Thanks to the annual "Iowa Radio-Television Audience Survey" conducted for the past sixteen years by famed Dr. Forest L. Whan, you can know more about the listening-viewing facilities, habits and trends in this State than in any other area in the Nation.

Projecting all recent figures, you'll find that WHO-TV offers you ready access to 227,000 television sets in Central Iowa—an area that includes an urban population of 566,300, a rural population of 545,100. These 1,111,400 people have an effective buying income of over 1.7 billion dollars.

WHO-TV is, we believe, the first station ever to go on the air with programming from 6 a.m. to 12 midnight—with the finest NBC-TV network programs...the best local programs, plus one of the Nation's largest local-talent staffs. Ask Free & Peters!
GENERAL BAKING COMPANY DOES A COMPLETE JOB...

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

For nearly half a century, the bakers of BOND BREAD have grown steadily in a most competitive field. The word "quality" has been a keystone in that success... quality of product... of selling... of service... and of advertising.

In broadcasting, quality in every respect adds up to a complete job, too. Top quality programming and public service over the Havens and Martin, Inc., stations in Richmond deliver sales results throughout the rich areas of Virginia. Join the other advertisers using WMBG, WCOD and WTVR, 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.
Every day, at a peak listening time, countless thousands in the Intermountain West welcome GORDON OWEN’S review of the passing parade of life. His loyal audience reacts to his persuasive and sincere sales messages and this response rings cash registers for his clients.

Keep your sales figures growin’... with Gordon Owen.

Gordon Owen’s HOMEMAKER SHOW
8:15 - 8:30 a.m.
Monday through Saturday

FULL

InterMountain
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
Again! Unquestionably

KRLD HAS MORE TOTAL AUDIENCE IN DALLAS THAN ANY OTHER STATION OR FREQUENCY

MONDAY THROUGH FRIDAY: 6 A.M. TO 12 MIDNIGHT...
KRLD IS FIRST
SATURDAY: 6 A.M. TO 12 MIDNIGHT...
KRLD IS FIRST
SUNDAY: 6 A.M. TO 12 MIDNIGHT...
KRLD IS FIRST

"Pulse April-May 1954"
[Based upon 112,200 quarter-hour reports]

"Wherever you go, there's radio." Tell your story to the great Dallas-Fort Worth market and the Southwest with North Texas' most listened-to Radio Station.

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
John W. Runyon, Chairman of the Board
Clyde W. Rembert, President
IT'S NOW known that both CBS and NBC have made major economic studies to determine feasibility of changing from traditional network structure in both radio and tv to simplified program service operation, with networks selling service to stations. Though NBC executives are bearish about prospects [Closed Circuit, May 31], CBS 20th floor thinks such operation has good profit potential and indeed will inevitably be forced by high costs of tv networking and dwindling radio network revenue.

POLITICAL pressures are another factor which may hasten drastic revision of network concepts. At least one chief executive of major network believes such investigations as forthcoming Bricker probe could be avoided if networks were merely program services sold directly to stations.

* * *

At behest of Dept. of Justice, FCC attorneys are researching political libel looking toward drafting of legislation which would protect broadcast stations now precluded under Sec. 315 of Communications Act from censoring political speeches. Department's interest, it's understood, was aroused by recent speech of Comr. Robert E. Lee before National Press Club [B&T, Aug. 2] in which he underscored dilemma of broadcasters and urged solution through legislation.

* * *

NUMBER of top-level people are actively under consideration for presidency of TVB with likelihood that decision will be made following Chicago meeting, tentatively slated for Sept. 2. It's definitely established, however, that none of ten men who served as joint committee to effect merger will be in running. Clair R. McCollough, chairman of NARTB TV Board, and Richard A. Moore, acting head of former TvAB, are key men in selection of new president, with concurrence of their respective boards. Presidency as well as other staff positions currently are "wide open," it's understood.

* * *

In private conversation last week one of highest network officials predicted that tv trend toward "Spectaculars" will lead to creation of star system which will put Hollywood Hollywood. In his view, budgetc which seem high today will be considered small change in future. "I don't say this is either good or bad," he said, "but it certainly will make broadcasting a different business."

* * *

PAPER WORK was being completed last weekend on acquisition of KFSD-AM-TV San Diego by Fox, Wells Co., New York investment firm, for $2.8 million [Closed Circuit, Aug. 9]. Board of directors of new KFSD Inc. will comprise James G. Rogers Jr., Fox, Wells executive and former vice president and general manager of Benton & Bowles; Glen R. McDaniel, president, Radio- Electronics -Television Manufacturers Assn., counsel for Fox, Wells, and William T. Lane, Syracuse agency owner and former head of WAGE Syracuse and WLTV (TV) Atlanta. New manager for properties not yet selected.

* * *

DON'T think that the forthcoming Senate investigation of networks has all the chains in a tizzy. DuMont executives make no bones about their delight at this turn of events; they virtually asked for something like this during the uhf hearings before Sen. Potter.

* * *

IT WOULDN'T surprise observers to see CBS divest itself of its minority interest in WTOP-AM-FM-TV Washington (45%), WCCO-AM-TV Minneapolis (47%) and KQV Pittsburgh (45%) within next few months.

* * *

IT'S NO discredit to Sig Mickelson to report his elevation to vice presidency of CBS Inc., with supervision of all radio-tv news and public affairs shows (see story page 104), may take heat off network in forthcoming Bricker probe. Able newsman and skilled administrator, Mr. Mickelson was going places anyway, but Sen. Bricker's known concern over broadcasts by some CBS commentators may have hastened appointment of top overseer to whom all commentators must answer.

* * *

ACQUISITION of his seventh am station by R. W. Rounsaville to be announced soon when application for FCC approval of his purchase of 70% of WWOK Charlotte, N. C. (construction permit for 1480 kc, 1 kw daytime), is filed. Mr. Rounsaville, who is post-war broadcaster (he started with $2,000 of his GI savings), already owns WQXI-AM-TV Atlanta, WLOU and WQXL-TV Louisville, WCIN and WQXN-TV Cincinnati, WBBM Miami Beach, WBBG Cleveland, Tenn., and 51% of WBEJ Elizabethtown, Tenn. Am stations in Louisville, Cincinnati and Miami Beach are run as "race" stations.

* * *

PURCHASE of WESK Escanaba, Mich. (250 w, 1490 kc, NBC), by Stanley R. Pratt, president of WSOO Sault St. Marie and former director of patronage of Republican National Committee, for $20,000 effected last week, subject to FCC approval. Mr. Pratt also owns 20% of WMIQ Iron Mountain, Mich.

* * *

Lamb challenges FCC's 'resume' of charges 50

Uhf operators attack the new satellite proposal 60

NARTB district meeting slate in offering 70

Petty finds that kids pick the brands to buy 74

Tv points the way to success for a popcorn-maker 81

Tactical tv: Army's newest weapon 84

Nielsen counts those who keep tuned in 86

Hoag-Blair will represent smaller-market tvs 96

CBS names Mickelson to head radio-tv news 104

CBS Inc. reports first-half business up 106

Telestatus: tv stations, sets, target dates 119
Covers vast new prosperous territory for your advertising dollar

WGAL-TV PRIMARY MARKET

<table>
<thead>
<tr>
<th>TV sets</th>
<th>554,915</th>
</tr>
</thead>
<tbody>
<tr>
<td>families</td>
<td>803,200</td>
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<tr>
<td>effective buying income</td>
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</tr>
<tr>
<td>retail sales</td>
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</tr>
</tbody>
</table>

COVERING

York            Harrisburg             Reading
Hanover         Lebanon               Pottsville
Gettysburg      Sunbury              Shamokin
Chambersburg    Lewistown            Coatesville
Frederick       Carlisle             Lewistown
Hagerstown      Shippensburg          Huntingdon
Westminster     Martinsburg           Waynesboro

Representatives

MEEKER TV, Inc.
New York      Los Angeles    Chicago    San Francisco
MILLION-WATT GEAR FOR UHF STATIONS PROMISED BY GE BEFORE END OF YEAR

TWO major steps in tv transmitter field announced Friday by General Electric Co. First, GE disclosed it will have maximum-allowable million-watt transmitting gear available to uhf operators before end of year. Second, it announced immediate availability of uhf tv broadcast line for tv satellite stations.

Megawatt ERP for uhf stations made possible by new 45 kw transmitter, wave-guide efficiency of 90% and antenna gain of 25, GE explained. New 45 kw transmitter has 12 kw amplifiers in parallel. Present 1 kw and 12 kw transmitters can be used as part of system, with uhf tubes described as on production lines and already “de-bugged.” New 45 kw job priced at $225,000 plus kiloystrons, which are leased. Boost to maximum for station with GE 12 kw transmitter would cost $165,000 with $175,000 cost involved in changing 1 kw transmitter to 45 kw system.

Arrangement of 12 kw amplifiers in parallel is described as unique by GE engineers. Use of production uhf tubes and equipment already proved in field also termed unusual in radically new product and designed to avoid troubles of early introductory period.

GE said satellite equipment is available in packages, with cost depending on size of market to be covered and whether film programs will be originated. Complete cost of packages (except tower and building): Small market, 1 kw transmitter, from $50,000; medium market with 12 kw transmitter, from $150,000.

William J. Mortlock, general manager of GE’s Commercial Equipment Department and chairman of RETMA Broadcast Equipment Section, said FCC’s new policy and availability of equipment will enable uhf stations to commence with greatly reduced operating costs, making it unnecessary to increase personnel and facilities until their areas have developed into tv markets that will justify such expansion.

Schick First Taker For DuMont Pro Football

FIRST SIGNING of national tv network sponsor for coming fall football games announced Friday by DuMont Tv Network with disclosure that Schick Inc. (electric shavers) had contracted for one quarter of 40 Saturday night and Sunday afternoon National Football League games over 92-station network. Contract was placed through Kudner Agency, N. Y.

Every weekend from Oct. 2 through Dec. 12 DuMont will carry from two to five games on Saturday night and Sunday afternoon contests, with selected games of the week going on coast-to-coast lineup Sunday afternoon while other games go to regional hookups. One Schick-sponsored game will be seen in each city each weekend. Saturday schedule (10 games) opens with New York at Baltimore Oct. 2; Sunday schedule (30 games) not yet announced.

Fights Force NBC Moves

TO accommodate acquisition of Gillette Friday night fights, heretofore carried by ABC, NBC Radio is rescheduling Fibber McGee & Molly from present Mon.-Fri. strip to Sun.-Thurs. basis (10-10:15 p.m.) and switching Great Gildersleeve from weekly half-hour to Sun.-Thurs. quarter-hour (10:15-10:30 p.m.) which will be offered to advertisers in 15-minute segments. Fibber McGee will continue to be sold on one-minute participation basis. Change for Fibber effective Aug. 29; for Gildersleeve Sept. 26. Gillette fights also are on NBC-TV.

$7 Uhf Tuner Feasible, Manufacturer Tarzian Avers

TV TUNER manufacturer Sarkes Tarzian supplied Senate Interstate & Foreign Commerce Committee with details Friday on how he can supply set manufacturers with fully range vhf-uhf tuner for only $7 more than vhf unit alone. Data was requested to support debate expected this week on House-passed catch-all bill which includes $7 excise tax relief for firms making combination vhf-uhf set.

Mr. Tarzian affirmed his testimony before Senate Commerce Subcommittee probing uhfills that $7 uhf portion could be added in field to his tuners by using screwdriver.

Disagree on Rebuke

MEMBERS of House Commerce Committee reportedly disagreed last week over contents of statement, said to have been drafted by Committee staff, which was to have delivered sharp rebuke to radio-tv for what Committee felt to be excessive beer and wine advertising.

Rep. Charles A. Wolvertson (R-N.J.), Committee chairman, said late Friday there definite-ly will be statement, probably “Tuesday or Wednesday.” Statement was to be issued by Committee in lieu of reporting out Bryson bill to prohibit liquor advertising on radio-tv and in newspapers, letting bill die on shelf.

• BUSINESS BRIEFLY

NEWS FOR MILES • Miles Labs, Elkhart, Ind. (Alka-Seltzer and One-A-Day brand vitamins), in what was described as its first across-the-board network tv news series purchase, signs to sponsor Morgan Beatty and the News on DuMont tv Network, Mon.-Fri., 7:15-30 p.m., immediately preceding his 7:30-45 p.m. strip on NBC Radio, also for Miles. Telecasts will originate from DuMont’s WTTG (TV) Washington studio, and, because of time element, special studio has been constructed there for origination of Mr. Beatty’s NBC Radio broadcast. Miles-DuMont contract described as for 52 weeks, starting Sept. 27, and was placed through Geoffrey Wade Adv., Chicago.


REVLON TO SSS&8 • Revlon Products Corp., N. Y. (Silken Net hair spray, Love-Pat and Aquamarine shampoo), appoints Sullivan, Staffor, Colwell & Bayles, N. Y., to handle advertising. Media plans as yet undecided.

MORE FOR MONARCH • Monarch Wine Co., Brooklyn (Manischewitz wine), Friday announced step-up in advertising plans for fall, doubling tv schedule to include 50-60 stations and adding 50% more radio stations for total of 150-160. Through Emil Mogil Co., N. Y., company has released series of 20-second and one-minute tv film commercials, combining animated version of “Man, oh Manischewitz” musical jingle with live photography of wine being enjoyed in typical home situations.

RADIO BOSTERS TV • General Foods Corp., Maxwell House Div., Hoboken, N. J. (Instant Sanka), plans to supplement its tv spot campaign with radio spot drive in about 20 markets, not set as yet, with starting date still undetermined. Agency: Young & Rubicam, N. Y.

Four V’s Join ABC-TV

AFFILIATION of four more television stations with ABC-TV, raising total affiliates to 205, announced Friday. New affiliates are: KIEM-TV Eureka, Calif. (ch. 3), owned and operated by Redwood Broadcasting for which Don Telford is owner; WKBQ-TV Medford, Ore. (ch. 5), owned and operated by Southern Oregon Broadcasting Co., with William B. Smullin as general manager; KHOLO-TV (Kentucky, Neb. (ch. 13), operated by Bi-States Co., with Duane L. Watts as general manager; and WTHI-TV Terre Haute, Ind. (ch. 10), owned and operated by Wabash Valley Corp., with Joseph M. Higgins as general manager.

August 16, 1954 • Page 7
For Your Sake, Mr. Time Buyer, We

keep hammering

This One Important Fact

There Is Only One TV Station in the Detroit Area with Maximum Power

... and that's WJBK-TV

Get MAXIMUM COVERAGE on the 1,468,400 TV sets in the rich Southeastern Michigan market with WJBK-TV's 100,000 watt power, 1,057 ft. tower and commanding Channel 2 dial position.
Chief, Assistant Named For Broadcast Bureau Unit

NEW CHIEF and assistant chief of FCC Broadcast Bureau's Rules & Standards Division were announced Friday with Hart S. Cowperthwait getting top post. Named assistant chief was Kenneth M. Roberts Jr. from Herbert M. Schulkind.

Mr. Cowperthwait has been chief of Technical Branch of Television Division. He succeeds Arthur Scheiner who resigned to enter private law practice in partnership with former FCC General Counsel Ben P. Cordell.

Engineering graduate of U. of Minnesota, Mr. Cowperthwait joined FCC in 1941. After wartime monitoring, he was assigned broadcast duties, including chief of Allocation Division. Mr. Schulkind, law graduate of Columbia U., joined FCC in 1949 as broadcast attorney in Office of General Counsel. He transferred to Rules & Standards in 1951.

KKOX Sale Filed

APPLICATION for FCC approval of sale of KKOK St. Louis from present Elzie M. Roberts family ownership to Elzie M. Roberts Jr. and C. L. Thomas for $300,000 in cash and stock transfers filed Friday. Reassignment of KKOK is required in order for present owners to exercise option to purchase 23% interest in KKW-A-MTV St. Louis, according to merger agreement which resulted in tv grant [BTV, April 12].

Station, on 630 kc with 5 kw, will be assigned to Crestwood, Mo., to become 65% owned by junior Mr. Roberts and 35% by Chester L. Thomas, president. Present owner will withdraw from operation with KKOK Inc., present licensee. In June 30, 1954, balance sheet, station shows total assets of $2,900,790, of which current assets are $1,435,038, and total current liabilities of $429,683, plus surplus of $1,500,088, and common stock valued at $1.

KKW-A-MTV is now owned by Robert T. Con- voy and associates and St. Louis Globe-Democrat. After all merger options are taken up, KKOK stations will be 28% owned by Mr. Convery and 21% by Globe-Democrat, 23% by KKKK- AM-TV Minneapolis-St. Paul, 28% by KKOK and 2% by St. Louis residents of Missouri Valley applicant.

Hearing Indicated

NORTH CAROLINA Television Inc., sole appli- cant for ch. 7 at Washington, N. C., advised by FCC in McFarland note that he is indicated on tv bid because of coverage overlap between two stations in which firm's stockholders also are interested. FCC cited WPTF Kinston and WGBB Goldsboro. Kenneth W. Royal, ex-Chef of Army, is owner of tv applicant and WGBB.

Chambersburg UHF Off for Good

DARKENED ch. 46 WCHA-TV Chambersburg, Pa., registration of original antenna, site and power has been vacated. Off since July 18, station told FCC it will return permit if requested.

Note Dame Gets Ch. 46

FINAL DECISION granting ch. 46 at Notre Dame, Ind., to Michiana Telecasting Corp., subsidiary of Notre Dame U., issued by FCC Friday. Competitive bid of WHMT South Bend was denied. Notre Dame has bought WHMT for $40,000 from Universal Broadcasting Co., subject to FCC approval (story page 16). Universal operates WISH-AM-TV Indianapolis.

Radio Actions

Radio actions Monday: KMYR Denver granted change from 250 w to 640. KFQO 700 kc to 610 kc fulltime on 70 kc, directional. KPMO Pomona, Calif., granted 30,000 kw power from 1300 to 1 kw. operating on 1600 kc, 500 w night.

Shreveport, Providence Cases Postponed

Two court actions scheduled by FCC Monday (Tuesday) were postponed until Friday Sept. 14. Providence case, between ski resort and railroad, is in which attorney's initial ruling favored Shreveport Co. over KRM & Southside TV Co., and Provi-

STRIKE SPIKED

SERIES of radio-tv spots and special simulcast by WSBT-AM-TV South Bend, Ind., created by George Ziv of Studebaker Corp, plant there with helping to avert possible shutdown by 10,000 members of United Auto Workers (CIO) and union acceptance of pay adjustment. After circuit mile per month for eighteen consecutive hours daily service) and $500 station connection charge, plus extra $450 for color hookup.

Full Power for KOIN-TV

KOIN-TV Portland, Ore., increased to full 100 kw Friday as new lidio power and six-day antenna went into operation. Oregon Gov. Paul Patterson took part in inaugural. Engineering tests of ch. 6 signal said to show fivefold increase in Goldendale, Wash., and Eugene, Ore., 150 miles away.

UPCOMING

Aug. 22: Georgia chapter, of Broadcasters Soc. of S., St. Simons Island.
For other Upcomings see page 125.

PEOPLE

KENNETH L. SKILLIN appointed advertising and sales promotion manager of Armour & Co., Chicago, succeeding RALPH E. WHITING, who resigned to join Earle Lud- gin & Co. there as vice president and account executive.

GEORGE J. ZACHARY appointed radio and television production manager, Lever Bros., N. Y., succeeding JOHN ALLEN, who resigned to start own tv producing firm. Mr. Zachary will be responsible for production of radio and tv programs and commercials by Lever's advertising agencies. He also will be in charge of development of new programs and talent.

RICHARD T. CONNELLY, director of press, NBC, resigning effective Sept. 7 to return to radio and tv publicity department of Young & Rubicam, N. Y., where he served for eight years prior to taking NBC post some 16 months ago.

CARL TILLMANS, director of advertising and promotion, Paul H. Raymer Co., station representation firm, transfers to company's radio sales staff.

WARREN J. BOOROM named assistant director of local promotion for BAB, effective today (Monday), by R. DAVID KIMBLE, BAB di- rector of local promotion. Mr. Boorum suc- ceeds S. I. ABELOW, who has resigned to join Grey Adv., N. Y. Mr. Boorum has served as director of promotion and advertising for WTOP Washington since last April.

BERNICE FITZ-GIBBON, noted retail advertising woman (and outspoken critic of radio-tv advertising media), retained by Biow Co., N. Y., as consultant, according to announcement being made today (Mon.) by Milton Biow, chairman of agency. She has served as advertising executive for three of New York's largest department stores, Gimbel's and Wanamaker's, and since resignation from Gimbel's last February has operated own advertising consulting office.

CHARLES KELLY, manager of tv, WMAL- TV Washington, to WSUN-AM-TV St. Peters burgh, Fla., as general manager, effective Sept. I.

JIM FIDDLER, pioneer radio-tv weatherman who has been featured on NBC-TV's Today, NBC's WGN and WTTV (TV) Cincinnati today (Mon.) as staff meteorologist, directing weather station at Crosby Square.

ANTHONY H. BORIS, Philip Morris' "John- ny," who helped make "Call for Philip Morris" nationally known, died Thursday in Grand Rapids at age 39. He was with Philip Morris for 10 years.

First Color in Mexico

XHT (TV) Mexico City (ch. 4) is scheduled to present today (Monday) what is hailed as the "first color telecast in Latin America." Edward J. Stern, president of international division of Ziv, reported Friday that event will be marked by presentation of half-hour episode of Ziv Television Program's series filmed in color, Favorite Story.

ABC Film Calls Huddle

PLANS announced Friday by George T. Shu- pert, president of ABC Film Syndication, for three-day meeting in New York, starting Aug. 25, of entire personnel of division, including producers, administrators and sales executives. Meeting will be held in conjunction with launching of two new ABC film properties, Mandrake the Magician and Patz- er to Danger, which will be available for late fall programming.

at deadline
BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was way out front in all 280 segments!

IN FACT:
From 6:00 A.M. to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 P.M.
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 P.M. to 8:00 P.M.
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales . . . . $856,333,000.00
Population . . . . 1,194,900

*Sales Management Survey of Buying Power 1954

Represented by
GEORGE P. HOLLINGBERY CO.
First CBS Radio Station For The Spartanburg-Greenville Market
Walter J. Brown, President
Roger A. Shaffer, Manager
Ross Holmes, Sales Manager

EXECUTIVE

Executive and Publication Headquarters
Broadcasting * Telecasting Bldg., 1735 DeSales St., N.W., Washington 6, D.C.
Telephone: Metropolitan 8-1022

Sol Taishoff, Editor and Publisher

EDITORIAL

Edwin H. James, Managing Editor; Rufus Crater (New York); J. Frank Beatty, Bruce Robertson, Senior Editors; Fred Fitzgerald, News Editor; David Glickman, Special Projects Editor; Earl B. Abrams, Lawrence Christoper, Associate Editors; Don West, Assistant News Editor; Harold Hopkins, Assistant Editor; Patricia Kiely, Special Issues; Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence, Staff Writers; Kathryn Ann Fisher, Joan Sheehan, Audrey Cappella, Editorial Assistants; Gladys L. Hall, Secretary to the Publisher.

BUSINESS

Maury Long, Vice President and General Manager; Ed Sellers, Southern Sales Manager; George L. Dant, Advertising Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schad, Fred Reidy, Wilson D. McCarthy, Betty Bowers; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

Duane McKenna, Art and Layout.

CIRCULATION & READERS' SERVICE

John P. Costgrove, Manager; Elwood M. Slee, Subscription Manager; Robert Deacon, Joel H. Johnston, Sharleen Kelley, Jean McConnell, William Phillips.

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355.

EDITORIAL: Rufus Crater, Senior Editor; David Berlyn, Assistant New York Editor; Florence Small, Agency Editor; Rocco Famighetti, Selma Gersten, Barbara Plapler.

BUSINESS: Winfield R. Levi, Sales Manager; Eleanor R. Manning, Sales Service Manager; Kenneth Cowan, Eastern Sales Manager; Dorothy Munster.

CHICAGO
360 N. Michigan Ave., Zone 1, Central 6-4115.

Warren W. Middleton, Midwest Sales Manager; Barbara Kolar.

John Osbon, News Editor.

HOLLYWOOD

Wallace H. Engelhardt, Western Sales Manager; Leo Kovner, Western News Editor; Marjorie Ann Fisher, Joan Ahearn, Jonah Gitlitz, Harold Hopkins, Christopher Long, Maury Long, Federal Programs.

Toronto: 32 Colina Ave., Hudson 9-2694, James Montagnes.

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $2.00. Annual subscription including BROADCASTING Yearbook (52 issues): $5.00, or TELECASTING Yearbook (54 issues): $2.00. Annual subscription to BROADCASTING TELECASTING, including 52 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy, 35d and 5th issues: 50¢ per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $1.00 per year.)

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

BROADCASTING* Magazine was founded in 1929 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcasting Advertising, a supplement to the magazine, was acquired in 1932. Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1964 by Broadcasting Publications Inc.
Over 800 cards and letters from 34 different states, 6 Canadian Provinces, Cuba, and Puerto Rico... all telling us that the WMBR-TV signal was received in varying degrees of clarity! Naturally, we can't claim this "freak reception" as a part of our vast coverage pattern...

... but, we can and do claim 112 counties in Florida, Georgia, and South Carolina, with 261,000 TV families within the total coverage area of WMBR-TV... the most powerful television station in North Florida operating with 100,000 Watts on Channel 4 in Jacksonville, Florida!

WMBR-TV
Channel 4, Jacksonville, Florida
Represented by CBS Television Spot Sales
THE CHROMACODER FOR LIVE LOCAL PROGRAMS

- Buy G.E. Cameras For Black and White Use Today... Convert To Color Easily, Inexpensively Tomorrow. Note the striking similarity between General Electric monochrome and color cameras. Size, design simplicity, light weight, and maneuverability are the standout operating features in both.

EXCELLENT QUALITY!
See a Chromacoder color transmission for convincing proof that G.E. has perfected a system which will attract commercial revenue.

UNMATCHED ECONOMY!
One Chromacoder serves any number of cameras. Save $40,000 on your first two new color cameras... $80,000 on three channels. Savings based on average selling price of "3-tube" cameras.

HIGH MANEUVERABILITY!
Light weight, rugged design permits equally flexible use of General Electric color television equipment on remotes or in the studio.

SIMPLIFIED OPERATION!
One operator, stationed at the Chromacoder control panel, controls precise color registration adjustments for all cameras.

PROVED SUCCESSFUL!
At NARTB in Chicago, this equipment was put through its paces under simulated studio conditions and received enthusiastically.
Examine G-E Color...THEN DECIDE!

PLAN for color TV

Every broadcaster who attended NABTH this year had an ideal opportunity to make the color equipment comparison General Electric suggests. Television receiver screens proved Chromacoder's exceptional performance beyond question. And, the facts on economy...system adaptability...and ease of operation are too obvious for anyone to overlook.

If you missed G-E's color demonstration at the convention, get in touch now with our local district representative. He has an interesting color program to present. Ask about the Pyramid Plan. You'll welcome this realistic, economical approach to color telecasting.

General Electric Company, Section X284-16, Electronics Park, Syracuse, New York

In Canada, write: C. G. E. Electronics, 830 Lansdowne Avenue, Toronto

Progress Is Our Most Important Product

GENERAL ELECTRIC
Even Lee Watches

Ozark Jubilee
Network: ABC Radio
Time: Sat., 10:00-10:30 p.m. EDT
Star: Red Foley
Producer: Radio Ozark Enterprises
Director-Writer: Don Richardson
Announcer: Joe Blatter
Music: Grazy Martin's Crossroads Gang
In cast: Pete Stamper, Aunt Bunie Wilson, Peggy River Boys Quartet and guest.
Estimated production cost: $1,200 per week

In an extension of its music-news formula, ABC Radio on Aug. 7 launched a hill-billy music show, Ozark Jubilee, which should attract devotees of mountain-style music and humor. It could provide a refreshing pause for Saturday night stay-at-homers who want to flee from the television set.

Red Foley is an ingratiating performer, perhaps the outstanding protagonist of hill-billy

One Minute Please!

Network: DuMont
Time: Tues., 8:30-9 p.m.
Cast: John K. N. McCafferty, permanent m.c.; Hermione Gingold, Hilly Parks, Marge Greene, Marc Connelly, Cleveland Amory and Ernie Kovacs
Producer-Director: David Lowe
Origination: New York
Production cost: $4,500 per week

Some have it and some don't. The gift of gab, blarney, loquacity, chatter, babble, effusion, that is. And that's the whole point of DuMont's "One Minute Please!" which is an import from the staid and proper BBC—and sounds like the British trying to be really jolly.

What the British (and DuMont) have done is to take an old parlor game and convert it to the electronic screen. The game, if your memory goes back no further than mah jong, was to see how well someone could talk seemingly sensibly on a subject he knew nothing about. It belonged in the same era as home songfests, corn-popping in the fireplace, and Gibson Girl shirtwaists.

In the DuMont show, complete with quizmaster and panelists, the time given each contestant is one minute. But, there's a twist ("Gotta give it the old twisteroo, son."). This is some common word which once spoken may not be used again. In one of the rounds on the show we saw, the secret word was "to, two, too." It certainly served to shorten the attempts of some of the participants.

We're not sure we like that hurdle. When such masters of the spoken and written word as Marc Connelly and Cleveland Amory begin to expound on such subjects as "How Peter Piper Picked a Peck of Pickled Peppers" or "How to Begin the Beguine" even their nonsense has a certain sparkle.

Subjects are sent in by viewers. So are recommendations for the secret word. If the subject or the secret word is used, the viewer gets merchandise. There's lots of loot on this program. And every item is carefully identified with the maker's name, and in some instances who the retailer is.

This business of going back to the heyday of the simple, unsophisticated pre-World War I America for TV programs (charades, 20 questions, etc.) has given us pause. What next, we ask ourselves! The answer came to us the other day. What we would like to see is the old fashioned elocution recitation, complete with gestures, that was the staple of family life at the turn of the century. Ah, youth!

Colorcasting
Advance Schedule
Of Network Color Shows

CBS-TV
Mondays (5:30-6 p.m. EDT): Film, Time for Color.
Aug. 22: Toast of the Town, Lincoln-Mercury Dealers through Kenyon & Eckhardt
Aug. 25: The Big Payoff, Colgate-Palmolive Co. through William Eady
Aug. 31: Danger, Block Drug Co. through Cecil & Fresbrey

Sept. 7 (10:10-11 p.m. EDT): Life With Father, Pet Milk Co., through Gardner Agency
Sept. 8 (12:15-12:30 p.m. EDT): Love of Life, American Home Products Corp. through Blau Agency
Sept. 14 (9:30-10 p.m. EDT): Meet Millie, Carter Products, through SSS&B
Sept. 15 (10-11 p.m. EDT): The Best of Broadway, Westinghouse Electric Corp. through McCann-Erickson

NBC-TV
Following is a list of mobile unit segments to be shown on Home and Today shows on days indicated:
Aug. 16: Address by George Briard
Aug. 17 (on Home only): Pickup from Oklahoma City Indian Convention
Aug. 19: Dick Satterfield & Arlene Francis (Home)
Aug. 19: The Marriage—situation comedy, sustaining
[Note: This schedule will be corrected to press time of each issue of B.T.]
the one TV station with 3 times the power of any in Atlanta!

There's a new TV picture in Atlanta and you don't have to look hard to see where the sales are being made. It's WLW-A.

Look at the new power—316,000 watts. Look at the new plant—36,000 square feet in a dazzling modern building at 1611 West Peachtree NE. Seating for 300 in Studio One, another 150 in Studio Two. The only Atlanta TV station with room for audience participation, live audience excitement.

And then take a second look at WLW-A showmanship, WLW-A audience building, WLW-A merchandising to the point-of-sold. This is triple-power to tap the spending as well as triple-power sending! Something your competition isn't overlooking.

WLW-A, Crosley Broadcasting of Atlanta, Inc.
Now WBC means San Francisco, too

San Francisco's first television station, KPIX on Channel 5, has joined the group of radio and television stations operated by Westinghouse Broadcasting Company in key centers of the country.

KPIX is WBC's kind of station. It's the Number One station in San Francisco's one-million-set metropolitan area—as much a part of its daily life as the cable cars, hills, bays and bridges. As a WBC station, KPIX will continue the policies and programming that have placed it first with these people it serves and sells.

For more information about KPIX, now that it's part of the finest station group in the country, ask the National Representatives, the station sales staff, or call Eldon Campbell, WBC National Sales Manager. His number is PLaza 1-2700, New York.

KPIX channel 5
OPEN MIKE

Expert Witness
Editor:

You are right as rain on the abracadabra re the chairmanship [of the FCC].

Proper administration, especially in this sensitive and controversial area, requires stability of that office. Left in doubt and teetering, the chairman's strength is sapped within the organization and without it. Respect generally is lessened. It is unhealthy in a myriad of big and little ways when the staff, the industry and Washington are left to guess as to where tomorrow's leadership may be.

My earliest knowledge of the one-year deal was when Mr. McNinch went over from the Power Commission "to clean up the mess" that had been created in part by the previous uncertainty in the office. Troubles remained. Then I came in.

The White House sent me a one-year nomination. Sensing even then the problem, I sent it back with this comment: "Uncertainty and weakness are inherent in another temporary appointment. The President has the power to fire the chairman any day he is so minded. Send me one without any specified term or date limitation." This was done. There was never any doubt, within or without, as to where leadership was vested.

James Lawrence Fly
Fly, Shuebruk, Bloom &
Gagné
New York

Reason Why
EDITOR:

... We appreciate very much the really fine support that Broadcasting & Telecasting has given us, and I am sure it is one of the reasons why broadcasters and advertisers throw so much support into the various Council campaigns.

Maxwell Fox
The Advertising Council
New York

Far-Flung Signals
EDITOR:

Let us join the "long-distance contenders" with this 1,417 mile freak signal pickup in Havana, Cuba. Attached picture was forwarded with a letter from Mr. T. E. Cody—excerpt as follows:

"The picture I am enclosing was taken at 9:30 a.m. on June 15, 1954. ... I live on a farm 20 miles southwest of Havana, Cuba, and I have only the tv equipment necessary to receive the station in Havana, a two element lazy X antenna and a 17-inch tv receiver. ..."

Kenneth H. Boehmer,
Sls. Prom. Mgr.,
WJXK-AM-TV Detroit

EDITOR:

Not to be outdone by Louisville's WAVE-TV—which reported in last week's [Aug. 2] Open Mike several locations from which they've received long distance signal reports—WCIA (TV), ch. 3, has received several dozen reports of clear reception in many distant points—one 1,800 miles away, and others more that 1,000 miles distant. These include Havana, Cuba; Billings and Great Falls, Mont.; Phoenix, Ariz.; Miami, Tampa and other Florida cities; Saskatchewan, New Brunswick and Quebec, Canada; numerous cities in Maine, New York, Rhode Island, Connecticut, Massachusetts and Texas.

Bill Moore, Publicity,
WCIA (TV) Champaign, Ill.

Reservations About Reservations
EDITOR:

I find the article on educational tv in the July 26 issue very informative. It only convinces me further that the reserved channels are a waste of valuable tv space.

Speaking as a viewer, it seems unfair to me that we should be denied additional service. For example, in the New Orleans area where we must depend for vhf service (too far for uhf), there is now one station operating on ch. 6. Three companies are trying for the other vhf ch. 4. The FCC saw fit to reserve ch. 8 for educational purposes. As I see it now, it will be a long time before we can watch anything other than a single station.

It is my opinion that the commercial stations can and will supply plenty of time for educational programs. Among three vhf stations more time would be available than the educational-only tv station could afford to operate. ... We are thankful for our single station and watch it constantly. We are a daytime station therefore can see tv at night.

Archie Rushing Jr., Prog. Dir.,
WRJW Picayune, Miss.

Where There's Hope
EDITOR:

On page 60 of the Aug. 9 issue of Broadcasting & Telecasting, you state that "Bricker stirs little hope among uhf industry." Further the story stated "Senator Bricker's move into the tv picture caused a pall of gloom to descend on uhf operators who had been banking heavily on succor from the Potter Committee."

Our letter as representatives of the Uhf Coordinating Committee did not report to the stations that little hope existed because of the Senator Bricker action. Quite to the contrary, our letter stated that no hope could be expected until the Senator Bricker investigation. Furthermore, our letter to uhf stations said that no hope existed as a result of the Senator Potter Committee taking no action except to consider an ad hoc study committee. This study committee could not be expected to make early or beneficial suggestions for the solution of the uhf problem in our opinion because they would be unfamiliar with the practices of the television industry. ...

Fred Weber, Vice Chairman,
Uhf Coordinating Committee
WFPG Atlantic City, N. J.

State in the South

Whatever your product or service—you will sell more of it faster to more people when you use the ........

STATION

NBC AFFILIATE

600 KC—5 KW
AM—FM

WSJS

Represented by
HEADLEY-REED CO.

in the morning!

in the afternoon!

in the evening!

Winston-Salem
NORTH CAROLINA

... the hub of a rich, fast-growing 15 county market in the industrial heart of the ...
Man in the Iron Mask . . .

. . . 1954-style — and for quite a different reason!
The mask of the welder is a common sight up and down the prosperous countryside of our busy Ohio River Valley. His is only one of the many skills in constant demand, at premium wages, by hundreds of plants — large and little — that thrive in this industrial nerve center of America.

It's a big area, as befits big productivity, big payrolls, and ever bigger potentials . . contained within the boundaries of 116 counties spread across five states. Here are made goods as small as a grommet, as immense as super bridge girders — sought eagerly (and paid for handsomely) by consumers around the world.

Small wonder that welders in iron masks . . experts at turret lathes . . deft workers on assembly lines . . men and women with high specialization they can bring to a diversity of jobs . . all have helped this bustling region amass a total buying power last year that just missed four billion sales-available dollars.

A lot of it went into retail buying during 1953; this year may see even more. But this year (as last year), WSAZ-TV is still the only single medium of communication that penetrates all 116 counties where these dollars are being spent. More than ever, as the favorite television station in the industrial heart of America, WSAZ-TV helps mold the buying habits of more than a million regular viewers. It can speak with equally mighty persuasion on your behalf — if you will only speak to The Katz Agency today.
ONE OF THE NATION'S TOP TEN!

AND KOMA's GOT HIM!

EDDIE COONTZ

BACK HOME AFTER 5 SENSATIONAL WEST COAST YEARS

BEYOND COMPARE ON THE OKLAHOMA AIR!

STARS ON 2 GREAT KOMA SHOWS

Former idol of Oklahoma radio fans, “disk jockey” Eddie Coontz returns to KOMA following a brilliant 5-year record in California... Eddie’s morning show for home-makers and afternoon show for the younger set are sure to be sellouts. But right now you can buy... and your participating spots will hit the big KOMA area with all the impact this entertainer-salesman extraordinary can put behind them. Better wire or phone!

*as rated by Billboard

MILESTONES

- BRUCE BARTON, chairman of the board of BBDO, and ALEX OSBORN, vice chairman, the only original partners still active in the agency, celebrated the 35th anniversary of their association Aug. 1.

- WALTER HAASE, general manager, and ELEANOR NICKERSON, head of bookkeeping dept., WDRC-AM-FM Hartford, Conn., are observing their 30th and 18th anniversaries with the station, respectively.

- VIRGINIA COLLINS, KFMO Flat River, Mo., has marked the beginning of her 30th year in the radio industry. Civic clubs there proclaimed Aug. 2 as “Virginia Collins Day.”

- JACK LATHAM, newscaster, NBC Radio Hollywood Richfield Reporter and 11 O’clock News, on KNBH (TV) same city, is in his 18th year as radio-tv newsman and his eighth year on the Richfield program.

- FETZER Broadcasting Co. (WKZO-TV Kalamazoo, Mich.) honored 15 employees with presentation of diamond pins on their entrance into the station’s Ten Year Club. “Mace” McFarland and Dick Stohr received pins from John E. Fetzer, president of Fetzer Broadcasting Co.

- BILL TAYLOR celebrates his 10th anniversary on WOR New York Aug. 15. His Sunrise Serenade, broadcast each Saturday at 5:30-6 a.m. and Sunday at 5:30-8 a.m., starts its 11th year Aug. 21.

- WHLI Hempstead, N. Y., has observed its seventh anniversary.

- WBTV (TV) Charlotte, N. C., has celebrated its fifth birthday.

- WJAR-TV Providence has observed its fifth birthday.

- FRANK HALL has marked his third anniversary as the RCA Victor television newsreel reporter on WFIL-TV Philadelphia.

- LYDIA DE GARAY has observed the 1,000th broadcast of her Home Sweet Home program over KCOR San Antonio, Tex.
Here’s what you get!

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<th>Sets-In-Use</th>
<th>Rating</th>
<th>Share of Total Audience</th>
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Largest Audience

Lowest Cost!

Compare the Ratings:
Total spots ........................................ 55
Sets-In-Use (Average per spot) .............. 29.4%
RATINGS:
WOW—Area Rating (Average per spot) ....... 9.3
Station "B" (Same times) ................. 5.1
Station "C" (37 Daytime, same times) ...... 3.0

Share of Total Audience:
WOW—(Average 55 spots) .................... 38%
Station "B"—(Average 55 spots, same time) 18.5%
Station "C" (37 Daytime, same spots) ...... 11.0%

Comparative End-Rates:

Compare the Costs:

Cost-per 1000 In-Home Families:

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<td>&quot;C&quot;</td>
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8-Sec:

WOW 18c 10c 34c 14c 34c
"B" Station 47c 43c
"C" Station 1.28 94c

Chainbreaks:

WOW 49c 43c 30c
"B" Station 94c 88c
"C" Station 2.96 1.88

Sources:
Sets in use, ratings, shares are from the Pulse of the WOW Area, March, 1954.
Rates are from the March, 1954 Standard Rate & Data, or (for shorties) quoted by Station Managers, 3/28/54
C-P-M computed using total weekly base (as indicated) times WOW Pulse Area rating divided into rate.

Regional Radio

WOW

Omaha, Nebraska
Bill Wiseman, Sales Manager
NBC Aff. • 590 KC • 5000 Watts
A Meredith Station • Affiliated with Better Homes and Gardens and Successful Farming Magazines
Picture of America enjoying
Far be it from NBC to tempt the citizenry to desert its dinner. But the truth is... the great new NBC-TV Monday night lineup is about to become America’s favorite dish. It’s so alluring... folks are apt to scurry from table to television half-fed!

**MONDAY... GREAT DAY IN THE EVENING!**
Starting with the popular Tony Martin Show at 7:30 *(The Gillette Co.; The Toni Co. Division)*... the high-rated Camel News Caravan with John Cameron Swayze at 7:45 *(R. J. Reynolds Tobacco Co.)*... and then...

**its favorite Monday night dish**

**PREMIERE! THE SID CAESAR SHOW**
8:00-9:00. The Colossus of the history-making “Show of Shows,” now on his own in a mad and marvelous program complete with Carl Reiner, Howard Morris and guests. Sponsors: *American Chicle Co., Radio Corporation of America, Speidel Corp.* Three Mondays a month. Begins September 27.

**PREMIERE! MEDIC**

**ROBERT MONTGOMERY PRESENTS**

**PREMIERE! LELAND HAYWARD PRESENTS** 8:00-9:30... every fourth Monday, beginning October 18. The ne plus ultra in Entertainment. Live super-shows in Color, with the great Greats of show business! Sponsors: *Ford Motor Co.; Radio Corporation of America.*

And so it goes, on into the night... into “TONIGHT,” the new NBC variety show starring Steve Allen. Five nights a week (11:30 PM-1 AM*). Begins September 27.

Small wonder that Monday Night on NBC-TV will be America’s favorite dish this Fall! And the same thing goes for every night.

**ADVERTISERS:** Obviously the best place to sell your product, is where the viewers come and stay. NBC-TV.

*11 PM-12 Midnight C.S.T. All times are New York Time.*
our respects

to JACK GROSS

and PHIL KRASNE

KNOWN as the Bobbsey twins of the tv film industry, to separate the working combination of Jack Jerome Gross and Philip Ned Krasne is almost impossible.

Technically, Mr. Gross functions as president of Gross-Krasne Inc. and board chairman of United Television Programs Inc., Hollywood. Mr. Krasne serves as executive vice president of Gross-Krasne and president of UTP. Together they hold a long term lease on California Studios, which, in addition to serving as headquarters for their production and distribution activities, accommodates such firms as Ziv Television Programs.

Friends for many years, Messrs. Gross and Krasne decided to cast lots together in 1951 and enter tv film production. No stranger to the medium, Mr. Krasne, in association with Frederic W. Ziv, had produced the Cisco Kid motion picture series. In late 1949 he filmed that series for tv consumption, later selling his interest in the property and 39 half-hour completed color films to Ziv TV.

