Electronic Buttonhook

There are a bunch of guys in New York, Chicago, Los Angeles, and maybe even Washington, D.C., who are doing a pretty good job of turning out CBS TV programs. We have a gadget called a control panel which, by some kind of electronic magic too arcane for us salesmen, buttons onto the CBS TV network.

Folks in Eastern Iowa got buttons of their own. One of the juiciest, Channel 2, is pure pearls. By a strange coincidence it's WMT-TV.

Beyond having had sense enough to go CBS in the first place, we claim no credit for the excellence of CBS programs. We just lean back and feel their Pulse...

End of modesty. We do lay claim to local programming for the Eastern Iowa trade, which, when added to CBS network fare, completes the buttoning operation.

For more light thereon, please ask the Katz Man.

Channel 2  WMT-TV  100,000 watts
CBS for Eastern Iowa
Mail address: Cedar Rapids
National Reps: The Katz Agency
Howdy Folks!
I'm the "Old Ranger"
of "Death Valley Days"

DEATH
VALLEY
DAYS

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 . . .

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

Maximum power—
100,000 watts at Maximum Height—
1049 feet

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.
Ray Perkins' friendly, intimate style as an entertainer has corralled sales for advertisers in the West for 9 years — and now he's on Intermountain. Let Perkins perk up your sales curve too!

THE RAY PERKINS SHOW

11:30 - 12:00 noon
Monday thru Friday

FULL Inter Mountain Network

44 STATIONS IN

UTAH IDAHO MONTANA WYOMING
SOUTH DAKOTA NEBRASKA COLORADO
NEW MEXICO NEVADA TEXAS

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta
In Texas it's got to be TEXAS SIZE
THAT'S WHAT YOU GET WHEN YOU BUY
KRLD
50,000 WATTS
CBS

863 MILES FROM EL PASO TO TEXARKANA

Yes, 68 Secondary Radio Stations dot the map within KRLD's 0.5 Mv line... an impossible number for most advertisers to cover the area. But then, fortunately they don't have to... They can saturate it completely at one low cost, with one great 50,000 watt station, KRLD.

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA
OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION... THE BRANHAM CO., Exclusive Representative

Page 4 • July 19, 1954

Broadcasting • Telecasting
WITH 1955 NARTB Convention definitely scheduled for Washington, broadcasters may have distinction of being addressed by President Eisenhower. No convention in NARTB's 34 years has had U. S. President present in flesh, although Herbert Hoover, in 1931, did address Detroit convention by remote control radio.

** BEST BET for effective date of CBS Radio's 15-20% rate cut is week of Aug. 26, first week after network's no-cut commitment to affiliates expires Aug. 25; NBC Radio, which says "most" of its affiliates have accepted its rate-cut proposal to "meet the competition," probably will put its plan into effect within few days of CBS Radio's. While CBS and NBC plan to effect reductions via increased discounts rather than rate changes, ABC Radio is planning to adopt single rate for daytime and evening, presumably to become effective about same time.

** ASCAP revenue for 1954 is expected to reach new all-time high of about $20 million, according to estimates based on income for first half of year. Broadcast stations and networks, both radio and tv, contribute some 85% of this revenue.

** IT MAY be premature but they're already talking about next vacancy on FFC—expiration of term of Frieda B. Hennock June 30, 1955. Appointment will go to Democrat under the law and first name thrown into speculation is Gov. Gordon Persons of Alabama, whose term expires at year-end. Brother of Maj. Gen. Wilson B. Persons, deputy assistant to the President, he is veteran broadcaster, having formerly held partnership of WSFA Montgomery, and is radio "bantam" who has never lost interest in communications.

OFFICIALS of CIO National Assn. of Broadcast Engineers & Technicians upset over NLRB decision to withdraw jurisdiction over radio- tv stations with less than $200,000 annual gross income (see page 40). There's inference ruling is result of political alignment on labor board and was "inspired" by labor-management "majority" at NARTB.

** DELAY in informal Senate Commerce Committee letter to FCC on Edward Lamb [CLOSED Circuit, July 5] is only temporary. Sen. Bricker, committee chairman, has had letter on desk but failed to sign it last week. Reason: Senator was not satisfied with its composition and asked for redraft. Letter would suggest to FCC that it supply publisher-broadcaster Lamb with bill of particulars on renewal proceedings before public announcement.

** ** FIRST ANNUAL convention of CBS Radio affiliates with officials of network will be held Sept. 1-2 at Edgewater Beach Hotel, Chicago. While affiliates' meetings have been held in conjunction with NARTB conventions in past, CBS affiliates have never heretofore held separate intra-network meetings.

** ** SHORTLY to be named to consider personnel for projected new single television advertising promotion organization [BET, July 12] will be personnel screening committee. Two dozen applications for top post already have been submitted in anticipation of new organization and are in hands of Clair R. McCollough, Steinman stations, head of NARTB TV Board.

HOST TO four members of FCC (Chairman Hyde, Comrs. Bartley, Deorfer and Lee) at dinner last Wednesday night was Sylvester L. (Pat) Weaver Jr., NBC president, on his first formal visit to Washington since he was introduced to officialdom last February—two months after assumption of NBC presidency. Co-hosts were NBC Washington vice president, F. M. Russell, and George Wheeler, assistant vice president. Group also visited Sen. Potter (R-Mich.), chairman of Senate Communications Subcommittee.

** ** FCC COMR. Frieda B. Hennock has traded in her legal assistant No. 5, Arthur Blooston, after small explosion. Though air cleared, Mr. Blooston chose to transfer to Safety & Special Services last week. This week she will announce No. 6: Louis C. Stephens, for many years in Washington with government and abroad for International Refugee Organization.

** ** DESPITE small turnout to witness argument Thursday on FCC's daytime skywave report (story page 79), there are some who feel behind-scenes politicking will make uhf look like Sunday school picnic because proposal could reach to grass roots radio from coast-to-coast.

** ** DESPITE SLACKENING of tv application pace, competent consultants are doing thriving business but they're performing primarily as "doctors" for anemic or sick operations. Going rate is $100-$150 per day plus expenses.

** ** MOST EXCRUCIATING personnel problem in tv is in sales, notably sales management. Middle and small market stations are finding this problem most serious. Schools generally are turning out personnel to operate behind or in front of cameras but not in sales offices.

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BROADCASTING • TELECASTING
Time to put your advertising dollar on the station that's doing an outstanding selling job, locally and nationally, WDEL-TV. Time to get your sales message across to a vast, responsive audience in a high-income area that includes all Delaware and thriving portions of Pennsylvania, New Jersey and Maryland. These people spend over a billion dollars a year in the retail market! Time right now to get your share!

Write or phone for availabilities

Represented by

**MEEKER TV, Inc.**

New York Los Angeles
Chicago San Francisco
RACE FOR BIG-TUBE COLOR IS ON: RCA NOW LEADING BY TWO INCHES

DEVELOPMENT by RCA of new 21-inch tri-color picture tube with picture area of 250 square inches is being announced today (Mon.) by W. W. Watts, executive vice president, Electronic Products, RCA. Tube will be demonstrated Sept. 13. Fortnight ago, CBS-Hytron led large-screen field with announcement of 19-in., 205 sq. in. color tube [BT, July 12].

Simultaneously, Mr. Watts said, RCA will demonstrate new color television receiver chassis having "greatly simplified circuitry." He added this will "substantially" reduce number of tubes and components required in color set and will result in "significant reduction of costs."

Among features cited for new RCA color tube were large picture area, said to be 22% larger than any other color tube available; shorter tube; less weight, described at 25% lighter than present competitive 19-inch glass tubes; better color purity; better picture contrast; room glare eliminated.

Tube employs 21-inch round metal envelope. Introductory price to equipment manufacturers, according to Mr. Watts, is $175.

Meanwhile it was announced by Tube Division, RCA, that new 17-inch and 21-inch black-and-white picture tubes have been developed which feature 90-degree deflection and are approximately 18 and 12% shorter respectively than comparable 70-degree kinescopes. Wide-angle kinescopes are said to permit receiver manufacturers to reduce size of television cabinets.

AFM, AFTRA Dispute Goes Before NLRB Today

DISPUTE between American Federation of Musicians and American Federation of Television & Radio Artists over talent jurisdiction will be reviewed by National Labor Relations Board at hearings in Chicago starting today (Mon.). Hearings set before Examiner L. L. Brodwin at 10 a.m. in Chicago Theatre base-ment on AFTRA charge that musicians' union has forbidden members to belong to talent union. Controversy arose locally months ago when singing team of Homer & Jethroe were dropped from local program on ABC station WBKB (TV).

Business Census Killed in House Committee

SWINGING an economy axe, House Appropriations Committee Friday killed $8,430,000 funds request for census of business, manufacturing and mineral industries. Bid for all funds to hold censuses, of aid to researchers and marketing experts, was contained in President Eisenhower's supplemental appropriation package affecting score of Federal operations. House group slashed nearly 40% from overall supplemental request which totaled almost $2 billion.

Bonus Audience Increases

OUT-OF-HOME listening in New York area added 24.3% to at-home listening in May, more than at any previous time, according to latest Pulse survey. Year ago, out-of-home audience was 21.4% bonus; in May 1951 it added 17% to listeners at home. Average of 4.6% of all New York families were listening at work, in autos, while visiting or in public places between 6 a.m. and midnight, Pulse said, another new high, up from 3.9% average in May 1951.

• BUSINESS BRIEFLY

RADIO FOR ANALYST • Anahist Co. (Super Analytic) Yonkers, N. Y., is preparing to buy radio spot announcements between 7 and 8:15 p.m. on more than 100 stations, five times weekly, news and weather adjacencies. Ted Bates Inc., N. Y., is agency.

SPOTS AND SPICE • Shulton Men's Toiletries, (All Spice) N. Y., through Wesley Assoc., starting seasonal spot announcement radio-tv campaign on Sept. 13 to run until Dec. 24 in about 50 markets.

SPOT CAMPAIGN • Armstrong Cork Co., Lancaster, Pa., planning spot advertisement campaign in selected markets located mostly in west central states. BBDO, N. Y., is agency.

NASH ON CBS-TV • Nash Motors Div., Amer-ican Motors Corp., will sponsor Stage Show Saturday nights on CBS-TV for five weeks effective July 17. Program featuring Tommy and Jimmy Dorsey is summer replacement for Jackie Gleason Show. Nash reruns ads. W. A. Sheaffer Pen Co. on program until Aug. 14 when pen firm returns. Geyer Inc., N. Y., is agency for Nash.

GOEBEL SPONSORS • Armour & Co. and Pet Milk Co. have signed alternate-week sponsor-ship of show featuring comedian George Goebel, Saturdays, 10-10:30 p.m. on NBC-TV, effective Sept. 23 to 29. Late Goebel show. Armour and Pet Milk, respectively.

MONDAY SHOW • Standard Brands, N. Y., (Royal gelatin and puddings and Blue Bonnet margarine) to sponsor 5:30-6 p.m. Monday shows the five times weekly "Howdy Doody pro-gram, effective Sept. 20 for 39 weeks. Ted Bates & Co., N. Y., is agency.

STANDARD IN SOUTH • Standard Brands, (Blue Bonnet margarine and Royal pudding) N. Y., starting radio spot schedule and also using some tv markets, effective Sept. 13, Monday through Friday, daytime, for 12 weeks, mostly in middle-size southern markets. Ted Bates Inc., N. Y., is agency.


LIBBY EXPANDS • Louis L. Libby Foods Inc., N. Y., through Hicks & Greist News Bu-reau, has expanded its radio spot schedule to include several additional stations in north cen-tral area and in Winnipeg, Canada.

CHAIN BREAKS • Maine Sardines, N. Y., has placed six-week radio spot announcements cam-paign, using minute chain breaks, daytime, in 44 markets, effective today (Mon.) through BBDO, N. Y.

GF FILM • General Foods (instant pudding) placing 22-second film in Class A television time for two or three weeks starting July 31 in approximately 60 markets. Young & Rubicam, N. Y., is agency.

Lamb Sues Rep. Sutton, Nashville Stations for Libel

DEFAMATION of character suits totaling $1.5 million have been filed in behalf of broadcaster Edward Lamb in Tennessee Circuit Court for Davidson County, Whitworth Stokes, Lamb counsel at Nashville, told BT Friday. Defendants are Rep. Pat Sutton (D-Tenn.) and Nashville stations WSIX-AM-TV, WSM-AM-TV and WLAC.

Mr. Stokes said tapes are being studied to determine if suits should include several other stations carrying portions of Rep. Sutton's 26-hour talkathon Monday-Tuesday. He said Congres-sman, campaigning for Senate in Aug. 5 Democratic primary against Sen. Estes Kefauver (D-Tenn.), three times referred to Mr. Lamb as "communist" and that Tuesday night apology and retraction was just as bad as original charges. Stations also aired retractions and apologies, Mr. Stokes said (early story page 84).

Three separate suits were filed, Mr. Stokes ex-plained, each asking $500,000 punitive damages. Suits respectively name Rep. Sutton and one of three stations. Lamb counsel said Tennessee law states it is libel per se to call anyone communist.

Earlier in week, Washington counsel for Mr. Lamb, Russell Morton Brown of McGrath & Brown, argued before U. S. Court of Appeals for D. C. seeking stay of FCC hearing sched-uled July 28 on license renewal of Mr. Lamb's WJCU (TV) Erie, Pa. FCC inquiry charges Mr. Lamb lied when he earlier told Commission he never had communist associations. Mr. Lamb repeatedly has denied giving false information to FCC or that he ever had Red ties (early story page 83).

MR. WATTS

HR & P Moves Today

HARRINGTON, Righter & Parsons, tv station representation firm, moving New York headquarters today (Mon.) to new building at 589 Fifth Ave.

BROADCASTING • TELECASTING

July 19, 1954 • Page 7
SMOOTH Sailing

Set your course on Channel 2 for the rich Midwest market, and just lean back and relax!

You'll breeze in first when you speed sales with all the full power impact of

WJBK-TV DETROIT "Way out in front with 100,000 watt power, new 1,057 foot tower, top CBS, Dumont and local programs.

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690
KMO-TV Sale Bid Filed; Other Actions at FCC

APPLICATION for FCC approval to sale of ch. 13 KMO-TV Tacoma, Wash., by Carl E. and Carl D. Haymond to J. Elroy McCaw for $390,000 was filed with FCC Friday [BET, July 12]. Means Haymond retain KMO. Mr. McCaw, former part owner KLZ-AM-FM-TV Denver, holds 25% interest in KONA (TV) Honolulu and owns KORC Mineral Wells, Tex. He also is part owner WDNS New York, KYA San Francisco and KYAK Yakima, KELA Centralia and KALE Richland, all Washington.

Birmingham Educators Dissent

IN VIEW of bid for ch. 10 at Birmingham by Alabama Educational TV Commission (story page 87), Birmingham Area Educational TV Asn. Friday dismissed its application pending before FCC for same facility.

Shreveport Argument July 30

ORAL argument on initial decision in Shreveport ch. 12 tv case scheduled by FCC Friday for July 30. Initial ruling preferred Shreveport Television Co. over competitors KMID and Southland Television Co. to take over KSLA (TV) there, interim operation [BET, June 14].

WSAY Protest Denied

ECONOMIC protest of WSAY Rochester against license renewal of WBBF there was denied for failure to cite specific details of alleged injury, FCC said Friday in memorandum opinion and order. WSAY complained of refusal by WBBF to allow rebroadcasting of programs as well as combination rates between WBBF and WQGA Geneva, N. Y., under common ownership.

Winson-Salem Likes Color

FIRST network color showing on WJSJ-TV Winston-Salem, N. C., received enthusiastically by tv dealers and distributors, Harold Essee, executive vice president and general manager of station, reported Friday. Station carried ABC-Saturday Evening Post's "ECONOMIC protest of WSAY Rochester against license renewal of WBBF there was denied for failure to cite specific details of alleged injury, FCC said Friday in memorandum opinion and order. WSAY complained of refusal by WBBF to allow rebroadcasting of programs as well as combination rates between WBBF and WQGA Geneva, N. Y., under common ownership.

Network-TWA Peace Sought

MEETING is scheduled today (Mon.) in New York between U. S. Mediation Service and CBS-TV, NBC-TV, ABC-TV and Television Writers of America to discuss issues involved in possible strike by TWA over contract for free-lance scriptwriters (see story, page 40).

ABC Previews Football

PREMIERE broadcast of Football Forecast, first of three programs to be presented by ABC, radio as a preview to the telecasting of the National Collegiate Athletic Assn. football games this fall, will be carried Friday, 10-10:30 p.m. EDT. Other programs will be Rally, which will occupy the Football Forecast time slot starting Sept. 17, and Victory Dance, which will be presented during the football season on Saturday, 8-10 p.m. EDT, starting Sept. 18.

NEW KRAFT PLAN

EDWIN A. KRAFT Adv. Agency, formerly of Seattle but now of 1480 E. California Ave., Glendale 6, Calif. (Culver 1-7431), is active again in purchase of station time on a flexible basis.

"We have a very strong plant offer," Mr. Kraft says, "which sells at $1 and which we would like to test on radio.

We know it sells because we have produced 25,000 orders through a very small ad in newspapers.

Mr. Kraft would like to know if stations "will give us 15 two-minute periods per week and charge us your published 30-minute rate."

Fifth Witty Survey Shows Televiewing Down

TELEVISION is "favorite leisure activity" of elementary school pupils, but viewing has dropped slightly among high school students and adults, according to fifth annual tv survey announced Friday by Dr. Paul A. Witty, Northwestern U. professor. Study covered 1,500 elementary school and 400 high school students in Chicago and suburban Evanston schools, their teachers and parents.

Breakdown: Elementary pupils, 21.5 hours weekly in 1954 to 23 in 1953; high school, 14 to 17; parents, 16.5 to 19; teachers, 11.5 to 12.

Number of teachers with sets rose, however, from 62 to 83%; 96% of students claimed tv sets.

ASCAP Sets Station Relations

ASCAP last week announced formation of station relations staff to serve radio and tv stations.

New group, all associated with ASCAP for number of years, will be under supervision of Samuel E. Feldman, assistant sales manager. They include: John T. Campbell, headquarters in Boston; Fred N. Brown, Atlanta; William J. Barzen, Chicago; William E. Fox Jr., Dallas; William S. Hoffman, San Francisco.

Eveready, Prestone ID's

TRANSFILM, N. Y., has completed production on a series of station ID's for Eveready flashligh batteries and Prestone anti-freeze through William Esty Co., N. Y. Company is preparing series of seven assorted-length tv film commercials for General Electric Co.'s tv receivers through Maxon Inc., N. Y.

UPCOMING

July 20: Potter Subcommittee meets to consider uhf. Closed.


Aug. 5: Committee of 400 Collins for all-industry tv sales promotion, Mayflower Hotel, Washington.

For other Upcomings, see page 109.

PEOPLE

JOE C. CHAMBERLIN, formerly with Fitzpatrick & Chamberlin, publishers' representative, to Young & Rubicam, L. A., as account executive.

ROBERT (BOB) KELLY, freelance tv consultant, to radio-tv department, Harry B. Cohen Inc., N. Y.

STANLEY O. BOYNTON JR., associated for past five years with Stanley G. Boynton & Son Adv., Birmingham, Mass., named account executive in New York headquarters of Mutual, will service Michigan and northern Ohio territory.

WILLIAM H. BRODIE, western representative, Crosley Div., Avo Corp., to Dancer-Fitzgerald-Sample as account executive. He will be assistant on newly-acquired Pfaff sewing machine account and serve as merchandising consultant on other hard goods.

MAXINE ANDERSON, recently associate producer on Pinky Lee tv show and formerly manager of Blow Co. Hollywood office, to Los Angeles office of Weiss & Geller Inc., Chicago, as associate producer and fashion coordinator.

STEWARD BARTHELMESS, manager of ABC Radio station clearance department, named sales service manager of network. H. E. WADE, ABC station clearance contact, to manager of radio station clearance department, succeeding Mr. Barthelmess. BETTY BOUCHER, member of radio station clearance department, replaces Mr. Wade as station clearance contact.

HERSCHEL GOODMAN promoted to copy chief at Waldie & Briggs, Chicago agency.

LEO ROSEN, formerly in theatrical and advertising industries, and recently commercial manager of WROW-TV Albany, named general manager of WPTR there.

RICHARD STARK, for past two years account executive with DuMont Television Network, to ABC-TV's eastern network television sales staff as account executive.

H. R. (HERSCH) WEAKLEY, program director, KXIC Iowa City, to WMT-TV Cedar Rapids as creative supervisor. WAYNE LOUIE, director at WMT-TV, appointed production supervisor.

WALTER FURNISS, news director, WCOL Columbus, Ohio, named to general convention committee of Sigma Delta Chi to handle arrangements for 1954 meeting there Nov. 10-13. He will handle entertainment.

JOHN RAILEIGH, KYW Philadelphia commentator, promoted to news editor.

THELMA WALKER and DAVID W. CLEARY, Young & Rubicam, N. Y., appointed copy supervisors.


CAPT. WILSON STARBUCK, USNR, recently released from active duty, appointed director of personnel, Al Paul Letfon Co., Philadelphia.


STEVE ALLEN, television comedian, and JAYNE MEADOWS, panelist, CBS-TV's 'I've Got a Secret,' will be married July 31.

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John Osbon, News Editor.

HOLLYWOOD
Wallace H. Engelter, Western Sales Manager; Lee Kovner, Western News Editor; Marjorie Ann Thomas, TV Film Editor.


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...WMBR is Jacksonville's most-listened-to radio station ... and WMBR-TV is Florida's most powerful television station!

Source: Latest Pulse Reports

THIS IS JACKSONVILLE FLORIDA...
Industrial center of the southeast!

WMBR AM·FM·TV

Represented by CBS Radio and Television Spot Sales
Backyard news can make
products move

It's local news—the things that happen in people's own backyards—that interest them most.

And such news gets the interesting handling which TV can give it only on *local TV newscasts*. That's why these programs command large audiences, have great in-home impact, spurt product sales for the sponsors.

One TV news show at 9:00 PM captures 51% of the total TV audience in the market. Another at 6:45 PM gets 39%.

Increase your sales on a local level...with Spot TV your medium, the local TV newscast your showcase, and the local newscaster your salesman.

WSB-TV ...... Atlanta
WBAL-TV ...... Baltimore
WFSA-TV ...... Dallas
KOA-TV ...... Denver
WICU ...... Erie
KPRC-TV ...... Houston
KARK-TV ...... Little Rock
KABC-TV ...... Los Angeles
KSTP-TV ...... M'p'l's-St. Paul
WSM-TV ...... Nashville

WABC-TV ...... New York
WTAR-TV ...... Norfolk
KMTV ...... Omaha
WTVH-TV ...... Peoria
WENS ...... Pittsburgh
WOAI-TV ...... San Antonio
KFMB-TV ...... San Diego
KGO-TV ...... San Francisco
KOTV ...... Tulsa
KEDD ...... Wichita

Represented by Edward Petry & Co., Inc.
New York * Chicago * Los Angeles * Detroit * St. Louis * San Francisco * Dallas
A VISIT to the farm by city folk can be a rewarding experience, even via television, as was demonstrated by NBC-TV in its newest agricultural series.

In its quiet, unassuming way, the network's *Out on the Farm* is a sort of bucolic counterpart of moviemain John Ford's saga of the sea, "Long Voyage Home." It rambles, to be sure, but that is half its charm. The only criticism that might be offered is that the program is too long.

This hour-long venture opens with a picture of Chicago's skyline and an invitation for city people to visit the country. Singer Eddy Arnold welcomes televiewers to the Landmeiers' 160-acre farm near Cloverdale, Ill. He introduces the participants and sings a few songs.

Among the principals: Lloyd Burlington, farm specialist (and part-owner of WBEL Beloit, Wis.); Clint Youle, who discusses the ideal temperature for corn and milk output; John Ott, who talks of gardening, and the whole Landmeier family, engaged in farm activities.

Interviews dominate the show. Whether *Out on the Farm* will catch on as Sabbath fare is conjectural. Maybe viewers would prefer setting on their own back porches to white away an afternoon. In a way, watching *Out on the Farm* and their country neighbors—the Landmeiers—is comparable to doing just that.

THE HUNTER

**Time:** NBC-TV network except WNTN (TV) New York, WNXO, 10:30-11 p.m. EDT (WNTN only, Saturdays, 7 p.m. EDT)

**Starting Date:** NBC-TV network, July 11, 1954, WNTN only, July 12, 1954

**Star:** Barry Nelson as Bartholomew "Bart" Adams, The Hunter

**Cast:** The supporting cast changes each week.

**Last week's first episode:** Includes co-star Rita Lynn as Lil Reddick, Blair Davies as General Mulgrew, Ernest Graves as Professor Samuel and Robert H. Fuller as Col. Sekelovsky. 

**Producer:** Edward F. Germaine

**Director:** Oscar Rudolph

**Editor:** Editorial Supervisor: Paul Reisman Jr. 

**Director of Photography:** Joseph Brun

**Art Director:** Jack Kerso

**Film Editor:** Marie Montagne

**Assistant Director:** Hal Scappa Jr.

**Sound:** Dick Gramaglia

**Make-up:** Bob Kelly

**Sponsor:** R. J. Reynolds Tobacco Co., for Winston and Cavallier cigarettes

**Agency:** William Eddy Co.

SHOULD historians centuries hence pry open a time capsule to better study the typical blood-and-thunder radio-television offerings foisted on this age, let's hope they chance upon a film of *The Hunter*. For the creators of this new series have done well in pouring tried-and-true gimmicks into one catch-all.

A brief word of praise is in order for the skillful way in which canned shots of European locales are blended into the rest of the production. But this does little to overcome other basic failings, mostly in the script.

The opening of the half-hour series introduced millionaire Bartholomew Adams, who poses as a shiftless playboy. And it's some what less than a surprise to learn that Bart is really The Hunter, a modern-day Scarlet Pimpernel who does countless disguises to methodically thwart communists and all other baddies who would muddy down the pike.

Throughout these European capers, our hero insists on whistling "Frere Jacques" at the drop of a hat.

In this first episode, the Hunter waltzes through the Iron Curtain, kidnaps a traitor American radio commentator, commandeers a jeep, and powers his way through a succession of communist roadblocks to deliver the traitor to American authorities in Trieste. The plausibility factor is studiously ignored by the Hunter's creators who seem more intent on eliciting wild bursts of applause from home viewers with such solid gimmicks as our whistling hero telling off the Reds and literally making the Red commentator eat his own recordings.

Questionable, too, might be the selection of "Frere Jacques" as a theme. Last scene of this particular episode closed with our hero whistling from somewhere out in the dark. Was he worried as he thrilled for perhaps yawning view ers the opening line of the song: "Are you sleeping, Brother John?"

**BOOKS**


These seven complete plays, which have been presented on NBC-TV and CBS-TV, are compiled as a guide for the professional writer and producer with each script as performed on the air, including full script, stage and camera directions and photographs. They also are intended to provide entertainment and understanding of television for the general reader.

After a futile week of seeking some simple information in the tangle of Washington bureaucracy, an oil-rich Texan finally called on his congressman for assistance. This worthy found the necessary material in half an hour. Delighted, the Texan wanted to return the favor, but the congressman explained that helping constituents was all part of his job. Our Texan insisted, however, and the congressman finally admitted that, since golf was so popular with the President, he’d like to take up the game only he didn’t have any clubs.

Ten days later the congressman got a wire from Amarillo: “BOUGHT YOU NINE GOLF CLUBS STOP SORRY ONLY FOUR HAVE SWIMMING POOLS.”

Ever wonder what there was to these gags about free-spending Texans? Here’s a fact: Amarillo leads the nation in per family retail sales—$5,248 in 1953. To make some of these sales your own, join the KGNC club. The Katz Agency, our national representatives, has membership details.
OPEN MIKE

Protective Society
EDITOR:

...If you would like a news item, I am told that agency vice presidents are forming a union, affiliated with John L. Lewis and the other miners, because they now outnumber the people and need protection.

Rodney Erickson
V. P. & Bus. Mgr.
Radio-Television
Young & Rubicam
New York

Ideal Medium
EDITOR:

KGAE Salem and KGAL Lebanon, Ore., attached a short safety slogan to each sponsor's commercial message for the three-day holiday over Memorial Day. The insertions totaled 175 average daily over the three days. No fatalities or recorded accidents happened. We were willing to discount this somewhat as a coincidence.

Again over the Fourth of July weekend we used the same campaign July 2, 3, 4 and 5, nearly 200 insertions each day, linked to every commercial announcement.

And again no fatalities, no recorded highway accidents in our entire listening area. ... Pass it along. Only radio can do the job. We hit them hard and effectively right in the very vehicle that causes all the deaths and accidents. Let's ruin the Labor Day casualty predictions by every station, big and little, going all out to stop the slaughter.

Earle W. Headrick, Gen. Mgr. KGAE Salem, Ore.

Up in the Air
EDITOR:

It gives us a pleasurable feeling of accomplishment to realize we have started a trend. I refer to the item about WCAU-TV on page 82 of your July 5 issue.

I know that originating a telecast from the air is an interesting and exciting event. We learned this last September when we became the trend starter for this type of aerial television.

I am glad to see, though, that we still hold the record for altitude. ... We made it all the way up to 3,000 feet, a full 2,000 feet higher than a Navy blimp. We have no opinion, of course, as to whether this might have been due to our cooperation with the Air Force for this event.

R. D. Irving, Prom. Mgr.
KRON-TV San Francisco

[EDITOR'S NOTE: The September program to which Mr. Irving refers was telecast from a Douglas Globemaster over San Francisco. WCAU-TV's telecast was from a Navy blimp.]

Burden of Proof
EDITOR:

...Recently, we have had conferences with promotion departments of several agencies, and tremendous stress is put by these agency representatives on reports, backed up with documentary information, photographs, etc., which reports are sent to clients to show what has been gotten for the particular client in the way of promotion.

Our staffs, of necessity, are limited. We have in our promotion department two people who devote their major attention to promotion of all kinds, on the air, newspaper, direct mail, and, where possible, contacts with the wholesaler, the broker, or, if it is a single unit, the salesman for the particular product. We find that we can do these things pretty well, but when it comes to getting together substantive and elaborate reports of performance, properly documented, (then we must) forego the actual function of promotion, that is to try and attract audience to our stations in favor of reports to agencies, some of which we feel are never looked at.

It would seem to me that the agencies, in their insistence on reports, are defeating the real purpose of promotion, and we raise the questions in this letter to you in the hope that perhaps some station managers have found a way of promoting for the fundamental purpose of promotion, that is, to get audience and at the same time make clients happy. The distrust apparent in the insistence of documented reports vs. the trust which is evidenced by the payment of bills, seems to us to be a basic inconsistency, which is perhaps one of the characteristics of radio and television.

John M. Rivers, Pres.
WCSC Charleston, S. C.

Re-Run
EDITOR:

Enclosed please find a bit of art work I dished off after reading "Slight Error" [B&T, May 31].

The "tongue-in-cheek" attitude is no reflection on us; for next week I leave for Bangor, Me., to become local sales manager of WYWO (TV) ....

Bob Watson
Station Manager
WBSF Deland, Fla.

[EDITOR'S NOTE: The news item to which Mr. Watson refers reported that the Navy had apologized for the accidental appearance of a VD film in a "This Is Your Navy" series on WEHT (TV) Henderson, Ky.]

"Just another old V.D. film. I saw this one in '42."

Wild Blue Yonder
EDITOR:

As a result of the story appearing in the [July 5] issue of Broadcasting * Telecasting, in which the Air Force is quoted as saying that it will continue its policy of asking for free time but paying for production costs, either the NARTB or the various state organizations should take cognizance of this ill-advised practice.

Once again, radio stations are asked to contribute their most valued commodity under the guise of public service while all the other associated businesses obtain their regular fees. Certainly the Air Force realizes that radio stations are under no obligation to assist in its recruiting policies and especially when everyone receives his commission, except radio stations.

How long must we put up with this sort of thing?

Jerry Stone, Gen. Mgr.
WNDB-AM-FM Daytona Beach, Fla.

Broadcasting * Telecasting

Channel 8—Monroe, La.
CBS — NBC — ABC — DUMONT
Represented Nationally by
H-R TELEVISION, Inc.
Paul Goldman
Vice President & Gen'l Manager
A JAMES A. NOE STATION

Yes, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi indicate more every day that KNOE-TV is considered their home station. Our coverage area includes 1,664,000 people with spendable industrial and agricultural income of $1,597,352,000. As more and more industry moves South, there's tremendous growth in this rich 3-state market, and it's a consistent, sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Call us or H-R Televison, Inc.
Sponsors buy by-the-year on WOWO!

National and local clients sell BIG on WOWO... morning, noon and night... fifty-two weeks of the year! So they buy fifty-two weeks of the year! You'll never get a better buy in this high buying-income Ohio-Indiana-Michigan market. Buy us and see!

For information about best buys and frequency discounts, call H. D. "Tommy" Longsworth, WOWO Sales Manager, Fort Wayne, Anthony 2136, or Eldon Campbell, WBC National Sales Manager, Plaza 1-2700, New York.

WITNESS:
NEW 52-WEEK CONTRACTS

5:45–6:00 A.M.
Tuesday, Thursday
Keystone Steel & Wire
(Red Brand Fence)

6:00–6:15 A.M.
Monday, Wednesday, Friday
Ralston-Purina Company

7:20–7:25 A.M.
Monday, Wednesday, Friday
Funk Brothers Hybrid Seed Corn

8:00–8:15 A.M.
Tuesday, Thursday
Parrott Packing Company

11:00–11:15 A.M.
Monday through Friday
Procter & Gamble (Cheer)

12:45–12:55 P.M.
Wednesday, Friday
DeKalb Agriculture

10:30–11:00 P.M.
Monday, Wednesday, Friday
Falstaff Beer

WESTINGHOUSE BROADCASTING COMPANY, INC.
WOWO, Fort Wayne; WBZ-WBZA-WBZ-TV,
Boston; KYW-WPTZ (TV), Philadelphia;
KDKA, Pittsburgh; KEX, Portland, Oregon
National Representatives: FREE & PETERS, INC.
444 Madison Avenue, New York 22, N.Y.
Use on black & white today... modify for color tomorrow!

Portable Camera Chain

Units provided:
- Camera, PC-4-A
- Viewfinder, TV-20-D
- Camera Control & Monitor, TM-6-A
- Switching Unit & Panel, TV-47-A
- Sync Generator, PG-2-A
- Camera Cable Assembly, PV-15-A, 50 ft.: a. Metal Tripod b. Friction Head c. Single and Double Phone Headsets
- Power Supply, TP-10-A
- Power Distribution Box, TC-19-A
- TV Baltar Lenses (50, 100, 152 mm)

Accessories:
- Portable Master Monitor Group, TM-15-A
- Wipe/Insertion Unit, TV-46-B
- Desk, PR-22-A
- Camera Dolly
- Tripod Dolly—3 Wheel
- Special Lenses and Cable
- Single Chain Adaptor, TV-48-A
- Camera Cover, Lens Shades and Neutral Density Filters

Get this new booklet!
Contains full details and specifications on General Electric's new Portable Camera Chain. Includes systems diagrams, plus complete equipment features and photos. Write General Electric Company, Section X274-19, Electronics Park, Syracuse, N.Y.
Gain complete flexibility with low cost color conversion

Here is the most advanced portable camera chain yet developed. It fits all current studio or remote programming requirements. Then, when color is desired, the system is easily modified at less than half the cost of a new color camera chain!

Designed primarily to improve picture quality, General Electric has also successfully attained the greatest possible portable equipment maneuverability. All units have been thoroughly field tested...their versatility clearly demonstrated in actual station use.

Call your G-E broadcast representative today! Ask him to present the overall G-E Pyramid Plan for color. You'll welcome its outstanding economy and applaud General Electric's realistic approach to color TV.

13 Bonus Features

Minimum Weight • Low Power Consumption • Small Size • Interchangeable Sync Generator (station or remote use) • Binary Counters (provide extreme accuracy) • Built-In Wipe and Corner Insertion Control (for special effects*) • Locate Switching Control Panel up to 1000' from Equipment • Electronic Switching (taps and fades both manually and automatically) • Simplified Cabling System • Handle Greater Range of Light Levels (Lenses stop up to f 64) • Intercom Amplifier • Audio Level Control and Preview Monitor Selector Switch on Switching Unit • Switching and Control Unit Handles 4 Cameras Plus 2 Remote Composite Signals.

*Wipe/Insertion Amplifier...optional accessory unit.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
YOU CAN DOMINATE
THE NATION'S 14th LARGEST MARKET

WGR
BASIC NBC

Buffalo's FIRST Station

The "merchandising-minded" station that is always bought first by advertisers who want to sell their products.

WGR's Salesmen of the Air:

JOHN LASCELLES
the Morning "Musical Clock" Man

Reggie & Bill KEATON
"Mr. and Mrs. Buffalo"

BOB GLACY
in "Glacy's Basement" Late Show

BILL MAZER
Sports As You Like Them

HELEN NEVILLE
The Homemaker's Friend

PLUS...
complete news and special event coverage

Free and Peters — National Representatives

STATIONS THAT SERVE BOTH THEIR AUDIENCE AND THEIR ADVERTISERS

WGR-TV
BASIC NBC

CHANNEL 2

The new opportunity for complete, integrated product domination in the nation's 14th largest market

Headley-Reed — National Representatives

OWNED AND OPERATED BY WGR CORPORATION

Page 20 • July 19, 1954
NEW SINGLE LENS

GRAY TELOJECTOR

STAR PERFORMER....

Complete Projection System

The New Gray 3B Telojector (2" x 2" Transparency Slide Projector) utilizes a single lens—permits superposing of two images on an optical axis...eliminates any need for external registration adjustment. The improved unit provides positive focusing of images on the camera tube with an uninterrupted sequence of slides for television commercials, news flashes and photographs or station and sponsors' identification.

for TV commercials

Precision Projection

BETTER Commercials at LOWER COST

Yes...now you can use better 2" x 2" transparencies in uninterrupted sequence at lower cost. Important too, Gray Telojector is low in initial cost...ideal for budget-minded program directors. Telojector is compact, light weight, trouble-free. Two turrets take up to 12 slides at one loading. Additional loaded turrets are substituted in a matter of a few seconds...providing unlimited continual sequence. Controlled locally at the unit or remotely at the master video console. Also, can be used with the Gray 35B Manual Control Box to produce superposition, laps, fades and slide changes at any desired rate.

WRITE FOR:

Illustrated, detailed information on the NEW, SINGLE LENS GRAY TELOJECTOR and complete line of Gray Television-Broadcasting Equipment.
RODERICK HUGH MacDonald Jr. sings a pretty fair tenor. His voice has joined others in the Loring Choral Group and the Olympic Club Choir, and he serves as leader of his church choir.

He also has bought about as much television as any man on the West Coast.

Medi- director of tv-conscious Guild, Bascom & Bonfigli, Rod MacDonald selects and buys about $3-million worth of the medium each year. And this year that figure will take another jump.

Mr. MacDonald's agency currently is handling You Asked for It on 57 stations throughout the nation, the Harry Owens Show on 13 stations of the Columbia Pacific Television Network, the Saturday Night Fights on three stations, 1 Led 3 Lives on 12 stations, and Regal Star Time, Liberace, Badge 714, Golden State Movie Time, and sundry other programs.

