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23rd year
THE NEWSWEEKLY OF RADIO AND TV

FIFTY THOUSAND WATTS OF SELLING POWER L. B. Wilson WCKY CINCINNATI
PET DAIRY PRODUCTS COMPANY does a complete job...

PET Dairy Products Company has always been a pioneer in finding new uses for the products of America's dairy farms, improving their quality and increasing their consumption. The company continues intensive scientific research and with equal diligence, continues in its efforts to improve advertising and merchandising techniques.

That's part of a complete job; a never-ending effort to find newer and better techniques. By doing a complete job in programming entertainment and public service, Havens & Martin, Inc., the pioneer in Virginia, continues to build even larger and more loyal audiences that mean sales results from Richmond to the rich areas throughout Virginia.

Join the other advertisers using WMBG, WTVR and WCOD, 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.
Coverage that Counts!

7 major Michigan markets for NBC, CBS and ABC

Now 100,000 watts!

Edward Penny & Co., Inc.
reach the $2 \frac{2}{3}$ billion dollars spent each year in Channel 8-Land...

... that is if all these paper dollars were laid end to end. This is one way of saying that $2 \frac{2}{3}$ billion dollars is a tremendous amount of money. In vast, rich Channel 8-Land, $2 \frac{2}{3}$ billion dollars is spent each year in retail sales; effective buying income is $4 \frac{1}{2}$ billion dollars. Use this super-powered station to get your share of this rich profit potential.

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Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

WGAL-TV NBC CBS DuMont
LANCASTER, PA.
316,000 watts SUPER-POWER
STEINMAN STATION Clair McCollough, Pres.
closed circuit

UNSPECTACULAR figure of $35.50 per thousand viewers is estimate of advertisers for first of season's NBC-TV spectaculars, "Satins and Spurs." It's understood to be highest cost per thousand in the history of TV.

+++ BULOVA Watch Co., which severs its relationship with Biow Co. Jan. 1 (see story page 34), will take 30 to 60 days before announcing its new agency affiliation. Among projects watch firm is said to be considering: (1) possibility of appointing new agency to be formed by Terrence (Terry) Clyne, senior vice president in charge of radio and television for Biow Co., who resigned because of "policy differences" seven days before Bulova-Biow cleavage after being associated with agency for eight years; (2) naming Reggie Schuebel Inc. (Miss Schuebel pioneered Bulova Co. in its early plunge into radio time signals), or (3) accepting one of at least ten bids that have been presented by as many as other advertising agencies in field, among them Kudner and Wm. Esty Co.

+++ KEY QUESTION before Bricker Investigating Committee, i.e., whether networks should be licensed and regulated by FCC, may boomerang. There's sentiment supporting view that networks not only should not be licensed but that existing chain monopoly regulations, which became effective in 1941, should be repealed. Thus controls would be vested in Dep't. of Justice under anti-trust laws with precedent probably that of motion picture consent decree on block booking of films.

+++ WHEN FORD FRICK, baseball commissioner, meets with Hal Fellows, NARTB president, some time after World Series to discuss plight of minor league baseball, at issue will be whether there will be any regularly scheduled daily major league broadcasts or teletscasts next season. Mr. Frick is under tremendous pressure, it's learned, to issue blanket regulation against any major league broadcasts reaching areas where minor league games are being played on same day. He has in mind proposed "game of the week" in lieu of games of the day. But it's foregone conclusion that any effort to further restrict broadcasts and teletscasts will bring new litigation.

+++ ROBERT M. HUTCHINS and W. H. Ferri, president and vice president respectively of Fund for the Republic underwritten by Ford Foundation, have been in consultation with Frank Stanton, president of CBS, Sylvester L. (Pat) Weaver Jr., president of NBC, and other industry leaders looking toward television project to promote civil liberties. Fund planning envisages decision on tv project within 60 days.

+++ NAME HEARD with increasing frequency in connection with White House FCC liaison is Charles F. Willis Jr., 36-year-old assistant to Sherman Adams, assistant to President Eisenhower. Native of Beaumont, Tex., but educated in Maryland and Florida, Mr. Willis' background is largely in aviation. He was Navy flyer during last war. He spearheaded Eisenhower Club in 1951 which became Citizens for Eisenhower. He is married to daughter of Harvey Firestone.

+++ NBC AFFILIATES still have their fingers crossed on Canadian Pro Football broadcasts after five weeks. While game is faster and commentary is good, stations report enthusiasm on part of audiences is lacking because of casual interest in teams. So far there has been no display of "home team spirit" and with collegiate and U. S. pro competition, stations are fearful Canadian version won't take hold.

+++ FCC'S NEW political broadcast rules, commanding no discrimination against political candidates on "commercial" broadcasts, haven't settled confusion. To take advantage of "discount" provisions, state organizations are talking of buying bulk time, with all candidates to be accorded frequency discounts, citing FCC's own examples of what's done for such bulk buyers as General Foods, Procter & Gamble, Lever Bros. and others.

+++ HAROLD COWGILL, former general manager of WTVT (TV) Decatur, Ill., and formerly on staff of Segal, Smith & Hennessy, Washington attorneys, reportedly is under consideration for appointment as chief of FCC's Common Carrier Bureau. Prior to joining Segal firm, he had been on FCC staff.

+++ ONE possibility for successor to Alexander Stromach Jr. as ABC vice president in charge of tv network (see early story page 44) understood to be Ernest Lee Jahncke Jr., now ABC vice president and assistant to President Robert E. Kintner.

+++ FRANCIS CONRAD, director of ABC Radio, Hollywood, reportedly is resigning, with Henry Woodworth, in ABC network sales in New York, scheduled as successor.

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the week in brief

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 Broadcasting • Teletcasting

September 27, 1954 • Page 5
Radio station with a big pizzarating...

If the number of pizza pies it sells is not the measure of a radio station, don't tell Caniglia's Pizza House, Omaha. This restaurant-bakery is about to build another addition, fourth in a series of expansions at least partly attributable to one spot a day on Omaha's KOWH. This has been virtually all of Caniglia's advertising.

KOWH whets Omaha appetites for pizza with the same success attained for many other national, regional and local advertisers. Something would be amiss if it didn't, because much of the time KOWH is talking to more people than all the other stations put together. Operating within a format of top tunes and unexcelled local news, KOWH's air personalities out-Hooper everything else in Omaha in every single daily quarter hour save three. Average share of audience: A.M.—46%; afternoon—49.3%; all-day—48%. (July-August Hooper Monday through Saturday, 8 a.m. to 6 p.m.)

Second station: 16.8%; third station, 11.3%.

KOWH has dominated Omaha radio, with first place ratings, for the past three years without a break.

Get Station Manager Virgil Sharpe to equate KOWH's cut of Omaha pie to your cut of the Omaha market. Or talk to an H-R man.

MID-CONTINENT BROADCASTING COMPANY
General Manager: Todd Storz

WHB, Kansas City
Represented by John Blair & Co.

WTIX, New Orleans
Represented by Adam J. Young, Jr.

KOWH, Omaha
Represented by H-R Inc.
WILL McCONNAUGHEY BE FCC CHAIRMAN? PRESIDENT MAY SETTLE IT THIS WEEK

BARRING eleventh hour switch, appointment of George C. McConnaughy of Ohio as member of FCC, and probably new chairman, is expected this week from Denver summer White House.

President Eisenhower, in announcing last Wednesday (Sept. 22) acceptance of resignation of George E. Sterling of Maine, said new commission would be named soon. Report was current Friday, as BWT went to press, that President might make announcement upon his return to Denver over weekend.

Still in contention for post is Lewis E. Berry, 40, deputy department counselor of Army, and personal friend of Sen. Charles Potter (R-Mich.). Mr. McConnaughy, now chairman of Renegotiation Board, is believed favored by White House [BWT, Sept. 20].

Report also developed that Administration had been asked to name an engineer to succeed Mr. Sterling, although in again on commission, appointment may have been occasioned by consideration of that prospect [BWT, Sept. 20].

President wrote Mr. Sterling, three weeks after receiving his resignation, thanking him "for your long service to the government in the regulation of communications." He also expressed "hope that your health will soon be greatly improved."

Mr. Sterling was in Washington last Thursday to clean out his desk and turn over his classified papers to appropriate agencies of Government. He plans to remain until he returns Sept. 30, then return to his Peaks Island, Portland, Me., home. For next two months or so he will supervise remodeling of his home, and then will determine if his health will permit him to consider several offers to engage in communications consultation.

WITNESS TESTIFIES LAMB SUGGESTED 'GROUPS' ACCORDING to testimony Friday in FCC Edward Lamb case (early story page 54) by Chief system by Columbus (Ohio) real estate broker and ex-newspaperman, Mr. Lamb told small group in Marion, Ohio, in 1934 he felt that "if necessary," leadership or direction from Communist Party could be obtained for local study groups which witness said Mr. Lamb suggested be formed. Groups would study "wonderful things" going on under "planned economy" in Russia and "defects" in New Deal. Later, witness recalled, testing Mr. Lamb related details of then recent trip to Russia.

Witness, then in high school and newspaper reporter, said Mr. Lamb suggested he (Wide- man) could help by forming Young Friends of Soviet Russia group in school and if enough interest developed, Mr. Lamb said he would supply information from his Toledo office. Other study groups suggested by Mr. Lamb, according to witness, were adult study group and "John Reed Club" for young voters. Witness recalled Mr. Lamb said "very emphatically" purpose of groups would be defeated if made known in such small community, because of suspicion and misunderstanding.

Witness testified Mr. Lamb in answer to question felt greater good could be done by individuals "not in Communist Party" since once directly affiliated, person "lost political power." Witness gave information and carry out educational program.

Mr. Wideman related Mr. Lamb autographed witness' copy of Mr. Lamb's Planned Economy in Soviet Russia (introduced into record) and engaged in "colloquy" with witness about meaning of book, Mr. Wideman arguing whether Mr. Lamb meant planned economy could be introduced in U. S. by "evolution" or "revolution." Witness said Mr. Lamb told group change could come by "constitutional methods" but not while New Deal was in power.

Mr. Lamb felt New Deal was taking orders from "Wall Street" witnesses recalled, and said Mr. Lamb then was candidate for Republican nomination to Senate. Under cross-examination by counsel for Mr. Lamb, several passages from book relating to "orderly" transition to planned economy in U. S. were brought out. Witness said he was "registered Republican," never was communist and never wanted to become member of Communist Party, indicated for Mr. Lamb. Witness acknowledged hard times and never wanted to become member of Communist Party.

Mr. Lamb told group that Administration had one stockholder, was in Washington last Thursday to clean out his desk and turn over his classified papers to appropriate agencies of Government. He plans to remain until he returns Sept. 30, then return to his Peaks Island, Portland, Me., home. For next two months or so he will supervise remodeling of his home, and then will determine if his health will permit him to consider several offers to engage in communications consultation.

BROADCASTING • TELECASTING

• BUSINESS BRIEFLY

DRANO, WINDEX SPOTS • Drackett Co. (Drano and Windex), Cincinnati, will start 39-week spot announce campaign Oct. 6 in 60 radio and 50 television markets. Young & Rubicam, N. Y., is agency.

YARDLEY ON RADIO • Yardley Men's Products Co., N. Y., plans to launch spot announcement campaign Nov. 8 in 50 top radio markets, using eight spots per week per market. Contract is for seven and eight weeks. N. W. Ayer & Son, N. Y., is agency.

P&G TO CO-SPONSOR • Procter & Gamble, Cincinnati (for Gleam and, after first of year, Lili), will become co-sponsor (with Hazel Bishop) of This Is Your Life, Wednesdays, 10-10:30, on NBC-TV, effective Oct. 6. Lipstick firm has been sponsoring program since its inception. Bob Warren, announcer for Hazel Bishop, also will do P&G commercials. Raymond Spector, N. Y., is agency for Bishop; Compton Adv. for P&G.

EVERREADY IN TOP 80 • National Carbon Co. (Everready batteries), N. Y., through William McConnaughhey, now in 80 top television markets, using 20-second Class A time.

MACARONI, SPAGHETTI, NOODLES, NEWS • Mueller's macaroni, spaghetti, and egg noodles will use 87 radio newscasts in 22 cities, effective Oct. 7, plus a participation program on three television stations. Scheidler, Beck & Werner, N. Y., is agency.