His partnership with Mr. Gross, who during the preceding year had produced "Little Egypt" and "Mark of the Renegade" for Universal Pictures (now Universal-International), was just getting organized when Lever Bros. decided to put Big Town on film. In December 1951 Gross-Krasne shot the first one, and Lever contracted for 26 films to start on CBS-TV in April 1952.

Now, 91 films later, Gross-Krasne has started a new group of 39, budgeted at $1,500,000, featuring Mark Stevens as Steve Wilson in the revised format. When the series moves to NBC-TV this fall, Lever will alternate with another sponsor, as yet un-announced.

Last year the producers completed Your Gospel Singer series of 13 quarter-hour films, four half-hour films for CBS-TV Lux Video Theatre and handled physical production of three half-hour films based on John Steinbeck stories for CBS-TV's Omnibus. The last seven films are now included in the Curtain Call package.

In a partnership deal, similar to those engineered by major motion picture studios with talent, Gross-Krasne and Louis Hayward last year started the first group of 39 half-hour Lone Wolf programs. At same time they now have Mayor of the Town before the camera.

The latter, in conjunction with Rawlins-Grant, stars Thomas Mitchell, with the William Morris Agency handling national sales and UTP regional sales.

Upcoming is an O. Henry anthology series. They plan to complete three films this summer and use them to determine the advisability of syndication or national sale. A minimum of 39 films is contemplated.

When Jack Gross and Phil Krasne bought out their partners in UTP in August 1953, they emphasized that UTP was not in business to distribute Gross-Krasne products only. That they meant what they said is demonstrated by the UTP catalogue, featuring Waterfront, Rocky Jones, Space Ranger, Double Play, Royal Playhouse, Counterpoint, Hollywood Offbeat, the upcoming Where Were You and other packages.

Mr. Gross was born July 29, 1902, in New York City. Moving to St. Joseph, Mo., in 1910 he showed early an interest in the entertainment field. During the next 10 years he was cashier in a vaudeville house, percussionist, student at St. Joseph's Junior College and a motion picture operator.

He later worked in cities throughout the midwest as theatre manager with the RKO chain. He was transferred to San Francisco in 1928 and became western division manager of RKO Theatres in 1935.

His next step was to join Universal as producer from 1938 to 1943. Shifting to RKO as assistant to the vice president in charge of production, he left in 1950 to return to Universal.

Included in his motion picture credits are "My Little Chickadee," "Bank Dick," "Never Give a Sucker an Even Break," "Enchanted Cottage," "Rachel and the Stranger" and others.

Mr. Krasne, who was born May 6, 1905 in Norfolk, Neb., spent his childhood in Omaha and Council Bluffs, Iowa. In 1923 he entered the U. of Michigan and received his LL.B. four years later. Following graduation from the U. of Southern California Law School in 1929, he specialized in motion picture problems.

In 1936 he entered independent motion picture production with the "Charlie Chan" series starring Sidney Toler and "The Falcon" group, followed by "Caco Kid."


Phil, Bernice and 10-year-old Jimmy Krasne live in Beverly Hills. While Mr. Krasne claims he rides horses, Mr. Gross says, "Phil's hobby is building new offices at California Studios."
The American Stores Company, one of the largest food chains in the nation, operate the Acme Super Markets—with 132 outlets in northern New Jersey and Staten Island.

FOUR YEARS AGO
Acme started on WATV sponsoring "Junior Frolics", with "Uncle" Fred Sayles—one half hour, once a week.

TWELVE WEEKS AGO
Acme added the Look Photoquiz, with Paul Brenner—five quarter hours per week.

This 150% increase in time and 500% increase in frequency, by a sponsor in the highly competitive food chain field, indicates a satisfied WATV client.

Do YOU have a sales problem?

channel 13 watv

covering metropolitan new york-new jersy

TELEVISION CENTER, NEWARK 1, NEW JERSEY

REPRESENTED BY WEED TELEVISION CORP.
We ain’t got no fifth amendment listeners in Central Ohio. They listen to WBNS and they’ll tell any pollster who calls up and asks ’em. When PULSE interrogates this area’s listeners they get answers which add up: WBNS has more listeners than all other local stations combined; WBNS has the TOP 20 PULSE-rated programs heard in Central Ohio.

JOHN MITCHELL
on all accounts

JOHN MITCHELL, vice president in charge of sales of Screen Gems, New York, literally swept his way into the radio business.

As a young graduate in the shipping room at the Erwin Wasey agency in New York he was assigned as janitor for two weeks while the regular man was on vacation. The hours were 4 a.m. to noon and the pay was $13 a week. When the vacationing professional returned, young Mitchell was rewarded with his choice of departments in the agency. He chose radio where the hours were more regular and his pay was $3 more per week.

In the next two years he managed to work in all phases of the radio department and by 1941 was ready to move to Mutual as sales service manager, functioning there as a liaison between the sales department, the agencies and the stations, heading a 10-man department. A year and a half later he was named an account executive at the network. He remained with Mutual until 1943 when he was commissioned an ensign in the U. S. Navy. For the next two years he was aboard LSTs with amphibious forces attached to the Fifth Fleet in the Pacific. He was released as a lieutenant commander in 1945 and still maintains his commission.

After the war he returned to Mutual for six months. Then he, together with four partners, began construction of radio station WVET Rochester, N. Y. Mr. Mitchell had been running the station for two years in 1948 when, anticipating the importance of television, he returned to New York to join United Artists as director of television. For four years he headed this department, supervising the distribution of filmed programs for television.

On Dec. 1, 1952, he received an offer from Ralph M. Cohn, vice president and general manager of Screen Gems Inc., to head that organization’s sales department. Mr. Mitchell accepted. He has been with the firm ever since.

John Mitchell was born in New York City on April 27, 1918. Later his family moved to Rochester where he got his first taste of selling. By the time he was 12 he and his brother Ralph had developed a lucrative Christmas tree and wreath business.

At the U. of Michigan, he served as advertising and business manager of The Michigan Daily and worked on the school radio station. He graduated with a B.A. degree in economics.

He is married to the former Cecile Hober. They have one child, Joan, 6. Hobbies: tennis, golf, swimming, horseback riding.
A NEW VHF
ON THE AIR
SEPTEMBER 18, 1954
WLOS-TV
CHANNEL 13 • Asheville, N.C.

Serving 198,830 TV Families*
in an area of 2,058,000 people**

Covering Four Rich Piedmont States
with
Effective Buying Income of
$2,411,466,000**

170,000 Watts Video—Highest Antenna
in the South—6089 feet above sea level
(FCC Maximum at this elevation above terrain)
*A. C. Nielsen Co. Report U. S. Television Ownership by Counties
as of November 1, 1953
**Sales Management Survey of Buying Power, May 10, 1954

WLOS-TV
CHANNEL 13 • ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.
Southeastern Representative
James S. Ayres Company
Atlanta, Ga.
EVERYBODY LOVES
Sponsors, Stations, Agencies... They're all rushing

ANN BAKER stars as "Corliss"
BOBBY ELLIS as "Dexter"

JEETERS! EVERYBODY
LOVES FAMILY SITUATION COMEDY... TV'S
MIGHTIEST SELLING FORCE! WHEN FAMILIES
SEE THEMSELVES AS THE ARCHERS (THAT'S US)
YOU'VE GOT THEM BY THE EMOTIONS!
JUST LOOK AT A FEW OF THE MANY
BUSINESSES WE'RE SELLING FOR!
HURRY! LET US ADD
YOUR NAME, JUST WRITE,
WIRE OR PHONE!

STORES
SEARS ROEBUCK in Houston
SAFEWAY STORES in
Washington, D. C.
HILL GROCERY STORES
in Birmingham

COFFEE
OLD JUDGE COFFEE
in St. Louis

DAIRIES
SEALTEST DAIRIES, Inc.
in Pittsburgh, Altoona
and Erie, Penn.
ABBOTT DAIRY
in Philadelphia

FRESH AS A
PROVED
STAGE, MOVIE
AND
MAGAZINE

JEEPERS!
EVERYBODY
LOVES FAMILY SITUATION COMEDY... TV'S
MIGHTIEST SELLING FORCE! WHEN FAMILIES
SEE THEMSELVES AS THE ARCHERS (THAT'S US)
YOU'VE GOT THEM BY THE EMOTIONS!
JUST LOOK AT A FEW OF THE MANY
BUSINESSES WE'RE SELLING FOR!
HURRY! LET US ADD
YOUR NAME, JUST WRITE,
WIRE OR PHONE!
ZIV's FUN-KISSED FAMILY SITUATION COMEDY...

"MEET CORLISS ARCHER"

Based on Characters Created by F. Hugh Herbert

TV's NEW, BIG-HIT SHOW

With a Big PAY-OFF For Sponsors!

MARY BRIAN as "Mrs. Archer"
JOHN ELDRIDGE as "Mr. Archer"

BROWN & HALEY CANDIES
in Pacific Coast Markets

HOLSUM BREAD
in Salt Lake City

LION OIL COMPANY
In Tennessee,
Arkansas,
Louisiana,
Mississippi,
Texas

SWEETHEART SOAP
in Boston
(Cosmetic Division)

CORLISS! to date America's Favorite Family!

CANDY

BREAD

OIL

COSMETICS

UTILITIES

CAROLINA LIGHT & POWER
in North and South Carolina
ARIZONA PUBLIC SERVICE
in Phoenix
VALLEY ELECTRIC
in San Luis Obispo, California

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
EVERY DAY IS PAYDAY
IN THE HEART OF INDUSTRIAL AMERICA

EVERY DAY OF THE WEEK . . . EVERY WEEK OF THE MONTH . . . EVERY MONTH OF THE YEAR . . . PAY ENVELOPES are handed out to workers in the Heart of Industrial America! This was revealed in a recent survey of 133 manufacturing plants and business houses in the WWVA area . . . firms which employ many, many thousands of WWVA listeners.

Here's An Audience With Ready Cash to Spend
the Moment They Hear Your Sales Message on WWVA

These are the men and women who keep the wheels humming in the Heart of Industrial America . . . in the Steel Mills . . . Chemical Plants . . . Glass Factories . . . Coal Mines . . . Potteries . . . Tobacco Plants . . . and the many other diversified industries for which this area—served by WWVA—is famous.

SELL THEM! TELL THEM!
WITH ONE STATION, ONE COST, ONE BILLING

50,000 WATTS
CBS RADIO
• 1170 •

WWVA
WHEELING, WEST VA.

NATIONAL SALES HEADQUARTERS:
Tom Harker, 118 East 57th St., New York 22, N. Y.
POWER STATIONS ORGANIZE TO SELL NIGHT RADIO SHOWS

Two years in the planning, a Quality Radio Group will be formally set up in Chicago this end of month. It will produce night radio shows, sell them with its own sales organization. Its formation is bound to steal the thunder from two other meetings of NBC-TV and CBS Radio affiliates also scheduled for Chicago at the same time.

THE QUALITY GROUP

AFTER two years of quiet planning, a group of the country's foremost radio stations proposes to inaugurate this fall a cooperative tape-recorded programming project available to national advertisers for nighttime sponsorship. (Coster Comment, May 24, WT May 31.)

Avowedly designed to re-sell national nighttime radio in the light of sagging network schedules, the project tentatively has been labeled "Quality Radio Group," studiously avoiding the "network" connotation. The target starting date is Labor Day and one-half-hour segment reportedly already has been sold.

The project is headed by John H. DeWitt, Jr., WSM Nashville, temporary chairman, and William Wagner, WHO Des Moines, as acting secretary-treasurer. Ward L. Quaal, vice president and assistant general manager of Crosley Broadcasting, is handling legal and financial aspects. To formalize the plan, a meeting will be held in Chicago either just before or immediately following the NBC TV Affiliates meeting scheduled at the Drake Hotel Aug. 31-Sept. 1.

The Group will have a maximum line-up of 36 stations, it was learned, and it is hoped to have two dozen of them in the fold by the time service begins. Already reported as definitely aligned are:

WSB Atlanta, WGN Chicago, WLW Cincinnati, WFAA-WWBAP Dallas-Fort Worth (sharing 820 kc), WHO Des Moines, KFI Los Angeles, WSM Nashville and WOAI San Antonio—all Class I-A clear channel stations; WBT Charlotte and WOR New York, Class I-B clears; and KPRC Houston and WOW Omaha, regionals.

Others numbered among those tentatively committed include a half-dozen 1-A clears throughout the country, a dozen 1-B's (all with 50 kw) and a number of regional outlets in major markets. All of them are affiliated with existing networks.

The programs to be offered are the top-rated features of the cooperating stations. In addition to the half-hour "definitely" sold, it was reported that several others are on the verge of being signed.

The Group will function on a cooperative basis. The time costs will be the sum of the established rate-cards of the stations used.

To launch the project, cooperating stations will pay initial dues amounting to 20 times their highest prevailing daytime hourly rate. Thus, a station having a $300 rate would contribute $6,000. A reserve of 5% of the return on time sales would be retained to maintain a New York sales office and defray traffic overhead.

Originally, the project was to have been called "Quality Stations Network," but that name was dropped because the group will not option time or function along network lines. Thought was given to "Quality Stations Assn.," but that has a trade group connotation. The name "Quality Radio Group" consequently was tentatively selected, but will be subject to ratification by the stations at the upcoming Chicago meeting.

The Group hopes that its activity will stimulate spot buying generally. Moreover, it will tend to remove these larger stations from local competitive selling, leaving local advertisers largely to local stations. It is pointed out that this was the situation before nighttime network radio began bogging down. Since that time, however, many big stations have solicited local business and adjusted their rates competitively.

Corporate papers for the Group now are being drafted by the law firm of Lane & Waterman, of Davenport, Iowa. Basic station agreements also are being drawn by the firm.

The New York office to be established will function only for the Group. Existing relations of individual station members with their national representatives are not disturbed, it was explained.

The project got its initial incentive, according to a spokesman, because it was felt that radio networks were not effectively selling nighttime spots. Moreover, a number of the programs produced by the member stations are salable nationally. Through the use of high quality tape, line charges become no factor. The station lineup is being discarded, it was stated, so as to provide the national advertiser with the lowest cost per thousand available in nighttime radio.

THE NETWORK MEETINGS

PLANS were being finalized last week for meetings of the affiliates of NBC-TV and CBS Radio, slated for Chicago during a three-day period starting Aug. 31.

- NBC-TV affiliates will confer with officials of that network, headed by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, at the Drake Hotel on Aug. 31 and Sept. 1 in what key affiliates describe as a "seasonal sell-together not expected to produce fireworks."

- CBS Radio affiliates will meet with executives of their network, led by CBS President Frank Stanton, at the Edgewater Beach Hotel on Sept. 1-2 for sessions which will add to the sale of "both pleasure and profit" [R-W, Aug. 9].

The NBC-TV sessions are expected to canvas plans for fall programming, selling, promotion, and related subjects, and amicability is expected to prevail, according to key leaders of the affiliate body.

If any heat is generated, they said, it is apt to come from (1) what some affiliates regard as network forgetfulness of its pledge to introduce no new sales formats without prior consultation with affiliates, and (2) compensations to be paid to affiliates for carrying network color programs.

While the exact rates that the network will levy upon advertisers for broadcasting color programs cannot be determined until AT&T's color rates have been fixed, affiliates were said to feel it is none too soon to start talking about an increase in compensation for the stations when they carry NBC-TV color programs.

Network officials—and they declined to discuss plans for the Chicago meetings on the ground that it is the affiliates' session and network executives are only invited guests—were represented as having indicated no compensation boost will be forthcoming because of color. Affiliates on the other hand maintained that they must install additional equipment to carry network color and that this expense should be

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offset by increased compensation. In any event, it was argued, if color TV packs all the wallop claimed for it, then color programs should be worth proportionately more to the advertiser, and both network and stations should benefit.

NBC-TV affiliates are headed by Walter J. Damm, of WTMJ-TV Milwaukee.

The CBS Radio session, although the agenda does not list it, is expected to include further discussion of the network's plan (already ratified by affiliates) to cut nighttime costs to "approximately premium day costs" and reduce station compensation by 20%. Effective date of these changes had not been disclosed, but network salesmen are discussing it with prospective sponsors, indicating the new structure will go into operation before the fall-winter season starts in October.

Key Quality Figures

These two broadcast veterans, along with William Wagner, WHO Des Moines, are spearheading the tape-recording programming project. At left, John H. DeWitt, WSM Nashville, temporary chairman of the Group. At right, Crosley Broadcasting's Ward L. Quaal, handling Quality legal and financial aspects. Mr. Wagner is acting secretary-treasurer of the Group.

Affiliates' Chiefs

These two broadcasters head station delegations which will meet with CBS Radio and NBC-TV in Chicago. At left, Walter Damm, WTMJ-TV Milwaukee, leader of NBC-TV affiliates. At right, Kenyon Brown, KWFT Wichita Falls, who is chairman of the CBS Radio Affiliates Advisory Board. Both network sessions are expected to be amicable, with no more than minor fireworks predicted in network or station quarters.
AFL DROPS EDWARDS IN POLICY DISPUTE

Commentator claims union attempted to impose censorship of his newscasts, on MBS.

THE AMOUNT of control a sponsor should exercise over a news commentator is at issue in a dispute involving the AFL and Frank Edwards, sponsored by the union on MBS for four and a half years up to Aug. 11.

AFL announced Thursday noon it had "terminated his services" in a dispute with Mr. Edwards over a union policy directive.

He replied the union violated the sponorship contract and tried to censor him. The union said it didn't want Mr. Edwards to broadcast when he was dissatisfied, adding the main problem was to get the commentator "to present news and opinions as opinions."

Mr. Edwards said he received a written memo Aug. 2 that "imposed" on him without his agreement a "strict censorship of my selection and use of news material," violating their contract. "I did not agree to submit to his (George Meany, AFL president) new terms," Mr. Edwards said.

Mr. Meany, on the other hand, said Mr. Edwards "felt he could no longer go along with a policy directive he had agreed to" because "he felt it infringed upon him." He added, "The same matter had been worked out with Frank Edwards two years previously, but since that time he had little by little departed from it and it was felt that it should be put in writing."

The union president denied the policy directive "entailed censorship."

"The main issue was over the separation of news and opinions," Mr. Meany emphasized.

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Charge Contract Violation

Mr. Edwards said Mr. Meany's "unilateral alteration of my conditions of employment" was unacceptable because it violated contract terms "and in practice amounted to a directive to slant the news to fit his personal ambitions, anismsities and prejudices. In my opinion, they were an affront to the intelligence of the millions of AFL members and other American citizens who listened to my broadcasts."

The commentator included copies of the exchange of memos, wires and statements, starting with the AFL Aug. 2 memo. This copy included these AFL policies:

- Background information, which helps to illuminate the bare facts and cast them in their true light is permissible, but opinions should be clearly labeled as opinions and interpretation.
- Whenever the established policies and views of the AFL are pertinent to an issue in the news, they should be brought to the attention of the listening public.

Efforts should be made to include occasional feature stories on activities of AFL affiliates occurring in the public interest.

Among a group of duties listed for the editor of the program were these:

- What news items must be covered in each program; to check the accuracy of the script; to check the opinions expressed to make certain they conform with the AFL policy; to exercise the usual final authority of an editor over the entire script in line with the principles herein stated.

A memo from AFL President Meany, dated Aug. 4, as made public by Mr. Edwards, follows:

"For your information, Charles Herrold has been serving as editor of the AFL radio news program with Frank Edwards as commentator. In order to assure orderly and efficient procedure and to avoid confusion and mistakes, it is hereby directed that all news and information you may wish to supply for broadcast on this news program shall be channeled through Mr. Herrold. Your full cooperation in this matter will be appreciated."

Mr. Edwards called the terms "totally unacceptable" in a letter to Mr. Meany, saying, "I cannot accept any conditions which would reduce me to a mere robot parroting the pre-conceived notions of a censor." He stated he was resigning at the end of the next 13-week cycle, offering to negotiate contract changes mutually agreeable.

Notice of dismissal was sent Aug. 11 by William F. Schnitzler, secretary-treasurer of AFL. It was effective immediately and notified Mr. Edwards he would get his regular pay through the 13-week cycle and in addition $2,602.32 under contract terms.

Harry Flannery, member of the AFL staff who has subbed for Mr. Edwards, was named to fill the breach. Mr. Flannery has freelanced on ABC and CBS and formerly was a CBS European newswoman.

Mr. Edwards said his lawyer (Roberts & McEnnis) "is studying the legal aspects of the situation." He claimed the union refused to agree to a joint statement he could read over the air as an amicable explanation for the end of the 4½-year relationship.

Direct Mail Ads Increase

ESTIMATED dollar volume of direct mail advertising by American business during June was $100,500,882, a gain of 1.64% over June 1953, the Direct Mail Adv. Assn. reported last week.

PALL MALL, TIDEWATER START NEWS SERIES

PALL MALL cigarettes will sponsor news commentator Doug Edwards on CBS Radio Wed., Thurs. and Fri. from 8:25-8:30 p.m. EDT. The show will be repeated for the West Coast at 8:45 Pacific time. Discussing plans for the show are (1 to r) Alan C. Garratt, Pall Mall advertising manager; William M. Spire, Sullivan & Strucker, Colwell & Bolding, vice president and Pall Mall account supervisor; and Mr. Edwards.

Selling Stock by Radio

RADIO campaign to promote the services of Paine, Webber, Jackson & Curtis, members of the New York Stock Exchange, will be launched in four cities, starting Sept. 13. The company will present a six-times-a-week business-financial news show over WQXR New York, starting at 7:30 a.m., and a similar program over WBBZ-WBZA Boston-Springfield and WWJ Detroit, starting at 5:35 p.m., which will be sponsored by PWJ&C on Monday, Wednesday and Friday. The company also has purchased three early-morning spot announcements per week on WMAQ Chicago, during which time dramatized commercials will be tested. Doremus & Co., New York, is placing the business.

EASTERN TO DEBUT WITH COLOR VIDEO

NEGOTIATIONS were reported to be in the "completion stage" last week for sponsorship by Eastern Kodak Co., Rochester, of 13 episodes of a half-hour dramatic comedy series in color only, which will be produced for an estimated $1.3 million. Sponsorship will be on a network and spot basis, starting in January. The series is titled Norby and will feature actor David Wayne. Mr. Wayne's Norby Productions is preparing the package, which will be filmed in 35mm Eastman color at the Fox Movietone studios in New York. It was reported that each film will be budgeted for $40,000, making a total of $1.5 million for the films alone.

The series will mark Eastern Kodak's entry into network television sponsorship, which a spokesman said last week "had been mulled over for many years." He pointed out that the transaction was expected to be completed shortly. Agency for Eastern Kodak is J. Walter Thompson Co., New York.
SCHWEPPES DROPS 'GIN' REFERENCES

Firm eliminates quinine water commercial copy that stressed gin and tonic combination, but continues campaign by use of term 'beverages.'

SCHWEPPES Ltd. last week brought to an abrupt halt its transcribed commercials for "gin and tonic" which many observers felt came close to violating the broadcasting industry's self-imposed ban on hard liquor advertising.

"Effective immediately, please discontinue using any Schweppes announcements with the mention of the word gin," was the instruction sent by Hewitt, Ogilvy, Benson & Mather, New York agency for Schweppes, to the stations which had been carrying them.

This did not terminate the Schweppes campaign, however, as the stations were instructed to substitute other commercials on the records they had, commercials which do not refer to "gin" but merely to "beverages."

Only a handful of the 40 to 50 stations in about 20 major markets on the Schweppes list were affected by the change in commercials.

The remainder of the outlets had refused from the start to broadcast the invitation to participate in a gin and tonic and had been broadcasting the non-alcoholic Schweppes messages right along.

The commercials withdrawn last week were delivered by Comdr. Edward Whitehead, president of Schweppes, both the London and New York companies.

His rich, cultured, unmistakably English voice adds that note of foreign prestige to the company's radio advertising that the illustrations of foreign scenes and personalities, including Comdr. Whitehead, contribute to the printed advertising. After introducing himself as "the man from Schweppes" who is in America "to make sure that every drop of Schweppes Quinine Water bottled in this country has the original bittersweet flavor that has long made it famous from London to Singa-

HELEN VER STANDIG, vice president and timebuyer, M. Beilman, Ver Standig Inc., Washington, D. C., agency, signs on behalf of Embassy Dairy with WTTG (TV) for the six finalists for the Miss Rheingold 1955 title on the art of reading station breaks over WMGM New York are (l to r) Arthur Toichin, WMGM sales manager; Peter M. Bardach, radio-tv timebuyer, Foote, Cone & Belding, and Raymond Katz, station program director. The finalists (l to r): Grace Brown, Susan Alexander, Nancy Woodruff, Jean Moorhead, Barbara Wilson and Stephanie Griffin.

POUNCIAC MOTOR Division, General Motors Corp., Detroit, will sponsor The Red Buttons Show over NBC-TV three out of four Fridays, 8-8:30 p.m. EST, starting Oct. 1, it was announced last week by Thomas A. McAvity, NBC vice president in charge of television network programs. The agency for Pontiac is MacManus, John & Adams, New York.

Mr. McAvity said that Mr. Buttons has signed to an exclusive contract with NBC, adding that the network is "delighted to have this talented comedian in the family of NBC stars." For the past two seasons, Mr. Buttons had starred in his own television show on CBS-TV.

Services Held for Holm

MEMORIAL services were held in New York last Thursday for Floyd R. Holm, 43, a vice president and associate director of radio and television of Compton Adv. Burial and funeral services for Mr. Holm, who died in New York Aug. 7, took place last Friday at Forest Lawn Cemetery, Glendale, Calif.

Mr. Holm joined Compton about 10 years ago as a radio producer. He formerly had been a singer with the Breakfast Club quartet and the Escorts and Betty group in Chicago.

Rheingold Beer Must Answer Court Action on Ads Today

ATTORNEYS for Rheingold Beer (Liebmann Brewing) were in court Monday (Aug. 2) to file an amended demurrer to Los Angeles Superior Court action brought by Beverly Hills attorney Max Gilford to force a change in the beer's advertising [sound of ice cubes clinking into a glass]. Comdr. Whitehead continues:

"Indeed, in every corner of the civilized world, Schweppes is known as the indispensable mixer for the authentic gin and tonic, a delightful drink which I am going to enjoy right now. Here goes the ice [sound of ice cubes clinking into a glass]. Now a jigger of gin [sound of liquid splashing over the ice] and now goes the Schweppes which fizzes as it is poured past the microphone. That enticing sound is what we call Schweppes resonance and it lasts the whole drink through. Ah, surely Schweppes gin and tonic is the coolest drink in the world..."

Curious as to the reason for the discontinuance of the gin and tonic commercials, BWT queried the agency and was told the notices had been sent on instructions from the client. The agency said it had heard of no complaints from the listening public and did not know the reason for the move.

At the New York headquarters of Schweppes, John Rhodes, vice president, who answered BWT's questions, said that the former commercials had been "stopped for certain reasons. Pressed to say what those reasons were, he said "I don't think I can." Then he added thoughtfully, "the government doesn't much like your doing it, anyway."

Five New York stations are carrying the Schweppes announcement campaign: WQXR, WMCA and WMGM have been broadcasting the gin and tonic texts, WABC and WNEW the non-alcoholic reference versions. Queries to the first three failed to reveal any sign of complaints from their listeners.

Another radio "gin and tonic" campaign, this one promoting the use of Rawlings English Quinine Water over WQXR New York, has elicited no complaints from any source, according to the agency, Mann-Ellis, New York, which reported plans to continue their commercials unchanged.
R&R Named by Air Force
To Handle Recruiting Ads

RUTHRAUFF & RYAN, New York, was named by the Air Force last week to succeed
Dancer-Fitzgerald-Sample, New York, as
agency for its forthcoming $1 million recruiting
advertising program for fiscal 1955.

R&R was among seven agencies which made
presentations the week before in seeking
the account. Detailed plans on each medium's
share of the new Air Force advertising recruit-
ing budget were not available last week.

Heretofore Air Force recruiting advertising
monies have been included in an amount appro-
priated for that purpose to the Army, with the
AF share $500,000 in fiscal 1954.

NEW BUSINESS SPOT

Strauss Stores Corp., Maspeth, N. Y.,
through Product Services Inc., N. Y., currently
in radio spot announcement campaign in New
York, upstate New York and New England
areas.

Monsanto Chemical Co., St. Louis (All deter-
gent) signed to sponsor Guild Films Co.'s new
half-hour Frankie Laine show in Detroit, Pho-
ex, Tucson and Portland. Agency: Needham,
Louis & Brorby, Chicago.

NETWORK NEW BUSINESS

Chrysler Corp., Detroit (Chrysler-Plymouth
dealers), to sponsor It's a Great Life comedy
series on NBC-TV (Tues., 10:30-11 p.m., EDT)
starting Sept. 7. Agency: McCann-Erickson, N. Y.

Miles Labs. Inc., Elkhart, Ind., will sponsor
one program a week of NBC-TV's Three
Steps to Heaven (Mon.-Fri., 10:45-11 a.m., EDT)
and of Concerning Miss Marlow (Mon.-Fri.,
3:45-4 p.m., EST), starting week of Sept. 27,
on rotating Wednesday and Thursday schedule
on each show. Agency: Geoffrey Wade Adv.,
Chicago.

Warner-Hudnut (home permanent), N. Y.,
signed as alternate sponsor with American
Tobacco Co. (Lucky Strike cigarettes), same
city, for NBC-TV's Your Hit Parade (Sat.
10:30-11 p.m.) for 26 weeks starting Sept. 18.
Agency: Kenyon & Eckhardt, N. Y.

Allstate Insurance Co., Chicago, to sponsor
15-minute programs immediately preceding
and following each 1954 World Series game over
MBS. Agency: Christiansen Adv., Chicago.

Campbell Soup Co., Camden, N. J., to start
sponsorship Sept. 10 of Dear Phoebe on NBC-
TV (Fri., 9:30-10 p.m., EDT). Agency: BBDO,
same city.

United States Tobacco Co. (King Sano ciga-
ettes), N. Y., signed for more than 100 spot
announcements on NBC-TV's Today (Mon.-
Fri., 7-9 a.m., EDT and CDT) and Home
(Mon.-Fri., 11 a.m.-12 noon), starting today
through rest of year. Agency: Kudner, N. Y.

WM. Wrigley Jr. Co., Chicago, which is sponsor-
ing CBS Radio's FBI in Peace and War
on six weeks' summer schedule since June 30,
will sponsor program on regular basis starting
Aug. 18 (Wed., 8-8:15 p.m., EDT). Agency:
Arthur Meyerhoff & Co., same city.

AGENCY APPOINTMENTS

Battery Products Co., Oakland, Calif., appoints

WDUS-AM-FM-TV New Orleans, effective
Sept. 1, Louisiana Coca-Cola Bottling Co.,
effective Oct. 1, and Fulton Bag and Cotton Mills,
Atlanta, effective Nov. 1, appoint Fitzgerald

Pontiac Dealers Assn. of Greater Chicago
appoints Marvin Gordon & Assoc., same city.

Miller Protective Products, Kalamazoo (Sweet-
aire home spray deodorant), appoints Mottl
& Siteman, L. A.

Fohrman Motors and Fohrman Packard, Chi-
icago and Evanston, Ill., respectively, appoint
Olian & Bronner, Chicago.

Pharmaco Inc., (Medigum cough remedy),
Kenilworth, N. J., appoints Steers & Shen-
feld, N. Y.

Penetone Co., Tenafly, N. J., appoints Lewis
King-Sidine Flamnm for trade publication and
radio-television advertising.

Shasta Water Co., San Francisco, appoints
Barnes Chase Co., L. A., for national advertis-
ing with Charles Van der Boom, New York, in
charge of that city's office as account executive.

Eatmor Cranberries Inc., New Bedford, Mass.,
appoints Bozell & Jacobs Inc., Chicago, with
Sam L. Austin handling account.

American Store Co., Philadelphia, and National
Assn. of Sanitary Milk Bottle Closure
Manufacturers, same city, appoints Arndt, Preston,
Chapin, Lamb & Keen, that city.

Newhouse Automotive Industries, L. A., names
Van der Boom, Hunt & McNaughton Inc., same
city, with Gordon Van der Boom as account
executive.

AGENCY SHORTS

The Harry P. Bridge Co., Phila., moves to
Commonwealth Bldg., 1201 Chestnut St.,
Philadelphia 7.

Wheeler-Kight & Gainey Inc., Columbus, Ohio,
moves to 975 S. High St.

Robertson, Buckley & Gotsch Inc., Chicago,
moves to Chicago Federal Savings Bldg., 108
N. State St., suite 1120. New telephone: State
2-5336.

Richard N. Meltzer Adv. Inc., San Francisco,
opens Los Angeles branch office at 6363 Wil-
shire Blvd. Telephone is Webster 8-2993.

Thomas W. Lowey, head of sales, Motorola
Division, Eoff Electric Co., Portland, Ore., is
in charge of agency's Southern California ac-
counts.

Noel, Lent & Assoc., Hollywood, moves to
7401 Melrose Ave., telephone: Webster 8-2161.

Arthur G. Rippey & Co., and Kostka-Bakewell
& Fox Inc., both Denver, merge into Rippey,
Henderson, Kostka & Co., with offices in First
National Bank Bldg. Arthur G. Rippey, Clair
Henderson and William Kostka form managing
committee of firm, with Gilbert Bucknum,
Harry Luzier, H. Bond Badgley, Vernon R.
Ewing, James Holme, Robert Whitney, George
Bakewell Jr. and Revill J. Fox as other partners.

D'Evelyn-Guggenheim-Crawford becomes suc-
cessor firm to D'Evelyn-Wadsworth-Guggen-
heim, San Francisco.

A&A PEOPLE

C. K. Huxtable appointed manager, radio-
tv dept., Montgomery Ward & Co., Chicago,
succeeding P. J. Faber, resigned.

Lyle W. Smith, advertising manager, Chicago-
Central fluid milk and ice cream distri-
Dorney Co., N. Y., appointed as assistant national
advertising manager.

Carl W. Stursberg Jr., Young & Rubic-
cam, N. Y., to Col-

tate-Palmolive-Per-

Co., Hudson, N. J.,

brand advertising

manager.

J. R. Bouras to

Quaker Oats Co., Chicago, as premium man-
ger, succeeding B. R. Prag, resigned.

Harry C. Christ, account executive, MBS, Port-
land, to Rudy Yost Truck Equipment Co., same
city, as sales advertising manager.

Phillip L. McGugh, Campbell-Ewald, Detroit,
promoted to vice president in charge of all radio
and tv activities.

Alexander E. Reitz, production manager, Waldie
& Briga Inc., Chi-

cago, additionally

appointed media di-

rector.

Alvin Kabaker, vice president and direc-
tor of radio-television program-
ing, Dancer-

Fitzgerald - Sample, N. Y., additionally

appointed director of publicity and public
relations.

Jess Hadsell advertising manager, WOWO Fort
Wayne, Ind., to contact dept., Gray & Rogers,
Phila.; Ralph Richmond, Ward Wheelock, same
city, to copy dept.; Robert J. Leinheiser, John
Falkner Arndt, that city, to G & R agency.

Chris Demrich and William D. Rice, vice presi-
dent and account executive, Cooper & Crowe,
NATIONAL TELEFILM, WTVI (TV) SET UP BUDGET FILM PLAN FOR UHFS, SMALL VHFS

Proposition is designed to enable lower-income outlets to buy quality film at a price they can afford.

A MOVE designed to assist uhf stations and small vhf stations to obtain quality film programming at an initial investment commensurate with their financial structures is being announced jointly by Harold Goldman, vice president in charge of sales for National Telefilm Assoc. Inc., New York, and John D. Scheuer, executive vice president and general manager of WTVI (TV) St. Louis-Belleville, Ill.

It was explained to BEAT in an exclusive interview that the plan was devised by Messrs. Goldman and Scheuer as an answer to the plight of smaller stations who did not have sufficient finances to purchase high-budget films in competition with large vhf stations. The formula was arrived at by Messrs. Goldman and Scheuer, the latter facing an uphill struggle with his uhf station, after consultation for several weeks.

Its highlights are:

- The station pays NTA, the film distributor, a certain small initial fee for one hour of programming or fraction thereof. The station adds its hourly time charge and sells the program for a certain price. NTA and the station subsequently divide equally the difference between the purchase price by the sponsor and the costs of initial payment to NTA and time charges. For example, if NTA prescribes a basic hourly rate of $200 for a program and the station's time charge is $200 per hour, a program sold for $600 will bring in $100 to the distributor and $100 to the station.

- The salutary feature of the plan is that the initial outlay of the station is reduced, with the "nut" at a figure he can afford, according to Mr. Goldman.

Must Give Guarantee

One stipulation by NTA is that the station guarantee to contract for a certain number of hours of programming over a 12-month period. Mr. Goldman reported that thus far 18 stations have contracted for the plan, with an additional 18 outlets in negotiation with NTA. He stressed that it was Mr. Scheuer, aware of the difficulties of smaller stations, who voluntarily spurt-plugged the plan by sending telegrams to numerous stations throughout the country with details of NTA's offer.

Ely Landau, president of NTA, pointed out that the plan should prove to be a boon also to tv film producers of quality programs, saying that it creates a market for an additional 150 stations that can be supplied with their products. He asserted it has been "an increasingly difficult problem" to clear time on vhf stations in large markets and voiced the belief that this new approach will open up new markets.

NTA's film library includes the half-hour China Smith, International Playhouse, Orient Express, The Roller Derby, Pantomime Quiz; quarter-hour Bobbo the Hobo, Find a Hobby, The Eva Gabor Show, The Pantery and The James Mason Show, plus more than 150 west erns and feature films.

Sillerman Predicts TPA '54 Gross at $9 Million

OPINION that business for Television Programs of America for 1954 will total at least $9 million has been offered by Michael M. Sillerman, executive vice president of TPA, after announcing that total sales as of last week amounted to more than $6 million.

Mr. Sillerman reported that two more productions would be announced shortly to go on sale before the end of the year. He predicted that sales on Ellery Queen, which was released two months ago, and has already done $750,000, would reach the $1 million mark by early September.

Latest sales on Ellery Queen, Mr. Sillerman said, have been to the Clark Gas Co. for WCCO-TV Minneapolis, WTMJ-TV Milwaukee and for St. Louis and Green Bay, Wis., with no stations set; Sears Roebuck & Co., Chicago, for KVOA-TV Tucson and KPRC-TV Houston; O'Keefe Brewing Co., Buffalo, for WBEN-TV Buffalo and WIBK-TV Detroit, and Bologna Wine Co. for WDSU-TV New Orleans.

Getting Choosy

FACTOR of obsolescence is becoming more significant in tv film distribution, according to the Broadcast Information Bureau's latest Tv Film Directory, which was released last week to subscribers. The directory points out that in the past, distributors accepted for tv distribution any footage that could be cleared for the purpose, but that currently they are dropping hundreds of titles which they feel are obsolete, for viewers because of film quality or story line. The latest directory, titled "Series, Serials and Film Packages," covers 355 pages.
NOW...WFAA-TV in Dallas is the MOST POWERFUL TV STATION IN ALL TEXAS!

Now... with 274,000 watts video effective radiated power*... WFAA-TV is the most powerful VHF station in the Southwest—including Texas, Oklahoma, Arkansas, Louisiana and New Mexico!

*Effective Sept. 26, 1954

This means 69% greater grade A coverage—
and adds half a million people to WFAA-TV's grade A contour! It means greater penetration of the 29-county WFAA-TV Market—the largest concentration of population, wealth and television homes in Texas! And it means a greater response from your advertising presented on WFAA-TV!

SERVING 398,000 TV HOMES
(WFAA-TV Research Dept., July 1, 1954)

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

SOON...even GREATER service for Texas' GREATEST Market...

Now under construction—WFAA-TV's new 1,521-foot tower which will blanket the greater DALLAS-Ft. Worth market area with 316,000 watts. Coming SOON!
FILM

FILM SALES

CBS-TV Film Sales, N. Y., announces Langendorf Bakeries, San Francisco, has signed to sponsor The Range Rider tv film series over KEYT (TV) Santa Barbara, KERO-TV Baker- sfield, KTVU (TV) Stockton, all Calif., and KIMA-TV Yakima, Wash. CBS-TV Film Sales also announces sale of Crown Theatre to WTRI-TV Albany and WABC-TV New York; Files of Jeffrey Jones to WABC-TV; Eddie Drake to KOAT-TV Albuquerque; Gene Autry to WTRI- TV, WCBS-TV New York, KTTV (TV) Colorado Springs, Colo., KNX (TV) Los Angeles and KFBF-TV Great Falls, Mont.

Ziv Television Programs Inc., N. Y., reports five top film series have been "practically sold out" in nation's top 60 markets, accounting for about 74.5% of national tv audience. Programs are: I Led Three Lives, Mr. District Attorney, Favorite Story, Cinco Kid and Boston Blackie.

Screen Gems Inc., N. Y., announces Gallo Wines, Modesto, Calif., through BBDO, San Francisco, will sponsor The All Star Theatre in 17 markets throughout country, raising total markets on program to 157.

FILM PRODUCTION

National Video Productions Inc., Washington, announces it will begin production on Hand to Heaven program, appearing live for past two years over WTTG (TV) that city.

Atlas Film Corp., Oak Park, III., announces series of tv film commercials for following firms: Miller Brewing Co., Milwaukee, through Mathisson & Assoc., same city; Clinton Foods Inc., Clinton, Iowa (Hi-C Sherb Ade orange drink), through L. W. Ramsey Co., Chicago, and Asnesheuser-Busch Inc. (Budweiser beer), St. Louis, through D'Arcy Adv., same city.

Television Screen Productions Inc., N. Y., announces production has started on another 13 episodes of its five-minute animation tv film series, Jim and Judy in Teleland. Thirty-nine programs of series are completed, raising to 52 the number that will be available by Oct. 1.

RANDOM SHOTS

National Television Films, Charlotte, N. C., established as division of Howco Productions Inc., same city, for distribution of tv films.

Jerry Courneya Productions Inc., West Holly- wood, Calif., forms own distributing company, United Producers Distributors.

FILM PEOPLE

Jim Stevenson appointed general manager, Mannie Baum Enterprises Corp., N. Y., Great- est Fights of the Century series distributors; Allen Black, in charge of production of series under former packager, Greater Fights Inc., joins Baum company in similar capacity.

Murphy McHenry, formerly with Productions on Film Inc., Cleveland, to Transfilm Inc., N. Y., as account executive on tv commercial and industrial films.

Alex Sherwood to Harry S. Goodman Produc- tions, N. Y., as sales director for northeastern U. S.

Gerard H. Statterly, formerly with Nona Kirby Co. (radio and tv representatives), Boston, to Television Programs of America, N. Y., as account executive covering northern New England states, headquartered in Boston.

John D. Puter, account executive, William Kosta Co., Denver, to Ziv Corp., Salt Lake City, as sales representative.


John Rapp and Lester White, comedy writers, signed by Ziv Television Corp., N. Y., for Eddie Cantor Theatre series.

Paul Talbot, president, Fremantle Overseas Radio & Television Inc., N. Y., on round-world sales trip for company's radio and tv shows.

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PROGRAM SERVICES---

L. A. BMI TV CLINIC STRESSES FILM VALUE

Third major session draws registration of 187 from western states and Canada.

FIRM WITH its attendant ramifications of competitive bidding for packages, contractual inequities between station and distributor and foisting off of inferior feature films came under fire at the BMI Television Program Clinic, held in Los Angeles last Monday and Tuesday. Topping the attendance at sessions a fortnight ago in New York and Chicago (B&T, Aug. 9), the Los Angeles meetings had a total registration of 187 station, film distributor and agency executives with 48 stations in the 11 western states and Canada represented.

From 80-90% of tv programming will be on film or video tape within three to five years, Harold Sec, manager, KRON-TV San Fran- cisco, and chairman, NARTB Film Committee predicted. Among the obvious and concealed problems of film programming, he listed price structure, re-runs, quality, quantity, future technical developments and contracts. Citing necessity for standards to be established between stations and distributors, he said a tv station in a big market is now faced with feature films in third to seventh re-run and syndicated film packages in third to fourth re-run. The larger the market, the worse this problem, which is augmented by a confused situation regarding price.

Firm believer that live tv can beat film pro- grammting, Joe Driller, vice president, KEO- TV Fresno, declared local viewers interested in live video and for this reason his station maintains a live camera from sign-on to sign-off. Finding in his experience that live tv is more reasonable than film, he said his problem had been to convince agencies that such pro- gramming constitutes good adjacencies.

Change of Formula

To illustrate high grade production on a low grade budget, George Mathiesen, production manager, KPIX (TV) San Francisco, declared the formula for success in tv should be revised to read, 90% imagination and 10% all other ingredients. Emphasizing imagination as the key word, he said set designs are all-important in live tv production and part of quality pro- gramming lies in the use of good graphic art in the opening title cards.