The man who calls GB&B's media shots is a soft-spoken Scotch-Irishman who is known to representatives and other people he deals with as the most painstakingly honest guy in the business.

A native San Franciscan, Mr. MacDonald is an alumnus of the U. of California. He was a pre-med student until his junior year, when he switched to an advertising major. After a brief stint with a now-forgotten Oakland agency, he went into production planning and then became office manager at Columbia Steel in San Francisco.

Following the war, he joined Botsford, Constantine & Gardner. Before joining GB&B in 1951, he also worked at Blow and at Foote, Cone & Belding. He's been head of the media department at GB&B since his arrival.

The father of five youngsters is head of a Cub Scout group. His four girls and one son range from 11 years to 10 months. His wife, Mary, also is a native San Franciscan.

Mr. MacDonald has served as western states vice president of Alpha Delta Sigma and as president of San Francisco's Milline Club. He also is a member of the Ad Club and the Olympic Club. A popular after-dinner speaker, he was recently keynote speaker at a western advertising forum at California Polytechnic.

The reason many agencies fail when they try to sell on tv, he says, is that they attempt a strange blending of the techniques of radio and display advertising.

"Television," he points out, "is more than a video-audio combination. It requires a wholly new and unique commercial approach. It can be a tremendously powerful salesman; but it can also be a costly mistake."
the picture kids prefer is WOAI-TV,

monday through friday at 4 to 5 p.m.

it’s “sagebrush ranch” with top-notch westerns

and ol’ sage himself, whose live commercials

really sell ‘em. NBC’s pinky lee and howdy doody,

during the preceding hour, make a powerful lead-in.

and the half-hour immediately following “sagebrush ranch” may be just the selling opportunity

you’re looking for, with your own kid’s program. check

petry for “sagebrush ranch” participations and adjacencies.
IF ANY ONE MAN can be credited with maintaining radio broadcasting during the equipment-tight days of World War II, it is Frank H. McIntosh, now a Washington consulting engineer and recently elected president of the Assn. of Federal Communications Consulting Engineers.

As assistant chief of the War Production Board's radar-radio division, it was Mr. McIntosh's responsibility to gear military requirements for electronics equipment with civilian use.

All sorts of schemes were evolved to maintain broadcasting—including the government order which required all stations to reduce power by 1 db. In reality this enforced a 20% power cut on all stations, but doubled the life of transmitter tubes. Other moves were made to enable broadcast stations to maintain their service to the public. These were the establishment of an equipment pool, an exchange plan, standardization of receiving tubes for home sets (which effectively reduced the number of types from more than 700 to less than 90), and, of course, a minimum amount of production so that the civilian market did not dry up entirely.

Somewhere in the line of these steps, from inception to results, sat Mr. McIntosh.

Frank Holmes McIntosh was born in Omaha July 12, 1906, son of a Union Pacific freight agent in that cattle city. Mr. McIntosh's grandmother was a Boston Holmes, kin to the renowned Supreme Court jurist, which accounts for his middle name. In summers, young Frank vacationed in his mother's hometown, Young America, Ind.

Notwithstanding his Yankee and Hoosier strain, Mr. McIntosh does not slight his Scotch forebears. In fact, the McIntosh (Mackintosh) tartan of red, blue, green and black has become a familiar trademark in Washington consulting circles and in audio engineering circles; it appears on the firm's letterheads, promotional material, etc.

After graduation from Omaha Technical High School, Mr. McIntosh attended the U. of Omaha for one semester, then switched to the U. of Nebraska, from which he received his B.S. in electrical engineering in 1928. Throughout high school and during college summers, Mr. McIntosh worked at what was then WOAW Omaha (now WOW). After graduation he became chief engineer there.

His interests ranged farther, however, than running a radio station. In 1929 he joined Bell Telephone Labs in New York as a radio development engineer. Toward the end of his association with Bell Labs he supervised radio installations for the Graybar Electric Co., which sold Western Electric products. In 1937 Mr. McIntosh officially joined Graybar as a sales engineer covering the far western states and Alaska, Hawaii and the Philippine Islands. In 1941 he became technical director for the Fort Industry Co. (now Storer Broadcasting Co.), with headquarters in Toledo. In 1942 he joined the War Production Board. Then, following the end of the war, he opened his own consulting practice in Washington.

That's the consulting engineer side of the McIntosh nature. There's another McIntosh whose name is hallowed among high fidelity aficionados. His name, to them, means the McIntosh amplifier, considered to be one of the dream instruments of the era.

After the war, Mr. McIntosh teamed up with J. Leonard Reinisch (Cox stations) and Frank Stanton (CBS president) to supply Cincinnati business establishments with wired music. Mr. McIntosh, as the engineer of the trio, bought the amplifiers for these installations. He found most of them below his high standards. Thus began his study of amplifiers which resulted in the design of the now-famous McIntosh low distortion, high power and high efficiency amplifier.

At first the amplifiers were handcrafted in a Washington laboratory; they now are made in a regular manufacturing plant in Binghamton, N. Y., which does a $1 million business yearly. Early this year, Mr. McIntosh opened a Bethesda, Md., laboratory where military projects are underway. In addition to amplifiers, the McIntosh line now also includes modulators, compensators, speakers, phonograph records and other equipment.

There is a new gleam in Mr. McIntosh's eye these days. That is high fidelity for am.

Mr. McIntosh is the quiet, reserved type. He is partial to bow ties (the above picture notwithstanding) and wears horn rimmed glasses for reading. He married Dorothy Marie Newell, a fellow churchgoer in Omaha, in 1930. They live in Chevy Chase, Md., a Washington suburb, and have two sons, Kenneth, 22, now in the Navy, and Donald, 20, now in the Army.

Mr. McIntosh leads the full life professionally. He is a member of virtually all the engineering associations—American Assn. for the Advancement of Science, Institute of Radio Engineers, Society of Motion Picture & Television Engineers, American Physical Society, Acoustical Society of America, American Institute of Electrical Engineers, the Engineers Club of Washington, and the AFCEE. He has been a "hams" since 1919.

When he was working as an apprentice at WOW during his youth, he did everything from sweeping out the station to announcing. What he doesn't mention too prominently in telling about those years is that he was a musician too. He played the cello in the station's string trio.
WESTERN ROUNDUP pays off

for the FISCHER BAKING COMPANY

“There’s something about a Western on TV that’s intriguing. You know the marshal will ‘get his man’ for law and order must prevail. And still you look, and children look, and mothers look. The result — good results.

That’s why we recommended to our client, the FISCHER BAKING COMPANY, that Westerns on TV sell merchandise; and we’ve proved it.

For the last five years WATV’s ‘Western Roundup’ has been used with good effect, and we plan to increase the schedule right after Labor Day.

Keep shooting with your Westerns, but shoot only the bad hombres.”

Scheck Advertising Agency, Inc.

WESTERN ROUNDUP:
with Ranger Lyle Reed — Monday thru Sunday 4 - 5 p.m

TELEPULSE: 4.1 quarter-hour average January — June

channel 13 WATV
covering metropolitan new york — new jersey

TELEVISION CENTER, Newark 1, New Jersey Rep: Weed Television Corp.
What's Gnu?

Lots of babies, for one thing!
Utah has the second highest birth rate in the nation... the lowest death rate.
In fact, the entire Intermountain market has grown nearly 25% in population since 1940 and is predicted to expand another 25% by 1960!

To sell your merchandise to this ever-enlarging group of customers, use KSL-TV

SALT LAKE CITY

REPRESENTED BY CBS-TV SPOT SALES

*Sources upon request*
NOW! A RADIO SERIES THAT IS

SALES DYNAMITE

for you!

ZIV’s thrilling Radio Drama of our LAW ENFORCERS in Action!...
Hollywood's Dynamic DAVID BRIAN in the powerful role of... "Mr. District Attorney"

NOW! ON RADIO!

ZIV'S NEW SALES CHAIN

THE BEHIND-THE-SCENE MYSTERY ON THE AIR is practically YOUR GUARANTEE OF SUCCESS!

HAVE YOU SEEN THE B.A.B. SURVEY* OF "THE CUMULATIVE AUDIENCE OF RADIO MYSTERY DRAMA PROGRAMS"?

Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness.
CHAMPION FOR RADIO ADVERTISERS!

Tested and Proved . . .
The No. 1 Mystery on the Air!

High Ratings! 1st Nationally in survey after survey* . . . for 12 years among the nation's top-rated shows.
*National Himmer and local Pulse ratings on request.

Long-Term Renewals!
Renewed for 12 consecutive years by one of the largest firms** in a highly competitive field.
**Name on request.

Sensational Sales Results!
During this 12 year period, the sponsor's annual sales increased nearly 300%***
***From $17.5 million to over $45 million.

Get Radio's Big-Results Show SE 1 For You Exclusively In Your Market!

Get in touch with us now . . . wire, phone, write for full facts on this new sales plan for advertisers!

Dramatized So Vividly listeners live the Adventure, Excitement and Action as Mr. D. A., Harrington and Miss Miller match wits with the underworld.

To Order A Complete Story With 5 Sponsor Identifications and 3 Full-Length Selling Commercials!
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 offers you maximum coverage at minimum cost.

REPRESENTED BY
HEADLEY REED
IN THE WIND: SENATE ACTION TO REGULATE NETWORKS

Some light is being shed on the plans of Sen. Bricker to call for a full-scale investigation of radio and TV networks. Should his ideas prevail, the inquiry would reach into many facets of the broadcast industry, and probably would mean the hiring of an expert to conduct the study. Leading candidate: Former FCC Comr. Robert F. Jones.

THE UNEASY quiet that settled over the radio and TV networks after the conclusion of the Potter Subcommittee hearings on the uhf question, may be rudely shattered by a full-scale Senate investigation.

Prospects for such a probe directed at the networks themselves appeared on the Capitol Hill scene last week as the time available for such a decision grew shorter in the face of Congressional adjournment, possibly by the end of this month.

Such an investigation would have as its aim the authorization of the FCC to license and regulate chain broadcasting, a provision not in the Communications Act of 1934. Only access to such “regulation” now open to the FCC is through the “back door” via the network’s owned and operated stations and through affiliated stations.

Although mantled with mystery, the Congressional move, which has been gaining momentum, hinges on the strength of Sen. John W. Bricker’s (R-Ohio) desire to push an independent investigation of the broadcast industry, with the networks as the center.

Sen. Bricker, whose attention long has been riveted upon the status of the networks in the communications field, may soon lay his plans before the Senate Interstate & Foreign Commerce Committee of which he is chairman.

These plans would entail a probe of broadcast operations (particularly the networks) by either the full committee, the Communications Subcommittee or by a select or special committee especially set up for this purpose [CLOSED CIRCUIT, July 5].

The preliminary investigation would be made while the Congress is in recess, with recommendations for remedial legislation being made during the next Congress.

Fundamental to the investigation is the bill (S 3456) introduced by Sen. Bricker earlier in the year. The measure would authorize the FCC to license and regulate networks directly and on the same basis as individual station licenses [20T, May 17].

An outside expert, familiar with the broadcast industry and Congressional procedure, would be hired to conduct the probe on the committee staff level. The full resources of the committee would be made available.

Foremost candidate for the post is Ohioan Robert F. Jones, former Republican Congressman and FCC Commissioner. Mr. Jones now is a practicing attorney with the Washington law firm of Scharffeld, Jones and Baron. (Last week he participated in the turbulent daytime skycrave case in oral argument before the FCC [see story, page 79].)

Current thinking on the proposed probe, which some Hill observers label as “premature” and feel may fizzle, remaining as an idea and never becoming a reality, is that it would encompass not only a sounding of networks, their station affiliations and status in current broadcast economics but also such matters as the networks’ stake in uhf.

Even as speculation rode high on the possible pendulum swing of the Bricker Plan, the FCC last week sent comments on the Bricker network bill to the Bricker Committee.

Reportedly, the Commission noted that the Budget Bureau had turned it down on a request for funds for a study of the networks looking toward their regulation. It was held that the FCC also said it often had considered the regulation of networks but felt that a full investigation of the subject should be made first.

According to the Commission, its feeling is that a full probe still is needed. Pointedly, the agency did not specify who should do this investigating—the Congress or the FCC itself.

This presumably would bolster the Senator’s position should he wish to instigate an inquiry.

It was learned that Sen. Bricker and other members of the Senate feel that the so-called “network problem” is interlocking, entailing various segments of the radio-TV industry. It is because of this viewpoint that what ostensibly would be a “network investigation” in reality would expand into a far-reaching probe of the radio-TV communications field.

There is no agreement as to whether the Bricker Committee has the funds necessary for such an investigation. The Senate has voted the group more than $100,000. How much of this total would be available for an investigation still must be determined.

If the committee does not have sufficient funds, it would have to go before the Senate for additional monies.

First step, however, would be for Chairman Bricker to lay bare his plans before his committee. The probe’s future then would depend...
on the amount of enthusiasm which could be generated among the committee members.

The vastness of the subject would necessitate a study which could overshadow the recently-completed Potter Subcommittee inquiry into uhf's status, both in the detail and in the work involved.

This apparently is the underlying reason that Sen. Bricker, should his plan be presented and adopted, would seek to pluck from the broadcast field a man with the history and qualification of Mr. Jones.

The Washington attorney is fitted peculiarly well for such an assignment. A Lima, Ohio, lawyer, Mr. Jones became prosecuting attorney for Allen County and then was elected to the U. S. Senate as a Republican for 8½ years until appointed in 1947 to the FCC by President Truman. He resigned from the Commission after five years service to practice law.

As a Commissioner, Mr. Jones was a bitter dissenter to the FCC's Sixth Report and Order which lifted a 43-month-old tv freeze in 1952.

At that time, Mr. Jones hit FCC's maximum powers and antenna heights, charging that high costs would be necessary to meet them. He said the plan threw the heaviest financial burden on uhf operators, whom he described as the least able to pay. He also said he desired regulations which would equalize vhf and uhf coverage. To him, FCC had created a "bigger Frankenstein" by its allocation plan than it was "trying to avoid." When Mr. Jones attacked the thaw order, many persons thought his approach formidable but too late.

Front-line Commissioner

Mr. Jones was a militant minority member of the Commission and was in the forefront of many battles, notable among them, in addition to the freeze lift, the raging fight over color tv. As a member of the FCC, Mr. Jones did not go down the line with the networks in the various decisions in which he participated.

During his Commission career, Mr. Jones, whose great forte was administrative law, cracked out dissents in the Port Huron case involving the right to censor political broadcasts containing libelous material, and in the FCC's application of the so-called Avco rule in cases involving station transfers. He also rebelled at the industry, for example, in the color tv case where he pointed to possible anti-trust violations by manufacturers.

Sen. Bricker's network bill made its debut in the Senate last May. In introducing the measure, Sen. Bricker alluded to the uhf picture, telling the Senate that the majority of tv station grants dropped or surrendered since the lifting of the tv freeze was in the uhf.

"We have reason to believe," he then informed the Senate, "that many of these failures are due to the fact that the stations were denied programs by the networks."

He also had declared that "networks have grown to dominate the broadcast field" since Congress enacted the Communications Act (1934). "The ability of an individual station to obtain network programming too often determines whether that station lives or dies," he said.

FCC, he said then, had full responsibility of making available "a nationwide, efficient radio and tv service." If FCC "is unable or is hindered in carrying out this objective because of the lack of authority, then the Congress must act accordingly."

Sen. Bricker also has given thought to the license fee matter. It is believed that this subject, which was left in abeyance by resolution of the Commerce Committee, also would enter into the communications study.

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**ADVERTISERS & AGENCIES**

**CAN YOU GET IT RETAIL?**

**NEW RATE DISPUTE ERUPTS**

Agency head Emil Mogul takes on station representatives in an explosive quarrel about his agency's practice of buying time directly from stations at the local rates—by-passing the representatives. SRA's Flanagan and Petry's Mr. Petry are leaders of the opposition.

**DISCREPANCIES** between local and national rates on radio and television have provoked many an argument among stations, representatives, agencies and advertisers, but last week the most violent argument of recent times exploded in New York.

It started at a unique meeting of more than 50 radio-tv station representatives called by one of the liveliest executives in the agency field, Emil Mogul, president of Emil Mogul Co. Mr. Mogul invited the representatives to lunch at the Waldorf-Astoria to deny that his agency was "by-passing station representatives" to buy time directly from stations at local rates for national clients.

**Open Forum on Rates**

The meeting, which developed into an open forum on rates, was precipitated by a report of Station Representatives Assn., accusing the Mogul agency of sending four men on the road to solicit stations for rate cuts while refusing to deal with station representatives. Mr. Mogul said he had called the meeting to emphasize that his firm never suggested "that a representative be cut out." However, he did maintain that "I do plead guilty to the fact that we are trying to buy as cheaply as we can. And plan to continue to do so."

"We owe it to our clients," he said. "Every one of our executives is on the road all the time to contact individual stores and to make individual visits with the radio, tv and newspaper people—to find out if anyone is getting a better buy than we are."

Reiterating his obligation to his clients to make the best available purchases, Mr. Mogul said: "I don't know anything reprehensible in a good buy. So long as stations have a retail rate card, we'll go for it."

To the SRA accusation that he had been by-passing the station representative in his dealings with stations, Mr. Mogul said flatly: "Wherever a representative has been cut out, it has been at the insistence of the station, not us."

Turning directly to the Rayco Seatcover Co., the particular account at issue in the controversy, Mr. Mogul observed that Rayco stores are individually owned, operating in each town on a franchise from the parent company, thus entitling them, by his reckoning, to retail rates.

In the debate following, Mr. Mogul's opening defense of his stand, T. F. Flanagan, managing director of SRA, again charged the agency president with trying "to break the rate card."

To this Mr. Mogul replied: "You couldn't be farther from the truth if you stood on your ear. I'll donate $10,000 to your favorite charity if you can testify that our people will break the rate card. Rayco is a retail advertiser and we never got a rate cut from a station that hadn't already cut its rate for someone else."

At that point Edward Petry, head of the Edward Petry Co., joined the controversy to observe that "Rayco is a national account. . . . I will please you. You are trying to break the rate card. Ninety-five per cent of our stations have the one rate."

Mr. Mogul replied that "if you can prove that Rayco is a national account we will have no quarter. I will put up $10,000 to your favorite charity."

$10,000—Sure

Mr. Petry retaliated that he would gladly put up $10,000 if Mr. Mogul could prove that he was wrong. He further pointed out that the Mogul agency cleared a schedule starting early in July for Esquire boot polish and then switched accounts, putting Manischewitz wine in the clearances even though some of the stations did not carry wine advertising. "We will insist on charging national rates for Rayco," he concluded.

Mr. Mogul explained that Esquire had dropped the spot schedule at the last minute when it was able to buy part sponsorship of a half-hour nighttime show on ABC-TV (The Masquerade) and thus the schedule was given over to the wine company. Sterling Beeeson of the Headley-Read representation firm suggested that the agency notify the station representative whenever it was in individual negotiations with a station. Mr. Mogul refused outright, saying that this was up to the station and not any concern of his.

Frank Headley, of H-R Representatives, asked Mr. Mogul to explain the distinction between a Buick dealer who pays the national rate and a Rayco dealer.

Mr. Flanagan interrupted with a luncheon invitation for Mr. Mogul to discuss spot rates with SRA members.

Mr. Mogul accepted the invitation "when and if they could get together on a date."

Replying then to Mr. Headley, Mr. Mogul said Rayco had been accepted in 80-odd cities as a retail operator, "and if a station has a rate

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RAY BOLGER (r) greets Edward Plaut (c), president of Lohn & Fink Products Corp., sponsor of the new Ray Bolger Show on ABC-TV, and Nicholas Keesley, vice president of Lennen & Newell, as they arrive in Hollywood. The corporation's Dorothy Gray cosmetics and Lohn & Fink Division will sponsor the show.
differential or will give us a deal, we have the right to take it."

The meeting, which lasted for about two and a half hours, concluded with an agreement to hold a luncheon meeting on July 28 at which newsmen and members of SRA would attempt further to clear the critical rate problem.

Others participating verbally in the debate included Lloyd G. Venard of Venard, Rintoul & McConnell; Reg Rollinson, SRA; John E. Pearson, John Pearson Co.; John Francis, Free & Peters.

At the opening of the meeting Mr. Mogul ran through the history of his agency, which was formed in 1940. He said that from the beginning the agency had been air-minded. Today the billing of the agency is $6 million, 75% of which is in air media—with 50% of that in radio-tv spots.

Rayco currently is spending about $750,000 in television. The agency services the account on a percentage-of-sales basis rather than on the usual commission arrangement.

Evans Elected President
Of Pacific National Agency

TREVOR EVANS, vice president of Pacific National Advertising Agency, Seattle, and for almost 10 years its radio-tv director, has been elected president. He succeeds William H. Horsley, who becomes chairman of the board after 20 years as president and with the agency since 1919.

Frank J. Horsley, son of the newly-elected chairman, has been named secretary, filling the vacancy resulting from the retirement July 1 of H. O. Stone [B&T, June 97].

Pacific National's board also elected George Griffiths, with the agency's Portland, Ore., office for the past three years, as vice president, and named Martin Boss assistant manager of the Spokane office.

NL&B Appoints Barker,
Zeis to Media Posts

APPOINTMENT of William Barker and Andrew Zeis as assistant media directors and the addition of other personnel were announced last week by Needham, Louis & Brochy, Chicago. The additions were made the past few weeks because of increased billings, the agency reported.

New account executives are Charles M. Derig, formerly with Finlay, Cone & Belding; John L. Baldwin, Yeung & Rubicam, and Daniel Welch, Weiss & Geller. Messrs. Barker and Zeis were with McCann-Erickson and Bryan Houston, respectively.

Other additions include Don Dickens, Allan Brown and Olive Lillehei as copy writers. Mr. Dickens was creative director for McCann-Erickson, San Francisco; Mr. Brown a writer on the Pillsbury and Kellogg accounts at Leo Burnett, and Miss Lillehei with McCann-Erickson, Chicago. In other departments are Lee Patton, merchandising; Ralph Allison, research, and Richard Owen, art director.

BRA FIRM BUDGETS
FOR RADIO AND TV

Exquisite Form plans to spend million plus for network time in fall. Commercials are to be in taste and in line with NARTB Code requirements.

EXQUISITE Form Brassieres Inc., New York, will spend over a million dollars this fall sponsoring a radio and television network show: 'Stop The Music', will start Sept. 7 on 67 ABC-TV stations, alternate Tuesday nights, 10:30-11 p.m. On radio the same show will be heard on CBS Radio, 8-9:30 p.m. Tuesdays, on 125 stations, with Exquisite the sponsor of one quarter-hour segment.

Before going into the television venture, Exquisite Form had to overcome the taboo codified by NARTB against closeup showing of live models wearing brass on the TV screen. "We believe," said Robert E. Heyn, Exquisite Form's vice president in charge of sales, "that for the first time we have managed to blend good brassiere merchandising displaying and demonstrating the sales features of brassieres in the home, in the presence of the entire family, with good taste."

Adds Merchandising Plan

In addition to the radio-tv deal, the company has undertaken a plan for merchandising the program by placing entry blanks for the telephone quiz in its thousands of retail outlets for the "Mystery Melody." To be eligible for the jackpot prize listeners must fill in these entry blanks.

Grey Adv., New York, which handles the brassiere company account, guided the invasion into television. Arthur C. Patt, executive vice president of the agency, said: "We feel very confident that the daring approach of Exquisite Form on television will produce the largest retail traffic ever created by the national advertising of a brassiere manufacturer. Heretofore, commercials have been a serious problem for bra manufacturers, and most networks have refused to approve live models wearing bras.

"We were able to prepare a commercial which is at once so charming and delightful, while packing a great sales punch, that we not only overcame the problem but succeeded in getting a sales message of great potency."

5 Firms Buy Segments
Of 'Robert Q. Lewis'

GENERAL Mills Inc., through BBDO, N. Y., will sponsor Wednesday and Friday 2:15-2:30 p.m. EDT segment of the Robert Q. Lewis Show (CBS-TV, Mon.-Fri., 2:30 p.m. EDT), starting Sept. 1. C. A. Swanson & Sons, Omaha, through Tatham-Laird, Chicago, will sponsor Thursday, 2:15-3:30 p.m., portion of same show, effective Aug. 3; C. Johnson & Sons Inc., Racine, Wis., through Needham, Louis & Brochy, Chicago, the Thursday, 2:2-2:15 p.m. EDT, period starting Sept. 9; Helene Curtis Industries Inc., Chicago, through Earle Ludgin, Chicago, the Tuesday, 2:15-3:30 p.m. EDT, portion, starting Sept. 7, and Best Foods Inc., N. Y., through Dancer-Fitzgerald-Sample, N. Y., for the Wednesday, 2:2-11:15 p.m. period.

Reynolds Moves Ty Billing
To Buchanan, Frank Agencies

REYNOLDS Metals Co., Louisville, effective Oct. 1 will transfer its television billing—about two million dollars—from the Russell M. Seeds Agency, Chicago, to its two other agencies, Buchanan & Co., N. Y. (which has been handling its radio participations since September 1951), and the Clinton E. Frank Agency, Chicago. Both agencies will share in the billing of Reynolds sponsorship of Mr. Peepers on NBC-TV and the company's participation in some of NBC-TV's "spectaculars" (see story, page 52).

July 19, 1954

Page 33
P&G Elects Morgens
Exec. Vice President

PROMOTION of Howard J. Morgens, vice president in charge of advertising for the Procter & Gamble Co., to executive vice president in charge of all operations, was announced last week by Neil McElroy, P&G president. W. Rowell Chase, advertising manager since 1951, has been named general advertising manager in charge of the advertising and promotional responsibilities heretofore directed by Mr. Morgens.

In other personnel changes, Walter L. Lingle Jr. becomes executive vice president in charge of the cellulose division; Renton K. Brodie assumes the post of administrative vice president in charge of finance and other general corporate affairs, and Kelly Y. Siddall becomes vice president and comptroller.

Mr. Morgens and Mr. Lingle, previously vice president in charge of operations, were made vice presidents of the company in 1936. Mr. Brodie has been a vice president since 1942. Mr. Chase has been with P&G since 1931, and was named manager of the brand promotion division in 1936 and advertising manager in 1951. Mr. Siddall joined the company in 1926 and served in various accounting capacities, most recently as comptroller and a member of the administration committee.

Mr. McElroy said the changes in management structure were made because "the growth of the company's business has made apparent the desirability of putting increased management attention upon the diversified and highly competitive business of our company."

$15 Million Ad Campaign
Being Drafted by Motorola

MOTOROLA Inc., Chicago, expects to complete radio-television advertising plans in the next 30 days in connection with a planned $15 million merchandising-market campaign for color and monochrome TV receivers for the next 12 months.

The campaign is designed to promote sale of Motorola's new black-and-white TV models and its new large-screen color TV sets which are pegged for sale at $895 and $995—reportedly the first to be marketed below $1,000 (BWT, July 12).

The manufacturer has dropped its Motorola TV Theatre on ABC-TV for next fall. Agency is Ruthrauff & Ryan, Chicago.

Ludcke to Head C & H
Minneapolis Operation

GEORGE O. LUDCKE Jr., account executive, Campbell-Mithun, Minneapolis, has been appointed manager of the new Minneapolis office of Calkins & Holden Inc., to be opened Aug. 2, by H. L. McClinton, president of the agency, announced last week.

C & H is one of the nation's oldest advertising agencies. It was founded in 1901 by Earnest Elmo Calkins. Among its clients are the Pru-ental Insurance Co., with a new north central home office in Minneapolis. Headquarters of C & H are in New York, with branches in Chicago and Los Angeles.

Two other executives have joined the agency. They are George B. Bogart, formerly with J. R. Pershall Co., who joins the Chicago office Aug. 1 as an account supervisor, and Kenneth Mahler, BBDO, Boston, to the copywriting department of Calkins & Holden in New York.

NETWORK NEW BUSINESS

Mutual of Omaha to sponsor Greatest Moments in Sports, Fri., 10:30-11 p.m. on NBC-TV, effective July 30, replacing Friday Night Fights, which will return Sept. 3. Agency: Bozell & Jacobs, Omaha.

Monsanto Chemical Co.'s plastic div., Springfield, Mass., to sponsor CBS-TV's Morning Show (Mon.-Fri., 7-9 a.m. EDT), effective July 27, for 62 participations this year and others in 1955. This is company's debut in tv. Agency: Gardner Adv., N. Y.

Plymouth cars will sponsor telecast of Detroit Lions-Green Bay Packers football game Nov. 25, Thanksgiving Day, on full DuMont network. Agency: N. W. Ayer & Son, N. Y.


NETWORK RENEWALS

American Tobacco Co., N. Y. (Lucky Strike cigarettes), renews Jack Benny Show over CBS Radio (Sun., 7-7:30 p.m. EST), starting Sept. 26. Agency: BBDO, N. Y.

Anheuser-Busch (Budweiser beer) St. Louis, renews Sports Today With Bill Stern (ABC Radio, Mon.-Fri. 6:30-45 p.m. EDT), effective Sept. 13. Agency: D'Arcy Adv., St. Louis.

AGENCY APPOINTMENTS

Simpson Optical Co., Chicago (precision photographic lenses), appoints Al Paul Lepton Co., Phila., whose Chicago office will service account.

American Stores Co. (Acme super markets), Philadelphia, appoints Arndt, Preston, Chapin, Lamb & Keen Inc., same city.

Siegel & Enamel Range Co., Centralia, Il., for its subsidiary, Siegel Hester Corp., appoints Martin Gordon & Assoc., Chicago. Radio-television will be used for "largest advertising appropriation in the company's history."

Golden Arrow Dairy, San Diego, names Dan Lawrence Co., same city. George O. Reed is account executive.

Reinhardt Advertising Inc., Oakland, Calif., names William W. Harvey Inc., Hollywood, as Southern California representative for San Francisco Brewing Co. (Burgermeister beer) account.

Real Record Co., Pasadena (phonograph record manufacturers) names Taylor-Pearson Inc., L. A.

A & A PEOPLE

Robert S. Coehorn, Ward Wheelock Co., N. Y., to Harry B. Cohen Adv., as a vice president and member of the account management group.

George T. Bryant, national sales manager, major appliances, Graybar Electric Co., to Compton Adv., N. Y., as a vice president. He will work with the appliance industry in behalf of Dash, Procter & Gamble's new detergent for automatic washing machines.


Stuart Nicholson, senior Seattle office account executive, West-Marquis Inc., elected vice president of agency and named manager of Seattle office.

John G. Copeland, Grant Adv. Inc., Chicago, appointed vice president and comptroller.

Ann Boniello promoted to administrative assistant to chairman of the board of directors and plans board, Calkins & Holden, N. Y.; Helen Collins (Mrs. A. R. Morelli) promoted to new York office manager and will also direct agency's traffic control system in New York, Chicago, Los Angeles and Minneapolis offices.

ROWE S. GIESEN, account executive, and Roland E. Jacobson, radio-television director, William W. Harvey Inc., Los Angeles, named vice presidents, handling the agency's eastern clients in tv film production and in charge of the commercial div., respectively.

Paul Lehman appointed production manager, Leo Burnett Co., Chicago, succeeding John Demko, resigned.

Robert W. Hayes, formerly with Dayton Co., Minneapolis department store, appointed head of tv-radio dept., Kerker-Peterson & Assoc., same city.

George Haight, associate producer on CBS-TV Four Star Playhouse, to McCann-Erickson Inc., Hollywood, as production supervisor on upcoming CBS-TV series for Chrysler Corp.

James A. Mahoney is resigning as account executive and director of station relations, Lenne & Newell, N. Y. His future plans will be announced later.
Harvester Buys 'Ivy';
TPA Seeks Co-Sponsors

INTERNATIONAL Harvester Co. has signed for The Halls of Ivy, produced by Television Programs of America, in top markets starting in October, M. F. Peckels, manager of the consumer relations department of International Harvester Co., announced last week.

The company has authorized Milton Gordon, president of TPA, to negotiate for co-sponsorship in other markets in order to permit the widest possible national coverage of the half-hour show.

Depending on availability, the program will either be broadcast on a network or on a wide national spot basis. Details of both markets and coverage will be announced later. The sponsor will advertise the company and its entire line of products, with major emphasis on refrigeration and motor trucks.

The series co-stars Ronald Colman and his wife, Benita Hume. It will be written by Don Quinl, directed by William Cameron Menzies and Norman McLeod. Leo Burnett Co., Chicago, is agency.

Procter TV Series
To Have Movie Version

PLANS were announced last week by Bernard J. Procter, president of Procter Television Enterprises, to produce a full-length motion picture for theatrical distribution based on the company's Treasury Men in Action tv filmed series.

Mr. Procter said he flew to Europe a few weeks ago to inspect locales and studios in England and France for use in making the Treasury Men motion picture. He expressed the belief that this is the first time a full-length theatrical film drama will be made following the format of a tv filmed series. Like the tv show, Mr. Procter added, the motion picture will be produced with the full cooperation of the Treasury Dept. Production is expected to begin early in 1955.

The Treasury Men in Action tv filmed series, produced by PTE for the past four years, will be carried over ABC-TV, starting in September. Thirty-nine films currently are in production at the American National Studios in Hollywood.

Webb Again Faces Suit
For 'Dragnet' Episode

CARNIVAL operator Lewis E. Smith, who was rebuffered when a Los Angeles Federal court threw out his $100,000 damage suit against Jack Webb, KNBH (TV) Hollywood and others (BT, July 5), has filed his suit in Los Angeles Superior Court, increasing the claim for damages to $200,000. The U. S. judge had ruled the original complaint contained no cause of action in a Federal court.

Mr. Smith charged NBC Radio's June 8 Dragnet broadcast falsely portrayed him as "mentally deficient" and invaded his privacy. Mr. Smith last March reported a black panther loose in the Los Angeles area and later revealed the story was a "publicity stunt."

Screen Gems Production Up

AS AN INDICATION of increased production activity at the New York studios of Screen Gems Inc., Ralph N. Cohn, vice president and general manager, reported last week that current production includes 17 commercials and five Big Playback tv filmed programs.

Seven of the commercials are being made for Quick, a Richard Hudnut preparation. The agency is Kenyon & Eckhardt.

Screen Gems also is producing eight spot announcements for The Wander Co., Chicago, (Ovaltine). The agency is Tatham-Laird, Chicago.

Two announcements are being prepared for Burlington Mills Cameo stockings. The agency is Donahue & Co., New York.

Biltmore Plans Aug. 9 Opening
For Huge Studios in New York

WHAT were said to be New York's largest studios for production of television motion pictures and film commercials will be opened by Biltmore Production Corp. on Aug. 9, with four large studios at 68 East 4th St., Louis L. Klotz, president of Biltmore Productions, announced last week.

Mr. Klotz is head of his own firm, Klotz Productions, which will hereafter be a part of Biltmore Productions.

The 68 East 4th St. building contains four studios: (1) 50 x 120 feet; (2) 50 x 100, and (3) two that are 50 x 60 feet each. All contain sound recording, projection room, and editing facilities, etc. The studios already have two shows in production—7½ half-hour musicals and 39 half-hour dramatic shows.

Producers, NBC Show
Color Film Processes

FILM PRODUCERS Asso. of New York, in cooperation with NBC, conducted a closed-circuit tv color demonstration last Monday at the Colonial Theatre in New York, utilizing color prints of various processes.

The demonstration featured the first closed circuit telecast of 35mm color made specifically for tv, showing Technicolor and Eastman Color. Presented also were 16mm prints of Technicolor, Kodachrome and Eastman Color. In attendance at the session were approximately 300 persons said to represent a cross section of the television industry, including personnel from agencies, networks, sponsors, producers and film laboratories. FPA currently is planning the production of some new tests with opticals and special effects.

Ken C. Snyder, tv commercial supervisor, San Francisco, to Stockton, West, Burkhart Inc., Cincinnati, as director, tv department.

Cecil K. Carmichael, member of publicity-promotion staff, Benton & Bowles, N. Y., promoted to associate account executive.


Richard M. Scanlan named account executive, Hicks & Greist, N. Y.

North Clarey, Kuddner Agency, N. Y., to Compton Adv., same city, as account executive.

Norman Anderson and Currie Brewer resign from Leo Burnett Co., Chicago, to join John W. Shaw Adv., same city, as account executives.

Mildred Barrick Dudley, formerly timebuyer, Tatham-Laird, Chicago, appointed media director, Grubb & Petersen Adv., Champaign, Ill.

Frank Bhaba, in charge of film production, radio-tv dept., McCann-Erickson, N. Y., transfers Aug. 15 to Hollywood office to supervise production of all tv commercials filmed on West Coast.


Reginald Roome Jr., account executive, Davis, Parnis & Strohmeier, N. Y., to contact dept., Geyer Adv., N. Y.


Melvin Heitler, formerly director of public relations, Toy Guidance Council, N. Y., named director of public relations, Ideal Toy Corp., N. Y.

Cyril Solomon, formerly merchandising director, Good Fair stores, appointed merchandising manager, Kitchens of Sara Lee Inc., Chicago (butter coffee cake, butter pound cake, cream cheese cake).

Drucilla Handy appointed public relations and educational director, toiletries div., Helene Curtis Industries Inc., Chicago.

Leo Pistone, art director, Wm. Filene's Sons Co., Boston department store, to Harold Cabot & Co., advertising agency, Boston, in same capacity.

Tom Slater, former vice president in charge of radio and tv, Ruthrauff & Ryan, N. Y., elected president of New York Alumni Assn. of Northwestern U.

James W. Blackburn, 44, vice president and copy group chief, McCann-Erickson, N. Y., died July 13 after an eight-week illness.

Don Copeland, 61, one of Canada's earliest network announcers, died July 5. In recent years he operated his own advertising agency, Broadcast Adv. Sales, Toronto.
Ziv's 'Three Lives' Renewed in 87 Markets

ZIV Television Programs announced last week it has obtained 87 renewals for its 1 Led Three Lives TV filmed series, effective at the expiration of current contracts. The company recently started production on the second year's programming of the series.

Latest renewals were signed by Phillips Petroleum Co., which already had negotiated for the series in 23 markets, for showing also in Tampa-St. Petersburg, Miami, Salt Lake City, and Amarillo, and by WABC-TV New York. Phillips Petroleum agency is Lambert & Feasey, New York. WABC-TV has given first refusal rights to the current New York sponsors of 1 Led Three Lives, U.S. Tobacco Co. and Ron- zoni Macaroni Co.

Odling Negotiates for RKO

NEGOTIATIONS were held last week between Floyd Odium, president of the Atlas Corp., and Howard Hughes, president of RKO, over the possibility of Mr. Odium's acquiring the motion picture company. A spokesman for Mr. Odium in New York could confirm only that the two had been conferring and said no transaction had been completed by Thursday night.