TWO RENEW ON CBS-TV • Renewals of two CBS-TV programs on 52-week basis announced Friday by network. Philip Morris & Co., New York (Philip Morris and Parliament cigarettes), has signed again for Public Defender (Thurs., 10-10:30 p.m. EST), and Liggett & Metz Tobacco Co., New York (Chesterfield and L&M cigarettes), for Perry Como Show (Mon.-Wed.-Fri., 7:45-8 p.m. EST). Agencies are Biow Co., New York (Philip Morris), and Cunningham & Walsh, New York (Liggett & Myers).

SPARK PLUGS TRY TV • A. C. spark plug division will use network television for first time, effective Oct. 6, as alternate-week sponsor of Big Town, Wednesdays, 10:30-11 p.m. on NBC-TV, through D. P. Brother & Son, Detroit. Other sponsor is Lever Bros. via its three agencies: Hewitt, Ogilvy, Benson & Mather, SCAEB, and McCormick-Erickson, all N. Y.

MURROW EULOGIZES KLAUBER MEMORIAL SERVICES for Edward Klauber, former executive vice president of CBS (see obituary page 50), were conducted in New York Friday with CBS newsmen Edward R. Murrow, appearing on request made by Mr. Klauber some years ago, paying tribute to his former employer and colleague's honesty, integrity, belief in the fundamentals of democracy, and his "tolerance of "decide, deception, distortion and double-talk." He said that "if there be standards of integrity, responsibility and restraint in American radio news, Ed Klauber was more than any other man is responsible for them."

September 27, 1954 • Page 7
Dogging it up for our sponsors

Here's the newest thing in merchandise gimmicks for WAGA-TV clients: our familiar trade-character Waga, with wagging head and tail, to sit on counters, in windows, at the point-of-purchase—calling attention to sponsor's campaign, tying it in with products and services advertised on WAGA-TV.

This attention-getting display, coupled with our complete hard-hitting merchandising program—plus the impact of WAGA-TV's thorough coverage and top audience in the rich Atlanta market—will move merchandise or sell services for you. Get all the facts from a WAGA-TV representative.

waga-tv

CBS-TV in Atlanta

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22 • Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago
follow suit shortly.

As in case of CBS Radio, whose nighttime rate structure is not easily expressable in percentages, but offered following comparisons of new NBC and CBS radio nighttime costs assuming 52-week contracts and use of full networks: weekly quarters: NBC $975 for sponsoring half-hour, NBC $7,118, CBS $7,323; weekly hour, NBC $11,492, CBS $11,965; quarter-hour twice weekly, NBC $9,492, CBS $9,758; quarter-hour five times weekly, NBC $22,443, CBS $22,492.

TvB Membership Committee Adds 11, Plans Expansion

APPOINTMENT of 11 telecasters to membership committee of Television Bureau of Advertising announced Friday by Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., committee chairman. These are in addition to TvB board members originally named to committee: Henry W. Slavick, WMCT (TV) Memphis; Kenneth L. Carter, WAAM (TV) Baltimore; W. D. (Dub) Rogers, KDBU-TV Lubbock, Tex., and Mr. Rogers of WSAZ-TV. Still other members will be appointed to committee to obtain "almost state by state representation," Mr. Rogers said.

Named last week were Charles H. Crutchfield, WBHT (TV) Cherokee, Iowa; WTVQ (TV) Oklahoma City; Frank P. Fogarty, WOW-TV Omaha; Gordon Gray, WOR-TV New York; Gaines Kelley, WMFY-Greensboro, N. C.; G. Bennett Larson, KTVT (TV) Salt Lake City; Robert Lemon, WTVT (TV) Bloomingon, Ind.; Ralph W. Nimmons, WFIA-TV Dallas; Frank R. Schreiber, WGN-TV Chicago; Don Seale, KOA-TV Denver, and Colin Selph, KEVT (TV) Santa Barbara, Calif.

Mennen Annual Series Stars Heads of Elder Firms

TO COMMEMORATE its 75th anniversary, Mennen Co., Merritt, N. J., is sponsoring a series of forums on future of American business, with presidents of companies 75 years old or older as participants, as one-time local telecasts in six major markets. William Mennen Jr., executive vice president, will moderate series. Telecast forums will be held in Washington, Boston, Atlanta, Detroit, New York and on West Coast. Institutional series will include no product advertising.

FILTER SATURATES
U. S. Filter Products Co., Newark, will launch $300,000 spot saturation campaign over WOR-AM-TV New York exclusive-
ly, starting today (Mon.), to introduce its new "Ameritron" cigarette holder. Priced in New York metropolitan area at $1.95, the cigarette holder was introduced last Friday. Agency is Adolph F. Gottesmann Adv., Newark. Company has purchased some 140 commercial announcements per week on 26-week basis and will use station personality programs as means of obtaining "prestige" endorsements.

District 5 Urges Cut In Broadcast Meetings

COMPLETE overhaul of industry meeting pattern to cut down travel time, maintain industry unity and take advantage of "highly beneficial sessions" held by business, sales and service associations urged Friday at NARTB District 5 Daytona Beach early meeting (stories pages 38, 39). Following similar step taken by District 4 at Virginia Beach (story page 39), District 5 delegates added new proposal—invitations to all stations, member and non-member alike, to attend association meetings. Delegates felt this would serve as "recruiting" device for NARTB and help bring solid industry front into association operations. NARTB board was asked to reconsider policy of excluding non-members from meetings.

Weaver Defends Spectaculars
SPIRITED defense of NBC-TV color "spectaculars" was offered by Sylvester L. Weaver Jr., NBC president, in talk last Friday in which he took cognizance of recent adverse criticism of such programs but maintained they incorporated basically sound concepts. He told Advertisers Club in Louisville that NBC-TV intends to move ahead with development of "spectaculars," during which additional writers, artists and composers will be sought and various forms of 90-minute tv shows will be attempted.

WTVV (TV) Joins DuMont

AFFILIATION of WTVV (TV) Milwaukee with DuMont Television Network, effective when station begins operation in November, announced by E m o r e L . Lyford, DuMont director of station relations. WTVV (ch. 12) is owned and operated by Milwaukee Area Telecasting Corp.

UPCOMING

Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: NARTB Dist. 7, Ken-tucky Hotel, Louisville.

For other Upcomings see page 119

at deadline

NBC Radio Rate Cut
To Match CBS Oct. 3

NBC RADIO's reduction in network evening time charges will become effective Oct. 3, same date as CBS Radio's (BWT, Sept. 20), Fred Horton, director of sales for NBC radio net-
work, announced Friday, reasurring that lowering of evening time costs is calculated "to keep Nbc Radio competitive in radio produc-tions recently announced in the industry." ABC officials said their radio network would follow suit shortly.

As in case of CBS Radio, whose nighttime rate structure is not easily expressable in percentages, but offered following comparisons of new NBC and CBS radio nighttime costs assuming 52-week contracts and use of full networks: weekly quarters: NBC $975 for sponsoring half-hour, NBC $7,118, CBS $7,323; weekly hour, NBC $11,492, CBS $11,965; quarter-hour twice weekly, NBC $9,492, CBS $9,758; quarter-hour five times weekly, NBC $22,443, CBS $22,492.

People

GEORGE BAREN BREGGE, sales manager, WDTV (TV) Pittsburgh, will become general manager of WABD (TV) New York Nov. 1, succeeding NORMAN KNIGHT, who has re-
signed to accept another station managerial post out of New York. Official announcement was made Friday. Agency is Adolph F. Gottesmann Adv., Newark. Company has purchased some 140 commercial announcements per week on 26-week basis and will use station personality programs as means of obtaining "prestige" endorsements.

Ruling on Reds, Sec. 315

Asking of Justice Dept.

DOES A Communist Party member have right to equal opportunity provisions of Section 315, even if he is running as candidate under label of another party? That is question which has been submitted to Justice Department, and which — in light of recently-signed law against Commu-nist Party—it was disclosed by FCC Comr. Robert E. Lee in speech before Mid-Atlantic conference of Public Relations Society of Amer-ica in Washington Friday. Mr. Lee said in his view such "candidate" does not have right to be treated as bona fide. Former FBI executive also said that Commu-nist "candidates" have probably been given more weight than heretofore when station li-
ces come up for renewal.

KMOX Status to High Court

SUPREME COURT was asked Friday to rule on status of CBS (KMOX) in St. Louis ch. 11 hearing when St. Louis Amusement Co. petitioned for writ of certiorari from decision of U. S. Court of Appeals last month dismissing its complaint (BWT, Aug.. 16).

Brown for Membership

RICHARD M. BROWN, KPOJ Portland, Ore., will head NARTB board's Membership Committee for 1954-55. Brown was appointed, said Friday. Other members: Ken-

neth L. Carter, WAAM (TV) Baltimore; Cy Casper, WBZZ Posca City, Okla.; Henry B. Clay, KWKH Shreveport; John Esau, KTVQ (TV) Oklahoma City; Eileen Howard Nolan, Gray Adv., to Anderson & Cairns, N. Y., copy staff.

September 27, 1954 . Page 9
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 Christopher, Associate Editors; Don West, Assistant News Editor; Harold Hopkins, Assistant Editor; Ray Ahearn, Joseph Gillitz, Louis Rosenman, Peter Pence, Staff Writers; Kathryn Ann Fisher, Eli Fritz, 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 Schadi, Fred Reidy, Wilson D. McCarthy; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eugene Weston, Assistant Auditor.

Duane McKenna, Art and Layout.

CIRCULATION & READERS' SERVICE

John P. Cosgrove, Manager; Robert Deacon, Joel H. Johnston, Sharleen Kelley, Jean McConnell, William Phillips.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, Plaza 5-8155.
EDITORIAL: Rufus Crater, Senior Editor; Florence Small, Agency Editor; David Berlyn, Assistant New York Editor; Patricia Kiely, New York Features Editor; Rocco Famighetti, Selma Gersten.
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 Osborn, News Editor.

HOLLYWOOD

Wallace H. Engelhardt, Western Sales Manager; Leo Kovner, Western News Editor; Marjorie Ann Thomas, TV Film Editor.

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

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $8.00, or TELECASTING Yearbook (56th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 56th issues $1.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast 40¢.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., Broadcasting • Telecasting, 1735 De Sales St., N. W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.
Something's up in Washington!

WTOP-TV, already seen and heard by more homes than any other station in Washington, is increasing to maximum power (316,000 watts ERP), more power than any other station in the area.

And WTOP-TV has the tallest antenna in Washington... 228 feet higher than the Washington Monument!

But here's the record that advertisers really should investigate. As the station with the most popular programs in Washington, WTOP-TV has been first in share of audience every month since December 1952.

More and more it's easy to see that the best way to send sales up in Washington is to be on the station where everything's up—power...tower...program popularity and people watching.

WTOP-TV channel 9, represented by CBS Television Spot Sales

Sources on request
YOUR BEST BUY

"Mr. DISTRICT ATTORNEY"

THE BEHIND-THE-SCENES DRAMA OF
OUR LAW ENFORCERS IN ACTION

starring Hollywood's dynamic
DAVID BRIAN

Dramatized so vividly
listeners live the
ADVENTURE,
EXCITEMENT
AND ACTION
as MR. D. A., Harrin-
ton and Miss Miller
match wits with the
underworld.

Each half-hour a com-
plete story with 5 spon-
or identifications, in-
cluding 3 full-length
selling commercials.

Technical Supervi-
sion through the
cooperation of the
Los Angeles Law
Enforcement
Agencies.

★ PROVED BY
PAST PERFORMANCE!
Renewed for 12 years by the same sponsor.
During this period, the sponsor tried and
dropped other shows because none could
match Mr. D.A. in sales!
IN RADIO TODAY!

★ PROVED BY CURRENT SALES!
Sales-alert advertisers like these are buying up market after market.

• BAKERIES ARE BUYING!
Pennington Bakeries in 7 markets; Royal Baking Co. in Provo and Logan, Utah; McIntyre Baking Co. in Kayser, W. Va.; Adams Baking Co. in Portsmouth, Ohio.