Robert J. Burton, BMI vice president in charge of publisher and writer relations, warned that a warranty from the distributor will not cure the ills of film. Story and music rights are the two fundamental rights involved in tv film, he declared in discussing "Legal Aspects of Tv Film Clearance and Music Rights." Common practice in syndicated tv film packages is to turn the film over to a publisher, who for $300 or $400 will decide what music fits and dub it in from libraries recorded abroad and categorized according to mood. This, he said, goes around the 5% AFM levy for using live musicians.

The yardstick he uses to determine effective tv programming is results, according to George Whitney, general manager, KFMB-TV San Diego. Ratings don't mean a thing unless the merchandise moves. When San Diego's other

---

CKLW-TV Windsor, Ont. (ch. 9), which also will cover the Detroit area when it begins regular programming in the early fall, signs with the NBC Film Division for five programs. L to r: seated, Len Headley, manager, RCA radio-tv program division, Toronto; Ted Campeau, CKLW-TV president; Campbell Ritchie, station program operations director; standing, Tom Shull, NBC Film Division and Art McCall, station film director.
announcing

HOAG-BLAIR COMPANY

Quality representation for

TV Stations outside the major markets

In answer to the specialized type of national representation which regional market television stations require, BLAIR-TV, INC. and JOHN BLAIR & COMPANY have lent their support and 21 years of radio and television experience to the formation of a separate organization, HOAG-BLAIR COMPANY—devoted to exclusive representation of regional market television stations. Four regional stations represented by BLAIR-TV have participated actively in the formation of this new company and they will be the first stations on the HOAG-BLAIR list.

The top management of each of these four stations will act as the board of governors of HOAG-BLAIR for the first year with an election of a new board at the end of each year by the stations represented. Robert Hoag, who has had wide experience in the sales end of television, will be the president of HOAG-BLAIR and in close cooperation with this actively engaged board, will give these and other similar stations the type of quality national representation which they want and need, concentrating exclusively on the regional market approach as opposed to that of the highly competitive metropolitan market.

Offices

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Board of Governors

Walter Wagstaff, Chairman
KIDO-TV, Boise, Idaho

Frank Fitzsimonds
KFYR-TV, Bismarck, N. Dak.

William Smullin—Smullin Stations
KBES-TV, Medford, Ore. KIEM-TV, Eureka, Cal.
two stations, one American and one Mexican, went after the children's audience in a particular time-slot, Mr. Whitney explained he conceded the kids and went after adults with family type fare. While the other two stations got the children and the high ratings, KFMB-TV got the business and the money for that time period.

George Putnam, KTTV (TV) Hollywood, told the clinic that the newcomer is a guest in the viewers' homes and, if you don't make yourself welcome, they can and will turn the dial. The tv newsmen, he explained, must assume a new and full responsibility, acting as editor, publisher and copy boy.

Despite the fabulous sums spent on gambling, only pennies are spent on tv in Las Vegas, according to Jean Paul King, general manager, KLAS-TV that city. When for the price of a coke people can see the very tops in entertainment, they become choosy as tv viewers. In examining "Small Market Tv Success Story," Mr. King summarized the main original problem: he needed good programs to sell sets, he needed a set count to sell programs and he had to sell programs to have good programs.

Warns Against Encroachment
Judge Justin Miller, immediate past president and board chairman, NARTB, who this week addresses the Chicago Bar Assn. in behalf of tv coverage in courtrooms, emphasized that, while the First Amendment protects the press, constitutional guarantees can be evaded. Discussing "Tv Under Attack" by FCC, FTC, Congress and the Dept. of Justice, among others, he said a danger is that one entering wedge into broadcasters' rights can be expanded. Censorship is a tempting area for governmental control, he added, with tv providing a wonderful goat for harassed parents who want to believe juvenile delinquency came in with tv.

"Non-money stuff," public service and public relations, he added, was taken up by Len Higgins, manager, KTNT-TV Tacoma, who divided public service into what you are asked to do and what you originate. Suggesting that public service films and slides come in handy during the beginning of a station's operation, he estimated that only 2% of the people with appeals have any plan to offer the station. The others expect miracles.

The most important fact learned by tv during the past six years, according to Earl Hudson, vice president in charge of ABC Western Division, is that entertainment is the key word. Upcoming plans by the networks encompass situation comedies on film, color spectaculars and hour-long dramas. Entertainment is also taking over the commercials, he added, with most of them getting completely away from the straight pitch.

With hour-long dramas and variety programs flourishing, he declared the season of 1954-55 will also go down as "the year of decision whether spectaculars can pay off." With more than $20,000,000 from blue chip advertisers set for the coming season's spectaculars, a single program of this type will run as high as $300,000 exclusive of time and microwave charges. He quoted Sid Caesar's new hour-long NBC-TV program as budgeted at $152,000 with $60,000 allotted for Imogene Coca's new half-hour NBC-TV program.

With ABC-TV's goal to lead in hour-long dramas, "Elgin Tv Hour, U. S. Steel Hour, The Mark and Kraft Theatre," to date, Mr. Hudson declared NBC-TV and CBS-TV have adopted more of a "sky's the limit" attitude toward costs.

Future of color tv programming in a few weeks will become the present, declared Harry Ackerman, vice president in charge of network programs, CBS-TV Hollywood. Color can't transfer mediocre programs into entertainment and often makes a bad show worse, he stressed.

That there is no vast footage of good color film available to tv, he declared. The majority, despite reports, is yet to be shot. With CBS-TV scheduled to do three programs in color weekly during fall and winter, he revealed the added cost is approximately $2,400 for every half-hour network program.

William Dempsey, educational director, KPIX (TV) San Francisco, declared that educational programming begins at home. It is only successful if it is important to station management and staff. Necessary, he emphasized, is the cooperation "from the other side of the ivy curtain," as some professors "are educated beyond their intelligence."

Intellectual snobbery, according to Mr. Dempsey, must be broken down by the tv executives who must realize the educator is an expert in his field and make him realize the tv executive is an expert in his. Acting as chairman for the various sessions with James T. Aisbury, general manager, KNXT (TV) John Reynolds, manager, KHL-TV, both Hollywood; Donn B. Tatum, director of tv, CBS Western Division; and John K. West, vice president, NBC Pacific Division. Thomas C. McCreary, general manager, KNBH (TV) Hollywood, served as chairman of arrangements for the luncheon programs. Glenn Dolberg, BMI vice president in charge of station relations, and James Cox, in charge of West Coast station relations for BMI, were general chairman.

Participants in the original production devices exhibit at the Hotel Statler were KPIX (TV), KRON-TV, both San Francisco; KABC-TV, KNXT (TV), KNBH (TV), all Hollywood; and KERO-TV Bakersfield.

At the conclusion of the meetings, Carl Haverlin, BMI president, cited the cooperative attitude on the West Coast whereby a vice president from each of the three networks spoke at the Los Angeles Clinic. He also said that in all probability the speeches given at the three clinics will be published as soon as possible under the title "Thirty Three Television Talks."

Box Office Tv Issues

Box Office TELEVISION Inc., New York, last week issued a rate card for three distinct types of service, said to mark the first time that such a rate schedule has been established in closed-circuit television history.

William P. Rosensohn, executive vice president of BOTV, said that Class A service, utilizing theaters and local television studios for viewing by audiences of about 100, is available for $1,000 per market; Class B service, utilizing theaters and local television studios makes use of the facilities of the Sheraton Hotel closed-circuit network, is priced at $1,500 per market, and Class C service, utilizing the theaters only, is available at $1,650 per city.

The three services, Mr. Rosensohn pointed out, may be used in any combination to reach the cities desired and accommodate audiences of varying sizes. The new rate card is available from BOTV Inc., 30 E. 60th St., New York.

200 Tvs Take SRTS Series

OVER 200 stations have signed contracts for the new Shorty-Tunes series produced by Standard Radio Transcription Services, it was announced last week by Milton Blink, SRTS president. First releases will be shipped this month for September. Release includes 20 songs of current and standard popular variety recorded by Lawrence Welk's orchestra and the Janice Luke combo. Prestiges are on vinylite (33 1/3 rpm), averaging 90 seconds in length.
NOW TELECASTING

channel 4

KWK-TV

ST. LOUIS

100,000 WATTS

OVER 600,000 SETS IN THIS AREA

ANTENNA HEIGHT 563 FEET

Represented Nationally by

THE KATZ AGENCY, INC.
PRESTIGE stations with but a single thought... RADIO!

Radio is everywhere. Radio is in every room of the house... in most automobiles traveling the highways and city streets... on tractors in the fields... in garages, stores, barns... in fact, wherever people work, rest or play! PEOPLES BROADCASTING CORPORATION is going to buy more radio stations, because we believe in the future of radio as the greatest, most effective of all advertising media. Today, PBC boasts four stations in four rich American markets. Each is programmed to reach substantial citizens with money to spend in the market it serves. They are leaders all... prestige stations that sell effectively because they represent the finest in radio.

PEOPLES BROADCASTING CORPORATION is owned by the three million policyholder-owners of the Farm Bureau Automobile Insurance Company, Columbus, Ohio. All PBC stations broadcast timely, interesting public service features. Each station has won an impressive number of public service awards. Besides fulfilling its obligation to act in the public interest with such programming, each station retains its regional leadership by constantly attracting public attention. PBC stations act on the principle that there is no distinct separation between commercial and public service radio... that to sell, a station must also serve. The stature of all four PBC stations would seem to prove that principle valid.

<table>
<thead>
<tr>
<th>Number</th>
<th>Station</th>
<th>Network</th>
<th>City</th>
<th>State</th>
<th>Rep. Name</th>
<th>General Manager</th>
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<tr>
<td>1</td>
<td>WMMN</td>
<td>CBS</td>
<td>Fairmont, W. Va.</td>
<td>VA</td>
<td>H. R.</td>
<td>A. G. Ferrise</td>
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<td>2</td>
<td>WTTM</td>
<td>NBC</td>
<td>Trenton, N. J.</td>
<td>NJ</td>
<td>For Joe</td>
<td>Fred L. Bernstein</td>
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<td>3</td>
<td>WRFD</td>
<td>IND.</td>
<td>Worthington, OH</td>
<td>OH</td>
<td>Geo. Clark</td>
<td>Joseph D. Bradshaw</td>
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<td>4</td>
<td>WGAN</td>
<td>CBS</td>
<td>Cleveland, OH</td>
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<td>Carl E. George</td>
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FIRST since 1928. In North Central West Virginia, WMMN is FIRST in coverage, power, penetration and FIRST in audience. WMMN is the ONLY station that delivers this vital market.

Covering Central New Jersey and the Delaware Valley. Trenton is the Hub in this vast industrial area with a population of 300,000 in the retail trading zone, plus 10,000 new homes in Levittown, Pa., and 4,000 new homes in Fairless Hills, Pa.

WRFD’s primary signal dominates 72 of Ohio’s 88 counties. WRFD is programmed for rural and small town listeners who account for 46% of Ohio’s total retail food sales... 48% of the retail drug sales.

-serving 4½ million friends in Northern Ohio with the best in radio. Cleveland ranks No. 1 among metropolitan markets in the nation for consumer spendable income with $7,492 per household. (Consumer markets, SDRS, 1954)
**McCONNAUGHEY NAME REVIVED AS CANDIDATE FOR FCC CHAIR**

Ohioan says he hasn't been approached by anyone in authority, but would be disposed to accept if post is offered. Sterling may leave FCC in fall, if doctors so advise.

REVIVAL of speculation about the chairmanship of the FCC developed last week with the name of George C. McConnaughhey, present chairman of the Renegotiation Board, bobbing back into the picture as President Eisenhower's choice for the post whenever a Republican vacancy develops.

And simultaneously, it was ascertained that a vacancy might occur this fall. Comr. George E. Sterling, who rose through the engineering to retire at approximately half his present salary of $15,000.

It is known that Comr. Sterling has been offered several positions in private industry, including the consulting practice. A few weeks ago he vacated his home in Washington, after the marriage of his second daughter. Presumably he and Mrs. Sterling intend taking an apartment upon their return to Washington. Mr. Sterling was named a commissioner on Jan. 2, 1948, after having served as chief engineer, and prior to that as head of the Radio Intelligence Division during World War II. In recent weeks, he has asked Chairman Hyde to relieve him as security officer and to assign certain other functions to other Commission members.

Meanwhile, no word has been forthcoming either from the White House or from other responsible GOP quarters on the chairmanship situation. Mr. Hyde, now vacationing in Idaho, has been serving as Acting Chairman since his one-year appointment to the chairmanship expired last April 18. There had been considerable speculation about the elevation of John C. Doerfer, of Wisconsin, to succeed Mr. Hyde, in keeping with a reported new administration policy to rotate the chairmanship.

Supporters of Mr. Hyde have by no means given up the fight. He has substantial Congressional as well as industry backing. But the opposition centers largely in the Republican National Committee, which reportedly is disposed in the direction of Comr. Doerfer.

There has even been speculation about the appointment of either Chairman Hyde or Comr. Doerfer to Federal judgeship vacancies. Such appointments are for life and usually are attractive to lawyers who have served in Federal and state regulatory posts.

The next term expiration on the FCC is that of Comr. Frieda B. Hennock, appointed as a New York Democrat in 1946. She is an avowed candidate for reappointment. But since there are four Republicans on the FCC—the maximum permitted under the statute for a single political party—her retirement would not permit the President to name another Republican.
publican who could be appointed to the chairmanship.

The term of Comr. E. M. Webster expires June 30, 1956. An Independent, he is a retired Coast Guard Commodore. He is eligible for retirement under the same provisions as those which apply to Comr. Sterling, but there is no indication that he will leave prior to the expiration of his present term.

Mr. McConnaughey was born in Hillsboro, Ohio, June 9, 1896. He attended Denison U. in 1916 and enlisted in the Army in 1917, serving in France. He returned to Denison and received his degree in 1920. From 1920-23 he studied law at Western Reserve University and was admitted to the practice of law in Ohio in 1924.

Mr. McConnaughey was named chairman of the Public Utilities Commission of Ohio by the then Gov. and now Senator John W. Bricker. He served until Feb. 1945 in that post and from 1942 to 1945 served also as chairman of the War Transportation Commission of Ohio. He was elected president of the National Assn. of Railroad and Utilities Commissioners in 1949 at which time Doerfer, then chairman of the Wisconsin Public Service Commission, also was active in the affairs of NARUC, and likewise is a former president. Mr. McConnaughey then practiced law, and was appointed to the Interstate Commerce Commission board chairman by President Eisenhower.

Mr. McConnaughey is a Presbyterian, and a member of the board of trustees of Denison U. He is a Mason, and belongs to the American Legion. He is a member of Sigma Chi and Phi Delta Phi legal fraternity. He has two sons, George C. Jr., and David C., the latter a lieutenant in the USAF.

Senate Passes Over Uhf Tax Credit Bill

A HOUSE catch-all tax bill which includes a provision for a $7 excise tax credit on uhf-equipped tv sets was passed over by the Senate on a call of the calendar last week and is expected to come up for vote or debate on the latter body's regular agenda.

The bill (HR 6440) was passed over after objections were made that it should not be treated as a calendar measure, that an amendment be made that an amended part of the bill left out some of the language.

The uhf tv set tax provision is a watered-down House version of an amendment to the bill offered originally by Sen. Edwin C. Johnson (D-Colo.) to exempt uhf-equipped sets from the 10% excise tax levy [B&T, May 17].

The House amendment also seeks to define more clearly what articles in the manufacture of radio-tv receivers are subject to the excise tax, excluding from the list, the military, for municipality and other services contain some parts subject to the excise tax. Thus, the government was paying an excise tax on certain equipment for which it was repaid by the manufacture, according to the letter of the federal excise levy items used in the manufacture of "non-taxable articles" (certain receiver-transmitters, etc.) and specifies an exception for "non-entertainment type" radio and tv parts, rather than bars and cabinet assembly.

Sen. Johnston said about the House amendment that he had asked for a "slice of bread" for uhf set manufacturers, but had come out with a "silver" [B&T, Aug. 2].

The original measure was designed by Sen. Johnson to help uhf by making sets cheaper to buy.

INDUSTRY POUNDS ON COMMITTEE DOOR SLAMPED ON RADIO-TV BY WATKINS

Sen. Mundt and Ray Jenkins, key figures in Army-McCarthy hearing, join broadcasters in pointing out virtues of radio-tv coverage (see story page 46). But so far Sen. Watkins stands pat on decision to exclude radio-tv live or recorded coverage from McCarthy censure investigation slated later this month.

A FLOOD of protests from the radio-tv industry, other groups and plain citizens last week greeted a special Senate Committee's announcement that it would prohibit radio, television and newspaper coverage of hearings on a Senate resolution to censure one of its members.

On hand last week at the office of Sen. Arthur V. Watkins (R-Utah), chairman of a six-man group which will hold hearings on a Senate motion to reprimand Sen. Joseph R. McCarthy (R-Wis.), were letters and telegrams from at least three radio-tv networks, the War Transportation Network, the NARTB, three radio-tv newspaper organizations and others.

Sen. Watkins' office also indicated a "great many" other concerned citizens who want to hear or view the hearings, which begin Aug. 30, on their radio or tv sets.

The industry reacted swiftly to the announcement barring radio-tv and motion picture coverage with protests against the disregard for these media in favor of newspapers and magazines. Furthermore, went the tenor of the protests, the ruling will deny the public access to the only "true" picture of the hearing.


Besides Chairman Watkins, other Senators on the committee also received protests. These are Sens. Frank Carlson (Kan.) and Francis Case (S.D.), Republicans, and Edwin C. Johnson (D-Colo.), John C. Stennis (Miss.) and Sam J. Ervin (N. C.), Democrats.

In an amplifying statement last week, Sen. Watkins and his committee affirmed the exclusion of not only live tv, but also tv film coverage.

Reactions Pour In

Broadcasters' reactions to the radio-tv ban announcement last week accentuated testimony given the week before to a Senate Rules sub-committee which has been holding hearings on Congressional committee procedures. At that time broadcasters set forth the industry viewpoint on the case for equal access of radio-tv at open Congressional activities, one of the subjects under investigation by the sub-committee [B&W, Aug. 9, 2, July 26, 19, 5] in its study on relevant committee procedures. (Also see stories, pages 46 and 49.)

Robert H. O'Brien, executive vice president of ABC, in a telegram to the Senate group, asked reconsideration of the ban, saying: "Radio and television are complete and rapid means of modern communication are, we feel, the best possible instruments to assure full public participation. In addition, the Committee's determination to adhere to judicial procedures which allow Americans public an opportunity to witness one phase of the legislative functions of government operating in the best tradition of the Congress . . . ."

John Daly, ABC-TV news vice president, and Thomas Velotta, ABC Radio news vice president, jointly signed a telegram protesting the rule against radio and tv.

In the message, Sen. Watkins was told ABC "understands fully respects the privacy of an executive or closed meeting of any committee of the Senate. However, we must protest in the strongest terms the arbitrary exclusion of radio and television reporting of the pending hearings by your special committee before any decision on whether such hearings shall be open or closed. If open hearings, accessible to any other information media, are held, democratic processes should bar discrimination against television and radio . . . ."

In his ABC-TV John Daly and the News show Tuesday, Mr. Daly put the case before his viewers. He said: "If people get their news by radio and television than by any other news medium. You might call it 'the people's choice.' Why do Senators rule out television news?" The committee appears to base its ban on the fact that no radio and tv are permitted in the full Senate. Well, we've been disputing that for a long time, too. It isn't only a question of rights—under freedom of the press; but what a tragic waste, not to permit Americans to participate in the democratic processes of government . . . ."

Frank Stanton, CBS Inc. president, in a statement, called the rule "grossly discriminatory against the millions who would otherwise listen to, and view, the proceedings by radio and television."

Ban Not Justified

Mr. Stanton said the radio-tv ban is not justified by the charge that radio and tv equipment causes discomfort or confusion, that radio and tv equipment has "discriminated against the public interest by covering Senate hearings efficiently and quietly. He added: " . . . The rule turns its back on the benefits made available to this generation, of the modern miracle of electronic journalism which permits the public to see and hear for themselves their government in action."

In a telegram to Sen. Watkins, Thomas F. O'Neill, MBS president and board chairman, said:

"Millions of Americans depend on radio for their knowledge of the operations of government. Denial of radio coverage of the Senate committee hearings is a denial of direct access to this news for these Americans. It also would discriminate unfairly against radio since this access is being given to tv."

Evertet Holter Jr., director of MBS operations in Washington, phoned directly to tell Sen. Watkins that he feels the rule is discriminatory among media. Here, said Mr. Holters, is a matter concerned with representatives elected by the people and these people have the right to know what is going on. Radio and tv are the most unprejudiced media in allowing people to make up their own minds, Mr. Holter said.

Julian Goodman, NBC Washington manager of radio and special events, say: "NBC respectfully requests your committee permit us to film for our television news shows and tape record for playback on radio news
YOU NEED "11" ON YOUR TEAM IN GREEN BAY PACKERLAND

ABC AFFILIATE

You need "11" on your team in Green Bay Packersland.

SIGNAL POWER
115,000 watts dominate the area, bringing dependable reception to thousands of homes for the first time.

PROGRAM POWER
Original ideas with Packer-land appeal make WMBV weather, news, sports, kids shows rate top with viewers.

SALES POWER
Get the rates and availabilities. See how you get more for your dollar.

IDEAL TEAM-MATE FOR YOUR CHICAGO - MILWAUKEE COVERAGE

NO DUPLICATION - ALL NEW MARKET

WMBV

National Representatives
GEO. W. CLARK, Inc.
New York, Chicago, Minneapolis, Los Angeles, San Francisco

RADIO-TV PARK
MARINETTE, WISCONSIN
Offices in Green Bay, Milwaukee

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shows the proceedings of your committee on the present motion. We feel the best interests of Congress and the country will be served if this coverage is allowed and pledge ourselves to make our physical coverage arrangements as unobtrusive as possible.

Henry D. Watkins, NARTB president, said in his message to the Senate group requesting it to open the hearing to radio-tv coverage: "... The great public interest in the subject of your inquiry coupled with the fundamental constitutional right of all men to informing their fellow citizens engendered by a free and open press has convinced me that all media of public information should override any objections based on less relevant considerations. Your announced determination to follow the rules of evidence and order of a committee law will afford the American people an unparalleled first hand opportunity through radio and tv to better evaluate the traditional proceedings of the U. S. Senate.

Mr. Fellows requested that a representative group of broadcasters be permitted to review with the committee the "physical problems of reporting in complete harmony with your procedures.

Other NARTB spokesmen were Edgar Kobak, WTTA Thomson, Ga., chairman of the association's Freedom of Information Committee; Henry B. Clay, KWKH Shreveport, Radio Board chairman, and Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman. Mr. Kobak told the Senate group that electronic media "offer the federal government an unparalleled opportunity to share its deliberations with the American people in the traditional American fashion." To deny this opportunity is unfair both to broadcasters and to the public interest, said Mr. Kobak.

Mr. Clay called the hearing action "contrary to the fundamental principles of free speech and free press," and said it denies "a basic right of the American people to learn first hand" about their government.

Cites Obligation

Mr. McCollough said: "These devices of modern communication, known for their objectivity and accepted by the American people, should not be placed in a special category, if the electronic media are to fulfill their obligations to the public."

Joseph S. McCaffrey, executive secretary of the Radio-TV Correspondents Assn., in a letter to committee members, said: "... The great public interest in the issue before you demands that every possible means of communication be used to keep the public informed. These three media have earned their place in the coverage of Congressional hearings. They are as vital to the task of informing the American people as the reporters of the press."

"To your mind there may be some special problem raised by the admission of recording television and film. If there are we are more than willing to talk them over with you, hopeful of working them out so that when the hearings are over you will feel as proud of our coverage as we believe we will."

Arnold Lerner, president of the Radio-Television-Television Working Press Assn. of New York, in a telegram to Sen. Watkins, said: "We resent the implication that these mass communications media are second class members of the U. S. press.... Safeguards of press freedom were written into the Constitution long before the equal electronic and photographic journalism, but the spirit of the Bill of Rights calls for equal access to news events for all media in the interest of a better informed public."

One group of five television film newsmen, signing themselves as "The Television News Film Industry," sought vainly to gain admission for tv film cameras after interpreting Sen. Watkins' original Aug. 6 statement to mean the committee had not ruled out the possibility of "some kind" of tv coverage. But they were rebuffed by Sen. Watkins in a statement last week in which he reiterated the radio-tv ban. The group supplied tv news film to such new programs as CBS-TV's Douglas Edwards, NBC-TV's John Cameron Swayze and the Camel News, ABC-TV's John Daly and the News and to "hundreds" of independent tv stations.

"Naturally," said the statement, "we would prefer to use our normal lighting facilities to insure quality coverage, but if our regular lights... are objectionable, we believe adjustments can be made to your combined satisfaction."

Offering a test of the lighting beforehand, the statement continued: "Should the lighting test prove unsatisfactory, we believe we can operate without our usual lighting, providing the committee will select a committee room that admits some degree of daylight..."

Signing as Washington managers of their respective organizations were: Charles E. Shutt, Telemes News-Heart Metrópolis Inc.; Julian Goodman, NBC Tv News Film; Byron Rash, ABC-TV News Film; William Corrigan, CBS-TV NEWS Film; Anthony Muto, United Press Fox Movietone News.

Patrick Murphy Malin, executive director of the American Civil Liberties Union, in a telegram to Sen. Watkins, said the public's right to see and listen to the hearings could not be fully met unless all mass communications media are accorded equal treatment.

Fred L. Bernstein, general manager of WWMT Trenton, N. J., has added his voice to those opposing. Mr. Bernstein's letter to Sen. Watkins said in part: "... It is vital that the American public have a front row seat at your committee hearing..." and "we feel the American public should hear for themselves. Responsible radio-tv coverage of your hearings can provide that front row seat."

As a sidelight to this controversy, ABC radio announced last week that on Aug. 24, its America's Town Meeting of the Air program (Tues., 9-9:45 p.m. EDT) will discuss the topic, "Is Radio-tv Exclusion From Government Hearings Justified?" The program will last at least a week, before the committee to examine the charges brought against Sen. McCarthy begins.

MUNDT, JENKINS SUPPORT RADIO-TV

TWO MORE figures in the recent widely-televised McCarthy-Army Senate probe last week went on record as favoring telecasts and broadcasts of open congressional committee hearings.

They are Sen. Karl E. Mundt (R-S.D.), who served as chairman of the Senate Investigations subcommittee which conducted the hearing on the dispute between the Army and Sen. Joseph R. McCarthy (R-Wis.), and Ray H. Jenkins, counsel for the probe.

Testifying before a Senate Rules subcommittee investigating congressional committee procedures, both Sen. Mundt and Mr. Jenkins said they favored free access of radio and tv to public hearings. Sen. McCarthy, in testimony before the Senate Rules group July 27, also had said he advocated radio-tv coverage of hearings [BT, Aug. 2].

Four senators and four broadcasters last week were protesting about still another Senate investigation scheduled to begin Aug. 30, and centering about the Wisconsin Republican. Radio and television were barred from planned hearings by a special Senate committee on a motion to censure Sen. McCarthy (see story, page 44; also see SDX story, page 49).

The session Thursday, although attended only by some two dozen spectators, was covered by radio and television and newsreel photographers. Sen. William E. Jenner (R-Ind.) is chairman of the Senate Rules group.

Sen. Mundt was emphatic in voicing his opposition to a statutory prohibition against radio and tv coverage of hearings. He said: "... These new media which report by sound and picture to John Q. American are a great and mighty conscience for the press. There is seldom any cause to complain about biased or prejudiced reporting when a congressional hearing is conducted before the television and over the radio...

Television, he said, "simply removes the walls from the committee room to let the people living in South Dakota, Colorado or California have the same access to the deliberations of a committee as would otherwise be exclusively the right of those living within a few miles driving distance of the National Capital. I submit that the people of my state have the same right to see and hear what takes place... as the people of Virginia or Maryland..."

In his opinion, said the senator, both television and radio "are here to stay. They are legitimate media of communication. They are administered, operated and staffed by men of the same general respectability and capacity as those employed in the field of journalism."

For Congress to legislate against radio-tv coverage, he said, "would, in my opinion, be a backward step."

Sen. Mundt said he felt the decision to admit radio-tv should be left to the individual committee. "Personally," he said, "I shall always vote against any legislative measure based on such a discriminatory premise and which endeavors to select from among the media of communica-

TWO TV VETERANS agree that the broadcast media should be admitted to congressional hearings. Sen. Karl Mundt (l) and Roy Jenkins, chairman and counsel, respectively, of the famous Army hearings, appeared before the Jenner Rules subcommittee to voice their stands on procedural matters.
Old-timers in the Northwest say Paul Bunyan invented farming. Invented the steam shovel too—to dig potatoes with. But Bunyan would be small potatoes to Northwest farmers today. Agriculture in WCCO’s 4-state area is big business, with annual income of better than 1.6 billion dollars. It’s a business peculiarly dependent upon weather and market conditions, so Northwest farmers depend heavily on WCCO’s farm broadcasters, Maynard Speece and Jim Hill. The result is that Messrs. Speece and Hill do 30 information-packed programs a week, and reach a rural audience, throughout WCCO Radio’s 110-county basic service area, of more than 900,000 every week!

WCCO Radio’s farm shows command a uniquely loyal and responsive audience, ideal for any advertiser with products to sell to farmers and their families. Like a big yield in the Northwest? Sow your sales messages on WCCO RADIO

Minneapolis-St. Paul - 50,000 watts
Represented by CBS Radio Spot Sales
YOU’VE GOT TO COME TO MACON to cash in on the steadily growing Middle Georgia market...

...and only WMAZ-TV, Macon, can adequately reach this well-balanced industrial and agricultural center for you!

THE MARKET!

Middle Georgia is no middle ground industrially speaking. It’s a boom area with dozens of new industries—a thriving, growing area with the variety of business to resist the ups-and-downs of less diversified markets.

- **TOP COMPANIES** like Durkee Foods, Armstrong Cork and Ralston Purina have opened new plants in Middle Georgia within the last 5 years.

- **CATTLE** has brought a whole new source of income to Middle Georgia farmers, accounting for over 35% of their cash farm income.

- **EXPANSION** is everywhere—in new plants and mills, iron works, highway construction and home building.

- **MOST IMPORTANT**, Middle Georgia is growing in people! Metropolitan Macon has doubled its census figures since 1940. Purchasing power is way up too, considerably above the state’s average-household-income figures.

THE COVERAGE!

WMAZ-TV’s area is 700,100 people strong! An area never before successfully tapped by TV—before WMAZ-TV! Macon is 93 miles from the closest TV city of comparable large size—Atlanta!

- Only 10 of the 47 counties now blanketed by WMAZ-TV received “good” service from any other station.

  Significantly, the remaining 37 in this 47-county area represent...

  ...80% of this area’s population!

  ...81% of retail sales!

- **153 New TV Families Added a Day!...153 New Customer-Families a Day!**

![WMAZ-TV DOMINATES THE MACON AREA AUDIENCE MORNING, NOON & NIGHT!](image)

**Telepulse** proves it!

**Share of Audience**

Sign-on to noon...45%  Noon to 6 P.M....68%  6 P.M. to Midnight...57%

All the top 15 once-a-week shows...

All the top 10 multi-weekly shows...

are on WMAZ-TV

---

*Telepulse, Macon Area Report, Feb.-Mar., 1954*
tion some with which to cooperate and others to condemn..."

Mr. Jenkins said he believes television is the "perfect medium for bringing to the public the true facts" because it allows viewers to judge the way a witness acts before the camera. Calling radio-sources of the "utmost accuracy," he said the Americans would not have got the "true picture" at the McCarthy Army hearing without the electronic media.

He felt television and radio should be admitted to a hearing upon approval by a majority of the Senate, a two-thirds vote of the committee or if demanded by a witness.

On the subject of objections by witnesses to the camera or microphone 35 (dealing with the publicizing of court proceedings) also will come up before ABA's section of judicial administration, with Judge Justin Miller, former NARTB president and board chairman, slated to participate.

Other participants are to be announced. The session will be held today (Monday) at 2 p.m.

Neville Miller, chairman of ABA's standing committee on communications and member of the Washington law firm of Sherbrooke, will report on FCC actions the past year, including a review of color TV, AM and FM broadcasting development, and certain legislation enacted, as well as decisions on appeals from Commission actions.

Gambling Bill Dies On Senate Calendar

OBJECTIVES last week to the amended Senate bill to prohibit transmission of gambling information via communications facilities apparently left it to die on the Senate calendar.

The bill, which in its original form had met strenuous opposition from broadcasting groups as its provisions were discriminatory, was passed over Wednesday on the Senate floor.

Chief objects to the amended bill, it was understood, were Sens. John Sherman Cooper (R-Ky.), John M. Butler and J. Glenn Beall (both R-Md.) and Pat McCarran (D-Nev.). All come from states where betting on horse races is legal. At least two other senators objected.

The amended version (S 3542) of the bill removed passages which the broadcasting industry and the FCC had felt were objectionable, and was the result of conferences which included the Justice Dept., FCC, NARTB, Western Union and telephone companies.

The original bill, authored as the amendment by Sen. John W. Bricker (R-Ohio) and sponsored by the Justice Dept., would have required that: (1) broadcasters and others handling news on horse and dog racing prove the information is not being used to circumvent the measure (aimed at preventing a repeti-
tion of a nationwide betting syndicate), (2) only one race broadcast be made each day—with a time lapse of one hour after the event (which broadcasters felt discriminated against radio and TV in favor of newspapers) and (3) FCC file tariffs to implement and enforce the bill's provisions.

SDX Report Attacks Hill's Closed Sessions

A COMMITTEE of Sigma Delta Chi, professional journalistic fraternity, has issued a 26-page report attacking the general practice of secret executive sessions of Congressional committees and signified it will continue its fight against that part of the 1946 Legislative Reorganization Act.

The committee, headed by V. M. Newton Jr., managing editor of the Tampa Tribune and designed to advance the fight for freedom of information urged U.S. Senators to take action to eliminate it from Congress. It questioned particularly those meetings in which national security was not involved. Some 44% of over 3,100 meetings last year were held in secret, Mr. Newton noted.

According to Mr. Newton's report, based on letters to Congress in March, 23 senators declared they favored open meetings unless security is involved. Thirteen others reportedly approved open meetings with certain reservations, while 11 went on record for secret executive meetings. Sixty-six senators responded to the question.

Following is the breakdown compiled in the submitted report, leading with Sen. Hill's favored open sessions where national security is involved:

John Sparkman, Ala.; Lister Hill, Ala.; J. W. Fulbright, Ark.; J. Allen Pears Jr., Del.; Henry C. Fairbank, Ind.; Albert J. Thomas, La.; John F. Kennedy, Mass.; Hubert H. Humphrey, Minn.; Al Gore, Tenn.; Stuart Symington, Mo.; James E. Murray, Mont.; Mike Mansel-
ling, Ohio; George V. Martin, Nev.; Styles Bridges, N. H.; Alexander Smith, N. J.; Clin-

Senators favoring open committee meetings "but with certain reservations":


Senators who indicated they objected "an open-minded attitude toward seeking a reasonable solution to the problem":


Senators "who replied to your Committee's letter but who ducked the issue":


Senators who wrote "that they favored secret executive session of committees":


Senators "who did not reply to your Committee's original and follow-up letters":

LAMB COUNSEL HITS FCC 'RESUME' OF CHARGES BEFORE BRICKER, HYDE

J. Howard McGrath contends the Broadcast Bureau's detailed allegations are not a proper bill of particulars as urged by the Senate Commerce Committee and attacks public disclosure. Sen. Kefauver, confident of Mr. Lamb's loyalty, criticizes FCC's 'blank charge' proceeding in National Press Club talk.

COUNSEL for broadcaster-publisher Edward Lamb complained last week to the Senate Interstate & Foreign Commerce Committee and FCC Chairman Rosel H. Hyde that the Commission's "resume of allegations" in the WICU (TV) Erie, Pa., license renewal case does not make clear what is new about particular allegations and its public disclosure was unfair and damaging.

The renewal bid of Mr. Lamb's WICU goes to hearing Sept. 15 before Examiner Herbert Sharfman on issues alleging Mr. Lamb has lied to the Commission about previous communist associations, which ties he continues to deny. The resume was issued a fortnight ago by the FCC Broadcast Bureau. It purports to cite instances of Mr. Lamb's ties with the communist groups [BWT, Aug. 9].

Issuance of the resume was ordered by the Commission after it received a letter from Chairman John W. Bricker (R-Ohio) of the Senate Commerce Committee urging FCC to provide Mr. Lamb a bill of particulars. Mr. Lamb appeared before the Senate committee to protest Commission's request for a "bill of particulars." Mr. Bricker had subsequently issued an order requiring FCC to supply "names, dates and places" of witnesses, "all such charges," the McGrath letter said "that he made false representations" before the Bricker committee.

"This clearly has no relation to the basic all the publicity, now admits it has no evidence that Lamb was a member of the Communist Party," Mr. McGrath continued.

Noting the resume contained "all of Mr. Lamb's denials of Communist Party sympathy or affiliation made subsequent to his receipt of the charges," the McGrath letter said "there is even included a charge that he made false representations" before the Bricker committee.

"This clearly has no relation to the basic

It is therefore necessary in this proceeding, more so than in any other, that we have the names of proposed witnesses in order to get background information concerning them that we may properly cross-examine. I am sure you are aware of this; that one of the reasons for the discovery method contained in the Federal Rules of Civil Procedure is to enable the parties to litigation in Federal courts to obtain the names of witnesses to be used by opposing litigant. I think you will agree with me that it certainly should be in as good a position before a Federal agency as he is in a Federal court.

On Tuesday, high respect for Mr. Lamb was voiced by Sen. Estes Kefauver (D-Tenn.) during a luncheon talk before the National Press Club of Washington. The Senate committee's senior Rep. Pat Sutton (D-Tenn.) in their state primary, also termed FCC's "blank charge" investigation of Mr. Lamb a dangerous precedent.

Mr. Lamb and Lacey Reynolds, his former correspondent for his Erie Dispatch, several weeks ago filed damage suits totaling $3 million against Rep. Sutton and several Nashville radio stations as the result of the Congressmen's statements on a talkathon during his campaign against Sen. Kefauver [BWT, Aug. 2, July 19].

Sen. Kefauver in June sat in on the Bricker committee hearing on confirmation of Comm. Doerfer at which Mr. Lamb testified (see picture). He later sent the committee a statement for the record expressing his "full confidence" in Mr. Lamb's loyalty and integrity.

Where Rep. Sutton's talkathon remarks went astray, according to the damage suits pending in court at Nashville, was his alleged reference to Sen. Kefauver as the "darling of the left wingers" who returned to Washington to appear in behalf of Mr. Lamb. According to the suits, Rep. Sutton labeled Mr. Lamb a "known communist" and noted Mr. Reynolds, former reporter for the Nashville Tennessean, was working with him (Lamb).

Characterizations 'Very Serious'

Mr. Reynolds told BWT late last week both he and Mr. Lamb consider the characterizations "very serious" and said concerning the suits, "We are going to carry this thing through."

Sen. Kefauver, during the question-and-answer period following his prepared talk at the National Press Club Tuesday, was asked, "Would you comment on the attempt by your opponents in the recent campaign to brand you as a communist sympathizer because of your friendship and association with the broadcaster Edward Lamb, and one of our colleagues, Lacey Reynolds?"

"I think it is unfair to talk about in political campaign statements like that are made," Sen. Kefauver replied concerning Rep. Sutton's talkathon characterizations of Messrs. Lamb and Reynolds. "There was an apology in a rather mild low voice a little bit later on," he added.

"I am very happy to say that I know Mr. Lamb," Sen. Kefauver continued. "Mr. Lamb is a good friend of mine. I think he is a fine American and I have no question about his loyalty whatsoever. I think he has done much for the section where he lives in and unless and until—I think it is very unlikely—he is proven guilty, I certainly would appreciate the high respect for him that I have at this time.

"After paying tribute to Mr. Reynolds and his journalistic record, Sen. Kefauver said: "I think that what I am talking about Mr. Lamb, I might say I think it is a very bad and dangerous precedent that is indicated by the procedure in the FCC merely charging in blank terms without somebody being associated with communists in years before without giving them any specific or any names or anything that they can defend.

"This case to me it's almost as bad to ruin one's business as it is to blankly charge one of personal wrong doing without specific-

Mr. Lamb (l) and Sen. Kefauver . . . at Comm. Doerfer's nomination hearing before Bricker committee.

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Broadcasting • Telecasting
Some things should be small

Take the price of talking to a prospect to move goods *now*. Smart advertisers using broadcast media today spend the least-per-message-delivered by buying *spot radio*, on *key stations*. Compared with any other advertising, the cost is small indeed. A handful of good stations will reach almost everybody. WJR alone, for example, covers some 10% of U. S. buying power. Ask your Henry I. Christal man.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area:
15,000,000 customers
Meets your TV needs

EMSCO engineered towers

Be sure your proposed TV tower is designed specifically to meet your requirements. Get the features you want... with an EMSCO tower design that is unconditionally guaranteed.

EMSCO "Towers of Strength" meet rigid RTMA and AISCI standards. As standard equipment on towers in excess of 500', tower and antenna top are equipped with built-in telephone system providing ground instructions for adjustment, maintenance and repair of electrical equipment. All towers are hot dip galvanized reducing maintenance costs ...insuring long structural life.

For guys or self-supporting towers unequalled for safety...structural rigidity... and economy... specify EMSCO. Prompt delivery is assured.

GOVERNMENT

The charges made, even if later on he is completely cleared, which I am sure will be the result— in the meantime he has been done a great deal of damage on just that charge without any specification, without any names being given and I think that the procedure followed there is a very bad way to treat an American citizen.

"I hoped it would be reversed in line with the recommendations of the Interstate & Foreign Commerce Committee of the U.S. Senate at the time one of the Commissioners was confirmed recently, and I certainly hope that this kind of procedure which I think is just the opposite from everything that we think of as fair play in America, will not be further followed by the FCC or by any other governmental agency."

Meanwhile, FCC's Broadcast Bureau chief, Curtis Plummer, petitioned the Commission last week for "clarification" of its hearing order of June 4 setting forth formal issues and procedure in the WICU renewal case. Mr. Plummer acknowledged that the Broadcast Bureau, according to the order, must proceed first with presentation of its evidence against Mr. Lamb. But he questioned whether in one instance, that pertaining to formal issue No. 2, Mr. Lamb should not bear the burden of proof.

Issue No. 2 seeks "to obtain full information with respect to the allegations made by Edward Lamb et al. in Paragraph 10 of the complaint filed in the U.S. District Court for the District of Columbia in Edward Lamb et al. vs. Rosel H. Hyde et al."

Mr. Lamb's court complaint, which sought to halt FCC's probe [BTC, June 14, May 17], charged:

Only after issuance of the so-called "charges" by the defendants [FCC] did said defendants send to Toledo, Ohio, and Erie, Pa., at least three investigators who have attempted to induce citizens of those communities, falsely to testify that plaintiff Lamb was in fact affiliated or associated with the Communist Party, and in this connection they have offered and caused to be offered at least one bribe for such false testimony.

(a) Said investigators have further said publicly, "We are going to get Lamb and take WICU away from him."

(b) They have unsuccessfully solicited false testimony designed to impair said Lamb's personal reputation and integrity.

The Broadcast Bureau chief asked the Commission to clarify its June 4 order to require Mr. Lamb to proceed first with introduction of evidence on the bribery charges.

Mr. Lamb, before Mr. McGrath's letters to Sen. Bricker and Chairman Hyde, expressed concern over public release of the Broadcast Bureau's resume of allegations. On the afternoon of Aug. 6, the day the resume was disclosed, Mr. Lamb wired the Commission:

Wire services advise FCC so called bill of particulars of charges by unknown persons against me were turned over for publication by Curtis Plummer or his associates before being given to undersigned or counsel. Can I be advised whether this is the fact and whether same was furnished with knowledge or consent of members of FCC.

In a "straight wire collect" to Mr. Lamb on Aug. 9, FCC Secretary Mary Jane Morris replied in part:

Your information is incorrect. Your counsel, J. Howard McGrath, was furnished with four copies of the chief of Broadcast Bureau's resume of basic allegations at approximately 4:50 p.m. Aug. 5, 1954. He was advised that immediately thereafter copies would be filed with the Secretary of the Commission. The copies were so filed shortly before 5 p.m. Aug. 5, 1954. The filed documents did not become public information until approximately 11:30 a.m. on Aug. 6, 1954. You are further advised that at approximately 10 a.m. Aug. 6, 1954, a secretary for Mr. McGrath's office telephoned the Commission requesting an additional 12 copies of the above described document. These copies were promptly furnished.
here's a king size market

The tobacco industry is 'king size' in the Prosperous Piedmont. Planter and producer combine to make the Piedmont section of North Carolina and Virginia the world's largest producer of tobacco and tobacco products.

