more than 1,000 newspapers by an organization known as American Television Mfrs. Assn.

The advertisement tried to stimulate tv set sales by shaming parents into buying tv sets for their children, he said.

He described tv as "the most powerful and
most effective medium for mass merchandising ever devised," calling the medium "the salesman's dream" because "instead of one foot in the door, he is right in the living room." The responsibilities of television as a guest in the home, is well regulated by the NARTB's Television Code, he added.

**WTVI (TV) Appeals Against Denial of Ch. 4 Protest**

WHETHER FCC's grant of St. Louis ch. 4 to merged KWK St. Louis was made after or before a hearing again was argued before the U. S. Court of Appeals in Washington last week.

Case for issuance of a stay order was made by ch. 4 WTVI (TV) Belleville, Ill., in the St. Louis area. WTVI appealed to the court after its protest against the grant to KWK was denied by the Commission on the ground that the uhf station could not protest against a grant made after a hearing [BT, June 28]. Protest provisions of the Communications Act may be used only against grants made without a hearing.

After the grant to KWK, the uhf station filed a complaint against the Commission's denial of its application for St. Louis ch. 4. This was filed two days before the FCC finalized an examiner's initial decision in favor of the KWK grant. The Commission held that the WTVI application was foreclosed because KWK was in hearing status. A request by WTVI for a temporary stay was denied by the court. A further request by KWK to have the WTVI appeal dismissed also was denied by the court. Stull pending is the appeal from the Commission's denial of the WTVI application.

Grant was made to KWK after competing applicants Missouri Valley Broadcasting Co. (comprising KSTP-AM-TV St. Paul and St. Louis businessmen) and KXOK withdrew [BT, May 3].

**FCC Re-Defines Policy On 'Commercial' Accounting**

THE FCC modified a 20-year policy last week in announcing changes in application, license renewal, and assignment and transfer forms.

New forms, which become effective 30 days after publication in the Federal Register, define a commercial program to permit use of 15-minute segments. Thus, explained the FCC, if an hour film is scheduled and one spot is sold, only the 15-minute segment in which the spot announcement occurs must be called commercial. The other 45 minutes may be specified sustaining.

For years, broadcasters have lobbied the FCC in an attempt to force it to revise its thinking along the line of realities rather than _dictum_. One of the attacks on the Commission's 1946 _Public Service Responsibility of Broadcast Licensees_ report (more commonly known as the Blue Book) was the unfairness of its accounting of the amount of "commercialism" on radio stations.

Other changes made in the forms (Nos. 301, 303, 314 and 315) refer to: (1) color television, (2) films from network (instead of network recorded), (3) station location instead of studio location, (4) interpretation from secretary of state, where articles of incorporation do not specify broadcasting. Other revisions are mainly editorial, in order to bring the forms into line with recent rules adoptions.

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**Talkathon in Knoxville**

REP. PAT SUTTON (D-Tenn.), seeking the Senatorial nomination in the August Democratic primary, staged a 26-hour Talkathon over Knoxville radio-vc stations during June. Starting at 8 p.m. and running until 10:30 p.m. the next day, Rep. Sutton stated his position on over 4,000 questions telephoned in to him. The Talkathon, which cost in excess of $7,000, was produced by WROL-WATE (TV) Knoxville and Robert Venn.

**FTC Examiner Underscores Bait Advertising Profits**

A WASHINGTON, D. C., vacuum cleaner retail concern has grossed $290,000 to $364,000 annually during the past three years, largely through bait advertising practices, a Federal Trade Commission hearing examiner said last fortnight issuing an initial decision which would prohibit such practices.

The initial decision was issued against Clean-Rite Vacuum Stores Inc. by FTC Hearing Examiner Earl J. Kolb. The challenged advertising offers were made in published, broadcast and teletext advertisements, he said.

Examiner Kolb said the firm's advertised offers of reconditioned Electrolux vacuum cleaners at $8.75 and $10.95 were not bona fide, but were made to secure prospective customers, who in many cases were induced to buy more expensive vacuum cleaners. Corporate officers cited in the initial decision are Samuel and Etta Berensson.

**First Section of VOA Moved to Washington**

VOICE OF AMERICA's Engineering Dept. has moved to Washington, D. C., as the first step in bringing the entire broadcast operation to the Nation's Capital. The department is housed in the Dept. of Health, Welfare & Education Bldg. About 80 persons were involved in this move. When the whole operation is housed in Washington, some 200 persons will be affected.

Top personnel in engineering include: Ed Mailin, chief engineer; Julius Ross, chief of the engineering division; George Jacobs, acting chief, central frequency staff; Charles Pease, chief technical inspector of the division, and Harold Wright, chief of facilities.

Further Voice moves will take place from September to November.

**Secret FTC Nomination Passes Committee Hurdle**

THE NOMINATION of Rep. Robert T. Secrest (D-Ohio) for membership on the Federal Trade Commission was approved Thursday by the Senate Commerce Committee. Sen. Thomas A. Burke (D-Ohio) spoke to the committee on Rep. Secrest's behalf. Sen John W. Bricker (R-Ohio), chairman of the Senate group, also indicated his approval of Rep. Secrest for the post.

The Ohio Congressman, if approved for FTC membership by the Senate, would replace FTC Comr. Albert A. Carretta, Democrat, whose term on the FTC expires Sept. 20.
**Toledo Ch. 79 Asked; Other Changes Sought**

BECAUSE of the desire of Woodward Broadcasting Co. to establish a uhf station in Toledo, Ohio, FCC has announced proposed rule-making to add ch. 79 there. Comments are due July 19.

Owned by Detroit department and drug store operator Max Osnow, Woodward purchased the ch. 62 WETO-TV Detroit for $100 million from UAW-CIO Broadcasting Corp. of Michigan, subject to FCC consent [BT, June 21]. Woodward proposes to drop its application for ch. 30 at Detroit; it will instead move to ch. 79 there. Woodward petitioned FCC to add ch. 79 at Toledo and to switch the educational reservation from ch. 30 to 79, indicating it would file for a new commercial station on ch. 30. The firm noted Toledo has been assigned only two uhf channels, 11 and 13, and one uhf assignment, ch. 30. WSPD-TV is operating on ch. 13 while ch. 11 is sough by seven applicants with hearing scheduled July 23 [BT, June 28].

Meanwhile, FCC also announced proposed rule-making to substitute ch. 70 for ch. 15 at Port Chicago, Calif., and ch. 35 for ch. 28 at Salinas-Monterey, Calif. Change was asked by ch. 28's KRFY to move to ch. 35 to avoid interference potential.

**KFWC-TV Files for New Tv; To Recast Own Programs**

**APPLICATION for a new tv station on ch. 10 at Scottsbluff, Neb., by ch. 5 KFWC-TV Cheyenne, Wyo., was filed with the FCC last week.**

Frontier Broadcasting Co., licensee of KFWC-TV, plans to utilize "in large part" the programs broadcast by KFWC-TV as "the only feasible manner in which it can establish a television station at Scottsbluff." Programs will be rebroadcast in the Scottsbluff area by means of auxiliary stations in the KFWC-TV territory. A combined transmitter and studio location, "essential to the establishment of local tv in this relatively sparsely settled area," would be located approximately 10 miles south of Scottsbluff, the application disclosed.

A 16mm sound motion picture camera, a tv film camera and a slide projector will be used for the broadcast of special events in the local Scottsbluff area. This will be augmented by personal appearances on KFWC-TV to be broadcast over both stations, the application noted. Plans call for the addition of live studio cameras within 3 years.

**Amateur Rules Highlighted**

FCC last week called attention to new radio amateur rules which became effective June 10 enabling amateur groups to give novice and technician examinations. The Commission expressed the hope that amateur radio groups throughout the country would establish examination committees to assist amateurs within their areas in examinations for the licenses. FCC field engineering offices will offer assistance to groups desiring to establish examining committees, it was pointed out.

**FCC Transcript Contract**

FCC announced last week the contract for stenographic reports of its hearing during the fiscal year 1955 (which began July 1) has been awarded to Howard B. Smith, 724 Ninth St., NJ. The rates for transcriptions were announced as follows: Ordinary copy per page for hearings in Washington, 25 cents (hearing outside Washington, 35 cents); daily copy per page for hearings in Washington, 45 cents (outside Washington, 65 cents); immediate copy per page for hearings in Washington, 95 cents (outside Washington, 95 cents). Last fiscal year, same furnished by Electrotype Inc., Washington, D. C.

**Written Testimony to Lead CBS-Zenith Ch. 2 Hearing**

CHICAGO ch. 2 tv hearing between CBS (WBMM-TV) and Zenith Radio Corp. will begin with written, rather than oral, direct testimony, it was decided last fortnight.

Such testimony—on which of the two contestants has a greater claim to the channel 2 frequency—is due to be presented to FCC Hearing Examiner Herbert Scharfman by Sept. 15. By Sept. 30, both parties must tell the examiner which witnesses it desires to cross-examine. Oral testimony is scheduled for Oct. 4.

CBS bought the facilities of the then WKBK-TV from ABC early in 1953, following FCC approval of the amalgamation of ABC and United Paramount Theatres Inc. It paid $6 million for the radio-TV station, which was moved to ch. 2 following the issuance of the Sixth Report and Order. Zenith had an application pending for ch. 2 in Chicago, but the Commission dismissed this on the grounds that Zenith had failed to participate in the allocation proceeding and the WKBK renewal case.

Zenith appealed to the U. S. Court of Appeals in Washington, which ordered that Zenith should have a comparative hearing with CBS.

**FCC Intercession Asked On MBS Equal Time Request**

LEAGUE for Industrial Democracy called on the FCC yesterday (Sunday) to request Mutual Broadcasting System to allot to the League or some similar group a weekly period in which its representatives may be able to present a viewpoint different from that of MBS commentator John T. Flynn. Mr. Flynn has a weekly MBS show on Sunday, 12:45-1 p.m. EDT.

In a letter to FCC Chairman Rosel H. Hyde, Dr. Harry W. Laidler, executive director of LID, said he previously had written to Mutual, asking for a period to present a viewpoint different from Mr. Flynn's. He added he had received a reply from Milton Burgh, Mutual director of news, saying that the network had considered the League's proposal but could not undertake it because of "our crowded news and general program schedule."

**DuMont Files Protest To Exclusivity Plan**

OBJECTION to FCC's proposal to further restrict the territorial exclusivity provision of its network rules has been filed with the Commission by Allen B. DuMont Labs. It was the only new filing received by FCC after extending the deadline when a view date for the no comment hearing ended. DuMont offered comment at the original deadline [BT, May 10].

FCC proposes to amend Sec. 3.658(b) of its rules so as to reduce from "area" to "community" the size of the territory in which a network affiliate may exclude network programs from being aired on competitive stations. Purpose of the Commission's proposal is to prevent affiliates in a principal community from keeping network shows off stations in secondary communities even though the first outlet does not air the show.

DuMont told the Commission the revision would impose an artificial obstacle on the power of the weaker stations to bargain for a position which would strengthen their competitive potential and would increase wasteful duplication of program service to the same areas.

**Adler to Operate 'Booster'**

PERMIT for a new experimental tv "booster" station to operate in conjunction with ch. 53 WATR-TV Waterbury, Conn., was granted by FCC last week to Adler Communications Labs [BT, June 21]. Purpose of the experimental outlet is to obtain engineering data on booster services for uhf booster in "shadow" areas. The booster will operate on weekdays only between 9 a.m. and 5 p.m. on a channel assigned by the Broadcast Bureau with an effective radiated power of 40 w.

**Part 3 Amendment Proposed**

NOTICE of proposed rule making to amend Part 3 of FCC's rules with respect to requirements for type approval of frequency monitors for visual and audio transmitters for the aural transmitters of tv broadcast stations, has been announced by FCC. The frequency tolerance rule would make such tolerances varying with the bandwidth of the same for monochrome as for color. Instead of the two tolerances now provided. Comments are due Aug. 16.
WSAY DENIED IN APPEALS COURT

REQUEST that the profits of WHEC-TV and WVET-TV Rochester, N. Y., ch. 10 share-time stations, be impounded pending adjudication of the WSAY Rochester appeal before the U. S. Court of Appeals in Washington [BET, June 21] has been denied by the court.

The court issued a per curiam decision which gave no reason for the denial.

Still pending, of course, is WSAY's appeal from the FCC's share-time grant to the two Rochester stations and the denial of WSAY's application, filed six days after the Commission made the Rochester grant. Gordon Brown, owner of WSAY, also claimed that the Commission erred in dismissing his protest against the grant. The case is due to be heard in the court's fall term.

Takes Germany USIA Post

APPOINTMENT of Joseph B. Phillips, deputy assistant secretary of state for public affairs, as public affairs director for the U. S. High Commission in Germany, was announced last week by Theodore C. Streibert, U. S. Information Agency director. Besides overseeing programs of the 22 U. S. information centers in Germany, Mr. Phillips will be responsible for the work of RIAS, the West Berlin radio station operated by the Voice of America. He succeeds Alfred V. Boerner, who will attend the National War College.

Calif. Revises Work Order

INSTEAD of depending upon their agents to find work for them, unemployed actors must now augment those efforts by personally trying to get jobs, according to a revised order from the California State Unemployment Dept.

Failure of an actor to make some effort on his own behalf to find work may result in denial of his unemployment work benefits. This advice is now being given to players applying for such relief and to all talent agencies.

Chronicle Seeks Marion Am

APPLICATION for a new standard 250 w daytime station on 860 kc at Marion, Ind., has been filed with the FCC by Chronicle Pub. Co., licensee of WMRI (FM) there. Chronicle Publishing, headed by Gardner J. Thomas, is publisher of the Marion Chronicle, Leader Tribune and Sunday Chronicle-Tribune, all in Marion. David B. Lindsay Jr. and Richard E. Lindsay are Chronicle Publishing vice president and secretary, respectively. The Lindsay family has controlling interests in Lindsay Newspapers Inc., and the Sarasota (Fla.) Herald-Tribune and Journal.

Rybutol Case Closed

As VCA Agrees to Modify

VCA LABS (also trading as Vitamin Corp. of America), Newark, N. J., has agreed to modify its published and broadcast claims for the vitamin preparation Rybutol in a stipulation-agreement accepted last fortnight by the Federal Trade Commission. FTC closed the case with a statement that its acceptance of the stipulation makes further proceedings unnecessary.

FTC said ownership and management of the company changed shortly before the complaint was issued and that the new owners had established new advertising policies. FTC had charged misrepresentation of Rybutol in advertisements that the product possessed value in treatment of certain conditions accompanying the advance of age into middle and later life.

KNUZ-TV Houston Suspends

KNUZ-TV, Houston's only operating uhf station, suspended operations on June 25, FCC records disclosed last week. The ch. 39 facility began operating Oct. 22, 1953, and is the 13th operating tv station to suspend programming while retaining its permit.

Difficulty in obtaining a substantial amount of network programming was cited by Max H. Jacobs, president, as the chief reason for the shut-down.

KNUZ-TV plans to retain its permit and begin operations again in the event the FCC reallocates tv channels in the Houston market to make them all uhf or vhf, it was reported.
Radio, Tv Aren't Excluded

A LONG-STANDING Virginia law regulating spending in political campaigns has been construed by Virginia Attorney General J. Lindsay Almond Jr. as permitting candidates to buy radio and tv time in general elections.

Sec. 24-440 of the Virginia Code fails to mention radio and tv. The law was passed in 1919. Another section dealing with primaries, however, specifically authorizes spending of money for radio and tv time. The attorney general held "there was and is no intention on the part of the Legislature to prohibit (radio and tv) expenditures for such purposes." The question was raised by Levin Nock Davis, secretary of the State Board of Elections, on behalf of a former Norfolk candidate.

Protests to Ch. 12 Grant Not Specific, WJR Asserts

WJR Detroit charged last fortnight that protests to FCC of the final decision granting WJR a permit for a new tv station on ch. 12 at Flint, Mich., failed to be specific and raise issues already considered by the Commission in its findings [8B7, June 21, May 17].

In the ch. 12 case, FCC overruled a hearing examiner's initial decision which favored the application of WFDF Flint. The Commission, however, found WJR more qualified than either WFDF or the third contestant, W. S. Butterfield Theatres Inc. Both WFDF and Butterfield petitioned for reconsideration and a protest also was filed by a newly-formed Flint citizens committee.

WJR argued that the citizens committee could not be considered a party in interest within the meaning of the Commission's rules and held that its complaint was not timely filed.

WJR also held that there is no merit to Butterfield's request for reopening of the record to show subsequent acquisition of minority holdings in ch. 15 WNT (TV) Waterloo, Ind., by certain of the WJR principals since the Flint decision found no difference between the two applicants on the issue of media diversification. Additionally, parties to the WJR bid no longer have any connection with WGAR-AM-FM Cleveland, WJR noted.

D'Fransia Changes Advertising

D'FRANSIA LABS, Los Angeles, and the three partners in the concern have agreed to discontinue certain advertising claims made in Spanish-language broadcasts in the Los Angeles area, on behalf of five of the firm's medicinal preparations, under a stipulation approved by the Federal Trade Commission. Named by the FTC as partners in the firm are Julio David Liberman, Jose Liberman and Luis Jorge Betz. The products are Emerin, Verbin, Bromogenol, Kinamole, Trisal and Kortamina.

FTC Hits Perfumer's Ads

The Federal Trade Commission has ordered Helen Wilson, trading as Mail Today Co., Detroit, to stop alleged misrepresentation in radio continuities and advertising circulars of perfumes and a hair preparation offered for sale by the company. The order affirmed an initial decision entered by default May 5 by FTC Hearing Examiner James A. Purcell prohibiting the claims after the respondent failed to answer the complaint made last October and failed to appear at a scheduled hearing.

MILESTONES

- The Joseph Jacobs Organization, New York, Jewish advertising, merchandising and public relations firm, celebrated its 35th anniversary June 15.
- WCCO-TV Minneapolis-St. Paul observed its fifth birthday July 1.
- WSBT South Bend, Ind., claims to have one of the oldest, unbroken series of broadcasts. On June 7, 1929, the station began airing The Polish Hour, a music program which completed its 2,029th broadcast June 13.
- WHAM-TV Rochester, N. Y., celebrated its fifth anniversary June 11.
- WOPI Bristol, Va., celebrated 25 years of broadcasting June 15.
- WFBR Baltimore's Radio Mass program has presented its 400th broadcast. The Rev. Joseph Dougherty, S. J., founder and director of the program, was honored at a dinner and received a plaque from WFBR's engineering staff.
- WPIX (TV) New York, in celebrating its sixth birthday last month, noted expansion from two to four studios, from 9.25 kw to 100 kw with more than 16 million persons in four states in its audience; points with pride to its civic, news and sports programming and recalls its "first" of February 1951 when WPIX originated the Kefauver crime hearings.
- TAPE RECORDINGS of six famous guest stars on CBS Edgar Bergen-Charlie McCarthy Show marked completion of the program's 16th year on the air June 20. The tapes recalled appearances of W. C. Fields, John Barrymore, Rudy Vallee, Don Ameche, James Stewart and Marilyn Monroe on the program, with Nelson Eddy present in person as co-narrator and singer.

POSTAL RECEIPTS 201% 1940 1952

From 9 rich counties come PO money orders for goods advertised over KGVO.

Are they your products? serving Western Montana

Broadcasting • Telecasting
LOW POWER TV BEGINS AT AF BASE

Limestone, Me., and White Sands Proving Grounds provide limited television service. One radio station voices concern about 'encroaching' on private industry.

FIRST television station to be operated by the Armed Forces was scheduled to be dedicated officially yesterday (Sunday) at Limestone (Me.) Air Force Base amid critical reports from management of WAGM Presque Isle, Me., that the tv station represents 'government encroachment on private broadcasting.'

The 5 w tv station, said to be the smallest in the world, was previewed for newsmen last Wednesday. Air Force officials said the station, which operates on ch. 8, has a maximum coverage of only three miles and was designed to provide ten hours of major network programming daily for more than 15,000 airmen, their dependents and civilian employees at the base. On the air for approximately six months on an experimental basis, the station telecasts kinescope recordings of network shows and also three daily 'live' newscasts and twice-daily 'weatherman' programs.