• APPLIANCE DEALERS AND DISTRIBUTORS ARE BUYING!
Knerr, Inc. (Zenith) in 8 markets; Simon Distributing Co. (Zenith) in Washington, D. C. and Baltimore, Md.; Leo Maxwell, Inc. (Zenith) in Oklahoma City; Jefferson TV & Appliance (Philco) in Beaumont, Texas; Goff & Snider (Philco) in Beaumont, Texas; Geer & Snider (Philco) in McComb, Miss.

• MEAT PACKERS ARE BUYING!
Haas-Davis Packing Co. in 4 markets; Archie McFarland & Son in Salt Lake City; United Packing Co. in Wheeling, W. Va.

• BANKS ARE BUYING!
Liberty National Bank in Louisville, Ky.; Home Savings Bank in Albany, N. Y.; Houston Bank & Trust Co. in Houston Texas; Western Savings Bank in Buffalo, N. Y.

• SAVINGS & LOAN ASS'NS ARE BUYING!
Women's Federal Savings & Loan in Cleveland, Ohio; Oak Cliff Savings & Loan Assn. in Dallas, Texas; First Federal Savings & Loan in Wichita, Kansas; First Federal Savings & Loan in Gainesville, Ga.; Standard Building & Loan Assn. in Columbus, S. C.

• BREWERIES ARE BUYING!
Terre Haute Brewing Co. in 13 markets; Gettelmon Brewing Co. in 6 markets.

• UTILITIES ARE BUYING!
Carolina Power & Light Co. in 5 markets; Oklahoma Gas & Electric Co. in Woodward, Okla.

• INSURANCE COMPANIES ARE BUYING!

• RETAILERS ARE BUYING!
Dearco Glass & Paint Co. in Shawano, Wis.; E. A. Scott Paint Co. in St. Johnsbury, Vt.; Big Red Warehouse, Inc. in Tulsa, Oklo.; Manufacturers Outlet Shoe Store in Colorado Springs; Best Gift & Jewelry Shop in Zanesville, Ohio.

• FOOD LINES GALORE ARE BUYING!
Tarnow Food Delicacies in Tampa, Fla.; Interstate Coffee Co. in Benneville, S. C.; Acme Super Markets in Syracuse, N. Y.; Equity Dairy Stores in Lima, Ohio.

PLUS MANY MORE VARIOUS LINES OF BUSINESSES!

Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness.
NOW ON THE AIR WIN-T

PRIMARY AFFILIATE CBS INTER-CONNECTED TELEVISION

SERVING FORT WAYNE AND THE TRI-STATE TREASURELAND AREA OF INDIANA, OHIO & MICHIGAN

WIN-T COVERAGE!
Channel 15
Frequency 476-482 mc
Video—237,000 watts ERP
Audio—126,000 watts ERP

Antenna height—829 feet above average terrain
853 feet above ground
1723 feet above sea level
Studio—Waterloo, Indiana

Total population—575,085
Total households—179,018
Total income—$919,317,000.00
Total retail sales—$660,826,000.00

OFFICES
LINCOLN TOWER BUILDING
FORT WAYNE, INDIANA

Nationally represented by H-R Television, Inc., New York, Chicago, Los Angeles, San Francisco
IN REVIEW

DIARY
 Robert Montgomery Presents

Network: NBC-TV
Time: Mon., Sept. 20, 9:30-10:30 p.m. EDT
Sponsor: American Tobacco Co.
Agency: BBDO

Production Supervisor: Joseph W. Bailey
Assistant Supervisor: Hank Colman
Director: Norman Felton
Writer: Robert E. Sherwood
Scenery: Eyrilda
Costumes: Jane Burroughs

Production costs: About $60,000

IT'S KNOWN generally that some top dramatic shows on TV suffer because of limited rehearsal time. Often many tv productions for this reason are not as smooth nor as well integrated as the Broadway staged play.

NBC-TV's Robert Montgomery Presents at times in the past has fallen into this unfortunate category despite excellent casting and top story content. Not so last Monday, however, when Mr. Montgomery's producing talents were combined with Robert E. Sherwood's writing in the presentation of "Diary."

The drama was gripping, its action and sequences right on cue. Mr. Sherwood's play was given a fair shake by cast, director, camera-men, etc. But Mr. Sherwood's writing, well composed as it is, wasn't rather too evident in the most unexpected places.

The story was simple and about life, although Mr. Sherwood's characters too often talked pure fiction, profuse with philosophic "messages" for the viewer.

A teenager is found dead, sprawled across her husband, a notorious killer, in a New York City shack after Sam Curran (the young killer) has tried to shoot his way out of a police net.

The police, accompanied by a most philosophic doctor, find a diary conspicuously present beside the girl's body. From then on, the play—provided by the diary—traces her history from a small town in Massachusetts to the time of her death. Mixed circumstances—such as losing a student balloting for high school valedictorian, sending her unseen speech to a teenagers' magazine (for which she received $75), and fruitlessly searching for a writer's job in the Big City—leads Susan, the girl, to Sam, the boy.

Again, Mr. Sherwood's deft symbolism pulls the trick. Both youngsters meet their punish-

Popular music, personality interviews, frequent news and sports reports and pleasant chatter about Milwaukee events—that's the "R.T." formula on Robb's mid-morning "Record Shop" and late afternoon "1340 Club." Milwaukee loves it, loves WEMP's round-the-clock disc-jockey personalities.

Milwaukee loves it, loves WEMP's round-the-clock disc-jockey personalities.

And so do dozens of national advertisers.

Join them and find out how WEMP delivers up to twice the Milwaukee audience per dollar to the Milwaukee network stations.* Call Headley-Reed!

*Based on latest available Pulse ratings and SRDS rates.

Medic
 Network: NBC-TV
Time: Mon., Sept. 20, 9-9:30 EDT
Creator-Writer: James Moser
Executive Producer: Worthington Miner
Producer: Frank LaTourrette
Director: Bernard Girard
Music Director: Victor Young
Origin: Filmed in Hollywood
Sponsor: Dow Chemical Co.
Agency: MacManus, John & Adams

Production costs: $50,000

NBC-TV can be well-pleased with its new Medic series. Billed as a medical version of Dragnet, the show manages to put across the realistic note that made its predecessor famous while still permitting its characters full use of the English language.

The series presents medical case histories. Many of its sets are doctors' offices and hospitals, and real doctors and nurses are in the casts.

Last Monday's show was the story of a boy with a cleft palate. The program traced his case from the time his older brother took him to a university clinic. It swiftly and interestingly presented the steps in diagnosis, the operation, and the trying period the boy went through learning to talk. All without being maudlin.

The show does a serious and adult job in its dual role of educator and entertainer. It gives thorough treatment to a difficult subject.

Writing, directing and producing all were capably handled. For the viewer, it's a rewarding half-hour.

Medic will fill NBC-TV's 9-9:30 p.m. Monday spot three out of four weeks. It and the adjacent Sid Caesar show will give a 90-minute color spectacular the fourth week.

September 27, 1954 • Page 15
KNXT...Channel 2...CBS flagship station. This installation is already capable of transmitting color at full 35 KW rating. At the meeting pictured left, KNXT officials conferred with General Electric sales representatives. (l. to r.) Dick Seitz (CBS, L.A. transmitter supervisor), F. V. Larkin, C. Smith (G.E.), Les Bowman (chief engineer), Joe Stern (CBS, N.Y. engineer), F. R. Walker (G.E.) and E. Cousy (CBS, N.Y. engineer).

KABC-TV...Channel 7...ABC Affiliate--Licensed to American Broadcasting--Paramount Theatres, Inc. Extra effort went into every phase of KABC-TV's planning. The station employed Kear & Kennedy as engineering consultants. A special G-E 6-bay antenna was recommended and installed to provide correct null fill-in for the Los Angeles market area. Shown here are (l. to r.) Cam Pierce (chief television engineer), John Stagnaro (transmitter supervisor) and Phil Caldwell (manager of engineering).

KTTV...Channel 11...DuMont Affiliate. Owned by the widely known and respected publishers of the Los Angeles Times and Mirror, KTTV went on the air more than five years ago. This station is particularly noteworthy for its use of a competitive transmitter as a driver to obtain high power with G-E equipment. Ed Benham, chief engineer, is responsible for much of the success KTTV has enjoyed. Also inspecting the G-E transmitter are F. R. Walker, G.E. district manager and T. F. Quigley, transmitter supervisor (kneeling).
HIGH POWER STATIONS

buy G-E

LOS ANGELES BROADCASTERS CAP MOUNT WILSON WITH G-E TRANSMITTERS

WHENEVER station officials go out to buy the best in broadcast equipment—G-E high power transmitters win in a walk. Take those stations in Los Angeles...probably the most competitive TV market in the nation today. Nearby Mt. Wilson, alone, has five high power transmitters on it. But for complete coverage of the area and for strong picture signals...only one transmitter in the industry is considered outstanding by an almost unanimous choice. And that transmitter is General Electric—chosen by majority vote...4 out of 5! Why not put your station on the “power team”...on the winning team! Get the complete G-E story today from our local broadcast field representative. Or if you prefer, write direct to:

General Electric Company, Section X294-27
Electronics Park, Syracuse, New York

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
Slugger Wins the "Home" Game

Slugger White, the home town's star baseball player, dropped by the other day to talk about baseball, and to "tell one" on himself.

"Seems Slugger had been "baby-sitting." "I was doing just fine," he said, "until it was time for a 'diaper change.' I called Mom on the phone for advice. Still didn't get it right. Then Dad set me straight."

"'Place the diaper like a baseball diamond with you at bat,' he said. 'Fold second base over home plate, and pin first and third base on home plate.' That did it—with no errors!"

From where I sit, Slugger's Dad had the idea. Often, like his Mom, a lot of us tend to give advice in our terms without considering the other fellow's way of doing things. Even in choosing your favorite beverage, it's best to think of your neighbor. If you like tea, and I prefer a temperate glass of beer, we should both "play the game" and try to understand each other's point of view.

Joe Marsh

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Workable System Wanted

EDITOR:

Whether or not the meeting in Chicago becomes "historic" only time will tell, but your job of reporting must always be recognized by the industry as particularly good and I think that the Sept. 6 issue of Broadcasting & Teletcasting should be kept as something of a guide for optional stations in their future relationship with the networks.

It seems to me that radio "networks" will always be with us on a small "n" basis and I suppose the industry is aware of the fact that the public interest will require some orderly interconnection. Granting this supposition, presumably Gen. Sarnoff and Dr. Stanton are talking about commercially profitable networks, the Sarnoff view being that the future is dim and the Stanton view, at least for pep talk purposes, being that the future is bright.

I am afraid that it will take more than enthusiasm to counterbalance the visual asset of tv. If networks are to continue on a national basis, it seems to me that they must be operated somewhat in the nature of a transportation utility, with the profit-making end of the business in effect subsidizing the non-profit-making parts so that the true national characteristic of the utility can be maintained.

Are the networks thinking along this line? Your reporting indicates that they are not. Gen. Sarnoff seems to take the view that NBC has performed its function when it reaches something more than a majority of the people, and that also seems to be Dr. Stanton's view, except that he intends to give special help to his network affiliates so that they themselves can fill in the blank spots.

It is apparent that the next Congress is going to devote some time to an examination of network activity, and incidentally the industry as a whole. Since communication is so vitally important in these times—and of course I mean communication of ideas as well as emergency messages—should not the networks be prepared with a workable system for reaching the entire nation both through radio and television? Such a program would seem to me to counteract whatever trend there is toward Government radio and tv.

Harold W. Bangert
Bangers & Bangert
Fargo, N. D.

Wonderful Surprise

EDITOR:

I would like to express my gratitude for the fine story in the [Sept. 13] issue of Broadcasting & Teletcasting. To accept such a tribute from your respected magazine was a wonderful surprise, particularly since, to us, your publication has always been "the bible" of the broadcasting and telecasting industry. . . .

Fred Waring
Shawnee-on-Delaware, Pa.

All in the Day's Work

. . . WXDL "scooped" the biggest election night story in the recent Tennessee Democratic primary. . . . We were recapping the election shortly after 1 a.m. and preparing to wrap it up and sign off. Our studios are downtown on a first floor location and I was sitting in my office, which is adjacent to the reception office. It was a stormy morning, lots of thunder and lightning.