Payrolls are 'king size' too. The 1,700,000 people reached by WFMY-TV spend two billion dollars each year. They make up a lucrative agricultural-industrial region that is one of the top television markets in the nation. Only WFMY-TV reaches this entire Prosperous Piedmont.

To get 'king size' sales in this 'king size' market, call your H-R-P man today.

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Channel 2
GREENSBORO, N. C.

Represented by Harrington, Righter & Parsons, Inc.
New York - Chicago - San Francisco
Dog Days at FCC

FCC found itself on a quasi-vacation schedule last week, holding its regular meeting Thursday instead of the usual Wednesday, with Comr. E. M. Webster as acting chairman. Also present were Comrs. John C. Doerfer, Robert E. Lee and Frieda B. Hennock, who have no extended holiday plans for the present. Comr. George E. Sterling has returned to Maine on vacation while Chairman Rosen H. Hyde is at home in Idaho until about Sept. 1. Comr. Robert T. Bartley, along with Chief Engineer E. W. Allen Jr., Head Field Engineering & Monitoring Bureau Chief George S. Turner, is on an official Great Lakes ship radio inspection tour.

Comr. Webster leaves today (Monday) for a week’s trip to Los Angeles where he will moderate a vehicular communications panel at the annual West Coast meeting of Institute of Radio Engineers. Comr. Doerfer this week will be in Chicago at an American Bar Assn. meeting. Next week he makes talks to Georgia Assn. of Broadcasters, meeting Aug. 22-24 at St. Simons Island, Ga., and West Virginia Assn. of Broadcasters, Aug. 27-28 at The Greenbrier, White Sulphur Springs, W. Va.

Michigan Congressman Cites Work of RFE and VOA

RADIO Free Europe and the Voice of America have been praised by Rep. Thaddeus M. Machrowicz (D-Mich.), a member of the House Select Committee on Communist Aggression headed by Rep. Charles J. Kersten (R-Wis.).

In a statement introduced into the Congressional Record, Rep. Machrowicz said he had concluded RFE and VOA were doing a good job while in Munich, Germany, with the Kersten group, which he said heard testimony favorable to both from witnesses returned from behind the Iron Curtain. Rep. Machrowicz said he also inspected in person RFE’s facilities.

Boyer, Gilchrist Named To Savings Bonds Posts

HAROLD N. BOYER, former assistant to the director of advertising and promotion, U. S. Savings Bonds Div., Treasury Dept., has been promoted to advertising manager. His responsibilities include radio and tv promotion. Marjorie Spriggs Gilchrist succeeds Mr. Boyer as assistant to Edmund J. Linehan, division director of advertising and promotion. She joined the bond radio unit in 1941 and was chief two years. After a post-war public relations stint, she rejoined the bond division in 1951.

TWO STAY REQUESTS DENIED BY COURT

Court appeals against the grants of ch. 12 to Milwaukee and ch. 8 at Muskogee, Okla., denied. In third action court denies request seeking to dismiss CBS application for ch. 11 in St. Louis.

REQUESTS for stay orders against Milwaukee Area Telecasting Corp. (ch. 12 Milwaukee) and KTVX (TV) Muskogee, Okla. (ch. 8) were turned down last week by the U. S. Court of Appeals in the Third Circuit (Philadelphia)

The court also denied a petition calling for the dismissal of the CBS-KMOX St. Louis application for St. Louis ch. 11.

No reasons were given in any of the three rulings.

Stay in the Milwaukee ch. 12 case was asked by WCAN-TV Milwaukee, operating on ch. 25 (BPT, Aug. 9). The uhf station appealed from an FCC decision and to accept its application to change from ch. 25 to ch. 12. The Commission refused to accept the application on the ground that it was filed after the Milwaukee ch. 12 burden. Since Under FCC rules, no new application may be filed after 30 days before a hearing commences.

The Milwaukee Area Telecasting grant came after competing applicants WFOX and WEMP Milwaukee and Koler Telecasting Co. agreed to merge with Milwaukee Area.

Concurrently with its appeal to the court for a stay order, WCAN-TV lodged a Sec. 67(b)(2) protest against the grant. Last week the Commission denied the WCAN-TV protest on the ground that the grant was made after a hearing.

The protest rule provides that objections can be made only to grants made without a hearing.

Protest Rule Provision

In its denial, the Commission scored the uhf station’s activities in connection with the Milwaukee area grant (WCAN-TV after numerous legal moves was finally admitted as a party in the ch. 6 hearing for Whitefish Bay; it still has an appeal against the allocation pending before the appeals court).

The FCC ruled: "... we agree with MATC’s (Milwaukee Area Telecasting Corp.) contention that Midwest’s (WCAN-TV) applied for the uhf station in an exaggerated campaign to prevent the establishment of any additional television service in Milwaukee. We wish to emphasize that the Commission fully appreciates the role of 'private attorneys-general,' that is, the special status of those who, because of their special interest, are well qualified to bring to the Commission’s or the court’s attention possible contraventions of the public interest. Petitioner’s activities here, however—all patently aimed at delaying or unilaterally grounds—appear to us to fall considerably short of the proper role of such a private attorneys-general. . . ."

Among the allegations WCAN-TV made in its protest against the merged Milwaukee Area grant was that that possible common ownership of 10 tv stations was involved. It also questioned (1) the financial ability of Milwaukee Area to build the proposed ch. 12 station, (2) whether the grantee was the "real party in interest" in the grant and (3) the propriety of the $30,000 payment to Koler Telecasting Co.

The Commission termed these charges "unconvincing," "vague," and "conjectural."

In the Muskogee case, KCEB (TV) Tulsa sought a stay of the FCC decision to grant to Tulsa Broadcasting Co. (KTUL Tulsa) for ch. 8 in Muskogee [BPT, Aug. 9]. It claimed that the proposed KTVX (TV) Muskogee would in fact be a Tulsa station and that this violated the allocation table. Its appeal to the court was from an FCC denial of its protest on the ground that the Muskogee grant came after a hearing. The protest provision in the Communications Act is applicable to grants made without a hearing. Grant to Tulsa Broadcasting Co. came after competing applicants Muskogee Phoenix and Times-Democrat and Ashley L. Robinson withdrew after the beginning of the hearing.

KCEB, which operates on ch. 23, claimed that the Tulsa Broadcasting Co. was promoting its Muskogee station as a Tulsa outlet with "no conversions necessary for uhf. It also claimed an overconcentration of control in that John T. Griffin and family own KTVX, KATV (TV) Pine Bluff, Ark., KTUL Tulsa, KOMA Oklahoma City, KFPP Fort Smith, Ark., and 50% of KWTV (TV) Oklahoma City.

St. Louis Amusement Co., mainly owned by the Fanchon & Marco theatre chain, asked the court to overrule the FCC and order the Commission to dismiss the CBS application for St. Louis’ ch. 11. It argued that CBS was the best qualified of the five applicants, but it claimed CBS already had the limit of five tv stations and was ineligible for uhf.

The Commission refused to accept this reasoning and the court appeal followed. The Commission held that the court appeal was premature, since the hearing was still underway and its final result not yet decided. The court apparently agreed with this viewpoint.

Rulings were made by Chief Judge Harold M. Stephens, Circuit Judge Henry W. Edgerton and Third Circuit (Philadelphia) Chief Judge John Biggs Jr.

In the Milwaukee ch. 12 case, Benedict P. Cottone rerepresented WCAN-TV, J. Smith Henley, the FCC and Harry Plotkin, Milwaukee Area. The Muskogee case was argued by Arthur Scheiner, for KCEB; Stanley Neustadt, for the FCC, and Frank Roberson, for KTVX. Russell Hardy represented St. Louis Amusement Co. and FCC General Counsel Warren Barker, the FCC.

Senate Delinquency Group Hits at Block Programming

BLOCK PROGRAMMING came in for serious criticism in a report released by the Senate Juvenile Delinquency Subcommittee last fortnight.

Sen. Robert C. Hendrickson (R-N. J.) said the report was based on some early answers to queries sent to 152 leading radio- tv editors in the nation.

Although most of the writers defended the industry and opposed any regulatory reforms, heavy criticism was directed at the system of block programming. Some editors said they had "suspicions," but no evidence that horror stories have a deleterious effect on young minds.

Sen. Hendrickson said he was distressed in his letter that "hundreds" of American parents have protested increasing crime and violence on tv, believing that they contribute in some way to juvenile delinquency.

Parents, too, got their share of criticism, one editor saying parents leave their children with the tv set as "a sort of electronic baby sitter" with no guidance. He quoted that while tv is a mass medium and must be so programmed, responsibility should be shared between industry and parents.

Many parents also set a poor example for children by watching "phony wrestling matches and morbid, low-level soap operas," one editor was quoted as saying.

Broadcasting Telecasting

MRS. BOYER MRS. GILCHREST

MR. BOYER MR. GILCHREST

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Keep it moving with

KMOX Supermarketing

The key to success for any product in supermarkets is a combination of aggressive advertising and alert, "heads-up" merchandising...a combination that keeps products jumping from carton to shopping cart in a constant, fast-moving flow.

In St. Louis, that key is KMOX Supermarketing...the most effective advertising-merchandising parlay available in the market. This double-barreled plan combines the flexibility and impact of selling with St. Louis' most listened-to station (KMOX's average audience is 48% greater than the next station's)...plus "heads-up" merchandising in the area's biggest supermarkets. The plan includes 300 stores of the Kroger, A&P and National Tea chains...responsible for 48% of all dollar food volume in the market!

Call us for the complete story of KMOX Supermarketing.

Sources on request.

St. Louis - Represented by CBS Radio Spot Sales KMOX
Flint's famous test has nothing to do with dials and gauges... or with coincidental phone calls. It's simply the tough test of nationwide acceptance that General Motors products pass each year with flying colors. It means that each year GM sells more products to more people. And when GM does that, all of Flint earns more... spends more... because Flint is the largest GM plant city in the world, with a payroll to match. An example? First quarter individual earnings this year were a record $94.98... 21% more than the previous high of 1951.* It's big money... in a big (293,400) market.

Why not make a test of your own in Flint? Let Katz show you how these big paydays can mean big sales when you use WFDF.

*flint C of C figures, 1954

to sell Flint... buy Flint... and that means WFDF

GoVERNMENT

IT'S ALL QUIET ON BRICKER FRONT

Although there is wide speculation in the radio-tv industry, the Ohio Senator has nothing new to announce on his uhf-network probe plans.

WHILE an uneasy industry speculated widely on the reasons for the Senate probe of networks, uhf and other aspects of television broadcasting (BT, Aug. 9), key principals gave no further inkling last week of their choice of counsel or the direction which the investigation might take.

Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee and prime mover for the investigation, said last week he had nothing to announce. The Ohio Republican said that he had been too busy with other matters to do any further work on the subject. Congress has been racing for adjournment, with the possibility it will finish its work this week.

Probe was officially announced by Sen. Bricker two weeks ago when he told Commerce Committee members that he intended having a study made by a special staff, to report to the committee when Congress returns in January.

Post of majority counsel was offered to former Ohio Congressman Robert F. Jones, now with the Washington radio-tv law firm of Scharfield, Jones & Baron. Mr. Jones served as an FCC Commissioner from 1947 to 1952.

Neither Sen. Bricker nor Mr. Jones would comment on the matter.

No Word From Johnson

Sen. Edwin C. Johnson (D-Colo.) said he had nothing to report yet on who the minority representative might be on the three-man special staff. Earlier, Sen. Johnson had said he had someone in mind for the position but that he was waiting to see who Sen. Bricker appointed.

Third man on the probe group will be Nicholas Zapple, committee communications specialist, who will act as coordinator.

Best information is that the special staff will begin work immediately after Labor Day. Whether full-scale hearings will be held, or whether the probe will actually be a "study" with its findings submitted to the full Commerce Committee for further action still remains to be ascertained.

Sen. Bricker warned two weeks ago that no surmises should be made until the special staff had been appointed and had conferred with him.

Although disputed by many observers on Capitol Hill, the conviction seems to be growing in the minds of industry figures that there is a close relationship between the forthcoming Congressional elections and the Bricker probe. It is felt that Republican leaders feel they are not getting a fair break by some network commentators. Involved here, it is understood, is not only the normal GOP-Democratic rivalry, but also the intramural Republican party struggle between the Eisenhower and "Taft" wing.

Some observers claim that Sen. Bricker also has a jaundiced view of networks' impartiality in their handling of his Constitutional amendment aimed at restricting the President's treaty-making power. He feels, these observers believe, that the networks did not give him enough time to "sell" his bill to the American public.
When you schedule a ½ hour program over Mt. Washington TV, you can save up to $250.00 a week—more than enough to buy the best ½ hour syndicated film program available.

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

KNOCKS OFF THREE

WMTW, transmitting from the top of Mt. Washington, covers most of the three states of Maine, New Hampshire and Vermont. Over 445,000 U. S. families live within the WMTW primary coverage area... 224,572 TV sets.

PULLS IN MORE

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach—serves a one and a half billion dollar market—retail sales comparable to the cities of Richmond, Omaha, Akron, and Syracuse combined. On the air in August.

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.
WSIX-AM-TV AMONG FOUR SALES ASKED

WSIX-AM-TV Nashville goes for $800,000 to two local men; Beaman and Baker buy half of WLAC-TV Old Hickory (Nashville); Formby and Smith buy 20% of KTXL-AM-TV San Angelo; Michiana buys WHOT.

TRANSFER applications filed last week for FCC approval included WSIX-AM-TV Nashville, WLAC-TV Old Hickory (Nashville), TN, KTXL-AM-TV San Angelo, Tex., and WHOT South Bend, Ind.

- Two-thirds interest in WSIX-AM-TV was sold to two local Nashville business men for $800,000. New owners, with one-third interest each, are Robert Stanford, lumber and business supplies merchant, and W. H. Chiswell, real estate broker. Louis K. Draughon, present owner and general manager, retains one-third interest and continues as general manager of the stations [BT, July 12].

Consideration is to be in the form of $500,000 cash and $300,000 in debentures.

WSIX-AM balance sheet as of June 1 filed with the application reported its fixed assets at $202,014 and total assets at $441,373. Working capital was listed as $253,592. Profit for Jan.-May, 1954 was reported as $13,071.

WSIX-TV balance sheet as of June 1 reported its fixed assets at $354,973 and its total assets at $553,339. Working capital was listed as $140,758. Profit for the January-June period was reported as $224,623.

- One-half interest in ch. 5 WLAC-TV was transferred to A. G. Beaman and T. B. Baker Jr. Purpose of the sale is to effectuate the merger of the ch. 5 facility, whereby Messrs. Beaman and Baker withdrew the competitive bid of their then owned WKDA Nashville in exchange for the option to buy the 50% interest [BT, Aug. 10, 1954].

Messrs. Beaman and Baker since have sold WKDA to John W. Kluge and associates for $312,500 [BT, May 3, 10].

- At San Angelo, 20% interest in KTXL-AM-TV was sold for about $26,800 to Marshall Formby and Lowell Smith. Purpose of the sale is to obtain operating capital. Mr. Formby is owner of KPAN Hereford, 40% owners of KFLD, two-thirds owner of KSML Seminole and one-third owner of KTUE Tulia, all in Texas. Mr. Smith is a rancher and banker.

- WHOT South Bend was sold by Universal Broadcasting Co. to Michiana Telecasting Corp. for $140,000. Michiana is owned by Notre Dame U. WHOT and Michiana were in competitive hearing for a new tv station on ch. 46 at Notre Dame, Ind. Michiana was favored in an initial decision for the ch. 46 facility after introduction into the record of the sale agreement [BT, July 26, Aug. 2].

Universal Broadcasting is operator of WISH-AM-TV Indianapolis, WANE Ft. Wayne and WHBU Anderson, all in Indiana.

FCC Approves Sales Of Seven Properties

TRANSFERS receiving FCC approval late last week included KCRI-AM-TV Cedar Rapids, Iowa, WGUY-AM-FM Bangor, Me., WPCH Pittsburgh, KCKV-KVVG (TV) Valley City, Calif., KVSP and KFYO-AM-TV Lubbock, Tex., and KGNC-AM-TV Amarillo, Tex.

- Full ownership of KCRI-AM-TV was purchased for $101,500 by the Cedar Rapids Gazette, former 30% owner of the stations. The newspaper buys the 70% stockholdings of 11 other principals, including motion picture exhibitor Byron N. Blank and Harrison E. Spangler, former Republican National Committee chairman [BT, July 19].

- WGUY-AM-FM was sold by Murray Carpenter to Sherwood J. Tarlow for $17,000 plus a four-year lease at $375 per month. Mr. Carpenter will retain the studio building and FM transmitter site, both needed for television. He is associated with WLBZ Bangor in the ownership of ch. 2 WTWQ (TV) at Bangor. The ch. 2 grant was conditioned on his disposal of WGUY [BT, June 21].

Mr. Tarlow is owner of WHIL Medford, Mass., and is applicant for new am stations in three Massachusetts cities—Beverly, Newburyport and Plymouth.

- WPCH was sold by Pittsburgh Broadcasting Co. to John Kluge and associates for $37,000 and assumption of notes for $109,931. Mr. Kluge is associated in the ownership of WGAK Silver Spring, Md., WLOF Orlando, Fla., KXLM St. Louis, WKDA Nashville, and Mid Florida Television Co., applicant for ch. 9 at Ocala.

- KCKK-KVVG (TV) was sold by Sheldon Anderson for $175,000 and assumption of liabilities not to exceed $478,000. The purchasing group consists of Cordell W. Fray, tv and motion picture producer; Byron J. Walters, Los Angeles municipal court judge, and Milton M. Stewart, in the building industry.

- KVSP-Lubbock was sold to Gray-Frankly
QUESTION: What do the Kansas City, Omaha, Syracuse and Phoenix markets have in common?

ANSWER: They’re all served by a Meredith® Television Station!

Yes, in four important markets there’s a Meredith® Station eager to serve you!

You can depend on a Meredith® Station for:

■ Up-to-the-minute equipment

■ Top-notch production "know-how"

■ Sales results

MEREDITH® TELEVISION STATIONS

KCMO-TV KANSAS CITY, MO.
WHEN-TV SYRACUSE, N. Y.
KPHO-TV PHOENIX, ARIZ.
WOW-TV OMAHA, NEBR.

KCMO-TV, WHEN-TV & KPHO-TV represented by The Katz Agency • WOW-TV represented by Blair-TV, Inc.

*Meredith Television Stations Are Affiliated with Better Homes and Gardens, and Farming Magazines
UHF'ERS BRISTLE AT FCC'S PROPOSAL FOR UHF SATELLITE, 'BUDGET' OUTLETS

Uhf Tv Assn. says it's ready to 'authorize proceedings before the FCC and in court, if required,' while Uhf Tv Industry Coordinating Committee officials meet in Washington to discuss 'implications.'

REACTION came quickly last week from uhf quarters to FCC's new plan to consider on a case-by-case basis applications for uhf satellites and 'budget' stations which would not originate local programs. The reaction: opposition.

The board of directors of the Uhf Television Assn., one of two uhf industry factions, went so far as to "authorize proceedings before the FCC and in court, if required."

Officials of the other uhf group, the Uhf Television Industry Coordinating Committee, met in Washington over the weekend following FCC's brief notice of Aug. 5 and reportedly were concerned over the "apparent implications" of also allowing uhf satellites to vhf stations. But this group's leadership has adopted a wait-and-see policy pending further conferences with Commission representatives to clarify the new orders.

In brief, FCC announced that after Sept. 1 it will consider applications on a case-by-case basis for new uhf stations which will not be required to telecast local programs (Bet, Aug. 9). These might be satellites of existing uhf—or vhf—stations or independent "budget" operations.

In cases where the new outlets are satellite to an existing station and located in adjacent communities, FCC said it would waive its duopoly rule if good cause is shown. In all other respects, the new stations must meet FCC rules and standards. These include the multiple ownership rule and various technical standards of tv coverage and power.

FCC indicated the whole purpose of the plan is to help uhf development by enabling uhf stations to expand their coverage with satellites so as to equal vhf coverage. A secondary benefit would be to allow vhf stations to fill in the holes in their areas by using uhf satellites, presumably where the expansion would not harm existing uhf.

Another purpose is to facilitate development of some form of uhf tv service in markets which otherwise could not support a station for some years to come.

Comr. Frieda B. Hennock, however, didn't go along with the Commission majority. In a dissent as long as the majority statement was short, Comr. Hennock held the plan rings the death knell for uhf since it allows entrenched vhf interests to "gobble up" uhf facilities and smother uhf competition by duplicating top quality network shows. Her parallel: the history of fm.

Uhf Tv Assn., headed by Lou Poller, operator of ch. 25 WCAN-TV Milwaukee, indicated particular objection to the provision of the Commission's notice on waiver of the duopoly rule, Sec. 3.636(4). The rule forbids common ownership of tv stations which overlap their primary coverage areas.

"Without Prior Notice"

"This action of the Commission was taken without prior notice or opportunity for hearing as a mere statement of policy involving no suggestion of rule-making proceeding," the UHFTA statement said. "It is vitally important to tv broadcast operation and the development of a nation-wide competitive television broadcasting system on the ultra high frequencies."

UHFTA continued, "One of the greatest virtues of the uhf band sufficient to overcome the embryonic state of the transmitters and receivers and requirements of higher power, is the large number of available adjacent frequencies. We told Congress [Senate Commerce subcommittee] uhf that only in the uhf band were there enough channels without interference to supply a fully competitive system of national networks and local stations throughout the country."

"The proposed policy strikes this solution of the monopoly question in its vitals. Under the guise of the authorization of new uhf stations, it appears that the Commission now proposes that an existing metropolitan station may consume from one to four or more uhf frequencies in one or more market areas to offer only one program through satellites."

"There is no limitation stated as to the nature of the proposed satellite facilities except that they would be on a different frequency than the parent station. A uhf frequency would be consumed with a 1,000-w satellite."

Prepared by Washington radio-tv attorney William A. Roberts, UHFTA general counsel, the association's statement gave the following "possible effects" of the proposal:

(1) Key uhf frequencies available for elimination of intermittence will be consumed without material public benefit. (2) Merchants in cities adjoining metropolitan centers will be deprived of economical local advertising time in which to develop their business. (3) Independent uhf...

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Taking the wheel of Hudson Motor Car Co.'s "Italia," N. K. VanDerzee, V.P. in Charge of Sales, explains:

How a new Hudson avoids traffic problems!

"Here is the new Italia—a look into the future and the latest member of the Hudson family which includes the Hornet, the Wasp, and the Jet," says N. K. VanDerzee.

"But new design naturally creates new traffic problems—in the factory. It's a big job to prevent parts shortages from stalling assembly lines. Air Express is a tremendous help.

"As our Traffic Department puts it: One phone call, and it's a load off our minds. Air Express delivers in a matter of hours. This dependable speed gives us the safety margin we need to keep production rolling. We handle about 2,500 lbs. a month by Air Express. Naturally, we're thinking about speed. But our records show that most of our Air Express shipments also cost less than they would by any other air service!

"Add to this the country-wide coverage and Air Express' ability to pinpoint shipments in transit, and you have some idea of why our Traffic Department turns to Air Express for our most urgent traffic.

"We in Sales are proud of our reputation for on-time deliveries of new cars. In large part, we owe that reputation to our Traffic Department—and Air Express."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express
GETS THERE FIRST via U.S. Scheduled Airlines
Duck Soup!

Easy to make sales in the vast Intermountain Market?
You bet! It’s duck soup — if you advertise on KSL-TV. This area station now includes in its primary area alone 650 thousand people, who annually spend almost a billion dollars.

For more return on your advertising money, the easy way, use . . .

KSL-TV
SALT LAKE CITY
Represented by CBS-TV Spot Sales

Serving 39 counties in four western states
KCBD
RADIO - TELEVISION
NBC
LUBBOCK, TEXAS
ANNOUNCES THE APPOINTMENT OF
Paul H. Raymer Company INC.
AS THEIR NATIONAL REPRESENTATIVE
BRYANT RADIO AND TELEVISION, INC.
mission to institute an investigation of the practices complained of and to issue a cease and desist order enjoining American Broadcasting Corp. from any of the acts of which you complain.

The Commission has carefully considered your letter and reply. We do not believe that the facts before us warrant an investigation by this Commission as requested in your letter.

UHF-ITA concluded: "In the light of this attitude, what restraints are there upon unfair trade action to the detriment of the use of uhf?"

The officials of UHF Television Industry Co-ordinating Committee who met in Washington to study the FCC notice were Harold H. Thoms, chairman, and Fred Weber, vice chairman. They met with counsel Benedict P. Cottone.

Mr. Thoms is operator of channel 12 WISE-TV Asheville, N. C., and part owner of ch. 57 WOCG-TV Greenboro, N. C. Earlier this week his WEAM Arlington, Va., petitioned FCC to dismiss its bid for ch. 20 at Washington, D. C., in competition with WGMS Washington, citing multiple vhf stations operating there (see adjacent story).

Mr. Weber is manager of suspended ch. 46 WPFG-TV Atlantic City, which is asking FCC to allow installation of a directionalized vhf station there.

Sugg on Weather Committee

P. A. SUOG, executive vice president and manager of WKY-AM-TV Oklahoma City, has been appointed chairman of the Advisory Committee on Weather Services to the Secretary of Commerce. The committee will study weather service now being made available to the general public through the U. S. Weather Bureau, and make recommendations for improved service where necessary.

EXPECT CH. 20 TO WGMS AS WEAM DISMISSES BID

PROSPECT of an initial decision which would grant ch. 20 to WGMS Washington appeared last week as suburban WEAM Arlington, Va., petitioned FCC to dismiss its competitive bid for the uhf assignment. Comparative hearing is pending before Examiner H. Gifford Fron.

WEAM explained its reasons for withdrawal as follows:

Petitioner has carefully studied the uhf television situation and has concluded that the prospect of building a uhf station in a metropolitan area with four established vhf services is so bleak that it has decided to withdraw. The recent hearings before the Communications Subcommittee of the Senate Committee on Interstate & Foreign Commerce, conducted by Senator Potter, have revealed that wherever uhf must compete with vhf for listeners and programs, the disparity is so great that uhf cannot survive. Furthermore, it appears that the prospects of obtaining programs of sufficient quality and quantity for petitioner's proposed station.

WEAM is owned principally by Harold H. Thoms, chairman of the UHF Television Industry Co-ordinating Committee (see story, page 62) and chief owner of ch. 62 WISE-TV Asheville, N. C. He also is part owner of ch. 57 WOCG-TV Greenboro, N. C.

WOOK Washington holds permit for ch. 50. Other uhf assignment there is reserved educational ch. 26.

Senate Bill Seeks Ways To Simplify Agencies' Rules

A BILL passed by the Senate last week would put into action machinery to simplify and make more uniform the rules of practice before the various federal agencies.

Passed by the Senate on a call of the calendar, the bill calls for a nine-man commission to formulate general rules of practice and procedure for administrative agencies. The rules would be submitted to Congress by the Attorney General for review.

The bill (S 17) now goes to the House.

The commission would include the chairman and ranking minority member of the Senate and House Judicial committees, one of the assistant attorneys general, the head of an independent agency designated by the President, a dean of a law school and a practicing lawyer versed in federal administrative law and representative of the legal profession.

The rules would not abridge, enlarge or modify "substantive powers or limitations respecting any agency nor may they provide or withdraw authority to hold hearings or to issue compulsory process." They would not deal with qualifications or requirements of persons practicing before agencies.

The bill calls for $25,000 for the commission, which would collaborate with advisory groups representing government agencies and private or professional interests.

St. Louis Hearing Delayed

THE HOTLY litigated St. Louis ch. 11 tv contest, scheduled to commence testimony today (Monday) before FCC Examiner Thomas Donahue, has been postponed until Friday because of conflicts among counsel with other proceedings. Applicants will present their cases, it was reported, in this order: St. Louis Telecast Inc. (WEW), St. Louis Amusement Co., CBS (KMOX), 220 Television Inc. and Broadcast House Inc. (ch. 36 KSTM-TV, suspended).

Broadcasting • Telecasting
BIG REASONS
why you should buy
WNHC-TV new haven

- Population — 3,187,684
- No. of Families — 940,989
- Retail Sales — $4 billion
- Drug Sales — $112,863,000
- Food Sales — $1,076,130,000
- Family Spendable Income — $6,178
- Only VHF in Connecticut
- Set Count — 702,032
  (at 100,000 watts)

REPRESENTED BY KATZ

WNHC-TV
RADIO TOO!
NEW ENGLISH'S FIRST COMPLETE BROADCASTING SERVICE
316,000 WATTS
Channel 8
NEW HAVEN, CONNECTICUT

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Johnson's Try to Restore Baseball Rule Falls Short

SEN. Edwin C. Johnson's bill to restore baseball's Rule 1 (d)—passed over by the Senate during the first session of the 83rd Congress last year—met the same fate last week as a hurrying Senate left it to expire on the books.

During a whirlwind session last Wednesday—when the Senate acted on some 400 calendar measures—the bill (S 1396) was passed over after several shouted objections from the floor. Among the objectors was Sen. George A. Smathers (D-Fla.)

The Colorado Democrat's measure would have restored baseball's former rule prohibiting broadcasts or telecasts of major or minor league games within a radius of 30 miles of a home park. Two members of the Upper House, Sens. Everett Dirksen (R-Ill.) and Russell B. Long (D-La.) were largely instrumental in having the bill smothered last year [BT, July 20, 1953].

Sen. Johnson originally had expected his bill to pass with little trouble, but an alerted radio-television industry and the NARTB quickly brought pressure to bear against it.

Copyright Bill Passed Over

AMONG BILLS passed over by the Senate on a call of the calendar last week was a measure to amend U. S. copyright laws to conform to the 1952 Geneva International Copyright Convention. It had been approved by the House the week before [BT, Aug. 9].

It would protect U. S. authors from pirating in countries signing the international agreement and specifies an international copyright symbol.

Goodbyes to Johnson

THE SENATE Commerce Committee gave a farewell luncheon to Sen. Edwin C. Johnson (D-Colo.) last Thursday in the committee rooms in the Capitol. Sen. Johnson, senior Democrat and former chairman of the committee, is retiring in January after three consecutive terms in the Senate to run for the governorship of Colorado. Sen. Johnson served four terms in the Colorado House of Representatives, one term as lieutenant governor and two terms as governor of his state.

USIA Appoints Raymond Guy To Broadcast Advisory Unit

RAYMOND F. GUY, NBC manager of radio and allocations engineering since 1929, has been appointed to the Broadcast Advisory Committee, Theodore C. Streibert, director of the U. S. Information Agency, said last week.

Broadcast Advisory Committee, of which Judge Justin Miller is chairman, functions within the framework of the U. S. Advisory Committee on Information. and advises USIA on international information activities in radio, television and related fields.

The appointment of Mr. Guy, a veteran of 38 years in radio, brings BAC's membership to 11.

Said to have had the longest continuous experience of any broadcast engineer in the world, Mr. Guy started as a ship's radio operator and in 1916-17 was radio officer and inspector for Marconi Wireless Telegraph Co. In 1921 he joined WIZ (now WABC New York). From 1924-29 he was with RCA's engineering and research laboratories.

He is chairman of NARTB's Television Engineering Advisory Committee and vice president of Radio Pioneers. He was president of IRE in 1950-51. He belongs to Television Broadcasters Assn., Veterans Wireless Operators Assn., Society of Professional Engineers and Radio Executives.

FCC Favors WCBI Changes

WCBI Columbus, Miss., operated by Birney Imes Jr., was favored in an FCC initial decision last week for improved facilities. Examiner Claire W. Hardy proposed to grant the station a change from 250 w on 1340 kc to 1 kw day, 500 w night on 550 kc, directional. WCBI a fortnight ago received permit for a new tv station there on ch. 4 [BT, Aug. 2].

AEC Tour Pre-Filming Plan

TELEVISION, newsreel and still photographers were allowed a week in advance to film their coverage of the Atomic Energy Commission's unclassified press tour of its National Reactor Testing Station in Idaho Falls, Idaho.

The press tour is scheduled Friday. Photographers shot their film last Thursday, the AEC said.
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.

**WKMH**
**DEARBORN**
5000 Watts
(1000 WATTS — NIGHTS)

**WKHM**
**JACKSON**
1000 Watts

**WKMF**
**FLINT**
1000 Watts
WFPG-TV ASKS FCC DISCARD TV TABLE

Atlantic City's ch. 46 station petitions for the allocation of ch. 8 there while recommending discarding of tv allocation table and consideration of each application on its merits.

ALL-OUT recommendation that the FCC discard its tv table of allocations and act on applications on a case-by-case basis was made Friday by WFPG-TV Atlantic City, N. J.

Suggestion was made in a formal petition to the FCC by WFPG-TV, which ceased operating on ch. 46 last May, for the allocation of ch. 8 to Atlantic City, using a directional antenna to protect WGAL-TV Lancaster, 110 miles away.

WFPG-TV admitted that there will be some interference to WGAL-TV, but declared that this 3,744 sq. mi. Grade B overlap area (with population of almost one million) also received signals from WDEL-TV Wilmington, Del. Both tv stations are owned by J. F. and J. Hale Steineman and are NBC affiliates.

Petition was filed for WFPG-TV by former FCC General Counsel Benedict P. Cotton and former FCC Broadcast Bureau Rules and Standards Chief Arthur Scheiner. Mr. Scheiner played a major part in writing the FCC's 1952 Sixth Report and Order which ended the four-year-long freeze and established the nationwide allocations table.

The Atlantic City station's petition details the criteria used by the Commission to determine its allocations plan. It also analyzes the results of the Commission actions in following these guidelines and says they have not been successful.

For instance, it points out, the State of New Jersey, which ranks eighth in population, has only 14 tv assignments, of which only one is vhf (WATV [TV] Newark, N. J., part of the New York metropolitan area). Six of the 14 assignments are educational, WFPG-TV emphatically.

This is compared to Texas, ranking sixth in population with 183 tv assignments, of which 51 are vhf, and Michigan, seventh in population with 20 vhf.

When the nationwide allocation breaks down

KFJZ Bid in Clear

INTENTION of Fort Worth Television Co. to withdraw from the Fort Worth ch. 11 tv contest, leaving clear the bid of Texas State Network's KFJZ there, was reported by Mr. J. B. Shaffer, who was present a year ago in the local Star-Telegram. The paper quoted Fort Worth Television principals Raymond O. Shaffer and associates as withdrawing in order to expedite additional tv service there without lengthy litigation and "several years delay."

Gene Cagle, KFJZ president, was reported pleased with the decision of his competitor and estimated "we will be on the air by early next summer. Our plans are all ready to go." It is understood KFJZ will reimburse Fort Worth Television for expenses incurred to date but the formal agreement is not being worked out until this week. The ch. 11 hearing is scheduled before FCC Examiner Annie Neal Hunting Thursday.

Making it Legal

BILL to incorporate the Foundation of the Federal Bar Association [BFT], Aug. 9, was passed by the Senate last week and has gone to the President for his signature. Measure (HR 9882) was drawn by an FBA committee headed by Justin Miller, former NARTB chairman. In addition to Mr. Miller, FCC Comr. John C. Doerfer also is an incorporator. The Foundation is for the purpose of permitting the FBA to own its own building which will house the organization's library and offices. Mr. Miller is a past president of FBA.

as it has in New Jersey, the petition says, the Commission should consider each application on its own merits and if the public is better served, grant it without regard to the allocation table or mileage separations. If directional antennas will permit equalization of facilities they should be permitted, the petition declares.

In answer to the oft-repeated protest of FCC officials that they cannot authorize DAs in tv because no data are available, the WFPG-TV petition claims that until tv directional arrays are authorized, there can be no data. It estimates that a tv directional antenna system can be constructed for a 5 kw transmitter for about $140,000. It also calls attention to the stations using directionals in am today.

The Atlantic City station asks that the Commission change its rules to permit the use of directional antennas provided 1) that interference is no greater than permitted under present regulations, and 2) if interference is greater than now permitted, the Commission should still permit its use where it results in a more equitable distribution of tv facilities or where the interference does not diminish the number of equitable services received by the public.

Under present regulations, directional antennas are not given for tv—except where a slight modification of an omnidirectional pattern is permitted to more adequately cover an irregular service area.

During the hearing on uhf before Sen. Charles E. Potter (R-Mich.) and his Senate Commerce subcommittee on communications a number of witnesses urged that the FCC permit the use of directional antennas, that additional uhf channels could be used in some of the more troublesome intermixed markets.

Senate Drops Foreign Bill

THE SENATE bill to require foreign agents making radio or tv broadcasts or writing published article to identify themselves and their foreign principals [BFT, Aug. 9], was passed over by the Senate last week on a call of the calendar.

The bill (S 521), introduced by Sen. Everett M. Dirksen (R-Ill.), was passed over by request of Sen. Robert C. Hendrickson (R-N. J.).

Two Fm Applications Filed

APPLICATIONS for a new Class B fm station at Albuquerque, N. M., and Atlanta, Ga., were filed with the FCC last week. The application of CBS slowcasting Co. filed for ch. 242 (96.3 mc) with ERP of 1.36 kw at Albuquerque. The Commission later returned this application as it was passed over by the Senate. The bid of Glenkaren Associates Inc. for ch. 225 (92.9 mc) with ERP of 10.878 kw.

Broadcasting • Telecasting
Yes, sir...Mr. Time Buyer...$90,000,000 is ready NOW for picking in the Lower Rio Grande Valley...dollars that are coming from this year’s cotton crop NOW being harvested. Will your client get his share of this $90,000,000?? Few Time Buyers realize this rich Lower Rio Grande Valley is the nation’s 63rd market...and the fifth market in Texas. Few take advantage of its vast potential. The 378,000 people in the Valley have a combined effective buying income of $350,000,000. Farm incomes in this fertile valley average $12,500 a year per farm family, and last year over $284,080,000 was spent in retail sales.* Start getting your share of the nation’s 63rd market today.

* Sales Management.

Wire Collect for Full Details

---

63rd Market in the U. S. with an E. B. I. of $350,000,000 (Effective Buying Income)

---

KGBT AM-TV
CBS AM-TV channel 4
Rep. by John E. Pearson Co.

KRGV AM-TV
NBC AM-TV channel 5
Rep. by Paul H. Raymond Co.

---

Broadcasting • Telecasting
August 16, 1954 • Page 69
NARTB DISTRICT MEETS OPEN SEPT. 9; TO STRESS UNITY, SALES, PROGRAMS

The 17 meetings will emphasize informal swapping of ideas rather than formal speeches, with guest panelists at each session.

NARTB will open its annual district meeting series Sept. 9 with a board-specified theme designed to solidify industry unity and to improve selling and program techniques.

While details of the 17 separate meetings haven't been completed by district directors and NARTB Washington headquarters, the general pattern has been developed. Following board instructions, the meetings will be long on informal swapping of ideas and short on formal speeches.

An idea tried out last year—use of industry executives from outside the district will be used on a broader basis in the autumn series. Last year a tv station manager from the Tv Board membership appeared at each meeting as a guest television speaker and panel director. The plan was well received, prompting the board to direct both radio and tv guest panelists at each 1954 district meeting.

The result will be radio and tv roundtable sessions at which delegates can kick their favorite topics around—much of the time behind closed doors. The plan is designed to draw participation of all delegates, with both radio and tv members joining the discussions.

At the opening meeting (Somerset Hotel, Boston) District 1 Director Herbert L. Krueger, WTAG Worcester, Mass., will have E. R. Vadeboncorne, WSYR Syracuse, as radio guest and Clair R. McCollough, Steinman stations, as television guest. Mr. Vadeboncorne is director of the neighboring District 2. Mr. McCollough is chairman of the NARTB Tv Board.

At the afternoon session of the first day Mr. Vadeboncorne is to discuss some of the problems facing radio broadcasters, bringing them information and industry developments and techniques and then participating in the radio panel discussion.

John F. Meagher, NARTB radio vice president who will attend all 17 meetings under present plans, will lead what has been described at NARTB as "a real business hustle." Program framers are working on a way of continuing this discussion into the second day, taking the first-day discussion and drawing out concrete ideas on management methods and station-industry problems.

Director Krueger will open the first of the meeting series Thursday morning, Sept. 9. After naming of committees and other routine business matters, the meeting will go on to operate problems. Ralph W. Hardy, NARTB national relations director, will base his part of the meeting on constructive ways of running a station and in addition will discuss ways of meeting destructive criticism and unwarranted attacks from pressure groups.

One NARTB manager of employee-employer relations, will cover station organization problems and management trends, along with personnel relations. Mr. Tower will have operating data based on a nationwide survey of radio-tv stations. This survey is nearing completion. William K. Trenyor, NARTB station relations manager, will attend the meetings.

NARTB President Harold E. Fellows will addresse the Boston luncheon on opening day, although in some districts his talk will be heard at a dinner meeting. In view of the unprecedented mass of government problems facing the industry and the attacks from all directions, Mr. Fellows will emphasize the special need at this time for a solid industry front.

The unity theme will deal with the competitive problems of radio and tv in the media field, relating them to their common danger if they go separate ways and fail to team up in meeting attacks designed to splinter the electronic media. He will discuss the growth of state associations and their contribution to industry welfare and show how local, state, regional and national cooperation can head off lies, false charges and prejudicial government action.

The second day's agenda hasn't been nailed down but it likely will open with a recapitulation of the opening afternoon discussion. A feature of the second day will be a tv round-robin discussion, following the pattern of the radio session. The guest tv speaker will preside and at several meetings may be flanked by NARTB headquarters tv specialists. The district business session is scheduled at noon.

Theme of the tv discussion will be "How to Run a Profitable Tv Station." After Mr. McCollough's appearance the New England district, the role will be taken Sept. 14 in District 2 (N. Y., N. J.) by Bernard Renx, WJSJ-Tv Winston-Salem, N. C., for many years an NARTB board member. The Dis-

5.5 Billion Impressions Contributed By Radio-Tv in Support of Ad Council

RADIO and television, along with transportation advertising, were singled out in the 12th Annual Report of The Advertising Council as the media that had broadened their coverage of council public service messages during the year ended March 1, 1954. It was noted in the report released last week that radio had stepped up its coverage through increased distribution and use of special radio station kit material. Regular weekly radio support was given to 17 top-priority campaigns, the report stated, with circulation through network programs alone amounting to 5.5 billion home impressions (according to A. C. Nielsen Co.). The figure, it was pointed out, does not include "broad and consistent nationwide coverage" given by every radio station in the country and by ABC, CBS, NBC and Mutual.

The report said television circulation given to campaigns by sponsored network programs alone in 1953 was up 61% over 1952 and 247% over 1951. Total for 16 major campaigns and 18 other causes was said to amount to 3 billion home impressions (Nielsen figures).

Trades also was paid to 18 advertising agencies which contributed a total of 25 volunteer teams of copy writers, artists, account executives and radio-television copy writers who worked on Council materials, including radio and television.
YOU MIGHT RUN THE MILE IN 3 MINS., 58 SECS.*—

BUT . . . YOU NEED WJEF RADIO TO BREAK RECORDS IN GRAND RAPIDS!

WJEF serves 116,870 radio homes in the Metropolitan Grand Rapids Area. Conlan figures show that WJEF gets 9.6% more evening listeners than the next station, 25.2% more afternoon listeners and 12.6% more morning listeners. Yet WJEF actually costs less than the next station, at any time—and is CBS, too!

Let Avery-Knodel give you all the facts on WJEF—Grand Rapids' top radio buy.

The Felzer Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>WJEF</td>
<td>29.6%</td>
<td>30.8%</td>
<td>33.1%</td>
</tr>
<tr>
<td>B</td>
<td>26.3</td>
<td>22.8</td>
<td>28.6</td>
</tr>
<tr>
<td>Others</td>
<td>44.1</td>
<td>46.4</td>
<td>28.3</td>
</tr>
</tbody>
</table>

* John Landy set this world's record in Finland, in June, 1954.
TRADE ASSNS.

district 2 radio speaker has not been announced. District 2 meets at Lake Placid Club, in northern New York State.

The District 3 (Pa., Del., Md., W. Va.) meeting will be held Sept. 16-17 at the William Penn Hotel, Pittsburgh, with George H. Clinton, WPAJParkersburg, W. Va., presiding as district director. In general his meeting will follow the schedule of the first two sessions. Mr. Essex will be the television guest speaker.

James H. Moore, WSLS Roanoke, Va., will preside as his district (No. 4, N. C., S. C., Va., D. C.) meets Sept. 20-21 at the Cavalier Hotel, Virginia Beach, Va. Gov. Thomas B. Stanley, of Virginia, has been invited to the meeting. District 4 will not have a luncheon meeting the opening day. President Fellows will speak at the dinner slated that evening.