A second low-power tv station, on uhf ch. 44, was to start operating July 1 at White Sands Proving Grounds, N. M., retransmitting signals of KROD-TV El Paso. FCC was informed by the Dept. of the Army. The station has 8 w power and is designed to serve the 3,000 military and civilian personnel at the remote base. FCC approved the station on condition programs consist only of rebroadcasts from tv stations authorized by the Commission and with the provision that operations cease if interference is caused by any non-government station or if a satisfactory signal is put into the area by a tv broadcast outlet.

NARTB Acts

NARTB showed concern over legislation (S 3401) authorizing the furnishing of informational, radio and tv entertainment, and "similar education for personnel in the Armed Forces, and for other purposes." NARTB President Harold E. Fellows wrote Chairman Leroy Johnson (R-Calif.) of the House Armed Services Subcommittee No. 3 that the bill, as now written, might "intentionally establish authority for the operation of government-owned broadcasting facilities in competition with those operated by private citizens."

Mr. Fellows wrote that is has been "the wise and historic policy of Congress" to refuse grants of government-owned stations competing with private citizens. "Safeguards" were suggested to provide definition of "isolated" post-size of area covered and possible tv competition with commercial radio stations.

RCA designed special equipment for the small station at Limestone and built it at cost. A grant of $34,000 from the Strategic Air Command Welfare Fund paid for the equipment and its installation. Studios and transmitter facilities are housed in an enclosure measuring 10x13 feet. Technical director of the station, called APTV Limestone, is 2d Lt. Charles Hughes, formerly with WTOP-TV Washington.

In preview ceremonies, Francis H. Engel, assistant to the vice president and general manager, engineering products division of RCA, told newsmen that "the lessons learned by our engineers in simplifying and miniaturizing television equipment to be used by our Armed

From where I sit by Joe Marsh

Wise Stepmother

Have you heard about young Skeeter Roberts' unusual pet, the tame owl "Blinky"? He's had her around the farm about three years.

I say "her" because up to a couple of weeks ago nobody was quite sure. But now "Blinky's" a full-fledged mother—of two chicks!

Seems "Blinky" had been acting kind of strange—so on a hunch, Skeeter put a couple of hen's eggs in her nest. Darn if "Blinky" didn't set on them for 5 days! Last Friday they hatched, and now "Blinky's" as proud as a mother hen! (So's Skeeter.)

From where I sit, there's a lesson for all of us. Guess you'd call it "tolerance." Birds and animals often seem to do better in that respect than humans. If I like a glass of temperate beer with supper and you'd rather have cider—it should be okay with both of us. Neither of us should give a "hoot" what the other fellow likes, says, or does, as long as he follows the law of the land. Right?

Copyright, 1954, United States Brewers Foundation
WTVR (TV) Richmond executives inspect part of the first shipment of 25 RCA color tv receivers to that city. L to r: Wilbur M. Havens, president-general manager; William Filner, local tv sales manager; Reginald Raith, chief accountant; Walter A. Bowry Jr., assistant general manager; Bob Kohle, merchandising and promotion director, and Frank Wilson, assistant program director for radio (affiliated WMBG). WTVR expects to be relaying color by late summer.

Forces enabled us to design and construct this miniature station.” Mr. Engel noted that less than three months after Gen. Curtis E. LeMay, commander, SAC, sought assistance from Brig. Gen. David Sarnoff, chairman of board of RCA, in building a station to entertain personnel at isolated bases, AFTV Limestone went into operation.

Col. Bertram C. Harrison, commander, 42d Bombardment Wing at Limestone, hailed the “Tom Thumb” tv setup as “a truly significant experiment” and expressed the hope it will be used as “a pattern to bring television to U. S. military personnel stationed at isolated bases around the world.” He stressed that the Air Force plans to operate tv stations only in areas where tv programming is not available from commercial outlets and added that Limestone will surrender ch. 8 if commercial operators in the area take steps to start a tv outlet there.

In an interview with BTV, a spokesman for WAGM, which is located about 11 miles from Limestone, said the station’s opposition to AFTV was based on a conviction that government is “encroaching” on private industry. He denied reports that criticism stemmed from adverse effects on WAGM advertising, pointing out that the station’s volume has not suffered since the advent of tv operations last Christmas.

He disputed the Air Force’s statement that the station’s coverage area is three miles and said it was “more like 15 air miles.” He said that as “a rough estimate,” there were about 1,000 tv sets owned by civilians in the station’s area that can receive AFTV’s signal.

Spokesmen for WAGM would not confirm reports that his company plans to enter commercial tv, though he acknowledged that the economy of the area is not conducive to supporting a tv operation at the present time.

KTLA (TV) Gears for Color

COLOR tv transmission experiments currently are underway at KTLA (TV) Hollywood’s new Sunset Blvd. studios, with televised tests expected within three months, Klaus Landsberg, vice president and general manager of the independent Paramount TV Productions station, disclosed last week. Mr. Landsberg said that the station has $350,000 of color equipment on order, with some pieces already delivered.

WABB Establishes ‘One Rate’

ESTABLISHMENT of a “one rate” card, effective July 1, covering all 19½ broadcast hours of WABB Mobile, Ala., has been announced by Dewey Long, general manager. Added to WABB’s frequency discount structure will be allowances for 104, 156 and 260 times, and two special weekend fixed time packages. The new card has been sent to the station’s representatives, the Brannam Co.

WCBM Elects Roeder; Promotes Pirie

GEORGE H. ROEDER, general manager, WCBM Baltimore, Md., has been elected executive vice president and general manager, John Elmer, president of the MBS affiliate, announced last week.

Mr. Elmer also announced the appointment of William S. Picie Jr., formerly with WFBR Baltimore, as director of sales. WCBM operates on 680 kc with 10 kw day, 5 kw night.

WHAM-TV Shifts Channel; Power Boosted to 100 Kw

WHAM-TV Rochester on July 18 will shift from ch. 6 to 5 and at the same time increase its power to 100 kw, the station announced last week. A new six-bay antenna is being placed atop the 497-foot Pinnacle Hill installation which WHAM-TV shares with ch. 10 share timers WVET-TV and WBBC-TV Rochester. The shift is in accordance with a U. S.-Canada agreement made to prevent interference between stations near the border, WHAM-TV said.

Patriotic Fourth

AT ONE MINUTE after midnight on the Fourth of July, in the shadow of the Liberty Bell, Independence Hall, WCAU Philadelphia was to broadcast the initial program of The American Story, BMI historical script series. Joseph Connolly, WCAU program vice president, obtained special permission to have the Hall opened for the broadcast, as the site so perfectly suits the program.

WRTA Altoona, Pa.

Thirty years radio experience and Ray Thompson’s life dedicated to the community has made WRTA Altoona’s friendliest station. People like to do business with friends. Of course, WRTA—advertised products—will.
**Tv-Taught Tot**

TELEVISION in the home can educate as well as entertain. As proof:

Mr. and Mrs. John Horowitz of Oklahoma City were startled when their two-year-old son, Danny, learned to read by watching TV commercials.

Danny caught the attention of Miss Thomas, public service director of WKY-TV there, and made two appearances on her show, *Guest Room*. On the last show Danny really showed what he could do. He ran through a set of cards prepared for him by the station that included simple geometric figures, six-digit numbers, percentages and dollar-and-cents totals. He identified these figures and read the rest so rapidly that Miss Thomas had to ask Danny to repeat so the viewers could understand him. Danny also sang "Heart of My Heart" without accompaniment, and on leaving the studio he noticed a picture of a doughnut package on a monitor—and immediately identified the brand.

**WHDH Business Reported Up 17% Over Last Year**

BILLINGS at WHDH Boston for the year ended June 30, 1954, will be 17% over the preceding 12-month period, William B. McGrath, managing director of the station, has reported.

During the first half of 1954, Mr. McGrath continued, national spot business increased 10% over the corresponding period while local billings were up 23%. Mr. McGrath attributed the upswing in business activity largely to an expansion in the sales force a year ago. Noting that 56% of total WHDH business is local, Mr. McGrath expressed the belief that the station’s policy of exclusive local programming is a factor contributing to increased billings. The station’s basic format is built around music, news and sports.

**KDYL-TV Now KVT (TV)**

CALL LETTERS of KDYL-TV Salt Lake City were changed last Thursday to KVT (TV), an announcement by Intermountain Broadcasting & Television Corp. said last week. Intermountain, a subsidiary of Time Inc., said KDYL, radio affiliate, will remain the same, with the change being made in the tv station’s call letters to “lend greater emphasis and personality to each station similar to the pattern of *Time*, *Life*, and *Fortune*,” Time Inc. magazine publications. No other changes are being made, Intermountain said.

**New WAAM (TV) Transmitter Slated for Mid-July Testing**

WAAM (TV), Baltimore will begin airing test patterns by mid-July from its new RCA T650-AH tv transmitter, with which the station expects to begin programming this fall or winter with maximum power of 316 kw, Ken Carter, general manager, said last week.

WAAM’s half-million-dollar project, on which construction began last November, includes the new transmitter, a new wing on the WAAM facility on Television Hill, a redesigned semi-automatic master control room and the latest film and slide projection facilities for monochrome and color, Mr. Carter said. Ben Wolfe, engineering director of the ch. 13 station, with Glenn Lahman, chief engineer, and the engineering staff, are working on the transmitter installation.

Mr. Carter said WAAM’s present signal, which he said now extends about 40 miles out, will be extended to 55 miles when the new transmitter begins operation.

**WKRC-TV Names Schlinkert To Head Sales Operations**

ROBERT SCHLINKERT, sales manager of WKRC-TV Cincinnati, has been named general sales manager and will supervise both national and local tv sales, Radio Cincinnati Inc. announced last week.

Mr. Schlinkert served as sales manager three years at WWJ-TV Detroit before joining WKRC-TV in 1951 and before that was district public relations representative for American Airlines in Detroit.

Kenneth Church continues as vice president and national sales manager for Radio Cincinnati and WTVN (TV)-WHKC Columbus. Don Chapin recently was named national sales director for the Tri-State Network, serving the Columbus and Cincinnati stations as well as WHIO-TV Dayton.

**WDTV Fills the Breach**

WHEN WENS (TV) Pittsburgh discontinued live programming, WDTV (TV) that city agreed to carry out a commitment WENS has made before the baseball season to pick up eight games at Forbes Field, Pittsburgh, for a St. Louis tv station. WDTV General Manager Harold C. Lund, hearing of the WENS problem, assigned a WDTV crew to pick up the games, three the last week in June (one was rained out), three in August and two in September.

**Orlando Gets First TV, Indianapolis Gets Second**

THE FIRST TV station for Orlando, Fla., and the second for Indianapolis began commercial operations last Thursday.

WISH-TV Indianapolis (ch. 8), operating with full 316 kw power, held a dedicatory program that featured appearances by C. Bruce McConnell, president; Robert B. McConnell, vice president and general manager, and Stokes Gresham Jr., vice president in change of engineering. The station is affiliated with all four networks and is RCA-equipped throughout, with a 50 kw transmitter. It will operate from a new three-story addition to the WISH radio studios and is equipped for color transmission. WISH-
TV is represented by the Bolling Co.

WDBO-TV Orlando (ch. 6), also affiliated with all four networks, will serve central Florida. It will operate with full 100 kw power. A third outlet, several local programs per week are scheduled. Blair Tv Inc. is its representative.

WBRZ (TV) Baton Rouge, La., expects to begin regular programming by Jan. 1. A new building, costing about $200,000, is being erected. It will house the transmitter, studios, control room and business offices. The station will use an RCA 10 kw transmitter, operating with a radiated power of 100 kw. The 12-bay antenna will reach 1,001 feet above sea level and 980 feet above average terrain. It is expected WBRZ's class B contour will fall within the city limits of New Orleans.

The following stations have reported they expect to begin regular operations by July 31:

- WMSL-TV Decatur, Ala. (ch. 23); WTHI-TV Terre Haute, Ind. (ch. 10); KETC (TV) St. Louis, Mo. (ch. 9), educational; KDBO-TV Sedalia, Mo. (ch. 6); KXJB-TV Valley City, N. D. (ch. 4); WCET (TV) Cincinnati (ch. 48), educational.

(For details see Telestatus, page 95.)

Fountain Firm Buys WJBF for $125,000

SALE of WJBF Augusta, Ga., NBC outlet, for a stripped price of $125,000 by J. B. Fuqua to a new company headed by V. E. Fountain, North Carolina broadcaster and attorney, was announced Friday, subject to customary FCC approval. Mr. Fuqua will devote his full time to WJBF-TV, it was stated.

The transaction, handled through Blackburn-Fountain media brokers, covers all broadcasting equipment, goodwill and going concern, but not the real estate, accounts or other assets of the selling company.

The station went on the air in 1946 as WTNT and was acquired by Mr. Fuqua in 1949. The purchaser, Media Inc., in addition to Mr. Fountain, includes J. T. Snowden Jr., manager of WCPS Tarboro, who becomes vice president and treasurer and will move to Augusta. Other stockholders include Frank Meadows, Rocky Mount accountant, and Vinson Bridges and Marvin Horton, Tarboro attorneys.

Mr. Fountain is president of WCPS and part-owner of WOXF Oxford, N. C. Donald N. Hammer Jr., executive vice president of WJBF-AM-TV, will devote full time to tv, Mr. Fuqua said.

REPRESENTATIVES PEOPLE

Jerry McNally, CBS-TV network sales dept., to New York office, Blair-Tv, as account executive.

Jacques Sammes, formerly a presentation writer, ABC, to sales promotion dept., CBS Radio Spot Sales in same capacity, succeeding Murray Gross, named sales promotion manager for network's WCBS New York.

Mario Messina, formerly with Burke, Kuipers & Mahoney Inc., newspaper representatives, to Clyde Melville Co., Dallas, radio and tv station representatives.

STATION PEOPLE

James E. Blake Jr., sales staff, KSTP Minneapolis, appointed assistant national sales manager, KSTP Inc. (KSTP-AM-TV).

Don Whitman, program director, KGW Portland, Ore., resigns effective July 11.

James Brown, promotion director, KMYR Denver, named national sales manager, KBTV (TV) same city.

H. Richard Maguire, general manager, KFJF Klamath Falls, Ore., and president, KWIN Ashland, Ore., to KUAM Agana, Guam, as resident manager.

Frances Hays, account executive, WGST Atlanta, to WLWA (TV) same city, in same capacity. Gordon Waltz named production manager, WLW Cincinnati and Bob Roberts named production manager, WLWT (TV) same city.

Edwin L. Dennis and Winton H. Johnston, sales representatives, with former sharetimer, WHB-AM-TV Kansas City, to fulltime KMBJ-TV there, as local tv sales manager and tv sales representative, respectively.

M. C. (Jim) Gregory, sales manager, WRDW Augusta, Ga., appointed manager.

Michael Ruppe Jr., formerly with WILS-TV Lansing, Mich., named to handle tv continuity, WISH-TV Indianapolis, Ind.

Arnold Starr, formerly with North Jersey Broadcasting Co., appointed merchandising coordinator, WAAT Newark, N. J. Charles M. Campbell, former news editor, WLJB New York, to WAAT where he presented premiere broadcast of Monday-Friday series, News From Around the World.

Dick Weeks, program director, and Gene Wagner, chief announcer, KMO-AM-TV Tacoma, to KTAC Tacoma, Wash., as program director and special events director, respectively. Burt McMurrin also joins KTAC staff.

Lorraine Crabtree, formerly with KOOS Coos Bay, Ore., and Don Haggerty, formerly with KPOA Honolulu, to KGMB latter city, as radio copywriter and staff announcer, respectively.

Ted Price, floor manager, WPX (TV) New York, promoted to director. Gordon E. McNamee succeeds as floor manager.

Tom Grant, announcer, WGLV (TV) Easton, Pa., named director of programming and production.

Ted Libb, writer and producer, WBMM-TV Chicago, to KWK-TV St. Louis, as production manager.

Walter Coleman, producer, WJLD (TV) Dayton, Ohio, to WHAS-TV Louisville, in same capacity.

Ernie Grep, named program director, WTVS Durham, N. C.

Gary Segar, KOLT Scottsbluff, Neb., to KVVO Cheyenne, Wyo., as assistant news director.

Tom Conneen, engineering staff, WPOR Portland, Me., named chief engineer; Kenneth Garland, disc m.c., WKBR Manchester, N. H., to WFOR in same capacity.

Gordon E. McNamee, named floor manager, WPX (TV) New York.

Donald J. Hudzall named to sales staff, WSVS Crewe, Va.

Bill Bertenshaw, assistant producer of State of the National and Answers for Americans, additionally joins WHBI Newark, N. J., as summer relief announcer.


Bob McLaughlin, president, newly-formed Club-time Productions Inc., Hollywood, adds duties as disc m.c. of six-weeks five-hour KULA Honolulu programs, plus similar KULA-TV The Picture Album. He will commute twice-weekly from Honolulu to Hollywood.

Torkel Westly named comptroller, Hawaiian Broadcasting System (KGMB-AM-TV Honolulu and KHBC Hilo).

Jeff Scott, WPWA Chester, Pa., to announcing staff, KYW Philadelphia. Tom Lindsey to engineering staff, same station.


Carolyn Corrington named secretary to General Manager Lester G. Spencer, WKBV Richmond, III.

Benton Paschall, vice president-general manager, WNOE New Orleans, elected treasurer, Muscular Dystrophy organization there.

William Denoppey, educational director, commercial KPIX (TV) San Francisco, named by U. S. National Commission for UNESCO to attend an international discussion and study group on television in London, July 5-24.

Harold Storm, director of promotion, KMCB-AM-TV and KFRM Kansas City, named "Editor of the Year" by Kansas City Industrial Editors Assn.

Stacey Cole, farm director, WKNE Keene, N. H., elected acting president, New Hampshire Farm Bureau Federation.

Lonne Greene, former freelance Toronto announcer and national news commentator, Canadian Broadcasting Corp., to star as "Peter" in Warner Brothers "The Silver Chalice."

Vincent Travers, 46, orchestra leader and formerly musical director, WCAU Philadelphia, died June 25.

**NBC AFFILIATES TO APPRAISE FUTURE**

Group meeting last week in New York plans to undertake study of the outlook for network radio and status of network-affiliate relationships.

An appraisal of the future of network radio and of network-affiliate relationships will be undertaken shortly by NBC Radio affiliates. This decision to look into network radio's future, coming at a time when CBS Radio had won acceptance by its own affiliates of a 15-20% cut in its own evening rates, and when NBC Radio had proposed a comparable evening reduction, was reached by the affiliates at a meeting Monday in New York.

The study will be conducted by an as yet unchosen expert under the direction of an affiliates' subcommittee to be named within a month. Key affiliates reported that the stations would probably pay for any representatives retained in their behalf, though exact financial arrangements remain to be determined. The study is expected to take at least four months.

**Swezey Draws Support**

The affiliates also re-elected Robert D. Swezey, WDSU New Orleans, to head the NBC Affiliates' Executive Committee. Thus, they clearly gave their support to the committee organization, an issue which Mr. Swezey had asked them to put on the top of the meeting agenda [BT, July 21].

The executive committee is slated to report within six months on a projected reorganization of a permanent organization of NBC affiliates.

The affiliates discussed at length—and apparently acceded to—the network's proposal to cut compensation of affiliates by 20% in nighttime hours to accommodate a nighttime rate reduction—to be achieved, as in the case of the CBS Radio move, by raising discounts rather than changing the rate card itself—for advertisers.

Executive Committee Chairman Swezey said "the meeting accomplished its purpose in developing, through detailed discussion and questions from the floor, a complete understanding of NBC's position and plans."

These were spelled out by a group of executives that included President Sylvester L. Weaver Jr., William H. Fineshriber Jr., vice president in charge of the radio network, and Ted Cott, operating vice president.

Mr. Weaver voiced NBC's confidence in its ability to build network radio to greater stature and service through "new program excitement" along with a wider range of opportunities for advertisers. Progress in sales development, programming, and promotion was reported by Mr. Fineshriber and Mr. Cott.