Suddenly there was a tremendous banging on the front door and, thinking it was a drunk or youngster trying to be funny, I put on my best "Sgt. Friday" grimace and raced to the
MEMO TO NBC:

TODAY we send you congratulations from the 140,000 TV HOMES in our listening area on the debut of Steve Allen's TONIGHT this evening.

We hope that all our 140,000 TV homes will soon be at HOME, TODAY and every day, TONIGHT and every night.

PS: In the event that any of your HOME, TODAY or TONIGHT sponsors are interested in this magnificent market, we'd appreciate your telling them that after only four weeks on the air Ford Motor Company, Pet Milk, American Tobacco Company, Hazel Bishop, Simonize, Lever Brothers, General Foods, Buick Motors, Colgate-Palmolive, Proctor & Gamble, Borden, Gulf, Oldsmobile, Sweets & Company, DeSoto, Sunbeam, Liggett & Myers, Armour & Company, Gillette, Good-year, Philco, Wesson Oil, Warner-Hudnut, R. J. Reynolds, Allis Chalmers, Kraft Foods, Mutual of Omaha, S. C. Johnson, Reynolds Metals, and Texaco are already on the NBC-WTVD bandwagon.

Congratulations and regards,

WTVD

Durham-Raleigh, North Carolina

*Represented by Headley-Reed
door. As I whipped it open the local Chief of Police staggered in, revolver in hand, covered with blood, and moaned: "Cogburn shot me."

. . . I took the revolver away from him, put it in my pocket and eased the Chief on to the reception room couch.

In the meantime, another wild-eyed individual raced into the reception room, shouting "the Cogburn car just whipped around the corner and Policeman Gurdy was killed a minute ago at the court-house [a block away]." . . . Picturing the story together from several others who took refuge in the station, I found that allegedly James Cogburn, defeated candidate for sheriff and the so-called "Enoch Arden" case of the Korean War, and three companions had just participated in a gun battle on the court square . . .

Here's where our "scoop" enters the picture. Between running back into the reception room to see how the Chief was doing I flashed the news on the air as we pieced it together from the other officers and State patrolmen who had arrived in the meantime.

A few minutes later we learned that the [Cogburn] car had been wrecked two blocks from the station and that the four in the car were on foot in the neighborhood of the station. We turned out all the lights as [it was] reported Cogburn had a list of those he was "after" and about half of them were in the station by this time.

The next day—after a sleepless night—we began broadcasting a description of the four and asked that anyone seeing men answering this description call. By 11 a.m. we received five calls. . . . Each located the men in the same area and we alerted the State Police. By this time over 500 men, UP says the biggest manhunt in West Tennessee, were hunting the men. Within an hour there had been another gun battle and two of the men had been injured and the others captured.

So we scored . . . I took my automatic home, wrapped up the story on the air and went back to work on sales . . .

Neil B. Bunn
General Manager
WDXX Lexington, Tenn.

Granted

EDITOR:

. . . I am requesting permission to reproduce 5,000 offsets of the article you carried on Stop the Music [PREVIEW] in the Aug. 30 issue of BWT. Many thanks for your cooperation in this matter.

Tricia Hurst
Public Relations Dept.
Exquisite Form Brasiliere Inc.

Bang Up Job

EDITOR:

I read with interest the story "Radio Railroaded by the Santa Fe" on page 56 of your September 6 issue.

I think my good friend, G. B. (Jerry) McDermott, is to be commended for his effective letter to Santa Fe. However, either his type-writer needs new keys or you need some new proofreaders. The train wreck was in Lomax, Ill. . . .

I think that both KBUR in Burlington and KXGI did an outstanding job. We had the first news bulletin on the air just eight minutes after the wreck. We, too, went all out in coverage, locating doctors and ambulances along with using announcements from the Highway Patrols of both Iowa and Illinois. As the accident occurred on Sunday, the railway people were unable to locate Mr. D. W. Raney, the local agent.
Neither Rain Nor Hurricane Stops This Bird!

WJAR-TV On The Air One Day After Worst Hurricane In Rhode Island History!

Providence, Rhode Island — Here's the story of a pretty tough Rhode Island Red:

Hurricane “Carol” struck Providence, Rhode Island with the full fury of 100 mile an hour winds and 8 foot flood tides early Tuesday morning, August 31st. General power failure put WJAR-TV off the air.

On September 1st, one day later, WJAR-TV was back on the air from emergency transmitter facilities in Rehoboth, Massachusetts carrying the latest hurricane news and vital community service information.

On September 3rd, WJAR-TV was back in full service from their midtown Providence studios thanks to the Caterpillar Mobile Electric Set with a capacity of 315 KW’s.

At the height of the hurricane, throughout and after the storm, 20 teams of WJAR-TV camera and newsmen took over 4,000 feet of film plus hundreds of stills. These on-the-spot films were shown 27 times between September 3rd and September 7th. All southern New England had a “bird’s eye” view of hurricane “Carol” thanks to WJAR-TV!

NBC—Basic
ABC-DuMont—Supplementary
Represented by WEED TELEVISION
IT IS not given to many men to be able to point to two major accomplishments during their lifetime. FCC Comr. Edward M. Webster—who on Sept. 17 celebrated 45 years government service—is one of those fortunate few.

Comr. Webster, an erect, trim man with steel gray hair, cut Prussian style, and twinkly blue eyes behind steel rimmed glasses, is perhaps proudest of his participation in the various agreements and legislation involving safety at sea. He was handed this assignment when he joined the FCC as assistant chief engineer in 1934—following the gap of horror that went up in the U. S. over the 134 dead in the 1934 Morro Castle disaster when the cruise ship burned off the coast of New Jersey and which was covered extensively by radio newsmen on a spot basis. The sinking of the Mohawk, also along the New Jersey coast in 1935, only added to the urgency of this work.

Comr. Webster was one of the less than a dozen men on the staff of the special Senate Commerce subcommittee which investigated these two American marine disasters and recommended new legislation to tighten radio watches aboard U. S. merchant ships. This was signed into law by President Franklin D. Roosevelt in 1937. Hanging on the wall of Comr. Webster’s office is the pen used by Pres. Roosevelt to sign this revision of Part II of Title III of the Communications Act of 1934.

The second accomplishment of which Comr. Webster is proud—which, as he puts it, has given him the greatest sense of “concrete” accomplishment, was his job of establishing the U. S. Coast Guard’s famed ship to shore system of radio-telephone communications during prohibition.

Comr. Webster, then Lt. Comdr. Webster, chief communications officer of the Coast Guard, was given the job of tiefing in a communications system between Coast Guard shore bases and the more than 1,000 craft at sea in the Treasury Dept.’s “little war” with rum-runners. With $2 million, Comdr. Webster set up radio stations up and down the East and West Coasts, the Gulf Coast and the Great Lakes. Because he did not have time to train the 2,000 communicators of the Coast Guard for radio-telegraph work, he used radio-telephone, and it was this system that was the genesis of AT&T’s now famous radio-telephone service to and from ships at sea.

Edward Mount (his mother’s maiden name) Webster was born in Washington, D. C., in 1889, the son of a Treasury Dept. civil servant. After education in the local schools, he entered the U. S. Coast Guard Academy at New London, Conn., in 1909, and was graduated and commissioned in 1912. He served on various ships of the Coast Guard on the North Atlantic patrol during World War I. Because of a physical disability, he was officially retired in 1923, but was recalled to active duty and made chief communications officer the next day. He served in that capacity until 1934, when he was relieved from active duty.

His friendship and acquaintance with FCC engineer brought him to the FCC in 1914. In his eight years as an FCC employee, he was instrumental in building up a hard-hitting and effective organization primarily concerned with marine, safety and such other categories that fall under the name special services.

In 1942, Comr. Webster was recalled to his old job as chief communications officer of the Coast Guard and he was returned to retired status, as a commodore, in 1946.

For four months and 10 days after that, Mr. Webster was director of telecommunications for the National Federation of Shipping. This was his only break in Government service. Early in 1947, President Harry S. Truman nominated him to be an FCC commissioner for the unexpired term of FCC Chairman Paul A. Porter, and after Senate confirmation, he took office April 10. In 1949, he was reappointed for a full seven-year term which ends June 30, 1956.

He is a member of various engineering and veteran organizations.

Mr. Webster has taken a definite stand on subscription TV—having raised the issues of law and policy as early as 1951 when Zenith Radio Corp. asked for permission to run a 90-day test on its Phonevision system in Chicago with 300 families. It is Mr. Webster’s contention that there is no question of the technical feasibility of subscription TV, the main questions are whether Congress intended to permit broadcasters to charge for broadcasts when it adopted the Communications Act, and whether the concept of free broadcasting would be violated by subscription television.

Of the 24 international conferences which Mr. Webster has attended—beginning in 1925 when he was a member of the U. S. delegation to the International Telegraph Conference in Paris—he has been U. S. delegation chief of four of them.

This conference work also exemplifies one of Mr. Webster’s salient characteristics—his ability to get along with opposing parties and to coordinate and get them to compromise their differences.

Mr. Webster holds the Presidential Legion of Merit for his work during World War II, and also is the holder of the Marconi Memorial Medal of the Veterans Wireless Operators Assn.

Mr. Webster lives with his wife, the former Dorothy Richardson of Baltimore, in Rock Creek Hills, Md. They have a son and a daughter, and two grandchildren.
new, top-power VHF coverage of 1,000,000 carolinians

A great new area station will take the air in the Carolinas in early October—WBTW with studios and transmitter at Florence, South Carolina.

WBTW's Channel 8 is the only VHF allocation in a 75 mile radius. With 316,000 watts, the station will serve more than a million people within its computed 100 uv/m contour. Retail sales exceed a half billion dollars. As of November 1, 1953, sets in the WBTW area exceeded 69,000—a total which is expected to grow to 100,000 by debut time.

On its own, the WBTW area ranks fourth in population in the two Carolinas. When combined with WBTV, Charlotte, it creates VHF television coverage of 2 out of every 3 Carolinians.

A JEFFERSON STANDARD STATION

WBTW FLORENCE, S.C.

Channel 8 Top Power

Represented Nationally by CBS Television Spot Sales
Tv Auction
WWLP (TV) Springfield, Mass., recently contributed over three hours of air time to an auction for funds for the Emergency March of Dimes. Merchandise donated by local merchants was sold to the highest bidder by the station with station personnel voluntarily contributing their time to the drive.

Polio Saturation Campaign
WLES Lansing, Mich., conducted a 19-hour long saturation campaign on behalf of the Emergency March of Dimes as its contribution to the success of the drive.

Young Collectors
WHAM-TV Rochester, N. Y., presented a filmed appeal for the polio fund drive which set six-year-old Billy Volnak on the march for contributions from his neighbors. Word of Billy's independent effort reached the station which in turn presented Billy to the viewing audience. The station now reports that it has been besieged with requests from youngsters who have collected money for the drive—$850 at the last count—and who also want to appear on the air.

10,000 Dimes
WMIQ Iron Mountain, Mich., disc m.c. Core Nelson broadcast an appeal for the Emergency March of Dimes campaign and netted over 10,000 dimes for the drive.

Altruistic Anniversary
AS PART of its fifth anniversary celebration WOW-TV Omaha, Neb., helped the Red Cross collect 476 pints of blood in two days. The Red Cross turned the studio into a donor's center and collected what was termed a "new two-day record for Douglas County."

Crippled Children's Benefit
WAYZ Waynesboro, Pa., in conjunction with the Waynesboro Rotary Club, staged Hill Billy Jamboree, a benefit program to raise money for the Crippled Children's Building Fund. Merchants of the area donated prizes to be given away and WAYZ furnished seven hillbilly bands. The program was promoted by neighboring radio stations and newspapers. The station reports nearly $2,000 was raised.

WPAT Blood Appeal
WITH three broadcast appeals, WPAT Paterson, N. J., secured more than enough volunteer donors of a rare blood type needed for a patient in a Passaic (N. J.) hospital, the station reports. In less than two hours the WPAT appeals brought 10 donors to the hospital, which was turning away other volunteers by the time the fourth broadcast appeal was aired.