FILM SALES

United Television Programs Inc., Hollywood, announces the following sales: Waterfront to WDBO-TV Orlando, Fla. (First Federal Savings & Loan) for 52 weeks, WCAU-TV Philadelphia (Philadelphia Dailies) for 30 weeks, Detroit market (Stroh Brewery) 13 weeks renewal; Fulton Lewis Jr. to WDBO-TV Orlando for 26 weeks, adn Tony James, Space Ranger to KCOP (TV) Hollywood (Can-O-Pop), WBZ-TV Boston for 26 weeks; Royal Playhouse to Kelo-TV Sioux Falls, S.D., for two years; Counterpoint to Johnstown, Pa. market (Hollywood 400 Rotisserie) for 13 weeks; both packages to KSTM-TV St. Louis for 52 weeks, WCHS-TV Charleston, W. Va., for 78 weeks, KGBM-TV Honolulu for two years; Hollywood O'Beatt to Cincinnati, Huntington, Wheeling and Steubenville markets (Hollywood 400 Rotisserie) for 13 weeks, KTTV (TV) Hollywood for 52 weeks renewal. WSM-TV Nashville, KSL-TV Salt Lake City for 15 weeks; IItart of the City to Saginaw and Bay City, Mich. markets (Falstaff Brewing Corp.); Lone Wolf to WGR-TV Buffalo (CBS) for 26 weeks; WABT (TV) Birmingham (R. L. Ziegler Inc.) for 52 weeks; WEAR-TV Pensacola, Fla., (Pare OI Co.), KVTY (TV) Sioux City, Iowa, for 52 weeks, KERO-TV Bakersfield, Calif. (Phillips Jewelry) for 52 weeks.

WNK (TV) Cleveland has contracted 52 western feature films from Louis Weiss & Co., L.A., each of which will have one-full-length run and two-runs in a newly edited half-hour version. WSM-TV Nashville and WAGA-TV Atlanta have acquired the block of features on two-run basis in their original length. WCAU-TV Philadelphia has taken Craig Kennedy Criminalist for two more showings during next 12 months, marking fifth and sixth runs of series by that station.

FILM DISTRIBUTION

Interstate Television Corp., Hollywood, has acquired distribution rights to Adventure Album, 26 quarter-hour film series featuring Wallace Taber, and Popular Science, originally released by Paramount Pictures as 35 mm half-hour theatrical subjects. Popular Science will be distributed both in quarter and half-hour 16 mm versions. Both series are Toby Angulas packages. Sales of The Little Rascals, according to Interstate's President G. Ralph Bran- ton, are running ahead of print availability, necessitating assignment of four film laboratories to process 16 mm footage. Sterling Films Ltd., Toronto, has been appointed Interstate repre- sentative for Canadian distribution.

FILM PRODUCTION

Walt Disney Productions, Burbank, Calif., has started shooting first film for ABC-TV Disneyland series, which premieres Oct. 27. "Adventureland" is being filmed in color by Will Cleine, and appearing in this film with Mr. Disney, who will be seen in each of the 26 hour-long features, are its writers, Winston Hibler and James Algar. Directing "Adventureland" is Richard Bare.

Screen Gems Inc., Hollywood, is completing "A Trip Around the Block for New TV Ford Theatre, starring Jan Sterling and Steve Cochran. Leslie Kardos, writer-director whose career started in Budapest, is making his tv debut as director of script by Richard Morris.

RANDOM SHOT

Kling Studios, Hollywood, has opened 12 new fully equipped, edited. In a joint completed as part of extensive remodeling and improve- ment program, on which approximately $256,000 has been spent to date.

William F. Broidy Productions, Hollywood, has leased 21-office building at KTTV (TV) Holly- wood studios for firm's entire production and office staffs to facilitate its expanded tv film and motion picture schedule. Filming on Wild Bill Hickok and upcoming Secret Service Agent series remains centered at Brodco's Sunset Studios and Cedar Lake location site.

National Tulp Society, N.Y., non-profit organiza- tion, is making available to tv stations at no cost four-minute film featurette, "Your Garden Next Spring," prepared especially for tv. Film shows how tulips, hyacinths, daffodils and other flowers dress up a home, how flower bulbs are cultivated and instructs in how and where to plant for best results. Address: Films of the Nations Distributors Inc., 62 W. 45th St., New York 36.

No 'Lucy' After 1956

UPON completion of Desilu Productions' current contract with Philip Morris & Co. in 1956, there will be no more I Love Lucy tv films made, according to present plans, star Lucille Ball revealed. She has always said she would like to do the comedienne declared, adding there is a possibility she might do an "hour-long show in color every three months or so." Miss Ball said the desire to spend more time with her children was the reason behind her deci- sion.


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Buy **WHO**

and Get Iowa’s **Metropolitan Areas...**

**Plus the Remainder of Iowa!**

**TAKE DRUGSTORE SALES, FOR INSTANCE!**

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**THE “REMAINDER OF IOWA” ACCOUNTS FOR THESE SALES:**

(Which You **MISS** Unless You Cover the **Entire State**)

- 67.2% Food Stores
- 63.2% Eating and Drinking Places
- 47.9% General Merchandise Stores
- 57.5% Apparel Stores
- 61.4% Home Furnishings Stores
- 65.9% Automotive Dealers
- 74.9% Filling Stations
- 80.8% Building Material Groups
- 62.0% Drugstores

Source: 1954 Consumer Markets

**BUY ALL of IOWA—**

**Plus “Iowa Plus”—with**

**WHO**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives
EVERY 27 SECONDS SOME
BODY WRITES TO WBC

In the first five months of 1954...
80,094 people wrote to WBZ-WBZA, including 15,000 who requested a snowfall map offered in just six announcements.
58,830 wrote to WBZ-TV. And last year a sponsor got 71,759 responses to one of its amateur shows.
62,229 wrote to KYW...2,024 of them for health booklets in just two weeks.
78,122 wrote to WPTZ. And during this time, in addition, one sponsor heard from 35,467 listeners to his show.
115,723 wrote to WOWO. One week brought $2,320 in $5 orders for a garden product.

45,749 wrote to KDKA. In six weeks, 8,816 of them from 131 counties, 19 states and Canada sent quarters and boxtops for gladiolus bulb premium offer.
39,610 wrote to KEX. A two-week Valentine Day contest drew 5,511 entrants.

You see. People don't just tune to the WBC stations. They do something about what they hear. That's Audience Action! If you want to hear more, call your nearest WBC station or Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York. Ask about substantial group and frequency discounts on the Audience Action stations, too.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ-WBZA - WBZ-TV, Boston; KYW - WPTZ (TV), Philadelphia; KDKA, Pittsburgh; WOWO, Fort Wayne; KEX, Portland, Oregon
Represented by: FREE & PETERS, INC.
444 Madison Avenue, New York 22, N.Y.
STATIONS GROSSING UNDER $200,000
NOT UNDER FEDERAL LABOR LAWS—NLRB

About 80% of radio stations and a smaller ratio of tv outlets will no longer be subject to the Wagner and Taft-Hartley Acts under a new NLRB policy. Many questions, however, are left unanswered.

Radio and tv stations grossing less than $200,000 a year are no longer subject to Federal labor laws (Wagner and Taft-Hartley Acts), under a policy decision issued last week by National Labor Relations Board.

About 80% of radio stations and a much smaller ratio of tv stations will revert to pre-New Deal labor relations, judging by first interpretations of the NLRB decision.

The decision, however, is a number of important questions that affect management and may determine whether a station is still subject to Federal laws.

Charles H. Tower, manager of the NARTB (National Assn. of Broadcast Engineers & Technicians) told Broadcasting that there are no longer unfair labor practices for employers or for unions in the case of stations grossing under $200,000. He added that state labor laws will apply, with some individual states having statutes containing some of the provisions in the Wagner and Taft-Hartley Acts.

Mr. Tower told Broadcasting the decision is "the most important ever handed down by the NLRC since its creation in 1947 when the Taft-Hartley Act was passed."

Unions, as well as management, are affected by the NLRC decision and will have more freedom in their relations with stations. Lawson Welsh, assistant to the president of the IBEW, told Broadcasting that if the board action would do much to stabilize labor relations.

Mr. Wimberly said the board has been helpful in finding who represents whom although he questioned the importance of the board's enforcement of unfair labor practice rulings.

"This may reintroduce the secondary boycott," he suggested. "If there is no way of resolving disputes, we may get back to the law of the jungle. Reasonable regulation served a useful purpose. With no regulation, we revert to what we had before."

In Chicago, the National Assn. of Broadcast Engineers & Technicians (CIO) had no official comment on the NLRC decision with respect to future jurisdictional disputes.

George Maher, executive secretary of the union, told Broadcasting last Thursday the union would poll its executive board before releasing any statement. He said currently NABET has contracts with some 90 radio and 70 tv stations.

There is a feeling in top echelons of the CIO union, however, that the ruling will "create havoc" in the broadcast industry, particularly among non-organized outlets at this time when labor-management relations have not been especially stable.

As one official put it, the decision could represent a forerunner to an "economic struggle" that conceivably could throw the industry into turmoil. One reason for this belief is, of course, the possibility of jurisdictional disputes with NABET's principal rival, the International Brotherhood of Electrical Workers.

Another is the prospect of strikes or picket lines and secondary boycotts.

It was pointed out that while several states have labor laws, only two—New York and Wisconsin—have machinery to process any disputes that may arise.

Here are the practices deemed unfair on the part of employers under Sec. 8A of the Taft-Hartley Act:

1—General interference or coercion of employees (an omnibus clause).
2—Sponsoring or assisting a company union.
3—Discriminating in hire or tenure of employment to discourage union activity.
4—Discrimination because of appearance at an NLRC proceeding.
5—Refusal to bargain in good faith.

The practices deemed unfair on the part of unions under Sec. 8B of the Taft-Hartley Act follow:

1—Restraint or coercion by unions.
2—Refusal to bargain in good faith.
3—Union pressure to force an employer to violate Sec. 8A3.
4—Secondary boycotts and jurisdictional strikes.
5—Unreasonable initiation fees.
6—Featherbedding.

In recent weeks NLRC has been setting new jurisdictional standards covering a number of industries. Its July 15 decision setting a $200,000 minimum for radio-tv stations includes a $500,000 minimum for newspapers. Its announcement includes this language:

"The board announced that it would assert jurisdiction over radio and television stations only if their gross annual revenue amounts to at least $200,000 a year, and newspapers only if their gross revenue amounts to at least $500,000 a year. This applies to jurisdiction on broadcasting stations or newspapers if their operations affected interstate commerce."

Positive Statement

The NLRC announcement then stated the matter positively this way:

"Jurisdiction will be asserted over radio and television stations only if their gross annual revenue amounts to at least $200,000 and over newspapers only if their gross annual income amounts to at least $500,000."

After deciding to get out from under radio-tv labor actions involving small stations, the board left a stack of unsolved problems that may not be worked out for years. This means a definition of "gross annual income," for example. Does gross annual income mean before or after agency and representative commissions?

Mr. Tower said that while the board issued no definition, he tentatively felt that the $200,000 minimum would be computed by NLRC with agency and representative commissions included.

How about newspaper-radio combinations? Mr. Tower said that in general, NLRC has not combined unrelated businesses in assuming jurisdiction. On this basis, the answer depends on the corporation structure and extent to which radio-tv stations and newspaper are integrated.

Multiple ownership, too, involves problems.

MR. TOWER

Mr. Tower told Broadcasting that if several am stations are owned by a single corporation, they may be dealt with separately even if all are in the same state. If they are in more than one state, NLRC might decide to use their total revenue. Here, again, he emphasized there are no special instructions to govern his interpretations. He asked about multiple ownership of several stations by separate corporations, he said, the extent of integration of their operations would be a guiding factor. If ownership is identical in all corporations, the situation appears to be the same as that in the preceding paragraph.

Then there's the matter of am-tv operations owned by a single corporation in the same market. Assuming that involved grosses less than $200,000 a year. Mr. Tower felt jurisdiction might be asserted if the total revenue of both am and tv outlets exceeded $200,000.

Mr. Tower reiterated that his interpretations are purely tentative. He said since the Wagner Act was enacted in 1935 radio and tv operations have been classed as interstate commerce, with the board holding them subject to Federal labor laws. None of the Taft-Hartley provisions now apply to stations grossing under $200,000, he said, because the board is asserting jurisdiction only when a case has a major effect on the nation's business.

NARTB Will Digest

As to state laws, of which there are "all sorts," he made this general statement: "In some industrial states the general labor statute is much closer to the Wagner Act than to the Taft-Hartley Act. In some states the law follows Taft-Hartley provisions but in others there is no general labor law."

He added that NARTB will make a digest of state labor laws.

Guy Farmer, NLRB chairman, said Friday the federal law regulating labor relations is designed to maintain free institutions in labor-management relations, safeguarding and strengthening free collective bargaining.

He explained the labor law guarantees to employees the right to join or not to join labor unions. He also pointed out that NARTB will regulate unions and employers. The act, he continued, bans company-dominated unions, discrimination against an employee because he is not a union member, and also prohibits compulsory union membership under the union unless the union is the freely designated representative of a majority of the employees. Secondary strikes and boycotts are forbidden, he said, and machinery is provided for employee elections.

NETWORKS FACE WRITERS STRIKE

Strong possibility exists that free-lance television script writers affiliated with Television Writers of America will strike this week against NBC-TV, CBS-TV and ABC-TV.

A source close to the independent union said that barring some last-minute conciliatory move by the networks, which was deemed unlikely, TWA was prepared to call a strike this week, perhaps by Wednesday. The union broke off negotiations with the networks on July 9 and has been planning a strike since that date.

Dispute between TWA and the networks centers around wage demands and an insistence on a union shop clause in the contract. The union has proposed a minimum fee of $715 for a half-hour script, an all-day full-hour, while the networks have countered with offers of $425 and $600, respectively. The networks
RCA offers the most complete line of professional 45 RPM equipment in broadcasting, including: turntables, conversion kits, individual components—everything required to meet the specific plans of your station.

- For fine-groove 45's and 33 1/3's (exclusively)—up to 12". Specify RCA's "studio-proved" BQ-1A turntable. Only 28" high, 20" wide, and 16 1/2" deep, this unit is designed specifically for 45's and 33 1/3's—up to 12" diameter. Complete with lightweight tone arm, filter, 1.0 mil pick-up, and a cabinet. Order MI-11806/11806/11874-4. (Without cabinet, order MI-11806/11874-4.) Immediately available from stock.

- For 33 1/3, 45, 78-transcriptions. Specify RCA's deluxe BQ-70F Turntable—newest edition of RCA's famous 70-series transcription equipment. This high-quality unit includes a lightweight tone arm, a filter, a 1.0 mil pick-up (for fine-grooves), and a 2.5 mil pick-up (for standards). Order MI-11818/11885/4975/11874-4/11874-5. Available in 30 days.

- For "45's"—on your present RCA 70C, 70D, or 70E Turntable. To play "45's" on 70C, 70D, or 70E turntables, you simply install the RCA 45 RPM Conversion Kit that fits your set-up. Check here for the kit you need. Available in 30 days.

1. Complete 45 RPM Modification Kit, including record adaptor plate, tone arm, 1 mil pick-up, and filter. MI-11883/11886/11885/4975/11874-4.
2. For 70C, 70D, and 70E turntables already equipped with MI-4975 filter—specify kit MI-11883/11886/11885/11874-4.
3. For 70C, 70D, and 70E turntables already equipped with MI-4975 filter and MI-11874-4 pick-up—specify kit MI-11882/11886.

RCA professional 45 RPM equipment can be ordered direct through your RCA Broadcast Sales Representative. In Canada, write RCA Victor, Ltd., Montreal.

Pioneers in AM Broadcasting for over 25 years
C'mon and Hear

The New Amos 'n' Andy Music Hall
five nights a week direct from
the Mystic Knights of the Sea Lodge
You'd never suspect it from their offhand manner, but they're the most legendary salesmen in the land. One of them is Freeman Gosden (Amos). The other, Charles Correll ('n' Andy). And all four of them put together have had Americans coming back for more, day after day, week after week, for 25 years.

Beginning this fall CBS Radio will present them Monday through Friday evenings in one of the most exciting new formats in all radio: "The Amos 'n' Andy Music Hall."

Through a special arrangement with The Kingfish—Vice-President in Charge of the Whole Business—the show originates from the Grand Ballroom of the Lodge of the Mystic Knights of the Sea. And next to the bandstand, Amos 'n' Andy will be joined by the kind of guest stars that only two lifetimes like theirs could command. All the great names from radio, the stage, and from every kind of screen you can think of.

What's more, Gosden 'n' Correll will personally tell the commercial stories of America's biggest advertisers—with all the irresistible candor and charm that makes whatever they say the last word.

This great big nightly 'sociable' promises to attract a more loyal following than any other program in radio: the vast number of friends who just wouldn't know Sunday without Amos 'n' Andy. And the millions of new friends they'll gain from CBS Radio's huge weeknight audiences.

Will advertisers who want to make the most of radio's great cumulative audiences also please note: the costs of the Music Hall, section by section, reflect the sort of advertising economy that only radio offers today. And when it comes to Amos 'n' Andy—buy one, get the other one free.

*The regular Sunday night Amos 'n' Andy show will continue on the air.

CBS Radio Network
have rejected the union shop clause, under which a script writer would have to join TWA 30 days after his script is purchased.

Complicating the negotiations is an interunion dispute between TWA and the Authors League. Among those affiliated groups, the Television Writers Group, has sought recognition in the past to represent script writers. TWA's one-year certification by NLRB is scheduled to be reviewed on Aug. 3, and at the same time the Author's League, since last May, has had an appeal before NLRB claiming it now has majority support among free-lance tv script writers.

It is estimated that about 400 free-lance writers are members of TWA, and officials claim that many of the comedy shows and dramatic programs would be affected by a walk-out. Network officials expressed the belief that a strike "would not be damaging."

It was reported late Thursday that the U.S. Conciliation Service had been brought into the dispute, but it could not be ascertained whether the networks would agree to a meeting.

The need for drastic and immediate action by the union, according to a source, is underlined by the deadline for certification. He pointed out that if ALA's petition for consideration of another election is approved, a dragged out situation could emerge under which the signatures of a contract with the network could be delayed until after Jan. 1. Should this eventuality occur, he noted, the networks will have arranged for script material without the minimum wage demands.

**FACTS & FIGURES**

**NEW INSTANTANEOUS RATING SYSTEM, 'DAX', TO BE OFFERED BY THE PULSE**

Roslow says DAX will continue counting count of program audience throughout show. He also emphasizes that ratings are not enough—use of radio should be selective and aimed at real potential customers.

**INSTANTANEOUS** rating reporting service has been designed and developed and is now ready to be put to work. Dr. Sydney Roslow, director of The Pulse, revealed last week.

**DAX** (for radio) or DAX-TV, invented by William Horne, formerly of Young & Rubicam's research staff, is unlike other mechanisms in that it has no target age grouping part. Dr. Roslow said. The home unit, which is capable of receiving one or more sets, will be small and inconspicuous, utilizing transistors and printed circuits. Arrangements have been made with the New York Telephone Co., he said, for both home wire-ups and office demonstration tv sets for actual in-use demonstration to be made after the return to New York from a western speaking tour.

Describing the device in a talk prepared for delivery Wednesday at the 13th annual business conference at Stanford U., Dr. Roslow said: "This machine is electronic, of course. It measures radio and tv set usage instantaneously. All one needs to do is to read the ratings of each station in the market as they are printed on the record sheet."

"I predict that in using DAX the advertiser will no longer sit in the sponsor's booth in the studio to watch his program. Instead, he will sit in Pulse headquarters, watch his program on a tv set there and read the audience ratings minute by minute during the broadcast. And, furthermore, at the conclusion of the telecast, there will be a file reporting the program's audience rating, with a by-line credit to Pulse."

Further Data Essential

Dr. Roslow said that Pulse is ready to serve the industry with this new form of reporting any time broadcasters and advertisers are willing to pay for it. But he cautioned that this "is not the end-all for broadcast research. It will simply confirm and supplement the personal interview research we do." Ratings are not enough, he said. People buy the products advertised and "only personal interview research will supply the vital data needed by the advertiser."

The drive to reach bigger and bigger audiences which accompanied the advent of tv, Dr. Roslow said, "is not too realistic an approach for most advertisers. Cost makes it prohibitive for many. Distribution problems make it unwarranted for others. Competition among networks, as well as advertisers, makes it more and more difficult to accomplish."

"What is required," he declared, "is not really huge audiences or mass audiences, but rather selected audiences. The use of radio and television should be selective so that the programs or commercials are pin-pointed to reach audiences which include real potential customers. A Bermuda trip commercial should not reach a poor and unlikely prospect, nor an adult laxative an extremely young child."

Considering only the factors of age and sex of radio and tv audiences, Dr. Roslow noted that a manufacturer of shaving products might feel an early morning spot campaign would prove successful and cited Pulse statistics for New York to show that nearly 10 times as many men over 20 are available by radio as by tv at that time of day. However, he warned, "one cannot overlook the fact that on radio these men are distributed over 10 or more stations, while in tv the men are reached by two stations."

For the manufacturer of "ice cream pops," who wants to reach children in the late afternoon, Dr. Roslow reported that televiwers under 20 at that time greatly outnumber radio listeners of that age group. And a soap advertiser, seeking an early afternoon housewife audience, would find many women between 20 and 45 in the radio audience than the tv audience.

This same type of analysis can be extended to specific programs, he said, or an entire analysis could be made of individual market differences. "Advertisers must know how these audiences are going, market by market," he stated. He showed this table of three cities and four tv programs:

**TV RATINGS—JUNE, 1954**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>NO. OF</th>
<th>% TV HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Love Lucy</td>
<td>93</td>
<td>40.3</td>
</tr>
<tr>
<td>I Love Lucy</td>
<td>115</td>
<td>39.1</td>
</tr>
<tr>
<td>Show of Shows</td>
<td>69</td>
<td>34.3</td>
</tr>
<tr>
<td>Jackie Gleason</td>
<td>86</td>
<td>32.5</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>73</td>
<td>31.7</td>
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<tr>
<td>Toast of The Town</td>
<td>109</td>
<td>31.6</td>
</tr>
<tr>
<td>Studio One</td>
<td>74</td>
<td>28.7</td>
</tr>
<tr>
<td>Playhouse</td>
<td>91</td>
<td>28.5</td>
</tr>
<tr>
<td>Red Buttons</td>
<td>117</td>
<td>28.3</td>
</tr>
<tr>
<td>Summer Comedy Show</td>
<td>97</td>
<td>28.4</td>
</tr>
</tbody>
</table>

"These differences show very clearly that a single national average is not sufficient," Dr. Roslow said. "In a market where the rating is high, everything may be fine. But how about the others? Additional effort is needed in the area where the program rating is low. Thus, national averages hide local and regional differences. This is even more important in tv, where time differences and live or film or 'kine' productions can seriously influence the audience quality and size."

**'DRAGNET', 'LUCY' TOP VIDEODEX**

NBC-TV's Dragnet and CBS-TV's I Love Lucy led the Videodex list of top 10 programs in tv ratings for the June 1-7 period, released last week. The list:

**PROGRAM**

<table>
<thead>
<tr>
<th>NO. OF CITIES</th>
<th>% TV HOMES</th>
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</thead>
<tbody>
<tr>
<td>1 Love Lucy</td>
<td>93</td>
</tr>
<tr>
<td>Dragnet</td>
<td>115</td>
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<tr>
<td>Bob Hope</td>
<td>73</td>
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</tbody>
</table>

**BROADCASTING**
Bonuses from Mt. Washington TV

$2,625 VENDÔME BY CONCORD

Use America's only "3-state one-station TV network" and save — in just 11 weeks of a half-hour weekly program — the cost of a $2,625 Vendôme by Concord Watch.

Average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.

ROLLS OVER 3 STATES
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.

REACHES NEW PROSPECTS
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.

CBS-ABC

Mt. Washington TV
WMTW

Channel 8

Represented nationally by
HARRINGTON, RIGHTER & PARSONS, Inc.
UP...from the floor

Reversing a 10 year sales decline, one drug product showed an 18% increase after 60 days on MUTUAL; 10% for the total year. Greatest sales gains were in the 20 top television markets!

UP...to the listeners

"Do you believe the McCarthy-Army hearings should be continued on the present basis?" asked a MUTUAL commentator. Only one request, no inducement mind you, but in poured 151,000 answers!

LIFT...MISTER?
UP...to their ears

The product cost—of all things—$100. The advertiser wanted leads. First MUTUAL broadcast rolled in 3,500 and in—hold tight—13 weeks, 46,000! Man had to advertise for extra salesmen.

UP...single-handed

It (the agency) wrote: “Sales on our client’s product are ‘way up’—around 25% for this year. This is one success story you don’t have to share with anyone. MUTUAL was the only media used.”

Sure we’ve an audience lift (even listening at night is up on Mutual over last year in the latest Nielsen report—M-F 7:30-10 pm.) Sure we’ve a billing gain (the only network to have one in fact—Jan.-April ’54 over Jan.-April ’53). Sure we lift our voice in 328 markets other nets and other media miss. That’s the great strength of Mister Plus. But the lift that counts, we think, is the lift Mister Plus gives clients’ sales.

Want a lift, Mister?

Mutual Broadcasting System A Service of General Teleradio for All-America... PLUS
**NFBRAT ASSAILS FILM UNSUITED FOR CHILDREN**

Fourth annual report of association claims such TV offerings have quadrupled since 1951.

**UNSUITEABLE** TV film programs for children have multiplied four times over 1951, the National Assn. for Better Radio and TV charged in its fourth annual report on children's radio-TV programming, issued last week.

Choosing one May week as a survey period, NFBRAT found seven Los Angeles TV stations showed approximately 20 different "crime" series, while in 1951 only five such series were on the air. Also considered was the programming of eight Los Angeles radio stations.

Survey covered programs (1) specifically designated as "children's" by the sponsor, (2) in which advertising is specifically aimed at or has particular appeal to children, (3) in which story-line material traditionally is considered suitable for children, i.e. comic-strip characters, (4) puppet programs and (5) those in which children participate. No program after 9 p.m. was considered, though it might fit some categories.

Bulk of "crime" category programs consisted of westerns, which presented "large amounts of crime and brutality, and also a sordid distortion of historical development of the Old West," the NFBRAT report charges.

## Cites Examples

Typical revue of programs listed as "most objectionable" include that of CBS Radio Gunsmoke ("Story of violence that moved west with young America, adult story of extreme violence, out of place in the Children's Hour."), and syndicated TV film Ramar of the Jungle series ("A wild and distorted mix-up of jungle sequences poorly integrated into a bizarre story involving crime, deliberately frightening incidents and assorted torture.").

Programs rated "excellent" by the NFBRAT selection committee totaled 21, the civic group pointed out. Cost of a single "objectionable" TV film segment exceeds the entire total cost of 21 "excellent" rated programs, the NFBRAT report stated, and blamed poor ratings of such "excellent" programs on what the group termed a "fantastic 20-to-1 production cost ratio."

Standards used by the NFBRAT committee to evaluate programs were developed from those recommended by U.S. Office of Education and from a booklet by Paul Witty and Harry Bricker, published by Science Research Assn.

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**Tv Viewers Increase**

EVENING TV programs are reaching about 1.25 million more homes on the average than they were a year ago, A.C. Nielsen Co. reports. For the two-week period, May 9-22, the average TV evening show reached 5,398,000 homes, 18.3% of all TV homes in the U.S., compared to 4,140,000 homes, 17.8%, for the same two weeks of 1953. Morning TV viewing shows the same upward trend, with 9.1% of TV homes tuned in during 7 a.m. to noon in April, against 8.7% for April 1953, apparently reflecting increased morning programming.

---

**WFDF FLINT • MICHIGAN**

**OUR 32nd YEAR OF SERVICE TO FLINT**

* NBC affiliate, represented by the KATZ agency
* Associated with WFBM & WTMV-Indianapolis-WEOA-Evansville
* WOOD & WOOD-TV Grand Rapids
The Red River Valley’s rich black top soil is 16” deep!

HERE’S a story you ought to know about the Red River Valley—a story that explains why people here are among the Nation’s top buyers!

Don’t take our word for it. Here’s what the Encyclopedia Britannica says:

“This valley (the Red River Valley) was once the bed of a great glacial lake. Its floor is covered by the rich, silty lake deposits, coloured black by decayed vegetation, which makes it one of the most fertile tracts of the continent. Being free from rocks, trees and hills, its wide areas were quickly brought under cultivation by the pioneer, and the valley has continued to be one of the most famous grain-producing regions of the United States.”

But the Britannica fails to add that grain accounts for only 30% of the Valley’s farm income—and that hogs, lambs, dairy products, beef cattle and other crops account for the other 70%.

Fargo is on the banks of the Red River, the center of the old Valley. Our deep, deep top-soil makes deep, deep pocketbooks. The twenty-six counties in the Fargo Trading Area have a population of 483,700 people. The average per-family sales of these people is $4164, annually, as against $3584 for the rest of the nation.

The average farm in this area produces a gross income of $9518 as compared with the average national farm income of $6687.

You avaricious advertisers grasped the situation a long time ago, and started pouring money into Red River Valley media. And you poured it right!

HERE’S a story you ought to know about how and why you advertisers choose WDAY almost unanimously (and now WDAY-TV, too)!

From its very first day, in 1928, WDAY set out to run the goldernedest radio station in America.

Out in the farms and hamlets where the Pierce-Arrows, Cadillacs and Studebakers often got mired down in the winter barnyards, people began at once to listen to WDAY.

Also in the prosperous towns. Also in roaring Fargo itself.

Years later, other stations, and all the networks, came into the area—but WDAY was miles and miles ahead and still is. Year in and year out, WDAY racks up some of the most amazing mailorder stories you ever heard of! . . . Fan mail pours into WDAY at the rate of 400 letters a day, including Sundays and holidays! . . . More than 10,000 families have taken paid subscriptions to “Mike Notes”, WDAY’s monthly newspaper.

Let your Free & Peters Colonels give you the whole WDAY story. It’s really something!
CBS Radio Vote Poll

A TEAM of CBS Radio newsmen has left New York to conduct a coast-to-coast political survey in states considered most crucial in the battle for control of Congress in November. News- man Edward P. Morgan, Special Events Director Robert Skedgell and reporter Blaine Littell will conduct a ten-week cross-country pre-election survey in Ohio, Indiana, Illinois, Texas, Arkansas, Missouri, Kentucky, Tennessee, Idaho, Oregon, California, Massachusetts, New York, New Jersey, Pennsylvania and Delaware. Their findings will be broadcast "The World Today" (CBS Radio, 5:30-5:55 p.m. EDT), starting Sept. 12, and before final programs, reporters will be sent back into these areas for last-minute developments in the political picture.

'People Are Funny' Tops Nielsen Radio Ratings

THE National Nielsen Rating of the top 10 radio programs in the evening, once-a-week category scores People Are Funny in first place followed by the Jack Benny Show, based on a June 6-12 survey. The ratings in five categories:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Names Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>People Are Funny (CBS)</td>
<td>(1,120)</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny Show (CBS)</td>
<td>(2,519)</td>
</tr>
<tr>
<td>3</td>
<td>You've Got Mail (CBS)</td>
<td>(2,236)</td>
</tr>
<tr>
<td>4</td>
<td>Our Miss Brooks (CBS)</td>
<td>(2,146)</td>
</tr>
<tr>
<td>5</td>
<td>Guiding Light (CBS)</td>
<td>(2,099)</td>
</tr>
<tr>
<td>6</td>
<td>Mr. and Mrs. North (CBS)</td>
<td>(2,029)</td>
</tr>
<tr>
<td>7</td>
<td>Dragnet (NBC)</td>
<td>(1,899)</td>
</tr>
<tr>
<td>8</td>
<td>Baseball Commentary (MBS)</td>
<td>(1,912)</td>
</tr>
<tr>
<td>9</td>
<td>Lux Radio Theatre (CBS)</td>
<td>(1,866)</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey's Sextet (CBS)</td>
<td>(1,726)</td>
</tr>
</tbody>
</table>

EVENING, ONE-A WEEK

(Average for All Programs)

1. People Are Funny (CBS) (1,120)
2. Jack Benny Show (CBS) (2,519)
3. You've Got Mail (CBS) (2,236)
4. Our Miss Brooks (CBS) (2,146)
5. Guiding Light (CBS) (2,099)
6. Mr. and Mrs. North (CBS) (2,029)
7. Dragnet (NBC) (1,899)
8. Baseball Commentary (MBS) (1,912)
9. Lux Radio Theatre (CBS) (1,866)
10. Arthur Godfrey's Sextet (CBS) (1,726)

EVENING, MULTI-WEEKLY

(Average for All Programs)

1. One Man's Family (NBC) (1,446)
2. People Are Funny (CBS) (1,246)
3. Dinah Shore (NBC) (1,213)
4. WEEDEAD (Average for All Programs) (1,479)
5. The Big Beat (CBS) (1,332)
6. Backstage Wife (NBC) (1,116)
7. Romance of a Ranch Home (CBS) (1,083)
8. Romance of Helen Trent (Participating) (CBS) (1,083)
9. Young Widder Brown (Starring) (NBC) (1,075)
10. Young Widder Brown (Starring) (NBC) (1,075)

ABC SOLD ON MUSIC-NEWS FORMULA AS MEANS OF STRENGTHENING RADIO

Optimism of Vice President Weitman is supported by over $5 million in time sales and program charges for packaged shows which the network signed in a single July week.

ABC is wholeheartedly in back of the music and news formula inaugurated earlier this year and is going to give it every opportunity to prove itself, Robert M. Weitman, vice president in charge of programming and talent, declared in an interview yesterday.

"We know that millions of people are buying new radios every year," he said, "consoles, table sets, portables and auto radios, and they're not buying them just to look at. Our job is to give them something to listen to—something they want to listen to—and we think music and news is it. It's too early to start cheering now, but we're going to give the plan a hell of a whirl and we think it's going to pay off.

Solid support for Mr. Weitman's optimism was provided by the network's sales department, which signed up more than $5 million worth of business for ABC Radio in a single July week. A significant part of this sum is attributable to the network's news activities.

The weekend package of 22 five-minute newscasts over Saturday and Sunday, begun as a summer-only feature, is now sold for a solid year, John Vanderhook and Bill Stern have received 52-week renewals of their five-a-week 15-minute programs of general and sports news.

'It's Commercial'

Charles T. Ayres, vice president in charge of the ABC Radio network, commented: "We believe our music and news concept will attract listeners to radio and therefore will be commercial. It has not been on long enough to get circulation value; however, as soon as the ratings are established we have high hopes of selling this programming.

"To show the value of news broadcasting, ABC's weekend news package will be sponsored commercially for a solid 52 weeks by Admiral Corp., the Texas Co., Mustertol, and others" (see story page 52).

"Network radio was sort of neglected when tv came along," Mr. Weitman said. "Everybody was too busy trying to get this new glamour girl started on her career to spend any time on familiar, faithful radio. Now tv is established, no question about that. But there are many times and places when you can't look at tv, or just don't want to. You can't take tv to the beach with you, nor to bed. Tv is not available when you're shaving, or when you're out in the yard, relaxing in the shade of a tree. But radio is available and radio is being listened to.

"People want music; they want news, and where can they get either as easily or as well as by radio? What we're trying to do is to give them both at their best on ABC."

When ABC started Martin Block on the radio network at the start of the year, its hardest job was to sell its affiliates, Mr. Weitman reported. Each station had its own disc jockey show or shows and had no desire to acquire competition from its network in this field. "Gradually, the stations have learned that Block's showmanship, his salesmanship, his ability to get top recording stars as live guests on his broadcasts, which their local disc-jays can't, make his kind of program the most monetary. Increases in sales which carried the program early in the year proved our point and now 90% of our affiliates are taking some segments of his show."

In the evenings, Mr. Weitman noted, ABC has Sammy Kaye's Serenade Room, with another Sammy Kaye show on Sunday afternoons. The network also has Jack Gregson, "A new personality of the type which we think will catch on," backed up by the Bobby Hackett band, for an early evening hour throughout the week. On Sunday evening Jimmy Nelson's Highway Follies offers musical contrast to the network's heavy news schedule with which it intermingles.

Our emphasis on music helped us get the Voice of Firestone after it left NBC and we've already received many letters of appreciation from radio listeners about it," Mr. Weitman said. Preceding the Firestone program, he pointed out, ABC is now broadcasting American Music Hall, formerly heard Sundays, and Music by Camarata follows Voice of Firestone to make up a 70-minute musical block, preceded and followed by newscasts in the ABC music-news-formula.

"Like our musical programs, our newscasts are successful because they are planned, not just turned on," Mr. Weitman said.

In both types of programming, he declared that the network's aim is to provide professional programming. "We've got old talent, tried and true, and new talent that we think has the stuff to make the grade if we give them the chance, all of them really professional personalities. We're giving them professional presentation; that's important, too."

New and renewal business signed by ABC

FRED WAGENVOORD, general manager of WGTN-TV Hartford, Conn., signs ABC-TV affiliation contract in presence of William A. Wylie (seated, l), manager of network's station relations department; Ernest Lee Johncke (standing, l), ABC vice president and assistant to the president, and John Nelson, ABC's station relations department. WGTN-TV is now on test pattern (see story page 56).
Die girls ben waven
Mit intent
At der brand-new
Vice-president.
Der big accounts
He tight ge-nails
Und doubles mit TV
Der sales.

You too so full of joy
Can be
Use

**NHC-AM-TV**

New England's first complete broadcasting service • represented nationally by Katz

*In Plain English*

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas.
125 newspapers carry WNHC daily program listings.

**VHF**

Channel 8

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service
ABC News Series Sold on Novel Split Sponsorship

NOVEL plan, whereby four clients of Erwin, Wasy & Co., New York, will share 52-week sponsorship of a single radio program—ABC's weekend newsmagazine of 15 five-minute newscasts on Saturday and the same number on Sunday—has been worked out by both the agency and the network.

Charles Antell, director of radio and television creative production for Erwin, Wasy & Co., said the idea is to enable a number of clients to secure the proper broadcast promotion each needs at the time each needs it.

"There are a number of advertisers, both in radio and in television, with smaller budgets than can support the good time and continuity they need," he said. "In such cases, we believe it's up to the agency to get on the ball and come up with a way to clear the special and often unorthodox chunks of time that the individual needs of the clients call for."

The way this plan works out for the ABC weekend newsmagazine, Mr. Antell explained, is that Admiral Corp., first sponsor announced for the series, used the program for four weekends in June, then withdrew to make way for a summer campaign for Texas Co. Admiral will resume sponsorship in the early fall; Musterolle Co. will take over later in the season; Admiral will return for a pre-Christmas campaign. Come January and Musterolle again will be the sponsor, remaining on for the balance of the cold season, and in the spring sponsorship will switch to Zonite Corp. for Larvex.

That way, everybody's happy," Mr. Antell stated. "We get for our clients the kind of radio support they need and ABC gets what started out as a summer-only program sold firm for 52 weeks."

Radio since July 4th totaling $5,153,000, includes:

Firm contract for 52-week sponsorship of ABC Radio weekend news package by a group of Eastern clients (see story package).

Charles Antell presents (Formula 9 & shampoo, hair spray, Touch-Up-Stik) on Sept. 13 starts using three one-man announcements a week on the Martin Block program in the 3:30-3:45 p.m. segment, Monday, Wednesday, Friday. The following day the same company begins a series of talks by Charles Antell for the same products, Tuesday and Thursday, 2:15-2:30 p.m., and a second series at 5-5:15 p.m., e same days. Agency is Television Advertising Assn., Baltimore.