The affiliates voiced their confidence in the subcommittee principle by voting to reconstitute the present subcommittee as a permanent executive committee. In addition to Chairman Swezey, the members are: Robert Hanna, WGY Schenectady, and E. R. Vadeboncoeur, WSYR Syracuse, vice chairman; Harold Essex, WSJS Winston-Salem, secretary-treasurer, and Paul W. Morency, WTIC Hartford; George Norton, WAVE Louisville; Milton Greensbaum, WSAM Saginaw, Mich., and Richard H. Mason, WPTF Raleigh.

**Columbia Files Suit On 'Eternity' Tv Parody**

TV PARODY versions of motion pictures was again the basis of court action when Columbia Pictures Corp. filed suit in Los Angeles Federal District Court, charging that the "From Here to Obscurity," comedy skit which appeared on NBC-TV's Show of Shows, Sept. 12, 1953, "maligned and libeled" Columbia's award-winning "From Here to Eternity" and constituted unfair competition and copyright infringement.

Further, the studio charges that NBC took advantage of an extensive promotion campaign for the picture when the lamp was aired.

Temporary injunction was asked of the court, forbidding reshowing of the Sept. 12 kinescope. An unspecified sum in damages was asked, plus an accounting of profits from parody showings.

Previously, Loews Inc. and playwright Patrick Hamilton filed suit against CBS-TV and comedian Jack Benny for a parody of the film "Gaslight." Decision in this case is currently under consideration by Federal Judge James M. Carter.

**CBS-TV Briefs Admen On Color Television**

COLOR TELEVISION is a new tool, not a new medium, E. Carlton Winkler, production manager of color programming for CBS-TV, told more than 200 advertising agency executives attending a Wednesday afternoon forum on color programming presented by the CBS-TV color staff in the network's New York Studio 21.

Richard Lewine, executive producer of CBS-TV color programs, conducted the forum, which Hubbell Robinson Jr., vice president in charge of network programs, CBS-TV, opened with a brief address, saying that the purpose of the forum was to share with the advertising agencies the knowledge the network has acquired in all phases of color programming.

Pre-planning is of the utmost importance in color programming, Mr. Winkler said, calling it the "key to a good color show." Because of the impact of color, scenery and set dressings should be kept simple and in subdued colors, so as to overpower the story line. Similarly, a low-level light source, providing transparent shadows, is best for colorcasting, and simple make-up, even the same as for street use, is enough.

In a question-and-answer period that concluded the forum, Messrs. Lewine and Winkler were aided by Joy Koushouri, engineer in charge of color operations; Sal Bonsignore, supervisor of lighting for color, and Mildred Trebor, coordinator of costume design for color.

**ABC-TV June Gross Over $18 1/2 Million**

Record month is chalked up by the network last month.

RECORD total of $18,652,700 in gross time sales, representing $15,820,400 in new business and $2,832,300 in renewal orders, was placed with ABC-TV by 14 of the nation's leading advertisers during the past month, it was announced last week by Charles R. Abrv, ABC-TV director of national sales.

New business placed with ABC-TV by 10 advertisers includes:

- Van Camp Sea Food Co., through Brissacher, Wheeler & Staff, for alternate week sponsorship of The Name's the Same (Tues., 10:30-11 p.m., EDT), effective June 1; The Firestone Tire & Rubber Co., through Sweeney & James, for The Voice of Firestone simulcast (Mon., 8:30-9 p.m., EDT), effective June 14; The Minute Maid Corp., through Ted Bates & Co., for the last half-hour portion of Super Circus (Sun. 6-6 p.m., EDT).

**Reach Central Missouri with KFAL**

Reach this central Missouri market with 186, 223 radio families and a consumer income of $698,285,000*, in a thirty county, four city, 1,000 Kc area covered by KFAL.

* SRBS and Sales Management Survey

Write today for particulars!

**K F A L**

900 Kc 1,000 Watts

FULTON, MISSOURI

July 5, 1954 — Page 67
KWK-TV St. Louis and CBS-TV sign affiliation [AT DEADLINE, June 28]. l r: C. Arthur Weis, vice president-treasurer, St. Louis Globe-Democrat and KWK Inc. director; Clark A. (Fritz) Snyder, CBS-TV stations relations director; V. E. Carmichael, vice president-sales director; Robert T. Convey, president-general manager, both KWK-TV.

effective June 27; The Florida Citrus Commission, through J. Walter Thompson Co., for Twenty Questions (Tues., 8:30-9 p.m., EDT), starting tomorrow (Tuesday); A. E. Staley Mfg. Co., through Ruthrauff & Ryan, for Tuesday and Thursday 9:30-9:45 a.m., EDT, segments of Breakfast Club (Mon.-Fri., 9-10 a.m., EDT), starting July 27. Lehn & Fink Products Corp., through Lennen & Newell, for joint sponsorship by Dorothy Gray.

Cosmetics and Lehn & Fink Division for the new Ray Bolger Show (Fri., 8:30-9 p.m., EDT), effective Sept. 17; American Motors Corp., through Geyer Adv., for weekly half-hour sponsorship of Disneyland (Wed., 7-8 p.m., EDT), effective Oct. 27; Derby Foods Inc., through Mccann-Erickson Inc., for half-hour alternate week sponsorship of Disneyland starting Oct. 27; American Dairy Assn., through Campbell-Mithun, for half-hour alternate week sponsorship of Disneyland, effective Nov. 3; The Elgin National Watch Co., through Young & Rubicam, for The Elgin Hour (alt. Tues., 9-10:30 p.m., EDT), effective Oct. 5.

Renewal orders placed by four advertisers during the past 30 days include: The Brown Shoe Co., through Leo Burnett, for Swann's Ed's Gang (Sat., 10:30-11 a.m., EDT), effective Aug. 21; The Rabston Purina Co., through Gardner Adv., for alternate week sponsorship of Space Patrol (Sat., 11-11:30 p.m., EDT), effective Sept. 4; The Nestle Co. Inc., through Cecil & Presbrey, for alternate week sponsorship of Space Patrol (Sat., 11-11:30 a.m., EDT), effective Sept. 11, and Mars Inc., through Leo Burnett, for second half-hour portion of Super Circus (Sun., 5-6 p.m., EDT), effective Sept. 20.

Shaffner, Eliasberg Promoted at ABC

Shaffner, formerly manager of radio and tv research for the Bow Co. for five years, and before that with C. E. Hooper Co. and Crosley Inc., joined ABC in 1949 as a sales presentations department writer. He has since been, successively, manager of television sales development, assistant director of research and sales development for radio and tv, and director of network radio research. His new promotion was effective July 1.

Mr. Eliasberg, who joined ABC on July 1, has been director of advertising research for Foote, Cone & Belding for the past two and a half years. Before that he was director of media research and statistical analysis for Kenyon & Eckhardt for two years.

OVERALL APPOINTED TO CBS RADIO POST

JOHN R. OVERALL, since 1950 eastern sales manager of MBS, has been appointed to the same position with the CBS Radio Network effective to

morning (Tuesday), John Karol, vice president in charge of network sales, CBS Radio, announced last week. Mr. Overall succeeds Dudley W. Faust, recently named sales manager of the CBS Radio Network.

With MBS for 18 years, Mr. Overall was an account executive from 1936 to 1946, division sales manager in New York, 1946-50, and eastern sales manager since then. He was with NBC sales from 1951-1936.

Montgomery, Jackson Linked With AT&T Relay

SECOND section of a new telephone-television-radio relay route in the Southeast has been placed in service between Montgomery, Ala., and Jackson, Miss., AT&T reported last week. The first section, between Atlanta and Montgomery, was opened in March for tv service, with telephone channels put into operation in May. Equipment for transmitting color tv programs also is being installed.
ABC-TV Adds Two Affiliates

WLWD (TV) Dayton and WMTW (TV) Mt. Washington, N. H., will become affiliates of ABC-TV network Sept. 1, Alfred R. Beckman, national director of ABC's station relations department, announced last week. In Dayton, WLWD replaces WHIO-TV as the ABC-TV affiliate.

NETWORK PEOPLE

Jack Kuney, formerly program manager, WLJB New York, and production manager, WNEW New York, named producer, dept. of public affairs, CBS Radio.

Dave Green, purchasing dept., NBC Hollywood, transfers to continuity acceptance dept. as an editor. He succeeds Bob Wood, promoted to assistant manager of continuity acceptance.

Bob Banner, formerly with NBC-TV Dave Garroway Show, and CBS-TV Omnibus, to NBC-TV Dinah Shore Show as producer-director for 1954-55 season, succeeding Alan Handley, who will develop new properties for NBC.


William H. Fineshriber Jr., vice president in charge, NBC Radio, appointed chairman of the radio and tv committee, American Jewish Tercentenary, which is organizing the celebration of the 300th anniversary of Jewish settlement in the U. S.

John Rich, NBC staff correspondent in Far East, named winner of sixth annual fellowship award of Council on Foreign Relations, which provides for study and research on foreign affairs from September 1954 to June 1955 at council headquarters in New York and nearby universities.

Alex Quiroga, senior light engineer, ABC-TV Hollywood, awarded 1954-55 WAAM-TV Baltimore fellowship for graduate study at Johns Hopkins U. there.

James F. Owens, for the past four years a member of the New York sales staff of the DuMont TV Network and formerly with Television Magazine and Radio & TV Daily, died June 20.

Betty Merritt Clevenger, 34, publicist, CBS-TV Hollywood, died June 24. Listed by police as a suicide, she suffered a nervous breakdown three months ago. She was married to Ray Clevenger, manager, KHJ-TV Hollywood, and son, Raymond Jr.

Do You Know This Woman?

She is Mary M. Foy, general manager of WSWN, Belle Glade, Florida. She says—

"WSWN, the Little Station with the Long Reach, particularly enjoys the use of SESAC's short tune section as it gives us the chance to do justice to our spot announcements on participating shows."

The SESAC Library is lowest in cost for a complete Program Service

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue
New York 17, N. Y.

July 5, 1954 • Page 69
Gross Named Emerson V. P.; Four Others Promoted

SERIES of five promotions, highlighted by the appointment of S. W. Gross as vice president and assistant to the president of Emerson Radio & Phonograph Corp., were announced last week by Benjamin Abrams, president. Mr. Gross, formerly vice president in charge of sales for Emerson, has been associated with the company for 24 years.

In other personnel changes, Michael Kory, administrative director of the sales department, was named director of sales; Arnold Henderson, assistant to the vice president in charge of sales, was promoted to director of sales administration; Leo Hahn, radio sales manager since last December, was appointed sales manager of television and radio, and Israel Levine, shipping manager for six years, was designated distribution manager.

Manson in New Post

STANLEY H. MANSON, manager of advertising and public relations for the radio-television division of Stromberg-Carlson Co., has been named to the newly-created post of public relations director for the company. He joined Stromberg-Carlson in 1927 and has served in virtually all areas of the company's operations.

MANUFACTURING SHORTS

Frank A. Emnet Co., L. A. electronics equipment representatives, appointed to represent General Electric Co. of England (telephone relays, stepping relays, special measuring instruments), in Southern California, Nevada, Arizona and New Mexico. The Emnet organization has also been named to represent George F. Wright Co., Worcester, Mass. (steel guy wire, other products), in California, Arizona and Nevada.

 Videocraft Manufacturing Co., (deflection yokes, magnetic focalizers), and Wen Products (solder guns and sanders), names John B. Tubergen Co., L. A., as sales representative in southern California, Arizona and Hawaii.

 Cinema Engineering Co., Burbank, Calif., has started manufacturing a new encapsulated resistor identified as Type 38042.

 Picker & Co., Oceanside, N. Y., announces its model 250 turnover pickup cartridge is now available with diamond stylus for long-playing recordings and sapphire stylus for standard 78 recordings.

 Radio Communications Div., Bendix Aviation Corp., Detroit, through Carl Byoir & Assoc., Inc., announces it will manufacture all radio receivers for the 1955 Lincoln and Mercury automobiles.

 Turner Co., Cedar Rapids, Iowa, now has available a new microphone identified as the Turner 50D-7V Dynamic Microphone.

 Radio Receptor Co., N. Y., has changed the name of its Selectron & Germanium Div. to Semi-Conductor Div.

 Mark Simpson Mfg. Co., Long Island City, N.

 Y., appoints Howard F. Condon Co., Denver, as representatives to the electric wholesale trade in Colorado, Utah, Wyoming, New Mexico, and the cities of Scottsbluff and Grand Island, Neb., and El Paso. Fred A. Bennett Co., Detroit, appointed as representatives in Michigan among the electrical wholesalers, hardware distributors and automotive distributors.

 MANUFACTURING PEOPLE

 Kittleson Co., Hollywood, electronics equipment representatives, moves to 416 N. La Brea Ave.

 Dr. Allen B. DuMont, president of Allen B. DuMont Labs, named by Boys Clubs of America as "Father of the Year" in field of science.

 Gordon C. Holt, executive vice president and a director, Stromberg-Carlson, Rochester, elected vice president, finance div., American Management Assn.

 D. Wallace, Pittsburgh district manager, Graybar Electric Co., elected a director.


 William Bryant named San Francisco branch manager, E. V. Roberts & Assoc. (electronics manufacturers representatives), succeeding Frank Lebell, transferred to Los Angeles headquarters as Southern California area sales engineer.


 George J. Koeck Jr. appointed district sales representative, Zenith Radio Corp., Chicago. He will headquarters in Kansas City.

 Jack Gavin, former director of advertising and public relations, Magnecord Inc., Chicago, to copy and contact staff, Lester L. Jacobs Inc., same city.

BMI TV CLINICS
Will Be Bigger Than Ever...

...according to the response from TV station owners and managers throughout the country. They voted, by better than 15 to 1, to continue the series of BMI TV Clinics which proved so successful in the past.

Three dates have been set:

NEW YORK  
(Hotel Biltmore)  
Monday & Tuesday  
AUGUST 2 & 3

CHICAGO  
(Hotel Sheraton)  
Thursday & Friday  
AUGUST 5 & 6

LOS ANGELES  
(Hotel Statler)  
Monday & Tuesday  
AUGUST 9 & 10

The BMI TV CLINICS are open to managers and personnel of all BMI-licensed stations. THERE IS NO REGISTRATION FEE – but please enroll your staff in advance.

Every Important Phase of TV Will be Thoroughly Covered

BRASS TACKS OF LOCAL PRODUCTION
FILM BUYING AND PROGRAMMING
PUBLIC SERVICE AND ALLIED SUBJECTS
LOW-COST LOCAL PROGRAMMING
TV FILM CLEARANCE

LOCAL TV NEWS AND SPECIAL EVENTS
OPERATING FOR PROFIT
CAMERA TECHNIQUES — ART SCENIC EFFECTS, etc.
LOW-COST MUSIC PROGRAMMING
PROGRAMS AND SALES

(Plus discussions, open forums and bull sessions)

Write today for your enrollment form

BROADCAST MUSIC, Inc.
589 FIFTH AVENUE, NEW YORK 17, N. Y.

NEW YORK  •  CHICAGO  •  HOLLYWOOD  •  TORONTO  •  MONTREAL
The color camera can pick up the slightest change in an actress' complexion. But unless the radio relay and coaxial cable routes that carry this picture are specially equipped, her blush would never reach the nation's screens.

It is a big job to install new equipment, necessary for color transmission, along thousands of channel miles in the Bell System network. Personnel must also be trained in the new techniques of transmitting color signals.

But the work is well under way, with facilities now serving an increasing number of cities with color television. The Bell System will keep pace with the industry's needs for color television networks.

BELL TELEPHONE SYSTEM
PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW
In an essay entitled "Civilization," written about the time the Argonauts were prodding their ox teams and "wimmen-fools" across the plains in the California Gold Rush, Ralph Waldo Emerson created the phrase, "Hitch your wagon to a star.

It is among our most widely quoted aphorisms, to use a 15-cent word. The reason I'm putting this aphorism to work here is because it fits an angle of package products advertising as neatly as a cellophane wrapper.

During the depression, when I first switched from general practitioner to specialist in the advertising business, the value of hitching your wagon to a star quickly became apparent. I saw that by adapting the venturesome spirit of this quotation, it could be put to practical use as a package goods advertising technique, one that would open new avenues in a hitherto unexploited field.

The first attempts to extract commercial value from the Emerson philosophy were demonstrated in the tie-ups between premiums and radio programs. These tie-ups provided a built-in impact obtained from endorsements of premiums by soap opera stars.

In consequence a new kind of sales strategy was created, one widely used nowadays in advertising package goods and certain types of proprietary drugs, all because we introduced the plan at the Benton & Bowles agency 21 years ago. At the time we wondered what would happen, for with it we also introduced the first premium ever offered via network radio—a Super-Suds seed deal for Colgate-Palmolive. It was carried over NBC on the daytime serial, Claire, Lu, 'n' Em. And the idea was such an unknown quantity then that we tied it not to just one star, and not to just two stars, but to all three stars.

They told their feminine listeners, very confidentially, of course, all about the flower-seed premium we planned to offer, how they too were going to plant these same seeds and grow flowers just like those in the gardens of the Hollywood screen stars.

After Colgate-Palmolive had cashed in on this project, thus proving its worth as a technique, it soon became common practice to hitch premiums to soap opera stars.

Sales for a number of products advertised by us in this manner zoomed upward overnight to more than 100,000 units daily for each brand advertised. Moreover, unit sales for these brands (meaning the sales of individual packages), maintained a daily average of 100,000 packages for several days before gradually tapering off. Sweetheart Soap got a healthy assist with this kind of forced selling. And Hudson Pulp & Paper Corp.'s products were helped into top-rank market positions which they still hold. So "hitching your wagon to a star" is here to stay as a package goods advertising credo.

Like many other intangibles, such as good "reason why" copy, correct space mechanics, psychological timing, concentration, etc., it is an important sales "plus" that has steadily gathered momentum ever since its first application back in 1933.

But to gain the greatest benefit from it, you have to find new ways of unlocking its nuclear sales power.

A long time ago, when I was a high school student, I worked part-time in a grocery store in San Diego. I picked up a lot of helpful information about the grocery trade on that job. In fact, I got the idea for the new use of another scientific formula while sorting over my San Diego reminiscences. I had learned that hitching your wagon to a premium pays out. So, I reasoned, why not try hitching it to a grocery commodity—say soap or some other fast-selling article?

This series, condensed from a forthcoming book, is appearing exclusively in B&T.
Angles of that sort should be watched.

For the sake of getting a comprehensive cross section, we have tested in a small city, a medium-sized city, and a large city, all part of the same area. However, repeated averaging out as a rule. The important thing is to determine product preferences. A test of Mexican beans in El Paso, for instance, wouldn’t fit St. Louis. So you don’t take coal to Newcastle if you want to test coal, or beer to Milwaukee if you want to test beer.

The geographic locations of cities may at times affect market conditions, provided the seasonal or regional influence is involved. For example, when timber-cutting is at a low ebb and the lumber industry is shut down, and if decidious fruit crops are off or low-priced, Northwest cities may not prove too good for testing—depending again, of course, on the product to be tested. However, we tested the 3-Cake Deal for SweetHeart Soap in Seattle, Spokane, and Portland, thus successfully introducing the “let us buy you” technique to the purchasing public via a regional approach. But business in the Northwest was normal at that time. And just recently we tested 7-MINUT Fluffy Frosting across the continent, using New York, Los Angeles as our markets. In each city sales achieved comparably high averages. So we took that as a good sign that sales would average out equally high on a national basis, and we set our radio schedule accordingly, supporting it with large space in Life, This Week and Parade.

In the test city that you choose you should always make sure the product you are advertising has at least 80% distribution. Otherwise you may find yourself testing an item that consumers can’t find in the grocery stores where they trade.

Always take the same size space or the same amount of air time in your test that you plan to purchase for your national or regional campaign. Use exactly the same copy too, as well as the same radio and tv commercials.

Response to the newspapers, newscasts, participating shows, etc., will guide you in deciding whether to pinpoint your markets with local advertising, both in print and on the air, or whether you can do better by taking advantage of national rates in newspapers and on radio and tv networks.

As a yardstick for your tests you will need to include a checkable feature of some sort—say a coupon or premium offer—by which to measure response and calculate sales. The manner in which you use it will depend on whether you make your test at the point of purchase or in a campaign by air or in the daily press.

Your test will reveal anything wrong. Then you can correct your errors and re-test, correct your errors again and re-test, ad infinitum, until your campaign is smooth enough for national coverage.