Promoting Understanding
WBBM-TV Chicago has launched a series, titled Operation New Horizon, designed to encourage public understanding and appreciation of the various nationalities which comprise Chicago. The series, subtitled "The World in Your City," is prepared by DePaul University, which plans to stockpile the programs for use on WOTW (TV) Chicago, educational tv station slated to begin operation in mid-1955.

Sunday School Selections
DANCER ELEANOR POWELL, long-time Beverly Hills Presbyterian Church Sunday school teacher, will instruct a special class Oct. 3 over KNBH (TV) Hollywood's Faith of Our Children, and her husband, film star Glenn Ford, will narrate Bible material from church libraries and foreign missions.

We're wool gathering . . .
and proud of it!!

. . . and no wonder, for two (not one) $3,000,000.00 woolen mills nearing completion are within a 75 mile radius of WCSC-TV. These are but two indications of the rapid industrial expansion of the market—a market in which WCSC-TV has produced over 100 advertising success stories in its first year. Future prospects: Unlimited.

JOHN M. RIVERS
PRESIDENT

REPRESENTED NATIONALLY BY
FREE AND PETERS
Heard the Story About the Farmer's Salesman and the Traveling Daughter?

It had something to do with the farmer's daughter who was seen "out in the south forty" doing some fall plowing with a prize bull hitched to where the tractor ought to have been. Asked why by a farmer's salesman she replied, chewing her bubble gum furiously—"I'm just tryin' to teach this critter that life ain't all romance."

And it ain't. You've got to reach the people where they are and reach them at a cost that will leave something in the till for coffee and... And... with KEYSTONE BROADCASTING SYSTEM'S 766 Home Town and Rural radio stations you have an instrument that can be just as big or just as small as you want. You can pick a territory and a group of sixty or six hundred stations as the case and your sales requirements may indicate.

Our files are loaded with success stories, sales records of national brands you know and respect. Let us tell you why, how and where we should be on your selling team.
### Comparative Network AM Show Sheet

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### Comparative Network AM Show Sheet

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For 31 years, WMC has offered an unmatched combination... the best of NBC programs, plus such outstanding local personalities as,

**GENE STEELE**, King of the Hillbillies... outstanding early morning favorite for the past 13 years... more than 3,000 programs for the same sponsor.

**WALTER DURHAM**, WMC's Farm Director. Farm Editor of The Commercial Appeal... Director of nationally-famous Plant-to-Prosp... Holder of the Reuben Brigham award. His morning and noon programs are farm favorites.

**SLIM RHODES**, and his Mountaineers... his six-piece hillbilly band is a WMC noontime favorite.

**CHARLEY DIAL**, rates high with early risers and the Mid-South rural audience... unique western and pop music by this former star of famed Kansas City Brush Creek Follies.

**OLIVIA BROWNE**, conducts the Mid-South's top women's show in the early afternoon (Pulse, June, 1954). Features interviews with national personalities.

The only station in the Mid-South with both AP and UP news services.

The only station in the Mid-South with two experienced, full-time news writers.

---

**MEMPHIS**

WMC

300 KW Simultaneously Duplicating AM Schedule

First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

National representatives, The Branham Company

---

**LUCILLE PIETI**

on all accounts

CHRYSLER Corp. 10 years ago anticipated the day when 80% of the women would have the final say-so in buying an automobile and, after an interview with 17-year-old Lucille Pieti, hired her on a cooperative basis. She finished high school and went on to Wayne U. from which she graduated in 1950 with a B.S. in mechanical engineering.

When Plymouth Div. branched out into its own tv programming, instead of "riding along on the coat tails of Dodge and DeSoto," and started That's My Boy on CBS-TV, it borrowed the services of Miss Pieti, now known as the only lady automotive engineer in the industry. Plymouth and its agency, N. W. Ayer & Son, figuratively clapped their collective hands in glee over the attractive and intelligent lady engineer as a 'natural' to deliver the commercials. A technical writer in the Central Engineering Div. of Chrysler, the trim blonde knows whereof she speaks on such engines, special gear ratios, torque, acceleration, transmissions and performance. Slide rules, calipers and micrometers are as familiar to her as lip-stick and powder.

Emphasizing she is not an actress, Miss Pieti, whose division is designed partly to work with advertising agencies on copy, spent the 15 months prior to the start of That's My Boy last April on the road with the "New Worlds in Motion" show. Representing Chrysler, she traveled all over the U. S. with more than 100 exhibits as the factory's demonstrator. In her current job she particularly likes the public relations aspects, declaring she finds public contact most stimulating.

With no loss of femininity, Miss Pieti wears "working" clothes such as suits and tailored dresses while on camera to further convince the viewers she really is an engineer and not a model reading copy. Bill Goodwin does the general commercial on the Saturday evening program and then introduces her to explain a particular phase or function.

Born in Detroit 27 years ago, she had planned to follow a nursing career. After an aptitude test, which showed mechanical abilities, she did a turnabout and concentrated upon becoming an engineer.

When she's home in Detroit she lives with 11 other career girls in a resident hotel. Interested in swimming, skiing, photography and music, Miss Pieti is a member of the Society of Automotive Engineers, Society of Women Engineers and—more recently—American Federation of Television & Radio Artists.
...the new BK-6A RCA dynamic miniature microphone

Here's a miniature mike that does a man-size job... This RCA Dynamic Microphone is small enough to conceal in a man's hand or under his necktie. Ladies can hide it behind a corsage. Or, you can put it behind a table decoration. In any setting, it's an amazing help in keeping the informal atmosphere so many television shows, interviews and public occasions require.

However you use it, you can be sure of correct speech quality. Low-pitched chest sounds, sibilants and high-pitched sounds are all reproduced in proper balance.

Just three inches long, weighing only 5 1/2 ounces and neutral in color, this RCA Miniature is as inconspicuous as modern microphone design can make it. A small and very flexible cable allows free, easy movement by anyone using it. And in spite of its unusual compactness, the BK-6A is a high quality microphone and has very durable construction.

This RCA Miniature Dynamic Microphone can increase your staging and production flexibility in many ways. For information on all of its advantages... contact your RCA Broadcast Sales Representative, or write Dept. I-22, RCA Engineering Products Division. In Canada, write RCA Victor Ltd., Montreal.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
Just this! Joe Floyd's already dominant KELO-TV now adds even greater power. September 1st marks installation of new 25 kw amplifier capable of driving signal up over 200,000 watts...

and signal makes sales in this flourishing greater Sioux Empire. KELO-TV, its great entertainment medium and constant buyers' guide, now reaches out to bring extra thousands of customers into your selling orbit.

*South Dakota, Minnesota, Iowa

KELO
Channel 11 - Sioux Falls, S.D.
JOE FLOYD, President

NBC (TV) PRIMARY
ABC • CBS • DUMONT

NBC (Radio) Affiliate

WAIR Winston-Salem, N.C., has moved into its own building that combines studios, transmitter and offices. The building cost less than $14,000 and the station, licensed to Radio Winston-Salem Inc., expects to have it paid for in three years. John S. Riggs is president and Joseph A. Pace general manager. Station formerly rented space for offices and studios. Upon expiration of its lease and faced with a sharp increase in rent, WAIR decided to get its own building. The resultant savings in overhead is around $1,000 a month, according to the station.

PARTICIPATING in ground breaking ceremonies at the site of Milwaukee's new $1 million station, WTVW (TV), are (l to r) Lawrence Timmerman, county board chairman, Soren H. Munkhof, station manager, and Paul A. Pratt, president of WTVW. Target date for the ch. 12 outlet, which will be a basic ABC and a primary DuMont affiliate, is Oct. 27. Permanent studios, to be erected at an undetermined Milwaukee site, are expected to be in use within six to nine months.

CONSTRUCTION has begun on the new $400,000 home for WDAY-AM-TV Fargo, N. D., shown here in an artist's sketch. The three-story steel, concrete and brick structure will have a 75-ft. front of Indiana limestone and polished granite and will be 110 ft. deep, the stations report.
nothing Works Like Wantmanship

Might-buys become must-buys with the Crosley Group’s three-way Wantmanship. 1. Program promotion captures a maximum audience for your advertising. 2. Depth-selling talent adds personality push to your message. 3. Solid-sell merchandising follows through to the point-of-sold. Typically, WLW-D, Dayton, proves that the Crosley Group Wantmanship moves more merchandising faster, at less cost, than any other medium or combination.

the CROSLEY GROUP

Exclusive Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago

©1954, The Crosley Broadcasting Corporation
DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH'S HOOPERS!

Hoopers show that despite competition from four other stations (and all three other networks), KWKH and CBS are the BIG Shreveport favorites. And of course Metropolitan Shreveport represents only a fraction of KWKH's total coverage!

<table>
<thead>
<tr>
<th>JAN.-FEB., 1954 — SHARE OF AUDIENCE</th>
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<tr>
<td>TIME</td>
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<td>MON. thru FRI. 8:00 A.M. - 12:00 Noon</td>
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<td>MON. thru FRI. 12:00 Noon - 6:00 P.M.</td>
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<td>SUN. thru SAT. EYE. 6:00 P.M. - 10:30 P.M.</td>
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LOOK AT KWKH'S SAMS AREA!

S.A.M.S. credits KWKH with 22.3% more daytime homes than all other Shreveport stations, combined! Yet KWKH gives you 89.4% more listeners-per-dollar than the next-best Shreveport station!

KWKH
A Shreveport Times Station
50,000 Watts • CBS Radio
Shreveport, Louisiana
Henry Clay Fred Watkins
General Manager Commercial Manager
The Branham Co. Representatives
Arkansas
Texas
**RADIO AND TELEVISION SETS: HOW MANY—WHERE THEY ARE**

An advance summary of the Politz survey for radio networks and\nBAB counts 100,920,000 U. S. radio sets in working order and 28,450,000 television sets. Only 5 out of 20 radios are in living rooms\nwhere 17 out of 20 tv sets are located. Biggest concentration of\nradios in family automobiles.

A BENCHMARK in radio-television research was exposed last week in a comprehensive ad\nance report on the $80,000 national survey conducted by Alfred Politz Research Inc.\nfor the radio networks and Broadcast Advertising\nBureau and supervised and validated by the\nAdvertising Research Foundation Inc.

The Politz survey determined the number of\nradio and television sets in working order in\nU. S. households, the rooms in which they are\nlocated and the number of family automobiles \nwith radio sets.

The full report will be distributed next\nmonth, but a summary released last week by ARF showed:

- That 45,020,000 homes—or 94.7% of all
U. S. households—have one of 100,920,000\nradio sets in working order. These include\n26,180,000 radios in family autos.
- That 27,600,000 homes—58.1% of all
U. S. households—have a total of 28,450,000\ntv sets in working order. (Estimates do not\ninclude radio and tv sets located in “public\nplaces, business establishments and quasi-
households such as hotel, college dormitories\nand armed forces installations,” ARF explained.)
- That 97.1% of all tv households have one\nor more radios in working order.
- That 91.3% of non-television households\nhave at least one radio set in working order.

The study showed that of the more than 45 million radio households, 26,800,000 have tv\nreceivers in working order and 18,220,000 do not. It found that of households equipped with\nradio and tv, 75.6% have two or more radios and\n42.8% have three or more. Among radio households which do not have tv, 52.5% have\ntwo or more radio sets in working order and 20%\nhave three or more.

In locating radio and tv sets in the home, the\nPolitz study revealed:

- That 17 out of every 20 tv sets are located in\nthe living room, while only 5 out of 20 radio\nsets are found in that room.

The Politz study showed the following dis-
tribution of radio sets in working order, ac-
cording to location (includes almost 5 million\nportable radio sets):

| Location          | Radio Sets
|-------------------|-----------
| Living Rooms      | 28,320    |
| Bedrooms          | 21,560    |
| Kitchens          | 14,150    |
| Dining Rooms      | 4,390     |
| Wash, Study, Library | 1,520   |
| Autos, Locations  | 3,020     |
| Automobiles       | 26,180    |

The survey counted that of the radio sets in\nbedrooms, 70.3% are in bedrooms occupied by\npersons 20 years of age and older; 21.1%\nby persons 10 to 19; 8.7% by persons under 10\nyears and the balance are in unoccupied bed-
rooms.