Rockwood & Co. (candy), sponsoring Wednesday and Friday, 9-9:15 a.m. segments of Breakfast Club for ABC, starting Oct. 6, through Paris & Pearl, New York.

Cat's Paw Rubber Co. (rubber heels, soles), sponsoring Modern Romances, Monday, 11-11:15 a.m., starting July 26 for 52 weeks, through A. L. Levy Co., Baltimore.

A food advertiser, sponsoring Modern Romances Tuesday-Friday, 11-11:15 a.m., for 52 weeks, starting Aug. 31, through McCormick-Bakery, New York.

Seaman Brothers (Air-Wick, Nylast), sponsoring Whispering Streets, Tuesday and Thursday, 10:25-10:45 a.m., for 52 weeks, starting Sept. 14, through William H. Weintraub, New York.

Anheuser-Busch (beer) has renewed Bill Stern's Sports Today program, Monday-Friday, 6:30-6:45 p.m., for 52 weeks, effective Sept. 13, through D'Arcy Adv., St. Louis.

CFO has renewed John Vandercook's newscasts, Monday-Friday, 7-7:15 p.m., for another year, effective Sept. 6, through Henry J. Kaufman & Assoc., Washington.

Radio Bible Class has renewed its half hour Sunday morning religious talks (8-8:30 a.m.) for 52 weeks, through John M. Camp & Co., Wheaton, Ill.

Program charges for four of the programs which are packaged by ABC—Breakfast Club, Modern Romances, Weekend News and Whispering Streets—account for $328,000 of the new business figure. Time sales of $4,825,000 make up the rest of the $5,133,000 total.

KWK-TV Connected

KWK-TV St. Louis has been connected to the AT&T chain of tv transmission facilities, the 302d tv station to be equipped to receive live network programs.

Page 52 • July 19, 1954

NBC-TV Color Plans Announced by Weaver

Aim of network is to provide 12 to 15 hours of live color each week beginning this fall.

EXPANSION of studio facilities in New York and Hollywood will enable NBC-TV, by this fall, to produce 12 to 15 hours of live color programs weekly and to schedule more than 500 hours of color programming throughout the season, it was announced today (Monday) by Sylvester L. Weaver Jr., president of NBC.

Mr. Weaver reported that in New York, the Brooklyn studios acquired from Warner Bros. will be fully equipped for color by September and in Hollywood, a new color studio is being built and equipped at a cost of $3,600,000, for use by Jan. 1, 1955. It was claimed that NBC will have color broadcast facilities surpassing by "at least 300%" those of any other network.

NBC-TV already has budgeted $33 million for color "spectaculars," which will provide 49½ hours of programming. Additionally, it is planned to produce other live commercial programs in color, either on a regular or intermittent basis, and to present outdoor color film programs produced by the NBC color mobile unit.

The network's color plans for the fall were described by Mr. Weaver as "a major part of the network's master blueprint for the quick development of commercial color television."

He summarized NBC-TV's achievements in color broadcasting as follows:

 NBC color programs are being broadcast over 31 affiliated stations, and by October, 64 stations will be transmitting in color, making colorcasts available in areas comprising 78% of the nation's television homes; by September, NBC will have expended $15 million in research funds earmarked for making a commercial broadcast reality of the compatible color system pioneered and developed by NBC's parent company, RCA. (This figure is in addition to the $25 million already spent by RCA in the development of the system, on which present all-industry FCC standards are based); NBC has held commercial clinics in which more than 35 agencies participated and at which more than 200 products were handled in the building of test panels. During the fall, NBC presented more than 80 color programs during the first six-month period [after FCC approval]."

CBS Inc. Appoints Gould As Information Adviser

JACK GOULD, radio-tp editor of the New York Times, has been named information adviser of CBS Inc., Dr. Frank Stanton, CBS president, announced today.

To take the position, Mr. Gould resigned the Times radio-television editorship. He currently is on vacation and will join CBS Aug. 2. Mr. Gould, widely read columnist, has been with the Times for some 18 years and has been radio-tp editor for approximately the last 10. His successor, who was understood, has not been selected.

Broadcasting • Teletcasting
a spot in the family circle

To the most important member of the household council—the homemaker—WCCO-TV is a trusted advisor. In her important decisions on shopping, buying home appliances and services, even in family relations, the Northwest homemaker has a habit of turning to that other member of the family...WCCO-TV.

What they see on Channel Four, they believe.

Take, for example: "AROUND THE TOWN" with Arle Haeberle, 3-3:30 p.m. weekdays. Top women's show in Northwest TV: June Pulse shows 70% more viewers than nearest competition in three-channel market. Participation, live or film.

Ask Free & Peters for availabilities.

WCCO-TV
The other member of the family
Minneapolis-St. Paul

CBS
**SUCCESS STORY by WOC-TV**

TELEVISION IS UNITED SUPER MARKETS "OYSTER"

2,200 Pints of Oysters, in Fact

February 10, 1954, United Super Markets—largest independent chain grocers in Quint-Cities area—began sponsorship of "Musical Moods," Wednesdays, 9:30-10:00 p.m. This is local live program; features talented pianist-organist Marjorie Meinert and guest musicians. It has been an outstanding WOC-TV production for four years; has consistently proved it delivers responsive viewers.

Here's how responsive these viewers were to United's commercials. Two products were advertised—oysters and frozen chicken pot pies. Through its 15 stores, United ordinarily sells 2,200 pints of oysters during a weekend. The weekend after the first "Musical Moods" telecast, United sold 2,200 pints of oysters—a complete sell out. In addition, United sold 4,800 chicken pies—another sell out. NO OTHER ADVERTISING SUPPORTED THESE TWO PRODUCTS.

"Musical Moods" continues to produce success stories for United Super Markets... so successful that this big independent grocery chain has purchased an additional 1½-hour weekly of WOC-TV. For example, there's the telecast early in March when "Musical Moods" practically sold this chain out of its Lenten supply of catfish, selling 6,000 pounds of this item; when it sold 2,300 packages of rose bushes for planting in 1½ days after the telecast.

If you'd like to know more about United's TV "successes" (and the successes of other WOC-TV advertisers), write us direct or contact your nearest F & P office.

FREE & PETERS, INC.

Exclusive National Representatives

The Quint Cities

COL. B. J. PALMER, President

ERNEST C. SANDERS,
Resident Manager

Davenport, Iowa

---

**WITTING SAYS WBC WON'T USE 45 RPM**

Westinghouse: Broadcasting's stations don't want to be associated with 45 rpm records because of their technical shortcomings, the WBC president advises record firms.

The 45 RPM phonograph record is unacceptable for broadcast use, according to Chris J. Witting, Westinghouse Broadcasting Co. president. Mr. Witting has notified all record companies that their decision to supply only 45 rpm records to broadcast stations [BT, June 14] is unacceptable to the Westinghouse group.

Joining other stations in protesting against the joint action by leading record firms, Mr. Witting pointed out that the companies acted without consulting broadcasters.

He wrote, "We are advising all record companies that their plan to supply only 45 rpm records to broadcasting stations is unacceptable to the Westinghouse group of stations." Listed were KDKA Pittsburgh; KEX Portland, Ore.; KYW and WPTZ (TV) Philadelphia; WBZ-WBZA Boston-Springfield and WBZ-TV Boston; WOWO Fort Wayne, Ind.

"The stations are notifying your distributor in their area of this decision," Mr. Witting continued. "We were surprised at the action of the record companies in announcing this plan without prior consultation with the broadcast industry to which they owe so much.

No Backward Steps

"The Westinghouse stations, since the founding of the broadcasting industry at KDKA in 1920, have always prided themselves on producing the finest technical productions known to the industry and have spent large sums of money developing new and improved services. We are not, at this time, interested in taking a backward step which we are sure will result in the necessity of repeated apologies to our listening audience for what will be obvious failures of technical equipment."

Going into technical details of the 45 rpm record, Mr. Witting said that while it may have advantages in home use, "it has so many disadvantages as to make it impractical for use in a well-run radio station. They are difficult to pick up and handle with ease, speed or efficiency, all of which are necessary for a smoothly-produced program. They are extremely difficult to cue up and, after this difficulty is overcome, repeated use results in damage to the opening grooves and consequent distortion of the music. The microgroove frequently results in the needle skipping in the event of any unusual motion or vibration near the machine. Our experience shows that these difficulties inherent in the 45 rpm make them unacceptable for broadcasting use."

Mr. Witting wrote that broadcast of technically deficient programs "will reflect adversely on the popularity and acceptance of our stations. Furthermore, we believe that it will adversely affect the sale of these records to the public since obviously no one is enthusiastic about purchasing a record which they have just heard improperly played."

In requesting companies to supply 78 rpm records exclusively, Mr. Witting said in addition to saving unwarranted expense for modification or replacement of equipment, such a policy would be in the interest of the listening public and stations as well as to the record industry itself.
The bigger the better

When you're spreading spot radio for national coverage, you're smart to use the biggest units you can get. You want stations like WJR—which gives you the best possible radio coverage of a market of 15 million people, some 10% of the nation's buying power. That kind of mass means real economy. Ask your Henry I. Christal representative about WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area:
15,000,000 customers
Robertson Sells Out at KEPO

MILLER C. ROBERTSON last week announced the sale of his 25% interest in KEPO El Paso, Tex., to his associate, W. B. Pratt, Austin, Tex. Mr. Robertson also resigned as president and general manager of KEPO last Thursday, and was succeeded as station manager by R. C. (Bob) Hughes, sales manager.

Mr. Robertson, who was associated with KMBC Kansas City and KSTP St. Paul-Minneapolis before joining the Texas station, will announce his future plans later, he said.

KEPO which began operating in 1948, radiates 10 kw on 600 kc. It is affiliated with ABC.

KDRO-TV, KEGO-TV BEGIN PROGRAMMING

TWO new tv stations, KDRO-TV Sedalia, Mo., and KEGO-TV Enid, Okla., the first tv outlet for each city, began commercial programming last Thursday, increasing total operating stations to 387.

KDRO-TV (ch. 6) is represented by John E. Pearson Co. KEGO-TV (ch. 5) is affiliated with ABC and also is represented by the Pearson firm.

Educational WCET (TV) Cincinnati (ch. 48) is due to begin regular programming today (Monday) and WTHI-TV Terre Haute, Ind. (ch. 10), is scheduled to go commercial tomorrow.

Reports from other stations:

KX1B-TV Valley City, N. D. (ch. 4), started eight-hour daily test patterns last week and plans to begin regular network and local programming Aug. 1. The station, affiliated with CBS, has auxiliary studios in Fargo. Excellent reception reports have been received from points up to 150 miles away, it was reported.

WGR-TV Buffalo, N. Y. (ch. 2), has set target dates of Aug. 1 for test pattern transmission and Aug. 14 for regular programming, George F. Goodyear, president, announced. The station is affiliated with NBC and represented by Headley-Red TV Inc. WGR-TV will be Buffalo's third station and the city's second vhf.

WGET-TV Hartford, Conn. (ch. 18), the first local tv outlet there, started test patterns last week and expects to begin commercial operation Aug. 15. WGET-TV will operate with 187 kw power from a 951-foot tower atop Avon Mt., five and a half miles from the center of Hartford. Affiliation is ABC-TV.

Two more stations are expected to begin regular programming by July 31: WBOC-TV Salisbury, Md. (ch. 16), and KETC (TV) St. Louis, Mo. (ch. 9), educational. (For details see TELESTATUS, page 103.)

Wynn Quits WABD (TV) Post RESIGNATION of Lawrence L. Wynn as sales manager of DuMont's WABD (TV) New York was announced last week by Norman Knight, general manager of the station. A successor has not yet been named. Mr. Wynn became associated with DuMont as a salesman in 1930. He was promoted to his present post in 1952.

A SUDDEN windstorm last Monday sent the 435-foot tower of WALA-TV Mobile, Ala., crashing to the ground between two rows of parked cars. Dozens of vehicles were smashed, but no one was hurt, as the structure fell into the parking lot in the rear of the downtown WALA building. Damage is estimated at over $100,000, W. O. Pope, president, said. The station resumed regular operation two days later using a temporary antenna.

Page 56 • July 19, 1954
Do you know these famous record makers?

Both of these people are famous record makers for Columbia. You'll probably recognize Mindy Carson, but do you know that other famous record maker—tune-spotter Mitch Miller?

"When a hot song comes along," Miller says, "we often cut the master tape out in Hollywood, holding our breath because other companies will try to 'cover' the tune first.

"We rush the master tape to our Eastern factories—always relying on Air Express to get it through fast!"

"The new disc is on the air and for sale in stores in record-breaking time, thanks to Air Express.

"We turn to Air Express at least three or four times a week to beat out competition.

"And yet, most of our shipments cost less with Air Express than with any other air service."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.
WAAM (TV) BEGINS 316 KW OPERATION

WAAM (TV) Baltimore began telecasting last Monday at the maximum 316 kw power, using its new facilities constructed at a cost of more than a half-million dollars, according to the station.

WAAM said its new ch. 13 coverage includes 10,000 square miles or 35 counties in six states and the District of Columbia, and adds about 1.5 million people to its saturation area for a total of about 3 million persons.

The new Television Hill facilities uses more than two miles of electrical wire and more than 20,000 separate parts, and the installation occupies an entire new wing of the WAAM Building, covering an area of more than 2,000 square feet. The old WAAM transmitter, which delivered 50 kw, will be kept for stand-by purposes, the station said.

Three More UHF Outlets Give Up the Ghost

(Also see FCC extension for uhf story, page 82)

THREE UHF TV stations suspended operations last week, boosting the total number of TV outlets to leave the air to 21. They are: KBID-TV Fresno, Calif.; WCHA-TV Chambersburg, Pa., and WFTV (TV) Duluth-Superior.

Meanwhile, the deletion last week of ch. 2 KSPR-TV Casper, Wyo., raises the number of post-thaw TV deletions to 89. Of this total, 73 are uhf and 16 vhf.

WAAM (TV) Baltimore executives inspect the station's new half-million-dollar wing and top-power TV transmitter. L to r: Ben Wolfe, engineering director; Norman C. Kal, WAAM Inc. executive vice president; Ben Cohen, WAAM Inc. president, and Ken Carter, WAAM general manager.

Expected network affiliations did not materialize, John H. Poole, owner of John Poole Broadcasting Co., said last week in announcing he has suspended until further notice the operation of his ch. 53 station, KBID-TV.

Mr. Poole's announcement, made Thursday, said that "all other stations serving the San Joaquin Valley received programs from one or more networks." KBID-TV is one of three uhf outlets in Fresno.

Mr. Poole, asserting that advertising revenue from local sources will not sustain first class television at present, said that only about half of the area homes are equipped with television.

When more homes add TV, he said, it may be possible for KBID-TV to resume telecasting.

Ch. 51 WCHA-TV requested FCC permission to suspend operation for 120 days effective no later than midnight July 18. In notifying the Commission, John S. Booth, vice president of grantee Chambersburg Broadcasting Co., said that "during the suspension period the company will determine the advisability of resuming operations in view of continued losses."

At Duluth-Superior, ch. 38, WFTV (TV) requested Commission permission to suspend operation for a period of three months. In a let-
In Youngstown, Ohio—the 32nd U.S. Market—it's WKBN-TV...

FIRST...in network and film programs
FIRST...in local live programs
in a major TV market!

138,218 TV households — almost a half-million viewers — now receiving Channel 27
(Based on the May 15-21, 1954 ARB)

Of the two Youngstown stations, WKBN-TV network and film programs are favorites. WKBN-TV has 4 of the first 5...8 of the first 10...12 of the first 15...and 20 of the 28 programs rated 19.0 or better!

WKBN-TV local live programs capture the first 9 positions...and take 9 of the first 10 ratings!

<table>
<thead>
<tr>
<th>Program</th>
<th>Station</th>
<th>ARB Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Polka Party</td>
<td>WKBN-TV</td>
<td>16.3</td>
</tr>
<tr>
<td>2. Rucker's Rumpus Room</td>
<td>WKBN-TV</td>
<td>12.4</td>
</tr>
<tr>
<td>3. Grizzly Pete</td>
<td>WKBN-TV</td>
<td>10.8</td>
</tr>
<tr>
<td>4. Tip Top Clubhouse</td>
<td>WKBN-TV</td>
<td>9.7</td>
</tr>
<tr>
<td>5. Local Edition News</td>
<td>WKBN-TV</td>
<td>9.1</td>
</tr>
<tr>
<td>6. Rambling Reporter</td>
<td>WKBN-TV</td>
<td>6.7</td>
</tr>
<tr>
<td>7. News, 6:30 p.m.</td>
<td>WKBN-TV</td>
<td>6.6</td>
</tr>
<tr>
<td>8. This Week at Home</td>
<td>WKBN-TV</td>
<td>6.5</td>
</tr>
<tr>
<td>9. Sports-Weather</td>
<td>WKBN-TV</td>
<td>5.6</td>
</tr>
<tr>
<td>10. Kitchen Korner</td>
<td>Station B</td>
<td>4.3</td>
</tr>
</tbody>
</table>

(Source: ARB — May 15-21, 1954)

*Source: 1954 SRDS Consumer Markets

WKBN-TV Channel 27
YOUNGSTOWN, OHIO
FULLY EQUIPPED FOR NETWORK COLOR-CASTING

Represented Nationally by Paul H. Raymer Co.
CBS • DUMONT • ABC
In requesting deletion of ch. 2 KSPR-TV, owner Donald Lewis Hathaway noted that through a microwave facility the four Denver stations are able to transmit TV signals to the Casper community TV system. "In turn the community system sells at $7.50 per month plus installation and tax fees to local viewers. Since the community system has no program expense and sells their product and in turn takes a considerable portion of any viewers we might hope to have, and we would have to pay for nearly all our programs, the community system makes very difficult competition inevitable for KSPR-TV."

Do You Know This Man?

He is Mr. A. H. Turner, general manager, WBOY, Tarpon Springs, Florida. He says—

"We program SESAC Library discs the entire morning from 5:00 A.M. to 11:00 A.M. They do a job, and of that we are certain. Program-wise things are in the best of hands when SESAC recording stars are heard. SESAC also has the finest Sunday afternoon selections we have ever heard."

The SESAC Library is lowest in cost for a complete Program Service.

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue New York 17, N. Y.
a new high in Hi-Fi!

the new PRESTO T-15* turntable

The new T-15 replaces your present record changer, giving you a new dimension in record reproduction with rumble-free performance, professional speed, accuracy, lifetime, trouble-free service. Easy to install, easy to operate.

PRESTO builds professional equipment—for professionals only! And the new T-15 turntable is an outstanding combination of advanced design and engineering, built with the same precision characteristic of the entire PRESTO line. The rim-driven, constant-speed, heavy-weight T-15 virtually eliminates all turntable woes...gives you years of trouble-free service...and consistently true reproduction.

Designed by PRESTO to meet top engineering specifications, the new PRESTO T-15 is modestly priced at $53.50.

Mail this coupon today!

PRESTO RECORDING CORPORATION, HIGH FIDELITY SALES DIV. PARAMUS, NEW JERSEY

Please send me illustrative data and specifications on the new, improved Presto T-15 turntable.

NAME_________________________
ADDRESS_________________________
CITY_________________________
ZONE_______STATE_____________

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

*Successor to the nationally-known, nationally-preferred PRESTO 15-G
Forker Named to Head WGAR Cleveland Sales

ROBERT E. FORKER, for the past 12 years a member of the WGAR Cleveland sales staff, has been appointed sales manager, Carl E. George, general manager, said last week.

Mr. Forker succeeds John B. Garfield, whom he has assisted the past four years. Mr. Garfield’s future plans were not announced.

The new WGAR sales manager served in various sales capacities with the Cleveland Plain Dealer, News and the Brush-Moore Newspapers before joining WGAR.

Tannen to Leave WGAY, Will Head WPGH Pittsburgh

ERNIE TANNEN, vice president and sales manager, WGAY Silver Spring, Md., has resigned to become vice president and general manager of WPGH Pittsburgh, Pa., recently purchased by WGAY owner John Kluge and associates (BT, July 12).

Mr. Tannen joined WGAY when it began broadcasting Dec. 7, 1946. He served as program director until July 1953 when he was promoted to his present position.

Jeff McLendon Dies

JEFF D. MCLENDON, 77, father of Barton R. and grandfather of Gordon B. McLendon, broadcast station owners, died July 8 in Dallas, Tex. The late Mr. McLendon was board chairman of Tri-State Theatre chain at his death, and previously had engaged in a law practice in the Southwest. His son and grandson own KLIF-AM-TV Dallas, KELP-AM-TV El Paso and KTLG (TV) Corpus Christi.

STATION PEOPLE

John I. Hyatt, vice president-general sales manager-director, WTVI (TV) (Belleville, Ill.) St. Louis, is resigning effective Aug. 5. Mr. Hyatt has not announced future plans.

William F. Housner named sales manager, WINO-TV Palm Beach, Fla. F. Melville Greene and John E. Turner to WINO-TV’s sales staff. Esther L. Witt, traffic manager, WKTV (TV) Utica, N. Y., named WINO-TV operations manager.

Bob Franklin, promotion manager, KGW Portland, Ore., named program director. Thomas D. Rishworth, KGW director of education and public affairs, appointed assistant manager.

Will Erkin, manager, WBRM Marion, N. C., to WIFM Elkin, N. C., in same capacity. Gene Smith, sales dept., WBFO Augusta, Ga., to WIFM as assistant manager.

Robert Britt, director of continuity, WAVE-TV Louisville, appointed sales service manager, WINO-TV Palm Beach, Fla.

David H. Bogard, account executive, Ruder & Finn Assoc., N. Y., named sales promotion assistant, KCBS San Francisco.

Jim Carr, account executive, WSYR-TV Syracuse, to WLWT (TV) Cincinnati, in same capacity.

William T. Gaunle named director of public relations, educational KETC (TV) St. Louis.

James Chrisena, radio-tv producer, to WMAL Washington, as production director.

Dick Ashby, WMAZ-TV Macon, Ga., personality, named production director.

Gordoo B. Greb named director of news and public affairs, KSIO San Jose, Calif.

Carol H. Cline named director of public affairs, WLWD (TV) Dayton. Bill Bally named program manager.

John C. Roesel appointed director of client service, WLWA (TV) Atlanta.

Richard A. Leader, account executive, KGIL San Fernando, Calif., to KCOP (TV) Hollywood, in same capacity.

Richard H. Gehring, Ohio State U. graduate, appointed sales representative, WTVN (TV) Columbus, Ohio.

Patt McDonald appointed general manager, CKNW New Westminster, B. C., and Bill Hughes named station manager.

Robert Richer, assistant to program manager, WABC New York, appointed assistant manager, continuity acceptance dept. Alan Froward Sloan promoted to assistant to program manager, WABC New York.

Doug Stewart, NBC Hollywood page staff, named assistant film manager, KNBH (TV) Hollywood, succeeding Leonard Goldberg, promoted to floor manager.

Mary Carter Stone, formerly managing editor, Danville (Va.) Commercial Appeal, named to assist new editor, WDVA that city.

Albert J. Eicholzer appointed chief engineer, WSYR-AM-TV Syracuse.

Jack Nordine, WNAE-WRRN (FM) Warren, Pa., named chief engineer, WADP Kane, Pa. Lois and Bob Johnson, WPRM Coudersport, Pa., to WADP as traffic and station manager, respectively. Paul Mitzen and John Copella to WADP news and announcing staff.

Edward B. Bench Jr. named chief engineer, KSTM-TV St. Louis.

Joseph Crouse, WHAS-AM-TV Louisville, Ky., named day news editor.

George Doetsch, formerly with WNAV Ann Arbor, to sales staff, WBAL Baltimore.

Kenneth E. Patmore, advertising sales representative, Curtis Pub. Co. Cleveland office to sales staff, WGAR same city.

Stanley Matas, salesman, WAIT Chicago, to WBKB (TV), same city, in similar capacity.

Norman Wain, disc m.c., to WDBK Cleveland for twice-daily music and interview show.

Howard Miller, freelance disc m.c., signed by WBBM-TV Chicago to conduct Howard Miller Show Fridays, 11 p.m.-1 a.m. CST, starting Aug. 27.

Elaine Winsfield, formerly with sales promotion div., SoundScriber Corp., to advertising, promotion and publicity dept., WNHC-TV New Haven.

Jose I. A. Gallegos named to sales staff, KABQ Albuquerque. Mr. Gallegos will specialize in Spanish language sales.
Mr. Time Buyer:

How would you describe this unduplicated television market?

We'll pay $100.00 for the best description that explains the extraordinary merchandising potential of KHOL-TV.

Why is it difficult to describe this market? Well, it's like this: Our C.P. was granted to Kearney, Nebraska; however, the station is owned and operated by the Bi-States Company of Holdrege, Nebraska.

Our problem would be simple if our location was pinpointed in only two places, but it goes much further. We're located 2 1/2 miles from Axtell, Nebraska. The KHOL-TV primary signal provides exclusive coverage over every town in the United States that has any claim to being the geographic center of the nation. The largest town covered by the station has less than 25,000 population. We are one of the few television stations in the country that has money and is ready to buy.

So we ask your help—how would you describe this unduplicated television market? Your answer could be worth $100.00 in cash.

DUANE L. WATTS Station Manager

RULES OF THE CONTEST

1. Contest is limited to entries from agency time buyers.
2. The price of $100.00 will be awarded to the entry that best describes the potential of the station with a slogan or description of ten words or less.
3. Entries will be judged for neatness, aptness of thought, and originality; decision of judges is final.
4. There is no limit on the number of entries each person may submit; however, each entry must be on a separate sheet of paper.
5. Each entry must indicate the following: entrant's name, agency affiliation and position, agency address, and entrant's home address.
6. All entries submitted become the property of KHOL-TV and none will be returned.
7. Mail all entries to KHOL-TV, Box 336, Holdrege, Nebraska.
8. All entries must be postmarked by midnight, August 21, 1954.

A complete fact sheet to help you win is yours for the asking. Just write to:

BI-STATES COMPANY
Holdrege, Nebraska

DUANE L. WATTS, Station Manager

KHOL-TV
Channel 13
Grandfather never had it this good

Most people today work only two-thirds as many hours as their grandfather did. Yet they earn at least three times as much each day.

If, for example, your grandfather had been on Union Oil's payroll in 1890, he'd have put in an average week of at least 60 hours. For which he'd have received about $2.25 a day.

If—for comparison—you had been with us last year, you'd have averaged $2.25 also. But for an hour's work, not a day's!

And you'd have worked only 40 hours a week.

How can Union Oil, or any company, pay more money for less time on the job? Because new and better tools and engineering have radically increased a man's capacity to produce as they shortened his work week.

For every worker at Union Oil there is now available an average of $77,000 worth of these improved tools—trucks, pipelines, wells, refineries. This gives each employee 340% more to work with than in 1890.

For the most part these tools have been purchased with money the shareholder-owners have plowed back into the business out of profits.

Who profits from profits? Everyone does!

That's why you get so much more out of life than your grandfather did.

UNION OIL COMPANY
OF CALIFORNIA
Radio According to Boggs

THE RADIO Glossary below probably won't ever be incorporated into Webster's Unabridged or any other serious reference work. It was composed by Norman Boggs, vice president in charge of sales for Don Lee Broadcasting System, for the amusement of himself and friends. BT's editors think it deserves a wider audience.

A Project: Any assignment that can't be completed by one telephone call.

A Prospect: ("Looks good" type)—Any advertiser who didn't throw you out of his office when he learned you weren't selling tv.

Program Director: Department head who instantly senses the terrific possibilities of a show.

Sales Manager: Department head who instantly senses the terrific possibilities of a show—the minute he hears it's sponsored.

Program Expert: Any announcer more than 50 miles from home.

Under Consideration: Never heard of it.

Under Active Consideration: It must be in the files some place, if we could only lay our hands on it.

Reliable Source: The last guy who told you the rumor.

Unimpeachable Source: The guy who started the rumor.

FYI and Advise: You stick your neck out, too!

A Presentation: Any simple story on large cards magnified by expansion, repetition, art work, and delivered standing up. (Not valid if it takes less than an hour and a half.)

Discrepancy Report: Sure, the transmitter broke down but we rebated 67¢, didn't we?

Clearance: Horseback estimate of how many stations will loosen up.

Actual Clearance: Total number of stations minus those carrying local Basket Socials in public interest.

Mail Order: Method of selling unbranded merchandise with no distribution, sight-unseen, at three times normal value for advertiser who says it didn't pan out and then retires for life in some Central American country where there's no extradition treaty.

Representative Firm: Group of experts (see Program Expert, above) representing 87 radio stations who devote full time of entire staff to your property—when you are in town.

Effective Program: Standard description of any show with 1.1 rating or less.

Turkey: Standard description of any show with 1.1 rating or more, on competitive station.

Floating Schedule: Any announcement schedule at 25% off where client agrees to flexibility after getting approval of Account Executive, Sales Manager, Executive V.P., Chairman of the Board and two-thirds majority of the brokers.

Vice President in Charge of Sales: A peddler too old to pound the pavement, too dumb to quit, and too broke to retire.
BASEBALL SELLS BEER

THE BRAVES AND MERCHANDISING ARE MAKING MILLER FAMOUS

THE BRAVES play baseball in Milwaukee. Miller Brewing Co. makes beer there. When it comes to selling that beer, Miller finds that backing the Braves is the best way to do it.

Accordingly, for the past two seasons Miller Brewing has sponsored all home and away games of the Braves on a 48-station regional radio network. At the same time it has carried one of the most vigorous merchandising campaigns going today. The project represents a whopping good success story in radio, just as the Braves are a success story in professional baseball.

Miller is a comparative newcomer to the brewing hierarchy, having realized its best gains since 1947. The company has shown a phenomenal rise in sales (in barrels) from 1947 to the present, zooming from 11th to 5th position nationally, for a 278% jump in sales volume. This year the firm has expanded its plant to meet this upsurge in demand.

With this steady growth, Miller has spent more and more on advertising, with about a third of its budget (nearly $3 million) in radio and television, and with emphasis on special events and merchandising at the dealer level.

As president and treasurer of the company, Frederick A. Miller knows a good thing when he sees it, whether it's sports, beer, beer commercials or a valuable radio franchise. He also knows Milwaukeeans. His objective has been simple: to promote interest in Wisconsin sports and thereby boost the sale of a beer product that must compete with Schlitz, Blatz, Gettelman, and others.

The result: formation in 1953 (the Braves' maiden year in Milwaukee) of a regional radio network broadcasting all home and road games of the "go 'em" Braves. In a way Fred Miller has been trying to prove that, if Blatz was the beer that made Milwaukee famous, so, too, would Miller High Life emerge as the drink that made the Braves famous.

Working with its agency, Mathisson & Assoc., Mr. Miller and his rising firm laid their objectives on the line at the outset of the 1954 season: to support the Braves by every means and to sell more Miller beer.

Supporting the Braves has meant inspiring the team, enthusing the fans, a desire to set a new attendance mark and building good will for the ball club. Selling more Miller beer was an aim to be accomplished by enthusing distributors, influencing retailers, making consumers more Miller-minded, keeping old customers and building good will for the product.

The complete elimination of television made Miller's task less complicated than it might have been: the Braves' management does not permit telecasting of any games. (Miller has first rights to TV if and when this policy is ever changed.)

Early last spring, Miller invited some 60 broadcasters from 44 radio outlets to a "leadoff" session on its 1954 baseball broadcast plans. What these midwest radio men heard was an intelligently planned, well-coordinated merchandising campaign predicated on a complete belief in the power of radio as an advertising medium.

A Meeting of Minds

Using the 1953 precedent, Miller organized this year's baseball broadcast planning along methodical, step-by-step lines, leaving nothing to chance—a fact for which broadcasters are grateful. Seldom have sponsor, agency and station personnel enjoyed such a meeting of minds. Said broadcaster Richard Nickeson, commercial manager of WISC Madison:

"In a day when radio is constantly being pressed to prove itself, it is refreshing to have a sponsor and agency so well sold on radio as to show the imagination and enthusiasm to create such a complete campaign. . . . In my years in radio, never have I attended such a well-prepared client-media meeting."

The Miller vanguard was spearheaded by likable, able Vernon S. Mullen, its youthful ad chief; energetic Edward Ball, Mathisson's vice president and account executive, who worked out details for the network; Joe Cairns, executive vice president of the Braves, and sportscasters Earl Gillespie of WEMP and Blaine Walsh of WTMJ. Broadcasters were taken, step by step, through promotional and technical procedures and inspected comprehensive promotion packets including suggested announcements, newspaper ads, napkins, dealer letters, point-of-sale "shadow boxes," Braves' schedules, buttons, coasters and billboard sheets—all used by distributors.

Of course, the all-day meeting came off only after Miller and its agency had thought out a myriad of thorny problems, including the types of stations it wanted on the contemplated network and the area it wished to embrace. The brewery finally settled on stations in four states—Wisconsin, Iowa, Michigan and Minnesota.

Miller lined up "good stations" in key cities—both low and high power outlets, in primary and secondary markets. It also made sure that newspaper-owned outlets were well represented for promotional purposes (a substantial number are in this category).

Miller also let it be known that stations could best serve the interests of all by identifying themselves and High Life with the Braves—"the stronger the link, the more benefits which will accrue. . . ." Braves broadcasts, Miller feels, are rich in promotional potentials and sales possibilities. Its executives told station men plainly: "In the minds of all listeners, Miller High Life must be recognized as the beer that's backing the Braves."

There seems little doubt this has happened, judging by station reactions, with the result that Miller should realize the "fair return" it seeks on an investment which admittedly runs into a "tremendous amount of money." How much is not precisely known. (Best estimate: between $100,000 and $400,000, with line charges running into five figures paid by Miller.)

Not all stations carry the Braves home and road contests under full Miller sponsorship; about 50% take them on a participating basis without any fee charged. These outlets may sell spots to local non-competitive advertisers under an agreement with Miller and Mathisson.

When a station agrees to carry the Miller High Life-Milwaukee Braves network broadcasts, it commits itself to an all-out promotion campaign. It is furnished with a complete and up-to-date list of Miller distributors in the coverage areas of Braves broadcasts and urged to contact the one in its locality.
IN MILWAUKEE

by JOHN OSBON

The company encourages the station to "inform and enthuse" the distributor about the broadcasts, advising of coverage, actual audience, and its promotion; to arrange a tie-in of his name with that promotion, publicizing him on commercials; to work with him in distributing Braves promotion material to dealers; to coordinate its efforts with the distributor, many of whom are merchandising-minded at the outset, and to make use of Miller material which the distributor has—window displays, art work, mailings and other data.

Among materials utilized by stations: posters, ad mats, transcribed radio spots, live announcements, station IDs, promotional letters, newspaper ads, four-color ads.

Broadcasters also receive other support. During April and May, Miller sent out a full-color 24-sheet Miller High Life Kodachrome poster (featuring Earl Gillespie and the slogan, "Go Get 'Em, Braves") to all parts of Wisconsin and other areas where the broadcasts are heard. They directed attention with this copy: "Tune In! Braves Broadcasts." (Station and frequency.)

Promotionwise, suggested live announcement copy was distributed by the Miller Brewing Co. for use as 30-second spots, lending themselves to taglines for the local distributor's name, and short 10-second station breaks designed for on-the-air promotion.

Miller even wrote a form letter for use by stations in contacting beer licensees and cultivating tavern-keepers.

Other outlets have devised their own promotion gimmicks. Typical is WOSA Wausau, Wis., which distributes some 100,000 baseball schedules in a promotion piece.

Leaving no stone unturned, Miller also advised stations to make daily checks with newspapers to assure that correct game starting times and opponents are listed. In many instances, newspapers with radio affiliation have worked out special deals whereby the broadcasts are given special mention in boxes on the sports pages. Others have signed for "highlight" listings.

To insure "smooth, finished production" on the network, Mathisson & Assoc. compiled a pre-season operational brochure carrying a complete schedule of games, listing site, opponent and broadcast time. It traced the mechanics of a typical broadcast, starting five minutes before game time and outlining various cues for station IDs and special announcements. It even listed a number of "emergency" situations which might arise and offered solutions to them.

Miller commercials are delivered at the end of each full inning, with participating stations picking them up after the second, fifth and seventh frames. A standard cue is utilized for commercials, running 45 to 50 seconds in length.

When the Braves aren't playing, Miller carries telegraphic reports of other NL contests, with the same 48 stations participating. WEMP usually sends all stations a schedule of possible substitute games every two weeks, and keeps them apprised of alternate games and all details.

What do listeners think of the Braves broadcasts?

Stations consistently report good audience ratings. Both WEMP and WTMJ (the former originates the network broadcasts) claim substantial audiences, with listenership ranging from 76% to as high as 90% of radio homes. This is not surprising in view of the public acceptance that has greeted the Braves (just about everybody is a ball fan) and the twin-power of two established Milwaukee radio properties.

While actual listener surveys are inconclusive as sales figures at this mid-way mark in the season, a survey made last year by the Economic Research Agency throws some interesting light on the subject.

Economic Research found that (1) three-fourths of Madison families were reached by Braves broadcasts; (2) more than one person in over half of the families listened to the games; (3) about 90% of the audience was classified as regular listeners; (4) 90% could identify Miller as the sponsor.

The Braves may not win the 1954 pennant, or even come close, but Miller, its distributors, agency and the broadcasters along its station network seem sure to profit by one of the most carefully-planned campaigns in radio's history.

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MUSIC MAKES MONEY

THE MUSICAL JINGLE PAYS OFF FOR SONG ADS CO. AND CLIENTS

by Leo Kovner

RADIO and television advertisers are steadily realizing that music does more than soothe the savage breast—it also charms the dollar out of the consumer's purse in the guise of the singing commercial.

With a gross exceeding $100,000 in 1953, Song Ads Co., Hollywood, is a leader in the production of the singing jingle. Robert Sande, president and founder of the firm, says: "We're writing music, but the kind that sells a product."

"Most agencies have the idea a jingle is nothing but a commercial set to music," he states. "In reality, it is a carefully conceived and composed musical trademark, with the same form as a popular song."

Before the war, Mr. Sande and fraternity brother Donald Estey, at the U. of California at Santa Barbara, had little idea where their studies in audio-visual education would lead them years later. UCSB is primarily a teachers college, and as undergraduates in speech education, the two engaged in verification checks on audio-visual experiments conducted in Santa Barbara public schools by the Rockefeller Foundation. Today, both feel the principle involved in audio-visual education—impact of sight and sound on pupils in teaching—is applicable to advertising and sales.

Song Ads is an accidental outgrowth of Mr. Sande's advertising experience. A drummer and rhythm section musician for many years after leaving college (with Freddy Martin, Ted Fio Rito and Spade Cooley orchestras, to name a few), he had become an account executive in the former Ted Ball Agency, Hollywood, when American Wine Co. (importers, Cook's Imperial Champagne, now merged into Schenley Distributors) changed agencies early in 1950. The Ball agency was one of several invited to bid for the account. Mr. Ball, knowing Robert Sande's musical background, suggested he 'whip up a jingle' for inclusion in the agency presentation. Rival Hixon & Jorgensen Inc., Los Angeles, won the account, but the client liked the Sande jingle and insisted it be a part of the campaign. Hixon & Jorgensen purchased the jingle from Mr. Sande and, impressed by results, gave him assignments for other clients.