Copy, of course, is the important thing. Copy convinces the consumer that he should buy a brand. If local or regional slurry is involved a simple but logical reason that he can’t resist.

In your headline you should flag your market. And in your copy you should offer to take a chance on the customer. You should take advantage of continuity too, and of repetition and reiteration. And you should cash in on the housewife’s inertia and lethargy. But above all you should slant your advertising at prospective buyers, concentrating your firepower.

All in all, you shouldn’t overlook any bets. For even after going to great lengths to follow the rule book, you may find yourself in an unexpected trouble.

A case in point that I shall long remember occurred when I was handling the Heinz Ketchup account at Maxon’s. It certainly built up to a terrific climax.

We had been running a Heinz Ketchup ad on the back cover of the Saturday Evening Post. It had been producing excellent results so we decided by to try it in MacLean’s, which is the Saturday Evening Post and Ladies’ Home Journal combined in Canada.

The ad showed a very pretty waitress balancing a silver tray at shoulder-height and smiling down at a typical businessman, presumably at lunch. In the center of the tray was a bottle of Heinz Ketchup. It was surely a beautiful ad, reproduced in full color.

The headline read, “What she knows about your husband.”

And the copy went on to explain that smart waitresses know that all husbands want Heinz Ketchup.

Soon after the plates and proofs arrived at MacLean’s, the advertising manager phoned me from Toronto.

“Look, old chap,” he said, “we can’t run that ad in Canada, just can’t, y’know.”

“What’s wrong with it?”, I asked.

“Why, my dear fellow, the headline implies that the wife is having an affair with the husband.”

That floored me. “Well what about the art and the rest of the copy?”

“Oh, that’s fine, he replied. “It’s just the headline.”

Suddenly an idea hit me. “Tell you what,” I suggested. “You write a headline that you like, then read it to me and I’ll try to get Mr. Heinz to okay it.”

“Righto,” he said, and hung up.

Next day he called back, all enthusiasm. “I’ve got it,” he said, “I’ve got it!”

“You mean you’ve got a headline that doesn’t compromise my waitress?”

“Yes,” he said. “Canadian wives will love it.”

“Well, let’s hear it.”

He cleared his throat, then read with great pride, “He gets it when he’s down town so why not let him have it at home?”

At first I was speechless, then I roared with laughter. When I told it to Frank Bell, advertising director for the Heinz Co., he roared too.

“But look,” he said. “I see what the guy’s driving at. Here, I’ll show you how to clean it up.”

He scribbled a head on a memo-pad and handed it to me. I read, “He gets Heinz Ketchup when he’s down town so why not let him have it at home?”

And that’s how the ad ran in Canada.

But to define testing as a package goods advertising technique, I’d say you can wrap it up in two fast phrases.

The first is: “Don’t buy a pig in a poke.” The second is: “Try it out on the dog.”

(to be continued)
Your'e looking at the new RCA television camera tube for simultaneous color pickup—the camera tube that has made compatible "live" color pickup a practical reality.

The 6474/1854 has exceptional sensitivity—and a spectral response approaching that of the eye. Designed to operate on a substantially linear signal-output curve, it is capable of producing a color picture having natural tone values and accurate detail. Furthermore, the 6474/1854 features a signal-to-noise ratio and contrast range commensurate with the exacting requirements of color reproduction.

Like all RCA tubes for broadcast and TV station operations, RCA-6474/1854 Image Orthicons are available through your local RCA Tube Distributor. Ask him about RCA's new Tube Inventory Maintenance Plan that enables him to function literally as a tube warehouse for your station.
AMERICA'S NEWEST MILLION MARKET

OIL, CHEMICALS, PORT—AND TEXAS PRIDE—MAKE HOUSTON BOOM

by J. Frank Beatty

HOUSTON, industrial giant of the South and Southwest, now boasts that it is the first television market in that fast-growing area to reach the million mark.

Just 118 years after a log-cabin settlement was started on Buffalo Bayou, the city celebrated "M-Day"—"M" for million. Over the weekend it threw the biggest whining-ding in its history to honor the event.

The Houston area, or Harris County—had a population of only 44,000 at the turn of the century. This skyrocketing expansion, carrying the market well toward the top of the nation's metropolitan areas, has Houstonians convinced their city will become the third largest in America one of these days—and not too many days, at that.

Last week was "Inventory Week" in metropolitan Houston. In every branch of commercial, industrial, civic and cultural life the city took stock of its resources—incidentally, of course, keeping an eye peeled toward the next goal, the two-million mark.

What the inventory takers found looked good to Houston. Their reports were compiled in time for M-Day, which was celebrated Saturday in a market-wide promotion. The city spent the weekend looking with pride at its deep-water harbor, its oil and chemical (petro-chemical) industries and its agricultural resources.

All this growth they traced to their far-sighted forefathers, who brought the Gulf of Mexico 50 miles through the stark Texas prairie into Buffalo Bayou. The port itself is a $2 billion business.

In this area eight radio and two commercial television stations are bringing entertainment, information and consumer education. They provide a major stimulus to Houston's commerce and industry, serving 275,000 radio homes and 201,260 tv homes in the metropolitan area.

The Houston story dates from 1836 and the bloody battle of San Jacinto, where Gen. Sam Houston won independence for Texas. A team of New York investors, Augustus C. and John K. Allen, founded the Buffalo Bayou community shortly after the victory, buying land for as little as $1 per acre that now is worth $2,000 a front inch.

The Allens persuaded the Texas congress to pick Houston as temporary capital. Inflated currency, yellow fever epidemics and other frontier hazards struck the community, but stores, school, theatre, jail and courthouse quickly appeared. On July 5, 1837, the town was incorporated. Two years later a government commission decided to put the capital at Austin. Houston rode out this blow and by 1840 a chamber of commerce was leading the town's expansion.

Through the transition of Texas from a republic to a state, Houston developed its commerce and by 1858 its warehouses held over 10,000 bales of cotton. Main St. was being paved with shells as rumors of civil war reached the area. Texas joined the Confederacy in 1861 and eventually suffered the penalties of defeat, along with the rest of the South.

Riding out another crippling epidemic of yellow fever in 1867, Houston started continuous dredging in Buffalo Bayou. Large ships were able to come up from the gulf and turn around. That year the first street car came to the city, and then the carpetbaggers, who took over city offices. Despite carpetbaggers and the Ku Klux Klan, trade kept increasing as ships unloaded lumber, lime, cement, railroad iron, salt and other products.

Texas rejoined the Union March 20, 1870. Easterners were becoming interested in the area so the mayor paid a visit to several eastern cities. He came back with plans for asphalt paving, iron bridges, parks and a city market, promising the city someday would be the "Chicago of the South."

A new charter was given the city in 1874, stimulating both residential and commercial development. Soon the city was moving out into the plains. Morgan Steamship Lines and railroads extended their facilities into Houston and the city soon was closely tied into the nation's commerce.

By 1900 the 45,000 citizens claimed first place among Texas cities in industry and commerce. Oil was discovered near Beaumont in early 1901. That started the petroleum boom, which was spurred in 1904 by opening of the first well in Harris County. Houston soon was recognized as the wealthiest market in the state.

Through the first decade-and-a-half of the century, work proceeded on the ship channel, including a cut-off that saved precious time. In August 1915 the port was opened to deep sea commerce and the first large ocean-going vessel arrived in the 1,300-foot turning basin inside the city limits. Population had increased to 78,000 in 1910 and ground was broken in 1912 for Rice Institute.

In 1920 the population was 155,000 with industrial plants lining the ship channel. A building boom took place during the '20s, adding skyscrapers to the downtown area and major industrial plants. Municipal limits were extended out to an area of 70 square miles. The first air mail landed Feb. 6, 1928, and the municipal airport was officially opened a month later. The city claimed first rank in Texas as an industrial
The fastest growing industrial city boasts paint moved rapidly are paper, the Gulf chemical employment on the of them operating. the boom and easily item during the '30s and moving ahead. Even public works were with new structures piercing the skies. Federal funds went into the ship channel, new public works were completed in the city and Harris County, and port tonnage kept moving ahead. Even bank clearances kept rising during the depression years. In 1938 alone, 30 new plants were added to the industrial area.

Defense preparations in 1940 spurred the boom and that year 646 industries were operating. Ordnance and chemical plants were important additions.

Three-fourths of the chemical plants built in the nation since the defense preparations started are in the Houston area, with most of them still running during peacetime. One-fifth of all chemical employment on the Gulf Coast had been centered in the city by 1944, with over $300 million spent on chemical plants along the ship channel during the war. Twice that sum has been spent since the war, with many more in the offing.

Other industries that have moved rapidly are paper, paint and metal goods. The city boasts it is the hub of the fastest growing industrial area in the nation, with its major marketing expansion still to come. Construction has exceeded $1 billion in metropolitan Houston during the last five years between residential and nonresidential types. Huge office buildings have been going up, along with churches, schools and a $100 million medical center. A 54% increase in population from 1940 to 1950, with the process continuing unabated, gives the city over 10% of the entire population of Texas.

The 19 counties in the Houston territory have 6% of the state's area but produce 14.3% of the oil output, which is a lot of oil, and 40.7% of the state's refinery operations. The area produces 7% of the total oil in the nation. Harris County alone has 36 oil fields and 1,835 oil wells. Production of natural gasoline as well as natural gas are enormous, and many of the industries are powered by natural gas. Petrochemical output is constantly increasing and becoming more diversified.

The 10,000 retail establishments have sales of $1,150 million annually. Electric utilities have 314,450 customers, with another 287,564 natural gas customers. The city has 350,996 telephone connections. There are eight radio stations: KCOH, 1430 kc, 1,000 w, D, licensed to Call of Houston Inc.; KLLS, 610 kc, 5,000 w, licensed to Howard Broadcasting Co.; KNUZ, 1230 kc, 250 w, licensed to Veteran Broadcasting; KPRC, 950 kc, 5,000 w, licensed to Houston Post Co. (NBC), with KPRC-FM on 102.9 mc, 57 kw; KTHT, 790 kc, 5,000 w, licensed to Texas Radio Corp. (MBS); KTRH, 740 kc, 50 kw, licensed to KTRH Broadcasting Co. (CBS) and KTRH-FM, 101.1 mc, 29.5 kw; KXYZ, 1320 kc 5,000 w, licensed to Shamrock Broadcasting Co. (ABC); KYOK (formerly KATL), 1390 kc, 5,000 w, licensed to Texas Broadcasters Inc.

There are two commercial television stations—KPRC-TV, ch. 2 (NBC, ABC), KNUZ-TV, ch. 39. KNUZ-TV has temporarily suspended operations. An educational station, KUHT (TV), is operated on ch. 8 by U. of Houston. KGUL-TV Galveston is CBS station for the area.

Six major railways serve Houston—Fort Worth & Denver (Burlington); Missouri-Kansas-Texas; Missouri Pacific; Rock Island; Santa Fe and Southern Pacific. They handled 15 million tons of freight last year. Air lines are Braniff, Continental, Delta-Chicago & Southern, Eastern, International, Mid-Continent, Pan American, Pioneer and Trans-Texas. These airlines handled 787,000 passengers last year. A new $3.5 million terminal building has been completed. Thirty-four million tons of cargo are handled annually in Houston's harbor.
two motor carrier lines and 145 other regulated carriers serve the city along with major bus lines.

Houston has three daily newspapers, the Chronicle, Post and Press. The Post operates the three KPRC stations, with W. P. Hobby heading the newspaper-electronic properties. Total lineage of the newspapers has increased 127% since 1940. The Chronicle is published by Jesse H. Jones. Poster advertising has grown 78% in the last decade.

Wealthiest for Size

Houston likes to remind that within a 200-mile radius more wealth is taken out of the soil than out of any other area that size, anywhere. This wealth includes oil, natural gas, rice, sulphur, cotton, salt, timber and many other products.

With all the city's natural and man-made resources, Houston boosters look hopefully to the future. With typical Texas confidence they dream unblushingly of No. 3 position among American cities without specifying the number of years that will be required to achieve this marketing miracle.

Operators of the port are pleased with their improved channel. New wharves and cargo handling equipment are being added to accommodate increasing tonnage. The petrochemical industry can be broadened—it produces raw materials in abundance but not too many finished products except insecticides, detergents and fertilizers. One of these days the city expects to be a leading producer of end products made out of its own raw materials.

The area's agriculture, with over a million acres of land, is doing well and expects to keep pace with commerce and industry. Rice is the most important crop but ranching is thriving and the calf market is fourth largest in the nation as well as first in Texas. Fine breeding cattle are adding to the quality of herds. Houston is the distribution point for footstuffs coming in from foreign countries by air, water, rail and truck, as well as from domestic points. Wholesalers supply over 2,000 retail sources with food. A huge new produce terminal is expected to expand the growing food industry. It was built by the Santa Fe and Fort Worth & Denver railroads and is owned and operated by produce companies as a group.

Three-fifths of Houston's retail food sales is handled by independent stores.

Building Permits Ahead

With building permits in the first quarter of 1954 running $4 million ahead of the same period a year ago, the predictions that construction will continue its dramatic expansion are being borne out. Bureau of Labor Statistics, U. S. Labor Dept., ranks Houston sixth in the nation in its total construction—fourth in new residential construction and fourth in stores and other mercantile buildings. Last year 14,500 new dwelling units were built. Major projects include a $4 million plant for the Houston Post, plus two important bank buildings.

Riding the Houston wave are such suburban communities as Pasadena, Galena Park, Clinton, Deepwater, Greens Bayou, Jacinto City, Deer Park, Channel View, Baytown and others.

Looking ahead is Houston's favorite pastime. Already some optimistic Houstonians are talking about another M-Day—only this time it will be 2M-Day. It may take a few years, or even a score of years, but Houston is headed forward and figures the first million is the hardest.

WSLS Brings the Outdoors Indoors in Roanoke With Its Sidewalk Studios

RADIO has come out of hiding in Roanoke, Va.

WSLS, the am adjunct of the am-fm-tv trio operated by Shenandoah Life Insurance Co., has reversed the usual radio order by opening new sidewalk studios on a corner with a traffic count of 24,000 persons a day.

The doors are open, and the public is welcome, according to James H. Moore, executive vice president. Visitors are free eye-catching window displays.

Does it pay? "Sales results are showing already," Mr. Moore says, "though the studios were just opened last Memorial Day. All Roanoke is talking about radio studios. Many salesmen representing national advertisers drop in for a look.

"It's a place for people to meet, leave packages, call a cab or just watch what's happening. Disc jockeys work in full view.

Announcers go right out on the sidewalk with 200 feet of line to interview pedestrians, bus riders, and even a man getting shaved in a barber shop. Sixteen news programs originate daily. An outside speaker keeps pedestrians informed as they pass. Studio displays include photos of air personalities.

"The public is showing new interest in an 'old medium' and radio has found fresh vitality."

NEWsmEN, disc jockeys and other performers on WSLS Roanoke, Va., work in full view of the public in new sidewalk studios. Passers-by are welcome to meet there, leave packages, call cabs or just watch what's happening.

Colorcasting

Advance Schedule

Of Network Color Shows

CBS-TV

August 22: Toast of the Town, Lincoln
Mercury Dealers through Kenyon & Eckhardt

August 25: The Big Payoff, Colgate-Palmolive Co. through William Esty

August 31: Danger, Block Drug Co. through Cecil Presbrey

NBC-TV

Following is a list of mobile unit segments to be shown on Home and Today shows on days indicated:

July 8-9: Karamu House, Cleveland
July 15-16: Washington, D. C.
July 21-23: Ft. McHenry and B & O Roundhouse, Baltimore

August 3-6: Boston
August 12-13: New York

July 8, 15, 22, 29, August 5, 12, 19: "The Marriage"—situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B-T]
Only STEEL can do so many jobs so well

Visitor from Outer Space? No, despite its strange, other-worldly appearance, this is no product of extra-terrestrial intelligence, no flying saucer. It's a perfectly practical, very down-to-earth catalyst collector in a large petroleum refinery. Noteworthy, however, is the extensive use of USS Stainless Steel in its fabrication...to provide corrosion resistance combined with great strength.

Amputations Reduced. This new surgical clamp, handmade of sanitary corrosion-resistant Stainless Steel, can grasp a human blood vessel or artery firmly during a delicate operation without injuring the vessel wall. This clamp has already helped to reduce substantially the number of amputations resulting from war wounds.

Handkerchief Test proves that you can't beat this drum for cleanliness! Rub a clean handkerchief briskly around the inside of a USS Drum. The handkerchief stays clean. No grease, dirt, scale or rust show up to contaminate drum contents. Why? Because of a new U.S. Steel process that results in drums absolutely clean, completely scale-free, fully rust inhibited.

Built to be Buried. That's true of these National Seamless Steel Bottles, produced by U.S. Steel. For these bottles are filled with gas and buried underground, where weather and temperature changes don't affect gas pressure. This is the modern way to store gas...the safer way.

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE...AMERICAN STEEL & WIRE and CYCLONE FENCE...COLUBRIA-GENEVA STEEL...CONSOLIDATED WESTERN STEEL...GERRARD STEEL STRAPPING...NATIONAL TUBE OIL WELL SUPPLY...TENNESSEE COAL & IRON...UNITED STATES STEEL PRODUCTS...UNITED STATES STEEL SUPPLY...Divisions of UNITED STATES STEEL CORPORATION, PITTSBURGH

UNITED STATES STEEL PRODUCTS...UNITED STATES STEEL HOMES, INC...UNION SUPPLY COMPANY...UNITED STATES STEEL EXPORT COMPANY...UNIVERSAL ATLAS CEMENT COMPANY

AMERICAN BRIDGE...AMERICAN STEEL & WIRE and CYCLONE FENCE...COLUBRIA-GENEVA STEEL...CONSOLIDATED WESTERN STEEL...GERRARD STEEL STRAPPING...NATIONAL TUBE OIL WELL SUPPLY...TENNESSEE COAL & IRON...UNITED STATES STEEL PRODUCTS...UNITED STATES STEEL SUPPLY...Divisions of UNITED STATES STEEL CORPORATION, PITTSBURGH

UNITED STATES STEEL PRODUCTS...UNITED STATES STEEL HOMES, INC...UNION SUPPLY COMPANY...UNITED STATES STEEL EXPORT COMPANY...UNIVERSAL ATLAS CEMENT COMPANY
TV Page

return letter from companion. In addition, winners of the contest are to get a puppy from the litter of Mr. Rogers. The pups were flown via TWA from Mr. Rogers' ranch to Cincinnati and are part of a promotional tie-in with the return of the Roy Rogers show to WLWT after a brief absence.

WMT-TV 'IOWA' BROCHURE

WMT-TV Cedar Rapids, Iowa, is sending to agencies and advertisers a 12-page brochure titled "987 Miles West of Madison Avenue," which is the main-line distance between New York and Iowa. The illustrated brochure reveals information on the state's industry and farming in addition to personal income statistics, which place per capita Iowa income about 60% above the national average. Figures, in many cases explained by charts, on population, sales and coverage are provided for comparison. Pointing out that Iowa's market is spread out in communities of 10,000 and under, WMT-TV claims the best coverage in the eastern part of the state. The brochure is rounded out by information on program ratings, studio facilities, news coverage, programs, personalities and a map of the coverage area.

PORTABLE RADIO PROMOTION

TO PROMOTE "Eveready" radio batteries, National Carbon Co., through its agency, William Esty Co., N. Y., launched a publicity project directed to 1,330 disc jockeys across the country on the theme "June is Portable Radio Month." The promotion features facts, anecdotes and news items for use in urging listeners to get the "portable radio habit" during the summer months when family recreation moves from living rooms to backyards, beaches, camps and picnic grounds.

M. S. KELLNER, am sales manager of The Katz Agency, radio-station representatives, is convinced of the pulling power of WGBS Miami. During a recent visit to the station, Mr. Kellner went fishing off Miami Beach and caught this 35-pound dolphin. Signal strength was reported to be so powerful that another 16 dolphins were hooked by the party.

ROY ROGERS BIRTHPLACE CONTEST

THE FIRST three viewers to name the exact spot in Cincinnati where "King of the Cowboys" Roy Rogers was born will be declared the winners of WLWT (TV) that city's Puppy Contest. Each winner will receive a puppy from the litter of "Bullet," Roy's canine companion. In addition, winners also will receive a letter from Mr. Rogers. The pups were flown via TWA from Mr. Rogers' ranch to Cincinnati and are part of a promotional tie-in with the return of the Roy Rogers show to WLWT after a brief absence.