The Politz findings were based on 11,020\ninterviews, according to ARF, which noted that the report when distributed in October will con-
tain 78.

Other Politz data, from each category as set\nforth by ARF:

1. **GEOGRAPHIC DISTRIBUTION.** Highest\nradio ownership is in the North Central\nsection of the U. S. There, 98.9% of all \nhouseholds have at least one set. Lowest is in\nthe South—90.8%.

2. **METROPOLITAN vs. RURAL.** Nearly\ntwo-thirds of all radio sets are in metropolitan\nareas, with 95.6% of all households having one or\nmore sets in working order. Rural areas\n(population under 2,500) account for one-fifth of\nall radios—92.1% of households have sets.\n
Metropolitan households account for three\nquarters of all tv sets, with 72.1% of these\nhouseholds so equipped. Rural areas account\nfor about one-seventh of all tv sets, and 35.6% \nof rural households have one or more sets.

3. **ECONOMIC LEVELS.** Politz sets up\nfour upper, upper middle, lower middle and\nlower. According to the study, 98.8% of upper\nincome households have one or more radios;\n72.8% have one or more tv receivers. In\nlower income, corresponding figures are 85.7%\n(radio) and 35.9% (tv).

Politz found that persons living alone ap-
parently are less likely to have either radio or\ntv sets than the larger households. For example, the survey estimates that 13.6% of all single-member households do not have radios, while the average for all households is 5.3%. At the same time, 77.7% of persons living alone do not have tv—average for all households without tv is 41.9%.

Politz found that car radio distribution fol-
ows generally the geographic and economic\npatterns similar to household radios. Highest\nproportion of radio equipped: Northeast with\n67.8%, metropolitan areas with 67.7%. Low-
est: the South with 56.1%, although the ARF\nsurvey notes the number of car radios there\nexceeds six million. In rural areas, 51.7% of\nhousehold automobiles are radio-equipped.

Other car radio facts: the newer the auto-
mobile the more likely it is radio equipped: 75.2% of all 1953-54 autos have radios in working order. Of the 1946-52 autos inclusive, the percentage is 67. Only 35.5% of all cars dated earlier than 1946 have radios operating.

The ARF summary said the Federal Civil\nDefense Administration took part in the project by\nproviding letters of introduction for the use of\ninterviewers as well as descriptive leaflets about\nConelrad. In return, ARF said it included in the\nquestionnaire two “basic questions to determine\nthe public’s knowledge of civil defense plans for the use of radio in cases of emergency.” The information, ARF added, is not in the report but was sent to FCDA. ARF said it believed a large measure of the interviewing success was due to the civil defense participation.

**Set Inspection**

Among controls and definitions used were:

- In at least 10% of all interviews, radio and\ntv sets had to be subjected to actual inspection by the interviewer who, after recording answers, asked if he could check each radio and tv set in the house. Ninety-three percent of household so queried consented. ARF noted that at first, Politz intended to use the results of this “control data” to correct any claims out of line. However, it was pointed out, information ob-
tained during the interviews corresponded so closely with that obtained through “controls”\nthat the idea of adjusting claims was discarded.

- In its classification of sets out of order, the\nstudy stuck to rigid rules. If a set could not\nreceive at least one station or channel it was\n“out of order” regardless when repairs were\nto be made. Totals under this definition:

- Household radios out of order were 14,110,-\n000, automobile sets, 2,630,000. These\ncompared to the 100,920,000 radios in working\norder. The number of household radios not\nworking are located in 11,270,000 homes of\nwhich 9,470,000 have at least one other in\nworking order. Besides 28,450,000 tv sets in\nworking order, 810,000 are not in working order.

- Tv sets classified as out of order were those\nwhich were incapable of reception, but receivers\nwhich could have been repaired (or vice versa) were counted as in working order. This also\nwent for sets which were in working order.
order but in areas where signals were not avail-
able.

The Politz study is based on a stratified probabil-
ity sample of households, designed to be self-
correcting for population changes since the 1950 census, ARF said.

Field work was begun May 3 and completed May 28. Personal interviews in that time were completed in 11,020 households in 1,014 different sample segments distributed over 140 counties in 70 primary sampling units. To assure accuracy, personal room-by-room inspec-
tions were made in 1,200 households, ARF ex-
plained.

Objectives, scope and design of the study were approved by the ARF’s technical com-
mittee headed by Arno H. Johnson, vice presi-
dent and research director of J. Walter Thomp-
sen Co. ARF staff members observed actual inter-
viewing in 25 primary sampling areas across the country. ARF supervision and validation also included the checking of tabulations and the preparation of the report.

Committee supervising the project was headed by Harper Carraine, director of research, CBS Radio. Also on the committee: G. S. Brady, research director, General Foods Corp.; E. L. Deckinger, vice president in charge of research, the Biow Co.; Kevin Sweeney, president of BAB.

The ARF summary released last week was copyrighted. ARF granted permission until Oct. 20 to quote from the summary provided the meaning of its findings are not distorted and that proper copyright notice accompanies quotations.

The Politz computations approximate per-
centages arrived at by J. A. Ward Inc., also a research company, which surveyed radio for MBS [B&T, Aug. 23]. The Ward report, which has not yet been released in detail, reported that 96% of all households have a home radio in working order and 60% have a tv set in operating condition. The Politz study, when separating radio and tv set ownership, found 94.7% of households with radio sets in working order and 58.1% with tv sets in working order.

BAB has been using a percentage of 98.2 as
the rate of radio saturation of U. S. homes and a figure of 46,646,000 for homes which have at least one radio. (Both MBS and BAB are underwriters of the Politz study. Others: ABC, CBS Radio and NBC.)

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ATTENDING a post-premiere party of CBS-TV's "The Best of Broadway" series, sponsored by Westinghouse Electric Corp., are count executive; Bill Hylan, CBS-TV vice executive vice president, McKennis-Erickson vertavizing manager of consumer products, and Westinghouse group head, McKennis-Erickson, and Al Scaljone, McKennis-Erickson radio-tv vice president. The premiere performance Sept. 15 was "The Royal Family."

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J. D. and Len Tarcher, along with other C & P executives, move to Biow Co. Benrus shift marks third account to leave C&P in recent months. Bulova withholds announcement of new agency.

AFTER an uninterrupted association of more
than 30 years, Bulova Watch Co., New York, one of the largest spot advertisers in radio and television, with an annual spot budget of $545 million, last week withdrew its advertising from the Biow Co., effective Jan. 1, 1955.

Biow responded instantly to the setback by securing the Benrus Watch account from Cecil & Prestby, New York. Benrus boasts an annual advertising budget of nearly $2 million, most of it in television spots. It is likely that three other clients—Seeman Brothers, Julius Wile, and Necchi Sewing Machines—will also leave Cecil & Prestby for Biow. Benrus will begin its new affiliation on Jan. 1; details on the remaining three accounts are still unsettled.

Bulova made no comment on its future plans beyond the traditional statement that "announcement of the appointment of a successor agency will be made at a later date."

Moving to Biow Co. along with the Benrus business will be Jack D. Tarcher, senior vice president and secretary of Cecil & Prestby, as a vice president and group head, and Len Tarcher, account executive on Benrus at C & P, together with several other C & P executives.

Two Years With C&P

Benrus had been with Cecil & Prestby for two years, dating from the merger of the Tar-
cher and C & P agencies in the fall of 1953. Benrus has been a national advertiser since 1924. Benrus recently introduced a line of 23-jeweled watches and a new clock radio with unique features. In addition, Benrus is en-
gaged in research and development of other products in the consumer durable goods field. Jack Tarcher will supervise the Benrus ac-
count at Biow Co., as he has done since the in-
ception of Benrus advertising.

The loss of Benrus is the third major defec-
tion from Cecil & Prestby radio and tv bill-
ings in the past several months and follows the death 10 days ago of James Cecil, chairman of the board of Cecil & Prestby (see obituary, page 35). The other radio-tv accounts to de-
part Cecil & Prestby recently are Block Drug Co.'s Ammident (to Harry B. Cohen) and Elec-
tric & Radio Co., which cancelled radio and tv.

C & P retained some of the Block Co.'s products (Polidient and Polygrip).

The news of the Bulova-Biow disaffiliation broke as a shock to the industry, signaling the end of one of the longest and most celebrated agency-advertiser unions in radio and tv history.

The association began in 1924, resulting early in the creation of the first time signal ever heard on radio, in 1925. It was responsible also for the first television time signal, spotted on WNTB (TV) New York in 1940 at a cost of $4. Currently Bulova devotes about 90% of its budget to tv spots and the rest to radio.

Always one of the most enthusiastic adver-
tiser proponents of radio and television, Bulova today is the leading watch manufacturer in the country.

It is understood that the current action of the company will in no important way alter its basic reliance on radio and television as the principal advertising media for its products.

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Tea Assn. President Asks More Advertising

REQUEST to increase and strengthen the pro-
motion of the tea industry in the U. S. was made last week by tea executives at the ninth annual convention of the Tea Assn. of the U. S. A. The meeting, attended by some 300 leaders of the tea, restaurant and grocery trades, was held at Bretton Woods, N. H. Delegates heard Samuel Winokur, president of the U. S. Tea Assn., assert that competitive conditions demand yearly increases in adver-
tising expenditures. The Tea Assn., a heavy user of spot radio-tv time, will spend $1,500-
000 on advertising in 1955. Leo Burnett Co., Chicago, handles the account.

In the 40% market currently reached by the campaign, home consumption of tea has in-
creased an average of five pounds a year for the past three years when the "Take Tea and See" campaign was launched, accord-
ing to Anthony Hyde, executive director of the Tea Council of the U. S. A. In his address Mr. Hyde also stated that this was able to project our television campaign into a greater share of the market we would get even greater results."

Maus Promoted at Seeds Co.

ELECTION of Harry H. Maus as executive vice president of Russel M. Seeds Co., Chicago, has been announced by that advertising agency. He succeeds the late George R. Bayard. Mr. Maus, who has been with the agency for 19 years, will assume administrative duties and continue to act as supervising account executive on the W. A. Shearer account. He joined the agency as a copywriter and later be-
came copy chief, vice president and account executive. Mr. Maus' length of service is second only to that of Freeman Keyes, agency presi-
dent.
**Tiffany in Radio**

FOR the first time in its long history, Tiffany & Co., New York, world-famous jewelers, will use radio to acquaint new customers with the reputation of the store. Tiffany will sponsor WQXR New York's Symphony Broadcast this Thursday and will use "only brief and informative commercial announcements." Contract was through H. B. Humphrey, Alley & Richards, New York.

James Cecil Dies;
C&P Board Chairman

JAMES M. CECIL, 63, board chairman of Cecil & Presbrey, New York, died in New York Sept. 17.

Mr. Cecil started his advertising agency career as his hometown of Richmond, Va., after World War I. Prior to that he had been a newspaper reporter and officer in the Naval Air Corps during that war.

With his brother John and a partner he formed Cecil, Barreto & Cecil, in Richmond, Baltimore and New York. During the early 1920s Mr. Cecil moved to New York and the name of the agency became Cecil, Warwick & Legler. In 1939 Mr. Cecil joined the original Frank Presbrey Co. as president and the name became Cecil & Presbrey Inc.

Mr. Cecil was a trustee of the New York U.-Bellevue Medical Center, a member of the Council of New York University, vice president of the Travelers Aid Society, chairman of the board of the National Hospital for Speech Disorders, member of the executive committee of the National Civil Service League and of the Arthritis & Rheumatism Foundation. He was twice chairman of the Red Cross fund campaign in greater New York and vice president of the Netherland American Foundation, a chairman of the New York Council of the American Assn. of Adv. Agencies, and a member of the board of the national organization of the American Assn. of Adv. Agencies. His widow and four children survive.

Jones, SB&W Announce Differences Concluded

THE DUANE JONES CO. and Scheideler, Beck & Werner, New York, officially issued a joint statement last week asserting that "all differences outstanding" between the two agencies and Duane Jones, individually, "and the others involved have been settled..." . . . have been composed to mutual satisfaction of all parties, and all litigation between the parties had been terminated." The legal wrangle between the two agencies started in mid-1951 when several executives of the Jones agency left to form the Scheideler, Beck & Werner agency. Mr. Jones sued and the matter went through several courts, resulting in a judgment awarding Mr. Jones $300,000 in damages.