Later in 1950 Robert Sande decided that "This was the sort of thing I wanted to do permanently," and Song Ads was formed. He candidly admits the early years were difficult. However, by September 1951 he was able to invite Mr. Estey, whom he had seen intermittently since graduation and who was then general manager of Nationwide Advertising Agency, Los Angeles, to join him as sales manager of Song Ads.

Mr. Estey was definitely interested in what his friend was doing and enthusiastically joined the firm. Today, as vice president and sales manager, he is genuinely modest about his role in the organization. "After all," he says, "all I'm doing is selling the talent of my three associates."

Forming a Partnership

Besides Mr. Sande, these associates are Del Porter, co-composer and lyricist with Mr. Sande, and Larry Greene, musical director of Song Ads. In 1952 the four formed a partnership, the present Song Ads Co.

Del Porter has a long background in musical comedy, song writing and as a radio-recording artist. A featured singer in the original Broadway "Girl Crazy" and "Anything Goes," and for many years writer, composer and performer with the Spike Jones Orchestra, he also wrote such popular tunes as "Pass the Biscuits, Mirandy," and the "Blacksmith Blues." Very useful to Song Ads is his mastery of such odd instruments as the ocarina and the tin whistle.

Larry Greene is equally noted as a conductor, pianist and arranger with such organizations as the Pinky Tomlin, Axel Stordahl and Georgie Stoll orchestras, and as accompanist for vocalists Mel Torme, Martha Raye, Lena Horne, Dean Martin and Jerry Lewis, and Carmen Miranda.

Mr. Sande allows himself to continue one professional music engagement, as percussionist with the Liberace show recordings and national concert tours. However, Song Ads benefits from this engagement as well. It has under production for the various sponsors of the Liberace show a series of musical animated commercials, closely integrated with the program, featuring puppet caricatures of George Liberace and his orchestra.

Song Ads has expanded considerably since 1950. The firm's officers point to an annual 300% increase in gross business every year since formation, up to last year's $100,000. Two factors have been responsible for Song Ad's success, Mr. Sande states: first, "We have faith and a specialized skill in what we're doing," and second, "We're willing to accept responsibility."

Responsibility is the keynote, beyond talent, of the Song Ads operation. When the firm accepts a retainer from a client, he is guaranteed a minimum of three jingles from which to make a choice. The guarantee is backed by over 400 jingles the firm has done in the past, covering a wide variety of products.

Also guaranteed to the client is relief from all responsibility in copyright litigation and labor negotiations, which play no small part in any matter concerning music these days. Song Ads has an effective arrangement with Broadcast Music Inc. to carefully check every tune and lyric the firm turns out and

PHOTO ABOVE

The Listerine jingle is recorded in Hollywood by (l to r) Del Porter, co-composer and vocal director, Song Ads Co.; Gerald Blake II, vice president and account executive of Lambert & Feasley Inc., N. Y., agency for the Lambert Pharmacal Co. (Listerine), St. Louis; William W. Harvey, president of his own Los Angeles advertising firm and West Coast representative for Lambert & Feasley; the Ray Linn Quartet, consisting of Ernie Newton, Bill Reeve, Burton Dole and Mr. Linn; and Robert Sande, president and co-composer, Song Ads. In center is singer Tudy Williams.
SEARCHING?

If you're searching for the biggest TV AUDIENCE in Kentucky and Southern Indiana—ASK YOUR REGIONAL DISTRIBUTORS!

Go ahead!—telephone your distributor in Louisville—then in Evansville (101 air miles)—then in Lexington (78 air miles).

Ask each "What TV stations do your neighbors prefer?"
The calls will cost you a few dollars, but may save you many!

WAVE-TV
CHANNEL 3 · LOUISVILLE
FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
NBC SPOT SALES, Exclusive National Representatives
WORLD RADIO HAS GONE COMMERCIAL

AROUND much of the globe—Europe, the Near East and Latin America—businessmen turn on their shortwave radio receivers to hear American Business Bulletins, which are broadcast at the close of each business day by WRUL, U.S. international station with transmitters at Scituate, Mass. Having heard the late business news and the concluding quotations of the New York Stock Exchange, these listeners abroad are ready to radio their brokers in New York to buy or sell at the opening of the next day's market.

This far-flung foreign audience may not bulk very large in comparison to that of any metropolitan domestic station, but its importance may be gauged by the fact that Merrill Lynch, Pierce, Fenner & Beane, which began sponsoring American Business Bulletins when they first became available in November 1950, has just renewed its contract for the remainder of 1954.

Royal Typewriter Co. is co-sponsor of the program.

Before World War II, WRUL was entirely a non-commercial operation, financed only by a small annual gift of international goodwill by its founder, Walter S. Lemmon, founder and president of World Wide Broadcasting System, licensee of WRUL, with some additional funds granted by educational foundations to encourage international exchange of information and culture.

Following the war, Mr. Lemmon and his associates decided that the advertising-supported system of broadcasting that has been so successful at home might do equally well internationally. So, late in 1950, WRUL tentatively made it facilities available to American advertisers interested in selling their products or services abroad. As expressed by Douglas Jones, sales manager:

"This station is spreading the gospel of American private enterprise on an international basis. WRUL is enabling businessmen to speak to the world as they have been speaking domestically. Here is a new opportunity in broadcasting—a new extension of the independent American system of privately owned broadcasting stations.

"WRUL's commercial expansion has proved to sponsors the need of such an international advertising medium through a constantly growing listening audience in 60 nations, through mail response, and the addition of more and more rebroadcasting outlets for the World Wide Broadcasting System's international network."

The network referred to by Mr. Jones is made up of some 40 Latin American stations which already rebroadcast a number of WRUL's sustaining music and news programs, particularly those in Spanish and Portuguese. These supplementary stations also are available to WRUL advertisers who want to extend their time costs to those of WRUL ($50 for a one-minute announcement, $150 for a quarter-hour program, $285 for a half-hour program; applicable to all WRUL transmissions, whether to Latin America or to Europe). Station spokesmen say that although quite a few prospective advertisers expressed interest in supplementary coverage, none has as yet bought it.

In addition to the sponsors of American Business Bulletins, WRUL's advertising roster for the past year includes such unbelievable names as U. S. Steel, Sylvania, Firestone, Nestle, Hilbert of the Bank of New York, and Fairbanks Morse. Agreeing with business on the advantages of international promotion, several religious groups also are numbered among WRUL sponsors. One of these, the Lutheran Laymen's League, sponsors programs in English, Swedish, Norwegian and Dutch.

foot according to complexity, are added. TV film generally runs 90 feet a minute.

Should the client decide he wants a tv commercial, Song Ads again sets a package price and produces the commercial in exactly the same way most independent motion pictures are made today in Hollywood. That is, while Song Ads handles direction and assumes full responsibility for the result, it subcontracts the various production steps among specialist firms.

When the radio advertiser chooses a lyric melody set (or two, or all three, in which case he gets a discount), Song Ads hires the necessary talent and announcer and makes arrangements with unions, copyright lawyers and servicing organizations. The highest number of singers the firm will use on a single commercial is six or seven. "More than that," Mr. Sande says, "and they get in the way of the advertising copy."

After a recording date is set, Song Ads notifies the sponsor and agency so that they can be present if they wish. The actual recording is supervised by Mr. Sande, with
music under the direction of Larry Greene and vocalists under Del Porter. Song Ads then supervises the video production (when indicated), pressing of transcriptions (with radio commercials), and packing and shipping of the end-results to the client, accepting full responsibility until the material is in the hands of the advertiser's representative.

Enthusiastic about his work, Mr. Sande has definite ideas about the form of the singing commercial. "Unlike others in the business, we create new melodies. Public domain music is hard to identify with a sponsor," he says.

"Once an advertiser has a good musical trademark, he should keep it, not make the mistake of changing it often," he continues. "A singing commercial is effective only if the advertiser plugs it right, like a popular song."

"If the commercial is not on the air at least 50 times a week, it is not being used correctly," Mr. Sande feels, and points to Sears, Listerine, Paper Mate Pen and Burgermeister Beer campaigns as examples of proper use of the singing jingle. Only 10% of the nation's radio-tv advertisers use the jingle correctly today, Mr. Sande feels, and the rest have no lasting results from the commercials.

Correctly integrated video and audio advertising makes the strongest impact on the consumer, he states, and, dipping into his background in educational psychology, he adds, "All advertising, except the singing commercial, must sell to the conscious mind. The singing commercial creates an unconscious habit pattern and sells that way."

Fantasy Is Best

Best video results for most clients, he continues, are obtained by use of fantasy, with animation and puppets carrying the message to the eye as well as the ear, in time with the jingle.

Since much of the firm's business is conducted by correspondence, painstaking attention to client needs leads Mr. Sande to term Song Ads "a custom business by mail." The singing commercial organization has served clients all over the U. S. and in Mexico, Puerto Rico, Australia, Hawaii and Canada. Sponsors include such products as Acme Beer, Arden Dairy products, Ben Hur Coffee, Paper Mate Pens, Richfield Oil Corp., Zenith Television, Ocoma Chicken and Burgermeister Beer. Such agencies as Foote, Cone & Belding; BBDO; Erwin Wasey & Co.; Biow Co.; Hixson & Jorgensen Inc.; Raymond R. Nevean Co.; Hilton & Riggio Inc., and McCann-Erickson Inc. have dealt with Song Ads.

A new project about which Mr. Sande is close-mouthed at present is a form ofopened syndicated singing commercials for small local advertisers. He does say that Song Ads will be able to meet all union regulations in this development, yet emerge with a commercial salable to a low-budget advertiser.

Song Ads recently occupied a new suite of offices at 6000 Sunset Blvd., including a recording studio. However, much of its recording and pressing will continue at the Capitol Records establishment in Hollywood. The firm will maintain its headquarters in Southern California, mainly because the firm's executives believe the trend of business and advertising is to the West Coast.

From where I sit
by Joe Marsh

"Nothing to Sneeze at"

This year our town came out and decided to do something about its hay-fever sufferers. Hap Thomas is our health officer, so he was made ragweed "inspector."

"Can't see why anybody should be bothered by a few weeds," he snorted. "I say it's all in their minds." But Hap went on out to do his job.

Then, yesterday, I met Hap—looking kind of sheepish. His eyes were red and as he took out a big white handkerchief, he sneezed. "Know somebody . . . somebody who isn't allergic, who'd like a job?" asks Hap.

From where I sit, I can sympathize with Hap. It's no joke. But as Hap admitted later, he was dead wrong in scoffing at the idea of hay fever. Making light of other people's ideas and opinions is a familiar trouble with a lot of folks. Whether it's hay fever, football or a choice of, say, buttermilk or beer as a thirst-quencher, I'm just naturally "allergic" to anybody who "knows-it-all"!
**WWVA PORTABLE PROMOTION**

WWVA Wheeling, W. Va., is sending to agencies and advertisers a green and white booklet announcing its summer radio promotion campaign, "designed to sell more portable radios and build bigger audiences." The campaign will include on-the-air announcements contest for radio listeners and dealers and special programs, stressing the theme "Radio goes wherever you go . . . pack a portable." A special summertime edition of WWVA's merchandising paper will be published and mailed to retailers and wholesalers throughout the tri-state area. Over 100 buses in the Wheeling-Steubenville market and Yellow Cabs in Wheeling will be equipped with signs reminding people "It's summertime and the listening is easy." In addition, WWVA will print pocket-sized program schedules for distribution and posters for display in radio retail stores.

**WTPA (TV) BIRTHDAY EVENT**

AS PART OF the celebration of its first anniversary July 6, WTPA (TV) Harrisburg, Pa., broadcast special programs throughout the day and presented an hour-long show with outstanding performers who have appeared on ch. 71 during the first year of operation, using the theme, "A Year for You." A half-hour news roundup, A Year In Review, was shown and the Harrisburg Hostess program was turned into a birthday party for all the babies born the day WTPA went on the air. The stations received more than 50 congratulatory telegrams, carnation boutonnieres for the whole staff and a specially baked birthday cake. WTPA followed up the occasion with an open house where visitors saw three live presentations. Special WTPA buttons were distributed to all visitors and service clubs.

**CANADIAN DEVELOPMENT TALKS**

CANADIAN DEVELOPMENT will feature a series of discussions on Canadian Broadcasting Corp. stations throughout the Dominion every evening from August 7-13, 8 p.m. EDT, from the Couchiching conference at Geneva Park, Orillia, Ont. This will be the third year that the CBC has broadcast discussions at this international conference at which university professors, internationally known economists and education leaders participate. The conference theme this year is "Canada Grows", discussions will center around recent Canadian developments.

**KTN (TV) HELICOPTER 'FIRST'**

"FIRST!" live telecast of a landing helicopter and alighting from that plane was claimed by KTN (TV) Ada, Okla., when Mrs. Willie Murray, candidate for governor of Oklahoma, recently landed in front of that station's studios for a guest appearance on the Home Hour. Making the special appearance to reach voters in KTN's coverage area, Mrs. Murray later made an address directly from the studios.

**SUMMER RADIO PROMOTION**

Radio promotion campaign, aimed at northern Ohio's automobile audience, has been kicked off by WGAR Cleveland with an extensive drive employing ear cards, billboards, drive-in theatres and on-the-air spots. Using the theme "Listen while you rest, ride, work, play," the campaign stresses the multiple attention values of radio listening pointed up in the Henry I. Politz study of radio audiences in major TV markets. WGAR personalities appear on drive-in screens to remind viewers that they can enjoy their radios while doing other things. In addition, the station has started Do It Yourself, a program designed to instruct in building and improvement projects which can be accomplished while listening to the radio.

**HAWAIIAN TV 'FIRST'**

THE 'FIRST' morning TV series in the Hawaiian Islands, KCMB-TV Honolulu's Summer program, got off to a flying start a fortnight ago, according to that station, with the quiz portion, "Shadow Stumpers," resulting in an estimated 60,000 calls per question. Featuring former disc m.c. Carl (Kino Pope) Hebenstreit and "Peaches O'Rourke" — two-year-old chimpanzee — the three-hour program is comprised of news and weather reports, music, interviews, puppets, cartoons, cooking hints and hobby and health information.

**WIBW-TV 'KNOT HOLE' BROCHURE**

TO HERALD its planned increase in tower height, WIBW-TV Topeka, Kan., is sending to agencies and advertisers a "knot hole" brochure which employs a fold-over device to keep the reader guessing what the "surprise" will be. The simulated wood grain cover with centered knot hole reads: "it isn't a peep show"; on turning the page, another knot hole announces: "it isn't a ball game"; another page, another knot hole: "it isn't a circus," etc. Fully opened, the brochure reveals that "It's the WIBW-TV tower on its way up to 1,010 feet." The increase in power to 87.1 kw ERP will take place about August 1, it is pointed out, and this "will boost WIBW-TV's influence in rich, growing area."

**FARM DIRECTOR'S BROCHURE**

NATIONAL Assn. of Television & Radio Farm Directors has distributed a new brochure and directory which it compiled in conjunction with All-Chalmers Mfg. Co., and the Country Mfrs. of America. They were mailed to stations using farm directors, station representatives and advertising agencies under signature of Jack Jackson, KCMO Kansas City, NATRFD president.

**OFF-THE-AIR AUDIENCE**

WAIT Chicago estimates that about 700,000 people a month listen to that station after it is off the air. Ten drive-in theatres in WAIT's coverage area now carry a preshow program of recorded music provided by the station and emceed by Clubtime announcer Lloyd Webb. Each record is followed by a reminder of the daily programs that are offered by WAIT. At intermission a special ten minute tape is delivered with the same promotional idea. Both the theatres and station benefit, according to the station, because the theatres' preshow and intermission entertainment problems are taken care of and WAIT gains new listeners.

**KITE REFRIGERATOR GADGET**

A REFRIGERATOR thermometer is the "gadget of the month" being sent to agencies and clients by KITE San Antonio, Tex. The thermometer, to be hung on a refrigerator shelf, is designed to show if the refrigerator is cooling properly. The attached copy points out that more American homes have radios than refrigerators, telephones, washers, machines or bathtubs. The copy goes on to say that "most homes in San Antonio enjoy Radio KITE . . . 139,000." Some of the reasons for its large audience, the promotion states, are KITE's pioneering in block programming, headlines on the hour, getting local news, high fidelity and fm, adding the reminder, "still no double spotting, still no secret rates."

**'COOL' PROGRAMMING**

WASHINGTON, D. C., daytime viewers suffering from the heat may get some relief from a 20-second film clip of Washington snow and blizzard scenes, which will be telecast throughout the day when the thermometer hits 90° by WTOP-TV there. The "cool clip" will be accompanied by the following announcement: "Look at this, Cooool. Here on ch. 9 we just thought you'd like to look at something cooooool today (10 second silence). O.K.? You're welcome."
Success Recipe

THE "marriage" of Cowles stations WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa, for the "WNAX-KVTV Frigidaire Cooking School" last month proved such a success that 8,000 women were crowded into the Sioux City municipal auditorium to its 5,000 capacity for the first time with 3,000 turned away.

The cooking school, jointly sponsored by D. K. Baxter Co. (Frigidaire dealer) and the two stations, and promoted only on the Cowles stations, brought in an influx of women from South Dakota, Iowa and Nebraska. A leading department store reported a 28% increase in business over any previous Tuesday because of the event.

The women watched Wynn Speece, "Your Neighbor Lady" for 14 years on WNAX, and Jan Voss, KVTV home economist, demonstrate the easy preparation of summer dishes and meals. Between cooking segments, KVTV announcer Bob King helped give away 125 gifts, including a Frigidaire washing machine, Necchi sewing machine and 100 bags of WNAX and KVTV advertised products contributed by sponsors. Talent staffs of both stations entertained the ladies who received free shopping bags, recipes and souvenirs.

A measure of the excitement brought on by the cooking school were police reports that one woman left her auto running in a parking lot and another, with labor pains coming on, refused to leave the auditorium until police dragged her away.

WSPD-TV 'HOSPITAL CORRIDORS'

SIMULATED performances of various operations are telecast over WSPD-TV Toledo, Ohio, on Hospital Corridors, a new program which each week gives people a chance to view an operation and listen to easily understood explanations. Peg Howard, former newspaper-woman, sets up the shows, using personnel and materials from 35 hospitals in the area. A recent "operation" was for a gall bladder, using a hospital technician as the "patient." The program was carried out in authentic detail, complete with the showing of an actual gall bladder.

WGH 'FESTIVAL' PROMOTION

OVER 50,000 people flocked to the two-day third annual "Virginia Beach Sand Festival," conducted by the city's Chamber of Commerce, according to WGH Norfolk, which cooperated in what Chamber of Commerce head Leo Hoarty has called the "world's largest beach party." WGH co-sponsored the "Miss Virginia Beach" pageant, which is part of the Miss America eliminations. Five finalists, chosen from 17 visiting and local beauties, were showcased against a background of Tony Pastor's orchestra. The winner was crowned by Mayor Murray and presented on a half-hour coast-to-coast ABC broadcast arranged by the WGH special events department, the station reports.

CBS SPOT SALES INFORMS

THE COMBINATION of WCBS New York local radio personalities, station leadership and

ANOTHER SPACE PROBLEM SOLVED

...with an EMSCO...

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..... TV tower...

..... For TV installations within small, congested areas, Emisco "Towers of Strength" meet all requirements. Emisco self-supporting triangular towers provide: Safety factors in excess of anticipated stresses . . . less horizontal and vertical deflection . . . less cost per lineal foot.

Emisco towers meet rigid RTMA and AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

Every Emisco tower design is unconditionally guaranteed! . . . backed by a pioneering experience of more than 25 years in steel tower fabrication . . . and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequaled for safety . . . performance . . . and economy . . . specify Emisco. Prompt delivery assured!

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EMSCO MANUFACTURING COMPANY
LAKEVILLE, CALIFORNIA
Hunting, Texas 
Garland, Texas

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merchandising support in achieving “maximum advertising coverage in the New York market” are described in a new presentation released last week by the sales promotion department of CBS Radio Spot Sales. The presentation cites numerous combinations of ways in which WCBS personalites could be used to accomplish “maximum sales results at a minimum cost,” and includes a chart showing suggested programs with ratings, homes reached, listeners, total cost, and cost per thousand. Various merchandising plans offered by the station also are outlined.

REQUESTS SOLD FOR MS

ALTHOUGH he never plays requests on his one-hour show nighttime disc m.c. Larry Brown, WPEN Philadelphia personality, altered that rule for one week during the multiple sclerosis campaign and agreed to play a record request for each 25 cents received for the MS drive. In the one-week period, Mr. Brown collected over $200, which he turned over to Edmund H. Rogers, partner, Gray & Rogers Adv, Philadelphia, who revealed during the air interview (see cut) that his wife was stricken with MS 13 years ago and is not yet fully recovered.

Although the broadcast campaign has been discontinued, WPEN reports that contributions are still coming in, with Mr. Brown committed to answer over 600 requests.

WHILE HOME, IT BURNS

TELEVISION has now made it possible for a man to sit in the comfort of his home and watch his building burn, according to reports from Wheeling, W. Va. WTRF-TV there, with an alert crew and a convenient fire (less than one hundred yards away from the studios), managed to televise the rooftop fire from the time the fire trucks arrived until the blaze was under control. WTRF-TV’s news director, George Diab, described the going-on to viewers, one of whom noted that disinterested was the owner of the building.

KCSJ-TV BASEBALL ‘FIRST’

THE ‘FIRST’ professional baseball telecast originating in Colorado is claimed by KCSJ-TV Pueblo, when the Western league game between the Pueblo Dodgers and Denver Bears was telecast from Pueblo’s Runyon Field. Although it was an evening game, the picture came in clearly, according to audience reports, and opposition were unanimous that the telecast was compared favorably with network telecasts of eastern games, with viewers expressing interest in seeing more Western League games televised.

A TUNE WITH PERFUME

TO PROMOTE the new Decca release of singing star Roger Coleman, “L’Amour, Toujours L’Amour,” records have been distributed to disc m.c.’s throughout the country with a gift bottle of L’Amour Toujours perfume. Although the perfume will be passed along to wives and sweethearts, the fragrance will remain with the disc jockeys because the flatters are perfume-scented. Record shops and department stores are being encouraged to hold a national “spin and squint” day to herald Roger Coleman’s latest release.

CROSLEY ‘SUNBURST’ GLASSES

CROSLEY BROADCASTING Corp., Cincinnati, is offering sets of six 15-inch “Sunburst” Anchor-Hocking glasses to listeners and viewers of its stations as a part of its summer promotion campaign, “Operation Sunburst.” The glasses come in five different sets, each for one of the Crosley stations (WLW Cincinnati, WLWT (TV) Cincinnati, WLWA (TV) Atlanta, WLWC (TV) Columbus and WLWD (TV) Dayton), and feature embossed portraits and graphs of 50 personalities in the organization. Viewers may obtain the glasses by sending in one dollar and a box top or label from any advertised on the stations.

WRFD ‘OPERATION BLUE SKIES’

TO GIVE Central Ohio consumers the “buy now fever” on the retail level, WRFD Worthington staged a two-week “Operation Blue Skies” promotion with cooperation of merchants, who benefited from the campaign by increased sales. People were urged to watch for the “Operation Blue Skies” plane as it circled each of the 12 major shopping areas of Columbus and by saturation spot announcements advised them to visit the shopping center in their neighborhood when the plane made its appearance. This promotion was backed up by newspaper publicity stories and photos. WRFD mobile units provided free souvenirs for children, entertainment and rules for coming contest. “Blue Skies” retailers were provided with window streamers and public address systems, providing music and information on the WRFD event. A total of 250 prizes was awarded in a contest which involved guessing the time an alarm clock would ring on the air. Contestants submitted their predictions on the reverse sides of store receipts.

WMIN-TV SWIMMING LESSONS

WMIN-TV St. Paul-Minneapolis, in conjunction with Doughboy Industries, New Richmond, Wis., is conducting a water safety contest for children on the station’s Mid-day Matinee program. The show is preparing tips on swimming and, at the same time, is asking for letters on “I want to swim because...” The winner will receive an 18-foot plastic swimming pool.
television's one book library

Just about everything . . .
. . . and anything . . . you need to know about television is contained in the TELECASTING Yearbook and Marketbook. Its 500 pages, fully indexed, contain TV business data available in no other single source.

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name
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FOCUSING ON NEW CONSTRUCTION AT STATIONS AROUND THE NATION

CLEARING GROUND for construction of the new studio and office building of WOOD-AM-TV Grand Rapids, Mich., is underway. The new building, to be opened Dec. 1, is part of WOOD-AM-TV's million dollar expansion program. The ch. 8 station increased its power to the full 316 kw in April.

GROUND-BREAKING signals start of construction for an addition to the new WHIO-TV Dayton building, scheduled to be complete in 1955. The addition will house am studios and all WHIO-AM-FM-TV offices. L to r: Jack Hodgkinson, tv operations manager; R. H. Moody, WHIO-AM-FM-TV general manager; Robert E. Taylor, Austin Co., building contractors, and Ernest Adams, am-fm-tv engineering director.

CONSTRUCTION has started on the new studio and office building for KLAC Hollywood at Vine & Waring Sts., with occupancy expected in approximately six months. This is the architect's conception of the new quarters.

NEW STUDIOS of WILD Birmingham, MBS affiliate, were opened to the public in June with several hundred prominent Birmingham citizens present, including Mayor James W. Morgan, Jefferson County Commission President W. D. Kendrick, and General Manager Eddie Glennan of the Birmingham Barons baseball club. E. M. (Pete) Johnson, MBS vice president, headed a Mutual delegation. WILD, on 850 kc with 10 kw, has all new equipment and studios are located on Red Mountain. WILD principals are President George A. Mattison Jr. and Ray Hafheinz. Dan Campbell is general manager and William E. Mattison promotion manager.

EXACT center of the site for WIBW-TV Topeka's new 1,000-foot tower is shown by Lewis Dickensheets (r), technical director, to H. S. Blake (l), president of Capper Publications Inc., which owns WIBW-AM-TV, and Ben Ludy, general manager of the stations. Completion is expected Aug. 1. Officials say the new 12-bay superturnstile antenna will triple WIBW-TV's present coverage.

BASE SECTION of what is to be Texas' tallest tv tower—1,113-ft. above ground—is inspected by WBAP-TV Fort Worth officials (l to r) R. C. Stinson, director of engineering; Harold Hough, vice president of Carter Publications and director of WBAP radio and tv, and Bob Gould, program director. Completion is scheduled Aug. 1.
...and so two contrasting towers provide triple service for WSTV

To gain maximum coverage within the FCC grant for television channel 9, as well as AM and FM radio, WSTV Steubenville, Ohio, required two radically different types of towers. So they came to Blaw-Knox.

The massive 800-foot Blaw-Knox TG type tower serves a dual purpose—as it rigidly supports a twelve bay, 8500-pound TV antenna and an FM radio antenna. Any interference with the AM signal transmitted from a nearby smaller tower is eliminated by base and guy insulators. Of triangular cross-section, 8-foot to a side, this large guyed tower has solid round rods with welded connections, double-laced angle bracing, heavy connecting flanges... and weighs 192,000 pounds.

By contrast, the comparatively slender but sturdy 275-foot Blaw-Knox type LT tower is the insulated vertical radiator for AM radio. This 3-foot triangular, guyed tower, double-laced for the full height, has specially formed corner legs for extra strength... yet weighs only 11,000 pounds.

Designed and constructed to meet definite operating requirements... these towers typify the flexibility of our research, engineering, testing and fabricating services. And demonstrate our ability to provide towers to meet your specific conditions.

For more information about the many types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

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ANTENNA TOWERS
Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications

Massive 800-foot insulated tower for TV and FM radio

Slender 275-foot insulated tower for AM radio
Eurovision Considers Closed Circuit Video

B.O.T.'s Rosensohn reports on his discussions with television network officials during month-long tour of Europe.

USE of closed-circuit television is under consideration by members of the recently established European Television Network (Eurovision) as a means of strengthening European communications, it was reported last week by William Rosensohn, executive vice president of B.O.T. Office Television, following his return to New York from a month's tour of Europe.

Mr. Rosensohn said he had discussed plans to utilize closed-circuit tv in the fields of diplomatic relations, European Defense Community communications and inter-European economic, agricultural and educational projects. Participating in the discussions were officials of B.B.C., French Broadcasting Co., the Belgian Broadcasting Co. and Radiodiffusion-Television-France.

Mr. Rosensohn said he had explained that closed-circuit telecasts can be produced as privately as telephone conversations and had pointed out that it would be practical for participating in the United Nations to use a network to relay televised training sessions, weapons demonstrations and actual practice maneuvers. He added that the U.S. armed services already had made limited use of tv for observation purposes.

Disclosing that he had volunteered his services to the European officials, Mr. Rosensohn said he planned to return to Europe "sometime this fall" to expand discussions of the new plan. He noted that public telecasts in Europe are non-commercial and voiced the belief that "the proposed closed-circuit network might open a new medium to American businessmen."

Mr. Rosensohn contended that language would prove "no greater barrier to inter-European closed-circuit production than it has at the United Nations. Multi-language translations are made from official languages to more than 60 languages spoken by the UN members, he said, adding that in public telecasts, Eurovision has "successfully surmounted the language differences of Europe..."

96.4% Radio Homes Listed for Canada

Radio Homes in Canada as of Jan. 1, 1954, totaled 3,748,000, or 96.4% of all households in Canada. These figures have been compiled and released by the Bureau of Broadcast Measurement, Toronto. BBM, a cooperative organization of broadcasters, advertisers and advertising agencies, points out that these figures have been approved "for general use in the industry..."

By provinces the number of radio homes and percentage of total homes are as follows: Ontario 1,338,000 (97.1% of all households in the province); Quebec 765,000 radio homes (97.4%); British Columbia 380,000 radio homes (96.7%); Alberta 265,000 radio homes (93.6%); Saskatchewan 233,000 radio homes (96.7%); Manitoba 215,000 radio homes (96.7%); Nova Scotia 167,000 radio homes (97.1%); New Brunswick 123,000 radio homes (95.3%); Newfoundland 72,000 radio homes (87.8%); and Prince Edward Island 22,000 radio homes (91.7%).

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Philippine Tv Station To Be Orient's Biggest

THE MOST POWERFUL television station in the Orient will be constructed in Manila, P. I., with the next largest Broadcasting System (DZBB Manila), Robert Stewart, president, has announced. DZBB-TV will be the Philippines' second tv station and will have a power of 30 kw, Mr. Stewart said. At the same time, Stewart Electronics Labs Inc., of which Mr. Stewart also is president, will set up a manufacturing and assembly plant for tv sets and picture tubes. The factory will employ 250 people and turn out 15,600 tv sets and 36,500 picture tubes annually, he said.

DZBB-TV will have a 300-foot tower and expects to cover most of central Luzon and adjacent islands. A booster station in Cebu will give added coverage over most of the central islands, the Visayas, as well as northern Mindanao, Mr. Stewart said. DZBB-TV plans morning, noon and night programming, and its staff will be trained and supervised from abroad, with Filipino technicians to get special training in the U. S., he said.

The set and tube plant will make fullest use of native materials and will sell sets for a fraction of the cost of imported sets. Excess production will go to other Far East countries such as Japan, Thailand and Indonesia, Mr. Stewart said.

'Our Miss Brooks' Tops Radio Network Listening in Canada

UNITED STATES and Canadian programs shared almost equally in national popularity of evening radio network programs during June, according to the national rating report of Elliott-Haynes Ltd., Toronto. "Our Miss Brooks" led with a rating of 18.9, followed by Radio Theatre 18.8, The Tylers 14.1 (Canadian), Great Gildersleeve 14.1, Suspense 13.3, Share the Wealth 11.1 (Canadian), Treasure Hunt 11 (Canadian) and Championship Fights 9.2.

Evening transcribed shows on a national basis were People Are Funny 17.5, Take a Chance 15.1 (Canadian), The High Radio Parade 12.8 (Canadian), Ozzie and Harriet 12.5 and Queen's Men 11.2 (Canadian).

Daytime leading five network shows were Ma Perkins 12.5, Pepper Young's Family 11.8, Laura Limited 11, Life Can Be Beautiful 10.6 and Road of Life 10.2.

Leading French-language evening network shows were Un Homme et Son Peche 32.7, La Famille Plouf 24.6, Metropole 22.9, L'Heure du Cok 18.1 and Zanzibar 15.7. Daytime leading French-language shows were Jeunesse Doree 28.5, Rue Principale 27.2, Vies de Femmes 23.1, Francine Louarn 23 and Quelles Nouvelles 18.9.

749,101 Tv Sets in Canada

AT END OF MAY there were 749,101 television sets in use in Canada, according to tabulations of All-Canada Telecast, based on figures of the Radio & Television Mfrs. Assn., and of local dealers in various parts of Canada. Of this total 427,600 sets were located in Ontario, 150,000 in British Columbia, 177,300 in Quebec, 35,000 in New Brunswick and 2,200 in Prince Edward Island. The balance throughout other sections of Canada.

Broadcasting • Telecasting

GENERAL ELECTRIC's shortwave international radio station at Belmont, Calif., KGEI, broadcasts three and a half hours daily in Spanish and Portuguese to Latin America. In less than a year of operation the station has received approximately 3,000 letters from listeners, and attempts to answer each one. Mrs. Jeanne Porter, KGEI secretary-translator, examines the backlog of letters still to be answered.

200 Kw Station Starts Operations in Norway

THE NORWEGIAN Broadcasting Corp.'s new 200 kw transmitting station, located at Klofa, some 22 miles from Oslo, recently started regular operations after several weeks of field testing. Simultaneously, the 16-year-old 100 kw transmitter at Lambertseter, within Oslo city limits, went out of service.

The Klofa transmitter is the most powerful in Norway and its signal is one of the strongest in Europe. It consists of two units run in parallel—if one breaks down the other will carry on independently. The two transmitter masts each are 750 feet high.

The number of licensed radio listeners in Norway now exceeds 900,000 compared with 476,000 in 1939. In the early part of World War II, the German occupation powers confiscated all but a few radios. Hence, there were only 13,000 licenses left when the liberation came in May 1945. At the present time, Norway has the highest density of radio license holders in Western Europe.

An independent State institution, The Norwegian Broadcasting Corp. has no commercial or sponsored programs. Its chief revenues are the Kr. 20.---($3.00) annual fee, due to be raised next March, paid by license holders, and proceeds from the 10% sales tax on radio sets.

Five Name Weed

FIVE STATIONS operated by Northern Broadcast Ltd., Toronto, have appointed Weed & Co. as exclusive U. S. representative. These are CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, CHEX Peterborough and CKWS Kingston. Two television affiliates, CKWS-TV Kingston and CHEX-TV Peterborough, also will be represented by Weed & Co., New York.
CLEAR CHANNEL ISSUES RETHRESHED IN ARGUMENTS ON SKYWAVE PROPOSAL

Nearly all oppose FCC plan to increase protection of Class I clear channel outlets. Jones charges holders of such licenses are enjoying economic prosperity because of years of delay in resolving issues.

STRONG overtones of the ancient battle between clear channels and secondary stations were heard throughout the oral argument on the daytime skywave case last week before the full FCC.

Nearly all parties opposed in one form or another the Commission’s proposed report, which would increase protection to Class I clear channel stations by recognizing and restricting daytime skywave interference from secondary stations at sunrise and sunset hours [B&T, July 12]. Highlights of the oral argument included:

- Charge by ex-FCC Comm. Robert F. Jones that clear channel stations are “sultans of squat” who have been enjoying economic prosperity through years of delay in the clear channel and daytime skywave proceedings. He contended they are trying to perpetuate this prosperity and change from “pashas to maharajahs” by “sitting on their frequencies.”

Appearing as counsel for Restricted Time Radio Station Assn., comprised of North and South Carolina stations, Mr. Jones attacked clear channel lobbying and held one 50-kw station on a clear channel is “an asinine waste of frequencies.”

- Call for junking of both the clear channel and daytime skywave cases by Leonard Marks, counsel for group of limited time stations. Asking for fresh start and consideration of population, area, economic and program conditions as of today, he said use of nearly 10-year-old data is like trying to make a “social decision based on a Calvin Coolidge record.”

- Pointed questioning of counsel by Comm. Frieda B. Hennock as to the specific effect of FCC’s report on people and places, services lost and gained, programs available. She asked for economic and program data, and justification of clear channel stations, suggesting more local stations might better fulfill requirements of Sec. 307(b) of the Communications Act.

- Defense of clear channel operation in order to serve wide areas and rural listeners by Reed T. Rollo, counsel for Clear Channel Broadcasting Service, and by James E. Greeley, NBC attorney. Both called report’s proposed protection insufficient. Their presentations opened the argument, hence could only generally answer anticipated attacks.

- Observation by Comm. John C. Doerfer that if the record shows interference to clear channel stations from secondary outlets on their channels, “isn’t that enough to decide this case?” Otherwise, he noted, the concept of “clear channel” is changed because it no longer is clear. “We’ll have to call it something else,” he said.

- Contention that “cold engineering can’t be separated from the warmth of programming” by Harry J. Daly, appearing for Daytime Broadcasters Assn. He said the daytime skywave docket is incomplete because it lacks program data, asked why clear channels should be protected to their 100 uv/m contour daytime when there is reason to believe they don’t provide usable service at that distance anyway.

Most arguments before the Commission in the day-long session Thursday amounted to summation of positions set forth in written briefs filed a fortnight ago [B&T, July 12].

In essence, FCC’s proposal is in two parts, the first dealing with general principles for prospective applications, the second with whether any new changes in the standard broadcast rules should apply to existing stations and if so, to what extent [B&T, March 15 et seq.]. The argument last week dealt only with part one. Written comments on part two are due Aug. 2.

Mr. Rollo’s opening argument for CBS recalled that the organization of independently-owned clear channel outlets first suggested skywave study in 1934, then chiefly concerned with nighttime effect.

Reviewing contention of the CBS brief that
the FCC proposal is based on an inadequate record and does not afford sufficient protection to the Class I outlets, Mr. Rollo suggested "interim rules" could be adopted pending completion of further study. He urged protection to the 100 kw/m groundwave contour based on 750 kw operation so as not to pre-judge the clear channel decision.

Pressured by Comr. Hennock as to "where in the record is there justification for clear channel stations?" Mr. Rollo explained the separate clear channel proceeding contains considerable material on this point and indicated allocation policy is not at issue in the daytime skywave case.

"What do you do for the United States of America to get this special kind of protection?" Miss Hennock continued, going into program services rendered by clear channel outlets and the needs of listeners.

After Mr. Rollo's summary of clear channel service to wide areas and rural America, Comr. Hennock's query was answered by NBC's Mr. Greeley. He noted that before World War II there were only 40 Class II stations on clear channels while in 1947, when a freeze on processing Class II applications was imposed, there were 150 such outlets. He cited measurements of interference caused by secondary station operation at transition hours and the resulting loss of service.

Mr. Marks, appearing for WOI Ames, Iowa, KLIF Dallas, WLIB New York, WHCU Ithaca, WAIT Chicago, KGBT Harlingen, Tex., WGRD Grand Rapids, Mich., WEEU Reading, Pa., and National Assn. of Educational Broadcasters, pointed out FCC's daytime skywave record omits any evidence on adjacent channel interference as well as distortion of the clear channel stations' own signals at extreme distances.