ABC KINESCOPE DISTRIBUTION

SOME 50 kinescopes of "Atomic Attack," one-hour dramatic program presented over ABC-TV on May 18, will be turned over to the Federal Civil Defense Administration within the next few weeks for distribution to organizations throughout the country. In a telegram to Robert E. Kintner, ABC president, Val Peterson, director of FCDA, expressed "sincere appreciation" for the production of "Atomic Attack," and added: "Mature dramatic programs of this kind will do much to help the American people understand that the advent of the hydrogen bomb calls for more civil defense and not less of it—if we wish to survive as a nation."

KEX SPONSORS KARDINALS

KEX Portland, Ore., is sponsoring a Portland Little League baseball team as a summer promotion. The station provides the "KEX Cardinals" with uniforms that identify KEX personalities. The team, comprised of boys 8-12 years old, plays regularly-scheduled games in Portland parks. Team coaching is handled by the station.

KFBW PALLADIUM LUNCHEON

OVER 500 station, network and agency executives, radio-television personalities and press members attended a special luncheon at Hollywood Palladium given by KFBW Hollywood to mark the first broadcast of Monday-Saturday two hour and 45-minute Larry Finley Time. Mr. Finley, who recently signed a seven year contract with the station [WBT, May 31], also is host-m.c. of the daily six-hour late evening KFBW Larry Finley Show. In addition he heads his own Hollywood TV film production-packaging firm and operates two Southern California restaurants.

DOMESTIC TRAVELCADE

WNBC-WNBT (TV) New York devoted a total of 144 hours of programming—72 hours on radio and 72 hours on TV—to modern travel in the U. S. on its Domestic Travelcade supplement. This was the stations' second weekend supplement which introduced a concept of integrated programming and selling patterned after the Sunday newspaper supplement. Modeled after the European Travelcade carried on the stations last month, the new supplement is designed to appeal to advertisers catering to individuals with "two weeks off in the summer."

WBT CHARLOTTE 'PULSE'

A SALES instrument called the "1954 Pulse of Charlotte (N. C.)," has been published by the Jefferson Standard Broadcasting Co., operator of WBT Charlotte. The Charlotte Pulse "slide rule," which was conceived by WBT's promotion department, shows the quarter-hour ratings and share of audience for each Charlotte radio station on a seven day average. Included is a chart which will convert WBT ratings into listening homes within the basic service area.

BALLOTING BY RADIO

FOR the first time in the 20-year history of the All-Star baseball game, balloting for selection of players to appear in the annual classic...
Roger Hibner over at BVG&L is a nature lover. At lunchtime you're as apt to find him feeding the pigeons in Central Park as fancying a Martini at Twenty-One. Roger's love for birds and beasts is deep and abiding.

Roger also loves a buck (the folding kind). That accounts for the fact that in his plush Madison Avenue office there's a well-worn copy of the Telecasting Yearbook and Marketbook on top of his Audubon. The Telecasting Yearbook contains vital data that Roger uses to plan television campaigns for those blue-chip clients of BVG&L.

If you're in television and want the top timebuyers to know it, your ad belongs in the Yearbook, the book that decision makers use all year.

In tv today—if you're anyone at all—the Yearbook is yourbook!

Call your nearest B*T office for details. (Final deadline August 1.)
on July 11 will be conducted on a radio station. WINS New York reported it has acquired exclusive rights to balloting in the New York area, and will promote the project over all programs, particularly on its New York Yankee game broadcasts. The balloting, which previously had been conducted solely by newspapers, ended July 3.

WSIX-TV MERCHANDISING PLAN
WSIX-TV Nashville, Tenn., has inaugurated a new merchandising-sales promotion plan which provides local and national food advertisers air time which the advertisers earn by installing the WSIX-TV "shelf-talkers" on all products advertised on the station. Each week a retail food store has an advertised meat, produce and grocery item featured on the Thursday and Friday segments of What's Cooking? WSIX-TV homemaker show. Eight major retail groups are participating in the promotion; one group a week with each repeating every eighth week. These groups account for an estimated 92% of all the food sales in the Nashville market, the station reports.

WCAU-TV BLIMP TELECASTS
ANOTHER television "first" is claimed by WCAU-TV Philadelphia for its series of telecasts from a Navy blimp 1,000 feet up, the first time, the station contends, that a tv station has produced a picture from that height. The blimp telecast was part of the promotion connected with WCAU-TV's switch to maximum power and height with its "Sky Tower" (see cut), reportedly the highest structure in Philadelphia. Reception was excellent, according to the station, despite some technical difficulties caused by wind drift. The blimp was loaned to the station by the Naval Air Station at Lakehurst, N. J., and contained Navy personnel and station representatives.

SHOW SALUTES RCA DEALERS
MUSICAL recordings from Enrico Caruso to Eddie Fisher, historical recordings like the Hindenburg explosion and King Edward VIII's "War of Love" abdication speech and the well-remembered "hall closet crash" of Fibber McGee and Molly were broadcast a fortnight ago by NBC Radio Network in a special salute to RCA dealers. Perry Como, long-time RCA Victor singing artist, served as host-emcee of the special half-hour program, Through the Years With RCA. The program was produced by Al Tennyson and written and directed by Ward Byron.

WCCO-TV 'GOPHER' COVERAGE
THE COMING season's feats of the U. of Minnesota's football team will be seen over WCCO-TV Minneapolis-St. Paul. The station recently signed a contract for all rights to the sponsored television appearances of new head football coach Murray Warmath and use of game films. An hour each Sunday night will be devoted to the showing of important plays of Minnesota's preceding Saturday game. Mr. Warmath will narrate, explaining the gridiron strategy. Under NCAA orders none of Minnesota's games will be televised live or nationally this year. Each Thursday night preceding a game Mr. Warmath will be featured on a 30-minute football program reporting on the condition of his players, revealing something of his game plans and evaluating the Big Ten football situation.

CFJB GOLFING PROMOTION
GOLF score booklets, which can conveniently fit into a cigarette case, are being distributed to advertisers and potential advertisers by CFJB Brampton, Ont. The leatherette covers carry a station advertising message and the inside of the book contains a regulation golf score pad.

ATLANTA FACT BOOKLET
THE ATLANTA, Ga., Chamber of Commerce has produced for free distribution a 40-page pocket-sized booklet titled Facts and Figures About Atlanta," which shows by charts and graphs the growth and development of the Georgia capital city. Population figures are shown and comparisons are made to other leading southern cities. Also contained are data on transportation, communications, industry, education, business and government, retail sales, housing, points of interest, convention facilities, climate and health conditions. Booklets may be obtained from the Industrial Bureau of the Atlanta Chamber of Commerce.

KTTV (TV) FILM PROMOTION
TO herald the world debut of Stories of the Century, sponsored by Sears, Roebuck & Co. in that firm's first film purchase, KTTV (TV) Hollywood took 250 press members, tv personalities, station and film executives on a special six-car Santa Fe train trip to "Century-ville," located someplace in Southern California. For a reported cost of $10,000, KTTV, which acquired rights to the series in five western states from Hollywood Television Service, telecast the arrival of the guests before serving dinner and previewing the first film, "Quan- ties, Riders," served by a broadcaster for Studio City Television Productions. An unscheduled high light was a Mrs. Johnson who, clutching a ticket for San Bernardino, unknowingly boarded the wrong train and joined the premiere party for what she said was the time of her life.

WBZ-TV SPONSORS BOYS
SIGHTSEEING trips of Washington, D. C., were awarded the 30 winners of WBZ-TV Boston's "Why I Would Like to Visit My Nation's Capital" contest. The contest, conducted by WBZ-TV's Bob Emsley in cooperation with the Big Brother Movement of America, was open to boys aged 8-16 and winners were chosen for their letters and essays on "Why I Would Like to Visit My Nation's Capital." The youngsters were flown to Washington by Eastern Air Lines after first circling the historical landmarks in and around Boston. In Washington they were taken on tours of the Capitol, White House, Jefferson, Lincoln and Washington Memorials and other points of interest and were introduced to New England Senators and Representatives.

WTTV BREAKS PARK RECORD
THE FIRST annual "Western Ledger Round-up" conducted by WTTV (TV) Bloomington, Ind., attracted 35,000 people to a Sunday afternoon outing in a state park, topping by about 31,000 the previous highest one-day attendance there. Western Ledger has been a WTTV children's feature for four years and all promotion was conducted on that show, which is emceed by Bob Hardy. Mr. Hardy and his horse, "Rhythm," participated in entertainment activities which ran continuously for seven hours, and included many other WTTV personalities. Admission was the regular 12 cents Indiana park admission fee plus the regular 10 cents for each of the 8,000 cars. The state park grossed $5,000 from admission fees, cash to the station, and the large attendance has prompted Fair Boards in Indianapolis and Lafayette to consider a similar project in those cities.

LIVE PROGRAMS DECENTRALIZED
AN INCREASE in the development of live tv programs in centers of Canada other than Toronto and Montreal is heralded with announcements from CBUT (TV) Vancouver and CBOT (TV) Ottawa. CBUT is beginning auditioning of nine live shows and CBOT plans live summer telecasting at Holiday Ranch, with all singing and musical comedy show, the station's first deviation from only news event coverage. At CBUT, where live telecasting has been mostly confined to news and sporting events, shows are being tested for quarter-hour or half-hour five days a week presentation. Station plans an early July starting date for its new format.

WEDDING CONTEST WINNERS
WLKB DeKalb, III., has announced the winning couples in its wedding contest sponsored by local merchants during April and May for people married during June. Prizes include a seven-day honeymoon cruises on the Great Lakes with stopovers at Niagara Falls and Mackinac Island, and two honeymoon week-
ends at the Conrad Hilton Hotel in Chicago. Other prizes also were contributed by sponsoring stores, which featured window posters promoting the WLBK campaign. Winning couples were announced by George C. Biggar, WLBK president and general manager.

COVERING MID-GEORGIA

MARKET study citing growth and changes in the middle Georgia market and coverage of the 47-county area by WMAZ-TV Macon was distributed last week to national advertisers and agencies by the station's representative, Avery-Knodel Inc. Titled "About the Middle Georgia Market ... And How The Media Picture Has Changed," the report includes detailed market statistics, the station's coverage map and data on county-by-county populations, families, retail sales, and TV set circulation.

WNYC AIRS SUMMER MUSIC

AS PART of a celebration for its 30th anniversary on the air, New York-owned WNYC this summer will broadcast all major band and orchestra series being presented in New York, including those of the Lewison Stadium Symphony Orchestra, Goldman Band, New York Festival Band and Naumburg Memorial Orchestra. A total of 42 musical broadcasts from several points in the city, each lasting from two to three hours, will be presented over the station.

FLYING CHIMPANZEE

J. FRED MUGGS, chimpanzee star of NBC-TV's Today (Mon-Fri., 7-9 a.m. EDT) left New York for a goodwill plane trip around the world [CLOSED CIRCUIT, June 21]. He was accompanied by his co-owners—Roy Waldron and Bud Menella—and Mary Kelly of the Today staff, and a cameraman, who will make filmed highlights of the journey for later presentation on Today.

'LET THERE BE LIGHT'

SEARCHLIGHTS with combined illumination totaling over 11 billion candlepower will brighten Philadelphia's Independence Hall for the televised 10th annual Bulletin Independence Day celebration, July 4. WCAU-TV that city will cover the events as part of the plans announced by Reginald E. Beauchamp, Philadelphia Bulletin special events director. Independence National Historical Park and Independence Hall will be shown during the telecast, which is scheduled for 9:30 p.m.

DUMONT SCORES 'FIRST'

DUMONT Television Network's closed-circuit facilities were utilized on June 23 to present what was said to be the 'first direct consumer sales presentation in the financial field of a commodity by a manufacturer.' The demonstration, which was conducted at the Remington Rand Electronics Computing Service Center in New York, revolved around the operation of Remington Rand's Univac, electronic system for processing business, engineering and scientific data.

KTRK FEEDS 'RECORD' TIE-UP

KTRK Lufkin, Tex., reports feeding a broadcast to what is believed to be the largest group of Texas radio stations ever connected together. The occasion was the opening of Governor Allan Shivers' campaign for re-election when 62 stations were fed the broadcast, including the combined facilities of the Texas State Network and the Texas Quality Network, according to KTRK.

COMMENTATORS and stations received awards recently from the Chicago Council on Foreign Relations in recognition of their contribution to "world understanding." Receiving awards from Melvin Broby (c), Needham, Louis & Broby, are (l to r): Leslie Altass Jr., who accepted for WIND; Donley Fedderson, winner for his WIND Forum of the Air; Clifton Utley, television winner for his newscasts on WNBQ (TV); and Judith Waller, head of NBC Central Division's public affairs and education department. CBS' Edward R. Murrow also received a distinction award in absentia.

IN RECOGNITION

Edward J. Lynett, owner, 'WQAN Scranton, received public service award from Greek government in recognition of his "valuable assistance to earthquake victims of the Greek Ionian Islands" during August of 1953. Cecil Woodland, WQAN general manager, also was cited for cooperation.

Film documentary program prepared by KABC-TV Hollywood was presented at last summer's Taft Story, won award from California Associated Press Radio Assn. Program, pieced together selected film clips, with written narration by Mark Jordan, highlighted the late Senator's career. It was on air within hour after Mr. Taft's death.

WJAR-TV Providence, R. I., awarded Disabled American Veterans certificate of merit for cooperation and courtesies extended to disabled veterans during the past year. Jay Hoffer, promotion manager, received the award for WJAR-TV.

Additional award for best 1953 radio documentary was presented KABC Hollywood for A Cell in the Country by Radio-TV News Club of Southern California at annual presentation ceremonies last month (BT, June 28). Station shared honors in category with KNX Hollywood The Troubled Air. Also presented was best sports reporting award, to Bill Brundige, KJLH Hollywood.

Leo Egan, sports editor, WBZ-WBZA Boston-Springfield, presented first annual award from students at Cambridge (Mass.) School of Radio Broadcasting for his Over the Plate and All About Sports program.

George W. Shannon, farm service director, WWL New Orleans, honored by Louisiana Assn., of Future Farmers of America during its

TRANSFORMERS FOR BROADCASTERS

GATES-LOSANGELES

7501 Sunset Blvd.
Tel. Hollywood 2-6851

Broadcasting  Telecasting

July 5, 1954  Page 83
If You Want Results Like These!
1,362,500 Packages of Seeds
Sold in a 13 week campaign
Then—the station you want is
WCKY
THE SELLINGEST STATION
IN THE NATION

January 20, 1954

Sheldon Peterson (c), news and special events director of KLZ Denver, has
taken a public service award from the Assn. of Social Workers of Cola-
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problems. Mr. Peterson here meets with A. J. Auerbach (l), executive director of the Colo-
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Denver Area Welfare Council.
New York Group Granted Educational Tv Charter

A CHARTER was granted by the New York State Board of Regents on June 25 authorizing formation of the Metropolitan Educational Television Assn., a non-profit organization that plans to establish a non-commercial educational TV station on ch. 25 (WGTW) in the New York City area.

The organization's job is to obtain funds and gifts necessary to construct and operate the station, which will serve New York and Westchester and Nassau counties. It will manage the projected station, developing educational TV services and providing facilities for use by the city's educational institutions.

The application for incorporation of the association was signed by Dr. Buell Gallagher, president, City College of New York; Dr. David D. Henry, executive vice chancellor, New York U.; William Jansen, superintendent of schools of the City of New York; Frank Karesen, chairman, Metropolitan New York Coordinating Council for Educational Television, and Edward Wayte, chairman of the Board of Higher Education in New York City.

UCLA-ABC Training Program

A RADIO study group of approximately 40 UCLA students is receiving several weeks of on-the-job training at KABC-ABC Radio Hollywood studios, under direction of network executives and UCLA radio instructor Arthur Friedman. All departments are open to students, who observe and work with regular personnel. The vocational training program was set up by Jack Meyers, production manager, KABC-ABC Radio Western Division, and Mr. Friedman.

Texas Group Asks Continuance

NEWLY-appointed Texas Commission for Educational Television has approved a resolution requesting FCC "to continue for an indefinite time the 18 TV channels reserved for educational use in the state." The educational commission, comprised of representatives of education, business and the communication media, was appointed in mid-June by J. W. Edgar, Texas commissioner of education, at the suggestion of the state legislature.

Canadian Tvs Boost Share of Audience

Television viewing in the Dominion continues its fast rise, according to Elliott Haynes' report for June.

FURTHER INCREASE in the size of the audience of Canadian TV stations in areas where U. S. stations also can be seen is noted in the June Teleratings report of Elliott-Haynes Ltd., Toronto. In the most concentrated TV area in Canada, the Toronto-Niagara Falls area where CBLT (TV) Toronto and WBEN-TV Buffalo are the predominant stations, CBLT scored a 60.2 rating with the Jackie Gleason Show the first week of June, as against Canadian viewers' first-place WBEN-TV program Dragset with rating 72.1.

 Ranked as the first 10 programs on CBLT in June were: Jackie Gleason 60.2, Holiday Ranch 45.9 (Canadian), Toast of the Town 35.5, Our Miss Brooks 35.2, Douglas Fairbank Presents 32.2 (British), Liberace 29.9, Wrestling 29.9 (Canadian), Stock Car Racing 29.5 (Canadian), Foreign Intrigue 28.6, and Four Star Playhouse 28.5.

WBEN-TV in the same week had these shows as most popular with Canadian viewers: Dragset 72.1, Four Star Playhouse 67.7, Ford Theatre 62.1, Arthur Godfrey 60.9, Groucho Marx 60.5, Kraft Theatre 60, Martin Kane 58.2, Top Plays of 1954 56.6, Fireside Theatre 53.4, and I Love Lucy 52.8.

On the other side of the continent, at Vancouver, where Seattle and nearby stations are competitive with CBT (TV) Vancouver, the leading shows on CBT were Jackie Gleason 47.9, CBC Theatre 45.8 (Canadian), Dennis Day 45.7, Our Miss Brooks 45.6, and Four Star Playhouse 44.8.

In other Canadian centers, where there is no competitive viewing, sets-in-use figures show a slight drop. Montreal English station, CBMT (TV) Montreal, had a sets-in-use index of 68.6; CBFT (TV) Montreal, French-language station, a figure of 65.2, and CFPL-TV London, an index of 70.1.

Elliott-Haynes Ltd. reports a total of about 686,000 TV sets-in-use in Canada now, with monthly sales averaging about 30,000 sets. From surveys made in cities where new stations have been opened and where there has been no TV viewing before, the report points to sales to about 5% of the homes within a month of start of regular TV programming, to 16% within six months and to 27% within one year.

Tv Network, Station Rates Revised by CBC

NEW CANADIAN Broadcasting Corp. TV network rates, effective July 1, have been announced in rate card number 6 with increases noted in a number of cases. New rates are as follows, in addition to CBMT (TV) Montreal, CBUT (TV) Vancouver, and CBOT (TV) Ottawa.

The Class A hourly rates of network stations connected by microwave are: CBLT (TV) Toronto, $750; CBOT, $220; CBMT, $470; CHCH-TV Hamilton, $300; CKCO-TV Kitchener, $275; CFPL-TV London, $275; CKLW-TV Windsor, $420 (to start Sept. 1); CBFT (TV) Montreal, $490; CFCM-TVC Quebec, $160. Network rates of non-connected network stations are: CHSJ-TV St. John, $165; CKSO-TV Sudbury, $150; CBWT (TV) Winnipeg, $160; CKCR-TV Regina, $160, and CBUT, $250.

New non-network rates announced for CBMT start at $500 an hour Class A time; CBOT, $250, and CBUT, $270.

Canadian Talent Search

A CANADA-WIDE SEARCH for live talent for television and radio has been started by the Canadian Broadcasting Corp., with Geoffrey Waddington, CBC director of music, and Drew Crossan, CBC producer, conducting auditions in 20 Canadian cities during July. They will be assisted at each city with one or more local talent adjudicators. Plans are to audition between 1,000 and 1,500 applicants during the talent hunt, with expectations that many of those auditioned will be placed on CBC radio and TV networks this fall and winter.