**18 BUY NBC-TV PARTICIPATIONS**

Their purchases total 300 participations in the network's "magazine concept" shows, 'Today,' 'Home,' 'Tonight.'

IN THE past 30 days more than $1,275,000 in new business has been signed for NBC-TV's 'Today,' 'Home' and 'Tonight,' the network announced last week. All in the purchase are some 300 participations by 18 advertisers. It marks the entry of Corning Glass Works, Corning, N. Y., into network TV with a campaign on 'Home' and the charter client plan purchases of 39 participations each on 'Tonight' by Peerless Electric Inc., New York, and Helene Curtis Inc., Chicago.

Nearly $650,000 of time representing over 160 participations, was bought on 'Today.' $117,000, equal to 37 participations, on 'Home,' and $452,000 with 113 participations on 'Tonight,' which was scheduled to make its network debut this evening (Monday).

Richard A. Pinkham, vice president in charge of the participating programs department, said the sales are "evidence of the validity of the magazine concept which gives the smaller advertiser the consumer impact and dealer prestige of a major network show at a low cost per thousand viewers."


Besides Peerless and Helene Curtis, participations on 'Tonight' have been sold to Chevrolet Motor Div., also a buyer on 'Today'; Westclox Div. of General Time Corp., La Salle, Ill.; Cadillac Motor Div. of General Motors, Detroit, and Polaroid Co. Cambridge, Mass.

**Four Renew on NBC Radio**

RENEWAL by four advertisers of six NBC Radio programs for the 1954-55 season was announced last week by Fred Horton, director of sales. Renewal business was:

- Skelly Oil Co., Kansas City, through Horn, Burd & McWhorter Inc., Chicago, for "Alco's Drive, News" (Mon.-Fri., 9-9:30 a.m. EST) and "This Farming Business" (Sat., 8-8:30 a.m. EST);
- Colgate-Palmolive Co., Jersey City N. J., for "Strike It Rich" (Mon.-Fri., 11-11:30 a.m. EST) through Brecher, New York, and "The Phrase That Pays" (Mon.-Fri., 11:30-11:45 a.m. EST) through Whitman, New York;
- R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through Whitman, New York, for "Break the Bank" (Mon.-Fri., 1:00-1:15 a.m. EST)

**Sinclair Spots to Push Power X**

TO PROMOTE Sinclair Power X premium gasoline, "Power primed with rocket fuel," Sinclair will use an intensive advertising campaign, effective tomorrow (Tuesday), James J. Delaney, Sinclair advertising manager, announced last week. Mr. Delaney disclosed that 160 radio and 34 tv stations will carry spots promoting the new Power X. Morey, Humm & Johnstone, N. Y., handled campaign for Sinclair.

**THE NEW YORK and New Jersey plants of Sealy Mattress Co. will sponsor Sealy Television Playhouse (five weekly half-hour plays, Tuesday through Saturdays at 11 p.m.) over WABC-TV New York, ABC o&o outlet. Approving the agreement are (1 to r): seated, Eugene Kligman, president of the New York plant; Max Lewis, head of the New Jersey plant, standing, Trevor Adams, WABC-TV sales manager, and Budd Gettsch, head of The Gettsch Co., Sealy's agency.

Hall Clothes Augments Spot

ROBERT HALL CLOTHES, New York, plans to use heavy radio and tv schedules in fall for New York area to announce the Oct. 11 opening of its new Robert Hall "Super Salesroom" in Manhattan. Firm, which places spot schedules up to 128 cities on more than 150 radio and 50 tv stations, will stage a week-long "multi-million dollar celebration" to be tied in with tv and radio schedules on WABC-TV, WNEW, WMGM, WINS, WMCA New York, WAAAT New York, WPAT, New York; WHLI Hampton, L. I.; WALK Patchogue, L. I.; WCCT New Brunswick, N. J.; WLIL, Asbury Park, N. J. Teaster announcements start Oct. 4.

**SPOT NEW BUSINESS**

Borden Co., N. Y., sponsoring The Old Scotchman's Scrapbook, series of 400-minute American-scene transcribed radio sketches, in 26 southwestern and southeastern markets as test to determine possible national sponsorship, Agency: Tracy-Locke Co., Dallas.

General Foods Corp., (Log Cabin syrup), N. Y., planning radio spot campaign for 25 weeks in number of selected markets, effective Oct. 4. Company also placing test radio spot campaign in Zanesville, Ohio, for eight weeks to promote new Apple Jello product, effective today (Mon.). Agency: Young & Rubicam Inc., N. Y.

Oxo (USA) Ltd. (Instant Oxo flavoring), Boston, placing test radio-spot campaign in New England to introduce product. Agency: Platt, Zachary & Sutton Inc., N. Y.

Carnation Co. and Western Concoaing Co., both L. A., introduce new "Instant Milk" with network and local program and spot announcement radio-tv campaign. Agency: Erwin, Wasey & Co. Ltd., same city.

United Gas Corp., Houston, Tex., conducting "Old Stove Round Up" radio-tv spot campaign in southern and western markets with nearly 10,000 spots on 60 stations in 40 towns and 200 filmed spots on seven tv stations in Gulf South. Agency: Boselli & Jacobs Inc., same city.

Broadcasting • Telecasting

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**KAUFMAN PLANNING NEW FILM NETWORK**

**XETV (TV)** general manager has invited 126 stations to organizational meeting.

**ORGANIZATION** of the National Film Network, to be comprised of independent and "semi-independent" stations as affiliates and owners, was announced last week by Julian M. Kaufman, general manager, XETV (TV) Tijuana, Mexico (across the border from San Diego).

Mr. Kaufman reported that 126 stations which are either non-network or which have successor stations with national networks have been invited to an organizational meeting in Los Angeles. Date of the West Coast meeting has not been set, but will be held within 30 days, Mr. Kaufman said.

Structure of theNFN will be similar to that of regular networks, Mr. Kaufman said, in that stations will guarantee regular time periods to the network. In this way, Mr. Kaufman pointed out, owners who have bought film properties will be able to place their programs on a national coverage basis, buying a network of stations through a single source.

Repayment to "affiliates" will be on a percentage basis for each account, Mr. Kaufman said. This will be based on the film network rate card, he said.

Initially, dues will be requested from all stations joining the organization, Mr. Kaufman said. This will be for the purpose of organizing and hiring a coordinator and a secretary. NFN ownership will be open to affiliated stations, Mr. Kaufman said.

Headquarters of the NFN are at the San Diego offices of XETV, 1229 Park Blvd., San Diego, Calif.

At the present time, the only station-owned film company is Vilapix Corp., which syndicates film features to member stations. Vilapix buys and commissions film features and series, for distribution to member stations.

In previous years, Paramount Television Productions Inc., subsidiary of Paramount Pictures Corp., licensee of KTLA (TV) Los Angeles, formed the Paramount Television Network, which syndicated film and kinescopes of KTLA programs to other stations. It was believed by Paramount officials that this could evolve into a full-fledged film network for tv stations. Although KTLA still sells kinescopes of its programs to other stations, the idea of a film network has lapsed.

**GUILD FILM'S 30 NEW SALES Include Ten for Laine Show**

COMPLETION of 30 new sales on behalf of four program series of Guild Film Co., New York, was announced last week by Joseph P. Smith, general sales manager of the tv film production and distribution firm.

Heading the business activity were ten sales for the Frankie Laine Show. They were to Erik Brown for WNW-TV Cleveland; Whitney Lund for WSFM-TV Nashville; Hamlin's Bear, KHSF-TV Chico, Calif.; Stout Jewelers and Arch Wilson's Men's Store, WICS-TV Springfield, Ill.; Hot Point, WGHT-TV Hartford; GI Surplus and United Builders, KIMA-TV Yakima, Wash.; Virginia Brewing, WLSL-TV Roanoke, and WTRI (TV) Albany, KGTV (TV) Des Moines and WWTW (TV) Cadillac, Mich.

Nine sales for Life With Elizabeth were to: All detergent, WCHS-TV Portland, Me.;

**EDWARD ARNOLD** (r), star of the Television Programs of America film series, Your Star Showcase, chats with C. B. Stephenson, president of First National Bank of Portland ( Ore.), during Mr. Arnold's visit to the city. The show premiered in Portland yesterday (Sunday) under First National Bank sponsorship. Mr. Arnold has been visiting as many local markets where the series is showing as his shooting commitments will allow.


Eight sales of Florian Zaboh Show were to Gare City Savings & Loan, KXIX-TV Fargo, N. D.; Capital Federal Savings & Loan, WIBV-TV Corpus Christi, and KCTV-CO-TV Cincinnati, WHYN-TV Springfield, Mass., KOPO-TV Tucson, WMT-TV Cedar Rapids, WWTW (TV) Cadillac, Mich., and KARK-TV Little Rock.

Sales of Joe Palooka Show were to Seven-Up Bottling Co., WTVD (TV) Durham; and to WEAR-TV Pensacola and WTOP-TV Washington.

**Kling Studios Opens New Chicago Facilities**

NEW FILM production center comprising 44,000 square feet of property to house enlarged television and motion picture facilities has been unveiled by Kling Studios, Chicago.

The center is reported to be the largest such facility outside of Hollywood, where Kling also maintains lot and animation studios. All motion picture and tv facilities and personnel (some 80 people) will be housed in the new Chicago location at 1038 W. Washington Blvd., once the site of a roller rink. Other personnel will remain at 601 Fairbanks Court, Chicago.

The building has three sound stages of 8,645, 3,355 and 2,440 square feet.

Fred Niles, vice president in charge of Kling's motion picture-television enterprises, now maintains offices in the new building, as do other key executives. Original cost of the project was estimated at $750,000.

**CBS-TV Film Sales in Memphis**

OPENING by CBS-TV Film Sales of a new office in the Three Sisters Bldg. in Memphis was announced last week by Wilbur S. Edwards, general sales manager. James McCormick has been appointed manager of the Memphis office, which covers Tennessee, Arkansas, Mississippi, Louisiana, and Alabama.
Unity Sales Campaign
Dedicated to Sales Chief

AT UNITY Television Corp., New York, they're talking about the "Len Firestone Drive," a combination promotion-sales-advertising campaign and recognition of the company's top salesman. It marks Unity's 10th anniversary which begins the first of next year.

Last week, Arche Mayers, general manager of Unity, announced that Oct. 1-Dec. 31 will be dedicated to Mr. Firestone, Unity's national sales manager. District managers in each Unity territory will act as captains of the drive. Special packages will be offered to the trade with incentive payment terms. The comprehensive plan of TV film service, begun by Unity three years ago, will be augmented specially for the drive. Mr. Mayers said.

Backing up the drive are special cash prizes totaling more than $1,000 which will go to Unity field men for largest dollar volume, largest number of contracts and the highest single dollar contract. According to Mr. Mayers: "It is the first sales drive in the TV field industry to honor a sales executive." Mr. Firestone, known in the radio-TV field for more than 10 years, joined Unity in June 1953.

FILM SALES

United Television Programs Inc., Hollywood, has sold package of all programs it handles to KPLC-TV Lake Charles, La., starting in October and covering releases for to KPLC has been engaged to handle two special promotion packages, "Show Business on Ice," starring Walter McCrerey, Beverly Hills, Calif.

Hal Roach Jr. Productions, Culver City, Calif., has sold "Blondie" featuring Pamela Britton and Hal LeRoy. Tom McKnight and Abby Berlin are producer and director, respectively.

Vanguard Productions, Vancouver, is planning production of new "Actors Theatre" TV film series, slated to begin Sept. 25 with shooting of "The Illusion" and "Dark Portal."

RANDOM SHOTS

Frank Ferrin Productions, Hollywood, has signed Andy Devine, co-star of Wild Bill Hickok TV film series, as star and narrator of ABC-TV's Smilin' Ed's Gang, succeeding late Ed McConnell. Production of 52 half-hour film series to begin in October and will be called Andy's Gang.