During the District 4 tv day a panel of delegates from each of the three states and D. C. will participate. It will represent vhf and uhf equally. Director Moore is setting up a two-day entertainment program for wives of delegates, including beach-club events and a tour of a battleship.

John Fulton, WQXI Atlanta, District 5 (Ala., Fla., Ga., P. R.) director, will be in charge of the Sept. 27-28 meetings to be held at the Daytona Plaza Hotel, Daytona Beach, Fla. His meeting will complete the East Coast leg of the series, with the itinerary moving to Little Rock, Ark., Sept. 27-28 where Director Henry H. Clay, KWKH Shreveport, La., will be in charge of the District 6 (Ark., La., Miss., Tenn.) meeting.

The series moves next to Louisville and on to Detroit, Lake Delavan (Wisc.), Omaha, Minneaplois and through the Midwest and Mountain States to the West Coast. The series will wind up Oct. 18-19 at Spokane, Wash. (see complete schedule of meetings in UPCOMING, page 125).

BAB Backs Radio To Reach Consumers

RADIO’s advantages over the newspaper as the only advertising medium capable of reaching all consumers and its effectiveness in pushing food and other products were outlined to station and agency executives at BAB clinics in the Midwest last week.

BAB representatives carried the “radio gets results” theme to Milwaukee and Chicago in back-to-back sessions. relating statistics vital to each of the markets and showing how radio can be used to better advantage over newspapers. Clinics were held Monday and Tuesday, with speakers including David Kimble, BAB director of local promotion, and Norman Nelson, director of national promotion.

“Radio advertising is essential to advertising of food products,” Mr. Kimble reminded Chicago executives at the Blackstone Hotel, because it’s the only way you can reach everybody. The grocer already has a 100% market, he said. In Chicago, he noted, radio saturation is 98.7% among 1,794,000 families. Newspapers boast 82% but can’t reach 324,000 families, while tv is 83% and can’t reach 306,000 families. Grocers account for about 30% of the overall $1.5 billion spent annually on local radio advertising.

Mr. Kimble reported some 4,437,500 radio sets in metropolitan Chicago, with some 1,774,490 radio homes—representing twice as much as the circulation of all four local newspapers combined. Chicagoans spent $28 million on 699,388 new radio receivers in 1953. They listen 30,069,000 home hours each week, with the bulk of their sets outside the family living room.

In the Chicago metropolitan area are 839,000 kitchen radios which grocers can use to reach the housewife at the point of cooking. He reported 680,000 kitchen and 648,000 bedroom sets in use each day. He claimed over one million car radios in the area, noting that 76% of all traffic to supermarkets is done by automobiles, and that over 330 supermarkets and grocery chains are using radio successfully.

Mr. Kimble stressed that multiple listening is still largely “unexplored” in radio. Audiometers or other devices because listening is scattered over the household and outside the home. Radio’s story, he emphasized, is that it reaches everybody, its cost is small, the grocer can afford repetition and saturation and radio works.

In Milwaukee, Mr. Kimble made a presentation on the use of radio by soft drink companies. Other Chicago sessions included a presentation by Mr. Nelson on automotive successes and discussions of creative selling and commercials.

Montana Stations to Meet

FALL MEETING of Montana Radio Stations Inc. will be held Aug. 28-29 at Flathead Lake Lodge, Big Fork. Walter E. Watsstaff, KIDD Boise, Idaho, NARTB director for District 14, will discuss NARTB’s membership campaign. John F. Meagher, NARTB radio vice president, will speak on the importance of state associations. FCC Chairman Rosel Hyde has been invited to the meeting. Beach barbecue and lake cruise are scheduled, according to Ian Elliot, KRFK Miles City, MRSI president. Ken Nybo, KBMY Billings, past president of MRSI, will be chairman of the resolutions committee with Don Trelor, KGEZ Kalispell, in charge of arrangements.

Doerfer to Address GAB

FCC COMR. John C. Doerfer will address the Aug. 22-24 meeting of the Georgia Assn. of Broadcasters to be held at King & Prince Hotel, St. Simons Island. Others on the agenda include John F. Meagher, NARTB radio vice president; Julian T. Rivers, advertising manager of Davis, Tom & Co., and E. Frank Jarman, general manager of WDNJ Durham, N. C., and NARTB board member for medium stations.
Yes, new homes do mean new markets! Buying minded markets! And, in Tulsa, new homes are being established at an astounding rate. Herewith are the accurate figures as supplied by Tulsa's utility services:

<table>
<thead>
<tr>
<th>YEAR</th>
<th>ELECTRICITY</th>
<th>GAS</th>
<th>WATER</th>
<th>TELEPHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>67,422</td>
<td>62,895</td>
<td>53,062</td>
<td>98,274</td>
</tr>
<tr>
<td>1951</td>
<td>71,572</td>
<td>66,610</td>
<td>57,280</td>
<td>104,343</td>
</tr>
<tr>
<td>1952</td>
<td>75,420</td>
<td>70,039</td>
<td>60,310</td>
<td>112,790</td>
</tr>
<tr>
<td>1953</td>
<td>78,955</td>
<td>73,576</td>
<td>63,743</td>
<td>117,701</td>
</tr>
<tr>
<td>1954 (June)</td>
<td>80,539</td>
<td>74,957</td>
<td>66,585</td>
<td>120,128</td>
</tr>
</tbody>
</table>

And, herewith are the latest available Pulse figures for Tulsa:

**PULSE, MONDAY - FRIDAY SHARE OF AUDIENCE, TULSA, FEBRUARY, 1954**

<table>
<thead>
<tr>
<th>Station</th>
<th>6 am - 12 noon</th>
<th>12 noon - 6 pm</th>
<th>6 pm - 10:30 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>KVOO</td>
<td>33</td>
<td>38</td>
<td>45</td>
</tr>
<tr>
<td>&quot;B&quot;</td>
<td>21</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>20</td>
<td>21</td>
<td>15</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>&quot;E&quot;</td>
<td>9a</td>
<td>10a</td>
<td>x</td>
</tr>
<tr>
<td>&quot;F&quot;</td>
<td>9</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Misc.</td>
<td>3</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Total Percent</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Average ¼ hour</td>
<td>17.9</td>
<td>20.4</td>
<td>20.0</td>
</tr>
<tr>
<td>Homes using radio</td>
<td>17.9</td>
<td>20.4</td>
<td>20.0</td>
</tr>
</tbody>
</table>

In other words, if you want to reach a rich and tremendously growing market, Tulsa is a must.

And . . . if you want to reach and sell that market effectively and at the lowest cost per prospect, KVOO is a must!

Remember, more people listen more of the time to KVOO than to any other station in Oklahoma's No. 1 market, and the more than 29 years KVOO has served the area has built up among listeners a faith in, and dependence on KVOO, unmatched by any other station. Your advertising message has more worth when heard over KVOO, Oklahoma's Greatest Station!
Radio Fall Meet to Scan Color Tv, Transistors

COLOR TELEVISION and transistor developments will be scanned by electronic manufacturers at the annual Radio Fall Meeting to be held Oct. 18-20 at the Hotel Syracuse, Syracuse, N. Y. The meeting will be sponsored by the engineering department of Radio-Electronics-Tv Mfrs. Assn.; Professional Groups Committee of Institute of Radio Engineers, and RETMA of Canada.

Radio, tv and electronics industry engineers from the U. S. and Canada will take part in the discussions. Reports will be presented on work of sections and committees of RETMA, with 22 papers to be read. Dr. W. R. G. Baker, General Electric Co., will preside at the opening session Oct. 18. After a general session, the meeting will break into groups which will discuss reliability of component parts, tv receivers, color tv receivers and electron devices.

A uhf-uhf television tuner using pencil tubes will be explained by W. A. Harris and J. J. Thompson of RCA. Other papers will cover fringe-area performance, converters, fm circuits, automatic gain control of transistor amplifiers, high-voltage tubes for color tv sets, miniature tubes for the uhf band and reliability of transistor service.

Virgil M. Graham, Sylvania Electric Products, is chairman of the Radio Fall Meeting committee.

Film Distributors Renew Try for Trade Association

RENEWED EFFORT to form a trade association among major tv film distributors was set in motion last week as distributors laid plans to hold a conference shortly after Labor Day.

Preparations for the meeting next month were set at a preliminary session held several weeks ago by a small group of distributor officials, including John L. Sinn, president of Ziv Television Programs; Reub Kaufman, president of Guild Films Co.; John Mitchell, vice president of Screen Gems Inc.; Edward Madden, vice-president of Motion Pictures for Television, and George Schupert, vice president of ABC Film Syndication. The upcoming meeting is expected to be attended by a large group from the tv film distribution industry.

This is the second major attempt to establish a trade group exclusively for tv film distributors. Several months ago, Ed Grossman, then comptroller of Guild Films, sought to organize a group of distributors that could deal with problems facing the industry as a whole.

NARTB Defends

NARTB members last week approved a resolution opposing use of the spectrum for commercial broadcasting by government or tax-supported institutions. It points out that the American system of free enterprise has created the world's highest living standard and is fundamentally opposed to direct competition with private enterprise by government or tax-supported institutions.

The resolution was submitted at the Chicago convention but was laid aside for mail balloting.

Miller Keynotes Conference

JUSTIN MILLER, former NARTB chairman and still a consultant to that organization, will make the keynote speech at the ninth annual Conference on Citizenship to be held in Washington Sept. 15-17.

Radio Fall Meeting in Elkhart

ELKHART, Ind. - RETMA of Canada, the engineering department of Radio-Electronics-Tv Mfrs. Assn., and Professional Groups Committee of Institute of Radio Engineers last week approved plans to hold the annual Radio Fall Meeting in Elkhart, Ind., Aug. 27-31.

The meeting, which has been held annually in the city since 1949, will be attended by engineers from Canada and the United States.

More than 5,000 people are expected to attend the conference, which will include discussions on a variety of topics, including the latest developments in television technology.

The meeting will be held at the Elkhart Convention Center, and will include tours of local television stations and manufacturers.

Details of the meeting will be announced in the near future.
Coming!

A NEW WALA-TV
in
MOBILE, ALABAMA

Yes, our tower toppled and made headlines all over the nation on July 12. But true to tradition, the show goes on at WALA-TV. We’re operating very successfully while we wait for our new 573-foot tower and new 50 kw transmitter to be installed.

SOON

- A new Tower, 732 feet above sea level
- A new 50 KW RCA Transmitter—316,000 ERP
- Interconnection September 26

NBC    ABC    CBS

When WALA-TV goes live September 26, the great Mobile trade area—one of the fastest growing in the nation—will be more television-conscious than ever. And you should be more conscious than ever that WALA-TV is YOUR interconnection with one of America’s best markets—the big, thriving Alabama-Florida-Mississippi Gulf area.

The NEW WALA-TV
Mobile’s ONLY Television Station
Pape Television Company Inc.
CHANNEL 10, MOBILE, ALABAMA
Headley-Reed National Representatives
WFL Stations Take Nielsen Station Index

WFL-AM-TV Philadelphia, the Philadelphia Inquirer stations, under a contract signed with A. C. Nielsen Co., are that city’s charter stations for the Nielsen Station Index, new mechanical-electronics system of audience measurement.

The NSI is described as the most comprehensive local audience study yet attempted on a continuing basis, combining diary reports and precision recording equipment.

NSI computations include all sets in the home and automobiles and reports show a four-week cumulative audience plus per program figures.

12 More Buy Nielsen

ADDITION of 12 new clients—two advertisers and ten agencies—as subscribers to its Nielsen Radio-Television Index services was announced last Tuesday by A. C. Nielsen Co., president of A. C. Nielsen Co., market research firm.

The Pet Milk Co. and Campbell-Ewald Co. have ordered the Nielsen Television Index Complete service, while NTI Ratings Reports have been requested by Doherty, Clifford, Steers & Shenfeld. The Borden Co. has subscribed to the Nielsen Station Index Reports.

The following eight agencies also have ordered the station index reports: Benton & Bowles; Dance-Fitzgerald-Sample; Poole, Cone & Belding; Lennen & Newell; Young & Rubicam; Marschalk & Pratt; Dan B. Miner, and Rhoades & Davis.

Production Workers’ Pay Up

AVERAGE weekly earnings for June among Hollywood motion picture production workers, including those in TV film production, reached $130.38, the California State labor statistics bulletin reveals. This is an increase over the previous month’s $124.33 average and over the $118.19 weekly average earned during the same period last year.

Film production workers averaged 43.2 hours employment weekly at $3.02 a hour to earn June 1954 pay, compared to 41.6 hours at $2.99 in May 1954 and 42.6 at $2.79 in June 1953, the bulletin breakdown stated.

Network Evening Shows Drop

In Latest Nielsen for Radio

EVENING network radio listening suffered a sharp decline during the weeks of July 4 and July 10, according to a comparison of National Nielsen Ratings for those two weeks and Nielsen figures for June 20 and 26 weeks [B&T, Aug. 2].

The June weeks had maintained an average of 1,120,000 homes reached for once-a-week evening network shows. The following two weeks, which included the long Independence Day weekend, showed an average of 840,000 homes reached by the average once-a-week, network evening program.

Evening multi-weekly and day shows, however, did not suffer an appreciable slump, the comparison of the same two succeeding periods indicates.

NNR ratings for July 4 and July 10 week-ends:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>F. B. I. in Peace and War (CBS)</td>
<td>3,379</td>
</tr>
<tr>
<td>2</td>
<td>Nick Carter (CBS)</td>
<td>3,279</td>
</tr>
<tr>
<td>3</td>
<td>Beat of Grouchou (NBC)</td>
<td>3,279</td>
</tr>
<tr>
<td>4</td>
<td>Royal Navy Show (NBC)</td>
<td>3,279</td>
</tr>
<tr>
<td>5</td>
<td>Dragnet (NBC)</td>
<td>1,493</td>
</tr>
<tr>
<td>6</td>
<td>Arthur Godfrey’s Squat (CBS)</td>
<td>1,493</td>
</tr>
<tr>
<td>7</td>
<td>Yours Truly, Johnny Dollar (CBS)</td>
<td>1,399</td>
</tr>
<tr>
<td>8</td>
<td>One Man’s Family (RCA) (NBC)</td>
<td>1,259</td>
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<tr>
<td>9</td>
<td>Gangbusters (CBS)</td>
<td>1,213</td>
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<td>10</td>
<td>News of the World (CBS)</td>
<td>1,493</td>
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<tr>
<td>11</td>
<td>One’s Man’s Family (TNT)</td>
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<tr>
<td>12</td>
<td>Lone Ranger (ABC)</td>
<td>980</td>
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<td>Weekday Average (for All Programs)</td>
<td>(1,399)</td>
<td></td>
</tr>
<tr>
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<td>2,286</td>
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<tr>
<td>Day, Sunday (Average for all Programs)</td>
<td>(560)</td>
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<td>1</td>
<td>Shadow, The (MBS)</td>
<td>1,306</td>
</tr>
<tr>
<td>2</td>
<td>Cecil Brown Commentary (MBS)</td>
<td>1,239</td>
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<tr>
<td>3</td>
<td>2,064</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Robert Q. Lewis (H. Curtis) (CBS)</td>
<td>1,726</td>
</tr>
<tr>
<td>5</td>
<td>City Hospital (CBS)</td>
<td>1,679</td>
</tr>
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| Copyright 1954 by A. C. Nielsen Co.

CONTRACT making WFIL-AM-TV Philadelphia charter stations for the Nielsen Station Index there is signed by Roger W. Clipp, stations’ general manager. Seated with Mr. Clipp is William R. Wyatt, Nielsen Co. account executive. Standing (l to r): Howard W. Maschmeier, executive assistant to Mr. Clipp; Kenneth W. Stowman, general sales manager; Jack Steck, executive program director, and Joe Zimmermann, director of advertising and promotion.
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

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WAGA
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CBS RADIO

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10,000W · 940KC
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SAVANNAH
WTOC
5000W · 1290KC
CBS RADIO

The TRIO offers advertisers at one low cost:
- Concentrated Coverage
- Merchandising Assistance
- Listener Loyalty Built By Local Programming
- Dealer Loyalties

IN 3 MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.
NEW YORK · CHICAGO · DETROIT · ATLANTA · DALLAS · KANSAS CITY · LOS ANGELES · SAN FRANCISCO
AFM SPURNS FILM ROYALTIES PLAN

AMERICAN Federation of Musicians has rejected a proposal by a group of TV film producers to establish a new method of royalty payment to the music performance trust fund with respect to film programs using live music, it was learned last week.

A film producer told BWT that his group, consisting of networks and independent producers, had sought approval of a plan under which a sliding scale of flat fees would be paid for each run of a film show. James C. Petriollo, AFM president, has insisted that the current method of payment be continued under which producers pay 5% of the gross or revenue, based on station rate cards.

It was reported that Mr. Petriollo also is asking for a formal film labor agreement to run for five years, retroactive to Feb. 1, 1954. The old contract expired at the time, it was explained, and the musicians were working under terms of that agreement, although a contract for live television shows was signed during national negotiations last spring.

A producer source also told BWT that although the Federation has rejected the royalty payment formula, it is considering another proposal to relax restrictions on conditions under which musicians may play for incorporation into a TV film agreement. It was said that union rules on holidays and overtime were the prime source of concern to film producers.

Newspaper Guild Asks Rehiring of UP Writer

EXECUTIVES and attorneys of the American Newspaper Guild were directed "to exert every legal effort" toward rehiring of Thomas H. Polubumbaum former UP Boston staff member, discharged for refusing to testify before the House Un-American Activities Committee, in a resolution passed unanimously by the ANG convention in Los Angeles last fortnight.

However, delegates were deep in debate over a clause in the Guild constitution instituted by founder Heywood Broun that membership not be denied anyone on political grounds. Some delegates would amend this so that the Guild would not fight for Communist Party members.

Stagehands, Three Networks Reach Contract Agreement

NEGOTIATIONS between three major networks and stagehands of IATSE Local 33, Los Angeles, servicing Hollywood network operations, were "buttoned up" last week, with a new contract being drawn up and awaiting only the return of Local 33 business agent Carl Cooper from the IATSE national convention in Cincinnati for final signature. The old contract expired Aug. 1.

Major contract point is a 5 to 7% wage increase granted in several categories, with stagehands receiving $100 weekly (previously $99.50); head stage hands, $122 (previously $105), and construction shop foremen $117 (was $110). The union had asked for an across-the-board 10% increase [BWT, Aug. 2].

Representing the networks in negotiations were Eugene Purver, director of labor relations, CBS Hollywood; Oscar Turner, assistant to the director of public relations, NBC Hollywood, and Cliff Anderson, director of labor relations, ABC-TV Hollywood.

NABET Puts Complaints Before Arbitration Assn.

A COMPLAINT against NBC and other parties, alleging contract violations in connection with last July's All-Star baseball telecast, will be placed before the American Arbitration Assn. by the National Assn. of Broadcast Employees & Technicians (CIO) in Cleveland Sept. 15, it was reported last week.

NABET is threatening a $6 million suit against the network, Gillette Safety Razor Co., Maxon, Inc. (its agency), the Cleveland Indians and the Cleveland Browns for the All-Star baseball telecast July 13. When NBC failed to supply help from either WTAM or WNKB (TV) Cleveland, its affiliates, the game was originated by XWEL (TV), which was not a cooperating network, according to the union [BWT, July 19].

The suit will be filed in circuit court for either New York or Chicago.

Writer Groups Plan Aug. 25 Meeting to Set Up New Guild

CONCURRENT meetings of the Screen Writers Guild and Radio Writers Guild in Hollywood, and of SWG and the TV Writers Group of Authors League of America in New York, will be held Aug. 25 to ratify Writers Guild of America articles of incorporation and approve a constitution for the new group.

In a notable SWG member, President F. Hugh Herbert stated that the meeting will constitute the last gathering of SWG as presently constituted and the first meeting of Writers Guild of America. The new group will start receiving membership applications Aug. 29.

Among matters to be discussed at the SWG Hollywood meeting will be disposition of the organization's present treasury, with a probable division between a majority portion, to be held in trust, and a minor portion to be allotted to SWG-TV Writers Group for its separate use.

Dobbeckmun to Handle 'Howdy Doody' Packaging

ARRANGEMENTS were completed last week between the Dobbeckmun Co., Cleveland, and the Kagan Corp., New York, under which Dobbeckmun will serve as agent for Kagan in the manufacture and sale of packaging materials bearing Howdy Doody names and likenesses as trademarks for the products of produce packers.

Trademark license agreements will be granted by Kagan Corp., owners and producers of the Howdy Doody television program, to terminal packers of fresh carrots, spinach, tomatoes, apples, lettuce and other selected food items, who will be authorized to use Howdy Doody characters on the package and on point-of-sale material.

NCTA Opens Wash. Office, Names Smith Exec. Secretary

NATIONAL Community Television Assn. has opened a Washington office, with attorney E. Franklin Smith as its director, and announced last week. Mr. Smith, formerly with the FCC Common Carrier Bureau, continues as an associate of the Washington radio- tv law firm of Welch, Mott & Morgan.

The organization represents more than 115 community tv systems.

NCTA's Washington office is at 710 Fourteenth St. N. W. Telephone is Metropolitan 8-1415. M. F. Malarkey Jr., Trans-Video Corp., Pottsville, Pa., is president of NCTA.

Curtis Plans Tv Magazine

PLANS for the publishing and distribution of a weekly magazine covering television and tv programming have been announced by Benjamin Allen, president of the Curtis Circulation Co. Robert D. Wheeler has been named editor and publisher and Jonathan Kilbourn managing editor. The magazine will debut this fall and carry both local and national advertising. Consumer price has been set at 15 cents.

PROFESSIONAL SERVICES SHORTS

Lee Gottlieb, editor, New York edition of Tv Guide, becomes eastern regional editor, head-quartered in Philadelphia, where production of Chicago, Lake Ontario, Philadelphia and New York State editions will be handled; Sho Kaneko, production manager, Chicago edition, becomes production and art director, eastern office; Charles Shapiro, national editorial staff, succeeds Mr. Gottlieb.

Constance V. Collins, formerly with NBC's publicity dept., to Dine & Kalmus, New York public relations firm, as administrative assistant. Robert W. Bloch, former radio-tdv director, Toy Guidance Council, also to Dine & Kalmus as account representative.


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before you make your next southwest tv decision, study
the new hooper survey of tv ownership, coverage and preference
in the 71 county area surrounding san antonio.

you'll find important sales facts like these: woai-tv has
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area less than 50 miles from san antonio. 50 to 100 miles
away, woai-tv has 60% greater preference. over 100 miles away,
woai-tv has 79% greater preference. woai-tv is the dominant
san antonio station no matter how far or in
what direction you go.

you should know these facts about a territory that has well
over a million population, retail sales over a billion dollars . . . not
counting metropolitan san antonio which has half again as much.
get the whole hooper story from nbc affiliate woai-tv or petry.
This is an air-view of Highway U.S. 22 in the State of New Jersey.

It is also a picture of what is wrong with federal and state transportation policy and why the taxpayer is the inevitable victim.

An inspection of the picture will reveal that the highway is paralleled by an important railroad right-of-way. This railroad right-of-way, its stations, its signaling and its safety devices were purchased and are maintained by the railroad using them.

The highway, on the other hand, was built and is maintained out of public funds.

Yet commercial traffic—in the form of big trucks, operated by big trucking corporations—not only clutters up the highway but burdens it with traffic that could move with greater real economy over the adjacent rails.

So long as the trucking corporations fail to pay their fair share of the cost of highway construction and maintenance—and continue to benefit from a subsidy, paid out of tax money—highway costs will remain disproportionately great and highway congestion and danger will tend to increase.

The Eastern railroads do not seek subsidy or advantage for themselves. They ask only the opportunity other businesses have—of being able to compete on a free and equal basis—a condition that, in our competitive economy, works ultimately to the benefit of all, particularly the taxpayer .... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.
TV TIME POPCORN: HITCHED TO A STAR

AN EASY-TO-MAKE POPCORN HAS FOLLOWED TELEVISION INTO THE PARLOR

by John Osbon

A GOODLY PORTION of popcorn consumption has been transported from the local neighborhood theatre to the parlor of many a snack-hungry televiser—thanks to television itself and the foresight of a Chicago motion picture executive.

What was a mere $240,000 business two years ago has now exploded into a $3-4 million sales bonanza for B & B Enterprises, the corporate name for Tv Time Foods, makers of Tv Time popcorn. With the addition of new facilities and more markets, it easily could become a $9 million business by the end of 1955.

Everybody eats popcorn, of course, but apparently only Ben Banowitz, president of this fast-growing firm, foresaw the potentialities of a specially-prepared, hermetically sealed cellophane bag containing oil, seed and salt—all the ingredients for home-popping.

Perhaps no other company of its size and type owes its growth and rapid expansion more to television than Tv Time Foods. It is a video success story that defies comparison.

The company spends about 75-90% of its ad budget in the visual medium. It recently completed negotiations for sponsorship of Gene Autry's syndicated Annie Oakley film series in a number of markets starting this October—a $2 million package itself [B*7, July 5].

With Tv Time popcorn's growth—the evolution of production techniques and machines, testing grades of corn, importing of nut oils—has come, quite naturally, an expansion of television usage from local through regional to national levels. The product will be in 75 new markets by fall.

Tv always was a natural for Tv Time popcorn. Mr. Banowitz explains:

"Sight and sound when applied to a functional package such as ours not only shows the package in detail but also the simplicity of its use, and affords demonstration."

Mr. Banowitz has been associated with the Allied Theatres of Illinois the past four years, serving as secretary-treasurer, and was two theatres. He owned four back in 1948—and therein lies the genesis of his success and the kernel of an idea that brought relatively swift rewards.

Like many another theatre owner, Mr. Banowitz became wary of tv's early inroads on theatre box office receipts. He noted that, while ticket sales swooned, popcorn and candy sales in the lobby were picking up. That's when he decided to sell two of his four movie houses.

"I decided then and there to be half right or half wrong," he recalls with a smile. In the end, he proved to be more right than wrong, because he further observed that popcorn receipts were pacing those of candy in his and other nearby theatres—and, indeed, accounted for 60-80% of all confectionery sales. He also thought he detected the tv handwriting on the movie house wall.

Mr. Banowitz "anticipated the rise of television to the point where it would seriously affect motion picture house attendance. That happened in 1948-49. I decided that people who ate popcorn in theatres also would eat it at home, even if they had to pop it themselves." He also felt strongly that one day in the not too distant future movies would be shown on home tv.

Ben Banowitz became fascinated with seed research as far back as 1947, while in the theatre business, and attended Purdue U., Lafayette, Ind., where he studied "popcorn economics." He looked into a variety of problems on packaging. (Among the vital facts of popcorn life he learned: it should be heated at 400 degrees, with ideal moisture moisture of 43%; it is the only grain not specifically treated; it has four times the protein value of milk, more calcium than liver, and as much iron as spinach.)

Tv Time popcorn first was tested in certain midwest and eastern markets in 1951, with supplies placed on the shelves of one grocery chain and perhaps 100 independent stores. Then, as now, the ingredients consisted of two and a half ounces of corn kernel, one and a half ounces of imported nut oil refined by a Banowitz process, and four and a half grains of salt. Each package is guaranteed to provide three quarts of popcorn at 15 cents a throw.

Mr. Banowitz and his co-workers set to work in earnest developing a machine (the product is never touched by hand in the actual packaging process). It took 12 months of night and day effort.

Then B & B enterprises went into tv, at first on a limited scale, in the fall of 1952.

B & B utilized spot participations on children's shows in seven midwest markets, although it had actually tested the product in the East at the outset. It gave away everything from Schwinn bicycles to pedigree pups, and made use of a limited schedule of radio announcements too.

From 1952 to 1953 there was a "spectacular growth," according to Sherwin Robert Rodgers, head of the advertising agency bearing his name, who took over the account early this year after sharing it with M. M. Fisher Assoc. in 1953. Both the product itself and the commercials had been pre-tested and found adequate. The lone remaining difficulty of perfecting the package had been achieved, too, and Tv Time Foods was on its way up the pathway of success.

Today, Tv Time popcorn is in about 98% of the major chains and supermarkets east of St. Louis, according to Mr. Rodgiers, and plans to expand beyond its present 19 to 75 markets. Among the chains which carry the product now: Great Atlantic & Pacific Tea Co., Food Fair, Kroger Stores, National Tea Co., Jewel Foods and Safeway stores.

The real saturation via tv came about last fall. It started with a daily participation on WCAU-TV Philadelphia's Junior Hijinx and full sponsorship of Patches on the same station. Business was placed too on WCBS-TV's Space Funnies, WOR-TV's Merry Mailman and WABC-TV's Jolly Gene, all in New York, as well as on other kids' shows.

Until this past March, B & B Enterprises...
pitched its commercials directly at child television viewers. It changed its policy to appeal to adult audiences as well, starting with a two-station ABC network partnership on the *Jerry Lester Show* (New York and Chicago). It also launched an ID campaign in 20 major markets, utilizing 20-second spots.

B & B's most ambitious undertaking thus far is its pact for the *Annie Oakley* film series, starting in October, on some 165 stations throughout the country, according to Mr. Rodgers. The program will be carried on an alternating-week, national spot basis, with Canada Dry expected to pick up the co-sponsorship tab in the bulk of markets. *TV Time* plans to back up this series with spots in an additional 20 areas—those where the *Annie Oakley* programs cannot be made available—at least until Jan. 1. Radio will be used where there are no TV facilities.

Like many another snack entrepreneur, Mr. Banowitz is cognizant of the obvious tieup possibilities with beverage firms, especially those making soft drinks (like Canada Dry and Dr. Pepper). It hopes to set up arrangements with such companies in subsidiary campaigns.

The *Annie Oakley* films are destined to run two years with six months out for hiatus, according to Mr. Rodgers. The contract was placed through Mr. Rodgers' agency, which specializes in food accounts, and which has prospered by taking on the B & B business. It is opening a New York office and plans shortly to launch a Los Angeles branch, while adding merchandising personnel. Mr. Rodgers attributes his agency's growth in no small degree to *TV Time's* own success.

So gratifying have been B & B's results that it plans to cover the whole 48 states plus Canada and Hawaii by this fall. It is readying a 59-cent multiple package comprising four of the 15-cent units and guaranteeing 12 quarts of popcorn. It also will contain a premium for pencils and other merchandise.

Premiums have played an important part in the acceptance of *TV Time* popcorn. When B & B Enterprises goes into a video market for the first time, a premium offer is almost sure to be utilized.

The chain of events is simple. B & B appoints a broker and goes into the market (like Denver, to use Mr. Rodgers's example) with a special offer, in conjunction with newspaper advertisements. When it buys a program or participation, B & B offers the premium. It contacts the dealer or merchandiser at the local level and arranges for store placards and displays.

In this way *TV Time Foods* has managed to grow from an estimated gross of $1,200-
000 in 1953 to a potential $3 million for 1954. It took in $1 million for the first three months of this year alone, with two machines, and hopes to double this figure for the remaining nine months with the addition of other machinery.

Mr. Banowitz estimates he has produced—and sold—some 35 million packages in three years, which, at the rate of 15 cents each, would represent a healthy intake of $5,250,000. But this would be a mere drop in the bucket compared to the gross from 100 million packages he envisions for the not-too-distant future.

With doubling of output by fall because of two new machines, *TV Time Foods* should reach the rate of 2.5 million packages each week. It hopes to triple production and gross by next year.

Things seem to be panning more at *TV Time Foods* than they ever did in Mr. Banowitz's theatres.

**TELEVISION—A KEY TO UNDERSTANDING**

**TELEVISION** as a major key to international understanding was stressed by two Voice of America executives last week upon their return from separate tours of Europe and South America.

Vestel Lott, chief of VOA's Central Program Services Div., said his visit to the TV centers of Europe "convinced me more than ever that television has the greatest potential yet devised for building international understanding," and that "we at the Voice of America are determined to take advantage of every opportunity presented."

Sidney M. Berry, VOA television development officer, said his trip to Latin and South America convinced him that although the U. S. has "lost a lot of friends in Latin America during the past years," through TV "we have an opportunity of rebuilding the ties in the western hemisphere" provided both the U. S. government and industry study the needs of the respective countries and cooperate in building an international network.

Messrs. Lott and Berry, who spoke at a luncheon for industry executives and trade newsmen in New York on Wednesday, were presented by I. R. Poppele, VOA director and former vice president of Mutual and WOR New York, who told the group that "although many countries are five, 10 or even 20 years behind us in television, it is eagerly awaited by people everywhere" and "we are seeking at the Voice of America to be in on the ground floor of world television."

Mr. Poppele explained that VOA's objective aside from telling the story of U. S. foreign policy, is to create desire for American films and kinescopes so that they will be regarded as a basic part of programming as TV develops in other countries.

VOA currently is servicing 25 stations in 19 countries with shows running from 15 minutes to 1½ hours a week. Two of VOA's most popular features, Mr. Poppele said, are an adaptation of *Voice of Firestone* and the National Assn. of Mfrs., *Industry on Parade.* Additionally, VOA gets films and kinescopes of other shows on a regular basis.

Mr. Lott outlined the activities of Eurovision, a temporary, experimental network linking eight European countries, which he said has proved to be "tremendously successful." But, he said:

"Unfortunately, there appears little opportunity for the VOA to participate in Eurovision until the achievement of a transatlantic television link. The only possibility at the present state of development would be for some American group to assist in originating the program from somewhere in Europe. There is no place for films in the present Eurovision concept.

Incidentally, European television officials feel sure that a transatlantic link will be a reality within five years."

Mr. Berry said that excepting Cuba and possibly Mexico, South American TV from the U. S. point of view "has really not progressed very far," though "the desire is great."

In a country-by-country examination of TV facilities, outlook and use of VOA services, Mr. Berry cited Cuba as "the most advanced among all the countries I visited," and said it "can look forward to a tremendous television development" and "in all probability" will be "the first link in the establishment of an inter-American network."

"A microwave link between Key West and Havana is already a reality," he continued, "and the extension of this link is a matter of cooperative effort between American labor unions and the Cuban telecasters."

"It is my feeling that U. S. participation in the development of Latin American TV will be a great prop to the extent of study which U. S. firms make of the requirements and habits of the people of those countries..."
A la carte

Think of the range of choice film offers. For with film you can select clips from libraries containing millions of feet. And film clips wisely inserted, help change pace, set new scenes without expensive location shots... thereby help spark "live" shows, help cut costs everywhere. They are available on nearly every conceivable subject through commercial film libraries... and made on EASTMAN FILM.

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Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

West Coast Division
6706 Santa Monica Blvd
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

Agents for the distribution and sale of Eastman Professional Motion Picture Films

W. J. German, Inc.
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.
THE eyes of field commanders are upon enemy forces, now that the Army has developed tactical television in cooperation with private industry. This new development in warfare, shown for the first time Wednesday, includes hand- and plane-carried Vidicon cameras feeding relay trucks which in turn are caught by a control truck (see basic field equipment above). In addition, a panel of eight or more monitors at field headquarters picks up field signals for the commanding officer, who can select any desired image for close inspection on master control. At left is camera mounted on armored personnel carrier for maneuvers at Fort Meade last Wednesday. Two cameras were mounted in a reconnaissance plane, with Cpl. John J. Moffitt as cameraman. On the ground a camouflaged observer, Pvt. 2/c Charles M. Klingman, used a Vidicon at the scene of action (see cut below).
TV JOINS THE ARMY

BATTLES OF THE FUTURE WILL BE EYE-WITNESSED ON VIDEO

by J. Frank Beatty

TELEVISION has removed the blinders from the eyes of battlefield commanders, opening the way to revolutionary changes in war tactics.

The White House and Pentagon joined the nation’s television viewers Wednesday in watching an NBC-TV colorcast of this historic development in warfare. A complete maneuver using tv cameras as distant eyes for field officers was watched by top military officials and newsmen. The demonstrations took place at Fort George C. Meade, Md., between Washington and Baltimore.

Brig. Gen. David Sarnoff, RCA-NBC board chairman, who submitted the idea of combat tv to the armed forces just 20 years ago, participated in Wednesday’s maneuvers. His contribution to military tactics was officially recognized by the Army’s Chief of Staff, Gen. Matthew B. Ridgway; Lt. Gen. Floyd L. Parks, Commanding General of the Second Army, and Maj. Gen. George I. Back, Chief Signal Officer.

Gen. Ridgway said, after watching the Army exercises, that after tv is thoroughly tested it “can take its place beside the atomic cannon, the Skysweeper anti-aircraft gun, the NIKE and corporate guided missiles, and the Honest John rocket as part of our modern Army.”

The eyes of television were added to a Fort Meade command post through a control panel into which the signals of eight field cameras were fed. One of these signals originated in an L20 light observation plane. Three hand-held RCA tv cameras operated out of 34-ton trucks through 500-foot cables. The trucks transmitted by microwave relay to a larger monitoring truck near headquarters.

Two larger RCA cameras and a transmitter, totaling 200 pounds, were installed in the reconnaissance plane, one fixed to cover terrain directly below the plane and the other panning surrounding areas.

Equipment used in the exercises consisted of commercially available gear, including light RCA Vidicon cameras. The main exception was a 100-inch “Peeping Tom” lens that fed an Army tv camera. It was aimed at the landing point for amphibious equipment and could not be easily moved.

The 20 years of industry development and military testing produced what the Signal Corps described as a weapon that may provide “the ability to see immediately and control the battle situation.”

Samples of the complete black-and-white exercise shown over a closed circuit to newsmen were reproduced in the NBC-TV color program at 11 a.m. Wednesday. With Ben Grauer narrating for NBC-TV, the historic event was carried to all color sets and in monochrome to black-and-white receivers via the network. The Fort Meade signal was relayed to the network via Baltimore.

Military observers were enthusiastic in their praise of combat television, though still awaiting thorough field testing. They watched a command post staff use the eight tv cameras as a source of instantaneous field information. This realization of a commander’s dream demonstrated how a reconnaissance plane and other portable cameras can locate equipment, transport and troop locations. Artillery fire was directed on those objectives and their simulated destruction was observed via telescopic lens.

The color program vividly portrayed the destruction of an enemy installation by flame throwers, whose orange hues appeared with brilliance on the screen. Smoke of varied tints appeared during artillery barrages.

A Vidicon monochrome camera in the observation plane supplied a picture of terrain that appeared on color receivers in black-and-white. At four RCA color receivers in the Fort Meade headquarters tent the terrain appeared as green, a bit of trickery by a technician who turned up the green image to provide a realistic scene.

Army personnel handled practically all phases of the exercise televised in black-and-white. NBC program and technical specialists handled the network color program and operated the three RCA color cameras as well as the RCA and NBC mobile units.

Flanking Gen. Sarnoff were Frank Pol- som, RCA president; Robert W. Sarnoff, NBC executive vice president; Barry Wood, NBC executive producer and color coordinator; George Lawrence, stage manager, and Ed Pierce, NBC associate producer. Head- the RCA executive contingent was T. A. Smith, vice president and general manager, Engineering Products Division. The black-and-white exercise was narrated by Capt. Robert Berry of the 2d Army, a former NBC announcer.

Speaking during the colorcast, Gen. Sarnoff said the use of tv in military operations will provide increased combat efficiency and make possible a substantial saving of lives. In providing the armed forces with effective communication by sight as well as sound, he predicted extensive use of military tv not only as a tactical system but for communication between the center of command in Washington or elsewhere, and theatres of operation overseas. He pledged RCA’s continued cooperation “in

(Continued on page 90)
THE LOYAL AUDIENCE

NIELSEN DEVISES A TEST TO SHOW THOSE WHO KEEP LISTENING

HOW GOOD is my program?

This question, frequently asked by sponsors, producers, actors and writers, is usually answered in terms of ratings or size of audience. But audience size depends on many factors outside the program itself.

For both radio and tv, size of audience depends on sets-in-use at the time of broadcast, and sets-in-use depends on the time of day, the day of the week, the season of the year and the state of the weather. Audience size also depends on the number of persons fed to it by a preceding program on the same station or network, on competing programs on other stations at the same time, on the program's promotion and—of major importance—on the past performance of the program series. A great show last week usually means a good audience this week.

So the size of a program's audience is the end result of many different factors. But what that particular broadcast is able to do with the audience delivered to it—whether it will hold them through the show or let them tune away to other channels—is another matter. It's a matter of holding power.

For anyone concerned with the writing, the casting, the production of a show, with the inherent strength of a program in gripping the attention and interest of its viewers, holding power is fully as important as size of audience. Realizing this, the A. C. Nielsen Co. has developed a measurement of audience holding power which, first in radio and now in tv as well, is yielding a great deal of valuable information on this vital characteristic of programs. The Nielsen research people call it the "Audience-Held Index," or A-H I for short.

A Nielsen executive the other day put A-H I through its paces for BIST in a two-hour session, during which he showed results so far produced on a variety of programs, both radio and tv. In principle, he explained, A-H I is a very simple thing; it is designed to answer this question:

"For this particular broadcast of my program, how many of the homes tuned in at the start stayed with it to the end?"

In actual practice, A-H I doesn't count the listening or viewing homes at the very first minute of the show, but instead begins to count at the fifth minute. This is to give the audience a chance to settle down; that is, the late-comers are included, while those

...the program on another station.

Here is an example of how A-H I is computed from Nielsen audience flow data:

Delivered Audience 7,004,000

(Audience Held as % of Delivered Audience)

Audience Lost 1,123,000

(Audience Held with Late Ins and Exclude Late Tune-Outs)

Audience Held 5,881,000

Audience Held 84.0%

This measurement is purely the ratio of the number of homes making up the audience at the beginning of the program to those still with it at its conclusion, it was emphasized. There is no correlation between audience holding power and the size of the delivered audience. (See chart.)

The best use of the Audience-Held Index is in comparing individual programs of a single series, the Nielsen researchers believe. Citing the case of a well-established radio program of the dramatic type, whose A-H I was charted several years ago at a time when television was beginning to cut deeply into evening radio audiences, the Nielsen spokesman said: "The first thing we found was that while total audiences and therefore ratings were down as compared with the years before tv, there had been no loss in the average holding power of the program.

"We also found an A-H I range of nearly 50 points between those programs which were most successful in holding their audiences to the end and those least successful. After our data were matched with the program scripts, one fact stuck out like the proverbial sore thumb:"

"When the dramas dealt with a young heroine and her search for love amid adventure, the program got A-H I's in the 80's; that is, more than 80% of the listeners who heard the opening of the drama were still tuned in at its end. But when the broadcasts were of the historical-documentary type, with no love interest, the A-H I dropped to the 60's, showing that many listeners failed to stay with the programs."

"Very much the same situation is true today for tv dramas. Romance holds viewers fast; undramatic documentaries lose them in droves."

Fluctuations in audience-holding from program to program may be due to many causes, but when a producer sees a low

Broadcasting • Telecasting
Production of "Electro-Sheet" copper for printed circuits, the building trades and other industrial uses has been substantially increased by new electro-depositing drums at the Raritan Copper Works of International Smelting and Refining Co., Perth Amboy, N. J., a subsidiary of Anaconda.

Today, circuits for many electrical appliances start on a paper-thin sheet of copper called "Electro-Sheet"... a versatile product of electro-deposition developed by Anaconda over 20 years ago.

Many millions of pounds of this thin-gage copper sheet have been supplied to industry over the years. A typical use of "Electro-Sheet" in the building field has been for waterproofing-membranes and paper-coated flashing. Because "Electro-Sheet" is furnished in widths up to 64", as thin as ½ oz. to the square foot (.0007"), and up to 7 oz. per square foot, many other industries have found important, yet economical, applications for this product.

To keep pace with the fast-growing demand for "Electro-Sheet" copper in radio and television, Anaconda is producing substantially larger quantities of this material, in 1-oz. and 2-oz. weights, and of "printed circuit quality." This calls for exceptionally clean and smooth surfaces with gage size held to very close tolerances.

This production of "Electro-Sheet" copper typifies Anaconda's program for serving more effectively industry's many needs for copper and copper alloy products.

**ANACONDA**

COPPER MINING COMPANY

HOW ETCHED PRINTED CIRCUITS ARE MADE

1. "Electro-Sheet" bonded to "base-board"

2. Acid-Resistant Printing of desired circuit

3. Unwanted copper etched away

4. Protective coating removed (only electrical circuit remains)

In production of radio and television receivers, components are mounted in place on the printed circuit and connections are made simultaneously by dip-soldering.

Inquiries on "Electro-Sheet" should be directed to The American Brass Company, Waterbury 20, Conn.
NOW ON FILM the sweetest sales

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FIRST RUN
52 HALF-HOUR FILMS
MADE EXPRESSLY FOR TV
A TOP TV ATTRACTION FOR LOCAL OR REGIONAL SPONSORSHIP!
On the air and in person, Guy Lombardo is America's Number 1 musical favorite. Sponsored live this past season by Lincoln Mercury, the Guy Lombardo Show outrated its nearest competitor by an average 39%.*
And this in a tough 7-station market! Now, you too can cash in on a ready-made Lombardo following from coast to coast with 52 new first-run half hour films of "The Sweetest Music This Side of Heaven."