Obligation is upon FCC to get these facts, he said, a burden that should not be put upon future applicants. Daytime skywave can't be decided separate from the clear channel case, he continued, suggesting both cases be scrapped and a fresh start made to consider conditions today. He explained much of the data in those cases is usable, but it must be brought up to date.

Comr. Hennock suggested Mr. Marks could represent NAEB in such a proceeding and request reservation of educational channels for noncommercial radio stations. Mr. Marks said "that could be explored."

Mr. Daly, holding continued protection of clear channels "hinders the progress of the broadcasting industry," asked that the daytime skywave docket not be "thrown away." He suggested it is incomplete on programming and defective in that it is based upon a groundwave conductivity map no longer used by FCC. Apart from DBA, Mr. Daly also represented Kewanee Broadcasting Co., Pekin Broadcasting Co. and Seminole Broadcasting Co.

Andrew G. Haley, appearing for specific members of DBA, said the report is outdated in its philosophy and is defective, not containing sufficient measurements. "We are no longer a country of DXers," he said, pointing out today's need is for groundwave not skywave service. Regardless of power, skywave will fade, he said.

Provide Primary Service

Mr. Haley suggested processing of Class II applications be resumed, citing more primary service would result. He appeared for KGA Spokane, WINS New York, WHNC Henderson, N. C., KING Seattle, KCMO Kansas City, WKLO Louisville, WNAO Raleigh, N. C., WEEB Southern Pines, N. C., and KLOK San Jose, Calif.

Mr. Jones told the Commission that daytime skywave affects other stations besides the clear channel outlets and all should be afforded protection. Calling for review of the case under today's situations and a weighing of the values of all services, Mr. Jones contended adjacent channel interference is as great as daytime skywave but not one complaint has been heard. "There's something wrong here," he said.

Pointing out secondary stations, because of their restricted operations and burden of producing their own shows, are "only half out of the economic well." Mr. Jones argued Class I-A and I-B outlets have been on economic easy street "in a great big hotel like the Waldorf-Astoria."

"So they walk around, so we'll say, Pasha Sarnoff and Pasha Paley, and all the maharajahsindividuals with the soft carpets—my, they are disturbed about every little sound they hear on the air. They hold and cup their ear and they can hear the phenomenon of daytime skywave interference getting through the soft rugs," he continued. "That is literally true. I am not trying to burlesque this show because let me show you these pashas who want to become maharajas and to be protected to the 100 microvolt groundwave contour during these transition periods.

"They put up with adjacent channel interference on a one-to-one basis from other Class I stations of a much more serious nature than the kind of protection they want from the little old whispering" Class II outlets.

Charging the "sultans of squat" haven't
shown by their programming or service that they are entitled to greater protection, Mr. Jones argued the 5 mv/m contour is sufficient protection for all classes of stations, and the clears would be injured the least. If daytime skywave is so injurious, he said, FCC would have heard objections from other stations too. He admitted, however, there is need for some clear channel stations and service.

David S. Stevens, appearing for American Broadcasting - Paramount Theatres Inc. and KOA Denver, held the report is a reasonable compromise.

Charles Dale, ex-governor of New Hampshire and owner of WHEB Portsmouth, N. H., expressed fear of what the daytime skywave precedent could lead to, even though existing stations generally would not be affected. He argued for local stations familiar with local needs, rather than 1,000-mile skywave service.

Paul Dobin, arguing for Federal Communications Bar Assn., skirted merits of the report but warned procedures involved may be illegal if modification of existing station licenses becomes involved.

Alternative Method Offered

Russell Rowell, appearing for WCKY Cincinnati, offered an alternative method of handling transition interference which would allow the dominant station to provide more service. He said FCC's report causes more harm than actual conditions today and offered details of WCKY area and populations to illustrate his argument.

Glen A. Wilkinson, appearing for KSL Salt Lake City, related need for KSL's Class I-A clear channel service in the inter-mountain area. Explaining KSL, "is not one of the so-called 'fat calves' of the industry," he said Mr. Jones' argument was not realistic.

Mr. Wilkinson said CCBS need not apologize for lobbying, a normal part of governmental procedure, and noted the Congressional Record shows a great deal of activity by Senators and Congressmen from North and South Carolina, the Jones stations' areas.

Seymour Kreiger, in separate arguments for WSNY Columbus, Ohio, and WDGY Minneapolis, indicated the daytime skywave ruling is premature to a clear channel decision.

Eugene F. Mullin Jr., counsel for WNYC New York, WVOK Birmingham and WBAM Montgomery, Ala., said Class II stations also get daytime skywave interference and are entitled to protection.

William Thompson, arguing for KLRA Little Rock, Ark., backed FCC's procedural stand and expressed fear of precedent the report may set which could affect KLRA.

Arthur Scharfeld, counsel for WHKK Akron and WCAR Pontiac, Mich., charged the proposed report would eliminate limited time stations and included no hint of a grandfather clause to protect those existing now.

He cited eventual show cause orders or renewal proceedings that would ensue to bring limited timers into line with the new rules and contended such proceedings would have to reargue daytime skywave merits or else constitute illegal modifications.

Mr. Scharfeld attacked FCC's use of "bonus hours" as a new term indicating FCC gratuity to limited time stations to broadcast after local sunset, but he was assured by Chairman Rosel Hyde such interpretation was not intended by the Commission.

Arguing daytime skywave historically, and now, is a policy matter that cannot be determined on the basis of engineering testimony alone, Mr. Scharfeld said the case should be re-joined with clear channel. He said the

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Insulin—only substance known to medical science which can control diabetes.

ACTH—used in treatment of rheumatic fever, arthritis, acute inflammation of eyes and skin, acute alcoholism, severe asthma, hay fever, and other allergy conditions.

Corison—treatment of rheumatic fever, arthritis, various allergies, inflammatory eye diseases, etc.

Epinephrine—treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.

Lever Extract—treatment of pernicious anemia.

Fibrin Fœm—controls bleeding during surgical operations.

Gastric Mucin—treatment of many stomach affections, notably peptic ulcer.

Thyroid Extract—treatment of depressed functioning of the thyroid gland (myxedema and cretinism).

Diastase—aid in promoting starch digestion.

Posterior Pituitary Extract—increases blood pressure during certain conditions of shock.

Bile Soaps—treatment of gall bladder disturbances and abnormalities in fat digestion.

Sutures—widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.

Rennet—aids in milk digestion.

Estrogenic Hormones—treatment of certain conditions arising out of the menopause.

Progesterone—treatment of threatened and habitual abortion, and in severe dysmenorrhea.

Dehydrochloric Acid—treatment of certain gall bladder disorders and abnormalities of bile flow.

Suprenrel Cortex Entrained—used in the treatment of Addison's Disease.

Benzoinated Lord—widely used as a medicinal ointment base.

Cholesterol—starting material for the preparation of many hormones.

Lipase—aid in promoting fat digestion.

Tryptsin—used in surgery to aid in cleaning up wounds.

Bone Marrow Concentrates—treatment of various blood disorders.

Parathyroid Extract—treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.

Meat animals are the source of many important medical products—including all those on the list below.

Every day physicians rely on these products to help save lives, battle disease, relieve pain and restore health for millions of people. Perhaps you, or some member of your family have been helped by one of these vital products—or will be in the future.

To help make them available to your doctor, the meat packing industry has elaborate facilities for saving medically important by-products. To make a single ounce of insulin, for example, pancreas glands from 7,500 pigs or 1,500 cattle must be saved and properly processed.

This list (only a partial one) shows that many great discoveries have come from the research partnership between the meat industry and modern medicine. The search goes on for even greater things.

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POTTER, IKE TALK ON UHF PROBLEMS

President is sympathetic to lifting 10% Federal excise tax on uhf tv receivers; Potter conference with Justice Dept. is to be arranged.

THE WHITE HOUSE is sympathetic to the proposal that the Federal excise tax be removed from uhf tv receivers, according to Sen. Charles E. Potter (R-Mich.) who conferred with the President last Thursday.

The excise tax removal proposal came before the Potter group during its recently concluded hearing on uhf.

The Senate Finance Committee still has pending before it an amendment asking for the tax elimination. It is sponsored by Sen. Edwin C. Johnson (D-Colo.).

At the same time, Sen. Potter revealed that the subcommittee would confer with the Justice Dept. in an effort to work out an arrangement whereby a voluntary conference of set makers could be set up.

The aim of such an arrangement would be an eventual voluntary agreement among receivers manufacturers to produce only tv sets which could receive uhf as well as vhf.

Subject to Anti-Trust?

Justice would be involved because there is a question of whether such an agreement would be subject to the Government's anti-trust laws.

This recommendation, also made during the Potter uhf hearing, gained an intense interest from the Senators on the subcommittee.

While Senators are receptive to the set maker conference plan, the industry's trade spokesman, Radio-Electronics-Television Mfrs. Assn., opposes the proposal on the grounds it would compromise the tv set manufacturer's relationship to anti-trust laws and that it would bring Government interference in the free market place, possibly restricting an individual firm's ability to compete.

President Eisenhower's interest in the proposal to lift the 10% tax on tv sets at the manufacturing level was mentioned to newsmen by Sen. Potter. The Senator said the President was "not unfavorable" to the recommendation.

This White House backing was received in advance of a closed session to be held on uhf by the Potter Subcommittee tomorrow afternoon (Tuesday).

As Sen. Potter emerged from the White House after 6 p.m., newsmen, sniffling an angle on the McCarthy-Army controversy, had their hopes deflated when the Senator said he talked with the Chief Executive strictly as chairman of the Senate Communications Subcommittee.

The conference was for the purpose of bringing the President up-to-date on uhf because of Administration interest.

Sen. Potter said the President expressed great interest in the current uhf study and listened intently to recommendations and suggestions which had been made and which are now to be weighed by the subcommittee.

The Senators on the subcommittee are expected to take their first independent look at uhf tomorrow, now that they have gathered facts and opinion during their detailed open hearing and later in the closed-door session with the FCC a fortnight ago (B&W, July 12).

The subcommittee may be closed in still further executions, depending on its rate of progress in efforts to find short-range means to help uhf over financial and/or operational humps.

UHF Extensions

CONTRARY to its earlier "get-tough" policy toward television, Senate committees are extending extension of time in which to complete construction of their facilities, FCC last week awarded six-month extensions to four uhf stations.

One extension, for ch. 15 held by North Dakota Democratic Chairman Richard H. Balch, included replacement of a permit which had expired. Other extensions went to ch. 48 (KHO-TV, Joliet, Ill., ch. 52 (KCOA, TV) Corona, Calif., and ch. 63 (WAZL-TV Hazleton, Pa.

Jackson Documents

CRITICISM of CBS, NBC

AN ARTICLE urging "potential" television advertisers to write Congress and give their viewpoints on what it described as a "monopoly" in television by NBC and CBS and their advertisers, was enter in the Congressional Record last week by Rep. Donald L. Jackson (R-Calif.).

The article appeared in an issue of Spotlight, a twice-weekly circular published by the Committee of Constitution, Inc., 205 E. 42nd St., New York. Bylined by Paul Manning, described in an editor's note as a newspaper writer and columnist with a long background in radio and tv for both commercial and public affairs programs, the article referred to a threatened monopoly by NBC and CBS and by advertisers who are able to afford "coveted national time" on the two networks.


"It is apparent that under present conditions, television will shortly become the property of two networks and a relatively few powerful very highly frequency tv stations," Spotlight said, referring to testimony to this effect recently before Sen. Potter's group.

The article blamed what it said was the NBC and CBS monopoly on their hold on radio before television came along and on the FCC's 3½-year freeze on tv, which it said worked to the benefit of NBC and CBS because single stations were given absolute monopolies in 40 markets and 11 more cities had only two stations, with most of these 62 tv stations owned by radio interests affiliated with NBC and CBS.

NBC and CBS gained an almost exclusive franchise in 51 of 63 markets and an advantage in 8 of the remaining 12, the article added.

Spotlight questioned whether television will continue to become the exclusive sales medium of only "a handful of manufacturers," because of the competition among manufacturers for the "few hours of prime television time" on the two networks.

If the monopoly trends continue and the two smaller networks (DuMont and ABC) become weaker, the article indicated, "American tv will move toward the British type of tv."

"The Potter Senate Subcommittee should take action to effect a fairer division of station time between the four networks," Spotlight said.

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FCC's Probe of Lamb Argued Before Court

REQUEST that the U. S. Court of Appeals continue the temporary stay against the FCC's investigation of broadcaster publisher industrialist Edward Lamb was argued last week in Washington.

Stay was granted in the U. S. District Court in Washington pending "perfection" of an appeal by Mr. Lamb against that court's ruling denying the issuance of an injunction against the FCC [B & T, June 21]. Attorneys for Mr. Lamb asked that the stay be continued until the higher court rules on the merits of the case.

Mr. Lamb has been charged by the FCC with falsely denying in previous Commission hearings that he was a communist or communist sympathizer. The Commission set July 28 for a hearing on that charge in the license renewal of WICU (TV) Erie, Pa., one of Mr. Lamb's broadcast properties. Mr. Lamb has flatly denied the allegations.

Earlier last month, Mr. Lamb asked the District Court to enjoin the FCC from holding that hearing. Attorneys for Mr. Lamb raised questions regarding the FCC's authority to enquire into the purported communist activities. They also challenged the Commission's right to proceed in a renewal case; they claimed the FCC should have instituted revocation proceedings so that the burden of proof would be on the agency rather than on Mr. Lamb.

This request was denied by Federal Judge Edward A. Tam on the ground that Mr. Lamb had not exhausted his administrative remedies [B & T, June 14]. However, Judge Tam issued the temporary stay later.

Argument last week was before Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and John A. Danaher.

Representing Mr. Lamb was Russell Morton Brown, associate of J. Howard McGrath, counsel for Mr. Lamb and executive vice president of Lamb Enterprises. Mr. Brown repeated the arguments against the Commission's action.

The FCC did not have the authority to pursue an investigation of this kind, that the Communications Act forbade the Commission from inquiring into matters previously raised, that the Commission should have proceeded under Sec. 312 rather than Sec. 309, thus accepting the burden of proof itself rather than placing it on Mr. Lamb.

Gist of Mr. Brown's argument was that the FCC hearing might be interminable and that he wanted the court to "temporarily" consider the questions he raised. This was an obvious reference to Mr. Lamb's charges that the FCC investigation and charges are inspired by FCC Comr. John C. Doerfer for partisan political purposes. Mr. Lamb made the same allegations before the Senate Commerce Committee weighing Mr. Doerfer's qualifications for reappointment to the Commission [B & T, June 28]. These were denied by Mr. Doerfer, who was confirmed by the Senate without opposition.

Richard A. Solomon, FCC assistant general counsel, argued against granting a further temporary stay. Hearing is scheduled to look into the charges, Mr. Solomon said, and he asked the court not to interfere with administrative proceedings.

Four Sales Approved

By FCC During Week

FCC last week approved the sales of WHKC Columbus, Ohio; WDAK-TV Columbus, Ga.; WHIO-TV Dayton, Mich., and WLX LA Crosse, Wis.

WHKC was sold to WTVN (TV) there for $250,000. WTVN is a subsidiary of Radio Cincinnati of 25% TV Cincinnati and 36% owner of KBIR Knoxville Tenn., applicant for a new station on ch. 10 there [B & T, June 21]. Radio Cincinnati is owned by the Taft family, which also publishes the Cincinnati Times-Star.

Control of WDAK-TV ch. 28 was transferred from equal partnership of Martin Theatres of Ga. Inc. and Radio Columbus Inc. to Martin Theatres through purchase of 25% interest for $53,000. Martin Theatres now will own a 75% interest.

WCIO-TV (ch. 62) was bought by Woodward Broadcasting Co. for $1 from UAW-CIO Broadcasting Corp. of Michigan. Woodward, headed by Detroit department and drug store owner Max Osnos, has petitioned FCC to allocate ch. 79 to Toledo, where it proposes to build a new station. Woodward's bid for ch. 50 at Detroit was dismissed with prejudice by the FCC last week.

At La Crosse, WLX was sold by Bermac Radio Inc. to Ottumwa Telecasting Corp. for $30,000. Ottumwa firm is headed by Ray L. Phillippe, vault manufacturer, and his family.

MASSACHUSETTS' industrial and recreational advantages were described by Gov. Christian A. Herter (c) and Allan Jackson (2d l) when the latter aired his CBS Radio Program "This Week" from Weel Boston studios. L. to Harvey J. Struthers, WEEL general manager; Mr. Jackson; Gov. Herter; George A. Gallagher, president of the Managers Asso. of Metropolitan Life Insurance Co., sponsor of the CBS news show, and Jerry Crowley, Metropolitan advertising promotion manager.
NEW HEARING PROCEDURE OBLIGATES NEED FOR 'POINTS OF RELIANCE, OTHER DATA'

Applicant may submit his case affirmatively in writing, with oral testimony limited to clarification of any doubtful points, plus cross-examination and rebuttal under new FCC hearing rules.

A VASTLY simplified hearing procedure was announced by the FCC last week, effective upon publication of the new rules in the Federal Register.

The new rules provide for the presentation of an applicant's affirmative case in writing, with oral testimony limited to: (a) an "explanation" of any dubious points in the written matter; (b) cross examination, and (c) rebuttal.

Eliminated were the disputed "points of reliance" requirement and the submission of supplementary information required by the McFarland letters.

The Commission also extended the cut-off date for the filing of new applications in hearing cases from 30 days to 60 days. This also was made subject to a maximum of a case for hearing and the beginning of that hearing.

Overhaul of its hearing methods, long a subject of debate between the Commission and the radio-television bar, came in a series of meetings and studies between the FCC legal staff and the Practices and Procedures Committee of the Federal Communications Bar Assn. [BFT, May 31, 10, 3, April 26, 5 and Closed Circuit, Feb. 1.]

The original concept, put into practice early in 1953, was designed to shorten hearings, reducing them to essential differences among the applicants, and to hold the record to manageable lengths. This followed the recommendations of the Judicial Conference of the U. S. in 1951 and the President's Conference on Administrative Procedure in 1953.

Wrangles Developed

This procedure called for the Commission to determine the legal, financial and technical qualifications of an applicant, and then to order a hearing on comparative plus other issues if required. First move was to hold a conference among the parties and the examiner, at which time arrangements were made to exchange exhibits. This was followed by each applicant submitting points of reliance to show in detail his case, setting up his direct case in writing in the form of exhibits under oath prior to the oral portion of the hearing. Such exhibits may include material in the form of testimony of witnesses pertaining to their background, experience and expertise. We use the term "direct case" in this context to include only the evidence describing the proposal being advanced by applicant...such exchange of written material will establish the basic framework of the case in a manner that will avoid the possible disadvantage that might otherwise result to the applicant required to put in his case first in a comparative hearing.

Direct oral testimony will be limited, the Commission said, to "appropriate qualification and explanation" of the written exhibits as may be necessary and to testimony on the affirmative case in the case where the written exhibit is rejected in whole or in part by the examiner on grounds of competence, lack of materiality or relevance.

The pre-hearing conference has been expanded, the Commission said, and will cover such matters as the following in the hopes of shortening the hearing: (1) Narrowing of issues or the areas of inquiry and proof at the hearing; (2) admissions of fact and of documents which will avoid unnecessary proof; (3) the making of surveys and letters relating to surveys or contracts; (4) assumptions or reasonable interpretations of agreements; (5) network programming; (6) assumptions regarding the availability of networks proposed; (7) offers of letters in general; (8) the method of handling evidence relating to the past cooperation of existing stations owned and/or operated by the applicants with organizations in the areas; (9) proof of contracts, agreements, or understandings reduced to writing; (10) stipulations; (11) need for depositions; (12) the number and content of exhibits; (13) the offering of proof with relationship to docket number; (14) such other matters as will be conducive to an expeditious conduct of the hearing.

Oddly enough, there is only one tv case in which a hearing has not yet been designated. This involves four applicants for ch. 10 in Parmatown, Mich., who have another dozen hearings, already designated, where hearings have not yet commenced or have not terminated, thus giving examiners the opportunity to use the new procedures.

Lamb-Sutton Exchange

EDWARD LAMB, Toledo, Ohio, broadcaster and industrialist, and publisher of the Erie (Pa.) Dispatch threatened to sue Rep. Pat Sutton (D-Tenn.) last week when Mr. Sutton in a 26-hour Democratic primary campaign talkathon on six radio and two tv stations in Nashville referred to Mr. Lamb as an "avowed communist." Mr. Lamb said he would file criminal and civil actions against Mr. Sutton unless the Tennessee congressman retracted and apologized.

Mr. Sutton made the statement Monday night. He offered a public apology the next night, according to Nashville broadcasting sources. A similar apology and statement that the stations were not responsible for Mr. Sutton's remark were also broadcast by the stations involved the same night.

J. Howard McGrath, former Attorney General of the U. S. and counsel for Mr. Lamb, said Thursday in Washington that until he had heard from Mr. Lamb's attorneys in Nashville, he could not comment on the matter.

State Dept. Meeting

To Preview Mexico Talks

INFORMAL meeting to discuss preparations for the Oct. 28 U.S.-Mexico standard broadcast conference in Mexico City will be held at the State Dept. in Washington this Friday, it was announced last week by State Dept. and FCC. Industry representatives and station licensees are invited to participate.

The notice pointed out that all countries in the North American region except Mexico and Haiti are signatories to the 1950 North American Regional Broadcasting Agreement. It explained, "preliminary negotiations between the U.S. and Mexico, aimed toward reaching a definite understanding in the two countries on the common use of the standard broadcasting band, have now reached a point where the government of Mexico has issued an invitation to the government of the U.S. to attend a conference at Mexico City for the purpose of negotiating a bilateral agreement in this standard band use.

Friday's meeting at State Dept. will commence 10 a.m., main conference room, 11th floor of Annex 17, 1778 Pennsylvania Ave., N.W.

'Gazette' Files Application

To Buy All of KCRI-AM-TV

APPLICATION for FCC approval of the purchase of full ownership of KCRI-AM-TV Cedar Rapids, Iowa, for $101,500 was filed with the FCC last week by the Cedar Rapids Gazette, present 30% owner of the stations. The newspaper presented the 70% stockholdings now owned by 11 other principals, including motion picture exhibitor Myron N. Blank and Harrison E. Spangler, former Republican National Committee chairman.

The Gazette's present 30% ownership resulted when it and the Cedar Rapids Television Co. merged their application "of Cedar Rapids' ch. 7 last year. Following the tv grant, the newspaper sold its am and fm stations.
Private Relay Link Is Denied by FCC
WHERE the cost of common carrier network relay links are too expensive for remote area tv stations, FCC should allow private systems
on a case by case approach, Comr. John C.
Doerfer stated last week in dissent to a majority
ingen rule denying a private link sought by North Dakota Broadcasting Co.

Firm wanted to link its Fargo studios for ch.
4 KCJB-TV Valley City with Minneapolis network service by a nine-station microwave radio relay system at a cost of about $250,000, but the Commission noted American Telephone & Telegraph Co. facilities would be available this fall and questioned the financial capacity of the tv firm to build its own relay. FCC's rules allow
private relays only on an interim basis pending availability of AT&T service.

North Dakota Broadcasting also operates ch. 13 KCJB-TV Minot, N.D.

In his dissent, Comr. Doerfer observed:
I would grant the application. Apparently the applicant's proposal is about the only way to deliver live television service with network programming in the wide open spaces. The record discloses that the tariffs or charges of the common carrier service are prohibitive under the circumstances. Although these tariffs may be reasonable as an over-all schedule, they do not permit the economic development of a complete television service in the sparsely settled parts of this country. The facts and circumstances in the instant application suggests to me either an exception to the rule (Sec. 4.631(c)) or a case by case approach until a feasible solution is found.

Appeals Court Orders KPLN Transfer Stayed
THE FCC erred in denying the protest of Camden Radio Inc. (KAMD Camden, Ark.) against the transfer of daytimer KPLN in the same city from Leo Howard to D. R. James Jr., the U. S. Court of Appeals ruled last week.
It ordered the FCC to give KAMD (250 w on 1450 kc) a hearing on its protest and remanded the case to the Commission. It told the Commission that until the protest hearing is held, its transfer grant of last year "will be automatically stayed." KPLN has been opera-
ing under the ownership of Mr. James since mid-May last year. It broadcasts with 1 kw on 1370 kc, daytime only. Just what the FCC will do in this regard was undetermined at week's end.
KAMD's protest against the FCC's approval of the transfer was based on the claim that the Commission knew of misrepresentations on the part of Mr. Howard in securing the 1951 CP and that he should have revoked the grant, not authorized its transfer to a new party.
The court, by Circuit Judge Wilbur K. Miller in which Judges E. Barrett Prettyman and John A. Danaher joined, said the fact that KPLN and KAMD were both competitors in the same market and claimed it would suffer economic injury "was sufficient to identify it as a party in interest entitled to be heard in protest."

MORE OPINION ON RADIO-TV COVERAGE
Words of praise heard for media last week as critics sound discordant note.
Mixed opinion on whether radio-tv ought to be present at Congressional investigating committee hearings was expressed last week by witnesses appearing before a Senate Rules sub-committee.
The Senate group is holding weekly hearings on ways and means to overhaul committee procedures, particularly of investigations.

Highlights of last week's hearings included opposition to tv by Sens. Leverett Saltonstall (R-Mass.) and John C. Stennis (D-Miss.); eloquent defense of the medium by two Congressmen and a spokesman for the Veterans of Foreign Wars, and apparent agreement among all that radio recordings are acceptable.

At the same time, it was understood that the subcommittee, headed by Sen. William E. Jenner (R-Ind.), expected to schedule NARTB and other broadcast representatives (including ABC, CBS and NBC) early in August.

Sen. Saltonstall in testifying before the sub-committee said he thought the Jenner group might wish to explore whether a witness compelled to testify before Congressional committees, itself, would be required to submit without his consent "to any form of recording or reproduction of his testimony."

Although he objected to televised hearings, Sen. Saltonstall said he had no objection to recordings made for radio broadcasts.

Outspoken in favor of televised congressional hearings were Reps. Harold H. Velde (R-III.), chairman of the House Un-American Activities Committee, and Kit Clardy (R-Mich), a member of the Velde Committee. Also ad-
vocating television at hearings was Francis J. McNamara, of the VFW.

Rep. Velde said his House Un-American Activities Committee doesn't "force people to be televised in public hearings."
"At the present time," he said. "It seems that the television technique has so advanced that it causes less confusion than some of the newsreel cameras, which have to give a great deal of light."
The Illinois Republican has gone on record in the House as praising radio, television and the press in their coverage of his committee's hearings June 14-20 in Seattle and Portland [BVT, July 12].

Will Let People Judge
Said Rep. Clardy: "A demagogue would be a demagogue whether he has a television cam-
era in front of him or whether he is on the stump back in his district or whether he is speaking from the floor. . . . " But the glare of television lights and the camera, he said, let people see him in the best way to judge him.
"I think it would be a step backward," he continued, "to say that our technical progress is to be stopped by a legislative rule or by a law which says that a new medium of com-
munication is to be handicapped and prevented from getting into the race."
The use of tv "has inspired the press to give fuller and more complete reports than they otherwise would do." And in localities where congressional hearings have been televised, he said, more newspapers have been sold.
"The only way we can make the public fully understand the workings of Congress is to let them see it with their own eyes," he said.

Robert L. Kunzig, counsel of the House Un-American Activities Committee, testified on the rules of procedure adopted by that group. The committee's rule on tv (Rule XIII) restricts cameras to two, requests a minimum of lighting and demands tv production to be on a pooled basis. It also bars use of commercial announcements or intimated sponsorship of the hearings. And upon a witness' request that no telecast be made of him, the chairman is required to uphold the demand.

Commenting on these rules, Mr. Kunzig said that it was obvious that sometime in the future, tv cameras would operate from within "re-
ces in the walls and without disturbing a witness in the slightest. Even today, television cameras need no more light than that which is regularly present in any courtroom."

Mr. Kunzig claimed that in every instance where the committee's hearing was telecast, the event evoked much mail from the public with most of it favoring the Congressmen who took part.

Mr. McNamara said the VFW believes televis-
ed hearings are beneficial, that tv is a legiti-
mate news service and should be admitted wherever the press is admitted.

On the subject of a Congressman "hamming" before the video camera, he said, "Let him do it if he wants. The American people will judge."
"The overall effect, he said, would be to lift and improve the standards in Congress.

Referring to the present policy of turning the camera away from a person who requests it, he said that any nervousness a witness feels 

KANSAS' MOST POWERFUL TV STATION
KTVH blankets over one half the entire population of the state of Kansas with over 50% saturation.

Nowhere else in the rich Kansas market can you buy such volume backed with a loyal view-
ing audience for concentration selling.

See Your KTVH Sales Representative Today!
soon will disappear, just as it has disappeared before the radio microphone.

Mr. McNamarra said he didn’t think it was "valid that a television picture or a still picture of a witness testifying invades his privacy."

Sen. Stennis, while he thought telecasts and motion picture coverage of news events "serve a very fine purpose and that those engaged in this enterprise do very fine work," said he was convinced that "Congress should not permit televising or showing by motion picture camera of its official proceedings, including the proceedings of its committees and subcommittees."

Sen. Stennis said telecasting of hearings "create a condition and an atmosphere which make it impossible for the committee members, the witnesses and the staff members, to function at their best."

The Senator said hearing proceedings are semi-judicial in character. Hearings usually are conducted in a serious vein, he said, "but when television cameras are turned on, the entire atmosphere of the proceedings changes." Witnesses, staff members and committee members are conscious of the millions of viewers "at times there is competition for the limelight. The director of the camera determines who and what shall be featured."

As a result of telecasts of committee proceedings, Sen. Stennis said, "the public gets a distorted view and impression." There’s a tendency to make the telecast a good show, he said, and "some may be entertained, but the impression as a whole is very bad indeed, and degrades the Congress in the eyes of the people."

Congress, Sen. Stennis said, "is on trial concerning this serious question. We should not delay the matter any longer. We should put our house in order." Otherwise, he said, the Congress "no longer have the respect and confidence of the people" once hearings fall into disrepute.

The Mississippi Democrat also turned a critical eye on the permission granted by Sen. Karl Mundt (R.-D.) for broadcast stations to permit sponsorship of the McCarthy-Army hearing. This, he considered "a regrettable fact," saying: "I am sure that this is a very practical problem [cost of coverage] for the broadcasting companies, but at the same time it puts a commercial stamp on an official proceeding, something that should not be permitted under any circumstances, and which is very unfair to the competitors of the sponsor."

Answering a question from Chairman Jenner, Sen. Stennis said he had no objections to recordings made at hearings for radio broadcasts.

WFEA Answers Newspaper’s Complaint Before FCC

WFEA Manchester, N. H., which has been cited in a complaint filed with the FCC by the Union Leader Corp., Manchester newspaper firm [B-T, June 21], told FCC Thursday "it will continue to maintain its fearless attitude of reporting the facts concerning public issues."

Answering the newspaper, which asked FCC to probe the record of WFEA and to revoke its license, the station said William Loeb, newspaper publisher, "is merely trying to invoke the weapon of a dictator in closing a radio station that has the temerity of disagreeing with him."

WFEA contended its commentator, George Christie, had offered time to the paper to debate the controversial matters cited, and claimed the cited transcripts bear out the station’s policy of presenting both sides of a case.

Piano Course Challenged

A NEW YORK firm’s claim among others that its mail course can teach a person to play the piano with both hands in one day was challenged last week by the Federal Trade Commission, which said "false and misleading" advertising had been used in newspapers, periodicals and radio continuities.

The FTC charged Dean Ross Piano Studios Inc. and its president, Leonund Green, with making the claims in sale of a booklet and a device designated as its "Automatic Chord Selector."

Two WCAN-TV Attacks Hit Milwaukee Merger

UHF outlet appeals denial of its application to switch to ch. 12 and protests grant of the facility to a merger of competitors. It also charges 10 tv stations are linked with the merger group.

TWO-PRONGED attack on the FCC’s grant of Milwaukee ch. 12 to the merged Milwaukee Area Telecasting Corp. [B-T, June 14]—including a charge that common ownership of 10 television stations may be prohibited by ch. 25 WCAN-TV Milwaukee last week.

The uhf station filed an appeal with the U. S. Court of Appeals in Washington against the FCC’s return of its application seeking to modify its license from ch. 25 to ch. 12, and it also filed a protest under Sec. 309 (c) against the FCC’s grant of the Milwaukee ch. 12 facility to the merged applicant.

The appeal objected to the Commission’s refusal to accept its application and alleged that no applications may be received 30 days before a hearing starts. There were four applicants for Milwaukee’s ch. 12 at the outset, but they merged last May. Under FCC rules, challenged applications during hearings.

WCAN-TV claimed that the hearing given to the merged Milwaukee Area Telecasting Corp. was token, and that the 30-day rule should not apply. It also alleged that the amended Milwaukee Telecasting application (filed to indicate the merger agreement) should be considered a new application, without benefit of the 30-day “umbrella” clause.

Using the same arguments to justify its right to protest, WCAN-TV questioned (1) the financial ability of Milwaukee Telecasting to construct the proposed ch. 12 station, (2) whether Milwaukee Telecasting was the real “party in interest” in the grant, and (3) the $30,000 payment promised Koloro Telecast Co.

Station Interlocking Charged

Grant of Milwaukee ch. 12 to the merged Milwaukee Telecasting applicant results in the direct or indirect interlocking of 10 tv stations, WCAN-TV charged.

The stations, in addition to the proposed Milwaukee outlet, are the following licensed Milwaukee uhf station claimed: WCCO-TV Minneapolis-St. Paul, WCBS-TV New York, WBBM-TV Chicago, KNXT (TV) Los Angeles, WTBP-TV Washington, WDSM-TV Duluth, WREX-TV Rockford (III.) and KULA-TV Honolulu.

WCAN-TV outlined the inter-relations in the following manner: Milwaukee Telecasting will be 30% owned by WEMP Milwaukee.

WEMP is 24.5% owned by the Minnesota Tribune Co. Minnesota Tribune Co. owns 50% of Mid-Continent Radio and Television Inc., which owns 53% of WCCO-TV. CBS owns 47% of WCCO-TV, which brings in CBS’ other tv station interests (New York, Chicago, Los Angeles, Washington). Northwest Publications Inc., which owns the other 50% of Mid-Continent Radio and Television Inc., wholly owns Ridson Inc., permitted of WDSM-TV Duluth.

Also, WCAN-TV alleged, Rolondo F. Gran, 38.5% stockholder of the original Milwaukee Telecasting application (which will own 30% of the merged group), was until recently 22% owner of WREX-TV Rockford. This was
transferred to his son, the Milwaukee ch. 25 station said.

Also WCAN-TV said, through the business and family relations of Hope D. Petey and Evelyn H. Dolph, stockholders of WFOX (which will also be a 30% stockholder in the merged corporation), WMT-TV Cedar Rapids and KULA-TV Honolulu are involved. Possibility of overlap between the proposed Milwaukee ch. 12 station and WBMM-TV Chicago and WREX-TV Rockford also was raised by WCAN-TV.

The merger agreement in the Milwaukee ch. 12 case also provided that Kolero become a 10% owner.

WCAN-TV, which began operating on its uhf channel last year, is owned by Lou Poller and associates. The station also is a participant in the Whiteside Bay, Wis., ch. 6 case. The case came about after the uhf station fought the assignment of the uhf channel to the Milwaukee suburb.

31st Educational Tv Granted at Detroit

THE 31st noncommercial educational tv grant was issued by the FCC last week to Detroit Educational Television Foundation for ch. 56 in the suburb. The new tv station will operate with effective radiated power of 214 kw visual and 115 kw aural. The application disclosed that Detroit Public Schools and the U. of Detroit will provide the building facilities.

Meanwhile, new applications for noncommercial operation on ch. 10 at Onondaga, Mich., and ch. 10 at Birmingham, Ala., were filed with the Commission last week.

Applicant at Onondaga is the Michigan State Board of Agriculture, governing body of Michigan State College of Agriculture & Applied Science. Michigan State, licensee of noncommercial educational WAKR-AM-FM-TV East Lansing, has petitioned the FCC for rule-making procedure, requesting that ch. 10, assigned to Parma-Onondaga, be designated as an educational channel [B+T, July 5]. In the event this petition is denied, Michigan State proposes to operate the commercial ch. 10 facility on a 100% sustaining basis.

Four Seek Ch. 10

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

Applicant for the reserved noncommercial educational ch. 10 facilities at Birmingham is the Alabama Educational Television Commission, permittee of WEDM (TV) Munford, Ala. Alabama Educational tv plans combined and integrated staff personnel and interconnection of the two tv stations for simultaneous programming and exchange of films, kinescopes, etc. Technical equipment and the physical plant will be furnished by ch. 6 WBRC-TV Birmingham, with the transmitter, tower and building donated by WBRC-TV at $1 per year.

Secretary of the Alabama commission is Thomas D. Loy, secretary-treasurer of the 14.4% stockholder of WRLD-AM-FM Lanett, Ala., owner of WRFS-FM-FM Alexander City, Ala., and 16.2/3% stockholder of WCFW Covington, Ga.

PERJURY CHARGE RENEWED IN HARTFORD TV CASE

CHARGE that four out of five directors of WTC Hartford committed perjury during FCC's competitive hearing on Ch. 3 cannot be tried in the Judicial Division of the Commission without delay for submission to the Department of Justice for possible prosecution. The possibility was raised in the case by correspondent Hartford Telecasting ing. Company brief of WTIC denied the allegations.

The alleged perjury should disqualify WTIC, Hartford Telecasting argued, and suggested to the examiner "that the perjury of the witness shall be called to the attention of the chairman of the Commission without delay for submission to the Dept. of Justice for possible prosecution or for such other action as the Commission may see fit to take."

Hartford Telecasting contended Francis W. Cole, J. Doyle DeWitt, Gladden W. Baker and Millard Bartels, WTIC directors and officers of the parent firm, Travelers Insurance Co., testified the only representation the insurance firm had at the state capitol was through salaried members of its staff whereas the record shows it and 24 other insurance firms retained Walter W. Walsh, not a salaried staff member, to represent them on tax legislation.

"The posture of the record at the time of the testimony suggests . . . a conscious, willful undertaking by the four principals of insurance companies to obtain a matter advantage, namely, to forestall Telecasting's attempt to establish its assertion that insurance achieved economic dominance in Hartford by concert of action with other insurance companies."

Regardless of outcome of its charge, Hartford Telecasting contends it should receive the permit for ch. 3 on the basis of diversification.

On the other hand, WTIC replied, Hartford Telecasting was not presenting the whole picture and said there was no evidence of any concealment of Mr. Walsh's work on special tax matters. WTIC charged opposing counsel with deliberately avoiding inquiry about Mr. Walsh's activities, "although they were very apparently known to counsel for Telecasting during the examination."

WTIC said it is "inconceivable" the witnesses would conspire to conceal information already registered with the insurance commissioners of 48 states and D. C.