WRUL Ups Spanish Newscasts TO KEEP Central American listeners abreast of developments in Guatemala, WRUL, international station with studios in New York and transmitters at Scituate, Mass., has stepped up its Spanish newscasts to Central America by three hours a day, plus an extra newscast in English. New schedule, which went into effect on June 19, before the outbreak of the Guatemalan insurrection, will be maintained throughout the present crisis, Walter S. Lemmon, WRUL president, reported.

WRUL programs to Central America are received both by direct shortwave from the U. S. and via a network of local stations organized to rebroadcast them.

WANT TO SELL CANADA?
One radio station covers 40% of Canada's retail sales

CFRB
TORONTO
50,000 WATTS, 1010 K.C.
CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

Broadcasting • Telecasting

July 5, 1954 • Page 85
Station Authorizations, As Compiled by B·T

June 24 through June 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine updates.

FCC Commercial Station Authorizations
As of May 31, 1954

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<th>Licensed (all on air)</th>
<th>AM</th>
<th>FM</th>
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<tr>
<th>C's not on air</th>
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<th>119</th>
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<tr>
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<table>
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<tr>
<th>Total applications pending</th>
<th>2,586</th>
<th>567</th>
<th>371</th>
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<tr>
<td>New station requests</td>
<td>158</td>
<td>45</td>
<td>43</td>
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<tr>
<td>Facilities changes pending</td>
<td>239</td>
<td>58</td>
<td>239</td>
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<tr>
<td>Total applications totaling</td>
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<td>582</td>
<td>375</td>
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<td>C's deleted in May</td>
<td>3</td>
<td>1</td>
<td>10</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.

Authorized to operate commercially.

### New TV Stations

#### APPLICATION

Scantilbub, Neb.—Frontier Bestg. Co. (KFBC-TV Cheyenne, Wyo.) vhf ch. 10 (158-158 mc); ERP 12.5 kw visual, 6.1 kw aural; antenna height 212 feet above average terrain 118.3 ft. Estimated construction cost $87,000, first year operating cost $46,000, revenue $48,000. Post Office 100 East, Cheyenne. Studio and transmitter location. 16.25 miles South of Cheyenne. Geographic coordinates 41° 42’ 46” N. Lat., 109° 30’ 52” W. Long. Transmitter height 184 feet above average terrain 118.3 ft. Principal is Leonard C. Koonen. Owners. Principals include Cheyenne Newspapers Inc. (39.5%); President-Editor B. Mc- Craken; Vice President W. A. Carson (11.25%); Editor A. W. Mc- Craken; Editor C. W. Curler (13.18%); Treasurer W. A. Carson (13.18%); Dr. T. B. Curler (13.18%). Chey- enne Newspapers publishes Wyoming State Tri- bune and Eagle. Filed June 30.

#### Existing TV Stations

#### ACTIONS BY FCC

WTOP-TV Washington, D. C.—WTOP Inc. granted mod. of cp for vhf ch. 9 to change ERP to 515 kw visual, 174 kw aural; antenna height above average terrain 530 ft. Granted June 13; announced June 22.

WBAL-TV Baltimore, Ala.—Herald Pub. Co. granted mod. of cp for vhf ch. 16 to change ERP to 56.2 kw visual, 19.7 kw aural; antenna height above average terrain 380 ft. Granted June 24.

WCNY-TV Carthage, N. Y.—The Brookway Co. granted mod. of cp for vhf ch. 28 to change ERP to 35 kw visual, 17 kw aural; antenna height above average terrain 360 ft. Granted June 24.

WLAC-TV Old Hickory, Ten.—WLAC-TV Inc. granted mod. of cp for vhf ch. 8 to change studio location to 106 Fourth Ave., N. Nashville. Granted June 22; announced June 29.

#### APPLICATIONS

Anhorn, Calif.—Melvin L. Munkres, Albert E. Furlong, Howard N. Martinez Jr./as Sierra Bestg.-Co., 1400 kc, 250 kw, unlimited. Port office address 2% Melvin L. Munkres, Prine Ave. Estimated construction cost $7,655, first year operating cost $30,000. Principals in general partnership include Howard N. Mar- tinez, Jr., K.H. Munkres, W. D. Harmon, Richard E. Lindsay, Jr.; Treasurer Edward W. Camp (4.94%). Expiration date 2% Melvin L. Munkres (25%), radio-tv repair work, and Albert E. Furlong (50%), attorney. Granted June 9.

Marion, Ind.—Chronicle Pub. Co. (WMRI-FM), 800 kc 250 kw w. daytime. Port office address 526 South 6th St., New Paris. Estimate for construction cost $7,650, first year operating cost $45,000. Owners include President Gardner C. Thomas, Vice President Robert L. Ritter, Secretary-Manager Richard E. Lindsay (16.6%); Treasurer Edward W. Camp (4.94%), and W. D. Harmon (79.5%). Chronicle Pub. Co. publishes the Leader Tribune, Morton Chronicle and Marion Tribune. Lindsay is president of the Kansas City Publishing Association and Sarasota Journal, in Sarasota, Fla. Filed June 8.

Henderson, N. C.—Howard V. Harrell d/b/a Vance County Bestg.-Co., 1450 kc 250 kw, unlimited. Port office address Hillsboro St., Oxford, N. C. Estimated construction cost $14,767, first year operating cost $7,570, revenue $43,000. Mr. Harrell is chief engineer at WOOF Oxford, N. C. Filed June 22.

Palmavile, Ohio—Theodore H. Oppegard & Howard C. McDaniel (WKDD), 550 kc 50 kw, unlimited. Port office address Main St., Columbus. Granted June 20.

#### Existing Am Stations

#### ACTIONS BY FCC

KJH Los Angeles, Calif.—General Teleradio Inc. granted cp for tv station granted from D-A to WTVY N on 930 kc 5 kw unlimited and to accept any inter- est granted from one station at Oxnard, Calif. proposed by Oxnard Bestg. Corp. Granted June 23.

KBIM Roswell, N. M.—Thomas Bestg. Co. granted cp to increase power from 1 kw to 5 kw on 810 kc daytime. Granted June 30.

WACH Newport News, Va.—Eastern Bestg.- Corp. granted cp to change transmitter location to 5 miles South of Norfolk, Va. Granted June 22; announced June 29.

WOLP-Baltimore, Ala.—Herald Pub. Co. granted mod. of cp for vhf ch. 25 to change ERP to 27 kw visual, 14 kw aural; antenna height above average terrain 1,055 ft. Granted June 25.

#### New FM Stations

#### ACTION BY FCC

Walch, Mass.—Charles River Bestg. Co. granted mod. for new station FM 142.7 on 101.0 kc mc; ERP 25 kw, antenna height above average terrain 62 ft. Granted June 30.

#### Existing FM Stations

#### ACTION BY FCC

WOPI-FM Bristol, Tenn.—RadioPhone Bestg.-St. WOPI Inc. granted cp to change ERP to 0.7 kw and antenna height above average terrain to 280 ft. Granted June 30.

#### Ownership Changes

#### ACTIONS BY FCC

KBCI Avalon, Calif.—John H. Poole jr./as John Poole Bestg. Co. granted voluntary assignment of cp to John Poole Bestg. Co. Mr. Poole retains sole ownership. Granted June 22.

KYOS-RVME (FM) Merced, Calif.—Merced Bestg. Co. granted voluntary transfer of control to Robert H. Chaffin, Jr., and Glenn J. Hicks through sale of all stock for $150,000. Mr. Mc- Corrigan is president, Mr. Chaffin is general manager, Mr. Ocle, and KGLM Chehalis, Wash. Mr. Chaffin is president of newspaper company KLWL Long- view, Wash. Granted June 30.

KLZ-AM-Davenport, Colo.—Alaadiin Radio & TV Inc. granted mod of cp for tv station 171.7 kc for new station and assignment of license to LTT Broadcasting Inc. For $33,550, exclusive license to LTT Broadcasting Development Inc. 23.7%. LTT Broadcasting Development are subsidiaries of WWD.

Broadcasting • Telecasting
PLULsville, Iow.--Estherville Bestg. Corp. seeks voluntary transfer of control to Edward Schlos and William E. Schlos through purchase of 50.5% of all stock for $44,000. Principal includes J. R. Live- sley, 12% stockholder; Edward and William Schlos, associated in the ownership and control of WMAW-WTMN Mennenw, Mich., will each now own 50% interest.

KXGI Pl. Madison, Iow.--KXGI Inc. seeks voluntary transfer of control to J. R. Lively, 12% stockholder; Edward and William Schlos, associated in the ownership and control of WMAW-WTMN Mennenw, Mich., will each now own 50% interest.

KUGA-FM Ranger, Tex.--Murry Carpenter seeks assignment of license to Sherwood Tallow for $17,000 plus 4-year lease at $375 per month. Mr. Tallove is owner-general manager WHU Medford, Mass., 15% owner Mstelradio Bestg., applicant for ch. 5 at Bhdstg. and applicant for new am stations at Beverly, Plym- outh and Newburyport, Mass. Filed June 24.

KWO-TV Detroit, Mich.--UAW-CIO Bestg. Corp., of Mich., seeks voluntary assignment of license to WHW Detroit, Mich., 50% owner. Wood- ward Bestg. is applicant for ch. 50 at Detroit and approval has been granted for ch. 14. Principals include President-Treasurer Max Os- nons, 25%, of WHW; Vice President, J. S. Rose, 19%, of WHW; and Dick Con- fessor, 19%, of WHW. Filed June 24.

KXGI-FM White Plains, N. Y.--Widmer Bestg. Corp. seeks voluntary assignment of license to WHR White Plains, N. Y., to proceed with the acquisition of 100 shares of stock, for $2,000, and will own now 60% interest. Filed June 30.

APPLICATIONS

WSGN-AM-AMFM Birmingham, Ala.--Jennison Bestg. Co. seeks voluntary transfer of control through sale of all stock to wholly owned company, Pepper Brothers Inc., for $25,000. Principals include J. M. Tidwell, 15%, manager; Jackson, 15%, manager; and Kevin, 5%, manager. Filed June 24.

KXK-AM-AM FM Tulsa, Calif.--Sheldon Anderson seeks voluntary assignment of license to KXK-AM-AMFM Tulsa, for $22,500, and his 5% interest in the station. Filed June 24.

WARD Fordham, N. Y.--Fordham Bestg. Co. seeks assignment of license to PMT Fordham, N. Y., to proceed with the acquisition of 100 shares of stock in the station, for $2,000, and will own now 50% interest. Filed June 30.

KWHH-AM-AM FM Santa Barbara, Calif.--Bolton Bestg. Corp. seeks assignment of license to Bolton Bestg. Corp. for $17,000 and will own now 50% interest. Filed June 24.

KZAB-FM Fairfield, Iowa.--Brown Bestg. Corp. seeks voluntary transfer of control to Richard S. Greene, 45%, owner, and Joseph Z. Brown, 30% owner, both of Des Moines, Iowa. Filed June 24.
June 17 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Fannen N. Litvin

WOL, West Palm Beach, People's Bestg. Corp.—Granted petition for leave to amend its application (Dockets 10585-87) which authorized new fm station for completion date to June 22 (Dockets 10585-87) so as to redesign its daytime directional pattern.

By Hearing Examiner Hugh A. Hutchison

In re Portland, Ore.-based Radio Stations Inc., Portland TV Inc., No. Pacific TV Inc., Cascade TV Co.—Denied petition of Portland and No. Pacific for supplemental findings in re proceeding for ch. 8 (Dockets 91-96 et al.). Also denied motion by Westinghouse to strike "rebuttal" of North Pacific filed Oct. 30, and denied petition of North Pacific as to record in this proceeding.

By Hearing Examiner Claire W. Hardy

WCHI, Columbus, Ohio, Columbus Bestg. Co.—Granted petition for leave to amend its application (Dockets 8680-80) to redesign its daytime directional pattern.

By Hearing Examiner Hugh B. Hutchison

Central City, Ky. West Central City-Greystone Bestg. Co., Muhlenberg Bestg. Co.—On petition of Compt. of the overruling of the vacated oral argument scheduled for June 21, and continued hearing, with the showing that on that date will commence a conference with the Hearing Examiner and representatives of all parties to the proceeding, and that the taking of testimony will commence June 7 (Dockets 10609, 11182) re am applications.

By Hearing Examiner Charles J. Frederick

Pittsburgh, Pa., Westinghouse Bestg. Co., Westinghouse Radio Supply Co.—Scheduled August 3, as the date for taking oral testimony in re proceeding re ch. 11 (Dockets 8654 et al.)

June 24 Applications

LICENSED FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN HENDER

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N.W. — Washington 6, D. C., N. 8-3233
Lincoln Building—New York 17, N. Y., M. 7-4233
401 Georgia Savings Bank Bldg.—Atlanta 3, Ga., L. 1630

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KMBH Morgan City, La., Tri-City Bestg. Inc.—License to cover CP (BP-8577) as mod., which authorized new standard broadcast station (BL-5560).

WLAS Jacksonville, Fla., Washboard Bestg. Corp.—License to cover CP (BP-8568) as mod., which authorized new standard broadcast station (BL-5560).

WDIA Memphis, Tenn., Blank City Bestg. Co.—License to cover CP (BP-8574) as mod., which authorized new standard broadcast station (BL-5560).

Remote Control

KFSA Fort Smith, Ark., Southwestern Radio and Television Inc.—License to cover CP (BP-8574) as mod., which authorized new standard broadcast station (BL-5560).

WICK Scranton, Pa., Scranton Radio Corp.—(BP-9564—5).

Modification of CP

WTAQ-TV Cambridge, Mass., Middlesex Bestg. Corp.—Mod. of CP (BPCT-2458) as mod., which authorized new tv station for extension of completion date to June 23 (BMPCT-2279).

Modification of License

WKNY Kingston, N. Y., J. K. C. Bestg. Corp.—Mod. of license as to name from J. K. C. Bestg. Corp. to Kingston Bestg. Corp. (BML-1080).

Applications Returned

WSO Starvike, Miss., Grady Imes, Miss Ruth Hartness, Joseph L. Hartness, deceased, C. C. Hollinshead and Joe Phillips, Inc.—License to cover CP (BP-8574) as mod., which authorized new fm station for extension of completion date to June 23 (Dockets 91-96 et al.).

KBQV Medford, Ore., Clarence E. Wilson and P. D. Jackson d/b as Medford Bestg. Corp.—License to cover CP (BP-8574) as mod., which authorized new fm station for extension of completion date to June 23 (Dockets 91-96 et al.).

Modification of License

WHBT-FM Harrisvill, Tenn., Harriman Bestg. Corp.—Mod. of CP (BP-5925) as mod., which authorized new fm station for extension of completion date (BMP-4066).

Remote Control

WVRC (FM) Norfolk, Va., Lars,& Brother Co. et al.—(BP-9564—5).

Renewal of License

KCSM (FM) San Mateo, Calif., San Mateo Junior College District—License to cover CP (BP-8574) as mod., which authorized new fm station (BL-9574).


WHKI-FM Rock Hill, S. C., James S. Beatty et al.—License to cover CP (BP-8574) as mod., which authorized new fm station (BL-9574).

Modification of License

WBTJ-TV Cumberland, Md., Maryland Radio Corp.—Mod. of CP (BPCT-1168) which authorized new tv station for extension of completion date to June 23 (BMPCT-2279).

KGLF Kansas City, Mo., WBBX Bestg. Corp.—Mod. of CP (BPCT-2293) as mod., which authorized new tv station for extension of completion date to June 23 (BMPCT-2279).

AG&M TV Albuquerque, N. M., New Mexico Broadcasters Bestg. Corp.—License to cover CP (BP-8574) as mod., which authorized new tv stations for extension of completion date to June 23 (BMPCT-2279).

WYCT-TV Hampton, Va., Peninsula Bestg. Corp.—Mod. of CP (BP-8574) as mod., which authorized new tv station for extension of completion date to June 23 (BMPCT-2279).

June 25 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

KLLI Dallas, Tex., Trinity Bestg. Corp.—Granted the petition for leave to file a supplementary reply and to extend the time in which to file a reply to the petition of Sound Industries Inc., for leave to intervene in proceeding re Dockets 10294 et al.

Point Pleasant, W. Va., WSNB Bestg., Spencer, W. Va., Ohio Valley on Air Inc.—Denied petition of Ohio Valley for leave to amend its application (Docket 10292) for the purpose of supplementing additional material in support of said application.

Shreveport, La., Southland Ty Co., Radio Station KJND, Shreveport TV Co.—Granted in part motion of Southland Ty for extension of time in which to file extensions to initial decision in re ch. 12 (Dockets 10292 et al.), and the time was extended to June 22, and in part denied.

Memphis, Tenn., WBEQ Broadcast Service, WMPS Inc.—Granted petition of WMPS Inc. for extension of time in which to file extensions to initial decision in which an appeal may be filed to Examiner's ruling made on June 6, 1954, with respect to certain applications, depositions and exhibits in proceeding re ch. 3 (Dockets 10292 et al.).

By Hearing Examiner Harold L. Schutz

Chief Broadcast Bureau—Granted petition for extension of time from June 18 to June 23 within which to submit proposed findings in re applications of Radio Associates Inc. and WLOX for 13 channels (Miss. Dockets 10846-48).

By Hearing Examiner Isadore A. Honig

Omaha, Neb., KFBR Broadcasting Corp.—The Examiner, on his own motion, ordered that the petition for leave to extend the time for filing of request for extension of record to June 24 (Docket 10292 et al.) be adjourned to some future day to be designated (Dockets 10006, 10090).

By Hearing Examiner Elizabeth Smith

WCUE Akron, Ohio, Akron Bestg. Corp.—Granted the petition for extension of time to file a supplementary reply and any applicable motions (Dockets 10006, 10090).

By Hearing Examiner E. Gifford Irvin

WJPS Erie, Pa., The Jet Bestg. Co.—Granted petition to reopen the record in proceeding re Dockets 10292 et al. for submission of additional engineering data, and thereupon closed the record; and extended the time for the submission of proposed findings in the proceeding from July 2 to July 8, and the date for submission of conclusions and recommendations from July 2 to July 15, extended from July 8 to July 15 (Action taken 6/24).

On request of applicants, continued from June 8 to July 8 in which a further opportunity was afforded to applicants, extended from July 8 to July 15 (Action taken 6/24).

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Servs. Inc.; Endicott, N. Y., Otawaty Stations Inc.—On request of Ottaway Stations, extended to and including June 15, 1954 the time for filing of proposed findings in proceeding re ch. 40 (Dockets 10681-83) for submission of additional engineering data, and thereupon closed the record; and extended the time for the submission of proposed findings in the proceeding from June 8 to July 8, and the date for submission of conclusions and recommendations from July 8 to July 15, extended from July 8 to July 15 (Action taken 6/24).

By Hearing Examiner William G. Butts

Detroit, Mich., Booth Radio and TV Stations Inc., Woodward Bestg. Corp.—Ordered that the parties proceeding re ch. 50 (Docket 10681) shall submit copies of their direct cases to each other and to the Chief Broadcast Bureau and to examiner at a time to be scheduled by future order, and included the time for answering such direct cases at a further hearing to be scheduled by future order (Action taken 6/23).

(Closed on page 92)
COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 921
P. O. Box 7007 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for FM, TV and fessseline facilities.
1953 ABF Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 Desales St., N. W., Wash. 6, D. C.

July 5, 1954 • Page 89
Help Wanted

Managerial


Manager. 5 kw near Chicago. Great opportunity for right man. Strong on sales, economy minded. Box 863D, B-T.

Salesmen

Immediate need. Aggressive salesman in market of more than 300,000. Midwestern city. Excellent drawing account and 15% commission. Income limited only by sales ability. Second year income should be in five figures. Must be of stable character. Prefer family man. Box 894D, B-T.

Experienced radio salesman wanted. Prefer Fred P. M. 870D, 1 kw, southwest Mutual station, friendly town of 8,000. Permanent position. Submit complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVF, Artesia, New Mexico.

WFAF, Farrell, Pa., target date mid-August, has commercial manager opening.


Salesman at once, man or woman. 25% commis- sion, 8000 watt, day and night. WKKN, Muske- gow, Michigan.