EXTRA ADDED ATTRACTION!
America's Foremost Vocalists
Each week a glamorous name recording star will make a guest appearance on the Guy Lombardo Show giving your sponsorship an even greater sales impact.

*ARB, April, May, June 1954

MCA-TV Ltd
The folks in Northeast Florida are "SWITCHING TO 36" at a rapid rate...and no wonder!

From these studies in JACKSONVILLE, FLORIDA...

A-H I report for a particular show he can usually diagnose the reason without too much trouble. Nielsen clients use A-H I to determine the weak spots in their past programs and thereby simplify their job of maintaining high performance levels in the future.

When four leading tv dramatic programs were compared as to audience-holding ability it was seen that two of the programs had very consistent A-H I's, their highest and lowest single program indexes being remarkably close to the average for the whole series. In radio, the Jack Benny Show revealed a similar characteristic. Analyzed for a full season, this program's A-H I record showed a high of 90.8 and a low of 82.4, with an average of 88.5. In contrast, Bob Hope's record for the same year ranged from a high of 90.1 to a low of 68.3, with an average of 81.9.

The Masters Go Over

Another radio A-H I analysis, this one of New York Philharmonic orchestra broadcasts, indicates that the old masters—Brahms, Beethoven and Bach—hold their listeners better than modern composers do. Why this is so is a problem for musicians, not audience measurement researchers, the Nielsen executive said.

He emphasized that A-H I is only one of many different measurements of program performances, all of which must be used to produce a sound, well-rounded evaluation. Taken alone, he said, A-H I has definite limitations which, if not well understood, could lead to serious misinterpretations. For, he pointed out, A-H I is a quantitative measurement which attempts to get at qualitative facts—the reasons why people do certain things rather than something else.

Despite its limitations, the Nielsen people believe that a program's A-H I is a pretty good index of its ability to create habitual listeners or viewers and that these habitual members of the program's audience largely determine the week-in, week-out audience size. More than three-fourths of Dragnet's audience, it was pointed out, see at least three out of four Dragnet telecasts in a month.

"Look at it this way," the Nielsen man said. "The first broadcast of a new program series gets part of its audience just because they normally listen to that station at that time. Another part comes from advance promotion and the rest just happened to tune in. The next week the effect of the advance promotion is less, the other two factors the same, but a new one has been added, the habitual audience, made up of those people who caught the first program and liked it well enough to see it through and to tune in the second. If they hadn't seen it through, they wouldn't have come back the second time.

"In the long run, those Viewers who do see each broadcast through, who do become habitual viewers, make the difference between a big-audience show and a weak one."

Or, in the type of expression preferred by science-minded researchers:

"Satisfied viewers make habitual viewers make high ratings."

The common effort to strengthen and advance our national security."

In informal remarks at a news conference and later at a luncheon where he was host, Gen. Sarnoff said the color equipment used for the network production "can be produced in any quantity desired." He added that color portable cameras are not far away and all gear is being lightened. He laughingly observed that whenever he appears at a demonstration, "something usually goes wrong," but no major electronic mishap was apparent to observers Wednesday.

Gen. Ridgway, speaking on the network colorcast, agreed that tv's military progress "is the result of the splendid teamwork which exists between the United States Army and the electronics industry." He told Gen. Sarnoff and Gen. Back they "should be proud of the contributions to national security" witnessed in the maneuvers, adding, "They reflect the skill and devotion of the dedicated men and women of the electronics industry and the Army Signal Corps."

During the black-and-white action, units of the 3d Armored Cavalry Regiment attacked across open terrain, with ground and air cameras following the tank-infantry assault on a water crossing, through a skirmish line and then to an assault on a fortified position beyond the beachhead. An "enemy" officer was captured and brought before the camera for interrogation. A blueprint of a key bridge was found on the prisoner. The episode was repeated on the color program, with the details of the blueprint readable discernible to the commanding officer at headquarters.

Color Helps C.O.

Military officials said the addition of color enabled observers and the regimental commander "to distinguish more clearly the nature of the foliage and terrain, and to discern more easily the movement of the troops and equipment in wooded areas."

The concept of military tv came in 1934 from Dr. V. K. Zworykin, vice president and technical consultant of RCA Labs. He proposed to Gen. Sarnoff the development of a "television aerial bomb—a pilotless drone with electronic eyes—as an American alternative to the use of suicide pilots even then being discussed by the Japanese."

Gen. Sarnoff approved the concept and took it up with the armed services. RCA provided personnel and research funds to develop suitable equipment. Early emphasis was placed on design and testing of airborne equipment, first with the services and subsequently with the National Defense Research Committee.

First equipment was field-tested in 1937. From it stemmed the first military tv equipment used in battle. It was employed in remote-control attacks in widely separated areas. Airborne equipment was used by the services at Bikini atom bomb tests, tv-equipped pilotless drones being flown through the atomic mushroom to obtain first-hand information on radioactivity resulting from the blast. Improved equipment installed in bombs and explosive-laden drones were used in attacks on North Korean targets.

TV JOINS THE ARMY

(Continued from page 85)
COSTS LESS . . . EVEN WITH ALL THESE EXCLUSIVE FEATURES

1. Highest quality color transmission with audio subcarrier.
2. Streamlined design with fewer tubes and simplified circuitry.
3. Dependability proven by wide use in the broadcast industry.
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MEETS FCC STANDARDS FOR SIMULTANEOUS TRANSMISSION OF COLOR AND AUDIO

Act now to insure early delivery of Raytheon's advanced design KTR-100 Microwave. Write for complete information. Address Department 6130-B T

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RAYTHEON MANUFACTURING COMPANY
Equipment Sales Division
WALTHAM 54, MASSACHUSETTS
ALL THAT GLITTERS IS NOT . . .

A GOLDFRIMMED mousetrap is being used by KPHO-AM-TV Phoenix, Ariz., to convince agency and advertising executives that the best way to "trap the Phoenix market" is with ch. 5 KPHO-TV and 910 kc KPHO. The maroon-painted mousetrap is inscribed with green and gold designs including a gold-flaked bait holder, intended perhaps as an inducement to discriminating mice.

MUSIC FOR BOSTON

WCRB Waltham, Mass., is planning, with the addition of an fm outlet scheduled to begin operations about Sept. 1, to have what it claims to be the first full-time am and fm broadcast station in the Greater Boston area devoted solely to the transmission of music. The station has offered concert music on its daily Afternoon at Symphony program for the past three years on the am band and last November shifted the remainder of its schedule to a music format. In order to strengthen and operate on the fm band during nighttime hours, WCRB will erect two additional 200-ft. antenna towers at its transmitter site. Program plans for the new operation include the establishment of a WCRB Symphony program, in addition to presentations of binural programs and recordings, the station reports.

WMTW (TV) BRUSH PROMOTION

TWO BRUSHES, one small and one large, are being sent to agents and advertisers by WMTW (TV) Portland, Me., to point up the difference between that station's coverage and other northern New England stations. An attached tag proclaims that WMTW's more-than-a-mile-high transmitter, which is located on the summit of Mt. Washington, N. H., "... covers most of Maine, New Hampshire and Vermont. Reaches virtually all families local tv stations do and thousands of families they cannot reach ... yet average cost runs 54% less than the combined cost of the three tv stations giving next best coverage." The ch. 8 station, which is due to go on the air sometime this month, claims 219,461 tv homes as of April 30, 1954, using RETMA statistics.

CBOT (TV) 'PRESS CONFERENCE'

CBOT (TV) Ottawa has inaugurated a weekly press conference program with national leaders of Canada's political parties and members of parliament. The program is in the format of interviews of political figures by newspapers and women attached to the Canadian Parliamentary Press Gallery. The program is fed on a tv network to CBLT Toronto and CBMT Montreal.

KBIG 'BIRD CALL'

THE NEW KBIG Avalon, Calif., announcer is strictly for the birds. Carl Bailey, station disc m.c., has purchased a talking myna bird, which he proposes to teach to make the station break and other service announcements on his early morning show, appropriately titled The Early Bird.

RADIO STATIONS INCREASE

WORLD Broadcasting System has sent a special bulletin to its more than 1,000 radio station affiliates stating that despite television, radio is growing in total number of stations and area served, as well as in advertising effectiveness. The bulletin points out that in the year ending June 30, 1954, 154 new radio stations were authorized by the FCC, and declares that "these new fm operators aren't moving into the business for fun."
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: “Scotch” Brand Cellophane Tape, or “Scotch” Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul Minnesota
later made his own newscast. The story broke too late for the local papers and WALL had an “exclusive,” reports the station.

WIP COUNTS POLLEN
WIP Philadelphia, in cooperation with the Philadelphia Department of Public Health, is making twice-daily pollen counts for hay fever sufferers in that city. Health officials from six sections of the city—northwest, northeast, north- central, center city, south and west—report directly to WIP, providing listeners with an official count.

FISHERY STORY
WBAL Baltimore reports, from an anonymous source, “All fishermen are liars, but all liars are not necessarily fishermen; some of them could be radio agriculture editors,” and then relates the following story: It seems that Conway Robinson, WBAL agriculture editor, in an attempt to photograph a new barn, leaned out the window of an airplane, which was being flown by a Mr. Driver, owner of the barn—and his hat blew off. Toying with the thought of expense-accounting one hat, Mr. Robinson discovered, in his own words, “when Mr. Driver returned to earth, there was the hat, lying right at his front door.”

WCBS-TV BROCHURE
WCBS-TV New York is sending to advertisers and agencies a gold and white brochure titled “Get in the Picture!” Employing an accordion-like folding device for opening, each section has a line-drawing man viewing a tv screen. He claims WCBS-TV has the largest day and night audience; most quarter-hour wins, day and night; six of the top 10 nighttime shows; seven of the top ten weekday daytime shows; and most of the top ten daily local shows. The station uses the American Research Bureau figures, May 1954, as its source.

WNAX ANNIVERSARY PICNICS CELEBRATION commemorating Wynn Speece’s 13 years of broadcasting Your Neighbor Lady programs over WNAX Yankeetown, S. D., was recently staged when that station, in conjunction with the program’s sponsors, held five anniversary picnics for listeners in South Dakota, Nebraska, North Dakota, Iowa and Minnesota. Despite 100°-plus weather, large numbers of women turned out at the stations to visit with Miss Speece as she toured the congregating points. Sponsors donated such momentous as recipe books, pencils and, small emery boards to be passed out. A week previous to the event Gordon Laugheed Jr., WNAX sales promotion manager, visited picnic sites and grouped at greatest advantage, putting up posters and distributing “Your Neighbor Lady” shelf cards for sponsored products. At the picnics themselves 30-minute Your Neighbor Lady programs, featuring interviews with 13-year program listeners, were taped.

KOTV (TV) GOLF TOURNAMENT
KOTV (TV) Tulsa staged its 1954 Junior Golf Tournament July 26-28 at Tulsa’s Oak Country Club. The three-day competition was open to boys and girls under the age of 16. A total of 90 entrants was attracted by the program.

WDSU-TV ‘REPRINT’ BROCHURE
AN old-style French gate, which swings open at the center, covers the new blue and white brochure being sent to advertisers and agencies by WDSU-TV New Orleans. When the "gate" is opened, a picture of the station against the sky is revealed, the first of seven reprinted trade advertisements contained in the booklet. The succeeding pages and pictures show WDSU-TV coverage of a recent visit by President Eisenhower and the Mardi Gras; the station’s studios, production staff and news department in operation; and finally a large illustration containing shots of various station personalities, giving the reader a "glimpse at some of the people who make up the large and competent staff of Louisiana’s First Television Station."

PIANO ROLL RACE
INTRAMURAL competition is in high gear at WBZ-WBZA Boston-Springfield, Mass., where station personalities are engaging in a race to see who can collect the most piano rolls. The contest started when a WBZ disc m.c. played a piano roll he found in the library. Other station music makers, plus the farm director, a sportscaster and the editor of Home Forum program, picked up the idea and began asking listeners to send the station any they might have. Over 1,600 have come in with Nelson Bragy running in first place with 837 rolls and Carl deSuze second, having collected 509. The station thinks they perhaps may have the answer to the 45 rpm record problem.

Client Helps Out
UNKNOWN to KTBC-AM-TV Austin, Tex., personnel working on the American National Bank-sponsored election night coverage, the “messenger” who was carrying teletype copy to the staff on camera, answering the telephone and doing other odd jobs, was American National Bank Vice President Arch C. Adams. Mr. Adams went to the KTBC-AM-TV studios to watch the show and, according to the stations, was so carried away with the excitement of the election returns he began running around doing all sorts of odd jobs. More composed the following day, Mr. Adams called to congratulate the station for the production and to praise the staff for their “spirit.” KTBC-AM-TV General Manager J. C. Kellam finds a moral from the episode: “Invite your sponsor to watch that show he’s paying for—it’s the best public relations in the world...”
Going up! 101-foot RCA antenna in position for hoisting to top of 399-foot Truscon Triangular Guyed Tower. KGLO, Mason City, Iowa.

399-foot Truscon Tower erected for...

Latest addition to the skyline around Mason City is this Truscon Steel Triangular Guyed Tower now operating for KGLO. It mounts an RCA TF-6 TL antenna 101 feet high. Together, the tower and antenna rise 500 feet above Kensett, Iowa.

What types of towers are you going to need? How tall? How soon? Truscon builds them for you tall or small... guyed or self-supporting... tapered or uniform in cross section... for AM, FM, TV, and Microwave transmission.

Truscon knows towers... has designed and built many hundreds that now are standing straight and strong in all kinds of wind and weather. You'll be putting your tower problems in competent hands when you contact any Truscon district office, or write to "tower headquarters" in Youngstown.

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TRUSCON... a name you can build on
HOAG-BLAIR CO. FORMED TO REPRESENT SMALL-MARKET TV; BLAIR RADIO REALIGNS

Robert Hoag will head the Blair-Tv Inc. adjunct, designed to represent stations outside major markets. Barnett, Scott and Dwyer involved in John Blair & Co. executive shifts.

EXPANSION MOVES in the activities of the John Blair radio and television station representation firms are being announced today (Monday), encompassing the establishment of Hoag-Blair Co., a representative firm for tv stations located outside major markets, and executive realignment and additions in the radio operation [Closed Circuit, Aug. 9].

Changes in John Blair & Co., radio station representatives, involve the appointment of Wells H. Barnett, sales development manager, to the post of assistant to the president; naming of Tucker Scott, a key broadcast media buyer at BBDO, as sales development manager, and naming of Robert Dwyer, WABD (TV) New York account executive, as a Blair account executive in the New York office.

In announcing the formation of Hoag-Blair Co., John Blair, chairman of Blair-TV Inc. and president of John Blair & Co., stated that he has “long recognized that there is a basic difference in the sales strategy necessary for effective representation of competitive stations in major markets and tv stations located outside of major markets throughout the country.”

Mr. Blair said his organization’s experience with the separation of radio and television sales, dating back to 1948, “clearly indicates to us that a separation of responsibility between those who sell the major market stations and

those who sell the smaller market stations will react to the advantage of both.”

The new company will be headed by Robert Hoag as president and general manager, and will begin operations on Sept. 1 with offices in New York, Chicago, Los Angeles and San Francisco. It will begin with a nucleus of four stations: KBES-TV Medford, Ore.; KFYR-TV Bismarck, N. D.; KIDO-TV Boise, Idaho, and KIEM-TV Eureka, Calif.

One unusual feature of the new national sales organization, it was pointed out, is the creation of a board of governors composed of station operators represented by Hoag-Blair, which

will advise management of the company on matters of policy. The board for the first year will consist of Walter Wagstaff, KIDO-TV, chairman, Frank Fitzsimonds, KFYR-TV, and William Smullin, KBES-TV and KIEM-TV. After the first year, the board of governors will be elected by vote of all station operators represented by Hoag-Blair.

Mr. Hoag will make his headquarters in New York. He has been with KPFB-TV San Diego for the past year and sales manager and previously had served in a similar capacity with KTSL (TV) Los Angeles [now KNXT (TV)]. Mr. Hoag was also associated at one time with CBS-TV Spot Sales in New York.

Major ownership in the new corporation, the announcement stated, will be held, for the time being, by Blair-TV Inc. and Mr. Hoag, with a provision for stock participation by other employees of the company “as they qualify for it.”

Mr. Hoag said he expected the New York and Chicago offices to be in full operation by Sept. 1. Los Angeles and San Francisco representation of the Hoag-Blair list, he added, will be handled by Blair-TV offices in those cities, with each office expected to appoint an additional executive prior to Sept. 1 to specialize on the Hoag-Blair list. Mr. Hoag said:

“It is our purpose to develop a positive approach to the problems of selling regional market stations in the national field. It should not be difficult to prove to the national adver-
WHAT DID IT COST TO CREATE YOUR JOB?

If you're an average U.S. factory worker—$12,000.
If you're a rough carpenter, it took approximately $350 worth of tools to set you up in your trade.
Tools for a garage mechanic cost about $3,000; for a Washington wheat farmer $12,500; for a secretary $300.
But if you work for Union Oil, it took $77,000 worth of tools in the form of trucks, service stations, refineries, oil wells, etc., to create your job.* Obviously, some of our jobs require considerably less investment than $77,000 and some considerably more. But this is the average for Union's more than 9,000 employees.
That's big money. But it accomplishes big things.
It brings Union's customers better products at lower costs. It enables each employee to produce more and therefore earn more. It creates better jobs and a higher standard of living.
*Even this figure does not include the "tools" Union rents for its employees, such as office space, tankers, telephone service, etc.

UNION OIL COMPANY
OF CALIFORNIA

This is one of a series by the people of Union Oil to explain how business functions. Your comments are invited. Write The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.
KFBI AND KTVH (TV) PLANNING MERGER

Pioneer radio outlet in Wichita and year-old Hutchinson tv station will file for FCC approval within fortnight. No personnel changes planned.

MERGER of 32-year-old KFBI Wichita with one-year-old KTVH (TV) Hutchinson, Kan., was announced last week. KFBI Inc. stock will be exchanged for Hutchinson Tv Inc. stock on a 2% share for one share basis. Application for FCC approval is scheduled to be filed within a fortnight.

"The area-wide capability of both operations, serving the Wichita-Hutchinson area, will be greatly enhanced by the merger," W. D. P. Carey, president of KTVH, said following a joint meeting of the officials of both stations.

KFBI directors to be named to the KTVH board are J. Wirth, Surfase, W. D. Jochem, Wichita attorneys; C. Howard Lane, formerly with Marshall Field Enterprises and now heading KOMN Portland, Ore., and Horace L. Lohnes, Washington radio-tv attorney. Robert J. Laubengayer, KFBI chairman, already is a board member of KTVH. Present KTVH board members in addition to Mr. Laubengayer are Mr. Carey, R. E. Dillen, J. H. Harris, J. H. Child and Bessie M. Wyse.

There will be no change in personnel at either station, it was announced. Harold O.

Peterson is general manager of KTVH and Hale Bondurant is manager of KFBI. New stockholder in KFBI and a 6% stockholder in KTVH, other duplicate stockholders are John P. and Sidney F. Harris, publishers of the Hutchinson News-Herald, who own 11.87% and 1.9%, respectively, of KFBI and 11.2% each of KTVH.

KFBI has 14 stockholders and KTVH has 15 stockholders.

WJRT (TV) Leases Offices, Studies of Defunct WTAC-TV

WJRT (TV) Flint, Mich., has leased the studios and offices of WTAC-TV, uhf station which turned in its permit earlier this month [B* [Aug. 9], it was announced last week by John F. Patt, president of WJRT and WJR Detroit.

The lease was acquired from the Trendle-Campbell Broadcasting Co., former permittee of WTAC-TV, and will expedite the inauguration of primary tv service to Flint. Mr. Patt said. He also revealed that ch. 12 WJRT has ordered more than $1 million worth of equipment, including a 50 kw RCA transmitter, "to make it the most modern and complete tv operation in Michigan."

The lease agreement, effective Sept. 1, is for 10 years, cancellable on one year's notice, and includes an option to purchase.

Bogalus Names Robinson V. P.

ROBERT N. ROBINSON, general manager of WHXY Bogalusa, La., has been elected vice president and a member of the board of directors of Bogalus Broadcasting Corp., licensees, President Dave A. Matison announced last week.

Mr. Robinson also is vice president of the Hub City Broadcasting Co., operator of WHSY Hattiesburg, Miss.

A HANDSHAKE seals the agreement to merge KFBI Wichita with KTVH (TV) Hutchinson, Kan. The principals: Robert J. Laubengayer, KFBI board chairman (l) and W. D. P. Carey, president, KTVH.

WOR, Goodman Arrange Half-Million Package

ACQUISITION by WOR New York of a $510,000 package of transcriptions from Harry Goodman Productions for the entire 1955 season was announced last week by Gordon Gray, general manager of the station, who described the move as exemplifying "a bullish attitude toward the future of radio."

The package will be used on the 1955 version of the station's WOR Radio Playhouse. The present format of the Playhouse calls for presentations from 3 to 5 p.m. daily and from 9:30 to 10 p.m. and 10:30 to 11 p.m. It will be continued in this form until Jan. 1, 1955, when an additional 2:30-3 p.m. daily slot will be scheduled.

Another major change in the format, according to Mr. Gray, will be increased emphasis on classics, based on the writings of Shakespeare, Dickens and Dumas. The contract provides for about 260 hours of classics, plus the following programs: Stand By for Crime (52 hours), Contraband (52), Deadline for Danger (52), Nom De Plume (39), Thirty Minutes to Go (13), All-Star Western Theatre (52).

Commenting on the purchase for Playhouse, Mr. Gray declared:

"We have had a year to test the pulling and selling power of this format and our new outlook testifies to our confidence: "Stand By for Crime."

This commitment for the entire year of 1955 proves that we mean business. The greater emphasis on classics is the result of our policy of keeping a constant finger on the pulse of the public."

Mr. Gray said extensive promotion of the WOR presentation of the classics is planned through the New York Board of Education, parent-teacher groups, cultural societies and civic groups. He added that an essay contest for high school and college students will be held, with its grand prize an all-expense trip to the annual Shakespeare Festival at Stratford-on-Avon and Paris.

KOMO-TV, WTTV (TV) Begin Color Operations

KOMO-TV Seattle inaugurated colorcasting last Wednesday with the network pickup of the Army-RCA "Television on the Battle Front" demonstration from Ft. Meade, Md. (See story, feature section).

KOMO-TV, an NBC-TV affiliate for Seattle and western Washington, now is scheduled to receive in color the network's The Marriage series and the "Spectacular" series when the latter debuts next month. The start of colorcasting by the ch. 4 station was exactly eight months after it began regular tv programming—Dec. 11, 1953.

Another NBC-TV affiliate, WTTV (TV) Bloomington, Ind., reported last week that it, too, scored a "first" in its area by inaugurating network color tv. It is carrying The Marriage series and said reports of excellent color reception from Indianapolis and Columbus have been received.

Ward A. Coleman Dies

WARD A. COLEMAN, former general manager of WENC Whiteville, N. C., and president of the North Carolina Associated Press Assn., died last Tuesday after a long illness.

Mr. Coleman had been active in the North Carolina Assn. of Broadcasters and NARTB for the last eight years.
. . . 1088 foot guyed tower designed for triple service

With their new Blaw-Knox tower, and operating on channel 5 to full maximum power of 100,000 watts, WMCT in Memphis, Tennessee, has increased their coverage 100%.

The 1088 foot tower is a triangular guyed type with insulated base and sectionalizing insulators at the 640 foot level.

This special design tower does triple duty. The lower part is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

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

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.
Tolchin to Succeed Lebhar at WMGM

BERTRAM LEBHAR Jr., director of WMGM New York, is severing his connection with the station, a leading independent, upon the termination of his contract on Aug. 31 and will be succeeded by Arthur Tolchin, currently WMGM sales manager, Loew's Inc., owner of the outlet, announced Friday.

Mr. Tolchin, being elevated to director, has been with WMGM for the past 17 years, becoming assistant director of sales in 1945 and sales manager in 1951. He was one of the founders of the Radio Executives Club, now known as Radio Television Executives Society. He is a native of Milwaukee.

Mr. Lebhar, who in addition to his managerial duties is an active sports broadcaster under the name Bert Lee, entered radio with CBS more than 20 years ago. He subsequently served with WOR New York for four and a half years, then moved to WMCA New York as vice president, and in 1939 to WMGM as director of sales. He became director of the station in September 1949. His future plans were not announced.

Hartford, Buffalo Tvs Go on Air Over Weekend

TWO new tv stations, one vhf and one uhf, were scheduled to begin regular programming last weekend, bringing the first local outlet to Hartford, Conn., and the third to Buffalo, N. Y.

WGTH-TV Hartford (ch. 18), due to begin commercial operations yesterday (Sunday), is represented by H-R TV Inc. It is the first local tvb there. WGR-TV Buffalo (ch. 2), affiliated with NBC and DuMont, was to begin Saturday. It is represented by Headley-Reed TV and is the third station but second vhf there.

WCHS-TV Charleston, W. Va. (ch. 8), affiliated with CBS and DuMont and represented by the Brannam Co., also was scheduled to make its debut at the week’s end. It will be the second station but first vhf there.

WJNO-TV West Palm Beach, Fla. (ch. 5), that city’s second station but first vhf, is due to start commercial programming this Sunday. The station is affiliated with NBC and represented by Meeker TV Inc. Its debut will raise to 364 the number of tv stations operating, including seven educational outlets.

Campbell on Leave From WFAA-AM-TV

MARTIN B. CAMPBELL, 62, supervisor of WFAA-AM-TV Dallas, has taken indefinite leave of absence after 24 years service with the organization. He is the third prominent industry executive to give up active management in recent weeks, H. K. Carpenter having retired from WHK Cleveland and Arthur B. Church from KMB -AM -TV Kansas City [CLOSED CIRCUIT, Aug. 9].

Mr. Campbell’s leave became effective last week. He plans to remain in Dallas but will spend the next three months in Kentucky and Florida. He is a member of the NARTB board as director-at-large for large stations and of the BAB board. He was president of Hill Tower Inc., subsidiary corporation of WFAA-TV and KRDL- TV, set up to build a joint 1,521-foot tower for their antennas.

Entering journalism in Asheville, N. C., in 1912, he served as a lieutenant in World War I, going to Associated Press in 1921 with the Louisville and Chicago bureaus. He covered the Floyd Collins entrapment in a Kentucky cave for AP. In 1927 he joined the Louisville Times handling rewrite and radio. This led to the Times station, WHAS, where he became assistant manager. After a tour with Mason-Dixon Group in 1932, he was called to WFAA to direct the half-time 50 kw outlet. Later he consolidated sales forces with time-sharing WBAP Fort Worth, directing the sales end of both.

XEO, XERF Refuse 45s

TWO Texas border stations—XEO Brownsville and XERF McAllen—have informed RCA Victor Div. they will be unable to use a shipment of 45 rpm recordings. Robert N. Pinkerton, on behalf of the stations, said the 45s are not suitable for broadcast use and the stations do not intend to go to the expense of installing equipment “for the sole purpose of playing technically deficient records to the detriment of our stations.” He said RCA Victor 78s have long been an important part of the stations’ program material.

WKZO-TV Boosts to 100 Kw

WKZO-TV Kalamazoo, Mich., has begun operating with full 100 kw power and an antenna 1,000 feet above average terrain, giving it coverage throughout western Michigan and northern Indiana,” the station announced Aug. 7. The RCA-designed antenna weighs 40 tons. It is in 12 sections with four radiators mounted at 90-degree angles around the pole.

Bell Links Two More

WLAC-TV Nashville and WNAM-TV Neenah, Wis., have been connected to the Bell System’s network of tv program transmission facilities, AT&T reported last week, making a total of 304 stations in 195 U. S. cities which can now receive network tv service.
HOW TO WIN THE SERIES

You can't play baseball with recording discs... nor do baseballs provide an adequate surface for recording.

On the other hand, a cheap, poorly balanced baseball is useless in a professional game. And, a second rate, unevenly coated recording disc can spell doom for any professional recording job.

In recording, the risk is removed when you choose PRESTO. For here is a disc made with the same care and perfection that go into the world's finest recording equipment. Produced in the world's most modern disc manufacturing plant, PRESTO Green, White, Orange and Brown label discs are outstanding in quality, unbeatable in performance.

Whether you're recording one program, or an entire series, you're always on the winning side with PRESTO discs.
John J. Dixon to Manage WROK, Succeeding Koessler

APPOINTMENT of John J. Dixon as station manager of WROK Rockford, Ill., was announced last week by E. Kenneth Todd, president of Rockford Broadcasters Inc. and publisher of the local Register-Telegram and Morning Star. Mr. Dixon last Tuesday succeeded Walter M. Koessler, who resigned to assume the presidency of International Service Corp., Fort Lauderdale, Fla., dragging and reclamation concern.

The post of secretary-treasurer of Rockford Broadcasters Inc., also relinquished by Mr. Koessler, has been taken by William K. Todd, business manager of the Rockford newspapers.

The 44-year-old Mr. Dixon has been with WROK since April 1939, when he joined as an announcer. He became program director shortly thereafter and in 1943 was appointed commercial manager, the position he held until last week.

Palsy Group Attacks ‘Short’ Telethon Costs

COLLECTION in United Cerebral Palsy Assn. telethon on KABC-TV Hollywood last month totaled $136,646, from which $32,464 costs reduced the sum 23.7%, the charitable group revealed last month.

Milton J. Brock Sr., president of local UCP chapter, blamed Theatre Authority, which cut shows to 18 from the 32 allowed in a similar 1953 telethon, for the group's failure to match the $521,819 raised last year.

This year's net of $104,181 will be divided among Theatre Authority charities ($12,248), direct aid to Los Angeles County cerebral palsy sufferers ($59,051), national UCP research program ($31,099) and Orange County UCP group ($1,782).

Plough Stock Plan

PLAN by which employes of Plough Inc., manufacturer of drugs and household products and licensee of WMPS Memphis and WJID Chicago, can buy stock in the company on an installment plan, under the employe-owned-and-operated Plough Credit Union, has been announced. At the present time about one of every six employes is a shareholder, owning more than 23% of the total shares outstanding. Under the plan, the firm's shares, listed on the New York Stock Exchange, can be bought by employes at market prices for as little as 50 cents down with 36 months to pay the balance.

Who's on First?

IN REBUTTAL to a claim by WNBT (TV) New York that its live color tv spot commercial carried on Aug. 6 was a television "first" [WBT, Aug. 9] WCBS-TV there issued a statement last week stating it was broadcasting color commercials "more than three years ago." The statement said that at 5:30 p.m., June 25, 1951, WCBS-TV presented its first color tv spot announcement for the Bulova Watch Co. and three days later the O'CDear Corp. signed for a series of color announcements. It was stated that others who sponsored color announcements on WCBS-TV three years ago were Phoenix Aritomat and the Mutual Life Insurance Co. These commercials were presented over CBS-TV's "field sequential" system. A spokesman for WNBT (TV) said the station had not known of earlier color announcements, but pointed out that they apparently were the first presented under the present compatible color tv system.

WDSM-TV Boosts Power, Plans Interconnection

WDSM-TV Superior, Wis. (Duluth, Minn.), increased its power early this month to 100 kw, making the ch. 6 station the first in the area to operate at full power, according to an announcement by the station. WDSM-TV's new tower and antenna is the highest in the Twin Ports, the station claims, measuring 584 feet, 835 feet above average terrain and 1,810 feet above sea level.

The station on Sept. 1 will become interconnected via microwave relay from Minneapolis to receive live programs from CBS-TV and DuMont.

STATION PEOPLE


Tom Barnes, sales manager and manager, WDAY-TV Fargo, N. D., promoted to general manager; Jack Dune promoted to radio-tv manager.

Paul Skinner, announcer, WTMJ-AM-TV Milwaukee, to WHBL Sheboygan, Wis., as general manager.

Ralph A. Pettis Jr., program manager, WSBR Pensacola, Fla., to KCHA Charles City, Iowa, as general manager.

Richard T. Sampson, radio consultant, to KPAS Banning, Calif., as manager.

Louis J. Link, assistant manager and chief engineer, city-owned WSUN-AM-TV St. Petersburg, Fla., appointed acting manager, following resignation of Maj. George D. Robinson, manager.

John Henry, sales manager, KOA-TV Denver, to KCSI-TV Pueblo, Colo., in same capacity, succeeding Robert Clinton, to KIMN Denver in sales capacity.

Keith Cuilverhouse, director of sales presentations, WPXI (TV) New York, promoted to director of advertising and promotion.

Stuart J. Hepburn, account executive, WGAY Silver Spring, Md., named commercial manager.

Perry Bascom, sales representative, WIP Philadelphia, to WFMJ-TV New York as account executive.

Kenneth M. Johnson, Daren F. McGuire Co., San Francisco, to KNBC same city as account executive.

George E. Probst, director of radio and tv, Chicago U., appointed director of programs and

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assistant general manager, educational WGBH-FM-TV Boston.

Rus Baker, acting program manager, KGO-TV San Francisco, named to that job.

Richard G. Huntkey, production manager, WＷW-TV Worcester, Mass., to WMVT (TV) Montpelier, Vt., in similar capacity.

Lloyd Westmorland, sales manager, CKOC Hamilton, Ont., named commercial manager, CKCK-TV Regina, Sask.

Don Quinn, vice president and sales manager, Lincoln Dellar stations (KXOA Sacramento, CKCK-FM-TV Milwaukie, Ore., to KABC-TV Los Angeles, Calif., to KABC-TV Los Angeles, Calif., as assistant general sales manager.

John J. Walch, formerly advertising manager, Dayton Tire and Rubber Co., to WKRC-AM-TV Cincinnati and sister stations WTVN-AM-TV Columbus, as coordinating director of merchandising, promotion and publicity; Fred Thomas, promotion and publicity manager, WKRC-AM-TV, promoted to publicity manager, WKRC-AM-TV; Lisa Lambert, promotion and publicity manager, WKRC, promoted to promotion and merchandising manager, WKRC-AM-TV; Helen Nugent, promotion dept., WKRC-TV, to assistant to Mr. Thomas in publicity dept.; Dan Ries, promotion dept., WKRC, to assistant to Miss Lambert.

George L. Snyder to WJBY-AM-FM-TV Detroit as merchandising manager.

Connie Halter, promotion writer, KCBS San Francisco, promoted to sales promotion assistant, succeeding David Boerd, who joins BBDO, N. Y., as account executive. Edward Hayden promoted to production writer.

Robertson White, former Hollywood screen writer, to WBT and WTVT (TV) Charlotte, N. C., as program development supervisor.

Don McCarty, announcer, WCFL Chicago, promoted to newly-created post, assistant program director.

Tom Maness, continuity supervisor, WPTF Raleigh, N. C., to sales dept. as sales representative; Helen Tucker succeeds Mr. Maness.

Phil Waterhouse to KBIS Bakersfield, Calif., as head of news dept.; Ed Wilson to station as weatherman; Jimmy Thomas to station.

Bill Shell, formerly with WTVO (TV) Rockford, Ill., to WREX-TV same city, as sports director.

Eddie Doucette signed to handle Home Cooking show, WNBQ (TV) Chicago.

Carl A. Rembe, sales manager, KVVC Ventura, Calif., and Chuck Farmer, western disc m.c., KVVC, to KVEN same city in sales dept. and as disc m.c.-chief engineer, respectively.

Herb Cahn, KBIS San Francisco, to sales staff, KROW Oakland, Calif.

Doug McKay, formerly announcer, WNMP Evanston, Ill., to production staff, WBBM Chicago.

James Walsh and Vincent Rubertone, RCA Institute, to graduate students, WHLI Hempstead, L. I., N. Y.

Iris Adams, traffic manager, KOAT-TV Albuquerque, to sales service dept., KTVV (TV) Hollywood.

Donna Austin, KWSI-AM-TV Roswell, N. M., to continuity staff, KEX Portland, Ore.

Ronny Born, former radio producer, WLW Cincinnati, to WLWD (TV) Dayton. Kenny Price and Glenn Scott to WLW and WLWT (TV) Cincinnati staff for Midwestern Hayride program; Jimmy Wilbur and Jimmy James to WLWT (TV), WLWE (TV) Columbus and WLWD (TV) Dayton as members of Crosley Broadcasting Corp.’s Joe Lugar Orchestra.

Larry Clark returns to WTMJ-AM-TV Milwaukee, from two years in sales promotion for Milwaukee firm.

Les Barry to KIMN Denver as newscaster and disc m.c.

Mac McGuire, disc m.c., WIP Philadelphia, to KYW same city, in same capacity.

Sheldon Wigler, radio-television producer, Donahue & Co. Inc., N. Y., to WNJ Newark, N. J., as account executive.

June Bell to WSYR-TV Syracuse, N. Y., as vocalist on The Six-Thirty Club and Jim Deline Gang programs.

George Putnam, newscaster, KTTV (TV) Hollywood, signs new three-year contract with station.

Bob Lee, manager, CHUM Toronto, resigns to co-form tv, industrial and educational film service, tentatively named Comprehensive Film Services.

George C. Biggar, president and general manager, WLBB DeKalb, Ill., elected to board of directors, DeKalb Community Chest.

Joe Wilson, sports announcer, WMAQ and WNBQ (TV) Chicago, honored by Illinois Har-ness Racing Group for outstanding contribution to sport.

Mrs. Grace Ryden, operator, amateur W9GME Chicago, and head of Radio Amateur Civil Emergency Service, same city, awarded $300 scholarship for tv technical practice to North-west Radio & Television School at that city’s branch for organizing women in area into emergency defense group.

Hugh White, engineer, WSYR-AM-TV Syracuse, N. Y., and Evelyn Goode were married July 24.

Robert C. Betts, newsman, KQTV (TV) Fort Dodge, Iowa, and Rita Fowler were married.

Jack Mahoney, sales staff, WIBG Philadelphia, father of son, Aug. 5.

REPRESENTATIVE PEOPLE

Richard P. Hogue appointed tv sales manager, Headley-Reed TV Co., N. Y.; I. N. Hardingham appointed am sales manager, Headley-Reed Co.; Austin Smithers, formerly with ABC, to sales staff, Headley-Reed TV.

Robert Hilton, owner-operator of Brooklyn advertising agency, to sales dept., CBS Radio Spot Sales, Hollywood, as assistant manager.

John Shelton, Avery-Knodel Inc., Chicago, to sales staff, Crosley Broadcasting Corp., same city.

Doug Brown, account executive, Headley-Reed Co., N. Y., father of girl, Jacqueline, July 30.

LISTENING HABITS are well-established. Pick a positive and loyal viewing audience. Select KTVH in Kansas.

BY

Grace Ryden

Covers Central Kansas

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO’S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS

Broadcasting • Telecasting

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MICKELSON TO HEAD NEW CBS NEWS UNIT

CBS-TV director of news and public affairs becomes vice president of CBS Inc. to head combined radio and TV news division.

PLANS for reorganization of the news and public affairs departments of CBS Radio and CBS-TV into a single operating unit under the direction of Sig Mickelson was announced last week by Dr. Frank Stanton, CBS president.

In the changeover, Mr. Mickelson, director of news and public affairs for CBS-TV since July 1951, becomes vice president of CBS Inc. in charge of CBS news and public affairs. The new unit will serve both radio and television divisions.

"This consolidation will not only provide greater flexibility in our worldwide news and public affairs coverage," Dr. Stanton said, "but it will permit the greatest possible use of our newsmen and correspondents in both radio and television, and allow both media to take advantage of the rich experience of our foreign staff."

Dr. Stanton observed that Mr. Mickelson's appointment was in accordance with the view expressed last spring by William S. Paley, CBS chairman of the board, that top management in broadcasting must give increased attention to public affairs and the operation of news and public affairs.

"Mr. Mickelson will be in complete charge of all news and public affairs broadcasts on both radio and television," Dr. Stanton said. "As a vice president of the parent company of the CBS radio and television divisions, his status and authority will be equal to that of the heads of our most important departments."

It was said that Mr. Mickelson will announce shortly his detailed plans for the new organization, which will be identified as CBS news and public affairs.

Mr. Mickelson was born 41 years ago in Sioux Falls, S. D., and was graduated in 1934 from Augustana College, Sioux Falls, following several years as a newspaper reporter and editor on The Sioux Falls Argus Leader and as a newspaper for KS0O in that city. He joined WCCO Minneapolis (then a CBS-owned outlet) as news editor in 1943. He served successively as director of news and special events, director of public affairs and production manager before shifting to CBS in New York in December 1949 as director of public affairs. In July 1951, he was appointed director of news and public affairs for CBS-TV.

Manion Forum Negotiates For MBS Broadcast Series

REPORTED negotiations with MBS for a series of weekly radio broadcasts, to be underwritten by the newly-formed Manion Forum of Opinion, were confirmed last Wednesday by Mr. Clarence E. Manion, former dean of law at Notre Dame U. and co-chairman of the For America organization [CLOSED CIRCUIT, Aug. 9].

Dr. Manion will speak on behalf of the MFO, a privately-financed, non-profit group, in a series of talks starting Oct. 1, it was reported. The 15-minute broadcasts will commence over about 30 Mutual outlets (reportedly coast to coast) and be extended eventually to the full network of some 540 stations, according to Dr. Ross Humphrey, president of E. Ross Humphrey & Assoc., Chicago agency handling For America advertising.

Earlier, Dr. Manion, who is former chairman of President Eisenhower's Government Relations Commission, reportedly had denied any connection between the forum and For America, which was avowedly about "international socialism" and "centralized federal power." The forum is headed by B. K. Patterson, president of St. Joseph National Bank & Trust Co., South Bend, Ind.

Present plans call for the broadcasts to be aired on Sunday evenings, perhaps around 9 or 9:30 p.m.

Contributions of from $250 to $10,000 or more are currently being solicited out of Chicago from some 340 business leaders and solicitation will be extended later to 50,000 business, industrial and professional leaders throughout the country. The forum hopes to have sufficient funds in time to launch the series Oct. 1.

Lee TV Network Claims Ample Stations in Fold

SUFFICIENT affiliates are now signed to "assure financial and operational success" of the proposed Lee International Tv Network, which plans to operate as a wholly-commercial film hookup, Raymond L. Kulzick, Lee president, has announced.

Mr. Kulzick said Lee would show filmed programs (none sustaining) simultaneously on affiliate stations starting Sept. 26, but declined to report how many stations have signed. Programs would be built in 10-minute units for evening telecasts, he said. Lee also will have its own music and obtain an affiliation with a music publishing house, he added. The network will deliver three hours of programs each day, according to Mr. Kulzick, who is described also as president of R. L. Kulzick Inc., advertising agency. Seven shows are ready for production, he said.

Mr. Kulzick also announced interview auditions for talent whose records Lee proposes to release. Auditions will start Aug. 13, he added. The network is a division of R. Lee Ltd., 409 E. Washington Ave., Madison 3, Wis.

WTPA (TV) to Join ABC-TV

WTPA (TV) Harrisburg, Pa. (ch. 71), will join ABC-TV as an affiliate on Sept. 19, it was announced last week by Alfred R. Beckman, national director of ABC's station relations department. WTPA is owned and operated by Harrisburg Broadcasters Inc., with David J. Bennett as vice president and general manager.

WGTH-TV Now DTN Affiliate

WGTH-TV Hartford, Conn. (ch. 18), became an affiliate of the DuMont Television Network Aug. 1. The station operates with 163 kw and serves an area with a total population of 1,255,000.
ABC NAMES PETRY FOR WEST COAST

EDWARD PETRY & Co. will represent the ABC radio and television networks on a regional basis on the West Coast, effective Sept. 1, under an agreement announced jointly last Friday by Earl Hudson, vice president in charge of ABC's western division, and Edward Petry, president of the station representation firm.

The Petry company since Sept. 1, 1952, has represented ABC's four owned radio and TV stations on the West Coast—KABC-AM-TV Los Angeles and KGO-AM-TV San Francisco—and also the network's WABC-AM-TV New York. The other ABC-owned outlets, WLS and WBKB (TV) Chicago and WXYZ-AM-TV Detroit, are represented by John Blair & Co. (radio) and Blair-TV (television).

Under the new plan to extend ABC's sales operations regionally on the West Coast, the announcement noted, the networks' western division sales force will be augmented.

Mr. Petry said:

"The highly concentrated sales effort that the combined staffs of ABC and the Petry organization will bring to bear will have far-reaching results in the radio and television industry. We welcome this greater association with ABC as a dramatic move which will bring new sales techniques and drive to the highly competitive fields of spot sales in radio and television."

Mr. Hudson asserted:

"This will provide ABC's regional radio and television networks with the maximum selling impact. The move will bring to peak efficiency the network's selling both in radio and television and will enable ABC to provide even better service to its clients."