WTIC contended Hartford Telecasting "had this information almost from the start of the hearing, and not only failed to develop it but attempted to block lines of examination by counsel for the Broadcast Bureau which might have developed it, and the fact that counsel waited six weeks after the allegedly false testimony was given to attempt to impeach it, indicates a studied plan on the part of Telecasting to conceal its knowledge of Walsh's activities and to use this knowledge to attempt to entrap these witnesses."
STRICter REINS SoUGHT ON EX-FEDERAL EMPLOYES

Brownell wants stronger teeth in U. S. Code covering former government officials who later represent private interests.

STRONGER prohibition against allowing former government officials or employees from serving private interests was asked by Attorney General Herbert Brownell Jr. last week.

In an appeal to the Congress, Mr. Brownell asked that Sec. 284 of Title 18 of the U. S. Code be revised to (1) eliminate the two-year period, (2) spell out in greater detail what is prohibited, and (3) increase the penalty from one year and $10,000 fine to two years and $10,000 fine.

At the present time, the law forbids an ex-government official or employee from acting as a private representative for a person or firm on matters in which he had taken action in behalf of the government during his government service for a period of two years after resigning from government rolls.

A Federal court recently ruled that the prohibition only applies to an employee or officer engaged in money or property interest against the United States was made. This was in the case of the Department of Justice's suit against Herbert A. Bergson, former Assistant Attorney General in charge of anti-trust matters.

"It is plainly true," Mr. Brownell wrote, "that the most important governmental proceedings involve no claim for money or property asserted by or against the United States. Almost the whole of the work of the government, agencies, such as the Federal Trade Commission, the Federal Communications Commission, the Interstate Commerce Commission and the like involve no such claims."

Maintain Public Trust

To maintain public confidence in the integrity of government officials, the exercise of governmental powers must be kept free of any potential conflicts of interest of the government's agent— and also of any appearance that conflicting interests might be permitted, Mr. Brownell said.

The recommended legislation broadens the disqualification to include advice as well as representation, and includes a wide range of matters, not only involving money or property rights, such as litigation against the U. S.

The proposed revision would still permit a former government official to represent a person or company once involved with a government agency, but only on matters on which he did not past, make recommendations, advise, or take or approve any action while in government service.

The proposed new provision reads as follows: "Disqualifications of former officers and employees in matters connected with former duties. Whenever, having been an officer or employee of the United States, acts as counsel, adviser, attorney or agent for any person with respect to any proceeding in which the United States is interested and which involves any subject matter on which he advised, recommended, took or approved official action during such tenure or employment, shall be fined not more than $10,000 or imprisoned not more than two years, or both.

The FCC's regulations, spelling out the present law for FCC officials and staffs, reads as follows:

§1.715 Former Employees. — (a) No member, officer, or employee of the Commission shall, during the period of time within which the Commission's jurisdiction over the personal or official conduct of any person appointed to the Commission is terminated, appear as attorney before any proceeding before the Commission, unless the application in which he has handled or passed upon while in the service of the Commission shall, in the judgment of the Commission, involve no claim for money or property asserted by or against the United States. (b) No member, officer, or employee of the Commission (1) whose active service with the Commission has terminated but who is receiving pay while on annual leave not taken prior to the separation from such active service, or (2) who is in any other leave status, shall appear as attorney or participate in the preparation or presentation of any matter before, or to be submitted to, the Commission, if such matter would involve no claim for money or property asserted by or against the United States."

As in all other government agencies, countless FCC officials and staff members have resigned to enter private business or practice over the years. The FCC currently has 175 such individuals.

Exposure of Communism USIA's Purpose—Streibert

EXPOSURE of the imperialistic aspirations of Communism as "Red Colonialism" is the purpose of the U. S. Information Agency's plans to step up the use of facts in the agency's long-range, world-wide campaign against communism.

Theodore C. Streibert, USIA director, in instructions to the agency's 217 posts in 76 countries, said Communist parties throughout the world are "directly tied to Moscow and Peking," and that these ties are provable.

Specific directions for carrying out the intensified effort have been sent to the 217 overseas posts of USIA, Mr. Streibert said. He said Soviet Communists, "acting in the guise of domestic political parties, of agrarian and social reformers, or liberal movements, while in fact under orders from Moscow . . . have led country after country into the iron tentacles of Red Colonialism."

Tulsa Uhfs Challenge Dismissal of Protest

TWO Tulsa, Okla., uhf stations—one already operating—appeared last week to the U. S. Commission on Communications to seek the FCC's denial of their protest against the Muskogee ch. 8 grant to Tulsa Broadcasting Co. [B*ST, July 12].

The Commission denied the protests of KCEB (TV) on ch. 23 and KSPG (TV), holding a grant for ch. 17, on the ground that the Muskogee grant to Tulsa Broadcasting Co. (KTUL Tulsa) was made after a hearing and the FCC would not be objected to under Sec. 309 (c) of the Communications Act. This provision allows a protest to be filed with the FCC within 30 days by a "party in interest" against a grant made without a hearing. The Commission two weeks ago also turned down the same stations' requests for a rehearing on the ground that no material facts had been presented to warrant reopening the case.

The protesting stations—which also included KOTV (TV) on ch. 4—claimed that there is overalp of Grade A service between the Muskogee ch. 8 station (KTVX (TV)) and KWTV (TV) Oklahoma City. The Muskogee station is owned by the John T. Griffin interests, which also own 20% of the Oklahoma City station.

The objectors also charged undue concentration of control, claiming that the Griffin family also owns KAVT (TV) Pine Bluff, Ark., KOMA (TV) Oklahoma City and KFPW-Fort Smith, Ark. They also stated that the Muskogee ch. 8 station was being promoted as a Tulsa-Muskogee outlet.

The Muskogee grant came after competing applicants Muskogee Phoenix and Times-Democrat and Ashley L. Robinson withdrew.

GOVERNMENT

CONGRESS would put the radio- TV giveaway prize back where it was in the first place—a matter of income for which the award-winner must pay a tax.

A provision in the new revenue bill, now under consideration in Congress, specifies that the giveaway prize be included in an individual's income subject to tax. According to the Senate Finance and House Ways & Means Committees the provision, if it becomes law, would eliminate confusion on the subject, created when the courts rendered two decisions which held such receipts are not income under the Internal Revenue Code. The effect of the new provision would be to overrule these decisions, they say.

TAXABLE Giveaways

The recommended legislation broadens the private representative for a person or firm on matters in which he had taken action in behalf of the government during his government service for a period of two years after resigning from government rolls.

Among the more prominent former FCC members who are private practitioners are Charles Jett, Robert M. Porter and Paul A. Walker. Former Commissioner Charles R. Denney is NBC vice president in charge of station operations. Former Chairman Wayne Coy is manager and half-owner of KOB-AM-TV Albuquerque, N. M.

FCC Declines To Give Views On Proposed Programming

ADVISORY opinions on the legality of proposed program material are given only to licensees, the FCC noted last week in a letter to J. M. Cranor, manager of the Salina (Kan.) chamber of commerce.

The FCC letter was in reply to a letter from Mr. Cranor requesting an opinion concerning the legality of a program called Cash Day conducted by the Chamber of Commerce. Mr. Cranor had been advised by a local radio station that the program is considered a lottery by the Commission.

The Commission letter noted that its practice is to render advisory opinions on proposed program material at the request of licensees when sufficient information is presented. The Commission said:

Advisory opinions on proposed program material are given only to licensees, the Commission said, and the fact that the Commission's rules pertaining to the display of lottery notices only to licensees and the additional consent provided for covering the nature and content of such programming. The Commission said, means that the FCC's denial of their protest against the Muskogee ch. 8 station rests with the licensee.

The Commission reviews the overall operation of each station, usually in connection with its applications for renewal of license, to determine whether the station is fulfilling its basic obligation to serve the public interest, the Commission cannot determine the particular programs to be carried. Therefore, decisions as to the legality of individual programs must be made by the licensee.
Grable, James to Co-Star
In World ComET Plan Show
SIGNING of Betty Grable and Harry James
to co-star in the lead-off program of World
Broadcasting System's ComET plan was an-
nounced Friday by Herbert Gordon, World vice
president for programming. Entitled the
Grable-James Show, the transcribed program
will be a one-hour, five-day-a-week open-end
feature and will be made available to World
subscribers requesting the ComET plan at a
cost of $1 per day to help defray disc manu-
facturing costs. The show is budgeted at $2,500-
000 per year, according to Pierre Weis, World
general manager, who said 325 stations have
signed for the ComET plan.

Philharmonic on Theatre Tv
PLANS were reported in progress last week to
telecast the opening night performance of the
New York Philharmonic Symphony over a
closed-circuit to theatres across the country.
Dou-Theatre-Television, New York, is arrang-
ing the telecast.

Hotel Wired for Ty
A MASTER antenna has been installed by
WBZ, Inc., headed by Ira Hirshman, at the
Hotel Weston in New York to provide tele-
vision programming to 250 guest rooms and
suites. A customized antenna system,
consisting of separate antennas for each of
New York's seven channels, was developed specific-
ally for the installation. CBS-Columbia tele-
vision receivers are connected to the antenna
system.

UP Reports Disc Doings
UNITED PRESS RADIO is offering station
clients a new feature for disc m.c.'s, entitled
"On the Record," which contains latest
news, news review, and commentary on
books, records and on other entertainment and
cultural fields. Script is written under direction
of James Harper, UPR features editor.

PROGRAM SERVICES PEOPLE
Robert J. Reid, general manager, Stancil-Hoff-
man Corp., L. A., and Harry L. Bryant, vice
president in charge of engineering, Radio
Records Inc., Hollywood, form Picture Record-
ers Corp., sound recording firm serving tv film
producers, with offices at 4922 Santa Monica
Bldv., L. A. Telephone is Normandie 3-8256.

David Starr, Hollywood freelance writer, and
Robert C. Hayward, freelance m.c.-producer,
to Christ-Koplan Productions, Hollywood,
as writer and assistant producer, respectively.

Don Brodie, actor, signs with World-Wide
Tv Productions for Shopper's Showcase, a service
program.

Melville Terswilliger, Hollywood research sci-
entist and inventor of Depthimension system
of telecasting and motion picture photography,
establishes offices at 1759 N. Orchid Ave.
Telephone is Hollywood 4-6191.

Milton L. Levy, manager, KLX-AM-FM Oak-
land, Calif., named manager, California Serv-
ice Agency, Berkeley.

George Gruskin, radio-tv executive, William
Morris Agency, Beverly Hills, father of girl
Benita, June 30. Mother is Florence Halop,
who portrays Mrs. Brosson on CBS-AM-TV
Meet Millie.

OPERATION "SELL"
No Fancy Gimmicks
No New Programs
No Blue Sky
JUST LISTENERS
ALL YEAR ROUND

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ELLIOTT TO SCHICK; RCA NAMES SEIDEL

RESIGNATION of Joseph B. Elliott as vice president, consumer products, RCA, and the appointment of Robert A. Seidel to succeed him were announced last week by Frank M. Folsom, president of RCA. Mr. Elliott is leaving to become president of Schick Inc., Stamford, Conn., effective Aug. 1.

Mr. Elliott has been associated with RCA since 1915, except for a period in 1944-45 when he left the company to become vice president of sales and advertising for Schick.

of which he has been a director since 1950. Kenneth C. Gifford continues as board chairman of Schick.

Mr. Seidel joined RCA in October 1949, and most recently has served as vice president of RCA's Sales and Services subsidiaries. Previously he had been vice president and comptroller of the W. T. Grant Co.

WEC Plans 19" Color For September Market

WESTINGHOUSE Electric Corp. plans to be the first set manufacturer on the market with a 19-inch color tube. Company officials voiced this prediction last Monday during a closed-circuit program from New York to 28 cities throughout the country in which the company's fall line of radio and television receivers was unveiled.

Though no definite date was revealed for start of production on 19-inch color receivers, a company official said it could be as early as August, with sets on the market by September. Westinghouse has signed contracts with CBS-Hyrton for 19-inch color tubes.

No price was disclosed for the 19-inch set, but officials intimated it would be lower than the $1,100 charged for Westinghouse's present 15-inch color receiver. The company, a spokes-

GE Helical Antenna To WHEC-TV, WVET-TV

SHIPMENT of the first helical antenna for a vhf television broadcasting station was announced last week by General Electric Co. The antenna, which will be used by WHEC-TV, both in Rochester, which will work a split schedule on ch. 10.

It was pointed out that a helical antenna was desired by the stations because of "its simplicity and economy." According to GE, there is only one antenna tower available in Rochester to give the stations their necessary market coverage. It was felt that stacking two batwing antennas on the tower, built by GE, would not be practical, according to GE engineers who designed the helical antenna for use by WHEC-TV and WVET-TV. It is said to minimize wind loading and allow a new six-bay ch. 5 batwing antenna for WHAM-TV to be mounted on top of it.

The antenna is 36 feet long, with a helix about 38 inches in diameter. GE engineers said it has a gain of 7.2 and obtains "more than three times the gain in the same space as the batwing type antenna."

Sylvania Dedicates Plant; Rise in Tv Set Output Seen

SYLVANIA Electric Products last Thursday dedicated its new 422,000-square-foot television set assembly plant in Batavia, N. Y., where the company's entire commercial line of receivers is being produced.

More than 1,500 persons attended the dedication program. Participating were Don G. Mitchell, Sylvania board chairman; H. Ward Zimmer, president, and Carl F. Oechsle, U. S. Deputy Assistant Secretary of Commerce.

Meanwhile, it was stated that Sylvania will increase its television set production by 50% this coming year but will not offer a color set to the public this fall because the industry and the public "will not be ready for color tv until large-screen sets are available at more moderate prices."

This policy statement was enunciated last Wednesday by Bernard O. Holsinger, general sales manager of Sylvania's Radio and Television Division, at the opening of the division's three-day national sales convention in Buffalo.

More than 500 representatives of 85 Sylvania radio and television distributors attended the meeting.

Mr. Holsinger pointed out that with facilities of the new Batavia plant, production could be increased by 50%.

RCA Gets Stay in Dispute With Zenith Radio Corp.

RCA last week filed a petition for writ of mandamus in U. S. Court of Appeals, Chicago, receiving a stay until further notice on its antitrust dispute with Zenith Radio and Broadcast Corp. and Rauland Corp. on patent issues.

The petition charges that Judge Michael Jgoe in Federal District Court, Chicago, erred when he authorized Zenith and Rauland to proceed with a $16 million suit against RCA, General Electric and Westinghouse Electric Corp.

The petition was filed Monday—the first day in advance of the deadline for a response by RCA to the judge's action. The appellate court issued a show-cause order asking why such a stay should not be continued beyond Thursday's deadline. RCA reportedly based its appeal

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on the outcome of litigation in a Wilmington, Del., District Court.

Last month Judge Igoe overruled RCA, claiming the Chicago trial should not hinge on the outcome of legal action in Delaware [B&T, June 21]. He gave RCA 30 days to file a reply. RCA filed suit against Zenith in 1946, charging patent infringements. Zenith demanded treble damages ($4,450,000) in an action last January.

In the Delaware case [At Deadline, May 24], Zenith’s court claim was, in effect, dismissed with respect to its 1946 patent suit. As a result, the Wilmington suit has moved a step closer to trial.

Audio Devices Has New Tape

AUDIODEVice Inc., New York, announced last week it has placed on the market a new recording tape, called type EP Audiotape. The new tape is produced on standard cellulose acetate base, as well as on the new Mylar (DuPont trademark) polyester film. A company spokesman said it provides "the extra precision essential to dependable magnetic recording of data used in telemetering, electronic computers and other special applications where every microscopic fault would cause improper functioning of the complex equipment."

MANUFACTURING SHORTS

Brush Electronics Co., Cleveland, Ohio, announces two new magnetic record-reproduction heads, designated Model BK-1544-R and Model BK-1544, respectively. Heads were designed to meet specifications of CinemaScope applications and incorporate basic quality features of all Brush multi-channel heads. Detailed description may be obtained from the company’s Component Dept., RT-3, 3405 Perkins Ave., Cleveland 14.

Amperex Electronic Corp., N.Y., announces new mercury vapor rectifier tube, type 6C508, intended to be used instead of standard tubes which have not been used in many applications because of initial and replacement costs. New rectifier has peak inverse voltage rating of 2150 volts and voltage drop of 14 volts. Cathode is directly heated, oxide coated. Further information and data may be obtained from the firm at 230 Duffy Ave., Hicksville, L.I., N.Y.

Hewlett-Packard Co., Palo Alto, Calif., announces new vhf signal generator offering residual fm less than 1 kc, drift less than 0.005%, sensitivity measurements to 0.1 microvolt and high stability. Designated as model 608B VHF Signal Generator, instrument covers frequency range 10 to 420 mc. Complete details are available from the company at Dept. P, 395 Page Mill Road.

MANUFACTURING PEOPLE

Arthur E. Hastad, formerly controller, General Foods Corp., Houston, Tex., elected assistant treasurer, Reeves Soundcraft Corp. (manufacturers of recording materials).


John S. Leary, secretary and assistant treasurer, Sylvania Electric Products Inc., N.Y., will retire Aug. 1 after 38 years of service with Sylvania.

David S. Cook promoted from sales promotion manager to advertising manager, Stromberg-Carlson Co., succeeding S.H. Masson, named director of public relations.

H. Jeffrey Mapes, Hutchinson Adv., Phila., to radio-tv div., Stromberg-Carlson Co., Rochester, N.Y., as sales promotion manager and assistant to advertising manager.

Ed Straw named national sales and advertising manager for Collaro record changers, turntables, pickups and other Collaro products, Rockbar Corp., N.Y.

Henry A. Peck Jr., formerly electronics industry analyst on credit and marketing, National Credit Office, named credit manager, CBS-Columbia, manufacturing division of CBS.

George A. Jollie, sales representative, cathode ray tube div., Allen B. DuMont Labs, Clifton, N.J., promoted to West Coast district sales manager of division headquartered in Los Angeles.

William J. B. Kennedy, formerly Motorola Co. New England sales representative, appointed Massachusetts area sales and service representative, mobile communications dept., Allen B. DuMont Labs.

Paul L. Field, formerly writer-producer, Roy Ross Inc., to Sound Masters, N.Y., as director of tv.

Lowen H. Jordan, Los Angeles audio sales engineer, to James B. Lansing Sound Inc., that city (manufacturers of speakers and other audio items), as director of sales.

Leonard Van Vraaknen, formerly with GE Dallas office, named Southwest district manager, Lowery Corp., N.Y.

A. J. Rissi named Southern California representative, Pomona Electronics Co., Pomona, Calif.

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New York TVAB Office Continues Operation

THE New York office of Television Advertising Bureau (TvAB) is still in operation, Station Representatives Assn. told B&T last week. No date has been set nor have any plans been made to shut down the office, it was indicated, despite merger plans of NARTB-TvAB [B&T, July 2]. The joint NARTB-TvAB committee that will draw up a definite operating program for an industry-wide tv sales promotion bureau will meet Aug. 5 in Washington.

The sum of $5,000, advanced by SRA to assist TvAB’s organizing committee to meet immediate expenses, was made against such dues as SRA might be expected to pay TvAB, and not from station dues [B&T, July 12], SRA pointed out last week.

BAB Nominates Baudino For Board Chairmanship

JOSEPH E. BAUDINO, vice president and general manager of Westinghouse Broadcasting Co., has been nominated without opposition to become chairman of the board of Broadcast Advertising Bureau [CLOSED CIRC. CURR., July 12]. The election will be held in November, with nomination being tantamount to election.

Mr. Baudino, who now is chairman of the BAB executive committee, is to assume office the first of the year. He will succeed Charles C. Caley, WMBD Peoria, Ill., whose term expires in the fall. John F. Pott, WJR Detroit, is chairman of BAB’s nominating committee. Successors are to be named for three directors who have resigned from BAB. They are...
AWARDS

AAW ANNOUNCES
ANNUAL AWARDS

RADIO-TV award winners at Salt Lake City
convention of Advertising Assn. of West last
month [BST, July 5] have been announced
by trade group, with the perpetual trophy of
Vancouver, B.C., and quick-fuelling
for best overall use of radio going to MJB
Co., San Francisco (Coffee) for spot announce-
ments created by BBDO, that city, for use in
Los Angeles and San Diego markets. The Hol-
lowood Advertising Club swaggers for best
total on air in all classifications went to W. F.
McLaughlin & Co., Chicago (In-
stant Manor House Coffee), for a creation of
Five Star Productions, Hollywood, through
Earle Ludgin & Co., Chicago.

Radio entries totaled 57, with Empire
Motors Ltd., Vancouver, B.C., taking top hon-
ors in classification for cities of over 100,000
population or network use, for Why Do They
Do It? over CKWX same city; with honorable
mention to Standard Oil Co. of California,
for NBC Building Freedom Abroad, through
BBDO San Francisco; and Roxy Television Sales,
Vancouver, B.C. for This Happened Today on
CKWX.

In cities of less than 100,000 population, a
joint compain of Gem Canning Co., Emmett;
Ardan Dairy; Boise; Kiem Packing Co., Nampa;
and Eagle Machine Shop, won first award for
Med Kitchen on KGEM Boise; with honorable
mention to CJVI Vic-
Borax, B.C., for Holiday Highway, promotion
campaign for Vancouver Island, produced by
Mrs. Ginnie Beardsley, Victoria.

Radio Spot Awards

Radio spot announcements award in below
100,000 population cities was won by Holsum
Bakery, Lewiston, Idaho; and Martin D. Roc-
key's commercials on KLER that city; with
honorable mention going to Old Fashioned
Products Inc., Compton, Calif., for Richard M.
Fanning's commercials for Foster Freeze on
KCMJ Palm Springs, Calif.

Also won by the vancouver trophy winner,
MBF Co., of San Francisco, was commercial
spot classification in cities of over 100,000
population; with honorable mentions to Sands
Hotel, Las Vegas, NV on KMPG Hollywood;
through Van Wood-Fischer, Beverly Hills;
Fletcher Jones (automobile dealer) L. A., on
KMPG, through Irwin Co. same city; KMPG
through Sonochrome Pictures, through Russell
Baker Co., Seattle; and Martin D. Roc-
key's commercials on KMPG for that city; with
honorable mention going to Old Fashioned
Products Inc., Compton, Calif., for Richard M.
Fanning's commercials for Foster Freeze on
KCMJ Palm Springs, Calif.

NATIONAL Advertisers

When Shopping for BIG RETURNS in
the Maritimes, your best "MARKET
BASKET" is CHNS... Ask

JOS. WEED & CO.
350 Madison Ave., New York
They also know about our new
5000-WATT TRANSMITTER
HIALFAX NOVA SCOTIA

CHNS

HIALFAX NOVA SCOTIA

Page 92 • July 19, 1954
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B·T)
July 8 through July 14

Includes data on new stations, changes in existing stations, ownership changes, hearing
cases, rules & standards changes and routine roundup.

Abbreviations:
CP—construction permit. DA—directional
antenna. EST—estimated. kw—kilowatt.
radio透视. r.—receive. 
radio透视-chain. S—sage.
radio透视—transmitter.
radio透视—transmitter.
S·S—special service authorization.
radio透视—special temporal authorization.
(FCC file and hearing

docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1954

AM FM TV
Licensed (all on air) 2,565 529 104
CPs not on air 11 16 171
Total authorized 2,576 545 125
Applications in hearing 2,383 536 121
New station requests 15 8 14
Facilities changes 5
Total applications pending 722 104 218
Licenses deleted or held in abeyance 0 0 0

* Does not include noncommercial educational
fm and tv stations.
† Authorized to operate commercially.

Am and Fm Summary through July 14

On Air Licensed CPs Pending
Licensed CPs in
FM 556 531 42 8 4

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Daytona Beach, Fla.—Telrad Inc. (WMFJ)
granted vhf ch. 2 (246-600 mc); ERP 12.8 kw visual.
.75 kw audio; antenna height above average
terrain 520 ft. Above ground 348 ft. Estimated
construction cost $138,000, first year operating
cost $130,000. Transmitter RCA-Cote.

Jorgensen, Washington.

Tulsa, Okla.—Central Plains Enterprises Inc.
granted vhf ch. 2 (55-100 mc); ERP 100 kw visual.
50 kw audio; antenna height above average
terrain 1,217 ft. Above ground 1,054 ft. Estimated
construction cost $493,818, first year operating
cost $400,500. Proposed to operate under
Nat'l Bank of Tulsa Bldg. Location to be
determined. Transmitter location 5% kw of
downtown Tulsa. Geographic coordinates 36° 17'40" N. Lat., 96° 7'50" W. Long.
Transmitter and antenna OZ. Legal
counsel Jaron & Jorgensen, Washington.
Consulting engineer William L. Foss Inc.
Detroit Public Service Commission.
Detroit is providing buildings.

Includes 40. Interest is to be distributed equally
between Tulsa, U. and Oklahoma A. & M. Grant
was made possible by the disposal of the com-
petitive bid of The Oil Capital TV Corp. Certain
Oil Capital stockholders receive option to buy
15% in the new venture. Central Plains agrees to
reinforce Oil Capital all expenses not
exceeding $50,000. Granted July 8.

Existing Tv Stations . . .

ACTIONS BY FCC

WMEL-TV Decatur, Ala.—Tenn. Valley Bcstg.
Co., granted mod. of CP for ch. 3 to change ERP
to 1,087 kw visual and 1,965 kw audio.

Kiem-TV Eureka, Calif.—Redwood Bcstg.
Co., granted mod. of CP for ch. 3 to change ERP
to 14.1 kw visual; 7.1 kw audio; antenna height above
average terrain 1,653 ft. Granted July 8; announced
July 13.

Kedd (TV) Wichita, Kan.—Kedd Inc. granted
mod. of CP for ch. 18 to change ERP to 263 kw
visual and 120.9 kw audio. Granted July 6;
announced July 15.

WHFT (TV) Henderson, Ky.—Ohio Valley TV
Co., granted mod. of CP for ch. 59 to change ERP
to 15.96 kw visual and 2.93 kw audio. Granted
July 9; announced July 13.

KMC-TV Kansas City, Mo.—KMC Bcstg. Co.
granted mod. of CP for ch. 9 to change from
channel 9 to channel 31 in conjunction with
WHFT-TV to unpaired operation.

Granted July 8; announced July 13.

KWK-TV St. Louis, Mo.—Kwk Inc. granted
STA to operate commercially on ch. 4 for
the period ending Dec. 21. Granted July 6; announ-
ced July 13.

WHAM-TV Rochester, N. Y.—Stromberg-Carl-
son Inc. granted authority to commence opera-
tion on ch. 5. Station formerly operated on ch.

WLAC-TV Old Hickory, Tenn.—WLAC-TV Inc.
granted STA to operate commercially on
ch. 5 for the period ending July 16. Granted July 8;
announced July 12.

KTLV (TV) Houston, Tex.—Houston Con-
solidated T.v. Co. granted mod. of CP for ch. 13
to change ERP to 169.5 kw visual and
617 kw audio; antenna height above average terrain
957 ft. Granted July 27; announced July 17.

WHB-TV Kansas City, Mo.—WHB Bcstg. Co.
fed. granted share-time tv station on ch. 9. De-
leted July 8; announced July 13.

APPLICATIONS

KATV (TV) Pine Bluff, Ark.—Central-South
Sales Co. seeks mod. of CP for ch. 7 to change
ERP to 169.5 kw visual and 49.6 kw audio; anten-
na height above average terrain 1,015 ft.
Filed July 5.

KTBN (TV) Scranton, Pa.—Union Bcstg. Co.
seeks mod. of CP for ch. 16 to change ERP to
15 kw visual and 5 kw audio; antenna height above average terrain 1,223 ft.
Filed July 8.

CALL LETTERS ASSIGNED

KVAR (TV) Mesa, Ariz.—KVAR Bcstg.,
cf. ch. 12. Changed from KTVTL-TV.

New Am Stations . . .

ACTIONS BY FCC

Le Mars, Iowa.—B & B Bcstg. Co. granted 1420
kw visual during daytime. Post office address to
Frances J. Matrangola, WCMC Wildwood, N. J.
Estimated construction cost $1,020,000, first year oper-
ing cost $147,000. Principal in charge includes
WCMC Wildwood, N. J., stockholder, and
Secretary John Luther Murphy. Granted July 14.

Tewson, Md.—Suburban Time Mart granted
1570 kw during daytime. Post office address to
Francis J. Matrangola, WCMC Wildwood, N. J.
Estimated construction cost $1,020,000, first year oper-
ing cost $147,000. Principal in charge includes
WCMC Wildwood, N. J., stockholder, and
Secretary John Luther Murphy. Granted July 14.

Lumberton, N. C.—Southeastern Bcstg. Corp.
granted 1420 kw, 1 kw unlimited, directional.
Post office address to 209 W. 15th St. Lumberton.
Estimated construction cost $1,020,000, first year oper-
ing cost $147,000. Principal in charge
includes WCMC Wildwood, N. J., stockholder,
banking, real estate; Vice President Donald B.
Fuller, (55%)

ALLEN KANDER
Negotiator

FOR THE PURCHASE AND SALE OF
RADIO AND TELEVISION
STATIONS

1701 K St. N. W. • Washington 6, D. C., N. A. 8-3233
Lincoln Building • New York 17, N. Y. • 7-4242
401 Georgia Savings Bank Bldg. • Atlanta 3, Ga., L. Aumar 2036

Broadcasting • Telecasting

July 19, 1954 • Page 93
APPLICATIONS

Prichard, Ala.—Prichard Bestco., 1279 W. Water St., 1 kw daytime. Post office address 376, Tuscaloosa, Ala. Estimated construction cost $19,500, first year operating cost $1,500; Mr. Bullis is owner.

Colonial Heights, Va.—Harry A. Eggerson Jr., 1240 old 1st St., 1 kw daytime. Post office address 376, Tuscaloosa, Ala. Estimated construction cost $16,262, first year operating cost $17,215, revenue $45,000. Mr. Eggerson is owner.

$60,000.

Principals include President R. L. Thompson, Sr., 1240 old 1st St., 1 kw daytime. Post office address 376, Tuscaloosa, Ala. Estimated construction cost $19,500, first year operating cost $1,500; Mr. Bullis is owner.

Columbia, Md.—Arthur W. Hough, 1240 old 1st St., 1 kw daytime. Post office address 376, Tuscaloosa, Ala. Estimated construction cost $19,500, first year operating cost $1,500; Mr. Bullis is owner.

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Indianapolis, Ind., Rolls-Royce, Inc.-- FCC, by order, denied request for reinstatement of new am station on 1,500 kc 5 kw-d, without prejudice, pending specific application specifying another frequency. Action July 6.

Wheaton, Md., Scheewe Assoc.-- FCC, by order, denied application for new am station on 540 kc with 1 kw-d, reversing decision of the examiner. Action July 6.

WOPA-AM-FM Oak Park, Hill--Richard Good- man-- FCC, by order, accepted assignment of license to Oak Park Arms Hotel to Richard Goodman, Mason, Ohio, and grant of license to Richard Goodman, Mason, Ohio, through purchase of 364 shares of stock for $36,400. Mason, Ohio, may be sole owners. Filed July 6.

KFYO-AM-TV Mountain City-- FCC, by order, dismissed with prejudice (Docket 10690 BPC 258), application for WLBJ kept in hearing (Action of 7/15). Granted.

Sheboygan, Wis.-- FCC, by order, denied application for new am station at 2,050 kc, 1 kw-d, with 1 kw-w, without prejudice. Action July 6.

Bathroom, Nev.-- FCC, by order, dismissed with prejudice (Docket 10690 BPC 269), application for WJAB kept in hearing (Action of 7/15). Granted.

Westmont, Ill.-- FCC, by order, dismissed with prejudice (Docket 10690 BPC 269), application for WJAB kept in hearing (Action of 7/15). Granted.

Rochester, N.Y.-- FCC, by order, dismissed with prejudice (Docket 10690 BPC 269), application for WJAB kept in hearing (Action of 7/15). Granted.

Dale, Ill.-- FCC, by order, denied application for new fm station at 100.1 mc with 4 kw, 8 kw-d, with 8 kw-w, without prejudice pending specific application specifying another frequency. Action July 6.

WQFX-AM Columbus-- FCC, by order, dismissed with prejudice (Docket 10690 BPC 279), application for WJKJ kept in hearing (Action of 7/15). Granted.

WORX-AM-TV Westwood-- FCC, by order, dismissed with prejudice (Docket 10690 BPC 279), application for WJKJ kept in hearing (Action of 7/15). Granted.

Marion, Ind.-- FCC, by order, dismissed with prejudice (Docket 10690 BPC 279), application for WJKJ kept in hearing (Action of 7/15). Granted.

BATTLE GROUND, Wash.-- FCC, by order, dismissed with prejudice (Docket 10690 BPC 279), application for WJKJ kept in hearing (Action of 7/15). Granted.

Other Actions

Miami, Fla.--Ch. 10, hearing. By order, the Commission denied petition by KWIN, Inc., seeking authorization and approval of the merger of the station with WCNX, under the conditions of the investigation. Filed July 6.

Charleston, W. Va.--Ch. 3, hearing. By order, the Commission dismissed with prejudice (Docket 10690 BPC 319), application for additional 1,000 kc and 10 kw-w for new fm station on ch. 3 in Charleston, W. Va., and denial of competing application for WQDO. Action July 6.

Rutland, Vt.-- FCC, by order, granted application for renewal of license to WJFT (900 kc) and WJFT-FM (107.3 mc) for new fm station on ch. 12. Granted.

BROADCASTING * TELECASTING
July 12 Applications

FOR THE RECORD

July 14 Applications

FOR THE RECORD

FOR THE RECORD

FOR THE RECORD

FOR THE RECORD

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FOR THE RECORD
Help Wanted

Managerial

Mississippian daytime India wants manager with strong background in managerial and sales ability. No dreamers, drifters, artists. Begin salary $85.00 week plus override and car expense. Good living conditions. Send resume of experience—personal background—photo. Box 641D, B-T.

Manager experienced in personnel, sales. all phases for small isolated, single market station. $400.00 monthly, plus percentage. Box 811D, B-T.

Sales promotion manager—tv-radio operation in top market looking for aggressive, imaginative, hard-hitting, boy or girl promotion director. Must have tv or radio experience. This is a position with a pioneer tv and radio operation (vfd and only top personnel will be considered. State complete qualifications, background, salary, references, family status, etc. Box 987D, B-T.

Profitable midwest daytimer wants manager willing to invest at least $5,000 for sizable stock purchase. First qualification is ability to sell. All confidential. Box 1E, B-T.

Salesmen


Excellent financial, lifetime opportunity for hard-hitting successful salesman for Boston, Detroit, Chicago, Philadelphia. Travel expenses, salary and liberal commission. Box 999D, B-T.

Time salesman wanted. Combined radio-televison operation. Guarantee and commission. Send complete experience resume to Box 4E, B-T. Here is opportunity for permanent connection.

Need top-notch local salesman for aggressive 10,000 watt station. Good opportunity with guaranteed salary, plus commission. Excellent experience and references. Contact Rex Lathen, KIQN, Bozeman, Montana.

Experienced radio salesman wanted. Prefer Fred Palmer graduate. Established 1,000 watt southwest Mutual station, friendly town of 5,000. Permanent position. Complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, New Mexico.

WFAR, Farrell, Pa., target date mid-August, has considerable masthead.

Salesman. Will pay straight salary and liberal annual bonus to the right family man. Write WFKTY, Frankfort, Kentucky.

Salesman at once, man or woman. 50% comission, 500 watt day and night. WNTK, Muskegon, Michigan.


Announcers

1st, come engineers, announcers and salesmen that can tell. Ohio. Box 765D, B-T.

Interested in good live hillbilly disc jockey, one who is ad-lib salesman and has full work knowledge of hillbilly and folk music record. Station in good market for this type of work. Box 926D, B-T.


Want dependable staff announcer. Send resume. ABC network. Texas. Box 957D, B-T.

Music librarian—Experienced with transcriptions and records, seeks 4 years’ programming record—ed music for radio and television station. Starting salary $300-$350 per month. Give experience. Box 904D, B-T.

Girl with executive ability. Experienced in traffic. Superior intelligence and personality necessary. Position entails agency and network contacts and complete charge of television traffic dept. Starting salary $300-$400 per month. Give experience, include photo. Box 967D, B-T.

Help Wanted—(Cont’d)

Combination announcer-first class engineer wanted for one kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Immediate opening for qualified announcer in leading station of fast growing southern city. Send resume, photo, audition and salary requirements to Program Director, WGAC, Augusta, Georgia.

Experienced announcer wanted immediately. Send tape and letters to WFFM, Ekin, North Carolina.

Combination man... announcer and play-by-play sports for football and basketball. No summer play-play. Good engineer, good salary, excellent working conditions. Audition tape and interview necessary. Apply WJBC, Bloomington, Illinois.

Staff announcer wanted. Good voice. Permanent... no drifters, send resumes and letters to WFPR, Green ville, Mississippi.

Technical

Engineer with sales or announcing ability. Salary open. Good opportunity for right man to advance with fast growing mass independent Virginia. Send photo and tape. Box 983D, B-T.

Experienced video operator for southwest resort area vfd. First phone preferred. Pay commensurate with experience. Box 1E, B-T.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts mass independent. Virginia. Send photo and tape. Box 983D, B-T.

Production-Programming, Others

Local newsmen: Station which recognizes local news as most valuable asset, seeks newsmen who feel same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 763D, B-T.

Opportunity male copywriter with announcing experience. Submit samples. Texas. Box 955D, B-T.

Music librarian—Experienced with transcriptions and records, seeks 4 years programming recorded music for radio and television station. Starting salary $300-$350 per month. Give experience. Box 904D, B-T.

Girl with executive ability. Experienced in traffic. Superior intelligence and personality necessary. Position entails agency and network contacts and complete charge of television traffic dept. Starting salary $300-$400 per month. Give experience, include photo. Box 967D, B-T.

Help Wanted—(Cont’d)

Exprienced newscaster in big market. Experience in gathering and writing news as well as broadcasting desirable—Local news stressed. Box 145D, B-T.

Good continuity writer, preferably young writer who writes strong brief, rare copy for 5,000 watt radio station in central New York. Good opportunity. Excellent working conditions. Send full details on qualifications to Box 30E, B-T.

Television

Help Wanted

Managerial

Operations director—with a television station that has everything! KCKT goes on the air this fall with channel 2, 100,000 watts, 1000 ft. tower, new modern studios, latest GE equipment, large captive audience. Cost has not been spared to make KCKT a neat, compact operation. Here is a real opportunity for one that likes a challenge and has ideas to go with it. Write Manager, KCKT, Box 183, Great Bend, Kansas.

Tv salesman. Vfd station in isolated agriculture market with captive audience. Looking for aggressive, imaginative, good character, keen judgment and pleasant personality to represent station as executive, TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information: education, experience, and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcer


Salesmen

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, sound judgment and pleasant personality to represent station as executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information: education, experience, and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Production-Programming, Others

Traffic—experienced only. Furnish references and salary expected. Box 19E, B-T.

Situations Wanted

Managerial

Sales manager-general manager am-tv. Having sold my own network first 50 market station I'm now satisfactorily employed same capacity; but not happily. You check my productive eighteenth year industry record. In return I seek one ownership employment. Confidential. Box 851D, B-T.