Salesman wanted; Wonderful opportunity for right man. Chance for advancement to commer- cial manager. Top draw against commission; not apply unless you have good personal and sales record. WTTO, East Point, Georgia.

Help Wanted—(Cont’d)

Combines with first class ticket. No maintenance. Strong DJ, news. Salary commensurate with experience. B.T. Must have background, tape, photo to General Manager, WTIT, Danville, Illinois.

Combination man, announcer and play-by-play- play for football, salaried. No nire mer play-play. Must be good announcer, good salary, excellent working conditions. Audition tape and interview necessary. Apply WJBC, Bloomington, Illinois.

Announcer wanted immediately. Wide awake morning man to do a top equipment, southwest 1000 watt Mutual. Good staff, friendly town. Top salary for honest, efficient cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Button, Manager, KSVF, Artesia, New Mexico.

First phone operator for network station. Con- tact WSYB, Rutland, Vermont.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 787D, B-T.

Need program director-announcer. Some Illinois. Box 879D, B-T.

Experienced tv film salesman, film editors, script writers, camera men, directors, send resume to William A. Riddle, Television Broadcasting Serv- ice Inc., 81 Central Park West, New York 23, N. Y.

Help Wanted—(Cont’d)

Topetch TV salesman for topetch TV station in rich market. WFMY-TV, Greensboro, N. C. Wants to hire a man of clean caliber, excellent sales record, good character, keen judgment and pleasant personality. Must have account ac- count executive. TV experience not necessary, but must be willing to pay substantial base salary plus good commission. Send detailed in- formation about background and small photo. WFMY-TV operation and Greensboro market specifically surprising. Position available immediately.

Announcer

Wanted: WUSN-TV, channel 2, Charleston, S. C., is accepting applications for the following personnel in early September: experi- enced TV announcer and field technicians. Experienced in diversified operational activities: film men; cam- era men; sound men. Submit experience and sal- ary requirements.

Announcer, experienced for vhf. Send resume, photo, tape and references. Also engineer for vhf. Send resume and references, Box 139 Albay, Georgia.

Production-Programming, Others

Artist for midwestern metropolitan tv station. Send details and minimum financial require- ments. Box 886D, B-T.

Salesmen

Situations Wanted

Managerial

I sincerely believe, you'll not find a more capable experienced, industrious well-recommended, ma- nuto radio man for your operation. Be it sales, programming or administration. For particulars. Box 886D, B-T.

Salesmen

Salesman: Extensive all round background. Can sell, announce, program, write copy, handle personnel. Stable and dependable. Box 871D, B-T.

Announcers

Sports-announcer, 7 years experience, outstanding play-by-play play football, basketball, baseball. Excell- ent voice, reliable, accurate. Desire college or pro games. Box 725D, B-T.

Sports-sales. Sports announcer and salesman, now employed, available September first. Box 707D, B-T.

Several months experience. Strong news. DJ, easy style. Draft exempt, Box 781D, B-T.

Newman: 85 years radio. Authoritative, com- mercial delivery. Inhabitied major-market-6 kw up. Box 841D, B-T.

If you desire announcer with superb voice, drop me a line. Box 865D, B-T.

Radio announcer, many years experience. Year and half employment. Full particulars on inquiry. Box 887D, B-T.

Outstanding play-by-play man now employed as sports director in west coast, medium market, ready for bigger things. Available Au- gust 1st. Interested in West Coast metropolitan area. Complete resume, top references, tape and film. Box 886D, B-T.

Two combo men, first phone, desire jobs immedi- ately. Prefer coast to coast. Box 875D, B-T.

Announcer. Four years experience network, in- dependent stations. College graduate. Finest recommendations. Box 878D, B-T.

Television

Help Wanted

Salesmen

A leading vhf network-affiliated station in one of the south's major markets, has position opening for an experienced television salesman, Southern background preferred. Good salary and incentive bonus plan. Write full details first letter. All replies held in strict confidence. Box 868D, B-T.

Classified Advertisements

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$3.00 minimum • Help Wanted 25¢ per word—$3.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads $10.00 per inch at 16 lines per number. Send all replies to BROADCASTING • TELECASTING, 1755 DeSales St. N.W., Washington 6, D. C.

Advertisements: IF transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittances separa- tely). Advertising copy subject to changes in tone and matter. Photos appear not to be included in rate. BROADCAST- ING • TELECASTING expressly repudiates any liability or responsibility for their matter or return.
Announcer—DJ—15 years experience, news, music, play-by-play. Plays program director, wishes to change to larger market on active air and program unit. Would consider good stable position with opportunity for advancement. Box 886D, B-T.

Experienced announcer, seeking security. Presently employed. Box 883D, B-T.

Sportscaster—Experienced all types play-by-play. Have first phone-combo experience. Want to concentrate on sports with engineering or announcing secondary. Box 884D, B-T.

Announcer-staff—One year experience, will travel, relocate. Veteran, tape, resume. Box 887D, B-T.

Announcer—previously employed—desires change. 2 years all-around experience. Box 887D, B-T.

Announcer, light experience, good DJ, news, sports, board, disc. Tape. Box 886D, B-T.

Experienced all-around announcer. Good all phases operations. Excellent selling voice. Strong play-by-play, Desirable city approximately 100,000. Tapes, resume. Furnished proof in pudding. Box 885D, B-T.

Announcer, light experience, commercial voice. DJ, news sports, board, tape. Box 885D, B-T.

Announcer, vet. DJ, strong news, commercials, experience, travel. Resume. Box 884D, B-T.

Light experience, personality DJ, news, control board, strong comm. Will sell. Baritone, neat appearance, sound audition within in 300 miles of N.Y.C. Box 883D, B-T.

Sports commentator— and that only. Age 35. Power-packed analyzer. Wants station in large city. Box 883D, B-T.

Announcer, morning man. Experienced all phases, 2 years program director, 6 years radio. BA degree, prefers AM-FM or TV, but will consider all replies. Want permanent position that offers promise of advancement for initia
tive. Presently employed. Call N.Y.C. Gedney, 419-1918. Box 882D, B-T.

Newspaper, 2½ years newspaper, 3 months radio-tv experience. Veteran, single. Box 882D, B-T.

Experienced, versatile announcer. News, smooth night deejay. Special events, complete produc
ture. Want locate reasonably near New York City. Box 902D, B-T.

Eight years in radio-tv as staff announcer and announciologist. Do commercial copy and continuity. An


Anne el personality, presently daily commentator, slight British accent, can write, office experi
cience, experienced in women's Dj show. Ronnie Jennings, 18 Fayette Street, Concord, New Hampshire.

Announcer—newsman—thoroughly trained all phases by top professional. Broadcast School, 238 S. Wabash Ave., Chicago 4, III. Wabash 2-3712.

Top-flight announcers, copywriters, engineers. Available Academy of Broadcast Arts, 10 East 46th Street, New York 16. MU 6-3714.

Assistant chief wants job as chief. 10 years experience with one station. Box 798, B-T.

Recording engineer wants work as music or dubbing mixer with major recording or film studio. Box 197D, B-T.

Recent 1st phase engineer, former chief. Good, voice, music, microphone, production, Announci
e. Want New England or New York area location. Family and community man. Require $1200. week. Write Box 822D, B-T.

Am-tv engineer desires to relocate, 6 years experience all phases—emphasis xptr. Permanent jobs preferred. Box 896D, B-T.

Chief engineer, wide experience all phases, good voice but announcing secondary. Amateur li


Engineer—director, chief engineer or construction engineer for company or individual with

e the creation engineer for company or individual with expansion ideas for minimum cost. Complete experience all phases of am, fm and tv. Design and service. Box 900D, B-T.

Am-tv engineer desires to relocate, 6 years experience all phases—emphasis xptr. Permanent jobs preferred. Box 896D, B-T.

Production-Programming, Others

Girl Friday. Friday. Traffic, mike work. Excellent references. Midwest preferred. Box 196D, B-T.

Program director: 10 years experience, 5 as program director, 6 years radio and tv. Op
ded and established station. Experience positions as program director or producer in metro

tropolitan, and regional television station. Available August 1st. Box 865D, B-T.

Farm director, high school graduated, experienced in other phases too. Good voice, now employed. Prefer upper Midwest or New England area. Will consider others too. Box 902D, B-T.

Television

As commercial manager put television station on air in 1951 and doubled billings of radio station in 5 years that had been on air 15 years. Experienced in sales, operations, ad

TV personality announcer desires to progress to am-tv operation seeking creative professional for both mediums. Ten years broad experience. Two years tv staff experience. Box 798D, B-T.

Network news editor-national newswire, wire newspaper experience, capable of creating, writ
ing and directing superior calibar show. Permanent change desired. Box 874D, B-T.

Announcers

Top-flight announcers, copywriters, engineers. Available Academy of Broadcast Arts, 10 East 46th Street, New York 16. MU 6-3714.

Top-eight announcers, copywriters, engineers. Available Academy of Broadcast Arts, 10 East 46th Street, New York 16. MU 6-3714.

Technical

Veteran radio newsman originally from midwest, last nine years Florida. Presently employed. Box 193D, B-T.

Women's program director—tv station or agency. Extensive experience in front and back of cam

Radio manager, now employed large mid

Newspaper, 2½ years newspaper, 3 months radio-tv experience. Veteran, single. Box 882D, B-T.

Veteran, wanting security. Box 883D, B-T.

Women's program director—tv station or agency. Extensive experience in front and back of cam

Production manager, now employed large mid

Experienced, versatile director. All phases pro

Diversified background including public relations and teaching. Graduate level in production, screen and light

Top references including present position. Available on adequate notice. Box 849D, B-T.

Production manager, now employed large mid

Ideal candidate for present position. Will relocate. Box 870D, B-T.

Ideal candidate for present position. Will relocate. Box 870D, B-T.

EXPERIENCE REQUIRED.

VETERAN. AVAILABLE. NEWSPAPER, TV, RADIO. B.B.A. RADIO TOOLS. 610-771-1088.

ASSISTANT

Large market.

One year, national news, commercial voice, program director. Family and community man. Require $1200 week. Available August 1st. Box 865D, B-T.

TRIPLED!

For Sale


Ideal candidate for present position. Will relocate. Box 870D, B-T.

One General Electric audio console and 48 inch rack of associated equipment A 1 condition—

Best offer. Box 719D, B-T.

C.E. 872B 250w transmitter. 250 w to 1 kw. Mod

A new transmitter. 2495 acres sold. Box 1025, B-T.

Gates 85-C studio/take, model MG-2050, never used, 2 new open mfd 12500 volt DC microphone, type 250-55. 1 new EIMAC 400TH. All correspondence answered. Box 838D, B-T.

RCA BTA-10F 1/10-kw am transmitter. Almost new condition. August delivery. $5,100. Box 843D, B-T.

RCA BTF-15B 25kw fm transmitter. Fine con

Immediate delivery. Packed for shipment. $15,000. Box 847D, B-T.

Magnetone 120-5D battery operated tape recorder like new. Make offer. Box 848D, B-T.

Gates 500-D transmitter—excellent condition—4 years old. Immediate delivery. Best offer. Box 840D, B-T.

General Electric 4-bay fm antenna, used on 987 mc. Unmounted, less pole. Also isocoupler and automatic dehydrator. All available at great sacrifice. Box 901D, B-T.

Newly installed wired music company. City over 100. Unlimited potential for expansion. Everything for sale, including present account. Box 123, B-T.

SITUATIONS WANTED

(Continued on next page)
Help Wanted

Salesmen

ACCOUNT EXECUTIVE
One of our top executives is leaving us to accept an executive position in another market. We have an immediate opening for an experienced, aggressive account executive. We are one of the nation's top independent stations. Man selected will earn a minimum of $10,000 first year, with an opportunity to make $15,000 or more yearly, depending upon aggressiveness and ability. Send complete personal data, volume of experience and late photo to Box 523D, B&T. All replies confidential.

Newscaster

Editor

Commentator


Box 573D, B&T

Production-Programming, Others

Young, Ambitious, Hard-Working

PROGRAM DIRECTOR WITH IDEAS

MEDIUM MARKET POSITION

Challenger:--Responsibility:--Future

"All-Around" Announcer--News

REFERENCES Box 861D, B&T

For Sale

Help Wanted

Situations Wanted

Managerial

EXECUTIVE

Six months ago this southern NBC Regional in anticipation of expanded operations, engaged a high-caliber man with 18-years radio administrative experience. Through no fault of his or ours, these plans did not materialize. Consequently we are unable to fulfill our obligation to him. We will be pleased to direct him to any station needing a quality administrative addition to its staff. He is thoroughly prepared, reliable and personable gentleman, available upon request by mutual understanding.

Box 864D, B&T

Help Wanted

Salesmen

Help Wanted

Salesmen

Salary

Non-directional 1,000 or under, operating cp or grant in Florida. State price and terms. Box 850D, B&T.

Station daytime or full-time in town of 10,000 to 100,000. All cash. Box 858D, B&T.

Local radio station in Florida. Principals only. Write T. L. Bennett, Box 413, Sarasota Springs, New York.

Equipment Etc.

Wanted, complete fm system for high power operation. Send list, price, etc., to Box 711B, B&T.

Antenna tower, 350 to 450 feet, insulated. Must be in good condition and cheap. Box 849D, B&T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWL, or call 4041 Council Bluffs, Iowa.

Instruction


Television

TV FILM SALES AGENTS

Wanted to represent film distributor on new sports series for television for the following territories: New York City, Philadelphia, Atlanta and Dallas. Write Box 868D, B&T. All replies held confidential.

Situations Wanted

Managerial

EXECUTIVE

For large metropolitan area.

12 Years Radio - 1 Year TV

New TV station for extension.

For sale.

For Sale

Equipment

Many openings in TV & Radio.

Can place qualified personnel in many sections. Effective confidential service to employees and stations.

WRITE TV & RADIO PERSONNEL DIVISION

Bob Bingham Productions, Inc.

7115 Bluecane Blvd., Miami, Fla.

For Sale

For Sale

For Sale

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio

Effective Service to Employer and Employee

Howard S. Tauss

TV & Radio Management Consultants

704 West 3rd St., L. A., D. C.

BROADCASTING • TELECASTING

For the Record

(Continued from page 88)

June 25 Applications

ACCENTED FOR FILING

Modifications of CP

KIM, Lamar, Exeter, NE, to WY TV (BMP-1347) which authorized new FM station for extension of completion date (BMP-4925).

License for CP

WP2M (FM) Tampico, Ill. Frank Knorr Jr. et al d/b as FM Bests -- License to cover CP (BPH-1693) as mod. which authorized new FM station (BMP-4977).

Modification of CP

KCMO-FM Kansas City, Mo., Meredith Engineering Co.--Mod. of CP (BPH-528) which authorized changes in licensed station for extension of completion date (BMP-4925).

Renewal of License

WP2R-PM Parkersburg, W. Va., Ohio Valley Bestg. Corp.--(BPH-578.)

W0I-FM Ames, Iowa, Iowa State College of Agriculture & Mechanical Arts--(BPH-578.)

Modification of CP

KTKA (TV) Topka, Kan., Alf M. Landon--Mod. of CP (BPCT-1070) which authorized new TV station, for extension of completion date to 1-15-55 (BMPCT-2292).

WGAM-TV Portland, Me., Guy Gannett Bestg. Services--Mod. of CP (BPCT-158) which authorized new TV station for extension of completion date to January 1955 (BMPCT-2292).

WTIU (TV) Scranton, Pa., Appalachian Co.-- Mod. of CP (BPCT-523) as mod. which authorized new TV station for extension of completion date from 7-29-54, (BMPCT-2206).

KTIG (TV) Corpus Christi, Tex., Trinity Bestg. Corp.--Mod. of CP (BPCT-903) which authorized new TV station for extension of completion date to February 1955 (BMPCT-2203).

BROADCASTING • TELECASTING
June 29 Decisions

June 30 Decisions

TV AND AM BROADCAST ACTIONS

Adler Communications Lab.—Granted CP for experimental tv "booster" station to operate in conjunction with WATR-TV (ch. 58), Waterbury, for obtaining engineering data on booster service which will operate between 9 a.m. and 5 p.m. Mondays through Fridays, license fee $100.00, 100 ft. antenna, on ch. 60 or such other frequency as may be determined by Chief Broadcast Bureau. Engineering conditions with respect to interference, etc., station identification to be followed by statement that operation is experimental and temporary. Adler has experimental tv station at New Rochelle, N. Y., which is enabled to develop and align linear radio frequency amplifiers which may be suitable for uhf boosters.

Renewal of License

The following stations were granted renewal of their licenses for the regular RTAC-PATC, WCSS Amsterdam, N. Y.; WWMF-FM Meridian, Miss.; WNNR New Rochelle, N. Y.

June 30 Applications

APPLICATIONS ACCEPTED FOR FILING

Modification of CP

WAWZ-FM Zarembka, N. J., Pillar of Fire Inc.—Mod. of CP (BPCT-1655) which authorized new fm station for extension of completion date (BPCT-2223).

WHAT-FM Philadelphia, Pa., Independence Bstn., Co.—Mod. of CP (BPCT-3651) which authorized new fm station for extension of completion date (BPCT-4056).

License for CP

WGAU-TV Lancaster, Pa., WGAU Inc.—License to operate the regular period; extension of completion date October 28 (BPCT-2929).

WAAM (TV) Baltimore, Md., WAAM Inc.—Mod. of CP (BPCT-1451) which authorized new tv station to extend completion date to 12-1-54 (BPCT-2223).

WBTW (TV) Florence, S. C., Jefferson Standard Bstn., Co.—Mod. of CP (BPCT-1841) which authorized new tv station to extend completion date to 12-1-54 (BPCT-2223).

License for CP

WILK-TV Wilkes-Barre, Pa., Wyoming Valley Bstn., Co.—Mod. of CP (BPCT-826) which authorized new tv station to extend completion date to 1-18-54 (BPCT-2191).

RKO West Virginia Bstn. Co.—Issued a special license which authorized new tv station to extend completion date to 1-18-54 (BPCT-2191).

WITM Wilmington, Del., Delaware Bstn. Co.—Mod. of CP (BPCT-2223).

Application Returned

Salt Lake City, Utah, Ralph Elwood Wilm tr/as Seagull Bstn., Co.—New standard station application (Engineering dated after Section 1).

Modification of CP

WPBN-TV Traverse City, Mich., Northwestern Bstn. Co.—Mod. of CP (BPCT-1781) which authorized new tv station for extension of completion date to 12-31-54 (BPCT-2223).

Southern Network

$135,000.00

Major thriving market makes this under-developed station a prize buy for alert owner-operator. The station is well equipped, well known and well operated. Some financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TELEVISION NEWSPAPER ADVERTISING

WASHINGTON, D. C.
W. B. Langston, Manager

CHICAGO
W. W. Langston, Manager

SAN FRANCISCO
W. W. Langston, Manager

JULY 5, 1954 • PAGE 93
Bonus from Mt. Washington TV

$18,990 Beechcraft Bonanza

Use America's only "3-state one-station TV network" and save — in just 32 weeks of a 10 minute show aired five times weekly — the cost of an $18,990 Beechcraft Bonanza.

Average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.

Covers Three
Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.

Outreaches Them All
Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach. TV homes, 219,461 as of April 30 — RETMA

Mt. Washington TV
Channel 8

WMTW

Represented nationally by Harrington, Righter & Parsons, Inc.
TV Stations on the Air With Market Set Count
And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, further inquiries about them should be directed to that source. Total U. S. sets in use is unduplicated B+T estimate. Stations in Halos are grantees, not yet operating.