FIVE OUTLETS FORM CALIF. VALLEY GROUP

FORMATION of the California Valley Group of five radio stations was announced last week by Avery-Knodel Inc., national sales representatives, which described the move as "the most significant development in California radio in many years."

The stations forming the group are KFRE Fresno, KROY Sacramento, KERO Bakersfield, KERO-AM and KNCV Redding. The combined facilities of all five stations, or combinations of three of them, will be made available to national spot advertisers with discounts ranging up to 20% below established rates, according to Avery-Knodel.

Bell Has 47 Cities Linked for Color TV

AS OF Aug. 1 the Bell System intercity television network had approximately 29,000 channel miles converted to make color tv service available to stations in 47 cities. As of Dec. 31, it is estimated, about 40,000 channel miles will be so equipped, to serve 94 cities.

This data was supplied by FCC last week by American Telephone & Telegraph Corp.'s Long Lines Division along with lists of the cities now served by color-adapted channels and those to be served by the end of the year.

Served as of Aug. 1: Atlanta; Baltimore; Birmingham; Bloomington; Boston; Chicago; Cincinnati; Cleveland; Columbus; Colorado; Dallas; Davenport; Iowa; Delphi; Fort Worth; Fresno; Grand Rapids, Mich.; Houston; Huntington, W. Va.; Jackson, Miss.; Johnstown, Pa.; Kansas City; Lancaster, Pa.; Los Angeles; Louisville; Memphis;
**CBS’ NET INCREASES IN FIRST HALF**

Six-month statement reports consolidated net income of CBS Inc. and domestic subsidiaries passed $5 million mark. Gross for same period: Over $131 million.

CONSOLIDATED net income of CBS Inc. and its domestic subsidiaries during the first half of 1954 totaled $5,177,449 as compared to $4,793,377 for the same period of 1953, according to a six-month statement issued last Wednesday by Board Chairman William S. Paley.

The total for the first six months of this year represents $2,21 per share as against $2.05 for the comparable first half of 1953.

Gross income after discounts, commissions and returns was $131,442,767 for the first half of 1954 as compared to $144,790,241 for the first half of 1953.

The statement was issued at a CBS board meeting at which a cash dividend of 40 cents a share was declared by A and C class stock, payable Sept. 10 to stockholders of record at the close of business on Aug. 27.

The consolidated income statement:

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<th>Six Months Ended</th>
<th>July 4, 1954 (6 Weeks)</th>
<th>July 4, 1953 (6 Weeks)</th>
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<td>Gross Income</td>
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**RCA'S STAY REQUEST DISPUTED BY JUDGE**

Petition to stay the $16 million anti-trust suit by Zenith and subsidiary Rauland branded groundless by judge.

RCA’s petition before the U. S. Court of Appeals, Chicago, for a stay in the $16 million anti-trust suit lodged by Zenith Radio Corp. and its subsidiary, Rauland Corp., was branded by Federal District Court Judge Michael L. Igoe as groundless last Thursday. In a lengthy brief filed with the appellate court, Judge Igoe backed up his earlier contention that the trial should be pursued and that its outcome should not hinge on the outcome of development in a Delaware district court over patent issues.

Last month RCA filed an appeal for the writ, claiming that Judge Igoe erred on several counts and sought a stay. The appellate court issued a show-cause order asking why such a stay should not be continued at RCA’s request.

In effect, Judge Igoe Thursday accused RCA, on the basis of evidence submitted to him through the prolonged proceedings, of playing "one court against another."

He cited five reasons why he was well within his judicial rights in refusing RCA’s plea for a stay:

1. Rauland, Zenith’s tube subsidiary, is not a party to the Delaware suit and can assert no treble damage claim there, having been denied intervention by Judge Leahy.
2. Rauland’s treble damage claim cannot be asserted in Delaware by Zenith because a stockholder, even a sole stockholder, cannot maintain a treble damage suit on behalf of the corporation.
3. Under the federal rules of civil procedure Zenith should not be deprived of its constitutional right to a trial by jury by virtue of the Delaware case in which the only anti-trust issues are minute issues which are to be tried solely before the court.
4. Rauland cannot be deprived of its jury trial.

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**DuMont Tube Sales Increase**

INCREASE of 160% in sale of DuMont tv picture tubes in far western states during first six months of 1954 over the comparable period of 1953 was reported last week by Edwin B. Hinck, replacement sales manager for CathodeRay Tube Div. of Allen B. DuMont Labs. This increased rate of sale, Mr. Hinck said, led to the establishment of a west coast sales and service depot in Los Angeles, with George Jollie in charge.

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**NETWORK PEOPLE**

John Asher, sales promotion manager, CBS Radio, Hollywood, to Columbia Pacific Radio Network, same city, as director of sales promotion and advertising, succeeding James W. Frost, promoted to newly-created position, manager of sales development.


Joe Connely and Bob Mosher, signed as executive producers, CBS Radio "Amos 'n' Andy Music Hall" series (Mon-Fri, 9:30-9:55 p.m EST) which starts Sept. 13; Sam Piercé, producer-director, Edgar Bergan program, Cliff Howell, director, Amos 'n' Andy program, and Jack Daley, former motion picture studio and recording company publicity agent, signed as producer, director and recording and contact man, respectively.

Robert Bowen, publicist, ABC-TV Hollywood, to NBC, same city, in same capacity.

William Philipson, formerly general manager, ABC Western div., appointed executive producer to producer David O. Selznick, on Light's "Diamond Jubilee" show, to be telecast Oct. 24 over ABC-TV, CBS-TV, DuMont TV and NBC-TV.

James H. "Slypy Jim" Crowley, member of "Four Horsemen of Notre Dame" football foursome and vice president and general manager, WVTU (TV) Scranton, Pa., selected to do color comment for NBC-TV's Canadian professional football game telecasts starting Aug. 28.

Dick Satterfield, beauty authority, and Chef Phillip, cooking instructor, sign 13-week contracts to appear on NBC-TV's "Home show."
trial in the Chicago court by virtue of anything that happened in Delaware, because it is not a party to that suit and cannot be bound by anything that occurs in that forum.

(5) There is no prospect of a trial of any anti-trust issue in the Delaware court for at least a year.

Judge Igoe noted that "Judge Leahy accepted the RCA contention that the issues in the Chicago and Delaware actions were not the same and for that reason refused to stay the Chicago action."

Last May Judge Leahy, in effect, denied Zenith's counterclaim on its 1946 patent suit against RCA, General Electric and others, and also, in effect, dismissed the proceedings.

In Chicago, Zenith and Rauland have filed a $16 million suit against RCA, General Electric and Western Electric Co., claiming a monopoly in the patent field, after RCA had changed Zenith with patent infringements.

Judge Igoe claimed that "in view of the fact that the Delaware action can in no event dispose of any issue, for or against Rauland, because it is not a party thereto, it seemed clear to [me] that RCA had made no showing which would justify a stay against the use of discovery proceedings permitted by the federal rules of civil procedure."

He added that RCA's plea for a stay "seeks to obscure . . . their present contention about the "basic controversy" has been ruled on adversely by Judge Leahy in Delaware."

He continued: "Since mandamus is an extraordinary writ to be used only where no other remedy is available and since it appears that RCA has never attempted to exercise any remedy by injunction in Delaware, it would appear clear that RCA has made no case for the issuance of a writ of mandamus here [in Chicago]."

Judge Igoe noted that the case in Delaware involves patents on radio-tv sets while the Chicago dispute covers cathode ray tube patents.

Zenith Report Reaffirms Intent to Wait on Color Sets

ANTICIPATION of a greater market for black and white receivers has prompted Zenith Radio Corp. to step up its production plans for the second half of 1954, but the firm has reiterated its intention of not offering for sale any color tv sets "in the near future."

Those were the highlights of a financial report announced by Zenith last week and signed by Comdr. Eugene F. McDonald Jr., president.

Comdr. McDonald also reported that Zenith was highly gratified with results of the recent technical experiments of Phonovation in New York City where the company cooperated with WOR-TV there on a special project to test the technical feasibility of the subscription tv method.

Zenith also reported estimated net consolidated profits for itself and subsidiaries of $1,288,246 for the six months ended June 30, 1954, compared to $2,776,190 for the same period last year. Figures were derived after allowance for depreciation, excise and federal income taxes, and reserves for contingencies. Sales for the first six months were $56,681,409 compared to $82,207,174 for that period in 1953.

Tv Set Purchases Stimulated '53 Appliance Sales—Admiral

INCREASED tv set purchases stimulated the sale of refrigerators and other major household appliances in 1953 to 1950-51 levels, according to an Admiral Corp. survey announced by Robert L. Andersson, business research manager.Tv set buying rose 3% last year, with network tv service cited as an important factor.

The largest tv set gains were reported in west and north central regions, ranging from 12 to 17%. The survey also showed a 7% increase over 1951, 11% over 1950, in the use of credit among tv buyers. The $7,500 or over income group accounted for the largest percentage, 21%, of tv purchases. The largest gain with tv ownership tripling between 1952 and 1954 was in the $1,000 and under group.

Cities of 50,000 population and over (except in the 12 largest metropolitan areas) almost doubled percentage of ownership from 1952-54, jumping from 27 to 53%. Towns and cities under 2,500 more than doubled ownership percentage, but the biggest gain was in open country areas which more than tripled ownership from 8 to 26%, attributed largely to increased power by tv stations serving fringe areas and more powerful receivers.

RCA Promotes Seidel

ELECTION of Robert A. Seidel as executive vice president, Consumer Products Division, RCA, was announced last week by Frank M. Folsom, president of RCA. Mr. Seidel, who joined RCA as a vice president in 1949, recently was named Consumer Products vice president succeeding Joseph B. Elliott, who resigned to become president of Schick Inc., Stamford, Conn. [6T, July 19].

ARE YOU READY FOR THE 45'S?

Newest Fairchild Turntable gives exact timing at all 3 speeds

If the recent decision of the Record Industry to standardize disc jockey releases at 45 rpm makes your present equipment inadequate, you need the Fairchild 530 Transcription Turntable.

Exact timing of all transcribed program material for radio and television applications is assured. The Fairchild 530 reaches stable speed quickly without overshoot... completely eliminates rumble or noise caused by vibration.

The drive used in the Fairchild 530 is also available in kit form, permitting easy conversion of your present equipment to 3-speed operation.

WRITE FOR ADDITIONAL INFORMATION TODAY !

FAIRCHILD RECORDING EQUIPMENT

TENTH AVENUE, WHITESTONE, N.Y.

August 16, 1954 • Page 107
PRICE CUT 50% ON RCA COLOR SET

REDUCTION of 50% in the retail price of RCA’s current 15-inch color console television set, bringing its price to $495, was announced last week by Henry G. Baker, vice president and general manager of RCA Victor’s television division. He said the move was made “in anticipation of the advent of a larger-screen color television receiver.”

The reduction came several days after Emerson Radio & Phonograph Corp. announced it was prepared to distribute a 15-inch color set for $695 [BT, Aug. 9]. Motorola Inc. has reported it is producing a color receiver for $895, using CBS-Hytron’s 19-inch color tube.

In a letter to distributors, Mr. Baker said receivers would sell for $495 instead of $1,000 and RCA would pay rebates to distributors on all sets shipped and to dealers on those already sold, who will pass the saving along to all consumers who have purchased sets. He emphasized that the action was adopted so that inventories could be cleared before the introduction of the 21-inch color receivers now being developed by RCA. The company has produced about 5,000 15-inch color sets.

RCA’s newly developed 21-inch tri-color kinescope tube is scheduled to be demonstrated on Sept. 15. At the same time RCA has said it will unveil a new color TV receiver chassis having “greatly simplified circuitry which results in a significant reduction of costs.”

Spokesmen for both Emerson and the Westinghouse Electric Corp. told BT they had no immediate plans for reducing prices of their 15-inch sets. Westinghouse’s four-door console model retails for $1,100. An official of the General Electric Co. said he had “no comment” to make about a possible price change, but pointed out that the company has produced “only a few sets,” which have been used mostly for demonstration and training purposes. GE’s 15-inch color set retails for $1,000.

Vicksburg Booster

RCA’s booster system used at Vicksburg, Miss., to feed stepped-up ch. 25 signals from WJTJ (TV) Jackson, Miss., into the area, utilized novel types of transmitting (above) and receiving (right) antennas. Power was increased 200 times by high-gain antennas and amplifier [BT, Aug. 9]. Transmitting antenna consisted of 38-foot, two-row zig-zag array. Receiving antenna with 100 gain is eight feet square and has eight zigzag radiator rows spaced half wavelength apart on a reflector screen. System produced a 23 db improvement in field intensity in at least 50% of its total receiving areas.

C.R.T. Electronics Quits After Dispute With Union

C. R. T. ELECTRONICS Corp., Mount Vernon, N. Y., last week announced plans to liquidate its assets and go out of business after a labor union tried to organize the plant in a test case.

William Genz, vice president, said 20 employees of C. R. T., which has been manufacturing television picture tubes for the past four years, have been discharged. He told BT that the company objected to the “strong-arm” tactics of two organizers of the Amalgamated Local 160 of the Playthings, Jewelry & Novelties Workers Division of the Retail, Wholesale and Department Store Union (CIO). He said the organizers strode into the plant on Aug. 6 and rang plant bells to summon workers to a union meeting.

Mr. Genz confirmed that the union had induced the State Mediation Board to call a hearing in New York for last Tuesday, but said that neither he nor Stephen Weston, C. R. T. president, would attend as they would be busy selling company assets. He said he had no objection to a union, if the move had come from plant employees themselves.

A union spokesman said that 18 of the 20 employees at C. R. T. had signed with the local. He claimed that C. R. T. paid “sub-standard” wages and disputed company statements on paid vacations, holidays and other “fringe” benefits.

CBS-Columbia Color Display

A LINE of large-screen color TV receivers will be introduced by CBS-Columbia, set manufacturing division of CBS, at a national distributor convention at the Drake Hotel in Chicago on Aug. 30 along with plans for a color merchandising program that “will demonstrate how black-and-white and color can live together profitably for many years to come,” it was announced last week. The new receivers will incorporate the “205” Colortron picture tube recently introduced by CBS-Hytron, another CBS division. Harry Schecter, CBS-Columbia vice president in charge of sales, said it would be the “most significant convention ever held in the history of CBS-Columbia.”

GE Plans Microwave Electron Laboratory

PLANS for the establishment by the General Electric Co. of a new electron tube development laboratory in a structure on Stanford U. land were announced jointly last week by Dr. W. R. G. Baker, GE vice president and general manager of the company’s electronics division at Syracuse, and Dr. Wallace Sterling, president of Stanford U.

Dr. Baker explained that work at the laboratory will be concentrated on developing and exploring the application of microwave electron tubes which he said “promise to revolutionize the broadcast, communications and radar industries over the next 10 years.” He predicted that these tubes, used in radar system, will permit longer detection ranges and more reliable operation, and in television will improve fringe area reception. He claimed they also will permit “a much more efficient utilization of communications channels for aviation and air traffic control, for police and emergency use, for microwave relay and other industrial and military purposes.”

H. R. Oldfield Jr., recently manager of plans and product applications in the laboratories department at Syracuse, has been named manager of the new GE laboratory. Previously he had been manager of the GE advanced electronics center at Cornell U., Ithaca, N. Y.
PHILCO reported an equal net income from operations of $6,933,000, respectively, or $174,676,000 and $703,000, respectively, or 1.79 a share from non-recurring income resulting from the sale of Gates Radio, with the master antenna and occupying a share of approximately 1.40 a share.

Sylvania Electric Products Inc., N. Y., announced new 7-inch oscilloscope (404), high-gain, wide-band instrument created specifically for designing and servicing tv receivers.

Allen B. DuMont Labs, Clifton, N. J., established display and demonstration room for company's television and electronic products on 82nd floor of Empire State Bldg., N. Y.

George Sheets, who represents Stromberg-Carlson Co., Rochester, N. Y., in Washington as engineering consultant on all S-C electronic and communications contracts, moves office to Suite 712, Cafritz Bldg., 1625 Eye St., N. W.

R-O-Kut Co., Long Island City, N. Y., announces two new 5-speed 12-inch precision Rondine turntables in model B-12, powered by specially designed 4-pole induction motor, and model B-12H, employing custom-built, hysteresis synchronous, self-lubricating motor.

MANUFACTURING PEOPLE


John W. Mullen, eastern regional sales manager, Philco Corp., Phila., to Dage television div., Thompson Products, Beech Grove, Ind., as eastern district sales manager; Wynne E. Stewart, sales engineer, Kierluff Electronics, L. A., (Dage distributors), to same division as southeastern district sales manager.

Raymond W. Herrick, national sales manager, radio div., Admiral Corp., Chicago, to Emerson Radio and Phonograph Corp., N. Y., as western Michigan, northern Indiana and northwestern Ohio district manager.

Jack Siegrist, advertising manager, Motorola Inc., Chicago, to television receiver div., Allen B. DuMont Labs, Clifton, N. J., as merchandising manager, newly-created position, effective Sept. 1.

Robert S. Burros to Olympic Radio & Television Inc., Long Island City, N. Y., as advertising and sales promotion manager.

John S. Pitts, assistant personnel director, Plough Inc., Memphis, additionally appointed public relations director.

Paul F. Harper, radio div., Western Electric Co., N. Y., transfers to Hollywood office as West Coast representative for patent licensing matters.

THE SPOTLIGHT'S ON WEHT IN THE EVANSVILLE MARKET

37 SPONSORS ON CBS-TV

MR. STEWART MR. MULLEN eastern district sales manager; Wynne E. Stewart, sales engineer, Kierluff Electronics, L. A., (Dage distributors), to same division as southeastern district sales manager.

Raymond W. Herrick, national sales manager, radio div., Admiral Corp., Chicago, to Emerson Radio and Phonograph Corp., N. Y., as western Michigan, northern Indiana and northwestern Ohio district manager.

Jack Siegrist, advertising manager, Motorola Inc., Chicago, to television receiver div., Allen B. DuMont Labs, Clifton, N. J., as merchandising manager, newly-created position, effective Sept. 1.

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Paul F. Harper, radio div., Western Electric Co., N. Y., transfers to Hollywood office as West Coast representative for patent licensing matters.

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

By all odds the top farm-program publicity in Central New York, Bob Doubleday, the RFD Deacon, mixes wisdom and wit to hold the enthusiasm of his huge farm audience. City slickers listen, too. Participating, Monday through Saturday, 5 to 7 a.m.

Henry I. Chrisia, Inc.
National Representatives

August 16, 1954 • Page 109
Station Authorizations, Applications
(As Compiled by B • T)
Aug. 5 through August 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- CP—construction permit
- DA—directional antenna
- ERP—effective radiated power
- vhf—video, uhf—ultrahigh frequency
- stereo—stereophonic
- FM—frequency modulation
- AM—amplitude modulation
- TV—television
- VHF—very high frequency
- uhf—ultrahigh frequency
- antenna
- aur—aural
- vis—visual
- kw—kilowatt
- w—watts

FCC Commercial Station Authorizations
As of July 31, 1954

<table>
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<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>Total applications pending</td>
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<tr>
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<td>0</td>
</tr>
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<td>0</td>
</tr>
</tbody>
</table>

*Does not include noncommercial educational tv or fm stations.
†Authorized for commercial applications.

Am and Fm Summary Through Aug. 11

| On | Apps. In | Pending | Hear.
|----|----------|---------|------|
| Am | Licensed | Cps | Hear.
| 2,596 | 2,574 | 142 | 87 |
| Fm | 565 | 339 | 36 | 5 |

Actions of FCC

New TV Stations...

Grants

Tampa, Fla.—The Tribune Co. (WFLA) granted vhf ch. 8 (180-166 mc); ERP 316 kw visual; 155 kw audio; antenna height above average terrain 1,052 ft.; avg. 1,046 ft. Estimated construction cost $61,687; first year operating cost $400,000, revenue $270,000. Post office address Corner Lafayette & Morgan Sts., Tampa, Fla. Studio location Lafayette & Morgan Sts., Tampa, Fla. Transmitter location near Routes 41 & 315, near Tampa Fla. Geo coordinators 27° 27' N, 82° 15' W Long. Antenna RCA. Owners: Elwood Segal, Smith & Hennessy, Washington. Consulting engineer Millard J. Garrison, Washington. Principals include Chairman of Board D. T. Bryan, President-Treasurer John C. Connell, Vice President James A. Griffin, Jr., Vice President-Trustman Green, Secretary J. S. Bryan Jr. Granted Aug. 4.

Beaumont, Tex.—Beauumont Best Corp. (KFDM) granted vhf ch. 6 (52-48 mc); ERP 100 kw visual, 59 kw audio; antenna height above average terrain 357 ft., above ground 600 ft. Estimated construction cost $317,600, first year operating cost $200,000, revenue $300,000. Post office address 1420 Calder Ave., Beaumont. Studio location 1420 Calder Ave. Transmitter location on U. S. Highway 80, about two miles East of Vidor, Tex. Geo coordinators 30° 00' 22" W, 92° 58' 38" W Long. Antenna RCA. Owners: Legal counsel; Smith & Hennessy, Washington. Consulting engineer A. Earl Cullum, Jr., Dallas, Tex. Principals include President D. A. Conner, President-Corporate; C. B. Locke (1/5), Secretary-Treasurer Howard H. Yont (25%), L. H. Cullum (16%) and Mary L. Fentress (8%). Granted Aug. 4.

Existing TV Stations...

Actions by FCC

KOVR Stockton, Calif.—Television Diablo Inc. granted mod. of CP for ch. 13 to change transmitter and studio location to 819 E. Market St.; ERP to 100 kw visual, 50 kw audio; antenna height above average terrain 1,520 ft. Granted Aug. 6; announced Aug. 10.

WPHS-TV Chicago, Ill.—Lindsey Hopkins Vocational School granted CP for reserved education ch. 2 to change transmitter to 4 kw. Granted Aug. 4; announced Aug. 10.

WBPB-TV Traverese City, Mich.—Midwest Western Corp. granted CP to operate commercially on ch. 7 for the period ending Jan. 25, 1955. Granted July 30; announced Aug. 10.

WGR-TV Buffalo, N.Y.—WGR Corp. granted CP to operate on ch. 5, with the following changes: studio located at 2800 Main St.; ownership period ending Dec. 7. Granted Aug. 2; announced Aug. 10.

WSJS Winston-Salem, N.C.—Triangle Best Corp. granted mod. of CP for ch. 13 to change ERP to 250 kw visual, 100 kw audio; antenna height above average terrain 770 ft. Granted Aug. 6; announced Aug. 9.


WALT-TV Hamilton, Pa.—Hazelton TV Corp. granted mod. of CP for ch. 83 to change ERP to 20 kw visual, 10.7 kw audio; antenna height above average terrain 660 ft. Granted Aug. 6; announced Aug. 10.

WOAY-TV Oak Hill, W. Va.—Robert H. Thomas granted mod. of CP to change ERP to 15 kw visual, 69 kw audio; antenna height above average terrain 760 ft. Granted Aug. 5; announced Aug. 10.

WNYT-TV Binghamton, N.Y.—Charlton Broadcasting Corp. granted CP to change transmitter and studio location to 501 Kirkwood Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 350 ft. Granted Aug. 7; announced Aug. 10.

WJTV-TV Mobile, Ala.—A. E. Johnson granted mod. of CP to change transmitter location to 1305 S. Brooklawn Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WTOH-TV Des Moines, Iowa.—Murphy Broadcasting Corp. granted CP to change transmitter and studio location to 1205 Des Moines Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WILD-TV Lithia, Fla.—C. A. Wilkerson granted CP to change transmitter and studio location to 14040 old Highway 301; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WIVB-TV Buffalo, N.Y.—WGR Corp. granted CP to change transmitter and studio location to 550 Main St.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 370 ft. Granted Aug. 7; announced Aug. 10.

WHDH-TV Boston, Mass.—E. Anthony & Sons Inc. granted mod. of CP to change transmitter and studio location to 104 Market St.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WFRG-TV Fort Worth, Tex.—L. S. & S. Broadcasting Co. granted mod. of CP to change studio location to 1534 NW 4th St.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WKCT-TV Columbus, Miss.—Mississippi Broadcasting Corp. granted mod. of CP to change transmitter and studio location to 1301 Jackson Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WICS-TV Rockford, Ill.—J. L. Lattner granted mod. of CP to change transmitter location to 1111 Meade St.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WREX-TV Davenport, Iowa.—WREX Corp. granted mod. of CP to change transmitter location to 1300 W 2nd St.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WKSH-TV Shreveport, La.—Kemp Broadcasting Corp. granted mod. of CP to change transmitter and studio location to 1317 Hill Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WHCH-TV Youngstown, Ohio—Whaling Broadcasting Co. granted mod. of CP to change transmitter and studio location to 1418 South Canfield Rd.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WJZI-TV Scranton, Pa.—WJZI Broadcasting Corp. granted mod. of CP to change transmitter and studio location to 2800 Main Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WJZI-TV Scranton, Pa.—WJZI Broadcasting Corp. granted mod. of CP to change transmitter and studio location to 2800 Main Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WJZI-TV Scranton, Pa.—WJZI Broadcasting Corp. granted mod. of CP to change transmitter and studio location to 2800 Main Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

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WJZI-TV Scranton, Pa.—WJZI Broadcasting Corp. granted mod. of CP to change transmitter and studio location to 2800 Main Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.

WJZI-TV Scranton, Pa.—WJZI Broadcasting Corp. granted mod. of CP to change transmitter and studio location to 2800 Main Ave.; ERP to 5 kw visual, 1 kw audio; antenna height above average terrain 400 ft. Granted Aug. 7; announced Aug. 10.
an additional main studio at Columbus. Filed Aug. 4.

KMCV Marysville, Calif.—Marysville-Yuba City Broadcasting Co., Inc., seeks voluntary transfer of control by KMCV, license to wholly owned subsidiary WRBSO-TV Inc. Granted Aug. 6.

Ownership Changes

ACTIONS BY FCC

WICA-AM-FM-TV Ashubala, Ohio—WICA Inc. granted voluntary control of 50% to Olive D. Rowley individually and as trustee for David Rowley, heirs of her late husband, R. W. Rowley, deceased. Granted Aug. 5. 

WTOG-TV Bowling Green, Ohio—Howard R. Ward seeks mod. of CP to specify studio location as 255-1600 N. Main St., Bowling Green and 650 ft. thereof. Filed Aug. 4. 

August 9 Applications

ACCEPTED FOR FILING

License for CP

KPFM San Diego, Calif.—Whatcha-Raveler Broadcasting Corp. seeks reconsideration of order denying petition; order authorized change in daytime frequency; increase power to 1000 watts. Filed Aug. 5. 

KANY Shreveport, La.—Northwestern Louisiana Broadcasting Inc. seeks to change time of operation from 6 to 8 a.m., and to change call letters of KXRA-TV from WZMM to WRIG. Filed Aug. 5. 

WALB Albin, Mich., Calunth Broadcasting Co., Inc.—License to operate WTVX-TV, at 3506 W. Michigan Ave., Grand Rapids, Mich., for 15 kw. power and change frequency from 570 to 590 kc. Filed Aug. 5. 

WSTF Sturgis, Mich., WSTF Inc.—License to operate news/talk WRIC-FM at 96.5, with 1,500 watts power and change frequency, power, hours of operation and type of transmitter (5L-776). Filed Aug. 5.

Routine Roundup

August 5 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated: 

By Commissioner E. M. Webster 

Granted to Bay Telecasters Inc., Boston, Mass., for withdrawal of its motion to extend the time within which to file a petition to expand the issues, in re proceeding CP 5179. 

Chief Broadcast Bureau—Granted extension of time to file a petition to expand the issues, in re proceeding CP 5267, to July 23.

WRCO Fond du Lac, Wis.—By order the Commission removed stations WLBW Marshfield, Wis., and WC Cedar Rapids, Iowa, as parties to the proceeding in re Petition of Richard Bcstg. Corp. to change the antenna system of its station. The station has been granted to the party in re CP 3338, to change to the system and change extension of the issues in re ch. 6 (Docket 10449-43).

By Hearing Examiner Elizabeth C. Smith

Adopted to a Statement and Order approving agreements entered into in the matter of Allsome Communications Inc. and Kobayashi Corp. of America, for purchase of $15,000,000 in authorized capital stock, and for sale of $8,000,000 in authorized capital stock to Kobayashi Corp. of America. Filed Aug. 5.

August 5 Applications

ACCEPTED FOR FILING

Modification of CP

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.—Mod. of CP (875-8844) as mod. which authorized new tv station for extension of completion date to 2-25-56 (BPMT-1257).

WODK The Dales, Orc., Western Radio Corp.—Mod. of CP (897-8986) which authorized change frequency; increase power, install DA-N, make changes in the antenna system and change transmitter for extension of completion date.

WDAK Columbus, Ga.—Martin Theatres of Atlanta, Inc. and Radio Columbus Inc. (BPCT-1257) as mod. which authorized new tv station for extension of completion date to 2-25-56 (BPMT-1257).

WNCN-TV New Port, Ky.—Tri-Cities Bcstg.—Mod. of CP (BPCT-1257) which authorized new tv station for extension of completion date to 2-25-56 (BPMT-1257). 

WMOR-TV Columbus, S. C., Palmetto Radio Corp.—Mod. of CP (BPCT-1257) to 2-25-56 (BPMT-1257) as mod. which authorized new tv station for extension of completion date to 1-10-54 (BPMT-1257).

August 16, 1954 — Page 11
WMT KY KING, M. C., C. C. Green Jr. and R. H. Whittenburg d/b as Southern Broadcasting Co.—License to cover CP (BP-357) which authorized increase in power (BL-3236).

Remote Control


Remote Control Card Returned


Renewal of License

WMAR-TV Baltimore, Md., The A. S. Abell Co. —(IRC-5).

WAAM (TV) Baltimore, Md., WAAM Inc.—(IRH-229).

Modification of CP

KONA (TV) Honolulu, Hawaii, Radio Honolulu Ltd.—Mod. of CP (BPT-994) as mod. which authorized new TV station for extension of completion date from 9-1-53 to 10-28-53 (BMPCT-258). J. S. Trimble, Est. Manager, Buffalo, Ill.—Mod. of CP (390-960) as mod. which authorized new TV station for extension of completion date from 10-1-53 to 1-8-54 (BMPCT-239).

WCPD-TV Cincinnati, Ohio, Scripps-Howard Radio Inc.—Mod. of CP (BPT-380) as mod. which authorized new TV station for extension of completion date from 9-1-53 to 1-1-54 (BMPCT-239).

WRJF-TV Pittsburgh, Pa., Agnes J. Reeves—Mod. of CP (BPC-184) as mod. which authorized new TV station for extension of completion date to April, 1953 (BMPCT-258).

KMDT-TV Midland, Tex., Midessa Television Co.—Mod. of CP (BPT-716) as mod. which authorized new TV station for extension of completion date from 11-1-53 to 11-30-53 (BMPCT-257).


WURX-FM Bethesda, Md., Broadcast Management Inc.—(IRH-7).

WHNI-FM Richland, Va., Richmond Newspapers Inc.—(IRH-777).


WQXH-FM Winchester, Va., Richmond Field Lewis Jr.—(BPR-14).

Remote Control


Modification of CP

KREM-FM Spokane, Wash., Louis Wasmund—Mod. of CP (BPT-650) as mod. which authorized new FM station for extension of completion (BMPF-488).


WRAD-TV Mobile, Ala., Pursley Bcstg.—Service date for new TV station to be extended to Nov. 2, 1953 (BMPCT-258).

KPFF (TV) Fairbanks, Alaska, Keith Kiggins and Martin B. Etting—Mod. of CP (BPT-1790) as mod. which authorized new TV station for extension of completion date to 8-31-53 (BMPCT-258).

KFI (FM) Parkville, Mo., Salinas Bcstg. Corp.—Mod. of CP (BPT-922) as mod. which authorized new FM station for extension of completion date to 11-30-53 (BMPCT-239).

WTRC-TV The Elgin City Bcstg. Corp.—Mod. of CP (BPT-168) as mod. which authorized new TV station for extension of completion date to 8-28-54 (BMPCT-239).

WQQI-FM Dunkirk, Ga., Savannah Bcstg. Co.—Mod. of CP (BPT-719) as mod. which authorized new TV station for extension of completion date from 8-26-54 to 8-31-53 (BMPCT-239).

August 10 Decisions

BROADCAST ACTIONS

The Commission, by the broadcast Bureau, took the following actions on the dates shown:

Actions of August 6

WAUG-FM Augusta, Ga., Garden City Bcstg.—Granted license for FM station; freq. 107.1 mc. (BL-972). WVRN (FM) Roanoke, Va., WBRN-BP.—Extended license for 30-day period (IRH-972). WABU FM, Ind., Wabash-Peru Bcstg.—Granted mod. of CP for approval of antenna, transmitter location and change type transmitter; engineering condition (BL-887). WCLX-TV Twin Falls, Idaho, as mod. which authorized new TV station for extension of completion date from 9-1-53 to 9-1-54 (BMPCT-237).

Actions of August 7

Modification of CP

The following stations were granted extension of completion date:

WJNO-TW Newport, Ky., to 2-25-55; WAVN-TV Knoxville, Tenn., to 2-25-55; WCKX, S. C., to 2-28-55; WICS-TV Springfield, III., to 2-24-55.

Actions of August 8

Granted License


KLSX Oakland, Calif., Tribune Publishing Co.—Granted license covering change from DA-1 to DA-N only (BPT-2378).

WBU-FM Butte, Pa., J. Patrick Becomes—Granted license for FM station; freq. 97.7 mc (ch. 341); ERP 72 kw. from 9-1-53 to 9-2-53 (BMPCT-258).

Remote Control

The following stations were granted authority to operate remotely:

WINX from Rockville, Md.; WJWQ Vicksburg, Miss.; WWMF Washington, D. C.; WTOP Inc.—(IRH-146).

Renewal of License


Modification of CP

KXLE Monterey, Calif., S. A. Cisler—Granted license for extension of completion date from 5-1-53 to 5-1-54; extending engineering condition. The following were granted extension of completion dates as shown:

KREM-FM Spokane, Wash., to 11-30-54; KICU (FM) Honolulu, to 2-26-55; WTRI (TV) N. Blooringdale, Illinois, to 1-1-55; WBFM-TV Indianapolis, to 1-1-55; WDKX-TV Columbus, Ga., to 2-9-55.

Actions of August 9

Modification of CP


WUNX-TV Fort Myers, Fla., Fort Myers Bcstg.—CP for extension of completion date to 2-11-55 (BMPCT-2338).

Communications

 awakening license

WPGO So. Pittsburg, Tenn., Marion County Bcstg.—Serv. Granted license for am station,
ProFessional CaRDS

JANSKY & BAILEY INC.
Executive Offices
1725 De Sales St., N. W.
Washington, D. C.
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

Established 1926
PAUL GODEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
411 Central Ave., N. Y.
Washington, D. C.
P. O. BOX 7037
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., National 8-7757
WASHINGTON 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8218
WASHINGTON 4, D. C.
Member AFCCE

Frank H. McIntosh
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

Russell P. May
711 14th St., N. W.
Sheraton Bldg.
Washington 5, D. C.
Member AFCCE

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Dallas, Texas
1001 Conn. Ave. 4215 S. Buckner Blvd.
Member AFCCE

Page, Creutz, Garrison & Waldschmitt
CONSULTING ENGINEERS
710 14th St., N. W.
Executive 3-5670
Washington 5, D. C.
Member AFCCE

Kear & Kennedy
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 6108
Member AFCCE

Guy C. Hutcheson
P. O. Box 32
AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

Robert M. Silliman
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

Lynne C. Smey
"Registered Professional Engineer"
1311 G St., N. W.
EX 3-8073
WASHINGTON 5, D. C.

ROBERT L. HAMMET
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

George P. Adair
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television, Electronics-Communications
1410 Eye St., N. W., Wash. A. D. C.
Executive 3-1800—Executive 3-8071
(Member AFCCE)

Vandivere,
Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2490
1420 New York Ave., N. W.
Washington 5, D. C.

Carl E. Smith
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Henderson 2-3177
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THE FIELD

JOHN B. HEFFELFINGER
815 S. 63rd St.
Hiland 7010
KANSAS CITY, MISSOURI

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising
contact
BROADCASTING & TELECASTING
1725 De Sales St., N. W.
Washington 6, D. C.
Member AFCCE

Commercial Radio Monitoring Company
Mobile Frequency Measurement
SERVICE FOR FM & TV
Engineers on duty all night every night
JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

Spot your firm's name here,
To be seen by 75,956* readers
among them the decision-making station owners and managers, chief engineers and technicians—applicants
for om, fm, tv and facsimile facilities.
* 1953 AER Projected Readership Survey

To Advertise in the Service Directory
Contact
BROADCASTING & TELECASTING
1725 De Sales St., N. W., Wash. 6, D. C.
August 16, 1954 • Page 113
Help Wanted

Managerial

Need young aggressive sales/station manager, our Clinton, Missouri, daytimer. Write KUIDL, Kansas City, Missouri, giving full details.

Manager for Michigan daytime station. Applicants must have sales and programming background, and intimate knowledge of market. Send full information to Box 312E, B-T.

Salesmen

Excellent financial, lifetime opportunity for hardworking successful salesman for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 5993D, B-T.

Radio salesman wanted—good, small market station, middle east promises young aggressive clean living individual. Actual radio sales experience desires but not prime requisite. Man with any background desiring to sell, strongly considered. Box 322E, B-T.

Wanted: One man and one tv salesman. In training for the future manager. Good man can earn between $20 and $25 thousand. Many extra benefits. Send picture references. WAEM-TV-WSH, Anderson, S. C.

Experienced salesmen (3) at WKRS, relocated Mineola, center of fabulous Nassau, Long Island. Call Pioneer 4-0700.


Salesman for 1000 watt daytime station. Must be able to operate fulltime. Excellent opportunity with good draw and accounts. Write or wire first letter, Harry C. Weaver, manager, WOKE, Oak Ridge, Tennessee.

Radio salesman. Good man needed for good job. Going to 10,000 watts. WACW, Mt. Airy, N. C.

Time salesman, 1,000 watts daytime independent; city 12,000 pop. Drawing account against commission. Send resume indicating experience. Box 210, B-T.

(Nowadi) Excellent opportunity for two experienced salesmen in radio and/or television. Write full details. P. O. Box 1499, Honolulu.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 1697, B-T.

9000 watt station located in Florida needs two personality DJ's, must have two or more years experience and fullfillly, two first class engineers. Send complete details and tapes first letter. Box 201E, B-T.

Announcer with experience, strong on news and direct to our new combo staff. NBC, metropolitan southern city. Send complete resume. Box 230E, B-T.


Top announcer for top station in large midwestern market. Authoritative news, competent, friendly DJ work. Good commercial style. Excellent opportunity. Send background and tape. Box 910E, B-T.

Wanted at once: Good experience announcer, interested in permanent position. Send tape, salary expected and complete details to Box 285E, B-T.

Capable announcer wanted by station near Charleston, West Virginia. Must run board and play a professional job on the air. Permanent. Send recording, resume and references. Box 372E, B-T.

Help Wanted—(Cont'd)

Need a good experienced announcer with ability to sell on the air in our farm-ranch area, to sell music and other products going in school under G. B. CCFE, B-T.

Good experienced announcer for general staff work. WCMG-Radio, Texarkana, Texas. Attn: General Manager.

Experienced announcer for network station. Permanent position, right person. Contact Dr. F. P. Certignia, KLIC, Monroe, La.

Send immediately, staff announcer who can gather, write, air local news and work board. Send details, picture and tape to KROI, Grand Island, Nebr.

Early morning man. Minimum, two years experience. No drinks or drifiters. Send picture, audition tape and references. Many opportunities for additional salary. WAEM-CBS, Anderson, S. C.

Announcer, experienced at control board for general sales and station manager, WCOJ, Coatesville, Pa. Phone 2100.

Wanted: Top-notch hillybilly announcer for work in progressive station in wealthy southern rural area. Top pay, ideal working conditions, opportunity for extra income if you can sell. Write, wire or phone Ralph Mann, WKUL, Cullin, Alabama.

Experienced woman announcer-continuity writer capable handling well established part-time news-sports show. Send photo, references, details of background, resume indicating experience, tape which will be returned, WLAC Radio, Attn: General Manager, Nashville, Tennessee.

Combination announcer-copywriter; must be experienced; good typist; southerner; WNAH, Nashville, Tennessee.

Top-notch sports play-by-play man for top sports minded 5 kw station for football, basketball, daily sports show, etc. Good proposition for right man. Send tape, references, etc., to Program Director, WINX, Portsmouth, Ohio.

Announcer wanted for nighttime programming. Must be a good dramatist, experienced on commercials and popular music. Audition tape and references must be furnished. Send resume and photo first letter. Harry C. Weaver, manager, WOKE, Oak Ridge, Tennessee.

Technical

One kw daytimer in eastern Pennsylvania needs good commercial talent—announcer-first class engineer. Experience necessary. Opportunity to advance to chief engineer! Salary open. Send reply to Box 606, B-T.


Transmitter maintenance man and assistant to chief engineer to do transmitter maintenance. Vacation relief on console for remote control 1000 watt station. Low rent apartments at transmitter. Salary competitive. Box 245, B-T.

Contact Don McCoy, KRIS, Corpus Christi, Texas. Phone 4-6384.

Job open now for chief engineer-announcer who can do engineering and working conditions, good salary for right man at this 1000 watt daytime. Contact Manager, WNXX, Dallas, Texas.

Chief engineer before September 1, WWGO under construction. Installation experience preferred. Housing available. Call S13JS, Bowling Green, Ohio.

Florida opportunity. Man holding first phone license to specialize in installation and service of television, broadcast equipment. Capable of general shop work repairing and rewiring radios and high-fidelity, television sets. Fair income, regular hours and Ideal living on Florida's rapidly growing east coast. If you know broadcast equipment, we will train you in maintenance. Send complete details of training, experience and expected starting income. Write Craftmen, 411 S. Pineapple, Sarasota, Fla.

Help Wanted—(Cont'd—)

Production-Programming, Others

If you're old-fashioned enough to believe in loyalty to your employer, but still young enough to work first before becoming an executive, you may be the man we're looking for. He would have to be the type of man who would leave your present job is that there is no opportunity for advancement, and if he had at least five years experience as an announcer and you're experienced, but you're not promoted—then you're salary-minded ... you're sales-minded with a thorough knowledge of station operations prefers. Fact is you're probably from a small town in the south or perhaps the West Coast. You would supervise traffic, work, remotes and new programs, and be available for public appearances in the interest of the station. If you know you can meet these requirements and know-you want to become an integral part of a community as well as a station, then give full particulars in first letter. Write Box 290, B-T.

Sales promotion director. Experienced all phases of radio and television operations. Full details, salary, first letter. Write Box 347E, B-T.

Television

Help Wanted

Managerial

A top-notch general manager for new nst station in a substantial midwestern market. Unique opportunity for an ambitious, energetic salesman with a proven sales record. Must have experience as an executive, is interested in management. Must have experience as an executive, is interested in management. Box 2712, B-T. Personal interview will follow.

Salesmen


Announcer

We are looking for versatile people for new channel 5 tv station with accent on ad-sales abilities on camera. State all other hobbies and abilities. New Engander preferred. Contact William Clark, Operations Manager, WTTW, Bangor, Maine.

Technical

TV-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very fresh equipment and excellent engineer-reader relationship makes an interesting experience, draft classification and provide a snapshot. Reply Box 217E, B-T.

Technical personnel for tv and am operation in a small market metro area. Must be top notch, but not desirable, but not required. Please supply experience, education and a snapshot. Box 261B, B-T.

Position for tv transmitter and studio engineers (supervisors) for new midwest vhf educational station. Extensive operational experience to continue education and pursue research work, if desired. Box 262E, B-T. Write or wire for interview. Manager, WTVW, Rockford, Illinois.

Situations Wanted

Managerial

High type station manager-salesman would like good opportunity. Experienced announcer-top salesman. Box 209E, B-T.

Experienced chief engineer and commercial manager, desires permanent position. Must be south, can furnish best of references as to character and ability. Box 270B.

Manager, commercial manager, or program manager, for television—for a station that wants to go places. 30 year old family man. Good background in Stearns. Background in television excellent, interested in making money for you with a Western station. Box 275B.

Experienced broadcaster wants managership of station with option to buy from percentage of operating income. Box 324E, B-T. Replies confidential. Write fully. Box 324E, B-T.
Situations Wanted—(Cont'd)

Salesmen

Account executive, 30, University degree-advertising. 5 years radio sales experience, national accounts. Excellent agency contacts. Outstanding record as salesman. Employed as sales manager. Desires change. New York area. Box 313E, B-T.