Station manager or sales manager, 3 years radio sales experience in top 3 years sales tv. Manager to be sold on your location and will in turn sell you on my ability to produce from the record. If you are answering ads, answer this one if you believe in profits. Box 2E, B-T.

Manager—13 years in all phases with 5 in management. College graduate. Good, stable record.稳定性。Age: 31, married and hard worker. Midwest. Box 857D, B-T.

Manager highly successful in producing profile seeks location in Florida, Texas, Arizona or California for daughter's health. Will manage, lease or invest in tv station. Seeking tv sales manager or tv. Agency and network contacts. Know how in building and maintaining local sales. Salary and background. Excellent references. Box 977D, B-T.

Manager-sales experienced, age 31, family man, $125.00, minimum weekly, presently located, N. C. Have operated both net and indie. Box 18E, B-T.
**Salesmen**

Salesman—general manager—former owner. Over 20 years experience all phases. Community and civic leader, family man. Top references from industry leaders. Box 22E, B-T.

**Announcers**

Wanted: Felling experience, 15 years in announcing, producing, programming. Sales only preferred. Pay 6% on first. Position. 6% years present station. Box 27E, B-T.

Sports Sale, 7 years experience, outstanding play-by-play talent. Excellent voice, reliable, accurate. Desire college or pro games. Box 720D, B-T.

Sports-sales, Sports announcer and salesman, now employed, available September first. Box 700D, B-T.


Newwriter, 2½ years newspaper, 3 months radio tv experience. Veteran, single. Box 889D, B-T.

Four years experience announcing, program director. Married, 26, college grad, 4½ years experience, seeking position offering advancement. Box 985D, B-T.

Sports director–network calibre all sports. Excellent recommendations. Eight years radio, television. Visited new station events. 1,000,000 market. Station failure. Box 944D, B-T.

Announcer, Five years experience, news. DJ. Capable. Finest references. College graduate. Box 982D, B-T.

Announcer; Midwestern Broadcasting School graduate, strong on news. DJ. Commercial. Single. 24. Tape available. Box 973D, B-T.


Experience, play-by-play. Announcer looking for station with lots of work. Married. Two years of television experience, too. Box 992D, B-T.


Announcer with English accent seeks position where aud. is desired. Reply Box 965D, B-T.

Young man, experienced board operator, DJ work, reading news, wants permanent position. Box 982D, B-T.

Announcer with ten months experience, also interested in tv. Single, 23, vet, references, $90–35. Box 982D, B-T.


Staff-sports announcer seeking position with progressive station—6 years diversified experience. Tapes. references available. Box 3E, B-T.

Chief announcer-sports director—8 years commercial experience—2 as sports director. Out of Army Sept. 1-service narrator top Signal Corps film. Prefer joint operation northeast, California. Answer all. Married, top references. Box 12E, B-T.

Pacific N.W. attention. First phone, 2 years am transmitter, control, little announcing, some tv. Age 30, family car. Visting area soon. Box 12E, B-T.

Experienced staff announcer, excellent delivery, news, very good commercials. Knowledge sports. DJ, operate board. Salary secondary to opportunity. Will travel. Box 22E, B-T.

Announcers

**Commo man—3rd class permit, college graduate. Expertise light, strong new, sports play-by-play. 210 watt station. Car, draft exempt. Box 22E, B-T.**

Announcer, light experience, good DJ, news, sports, disc tape. Box 22E, B-T.

Announcer—presently employed N.Y.C.—3 years experience—personality DJ, newscast. College. Box 30E, B-T.

Two combo men, first phone. Desire jobs immediately. Prefer present California, Texas, Florida or overseas. Box 34E, B-T.

Top play-by-play man with 1st phone. Employed as chief engineer, now staff announcer. Desire to relocate, southwest, south, central, New England empires. Prefer full employment. Sober family man desires permanency with opportunity for advancement. Box 40E, B-T.


General staff-hard working, versatile, available now, married, veteran, tape and resume on request. Don Barton, 26 Linden Street, Brooklyn 21, N. Y.

Staff announcer—strongest on rural disc. farm programs. Limited experience. Preferally south east. Roy Bone, 4:30 South Yale, Chicago, Illinois. Box 899D, Chicago 13, B-T.


Here I am again—announcer, news, music, sports. Good fan. 1 year at Midwestern Broadcasting School. Has car, will travel. Single. Audition disc available. Box 160 121 2nd Street, Harvey, Illinois.

Experience, announcer. Excellent references. Prefer salesmanship. Will train. TV Harvey Street, 459 Second Avenue, Southeast, Minneapolis, Minnesota. Box 995D, B-T.


Announcers-writers, thoroughly trained, all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave, Chicago 4, Ill. Wabash 2-0121.

**Technical**

Qualified chief engineer-top flight combo announcer. 15 years similar assignment California or southwest. Versatile. Precision on spot. 6½ years experience as program director. Experienced complete station installation, operation, maintenance, directional systems. References. Available two weeks. Box 984D, B-T.

First phone engineer, four years experience am-fm. Presently employed combo. Want studio or control job in progressive tv station. Will consider am control in large station. Box 986D, B-T.

Better opportunity-network station. Present chief. Experienced am, all phases tv, zon camera, switcher, microphone-wave relay. Box 986D, B-T.


First phone long experience radio, television recent returns. Graduated college or equivalent, wants transmitter operator, daytime station. Box 22E. B-T.

Engineer, 1st phone, 6 years experience all phases am-fm broadcasting. Presently employed. Seek permanent employment with well established station. Will travel. Box 23E, B-T.

Engineer, 1st phone, recent graduate. Also completed School of Radio and Television. composition and arranging—NYU. Radio background, music composition-Columbia University—4 years. Dance band arranger, works. Card by technical experience where my musical background will be utilized. Ted Andrezorski, 130 E. 29th Street, Paterson 3, N. J. Lambert 3-7888.


**Situations Wanted**

Program-sports director: Hype your profit economically! Salable good personnel, play-by-play sports. 7 years: $100 plus talent. Box 991D, B-T.

Program director-news director, 35, mature, family, college graduate, ex-Army officer. Excellent background station administration and operation. Desires change. Presently employed low in depth. Resume, tape, photo on request. Available late September. Box 22E, B-T.

Newswoman-seeking opportunity in midwest. Six years experience, radio and tv, authoritative performer, capable writer. Box 88E, B-T.

Exceptionally good newswoman-announcer. Improved record. Proven rating. Box 17E, B-T.

Promotion manager—6 years experience with station, network, newspaper, 4A agency, consultant group. Creates, writes and organizes hard-hitting sales, exploitation, audience building campaigns. Young, single. Will relocate. Box 32E, B-T.

Broadcaster: 8 years experience in production-programming, music, news, sports, sales (promotion), continuity, traffic, engineering (third ticket). Currently avaiable immediately. Married, vet, Age 32. Salary open. Box 42E, B-T.

**Television**

Situations Wanted

Managerial

Salesman—general manager—A. $30,000 a year—television station sales executive wants to put his talent, persuasiveness and managerial ability to work in an operation where he can gain partial equity and participate in ownership. Willing to invest. Personal billings average over one million annually past few years. I don’t need money. Work with me. The buy-out or buy-in proposition is fair and he earning potential is there. That’s sufficient to attract to major market vhf station. Strong on sales programing and production. Four years experience exclusively in tv: Over 13 years radio—tv combined. Good family man, hard worker. Desire west, northwest, southwest or Florida. Replies strictly confidential. Box 97E, B-T.

Salesmen


Technical


(Continued on next page)
For Sale—(Cont'd)


BCLA G.E. two channel audio console. In storage, never used. Box 594D, B-T.

Van Eps overhead disc-cutting mechanism—continuously variable pitch without changing lead-screw $150. Also see each, Van Eps disc cutting heads—15 and 500 ohms—$10 each. All brand new. Write for details. Box 11E, B-T.

Best revenge is 3 year old completely rebuilt and made new, shipped direct from factory to you. 315 type 300 Winchram tower, A-5 ft. Beacon and side lights, on ground in 20 sections; less insulator; includes all 60/5; fine for tv. New cost $4,620. WIL, Memphis, Tenn.

One RCA 7A-A, sync. generator and RCA TK-3A flying spot slide projector scanner. Both items new, in storage. Make offer for cash considerably below cost. WSAV, Savannah, GA.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders. Condenser frequencies, crystal, re-grinding etc., fastest service. Also monitor and frequency measuring service. Eddien Electronic Co., Temple, Texas. Phone Prospect 3-3901.

Two Blaw-Knox 200' insulated self-supporting radio marine towers, 100 mile radius. Withstood major market, Florida weather, City Hall, Lake Worth, Florida.

Holmes I-P, projector. Completely rebuilt with new universal mechanism. New selling price $1,000.00. Will close out this one only at $695.00 cash, O.B.O. Or send a full guarantee. Will stand complete with lens, projector lamp and screen. Desires purchase buy for any station needing one more projector. Phone Mr. Whitman—5862—Gates Radio Company, Quincy, Illinois.

Your third hand—Modelll Workbench, 48" x 36", knurled—down, completely equipped; only $115.00 delivered; Roimetal, Palatka, Florida.

Wanted to Buy

Equipment, etc.

 Need everything for new 100-250 watt am station. Cash for good used equipment. Box 594D, B-T.

AM-AM tuner. Box 594D, B-T.

STL units in 500 or 5,000mc band. Must be in operating condition and prices right. Box 10E, B-T.

Wanted used broadcasting transmitter, 250 or 1,000 watts. Write Chief Engineer, KSW, or call 6041 Council Bluffs, lowa.

500mm code beacon for tower top mounting, accommodating two 200 watt tv lamps. Used but in good complete condition essential. Wire price, availability, collect. Eugene E. Hill, WORC, Orlando, Florida, immediately.

Good used modern 5 kw transmitter. State price and condition. P.O. Box 148, Athens, Ga.

Help Wanted

HELP WANTED

SALES PROMOTION MANAGER WANTED

The present Promotion Manager of a Major Market network owned radio station is being promoted. If you think you can fill his shoes—and if you have big league experience in all phases of promotion, including sales presentations, merchandising, exploitation and a working knowledge of research—Send us your resume, with references and photo. Previous radio station experience desirable.

Box 39E, B-T.
Help Wanted—(Con’d)

Managerial

SALES MANAGER
Good UHF network affiliate in good market needs a good Sales Manager. Opportunity to earn between $10,000 and $22,000. Write full details first letter. Ted Eiland, P.O. Box 1886, Parkersburg, West Virginia.

TV FILM SALES AGENTS
Will represent film producer or distributor in Kansas, Colorado, Nebraska, Missouri, Oklahoma or parts thereof. Long association with station personnel, agencies and many accounts. All replies confidential. Box 7E, B*T.

TOP RADIO EXECUTIVE
Energetic, well known, West Coast Broadcast Executive desires to make change. Top sales producer for years. Has regularly been Los Angeles, San Francisco, Dallas, Chicago, New York agency contacts. Presently General Manager of a leading radio station. Expertly qualified, due to past experience, for: Radio or Television Station Management Television Film Syndication Sales Network Sales Executive Chances are you know this man. If you need a BUSINESS MAN who knows his BUSINESS—Write, NOW, to Box 43 E, B*T

Situations Wanted

TELEVISION SALES MAN WANTED
For basic CBS outlet in Nashville—channel 5, 100kw. 6 years proven radio-tv experience necessary. Only top men who are ready to move into sales management wanted. Top potential earnings. Send complete background, references and sales record with photograph. All replies confidential. Write General Manager, WLAC-TV, Nashville, Tennessee.

Production-Programming, Others

TV PROGRAM MANAGER
With experience, imagination and executive ability for growing UHF station in the East. We want a perfectionist who knows and insists on good operation. Replies confidential. Give experience and references. Box 9580, B*T.

FOR SALE

CAMERAS AND CREWS
Rent professional TV camera chains and crews...for remote or studio use or special event coverage. Trained crews available for service anywhere. Reasonable rates. Contact nearest office for details, Universal Broadcasting System, 2193 Commonwealth Ave, Boston 35, Mass. Algonquin 4-9090; 8000 Grand River, Detroit 4, Mich. TYler 6-9600.

This is a story about a Texas Cancellation

G. F. Roberts of KGFL, San Angelo writes: "Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don’t like to deal with cancellations at B*T. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.

If you have any equipment gathering dust in your station, why not try B*T and see what results we can get for you, too.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio Effective Service to Employer and Employee Howard S. Frances
TV & Radio Management Consultants 708 Bond Bldg, Washington 5, D. C.
only KTNT-TV covers ALL FIVE
IN ITS "A" CONTOUR
OVER PUGET SOUND

SEATTLE: Now the 17th city in the United States and is the largest city in Washington State. It is located 7 miles across Puget Sound to the east and north of KTNT-TV's new 316,000 watt transmitter site. Seattle residents constitute approximately one-third of KTNT-TV's market population.

TACOMA: Home city of license of KTNT-TV, Tacoma is located 12 miles south and east of KTNT-TV's new transmitter. It is the dominant industrial area of Pierce County which is the second most populous county in the state.

BREMERTON: Famous naval base of the Pacific Northwest, lies west of Seattle across Puget Sound. It is located in Kitsap County, the same county in which the new KTNT-TV transmitter site is located.

OLYMPIA: Capital of the state, this famous early Washington settlement lies at the southern end of Puget Sound. Its beautiful government buildings are a tourist attraction for the thousands who visit the Puget Sound country each year.

EVERETT: The northernmost city of "Middle Puget Sound", Everett is one of the centers of pulp and paper production in the Pacific Northwest. It has steady industrial payrolls for its people.

KTNT-TV CHANNEL 11
NOW 316,000 WATTS

CONTACT WEED TELEVISION

For the SEATTLE - TACOMA - PUGET SOUND AREA
"A" Contour Population Over 1,200,000

Antenna Height, 1000 ft. above sea level
TELESTATUS

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. Ellipses 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, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U.S. sets in use is unduplicated B-T estimate. Stations in italics are grantees, not yet operating.

ALABAMA

Birmingham—
†WBMB (11) ABC, CBS, NBC, DuM; Blair, 220,000
†WMCN-TV (4) CBS, NBC; Katz, 210,454
Decatur—
‡WMCL-TV (23) Walker
†Dothan—
‡ALO-Fa Ga To Inc. (9) 7/15/54-12/23/54
Mobile—
‡WALM-TV (10) ABC, CBS, NBC; Headley-Reed, 72,250
‡WCAE (18) ABC, DuM; Forjoe, 74,900
The Mobile TV Corp. (5) Initial Decision 12/23/54
Montgomery—
‡WCFY-TV (20) ABC, CBS, NBC, DuM; Rayner, 35,400
‡WSPA-TV (12) NBC; Headley-Reed; 3/26/54-9/15/54
Munford—
‡WEDM (†) 6/2/54-Unknown
Selma—
‡WSLA (8) 5/25/54-Unknown
Arizona

Mesa (Phoenix)—
†KVRR (10) ABC, DuM; Avery-Knodel, 94,260
Phoenix—
‡KOOL-TV (10) ABC; Hollenberg, 92,200
‡KPHX (9) DuM; Katz, 94,250
Arizona Tu Co. (2) 6/19/54-Unknown
Tucson—
‡KOPO-TV (13) CBS, DuM; Forjoe, 28,031
‡KTYA (4) ABC, NBC; Rayner, 20,031
Yuma—
†KIVA (11) NBC, DuM; Grant, 18,840
ARKANSAS

El Dorado—
‡KRBB (16) 2/24/54-Unknown
Fort Smith—
‡KFSR-TV (22) ABC, NBC, DuM; Pearson; 18,250
‡KVAC (5) Ramseur; 6/3/54-1/1/55
Hot Springs—
‡KTVP (9) 1/30/54-Unknown
Little Rock—
‡KARK-TV (4) NBC, DuM; Petry; 65,691
‡KGAV (22) Pirtle-Bluff
‡KETV (24) 6/3/54-Unknown
Pine Bluff—
‡KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
‡KCOMC-TV See Texarkana, Tex.
CALIFORNIA

Bakersfield—
‡KBFS-TV (9) ABC, DuM; Forjoe, 55,000
‡KERO-TV (10) CBS, NBC, Avery-Knodel; 288,865
Berkeley (San Francisco)—
‡KGO (9)
Chico—
‡KSLU-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,000
Corona—
‡KCCO (52), 9/16/54-Unknown
El Centro—
‡KPCF-TV (16) 3/30/54-Unknown
Eureka—
‡KIEV-TV (3) ABC, CBS, NBC, DuM; Blair; 14,000
Fresno—
‡KBFS-TV (53) Meeker; 123,354
‡KFOC-TV (47) ABC, CBS; Bransham; 122,354
‡KXH (TV-6) CBS, NBC, Rayner; 100,444
Los Angeles—
‡KBSC-TV (12) 2/19/54-Unknown
‡KABC-TV (7) ABC; Petry; 1,851,810
‡KCFB (13) Katz; 1,851,810
‡KFI-TV (9) DuM; H-R; 1,851,810
‡KPRR (4) NBC; NBC Spot Sis.: 1,851,810
‡KXTV (5) CBS; Spot Sis.; 1,851,810
‡KTLA (5) Rayner; 1,851,810
‡KTTV (13) Wichita; 1,851,810
‡KTNF (28)
Monterey—
‡KTRB-TV (14) 2/17/54-Unknown
Monterey—
‡KMBV-TX (8) ABC, CBS, NBC, DuM; Hollenberg; 385,234
Sacramento—
‡KBAE-TV (46) 6/25/54-Unknown
Directory information is in following order: call letters, channel, network, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Broadcasting • Telecasting
Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Dominate this great urban and farm market with KGLO-TV.

Represented by Weed Television

FOR THE RECORD

FLORIDA
Clearwater— WPDT (22) 12/15/53—Unknown
Daytona Beach— Telrad Inc. (3) 7/14/54-7/1/55
Fort Lauderdale— WFTL-TV (23) NBC; Weed: 146,000
WFTV (11) ABC; DuM; Bolling; 187,500 (also Miami)
Fort Myers— WINK-TV (11) ABC; Weed: 8,000
Jacksonville— WJAX-TV (50) ABC, NBC, DuM; Perry: 53,876
WJAS-TV (14) ABC, CBS, NBC, DuM; CBS Spot Sls.: 581,000
WJJF—Star National; 8/15/53-Sept. '54
Miami— WTVJ (1) See Fort Lauderdale
WMEC-TV (17) Star Stations; 12/1/53-9/30/54
WTVJ—Star National; 8/15/53-Sept. '54
WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters
WPMF (33), 12/3/53-Unknown
Orlando— WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City— WJDM (7) ABC, NBC; Hollering; 9,500
Pensacola— WEAR-TV (3) ABC; Hollering; 62,500
WFLA (15) CBS, DuM; Young: 21,760
St. Petersburg— WGNV-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000
Tampa— Times Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Bludl; Initial Decision 7/13/53
West Palm Beach— WEAT-TV Inc. (12) 2/14/54-12/15/54
WJNT (26) NABC; Weed: 31,000
WJNO-TV (5) NBC; Member: 11/4/53-4/15/54
(pronted SAT June 26)

GEORGIA
Albany— WLAB-TV (10) ABC, NBC; Burn-Smith: 41,594
Atlanta— WAGA-TV (5) CBS, DuM; Katz: 201,247
WJLA (11) ABC; Crosby Stil: 320,000
WSH-TV (6) ABC; Petry: 83,255
WXIX-TV (35), 11/26/53—Unknown
Augusta— WXBA (12) CBS; Headley-Reed: 93,100
Columbus— WDKA-TV (26) ABC, NBC, DuM: Headley-Reed: 59,019
WBRL-TV (4) CBS; Hollering: 68,401
Macon— WXNN-TV (47) ABC, NBC; Bransham: 54,662
WMAZ-TV (13) ABC, CBS, NBC; DuM; Avery-Knodel: 75,993
Romell— WROM-TV (9) Weed: 103,534
Savannah— WTONC (11) ABC, CBS, NBC, DuM; Katz: 46,000
WSAV Inc. (3) Initial Decelion 3/14/54
Thomasville— WCTV (4), 12/3/53-Unknown
Valdosta— WGOV-TV (37) Stars National; 1/26/53-3/1/54

IDAHO
Boise (Meridian)— KBEO (2) CBS; Free & Peters: 33,800
KIDO-TV (7) ABC, NBC, DuM; Blair: 39,000
Idaho Falls— KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna: 38,500
KPTV (8) ABC; Hollering; 2/26/53-Nov. '54
Nampa— KTVB (6) 11/23/53—Unknown
Pocatello— KIJI (9) CBS; 2/28/53-November '54
KICW-TV (15) ABC; Hollering; 2/28/53-Nov. '54
Twin Falls— KLIX-TV (11) ABC; Hollering; 3/19/53-Sept. '54

I ILLINOIS
Belleville (St. Louis, Mo.)— WTVI (54) CBS, DuM; Weed: 249,000
Bloomington— WBLN (15) McGilvra; 113,248
Champaign— WCIA (3) CBS, NBC; DuM; Hollering: 207,000
WTLC (118), 11/4/53-Unknown
Chicago— WBBM-TV (2) CBS; CBS Spot Sls: 1,346,000
WBBM (1) ABC; 1,346,000
WGN-TV (9) DuM; Hollering: 1,842,000
WHFC-TV (11), 11/15/53-Unknown
WIND-TV (20), 9/26/53—Unknown
WBNQ (5) NBC; NBC Spot Sls: 1,250,000
WPTF (44) 2/12/54-Unknown
WTTW (11) 11/5/53—Fall '54
Danville— WDKA-TV (34) ABC; Everett-McKinney: 35,000
Decatur— WTVI (17) ABC, DuM; Bolling: 81,760
Evansville— WJLE (23), 8/15/53-Unknown
Harrisburg— WSIL-TV (22) ABC, Walker: 50,000
Holtz— WOOL-TV (43) Holman; 8/15/53—Unknown
Joliet— WHEX-TV (24) ABC, CBS, NBC, DuM; Headley-Reed: 161,000
Kewanee— WTVW (19) ABC, DuM; Petry: 130,000
Kosciusko— (Hannaсoal, Mo.)— KHEA—Student (Hannaсoal, Mo.)
WGMX-TV (10) ABC, NBC; Avery-Knodel: 114,000
Rockford— WMEF-TV (13) ABC, CBS, H-R: 201,962
WTBY (30) ABC, NBC; DuM; Weed: 64,000
Rock Island (Davenport, Moline)— WIBN—DuM, ABC, DuM; Avery-Knodel: 204,811
Springfield— WICS (20) ABC, NBC; DuM; Young: 78,000

INDIANA
Bloomington— WTTV (4) ABC, CBS, NBC, DuM; Meeker: 545,355
Elkhart— WJTV (50) ABC, NBC, DuM; H-R: 118,000
Evansville— WWJR (52) ABC, CBS, NBC, DuM; Denard: 56,000
WEHT (50) See Henderson, Ky.
Fort Wayne— WPTO-TV (33) ABC, CBS, NBC, DuM; Raymer: 76,937
Anthony Wayne Bpco Inc. (69), Initial Deelion 10/17/55
Indianapolis— WFBM-TV (6) ABC, CBS, DuM; Katz: 482,000
WISH-TV (8) CBS; Bolling
Lafayette— WFAM—DuM; 50,770
Muncie— WLBC-T (40) ABC, CBS, NBC, DuM; Holman; Walker; 71,260
Princeton— STRAY (32) See footnote (d)
South Bend— WSBT-TV (34) CBS, DuM; Raymer: 110,015
Terry Tate— WTHI-TV (10) CBS; Bolling; 10/7/53-7/20/54
Waterfront (Fort Wayne)— WINT (13) 4/6/53-8/1/54

IOWA
Ames— WOL-TV (8) ABC, CBS, DuM; Weed: 340,000
Cedar Rapids— KCHI-TV (9) ABC, DuM; Venard: 118,444
WMT-TV (5) CBS; Katz: 82,850
Davenport (Moline, Rock Island)— KOTV (19) Hollering; 46,213
Des Moines— KTVT (17) Hollering; 46,213
WHO-TV (13) NBC; Free & Peters: 236,000
Fort Dodge— KQFT (21) Pearson; 42,100
Mason City— KQTV (21) CBS, DuM; Weed: 92,412
Sioux City— KTVN (6), 10/20/52—Unknown
KXII-TV (9) ABC, CBS, NBC, DuM; Katz: 113,324
KTVI (4) NBC; Hollering; 1/21/54-7/17/54
Waterloo— WFPL (8), 8/21/53—Unknown
KWWL (17) ABC, CBS, NBC, DuM; Katz: 81,780
WREX—Dup; 89,100
Jacksonville— KOCO—TV (7) ABC, CBS, NBC, DuM; Katz: 57,585
WVTM—KCON (12) 11/4/53—Unknown
WCMH—DuM; 234,850
Lexington— WLCTV (27) 12/15/53—See footnote (c)
WLEX-TV (18) 4/13/54—Unknown

KENTUCKY
Directory information is in following order: call letters, channel, network affiliation, national rep- resentative, market set count for operating stations: date of grant and commencement target date for granules.

Broadcasting • Teletcasting
<table>
<thead>
<tr>
<th>City</th>
<th>Callsign</th>
<th>Power (W)</th>
<th>Frequency (MHz)</th>
<th>Owner</th>
<th>Notes</th>
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<tr>
<td>Oklahoma City</td>
<td>WOKY</td>
<td>5,000</td>
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<td>Duo Broadcasting</td>
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<td>WBCD</td>
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<td>KOMV</td>
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<td>KMPC</td>
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<td>Louisiana Broadcasting</td>
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<td>KMTC</td>
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<td>CBS Magazine</td>
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<td>KPIA</td>
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*American Research Bureau, Feb 1954*
FOR THE RECORD

VERMONT
Montpelier— WMTV (3) CBS; Weed; 3/12/54-9/8/54

VIRGINIA
Danville—
► WBTM-TV (24) ABC; Gill-Perna; 21,500
Hampton (Norfolk—
► WVEC-TV (15) NBC; Rameau; 100,300
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Denvey; 45,328
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hoberly; 112,440
Newport News—
► WACH-TV (35) See footnote (4)
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 222,759
► WTVG-TV (27) ABC, DuM; Forjee; 105,200
► WVEC-TV (15) See Hampton
Petersburg—
► Southside Virginia Telecasting Corp. (8) Initial Decision 7/25/54
Richmond—
► WTVY (49) 12/2/53-Unknown
► WTVR (8) NBC; Blair; 455,154
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 51,959
WASHINGTON
Bellingham—
► KVOS-TV (12) DuM; Forjee; 88,216
Seattle—
► KDLW-TV (5) ABC; Blair; 284,400
► KOMO-TV (4) NBC; Holliberg; 384,800
KCTS (9)* 12/23/52-11/54
KCTL (20) 4/15/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 78,030
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 16,514
Louis Warner (2) 3/18/54-Sept. '54

Tacoma—
► KOMO-TV (3) DuM; 351,100
► KNZT-TV (11) CBS, DuM; Weed; 294,000
► WACO-TV (21) Boiling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 23,036

WEST VIRGINIA
Charleston—
► WIGA-TV (46) ABC; Weed; 40,000
WCHS-TV (6) CBS, DuM; Bradham; 2/11/54-11/54 (printed STA June 17)
Clarksburg—
► WVLK-TV (12) Bradham; 2/17/54-9/1/54
Fairmont—
► WPIS-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500
Huntington—
► WSAP-TV (3) ABC, NBC, DuM; Katz; 411,792
Oak Hill (Beckley) —
► WOAY-TV (4) 6/25/54-Unknown
Parkersburg—
► WTPA (13) ABC, DuM; Forjee; 30,000
Wheeling—
► WLTW (81) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Holliberg; 201,811

WISCONSIN
Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Holliberg; 55,790
Green Bay—
► WGBA-TV (2) ABC, CBS, NBC, DuM; Weed; 222,500
► WPVR-TV (5) 2/19/54-Unknown
La Crosse—
► KCTV (81) CBS, NBC, DuM; Baymer; 40/28/53-
► WTLB 12/16/53-Unknown
Madison—
► WMAA-TV (*21)
► WJZW-TV (27) CBS; Headley-Rede; 51,500
► WMTV (48) ABC, NBC, DuM; Meeker; 54,000
Marinette (Green Bay) —
► WMSU-TV (11) NBC; George Clark; 11/18/53-
Milwaukee—
► WCAP-TV (25) CBS; Rosenman; 365,759
► WOKY-TV (19) ABC, DuM; Gill-Perna; 322,981

MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube... YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBose, Vice President-Engineering, at the address below.

Note: The MYCALEX glass-bonded mica materials described above are all exclusive formulations and manufactured only by Mycalex Corporation of America.

MYCALEX TUBE SOCKET CORPORATION
Under exclusive license of Mycalex Corporation of America,
World's largest manufacturer of glass-bonded mica products

ADDRESS INQUIRIES TO
General Offices and Plant: 129 Clifton Blvd., Clifton, N. J.

10/28/53-9/1/54
10/28/53-9/1/54

Vermont
Washington
Wallingford—
► WVIT-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 617,258
► WTVY (12) 6/1/54-Unknown
Neenah—
► WDKM-TV (42) ABC; George Clark
Superior (Duluth, Minn.)—
► KDLV-TV (1). See Duluth, Minn.
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wauaua—
► WOSA-TV (16) Rambeau; 2/13/54-Unknown
► WSAU-TV (7) 9/16/53-Sept. '54

WYOMING
Casper—
► KSEV-TV (5) 5/16/53-Unknown
Cheyenne—
► KYBC-TV (5) CBS, NBC; Holliberg

ALASKA
Anchorage—
► KFIA (3) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 8,500
Fairbanks—
► KFIF (3) ABC, CBS; 7/1/53-Unknown

HAWAII
Honolulu—
► KGMD-TV (9) CBS; Free & Peters; 77,000
► KONA (11) NBC; NBC Spot Slips; 56,000
Kula—
► KULA (4) ABC; Headley-Reed; 58,000

PUEBLO RICO
San Juan—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WRAQ-TV (2) CBS, Inter-American; 30,000

CANADA
Hamilton—
► CHIC-TV (10)
Kitchener—
► CECO-TV (13) ABC, CBS, NBC, DuM; Hardy, DuM; 50,000
London—
► CFPL-TV (10) CBS; 35,000

TORONTO—
► CBLT (9) 222,500
► CBOT (2) CBS
Vancouver—
► CHBC (2) CBS
Windsor—(Detroit, Mich.)—
► CKLW-TV (8) Young
Winnipeg—
► CBWT

MEXICO
Juarez (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 20,000
Tijuana (San Diego)—
► XEVT (6) Weed; 241,445

Total stations on air in U. S. and possessions: 381; total cities with stations on air: 257. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,259,462.

* Indicates educational stations.

Cities NOT interconnected with AT&T.

(a) Figure does not include 317,305 sets which WHN's Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 253-
544 on July 10, 1952.
(c) President Gillmore N. Nunn announced that construction of WAFB-TV has been temporarily suspended [8-B, Feb. 22]. CP has not been suspended.
(d) The following stations have suspended regular operations, but have not turned off CP's: KDZA-TV, Chicago; ABC, CBS, DuM; WTVF-5, Nashville, Ind.; WKLO-TV, Louisville, Ky; KFAQ (TV) Monroe, La.; KVEZ (TV) Battle Creek, Mich.; WTAC-TV, Flint, Mich.; WTVP-TV (DuM), Minn.; KACY (TV) Phoenix, Ariz.; KPDF-TV, Lincoln, Neb.; WPPG-TV Atlantic City, N. J.; WJCT (TV) El Paso, Tex.; WIFB (TV) Dayton, Ohio; WJAS-TV Pittsburgh, Pa.; KNOU-TV, Houston, Tex.; WVTW Newport News, Va.
(e) Shreveport TV Co. has received final approval for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interstar TV Corp.

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.

BROADCASTING • TELECASTING
UPCOMING

JULY
July 23: Government-industry meeting preliminary to U. S.-Mexico am broadcasting conference, New York, N. Y.

AUGUST
Aug. 5: Committee to form plans for all-industry tv sales promotion, Mayflower Hotel, Washington.
Aug. 8 (week of): International Alliance of Theatrical Stage Employees, Netherlands Plaza Hotel, Cincinnati.
Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.
Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

SEPTEMBER
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, Harrison Hot Springs, B. C.
Sept. 30-Oct. 1: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

OCTOBER
Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.
Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 30: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER
Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.
Nov. 14: Indiana Radio-TV Newsmen, fall meeting at WBUR studios, Indianapolis.
Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTINGS
BAM Clinics
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 26: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 30: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 15: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

BAM Clinics
Aug. 5-6: Hotel Sheraton, Chicago.
Aug. 9-10: Hotel Statler, Los Angeles.

NARTB District Meetings
Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

OCT. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
OCT. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
OCT. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
OCT. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
OCT. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
OCT. 21-22: NARTB Dist. 15, Cliff Hotel, San Francisco.
OCT. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
NOV. 4-5: NARTB Dist. 12, Jess Marie Hotel, Ponca City, Okla.
NOV. 9-10: NARTB Dist. 13, Rice Hotel, Houston.
NOV. 4-5: NARTB Dist. 12, Jess Marie Hotel, Ponca City, Okla.
NOV. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

Tv Cultur-ama
IN HONOR of a delegation from the Advertising Federation of America, conventions last month in Boston, the Boston Pops Orchestra performed "Teveesana," a medley of familiar tv themes, including those for such products as Ajax, Chesterfield, Gillette, Murriel, Lucky Strike, Oldsmobile, and others.
Why Not Take All of TV?

The objections which the Station Representatives Assn. has raised to the formation of an all-industry promotional organization are quite understandable. The representatives and, no doubt, some of their station clients fear that networks would dominate the proposed bureau and dilute the effort to sell spot television. It is their view that their ends would be better served by an organization like the Television Advertising Bureau which they originally sponsored.

Probably they are right, if the organization is considered as one designed primarily to advance the cause of spot to the exclusion of network and local sales development. But what they have in mind is not a real television advertising bureau but an enlarged version of their own association, with expanded budget and promotional facilities, a sort of super-SRA which would be wholly preoccupied with the project of creating more spot tv advertising.

Such an organization might well prove to be extremely valuable. It could carry on and intensify the work which already has been commendably started by SRA, which, despite a limited budget, has been undeniably effective in promoting spot advertising in both radio and television.

But we believe that in addition to a specialized promotional unit of that kind, television needs an all-television advertising bureau which would sell television of all kinds, as a medium. An all-television bureau, autonomous and composed of all elements in tv, is bound to have a bigger budget than one whose sources of income are more confined. In the years ahead, a big budget for all-television promotion is going to be a necessity. The reason is that the battle for the advertiser's dollar is destined to be more furious than it has ever been in the past.

The arrival of color television is bound to precipitate tougher selling competition between television and newspapers and between television and magazines. Color will give tv a distinct advantage over newspapers in soliciting both national and local accounts, both as to cost and technical quality.

Newspaper color costs about 25% more than black-and-white. Tv color, based on best available information, will run about 10% extra. Newspapers may be expected to respond vigorously to the new challenge. Inevitably their Bureau of Advertising, which already spends around 1.6 million a year to promote newspapers as a medium, will be supplied with even more funds. Television should be ready with its counterpart of the newspapers' Bureau of Advertising when the bare-knuckle stages of the fight begin.

Is That Meeting Necessary?

Open meeting season in broadcasting is upon us. A quick check shows that just about 100 formal meetings, most of a regional or state nature, to be sure, will be held between now and the end of 1954.

Between July 12 and Aug. 1, the Broadcast Advertising Bureau will have held 26 meetings. NARTB has scheduled 17 district meetings between Sept. 9 and Nov. 10. There are 44 state associations, and most of them will hold meetings before the year ends. In addition, Broadcast Music Inc. held 40 clinics in the U. S. between March 8 and June 25, not to mention six in Canada and one in Honolulu.

These do not include the various educational institutes, engineering sessions, women broadcasters conclaves, engineering seminars, and meetings to organize meetings.

We're not condemning anything. People learn by being exposed to the ideas of experts. Most of these sessions are well-attended. Hence they must serve useful purposes.

But we have the question of an excess of meetings repeatedly thrown at us. Should there be combined meetings, regional meetings, area meetings, all-purpose meetings? Are there too many meetings of too many groups at different places and at different times? Should more broadcasters attend sessions of their customers, like the American Assn. of Advertising Agencies, Assn. of National Advertisers and the specialized marketing groups and their regional subdivisions, rather than sessions where broadcaster meets broadcaster?

Those are the questions we get. We do not profess to know the answers. We think it timely to suggest, however, that broadcasters (and their agency and advertiser guests) take inventory this year. Let them inquire of their staff people who attend these meetings (and of themselves) whether each session was worthwhile; whether the money spent and the man-hours contributed, plus the physical wear and tear, were offset by the new knowledge each acquired.

And, come the year's end, we may be asking about the result.

Color—Fall, 1954

As promised at its outset, 1954 is destined to go down in broadcasting history as the year that color television really got started. By fall, CBS and NBC will be producing a minimum of three to four hours of color programs each week and affiliates in some 70 markets will be equipped to distribute them.

By fall, too, manufacturers will be producing color sets with screen sizes comparable to those to which owners of black-and-white sets have become accustomed and at prices which, though high, will not be out of range of families in upper and upper-middle income brackets.

Certainly, the color programs already scheduled by NBC and CBS will be enough to tempt any tv fan to mortgage his home if that's the only way he can equip it for color reception. The NBC "spectaculars" and the CBS Best of Broadway alone would provide almost irresistible incentive, and they'll be far from alone on the fall-winter colorcasting agenda.

The onset of color can confer a special advantage on a group of telecasters who undeniably have taken some rough bumps in the post-freeze period—the uhf operators. For if set manufacturers make good their word, color sets destined for uhf-only or intermixed uhf- vhf markets will be all-wave receivers. If all-wave receivers are produced in quantity, the new conversion problem will be one for uhf and vhf operators alike. The problem will not be the conversion of vhf sets to receive uhf but the complete replacement of the present 30-odd million black-and-white sets with color receivers.

In time, the conversion to color could eliminate one of the major difficulties now confronting uhf, the scarcity of high-quality uhf receivers. That would go a long way toward narrowing the discrepancies between the vhf and uhf services.

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Anybody with that much wealth could buy all kinds of things. And, as a matter of fact, it just happens that the people who do have it do buy prodigiously. Their golden hoard is represented by its equivalent in green U. S. dollars—nearly four billion of them—which is the buying potential you'll find concentrated in an 116-county mint served by WSAZ-TV.

The particular brand of alchemy practiced by nearly a million busy families who live in WSAZ-TV's area is called industry. Many of America's largest, best-known manufacturers keep our Ohio Valley communities humming with productivity. Heavy industrial production makes good profits...good profits make bigger payrolls...and bigger payrolls make people more buying-minded. As an advertiser with something to sell, you can take it from there.

But you can take it faster (and in greater amounts) with the unique help of WSAZ-TV. Across this industrial heart of the nation...in over 400,000 TV homes...WSAZ-TV is the only single medium able to reach so much of this golden potential (and with a persuasive power that is paying off handsomely for dozens of happy advertisers). If this prosperous prospect intrigues you, the nearest Katz office can stake out all the facts.

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