### TELESTATUS

#### ARIZONA

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Tons</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mesa</td>
<td>KTVI</td>
<td>12</td>
<td>NBC, DuMont</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KOOL  (10)</td>
<td>ABC,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>KPHO</td>
<td>5</td>
<td>CBS, DuMont</td>
</tr>
<tr>
<td></td>
<td>KVOA</td>
<td>3</td>
<td>ABC, Raytheon</td>
</tr>
<tr>
<td></td>
<td>KIVA</td>
<td>11</td>
<td>DuMont, Grant</td>
</tr>
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</table>

#### CALIFORNIA

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Tons</th>
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</tr>
</thead>
<tbody>
<tr>
<td>El Dorado</td>
<td>KRBD</td>
<td>10</td>
<td>3/6/54-Unknown</td>
</tr>
<tr>
<td>Fort Smith</td>
<td>KFSA</td>
<td>22</td>
<td>ABC, DuMont,</td>
</tr>
<tr>
<td></td>
<td>KNAC</td>
<td>3</td>
<td>Rambeau</td>
</tr>
<tr>
<td></td>
<td>KUTA</td>
<td>4</td>
<td>See Pine Bluffs</td>
</tr>
<tr>
<td></td>
<td>KTVU</td>
<td>15</td>
<td>10/10/54-Unknown</td>
</tr>
<tr>
<td></td>
<td>KATV</td>
<td>13</td>
<td>10/10/54</td>
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<tr>
<td></td>
<td>KFOR</td>
<td>12</td>
<td>NBC, DuMont</td>
</tr>
<tr>
<td></td>
<td>KMEX</td>
<td>8</td>
<td>ABC, Raytheon</td>
</tr>
<tr>
<td></td>
<td>KVKA</td>
<td>11</td>
<td>DuMont, Grant</td>
</tr>
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</table>

#### COLORADO

<table>
<thead>
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<th>City</th>
<th>Station</th>
<th>Tons</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado</td>
<td>KTV  (11)</td>
<td>ABC,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>KKDO</td>
<td>12</td>
<td>NBC, McGillivra</td>
</tr>
<tr>
<td></td>
<td>KCOR</td>
<td>3</td>
<td>3/25/54-10/1/54</td>
</tr>
<tr>
<td></td>
<td>KDKO</td>
<td>13</td>
<td>NBC, DuMont</td>
</tr>
<tr>
<td></td>
<td>KSDK</td>
<td>11</td>
<td>11/11/54-11/14/54</td>
</tr>
<tr>
<td></td>
<td>KWAV</td>
<td>17</td>
<td>5/11/54-11/14/54</td>
</tr>
<tr>
<td></td>
<td>KZTV</td>
<td>31</td>
<td>10/11/54-11/14/54</td>
</tr>
<tr>
<td></td>
<td>KOAL</td>
<td>11</td>
<td>11/11/54-11/14/54</td>
</tr>
</tbody>
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#### CONNECTICUT

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Tons</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridgeport</td>
<td>WDEL</td>
<td>11</td>
<td>11/1/54-11/14/54</td>
</tr>
<tr>
<td></td>
<td>WVIT</td>
<td>65</td>
<td>11/1/54-11/14/54</td>
</tr>
<tr>
<td></td>
<td>WNBN</td>
<td>22</td>
<td>11/1/54-11/14/54</td>
</tr>
<tr>
<td></td>
<td>WNBD</td>
<td>11</td>
<td>11/1/54-11/14/54</td>
</tr>
</tbody>
</table>

#### DELAWARE

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Dover</td>
<td>WHRN</td>
<td>40</td>
<td>3/31/54-11/3/54</td>
</tr>
<tr>
<td></td>
<td>WDEL</td>
<td>12</td>
<td>NBC, Meekeer</td>
</tr>
<tr>
<td></td>
<td>WILM</td>
<td>63</td>
<td>10/14/54-11/3/54</td>
</tr>
</tbody>
</table>

#### DISTRICT OF COLUMBIA

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Tons</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>WMAL</td>
<td>11</td>
<td>ABC, Katz</td>
</tr>
<tr>
<td></td>
<td>WGNW</td>
<td>14</td>
<td>NBC Spot Sis.</td>
</tr>
<tr>
<td></td>
<td>WTOC</td>
<td>9</td>
<td>CBS, Spot Sis.</td>
</tr>
<tr>
<td></td>
<td>WOOC</td>
<td>52</td>
<td>2/24/54-11/24/54</td>
</tr>
</tbody>
</table>

#### FLORIDA

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Tons</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clearwater</td>
<td>WPPT</td>
<td>32</td>
<td>12/5/54-11/14/54</td>
</tr>
<tr>
<td></td>
<td>WTVG</td>
<td>32</td>
<td>12/5/54-11/14/54</td>
</tr>
<tr>
<td></td>
<td>WTNB</td>
<td>32</td>
<td>12/5/54-11/14/54</td>
</tr>
</tbody>
</table>

#### FOR THE RECORD

July 5, 1954

The Type 1040 slottted ring transmitting antenna bay shown above mounts on a pole and handles 20 kilowatts with a power gain of approximately four. Additional bays give additional gain and capacity. VSWR is 1.10 or less. Antenna is of rugged construction, has few seals, is de-iced. Write for bulletin -654.
<table>
<thead>
<tr>
<th>City</th>
<th>TV Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Lauderdale</td>
<td>WFTL-TV (23) ABC, DuM; Weeds: 148,000, WTVJ (17) ABC, DuM; Venard: 107,200, (also Miami)</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJHP-TV (30) ABC, NBC, DuM; Perry: 33,374, WJBV (4) ABC, CBS, NBC, DuM; CBS Spot Slas: 326,500</td>
</tr>
<tr>
<td>Miami</td>
<td>WTVJ (17) See Fort Lauderdale, WMFV-TV (30) Shary National, 18/23-30/30/54, WTVS-TV (*), 11/13/53-Unknown</td>
</tr>
<tr>
<td>Panama City</td>
<td>WJD (7) ABC, NBC; Hollinger: 5,500, Pantazolis: 46/53,374, WPPA (15) CB, DuM; Young: 21,760, St. Petersburg: 4/30-3/31/53</td>
</tr>
<tr>
<td>Tampa</td>
<td>Times (12), Initial Decision 11/30/53, WFLA-TV (8) Blair; Initial Decision 7/13/53, West Palm Beach: 4/30-3/31/53</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV (5) CB, DuM; Katz: 386,225, WLWA (11) ABC, DuM; Crosley Slas: 386,925</td>
</tr>
<tr>
<td>Augusta</td>
<td>WRDW-TV (12) CB; Headley-Reed: 90,100, WUFT-TV (30):</td>
</tr>
<tr>
<td>Macon</td>
<td>WNEX-TV (47) ABC, NBC; Braunham: 54,862, WMAZ-TV (15) ABC, CB, DuM; Avery-Knodel: 75,580</td>
</tr>
<tr>
<td>Rome</td>
<td>WRGM-TV (9) DuM; Weed: 100,006, Savannah: 57,440, WTCM-TV (11) ABC, CB, NBC, DuM; Katz: 54,461, WSAX Inc. (9), Initial Decision 3/31/54, Thomasville: 57,440</td>
</tr>
<tr>
<td>Vaidosta</td>
<td>WGOV-TV (37) Stars National: 2/26/53-9/1/54</td>
</tr>
</tbody>
</table>
THE SPOTLIGHT’S ON WEHT
IN THE EVANSVILLE MARKET

WEHT brings 24

REPRESENTED
Nationally by
Regionally by
MEEKER TV, Inc.
ADAM YOUNG
St. Louis, Mo.

THE EVANSVILLE MARKET
WICHITA IN RATINGS IN KANSAS IN HABITS IN RESULTS IN COVERAGE IN POWER
YOU, TOO, CAN BE FIRST... in sales in Wichita and the rich Central Kansas Market. Hit your campaign to a television station that leads all the way...one that provides an undisputed dominance in loyal viewing audience, in Kansas.
SITE of proposed studio expansion by WSJV-TV Elkhart, Ind., ABC-TV affiliate, is shown to ABC President Robert E. Nintner (r.) by John F. Dille Jr., station president. WSJV-TV is on ch. 52.

Binghamton—
- WNBG-TV (12) ABC, CBS, NBC, DuMont; 274,735
- WGTB (46), 8/14/53-Unknown

Bloomington (Lake Placid)—
- WIRI (5) 12/2/53-Summer '54

Buffalo—
- WHEN-TV (4) ABC, CBS, DuMont; Harrington, Righter & Parsons; 403,210. See footnote (a).
- WBUF-TV (17) ABC, CBS, NBC, DuMont; H-R; 100,000
- WTVF (22) 7/24/52-Unknown
- WGR-TV (2) NBC; Headley-Reed; 4/7/54-Aug. '54

Carthage (Watertown)—
- WCNY-TV (7) ABC, CBS; Weed; 2/23/54-Sept. '54

Elmira—
- WECT (18) See footnote (d)

Huntsville—
- WSTD-TV (26) CBS, NBC, CBS, DuMont; Forloe; 31,500

Kingston—
- WNYT (11) 1/10-November '54

New York—
- WABC-TV (7) ABC; Petry; 4,150,000
- WABD (5) DuMont; Avery-Knodell; 4,150,000
- WATV (13) See Newark, N. J.
- WCBS-TV (3) CBS; CBS Spot Sla; 4,150,000
- WBNY (4) NBC; NBC Spot Sla; 4,150,000
- WOR-TV (9) WOR; WOR-TV Sla; 4,150,000
- WPXI (4) Free & Peters; 4,150,000
- WCGT (51), 11/4/52-Unknown
- WNYC-TV (31), 5/1/54-Unknown

Rochester—
- WCBF-TV (15), 6/10/53-Unknown
- WHAM-TV (4) ABC, NBC; Headley-Reed; 230,000
- WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
- WGRY (27), 4/2/53-Unknown
- WRGB (21), 7/24/52-Unknown
- WVE-TV (10) ABC, CBS; Bolling; 210,000
- WRGB (8) ABC, CBS, NBC, DuMont; NBC Spot Sla; 313,650
- WTRY (14), 5/14/52-Unknown
- WSYR-TV (3) NBC; Headley-Reed; 45,855

Utica—
- WFRU (19), 7/13/53-Unknown
- WFRY (12) ABC, CBS, NBC, DuMont; Cooke; 141,000

North Carolina—

Asheville—
- WISE-TV (62) ABC, CBS, NBC, DuMont; 22,838
- WLOS-TV (13) Venard; 12/9/53-Aug. '54

Chapel Hill—
- WUNC-TV (*4), 9/30/53-September '54

Charlotte—
- WAYS-TV (36) ABC, NBC, DuMont; 45,000
- WWTY (3) CBS, NBC, DuMont; CBS Spot Sla; 607,222

Durham—
- WTVD (11) ABC, NBC; Headley-Reed; 1/21/54-Aug. '53

Fayetteville—
- WFLB-TV (18) 4/15/54-Unknown

Gastonia—
- WNSC-TV (46) 4/7/54-Summer '54

Greensboro—
- WCOC-TV (57) ABC; Bolling; 11/20/52-Unknown
- WPMY-TV (2) ABC, CBS, DuMont; Righter & Parsons; 251,184

Greenville—
- WNCT (9) ABC, CBS, NBC, DuMont; Pearson; 60,979

Raleigh—
- WNCV-TV (38) ABC, CBS, NBC, DuMont; Avery-Knodell; 61,410

Wilmington—
- WMYD-TV (9) NBC; Weed; 23,284
- WTHT (3) 2/17/54-Aug. '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grants.
Food sales in El Paso and its 24 county trading area were $120,633,000 in 1953.

KROD-TV operates on 56,300 watts—VHF4. Our mountain-top TV installation , the highest in Texas; 5,285 feet above sea level and 1,585 feet above average terrain gives greater coverage than any other station in our trading area . . . KROD-TV is affiliated with


Roderick Broadcasting Company
Dorrence D. Roderick, President
Val Lawrence, Vice Pres. & Gen. Mgr.
Dotti Watts, Sales Manager
Represented Nationally by

THE BRANHAM COMPANY
Sudbury—
- WSOY-TV (5) ABC, CBS, NBC, DuMont; All-Canada, Weed, 7,328.
- WSOY—

TORONTO—
- CHLT (9) 222,800

VANCOUVER—
- CBUT (2) CBS

Windsor—
- CKLW-TV (9) Young

WINNIPEG—
- CHWFT—

MEXICO

J uarez (El Paso, Tex.)—
- XEJ-TV (9) National Time Sales; 20,000

Tijuana (Mexico) as well as educational outlets

UPCOMING

JULY

July 7-16: First Advertising Agency Group, annual conference, Northernaire, Three Lakes, Wis.

July 12: Virginia Assn. of Broadcasters, Natural Bridge Hotel, Natural Bridge.

July 8: Air Force briefing of advertising agencies on national, local and recruiting contract, Pentagon, Washington. Room 5A(70). 10 a.m.

July 13-14: Senate Communications Subcommittee meets with FCC on status and development of uhf.

July 24-31: Radio-TV Workshop, American Baptist Assembly, Green Lake, Wis.

A U G U S T


Aug. 9: (week of): International Alliance of Theatrical Stage Employees, Netherlands Plaza Hotel, Cincinnati.


Aug. 27-30: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.


S E P T E M B E R

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & TV Broadcasters, Olympic Hot Springs, B.C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.


O C T O B E R


Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.


HOWARD E. STARK

BROADCASTING  •  TELECASTING

SOUTH BEND, IND.

Guardian Bldg.  •  Detroit

Adan J. Young, Jr., Inc.  •  J. E. Campau

President

NARTB District Meetings

Sept. 8-10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 15-16: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.

Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.

Sept. 23-24: NARTB Dist. 5, Dayton Plaza, Dayton Beach, Fla.

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.


Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Pensacola, Okla.

Nov. 8-10: NARTB Dist. 13, Rice Hotel, Houston.
No Sensible Alternative

LAST WEEK's consolidation of television sales promotion into a single, all-industry effort was the only conclusion a rational group of businessmen could reach. A duplication of activity between rival groups, as had been threatened, was unthinkable.

The new formula of a truly all-industry bureau promises a larger budget and hence more effective work than could have been managed by a group relying on fewer than all the elements in telecasting. To say that, however, does not detract from the organizational job done by the stations and representatives involved in Television Advertising Bureau. It cannot be denied that the TVAB movement was the catalytic agent that precipitated the formation of an all-industry group. Without that movement, the central bureau for all telecasting probably would not have materialized as quickly.

Though some may try to call it such, the merger of the two promotion groups was neither victory for one nor capitulation for the other. It was the result of sensible negotiation and compromise, conducted among good businessmen who realized that factionalism in such a project would only guarantee weakness.

The Great Anti-Gambling Hoax

A GREAT hoax was perpetrated by the Senate Commerce Committee last week. It approved, unanimously, an anti-gambling bill ($3 2542) which discriminates against broadcast services in favor of the printed media. It demolishes the "radio on a parity with the press" thesis.

The bill would bar stations from transmitting horse or dog race information by invoking a one hour lag, except for one feature race per day. Newspapers and "tip sheets" can go to press at will. The Dept. of Justice wanted the bill. The FCC didn't. It makes campaign fodder for the November elections.

The legislation probably won't be enacted at this session—with only a month remaining. It goes on the consent calendar and one objection can block it.

But where were the broadcasters when the bill was in committee? Probably one Senator could have blocked it. We have it on good authority that not a single committee member was even approached.

This is censorship. It interferes with the right of stations to handle legal, legitimate news when it is news. Horse racing is legal. News about it must be legal too.

Some seem to argue that to oppose this bill is to favor the bookies and the racketeers. That's sheer fantasy. The bill impinges upon the freedom of the broadcast media. It should be resisted as strongly as if it provided for full program censorship. There is no middle-ground.

Doctored Diversification Doctrine

WITH INCREASING frequency the question is being asked whether the FCC staff is still functioning under New Deal policies, rather than under free enterprise concepts of the GOP. There's little doubt about the validity of the question. In a half-dozen current cases awaiting FCC action, the Broadcast Bureau has violently opposed recommendations by examiners favoring newspaper applicants over non-newspaper. In other cases, there have been initial decisions by examiners, picking up the same so-called diversification of control theme, not only against newspaper applicants but against applicants who may own other radio or television stations.

The FCC has not adopted a firm "diversification" policy. In fact it has disclaimed "discrimination" against any class of applicant, except in those instances where a grant would result in a "monopoly" of the avenues of information in a given area.

The Broadcast Bureau functions as a party in all comparative hearings. Aggrieved newspaper applicants are contending that it has adopted an "anti-newspaper" policy. The record seems to support that conclusion.

The examiners sit as trial judges. But they do not decide cases; they simply recommend. They issue "initial decisions" which are subject to exception, argument and review by the FCC. The "initial decision" thus is a misnomer.

Examiners don't like to be reversed. Hence, with a weather finger to the FCC wind, some may reach conclusions which they feel might win Commission approval.

For years lip service has been given to "diversification of the mass media of communication." It is rare, these days, to find an examiner's report that does not run head-long into this highly sensitive and little understood doctrine. Cases are cited where the examiner, for dozens of paragraphs, may indicate superiority of an applicant (a newspaper or multiple owner) only to conclude that an opposing applicant (more than likely a newcomer) is entitled to the grant because he isn't in the newspaper business, or because he doesn't own a standard station.

Congress has made clear its position. It wants no part of discrimination. Eight years ago it first sought to write a specific anti-newspaper discrimination provision into the law. Two years ago, it dropped such an amendment upon assurances from FCC spokesmen that there had been no discrimination and would be none.

But it appears to us that, since commissioners come and go, Congress had better have its say, so that FCC employees, whether New Deal, Fair Deal or Republican, will understand precisely what Congress intends. The so-called "Newspaper Amendment" proposed in the last Congress, but then dropped (and which goes beyond newspaper ownership), sounds good to us. It reads:

The Commission shall not make or promulgate any rule or regulation of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon interest in, association with, or ownership of any medium primarily engaged in the gathering and dissemination of information and that no application for a construction permit or station license, or for the renewal, modification, or transfer of such a permit or license shall be denied by the Commission solely because of any such interest, association, or ownership.

Causes and Cures

TO JUDGE by the testimony of several Senators at last week's hearings before a subcommittee of the Senate Rules Committee, there is strong sentiment in favor of kicking radio and television off the Hill.

This sentiment is founded in the hope that the removal of radio and television from Congressional hearings will somehow perform the magic of making all Senators and Congressmen behave. The fact that such a hope was never realized before the arrival of radio and television does not seem to strike the anti-broadcasting element as inconsistent.

If a girl has a wart on her nose which disturbs her when she looks in a mirror, the condition will not be cured by throwing all the mirrors out of her house. Similarly, the Congress cannot clean up its own blemishes by kicking out the two news media which provide the most accurate reflections.

Fortunately, the Senate subcommittee reviewing rules of conduct will continue with its hearings this week. Radio and television broadcasters owe it not only to themselves but also to the American public to see that the argument regarding radio-television coverage of Congress is not confined to the one side so far presented.
Every night at 5 PM on WWJ, Jim DeLand drives home amid the bulk of Detroit’s 975,000 auto-riding workers. His program is smack in the middle of the daily homeward rush.

This is a WWJ show with lots of appeal to drivers. The records are sweet and lively. The baseball scores are hot. The safe-driving tips are subtle. The commercials are blended with DeLand piano ramblings. And the voice...that voice of DeLand’s is the most persuasive in Detroit radio as it rolls out from under the dash, driving home a sales message.

YOUR PRODUCT BELONGS IN GOOD COMPANY, DRIVING HOME WITH JIM DELAND

WWJ AM FM

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: The GEORGE P. HOLLINGER CO.
The purchase of Midland Broadcasting Company, operators of KMBC-TV, by the Cook Paint and Varnish Company, operators of WHB-TV, has been approved by the Federal Communications Commission. The two stations have been sharing Channel 9 and the CBS-TV network in Kansas City. The new single-station operation has adopted the call letters KMBC-TV. The channel will continue to be the full-time CBS-TV basic affiliate in the Heart of America.

The tallest tower in the Heart of America is being constructed. From a height of 1,079 feet, KMBC-TV will transmit with full 316,000 watts power by late summer. Newest type RCA transmitter equipped for color, using BIGgest power and TOP-height tower, will make KMBC-TV the Big Top Station... dominating the nation’s 18th largest metropolitan area by its top coverage of the rich Kansas City market.

The biggest personalities, the top local programs of the two stations are now exclusively on the Heart of America’s Big Top Station, KMBC-TV!

Full CBS-TV network programming —the big, top television shows of America, carried exclusively on KMBC-TV, basic CBS-TV station.

Now under ‘Big Top’ direction is also the great radio team, KMBC-KFRM, covering the Kansas City and Kansas radio markets as no other Kansas City station can. It’s CBS Radio, of course, on ‘The Team!’

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