Announcers

Staff-sports announcer. Four years play-by-play experience. Looking for good opportunity for full-time work. Box 192E, B-T.

Sportscaster—radio or television. Experienced all-by-play. Selling experience. Box 392E, B-T.


DJ—nabob, latino specialist—8 years radio, tv. Free lancing Pa., top audience pop, latin disc shows. Sing, can, know music, show biz. Speak Spanish, Portuguese. Want DJ show, right metropolitan station. Box 230E, B-T.

Sports announcer—4 years experience in all phases—now employed. Desires year round sports program. Prefer midway. Minimum $35.00. Box 256E, B-T.


Football announcer . . . seven years experience. Fine voice, best of references. Box 310E, B-T.

Announcer—first phone, presently employed, wants combo job in the south. Preferably Mississippi or vicinity. Box 316E, B-T.


Announcer, five years experience, 2 years sales, position wanted, staff announcer—salesman. Stable, hard working top references. Box 327E, B-T.

Interested in more radio or beginning television. Two years experience. Box 322E, B-T.

Situations Wanted—(Cont'd)


Dependable announcer—all phases staff—seek permanency—strong on news, commercials, Disc Jockey—control board. Light experience. Single, veteran, resume, tape. Box 356E, B-T.

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 333E, B-T.

Negro announcer, friendly approach. emphasis news, commercials, board, operations, modern music. Box 354E, B-T.

Seven years, announcing production. I have the ability, youth, family. I want permanency, future . . . with large eastern station. Box 356E, B-T.

Announcer. 2 years experience 500,000 market. Young, single. Strong on music. Midwest or west preferred. Salary secondary. Wayne Cody Jr., 350 E. 1st South, Salt Lake City, Utah.

Staff announcer, recent broadcasting school graduate in Portland, Oregon. Board trained, veteran, married, second class license. Available immediately, good on news and ad-lib. Durward L. Cunningham, 801 N. Central, Medford, Oregon.

Versatility is my business! 1954 graduate, veteran, single, will travel. Details from Casey Heckman, 29th Branch Blvd., South Bend, Ind.


Staff announcer, broadcasting school graduate, 6 months experience, third phase, with veteran, car, tape, photo, resume. 25. Want permanent position in New York. Ph. 8866. Grandview, Court. Alpine, Texas.


Announcer: Strong news, smooth DJ, commercial talent experience. Will move to high. Third ticket, single, veteran, tape, resume. Travel. Leonard Lyons, 2631 Ocean Parkway, Brooklyn, N. Y.


Negro DJ—enjoyed on commercial reading and writing, newscasting, control board. Holds 3rd class license—excellent— Kitt—single. Cambridge graduate. Resume and tape upon request. Mr. Oliver, 31-34 56th street, Corona, L. I., N. Y. Phone Havermyer 6-697.

Here I am again announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting. Has car, will travel. Single. Audition disc available. George Pochos, 216 E. 18th Street, Harvey, Ill.

Staff announcers (5) board trained for tough commercial schedule, third ticket, write copy. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C. Metropolitan $-325.

Technical

Engineer, experienced am xmr control, recording, tv, xmr, switcher, maintenance, cam, microwave relay. Presently employed. Permanent only. Box 196E, B-T.

Engineer, 15 years experience all phases broadcast-am-fm-tv. Box 389E, B-T.

Broadcast-engineer-first class ticket, age 28—August 1954 graduate RCA Institutes. Limited experience, ambitious. Will answer reply by phone or letter as requested. Box 392E, B-T.

Engineer now employed as chief desires engineering position with good day. 17 years radio, sober, reliable. Box 317E, B-T.

Chief engineer, part-time announcer. Opportunity to become part of young, good, small market radio organization. Great salary and future offered. Box 333E, B-T.

Chief engineer of prominent eastern am-tv station would like to relocate in station which offers challenges and opportunity. Deportable family man with excellent background. Box 393E, B-T.

First phone—no broadcast experience—recent graduate RCA Institute. Extensive experience electric repairs, motors, generators, radio-tv. Want transmitter engineer post. Box 356E, B-T.

First phone, 5 years transmitter, studio, recordist, new receiver. 5 years, Colorado, Arizona, New York. New Jersey, Penn., or Conn. area. Box 240E, B-T.

Southeast U. S. position open? Check my qualifications in display ad!

(Available immediately)

TELEVISION TRANSMITTER

RCA-ITTU Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey
Production-Programming, Others
Sales promotion director—expert in marketing and audience research. Prefer combination am-tv operation. Excellent writer of sales presentations. Past experience with New York independent and southern network stations. Through hard-hitting merchandising efforts combined with carefully thought-out promotion planning have converted many advertisers’ headaches into exciting success stories. Acknowledging importance of integrating promotional activities with programming. Can publicize publicly story, and know what to do with it. Familiar with idiocynesies of agency time-buyers and network officials. Now in east, will relocate. Box 311E, B-T.

Experienced copywriter, smile, trained in programing, production, directing, desire changes in south. Box 311E, B-T.

Newsrigger seeks spot midwestern network station. Veteran, 34, single, B.S. radio journalism, light experience. Box 323E, B-T.

News chief at entering indie, 36, just back from five years challenging work. Completely reported, newscaster, special events. Box 323E, B-T.

Mature newsmen, program director small station, seeks position with responsibility with future. College trained. $90. Midwest. Box 346E, B-T.

Attention Florida! Resident desires position, radio or tv, news-program director or station manager or assistant. 14 years experience. Box 351E, B-T.

Television

Help Wanted

Production-Programming, Others
Salesmen
Five years radio-tv background, sales, programming, announcing. Sales or production job desired. Excellent record, good salary. Bring references. Box 325E, B-T.

Announcers
Announcer-director—cut back at 100,000 watt NBC in midwest leaves announcer open for Job August 23rd. B.S. and M.S. degrees from leading Big-Ten school with radio-tv dept. Single. Desires position in sales. Excellent references. I have the theory backed by 3 years experience. You offer future and we’ll talk business. Box 303E, B-T.

Technical

tv engineer, 5 years experience all phases, presently employed, good references, family man, prefer east of Mississippi. Box 306E, B-T.

For Sale

Stations

I must sell due to ill health. A fine station in good market. Reasonable. Box 321E, B-T.

Radio and television station in Philadelphia, Pa. well established, giving approved broadcasting and announcing contracts, (not technical repair courses) for sale as going business. A radio or television engineer, announcer or instructor will find this as interesting opportunity. We will consider moderate investment and convert payment terms for balance to capable person with qualifications to successfully operate this school. Box 352E, B-T.

1 kw daytimer in Arkansas, Louisiana, Mississippi area in competitive southern market. Cash "talks" $15,000 down with convenient terms for qualified party. Box 352E, B-T.

Immediately available, complete equipment, channel 48 television station. For inventory list and details call John Booth, WCHA, Chambersburg, Pennsylvania.

Free list of good radio and tv station buys now ready, James W. Genthner, 5658 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.


BICIA G.E. two channel audio console. In storage, never used. Box 365E, B-T.

For Sale: 500 watt am composite transmitter. Excellent condition. Make offer. Box 366E, B-T.

Large Yrans-Lux news sign for corner location with time-ticker. Excellent condition. Photos, etc. available immediately, complete, $10,500. Terms. Will consider renting. Box 365E, B-T.

Sales 500-D transmitter—excellent condition—4 years old—immediate delivery. Best offer. Box 364E, B-T.

7 Blaw Knox type CM 229' self-supporting, insulated structure, totally insulated, complete. Available as a package, marked for reerection. Contact John M. Sherman, WCCO-TV, 50 South 9th Street, Minneapolis, Minnesota.

A 625 foot IDECO tower complete with lighting and two sets of guys. Erected six years; always well painted and cared for. Can be purchased as is including three section RCA superstructure in antenna and 2141 superturnstile transmitter line, or will be erected, box and ship as desired, E. Anthony & Sons. 505 Pleasant Street, New Bedford, Massachusetts.

Your third hand—Modell Workbench, 46" x 24" x 33", knocked-down, completed equipped, only $11.95 delivered. Riometal, Palatka, Florida.

Wanted to Buy

Stations

Radio station or CP in or near metropolitan market. Attention—stations in the red. Box 379E, B-T.

Broadcaster, experienced all phases, wants to buy into station as active partner. Box 380E, B-T.

Private party desires to purchase controlling or complete interest in radio station in Florida, Texas, Gulf coast, California. We have management. Box 378E, B-T.

Capital and active participation available for purchase or investment in am operation or cp station. Will consider other locations. Must be small market where no-more than $10,000. Will handle. Prepared to negotiate on good. Privacy pledged. Will acknowledge write or wire Box 341E, B-T.

To invest in profitable am station, preferably midwest, wants to purchase entire operation. Box 356E, B-T.

Equipment Etc.

Wanted . . . self-supporting tower approximately 385 feet. . . Blaw Knox type H-60 or equivalent, capable of operating channel 4 tv antenna and any tv equipment in good condition. Box 382E, B-T.

Announcers

MORNING MAN

By top network station in one of the largest markets. Present man earning $30,000 in sales, has exclusive affiliation with one of the largest networks. Sale: $15,000 guaranteed. Those making under $13,000 need not apply. Piano and singing talent preferred but not necessary. TV also available to right candidate. Send tape or disc together with resume and photo to Box 345E, B-T.

Help Wanted

Managerial

CALIFORNIA RADIO STATION NEEDS MANAGER

If you are a top sales producer with good salable programming ideas, knowledge of promotion, merchandising, and BAB methods . . . if you are an aggressive leader of staff then we will make a deal based on station gross. Station is Number One in market of 300,000 in ideal California area, affiliated with TV. Send complete resume with references and photo. Box 357E, B-T.
FOR SALE (Cont'd.)

**TV EQUIPMENT FOR SALE**

1—RCA TK-20 Film Camera, including the following:
1—Pedestal, including cradle
1—Camera control chassis
1—External edge light projector
1—33-B power supply
1—TP-9B multiplexer

Call or Write H. J. Lovell
Chief Engineer, WKY-TV
Oklahoma City, Oklahoma

**FOR SALE**

200 Ft. Windcharger guyed tower, galvanized steel, complete with guys, 4 side lights, base insulator, guy installers, and conduit for tower light wiring . . . presently in position.

For further information write
Radio Station WMOU
Berlin, New Hampshire

**RECORD BARGAIN**

Station WTXL has discontinued all Western Hillbilly programs. Our entire 78 RPM library of 2,500 records for sale.
Perfect condition. $500.00. FOB, Springfield, Mass. Write, wire or Phone Springfield 9-4768 at once. Lawrence J. Beilby, General Manager, WTXL, Springfield, Mass.

**IMMEDIATELY AVAILABLE**

Callies 727-A 5KW FM Transmitter. GE BM-7-A Station Monitor. GE BY-9-A FM Antenna. 4 Box Johnson AR/FM Intercom. Windcharger 350' Type 350 tower w/6000 lbs. 400 output line (4.1/2 hi inh 13-400). All or Part

Write or Wire
Joe Gamble, Tech., Dir.
WRBL- WBRL-FM, WBRL-TV
Columbus, Georgia

**FOR SALE**

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-B 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant.

Box 493D, B.T.

**FOR THE RECORD**

(Continued from page 112)

**WLBW-TV Muncie, Ind., Tri-City Radio Corp.**

Mod. of CP (BPCT-788) as mod. which authorized new TV station for extension of completion date to 2-5-59 (BPCT-2288).

**WBCK-TV Battle Creek, Mich., Michigan Bestg. Co.**

Mod. of CP (BPCT-1380) as mod. which authorized replacement of CP (BPCT-1062) as mod. for new TV station for extension of completion date to 3-1-59 (BPCT-2358).

**WTOR-TV Winston-Salem, N. C., Winston-Salem Bestg. Co.**

Mod. of CP (BPCT-617) as mod. which authorized new TV station for completion date to 3-3-59 (BPCT-2356).

**WBRD Port Lauderdale, Fla., Broward Bestg. Co.**

Mod. of CP (BPCT-1084) as mod. which authorized increased power; change hours of operation; install 1A for day and night use and install new transmitter for extension of completion date (BPCT-6615). (Rebroadcasts.)

**Remote Control**

**WTDD Vero Beach, Florida, Tropics Inc.**

For Sale (Cont'd.)

**TOWERS**

**EXECUTIVE PLACEMENT SERVICE**

 Bengals Bestg. Inc. (BR-14)
 WBUZ (FM) Bradbury Heights, Md., Chesapeake Bestg Co. (BR-126)
 WGH-FM Newport News, Va., Hampton Roads Bestg Corp. (BR-123)
 WIOG-FM Logan, W. Va., Clarence H. Frey & Foley Co. (BR-220)
 WOAY-FM Oak Hill, W. Va., Robert R. Thomas Jr. (BR-143)
 WTTG (TV) Washington, D. C., Allen B. Du Mont Labs Inc. (BRCT-47)
 WSPO-TV Toledo, Ohio, Storer Bestg Co. (BRCT-87)
 KSL-TV Salt Lake City, Utah, Radio Service Corp. Utah, Utah (BRCT-87)
 WBNS-TV Columbus, Ohio, The Dispatch Printing Co. (BRCT-375)
 Modification of CP

**KFML (FM) Golden, Colo., Evert A. Hancker Jr.**

Mod. of CP (BPCT-1934) for extension of completion date (BPCT-1936).

**Application Returned**


**Employment Services**

**BROADCASTERS**

**Radio-TV News Brokers**

6100 N. E. Columbia Blvd., Portland 11, Oregon

**For Sale (Cont'd.)**

**CAROLINA NETWORK**

$175,000.00

Aggressive market with over $20,000.00 retails sales last year. Ideal year-round tourist, agriculture, manufacturing economy. Excellent fixed asset position with valuable real estate. Under present operation, station will yield owner-manager approximately $50,000.00 per year. Over $35,000.00 net quick assets are included in the sale which can be handled for $30,000.00 down.

**Appraisals • Negotiations • Financing**

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.

WASHINGTON Bldg.
Sterling 3-4341-E

CHICAGO

Tribune Tower
Delaware 7-2735-E

SAN FRANCISCO

235 Montgomery St.
Exbrooke 2-4612

August 16, 1954 • Page 117
Prowl the data books if you wish — but THE way to find what TV station gives you the biggest audience in Kentucky and Southern Indiana is to ASK YOUR REGIONAL DISTRIBUTOR.

Don’t take our word for it. Pick up your telephone and call your distributors in Louisville —

—and Evansville (101 air miles)
—and Lexington (78 air miles).

Ask each, “What is your favorite Louisville TV station?”

This personal investigation will give you more real dope, at less cost, than any other “research” you can do. How about DOING it?

WAVE-TV

CHANNEL 3 · LOUISVILLE
FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives
### 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 which is listed in the city where it is licensed. Stations.vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, further queries about them should be directed to that source. Total U.S. sets in use is unduplicated B-T estimate. Stations not preceded by triangle (>) are grantees, not yet operating.

### ALABAMA

<table>
<thead>
<tr>
<th>Birmingham</th>
<th>WBMT (13) NBC, ABC, DuM; Blair: 260,000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WHBC-TV (6) CBS; Katz: 245,000</td>
</tr>
<tr>
<td></td>
<td>WQIM-TV (Unknown)</td>
</tr>
</tbody>
</table>

### MONTGOMERY

<table>
<thead>
<tr>
<th>WQCO TV (20) ABC, CBS, NBC, DuM; Raymont: 794,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSFA-TV (11B) NBC; Headley-Reed: 3/35/54</td>
</tr>
</tbody>
</table>

### COLUMBIA

- **Was**
  - **Redstone**
  - **WVTV** (2) Walker
  - **WDBT** (9) 7/3/54-12/25/54

### Mobile

- **WAMW** TV (10) ABC, CBS, NBC, Headley-Reed: 12,500
- **WMAK-TV (48) See footnote (d)**

### The Mobile TV Corp. (5) Initial Decision 2/12/54

### MUNFORD

- **WEDM** (7) 6/2/54-Unknown

### Selma

- **WSLA** (8) 2/24/54-Unknown

### ARIZONA

<table>
<thead>
<tr>
<th>Mesa (Phoenix)</th>
<th>KVAB (12) NBC, DuM; Avery-Knodel: 50,300</th>
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</thead>
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<tr>
<td>KPHO-TV (10) ABC; Hollinger: 96,300</td>
<td></td>
</tr>
<tr>
<td>KPHO-TV (5) DuM; Katz: 96,300</td>
<td></td>
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<tr>
<td>KTVX (9) 1/20/54-Unknown</td>
<td></td>
</tr>
<tr>
<td>KVOA-TV (13) ABC, DuM; Forjoe: 20,031</td>
<td></td>
</tr>
<tr>
<td>KVOA-TV (4) ABC, NBC; Raymon: 20,031</td>
<td></td>
</tr>
<tr>
<td>KTVI (11) NBC, DuM; Grant: 19,224</td>
<td></td>
</tr>
</tbody>
</table>

### ARKANSAS

- **El Dorado**
  - **KRQW (10) 2/24/54-Unknown**
  - **KPSI-TV (22) ABC, NBC, DuM; Pearson:** 18,560
  - **KNWA-TV (5) Rambeau; 6/3/54-1/15/54**
  - **KFSN (1) 1/20/54-Unknown**

### Tucscon

- **KVOO (10) ABC, DuM; Forjoe: 20,031**
- **KVOA-TV (4) ABC, NBC; Raymon: 20,031**
- **KVTX (7) See Pine Bluff**
- **KATV (7) See Pine Bluff**
- **KAJT (12) NBC, CBS; Avery-Knodel: 66,445**
- **KTEK-TV (6) See Texarkana, Tex.**

### CALIFORNIA

- **Bakersfield**
  - **KBKB-TV (23) ABC, DuM; Forjoe:** 60,000
  - **KTBV (10) NBC; Avery-Knodel:** 208,260

- **Berkeley (San Francisco)**
  - **KGEO (29)**

- **Claremont**
  - **KSCI-TV (10) ABC, CBS, NBC, DuM; Avery-Knodel: 98,920**

- **Corona**
  - **KOSO (32), 8/16/53-Unknown**

- **El Centro**
  - **KPCO-TV (26) 2/10/54-Unknown**

- **Eureka**
  - **KIBM-TV (3) ABC, CBS, NBC, DuM; Blair:** 14,800

- **Fresno**
  - **KBBF-TV Fresno (53). See footnote (d)**
  - **KENS (47) ABC, CBS, Brighthouse:** 82,334
  - **KJM (24) NBC, NBC; Raymon: 100,444**

- **Los Angeles**
  - **NBC-TV (22) 2/10/52-Unknown**
  - **KABC-TV (7) ABC; Petry:** 1,867,132
  - **KCOX (13) Katz:** 1,867,132
  - **KJTV (9) NBC; Spot Slca:** 1,867,132
  - **KXEN (2) CBS, CBS Spot Slca:** 1,867,132
  - **KRLA (5) Raymon:** 1,867,132
  - **KTTV (11) Blair:** 1,867,132

- **Modesto**
  - **KTRV-TV (14) 2/2/15-Unknown**

- **Monterey**
  - **KMBR-TV (ABC, CBS, NBC; DuM; Hollinger:** 402,371

- **Sacramento**
  - **RMBC-TV (46) 6/2/53-Unknown**
  - **KCCU-TV (40) ABC, CBS, NBC, DuM; Weed:** 108,900

- **KCBS Inc. (3) Initial Decision 6/3/51**

- **McIntyre Bostock Co. (10)**

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### COLORADO

- **Colorado Springs**
  - **KKTV (11) ABC, CBS, DuM; Hollinger:** 17,145

- **KRDO-TV (13) NBC; McGivira:** 26,000

- **Denver**
  - **KBTU (9) ABC; Free & Peters:** 227,883
  - **KQTV (2) DuM; Blair:** 227,882
  - **KCLZ-TV (7) CBS; Katz:** 227,882
  - **KOA-9, DuM; Katz:** 227,882
  - **KMRA (9) 7/1/52-Unknown**

- **Grand Junction**
  - **KFMJ (5) NBC, DuM; Holman:** 3,000

- **Pueblo**
  - **KCSJ (6) NBC; Avery-Knodel: 48,587
  - **KDZA-TV (3). See footnote (d)**

### CONNECTICUT

- **Bridgeport**
  - **WCBS (41) 1/9/54-Unknown**

- **WICC-TV (43) ABC, DuM; Young:** 12,340

- **Hartford**
  - **WCBS (43) 1/9/54-Unknown**
  - **WCBS (18) H-F: 10/21/53-5/15/54**

- **New Britain**
  - **WKNB (20) 1954 Page 150**

- **Wellesley (Mass.)**
  - **WNET (9) H-F: 6/24/53-Unknown**

- **WNYC-TV (8) ABC, CBS, NBC; DuM; Katz:** 702,023

- **New London**
  - **WNLC-TV (26) 12/31/52-Unknown**

- **Norwich**
  - **WCNE (63) 1/9/53-Unknown**

- **Stamford**
  - **WSTF (27) 5/27/53-Unknown**

- **Waterbury**
  - **WATR (53) ABC; Stuart:** 140,800

### DELAWARE

- **Dover**
  - **WHHN (40) 3/11/53-Unknown**

- **Delmar**
  - **WMME (12) NBC; DuM; Meeker:** 223,025

- **WILM-TV (48) 10/14/53-Unknown**

### DISTRICT OF COLUMBIA

- **Washington**
  - **WMAL (7) ABC; Katz:** 555,600
  - **WBNW (4) NBC; Spot Slca:** 208,000
  - **WTOP (9) CBS, CBS Spot Slca:** 600,000
  - **WTERT (5) DuM; Blair:** 612,000
  - **WOOK-TV (50) 2/24/54-Unknown**

Directory information in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.
FOR THE RECORD

CLEARWATER, FL – WPGT (3) 12/2/53 -Unknown
Daytona Beach— WJMJ-AM/FM (1) 7/17/54-1/7/55
Fort Lauderdale— WPTL-AM (23) NBC; Weed: 169,000
WITY (17) ABC; DuM; Bolling; 107,900 (also
Miami— Fort Myers— WINK-AM/FM (11) ABC; Weed; 8,580
Jacksonville— WJHG-AM (36) ABC, NBC, DuM; Perry: 63,374
WNBR-AM (4) ABC, CBS, DuM; CBS Spot Sls: 261,000
WORQ-AM (30) National: 8/12/53-10/31/55
Miami— WMEQ-AM (27) States National: 12/31/52-9/30/54
WFLA-AM (11) NBC; Weeds: 100,000
WTAV (4) ABC, CBS, NBC, DuM; Free &
Peters; 204,556
WMFI (3) 12/31/52 -Unknown
WQW-AM (17) See Fort Lauderdale
Orlando— WDBQ-AM (6) CBS, ABC, NBC, DuM; Blair
Panama City— WJDM (1) ABC; NBC; Hollering; 11,000
Penascola— WEAH-AM (3) ABC; Hollering; 44,000
WPFA (15) CBS, DuM; Young, 56,753
St. Petersburg— WSNL-AM (38) CBS, ABC, NBC, DuM;
Weed: 81,000
Tampa— Tampa Times Co. (13) Initial Decision 11/30/53
WFLA-AM (18) Blair; 8/14-3/27-55
West Palm Beach— WITL-AM (2) Walker: 207,504-Nov. 34
WRK-AM (21) ABC; DuM; Weed: 21,485
WNJO-AM (9) NBC; Meeker; 11/31/53-7/22/54
(5 granted STAs June 28)

GEORGIA

Albany— WALB-AM (16) ABC, NBC, DuM; Burn-Smith: 45,000
Atlanta— WAGA-AM (5) CBS, DuM; Katz: 391,347
WJWA (1) NBC; Cromer: 35,000
WSB-AM (2) NBC; Prince; 412,255
WXEL-AM (36) 11/10/53-Summer '54
Augusta— WJFF-AM (6) ABC, NBC, DuM; Hollering; 105,360
WRDN-AM (12) CBS; Headley-Read: 94,600
WDAX-AM (29) ABC; NBC, DuM; Headley-
Read: 64,411
Macom— WNEX-AM (47) ABC; NBC; Branch: 34,682
WMAX-AM (15) ABC, CBS, DuM; Avery-
Kool: 76,553
Rome— WRQM-AM (9) Weed; 103,514
Savannah— WTCP-AM (11) ABC, CBS, NBC, DuM; Avery-
Kool: 46,230
WSAI Inc. (3) Initial Decision 3/31/54
Thomasville— WCTV (6) 12/23/53-Unknown
Valdosta— WGOV-AM (31) States National: 7/26/53-9/1/54

IDAHO

Boise— (Meridian)— WBOI (2) CBS, DuM; Free & Peters; 34,665
KIDO-AM (7) ABC, NBC, DuM; Blair: 35,000
Idaho Falls— KSBI (3) ABC, CBS, NBC, DuM; Gill-Perra;
3577
KIP (8) ABC; Hollering; 2/26/53-Nov. '54
Nampa— KTVN (6) 2/1/53-Unknown
Pocatello— KSUI (6) CBS; 2/26/53-Nov. '54
KWIK-AM (18) ABC; Hollering; 3/26/53-Nov.
Twin Falls— KLIX-AM (11) ABC; Hollering; 3/19/53-
Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)— WTVS (4) CBS, DuM; Weed: 250,000
Bloomington— WBNL (15) McGivlera; 112,242
Champaign— WCIA (5) CBS, NBC, DuM; Hollering: 307,000
WTLC *(12) 11/4/53-US Unknown
Chicago— WBBM-AM (3) CBS; CBS Spot Sls.: 1,840,000
WBKB (7) Blair; 1,840,000
WGN-AM (9) DuM; Hollering: 1,840,000
WHFC-AM (36) 1/8/53-Unknown
WDRE-AM (29) 2/23/53-Unknown
WNBQ (5) NBC; CBS Spot Sls.: 1,840,000
WQRA (44) 2/10/53-Unknown
WTTW *(11) 11/4/53-Fall '54
Danville— WDAN-AM (24) ABC; Everett-McKinney: 35,000
Decatur— WTVN (17) ABC, DuM; Bolling; 87,000
Evaston— WTEL (32) 8/12/53-Unknown
Harrisburg—
WISI-AM (22) ABC; Walker; 30,000
Joliet— WJGL-AM (48) Holman; 8/21/53-Unknown
Peoria— WREX (43) ABC, CBS, NBC, DuM; Headley-
R-Lee: 125,418
WTVB-AM (19) ABC, DuM; Petry: 120,000
Quincy— WBLD (18) NBC, DuM; Weed: 94,000
WHLM-AM (10) ABC, NBC; Avery-Kool: 116,900
WQHA-AM (7) See Hannibal, Mo.
Rockford— WREX (13) ABC; CBS: H-R: 201,042
WVBO (9) NBC, DuM; Weed: 54,000
Rock Island (Davenport, Moline)— WhBF-AM (4) ABC, CBS, DuM; Avery-Kool: 265,811
Springfield— WICS (29) ABC, NBC, DuM; Young: 81,000

INDIANA

Bloomington— WORT (4) ABC, CBS, NBC, DuM; Meeker;
540,284 (also in Indianapolis)
Elkhart— WSVI (32) ABC, NBC, DuM; H-R: 118,000
Evansville— WPEI (42) ABC, NBC, DuM; Venard: 59,000
WEHT (50) See Henderson, Ky.
Fort Wayne— WKJG-AM (33) ABC, CBS, NBC, DuM; Ray-
mer: 32,607 Anthony Wayne Broadcasting Co. (99 Initial De-
Mason Co. 10/19/54
Indianapolis— WNKY-AM (9) CBS, NBC, DuM; Walker;
73,647 W trends
Muncie— WABM-AM (69) ABC, NBC; Rambeau; 57,850
Noblesville— WISH-AM (65) DuM; Holingstery: 61,290
Hannibal— WNOI-AM (9) ABC, NBC; DuM; Nolan-
Walker; 11,200
Huntington— WSHM-AM (59) DuM; Rambaud; 57,850

KANSAS

Great Bend— KCKT (31) 3/3/54-Unknown
Hutchinson— WTVN (12) ABC, CBS, DuM: H-R: 140,344
Manhattan— KSAC-AM (4) 12/4/53-Unknown
Pittsburgh— KOAM-AM (7) ABC, NBC, DuM; Katz: 64,086
Topka— KTKA (43) 11/5/53-Unknown
WIBW-AM (13) ABC, CBS, DuM; Capper Sls.: 54,481
Wichita— KAKE-AM (18) NBC, DuM; Hollering: 411,541-1/1/54
KPRD (16) ABC, NBC: Petry; 101,292

KENTUCKY

Ashtown— WPTV (59) Petry: 8/16/53-Unknown
Henderson (Evansville, Ind.)— WKCT (50) CBS; Meeker;
53,161
Lexington— WLAF-AM (27) 12/3/53-See footnote (c)
WLEX-AM (18) Forjo; 4/13/54-1/3/54
Louisville— WAVE-AM (25) 1/23/53-Unknown
Peters.— WLEX-AM (11) CBS; Harrison: Bichler &
Parsons. See footnote (b)
WKLY-AM (21) See footnote (d)
WHQX-AM (11) Forjo; 1/15/53-3/3/54
Newport— WNOF-AM (74) 12/24/53-Unknown

Directory information is in following order: call
letters, channel number, affiliation, national rep-
resentative; market set count for operating sta-
tion; date of grant and commencement target
date for grantees.

Broadcasting • Telecasting
LANSING—

KVGY-TV (19) 9/15/53-Unknown
KLFL-TV (Rambeau) 9/16/53-Unknown
Lake City—

KPLT-TV (7) Weed; 11/12/53-9/15/54

KWTV (25) CBS, ABC, DuM; Young; 5,000

KWKL (2) Hollingsbery; 1/15/54-1/15/55

Lafayette—

KTVF (10) 9/15/53-Unknown

Lake Charles—

KPLC-TV (7) Weed; 11/12/53-9/15/54

KWTV (25) CBS, ABC, DuM; Young; 19,000

Monroe—

KWQS-TV (8) CBS, NBC, ABC, DuM; H-R; 14,600

KPAZ (43) See footnote (d)

New Orleans—

WCKG (28) Gill-Perrins; 4/23/53-Late '54

WCCO-TV (21) Faribo; 4/23-25-Nov. 51

WDSU-TV (6) CBS, ABC, NBC, DuM; Blair; 258,412

WJMR-TV (61) ABC, CBS, McGilivra; 82,731

WTLO (20) 2/26/53-Unknown

Shreveport—

KFLA (12) ABC, CBS, NBC, DuM; Raymer; 40,600

Shreveport TV Co. (12) 6/7/53-See footnote (e)

KTBS Inc. (3) Initial Decision 6/11/54

BANGOR—

WABI-TV (3) ABC, CBS, NBC, DuM; Hollingbery; 15,000

WTOJ (2) 5/5/54-9/12/54

Lewiston—

WJCB-TV (17) DuM; Everett-McKinney; 396,102

Poland—

WMTW (8) ABC, CBS; 7/6-30-Aug. '54

Portland—

WCSL-TV (6) NBC; Weed; 114,427

WGAN-TV (13) ABC, CBS; Avery-Knodel

WPMT (55) DuM; Everett-McKinney; 48,100

MICHIGAN

Baltimore—

WBAZ-TV (13) ABC, DuM; Harrison, Righter & Partners; 252,530

WBAL-TV (56) 1/17/54-10/1/54

WJTV (44) 8/15/53-Unknown

WMMC-TV (7) ABC, CBS, DuM; H-R; 1,191,210

Brooklyn—

WEHF-TV (62) 7/50/50-8/31 '54

Cambridge (Boston)—

WTOA-TS (56) ABC, DuM; Everett-McKinney; 120,000

Springfield—

WSTN-TV (55) CBS, DuM; Branham; 160,000

WWLP (61) ABC, NBC; Hollingsbery; 140,000

Worcester—

WAAB-TV (28) Fox/12/15/53-Unknown

WOWI (14) DuM; Raymer; 55,010

MICHIGAN

Ann Arbor—

WPAF-TV (20) DuM; Everett-McKinney; 19,000

WUMD-TV (*64) 11/4/53-Unknown

Battle Creek—

WBCQ-TV (58) Headley-Read; 11/26/53-Unknown

WKBZ (64) See footnote (d)

Bay City (Midland, Saginaw)—

WDAM-TV (65) NBC, DuM; Headley-Read; 179,793

Cadillac—

WJTV (13) ABC, CBS, DuM; Weed; 47,699

Duluth—

WCCO-TV (21) DuM; Kats; 1,468,407

WWCC-TV (4) NBC; Hollingsbery; 1,288,822

WWWV (61) ABC, NBC; Hollingsbery; 140,000

WOWI (14) DuM; Headley-Read; 55,010

MISSISSIPPI

Biloxi—

KPIX-TV (10) CBS; Pearson; 10/14/53-Unknown

KCMS-TV (18) 4/15/53-Unknown

Clayton—

KFTU-TV (30) 2/6/53-Unknown

Columbia—

KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 40,205

Fort Smith—

KCY, (14) See footnote (d)

Hammarth (King, Ill.)

KQOA-TV (7) CBS; DuM; Weed; 117,776

WJEM-TV (10) See Quincy, Ill.

Jefferson City

KRCG (13) 1/10/54-Unknown

Joplin—

KSMW-TV (12) CBS; Vanard; 1/22/53-8/15/54

Kansas City—

KCNO-TV (5) ABC, DuM; Katz; 426,796

KCMC-TV (19) ABC, CBS; Free & Peters; 426,796

KWSF-TV (4) NBC; Hollingsbery; 87,085

WDAF-TV (4) NBC; Harrison, Righter & Partners; 402,796

Kirkville—

KTVO (3) 12/16/53-8/16/54

St. Joseph—

KPLF-TV (3) CBS, DuM; Headley-Read; 106,735

St. Louis—

KETV (5) 9/7/53-Unknown

KSOU-TV (5) ABC, CBS, NBC; NBC Spot Sis.; 694,034

KTMJ-TV (38) See footnote (d)

KWTV (4) ABC, DuM; 8,500

WDAF-TV (4) KC; 1/12/53-Unknown

KACY (14) See Festus

WTY (34) See Bolivar, Ill.

Sedalia—

KEDN-TV (6) Pearson

Springfield—

KSFQ-TV (10) CBS, DuM; Weed; 49,456

KTV (3) ABC, NBC; Hollingsberry; 46,080

MONTANA

Billings—

KOOL-TV (2) ABC, CBS, NBC, DuM; Headley-Read; 15,000

Butte—

KOPR-TV (4) ABC, DuM; 8,500

KQXL-TV (6). No estimate given.

Great Falls—

KBII-TV (5) ABC, CBS, DuM; Headley-Read; 11,000

Missoula—

KGVO (13) ABC, CBS, DuM; Gill-Perrins; 110,000

WYOMING

Airline—

KJCT (13) DuM; Meeker; 38,055

Lincoln—

KUON (12) See footnote (d)

KLJN (10) ABC, CBS, DuM; Avery-Knodel; 94,150

Omaha—

KMTV (3) ABC, CBS, DuM; Petry; 283,150

WOWT (8) NBC, DuM; Blair; 248,594

NEVADA

Reno—

KTVK (10) ABC, CBS, NBC, DuM: 15,000

Reno—

KTV (8) ABC, CBS, NBC, DuM; Pearson; 135,428
Is Covered by WFBG-TV

The Gable Broadcasting Co.
ALTOONA, PA.

ABC CBS NBC DuMONT

Represented Nationally by H-R Television, Inc.

August 16, 1954 • Page 123
Thank you
Mogen
David
Wine!

The Mogen David letter is just one of many which prove the selling power of KMID-TV. Want a real surprise? Send for the KMID-TV rate card — at once. Give it a try. First thing you know, you'll be writing us a letter like this yourself!

Sincerely,

[Signature]

KMID-TV
Channel 2
Midland-Odessa, Texas

The Mogen David letter is just one of many which prove the selling power of KMID-TV.
Vancouver:

- CBS 19
- CHV 2

Winnipeg:

- CTV 2

MEXICO

Juaréz (El Paso, Tex.)—

- XEJ-TV ($0 National Time Sales: 20,000
- KSIE-TV ($7 National Time Sales: 50,000

Tijuana (San Diego)—

- KXV-TV ($60 National Time Sales: 34,100

Total stations on air in U. S. and possessions: 390; total cities with stations on air: 264. Both totals include KXJY (TV) Tijuana, Mexico, as well as educational outlets that are operating. (a) Figure does not include 325,248 sets which WHEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by stations.

(c) Indicates educational stations.

(d) Cities NPI interconnected with AT&T.

(e) Figure does not include 252,748 sets which WHEN-TV Buffalo reports it serves in Canada.

(f) Number of sets not currently reported by stations.

UPCOMING

AUGUST


Aug. 25-26: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simon's Island.


Aug. 28-29: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.


Aug. 28: Midwest Electronic Show & Convention, Hotel Statler, Chicago.


Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.


Aug. 30: 6th NATB District Affiliates meeting, Drake Hotel, Chicago.

SEPTEMBER

Sept. 1: Deadline for entries in 1954-55 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. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.


Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.


Oct. 3-5: 18th High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Convention, Hotel Sherman, Chicago.


WHAS-TV Louisville, Ky. Last report was 205,-

368 on July 19, 1954.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended (B-T, Feb. 28). CP has not been re-

suspended.

(d) The following stations have suspended regular operations, but have not turned in CP's: WKB-Z Mobile, Ala.; WTVY-TV Florence, Ala.; KROK-TV Pueblo, Colo.; WATX-TV Princeton, Ind.; WJCK-TV Los Angeles, Calif.; KZTV-TV KANSAS CITY, Mo.; WBKZ-TV Battle Creek, Mich.; WFTV-TV (TV) Duluth, Minn.; WECC-TV Meridian, Miss.; KACY (TV) Fests, Mo.; WSTM-TV St. Louis; WION-ION (TV) Toledo, Ohio; WTVC-TV Atlantic City, N. J.; WCCT (TV) Kildara, N. Y.; WIFE (TV) DAYTON, Ohio; NCHA-TV Waukesha, Pa.; WJKF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport TV Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim TV Corp.

NARTB District Meetings

Sept. 10: NARTB Dist. 1, Somerset Hotel, Boston.

Sept. 13: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.


Sept. 20: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.

Sept. 22: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.

Sept. 28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.

Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.

Oct. 4: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.

Oct. 7: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.


Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.


Nov. 4-5: NARTB Dist. 12, Jess Marie Hotel, Ponce de Leon, Okla.

Nov. 8-9: NARTB Dist. 13, Rice Hotel, Houston.

SPECIAL LISTINGS

B.A.B. Clinics

Aug. 16: Portland, Ore.

Aug. 17: Seattle, Wash.

Aug. 19: Montana.

Aug. 20: Boise, Idaho.

Aug. 23: Salt Lake City, Utah.

Aug. 24: Denver, Colo.

Aug. 28: Albuquerque, N. M.

Aug. 27: Wichita, Kan.

Aug. 30: St. Louis, Mo.

Aug. 31: Indianapolis, Ind.

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Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.


Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.


Oct. 23-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.


Nov. 4-5: NARTB Dist. 12, Jess Marie Hotel, Ponce de Leon, Okla.

Nov. 8-9: NARTB Dist. 13, Rice Hotel, Houston.

Cost of WCAN-TV is only $1.33 per 1000 as against national cost of $1.75 per thousand.

August 16, 1954 — Page 125
THE decision by the special Senate committee to bar radio and television from the public hearings on the resolution to censure Sen. Joseph R. McCarthy has provoked the serious protests which it deserves. To call them "public" hearings if radio and tv are excluded is to misuse the language.

Again the Senate, in trying to avoid indecorous conduct, is confused about the sources of indecorum. The character of the forthcoming hearings will not be determined by the presence or absence of radio and tv but by the manner in which the Senators behave themselves. Keeping the broadcast media from the premises is certainly no guarantee of mannerly behavior by participants. Admitting these media is not an invitation for Senators to make fools of themselves.

In opening the hearings to working newsmen, the special committee has indicated its recognition of the vital public interest in the case. In closing them to radio and television, the committee has deprived the public of the first-hand observation that only these media—particularly television—can provide.

Before the start of the proceedings there is time for the committee to change its mind. We hope the impressive arguments already made by broadcasters will force a sensible reversal of the ban.

THE Lamb Case

TO SAY that Edward Lamb, the embattled lawyer-broadcaster-publisher, is in the switches with the FCC is the understatement of the year. But it should be clear too that the FCC is in just as serious trouble if it can't prove its charges—charges that appear generally to be misunderstood.

The allegation is not that Mr. Lamb is a communist. We doubt that he ever was, and we would vouch that not by the wildest stretch would he advocate violence against our form of government. What Mr. Lamb is charged with is failure to disclose to the FCC in applications for license or renewal, alleged former associations with individuals or organizations identified with the Communist Party. In a word, the FCC's staff contends that he lied and that it has evidence and witnesses to back up the charges.

If, as the FCC contends, Mr. Lamb toyed with the truth—or worse—about those former associations, it stands to reason that he is not qualified to hold licenses for radio and television stations worth several million dollars. The burden of proof, however, is on the FCC, not on Mr. Lamb.

There are numerous people who are loyal Americans but who, in a less realistic era, made questionable associations. Mr. Lamb has protested, in every forum available to him, that he never has been and is not identified with any un-American activity. He has offered a $10,000 reward for any proof to the contrary.

Mr. Lamb gets his hearing before the FCC beginning Sept. 15 (unless he seeks a further postponement). He will be confronted with the FCC charges. The Commission's witnesses will be available for cross-examination.

It will all be out in the open. Mr. Lamb has an opportunity to clear his name and get clear title to his station licenses. If he lied, the public interest requires that he be divested of those licenses.

If, on the other hand, the FCC is unable to prove its charges, it will have to answer to angry Congress. In those circumstances, with the Congressional temper what it is, we have little doubt that a move to abolish the FCC and create a new agency would meet with considerable Congressional favor.

Selling America to Americans

BROADCAST Media Delivered 5.5 Billion Home Impressions for Public Service Messages Last Year. Radio, Tv, Cooperation Hit All-Time High."

That headline was written by the Advertising Council on a news release yesterday (Sunday) based on its 12th annual report. It is a success story for the broadcast media because the Council, a private, non-profit organization, points to the results. They came in volunteers for the Ground Observer Corps; in increased church memberships and attendance; in reduction in accident death tolls; in Defense Bond sales; in increased Red Cross contributions, and in dozens of other public service projects.

The Council is an organization unique in our economy. It started during World War II to funnel war effort campaigns into our advertising media. The advertisers contribute men and money, the advertising agencies volunteer ideas, plans and skills, the media contribute time and space. The combination produces results that the richest organizations or even governments could not afford.

Needed: More Light on Satellites

NOW THAT the FCC has announced its new satellite station plan as a means of alleviating some of the problems of uhf stations, there appears to be agreement on one point only—almost everybody is confused.

It could be that the FCC meant to make its Aug. 5 action innocuous, so it could entice comments from station operators, notably those in uhf who have been pleading for some means of competing more effectively with their entrenched vhf competitors. If that is its purpose, the Commission certainly succeeded, because it is going to get plenty of requests for clarification. By the time most of the Commission members return from the hills and the lakes where they are vacationing until Labor Day the staff will have some notion of the reception given the radical plan—first departure from the final allocations of 1952 which ended the tv freeze.

The FCC makes one point clear—it will consider satellite applications on a case to case basis. It will waive its "duopoly" rules where appropriate showings are made. But all other rules governing station ownership and operation will apply to these stations which do not originate local programs.

Obviously, the FCC wants to give uhf stations a lift. The opportunity also would be open to vhf stations to fill in their coverage patterns to provide acceptable service to unserved areas. There are those (including dissenting Comr. Hennock) who feel the new procedure will be used as a device to permit vhf stations to invade areas now served by uhf stations, and sound their death knell.

That, it should be obvious, is pure bunk. The avowed intent is to help, not hinder uhf. The FCC knows that the policy will be as good—or as bad—as the manner in which it is administered.

Prospective applicants will want to know more about many things. What about the costs? Will it be more expensive to operate a couple of satellites in conjunction with a uhf "mother" station than it is to operate a single vhf covering substantially the same area? Will unattended satellites be permitted? Technically there do not appear to be serious problems.

The FCC, before it moves, must spell out precisely just how the new policy will work.
In Milwaukee One Station has maintained an unapproached position for service to the public

That Station Is:

WISN

Of the 27 radio programs listed as deserving Public Commendation by The Milwaukee County Radio and Television Council During 1953—

12 were WISN public service programs

Twice as many commendations as the next station

Give your advertising the benefit of the automatic market acceptance which is accorded WISN.

WISN
THE MILWAUKEE ADDRESS OF
Represented by the
KATZ AGENCY, INC.
New York • Detroit • Chicago • Kansas City
Atlanta • Dallas • San Francisco • Los Angeles