Cine-Tel Productions (tv and commercial motion picture producer), N. Y., changes name to John F. Ward Associate Productions, with Mr. Ward as president. Firm has formed foreign dept. to adapt scripts and film productions to specific audiences here and abroad and has been engaged to handle two special projects for agricultural development in Philippines, according to Mr. Ward.


Ty Spots (tv commercials), Hollywood, signed by Chrysler Corp., Detroit, to create special openings for CBS-TV Shower of Stars and Climax programs. Agency: McCann-Erickson Inc., N. Y.

FILM PEOPLE

Ace Herman, supervising film editor, William F. Broidy Productions, Hollywood, appointed executive assistant to president.

Nat Goss, merchandise manager, Schenley Industries Inc., N. Y., to Kling Studios Inc., Chicago, as account executive.

William Self, associate producer, Meridian Pictures, Hollywood, promoted to producer.

Byron Roberts, assistant director, Korla Pandit TV film series, Snader Productions, Hollywood, adds duties as production manager.

ARCHE M. MAYERS, general manager of Unity Television Corp., has reported that Unity's Mark of Cain motion picture, shown in a compilation by Al Feist & Assoc. research firm, as having been made in 1917 (BT, Aug. 30), actually was produced by the J. Arthur Rank organization in 1948.

A Mere 31 Years


Field head says there is 'high degree of conformity' between coincidental and coincidental diary rating methods.

Facts & Figures

HOOPER GIVES DATA TO ARF RESEARCHERS

Firm head says there is 'high degree of conformity' between coincidental and coincidental diary rating methods.

Field tests conducted by C. E. Hooper Inc. show that program ratings produced by the coincidental method used by Hooper in radio measurements since 1934 and by the coincidental diary method used in the firm's tv audience measurements yield comparable results. This degree of conformity is expected theoretically from using two different samples of the same method.

A summary of results is being released by the Hooper organization today (Monday) in conjunction with an announcement that it is submitting complete results of the comparative tests to the Advertising Research Foundation's ratings evaluation committee for inspection and analysis before publication of its long-pending report on various rating methods.

This report had been described by ARF President Edgar Koehler as a few weeks ago as slated for "fall" publication, "as soon as it has been reviewed and approved by the 'main' committee for the entire project, the technical committee, and the board of directors" (B*ST, Sept. 13).

The Hooper company said the reason for its conducting the validation test was to prove its two-year-old contention "that coincidental-diary ratings do not vary from coincidental to any greater degree than the results of two parallel coincidental surveys vary from each other."

Trendex Rates 'Dragnet' As First for Sept. 1-7

NBC-TV's Dragnet was the top-rated evening sponsored network tv program for the Sept. 1-7 period, according to ratings issued last week by Trendex. The complete listing:

1. Dragnet (NBC) 35.3
2. The Big Valley (ABC) 34.3
3. The Virginian (CBS) 28.4
4. Ford Theatre (NBC) 27.5
5. The Four Faced Liar (NBC) 23.6
6. This Is Your Life (NBC) 21.1
7. Matinee Idol (NBC) 20.3
8. To Tell The Truth (CBS) 19.0
10. The Justice (NBC) 14.2

NOTE: Above figures are based on the one hour broadcast during the week of September 1-7, 1954.

SSC&B Research Report Covers Tv Market Status

A STUDY prepared for its clients by Sullivan, Stauffler, Colwell & Bayles, New York, released last week, shows 522 tv stations, or 85% of all tv stations on the air, are located in 233 metropolitan county areas.

The report was prepared by Richard Dunne, director of media research for SSC&B, and is an up-to-date version of the 1953 report. It is part of a continuing study for clients and covers the present and proposed status of vhf and uhf.

Shipments of Tv Sets in July Exceeded Same Month in 1953

Shipments of tv sets to dealers for July were up (329,574) compared to those in June this year (313,912), and July '53 (313,912).

Total tv sets shipped during the first seven
TOO MANY MEETINGS? SOME IN INDUSTRY THINK SO, AND STREAMLINING MAY RESULT

Declining attendance at NARTB district meetings this year is seen as symptom that the number of conventions and business gatherings is getting out of hand. Virginia-Carolina delegates urge NARTB to see what can be done.

NARTB may be running its last district meeting roundup on the present formula, judging by signs that began to appear last week.

Five NARTB meetings held between Maine and Florida have shown a attendance drop of 10% from last year. The schedule enters its fourth week today in the Mississippi valley.

The falling off in registration raised this question among many delegates: Are there too many meetings in the industry?

In the five district meetings held thus far, delegates have generally indicated the programming was the most profitable in the postwar period. Attendance of registered delegates in meeting rooms has been at a high ratio despite the fact that three sessions have been held at pleasant spots—Lake Placid, N. (Lake Placid Club); Virginia Beach, Va. (Cavalier Hotel), and Daytona Beach, Fla. (Daytona Plaza).

At Virginia Beach last Tuesday the District 4 delegates adopted a resolution (see text this page) calling on NARTB to study the whole meeting problem and what to do about it, looking toward a change in the 1955 lineup.

That was the first open indication that travel demands on the time of management are becoming unbearable as 42 state associations, BAB, BAF, women's, farm directors and other groups hold periodical conventions.

Thought has been given to a re-grouping of districts as well as a system of regional scheduling, in addition to consolidation of BIMI and BAF clinics with NARTB's autumn roundup.

Ramlow, Nielsen V.P., Dies
FUNERAL SERVICES were held in Milwaukee Tuesday for Arnold C. Nielsen, 47, vice-president of A. C. Nielsen Co., who died of a heart attack Sept. 17. He had been associated with the market research organization's food-drug index staff and the field and clinical service departments since 1935 and was elected a vice president last year. He is survived by his wife, Melva, and a daughter, Barbara.

Videodex Top-Ten Spot Shows * (Aug. 1-7)

<table>
<thead>
<tr>
<th>Name of Program</th>
<th>% of TV Homes</th>
<th># of Cities</th>
<th># of TV Homes (1000's)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Led Three Lives (Ziv)</td>
<td>23.9</td>
<td>121</td>
<td>8,575</td>
</tr>
<tr>
<td>2. Badge 714 (NBC Film)</td>
<td>20.1</td>
<td>123</td>
<td>6,266</td>
</tr>
<tr>
<td>3. Liberace (Guild Films)</td>
<td>19.7</td>
<td>113</td>
<td>6,236</td>
</tr>
<tr>
<td>4. Life With Elizabeth (Guild Films)</td>
<td>16.7</td>
<td>57</td>
<td>3,607</td>
</tr>
<tr>
<td>5. Favorite Story (Ziv)</td>
<td>16.2</td>
<td>88</td>
<td>4,693</td>
</tr>
<tr>
<td>6. Mr. District Attorney (Ziv)</td>
<td>15.9</td>
<td>87</td>
<td>5,628</td>
</tr>
<tr>
<td>7. Annie Oakley (CBS-TV Film Sales)</td>
<td>15.8</td>
<td>84</td>
<td>4,407</td>
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<tr>
<td>8. The Lone Stallion (United TV Program)</td>
<td>15.5</td>
<td>39</td>
<td>2,173</td>
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<tr>
<td>9. Cowboy G-Men (Filmmaking Films)</td>
<td>15.4</td>
<td>37</td>
<td>2,434</td>
</tr>
<tr>
<td>10. Janet Dean, R. N. (Motion Pics for Television)</td>
<td>15.1</td>
<td>30</td>
<td>3,236</td>
</tr>
</tbody>
</table>

* Programs appearing in a minimum of 20 markets.
ings have provided helpful workshop material for both radio and tv delegates, judging by re-
action of broadcasters from Maine to Florida, 
checked informally by B&T. Guest broadcasters from 
outside the districts have appeared at each 
meeting to present practical pointers on both 
radio and tv.

Agendas have included NARTB staff spe-
cialists, headed by President Fellows. The 
headquarters spokesmen have covered top-level 
problems of governmental and private pressures 
against radio and tv along with practical dis-
cussions dealing with management operating 

details.

Last week FCC Comr. Robert E. Lee ad-
dressed the Virginia Beach meeting (see 
stories). The week before Comr. John Doerfer 
spoke at Lake Placid. They gave their views 
on the philosophy of regulation and added some 
pointed tips on what can happen to broadcasters 
if a small minority of stations violate standards 
of good taste or offer low-grade programming. 
The NARTB meetings enter their fourth 
week today as District 6 (Ark., La., Miss., 
Tenn.) meets at Little Rock, Ark. Henry B. 
Clay, KWKH Shreveport, La., is district direc-
tor. District 7 (Ky., Ohio) meets Thursday 
Friday at Louisville. F. E. Lackey, WHOP 
Hopkinsville, Ky., is district director.

DISTRICT 4 MEETING

RADIO and tv broadcasters gained new insight 
into the comparative value of the two media, 
plus ideas on how to use their facilities effi-
ciently, at the NARTB District 4 (D. C., Va., 
N. C., S. C.) meeting held Monday-Tuesday 
at the Cavalier Hotel, Virginia Beach, Va. 
James H. Moore, WLSL-AM-TV Roanoke, Va., 
was named as district director.

The meeting was capped by an important ad-
dress by FCC Comr. Robert E. Lee, who 
warned that the "growing cancer" of pitch and 
bait advertising, along with bad-taste commer-
cials, may wreck the present commercial broad-
cast structure (see story, page 40).

District 4 took a stand against the growing 
number of industry meetings, urging NARTB 
to study the whole problem prior to schedul-
ing of the next. Delegates felt the demands 
on time of broadcasters are becoming 
unbearable as more and more meetings are 
held. A resolution to this effect was adopted at 
the closing business session (see text, page 38).

Two industry speakers were Robert C. Fehlman, 
WHBC Canton, Ohio, for radio, and Charles 
Vanda, WCAU-TV Philadelphia, for television 
—led the discussion of ways to use the elec-
tronic media.

Named by Director Moore to the resolutions 
committee were Carl Burkdil, WAVY Ports-
mouth, chairman; Gaines Kelly, WFMY-TV 
Greensboro, N. C., and Frank E. Koehler, 
WROV Roanoke, Va.

J. Frank Jarman, WDNC Durham, N. C., 
was elected chairman for the board of director 
positions, elected at the Monday morning busi-
ess session. An afternoon radio discussion was 
led by John F. Meagher, NARTB radio vice presi-
dent. Another Monday session was presided by 
Lester L. Gould, WINC Jacksonville, N. C., 
NARTB small-stations director.

Harold Essex, WSIS-TV Winston-Salem, led 
the tv discussion Tuesday. Panel members in-
cluded Carleton Smith, WNBW (TV) Washing-
ton; Charles Baskerville, WNAO-TV Raleigh; 
Tom Chimman, WVEC-TV Hampton, and 
P. F. Fehlman, WPBC-TV Greensville, S. C.

The NARTB headquarters team included 
President Harold E. Fellows; Robert K. Rich-
ards; Mr. Meagher; Ralph W. Hardy; Charles 
H. Tower; Abiah Church; Fran Riley, and Bill 
Carlisle.

Other resolutions reaffirmed belief in the ra-

dio-vm codes and the principle of voluntary self-
regulation; warned of the dangers in legislative 
attacks, especially those affecting advertising; 
demanded equal access with other media in re-
porting public proceedings; labled NARTB for 
its fight against restrictive legislation and its 
presentation of the industry's case before 
government agencies; praised Comr. Lee 
for his part in the meeting, along with contribu-
tions of Director Moore and the NARTB

FLORIDIANS greeted NARTB President 
Harold E. Fellows, heading NARTB's rov-
ing District meeting troupe at Daytona Beach. 
I to r. W. Wright Esch, WMFEJ Daytontna Beach; Jerry Stone, WNDN Day-
tona Beach; C. L. Menser, WJBs Deland, 
and Mr. Fellows.

"Every sponsor can't have the best time on your 
station. In any case, radio is too big to be 
measured." He said a substantial share of radio 
listening never shows up in surveys. 
"Results at the cash register measure the power 
of an advertising medium," he argued.

Mr. Fehlman said his station places public 
service agencies into its feature programs along 
with staff personnel, keeping programs more 
interesting and making room for more organi-
izations.

Mr. Vanda, recalling his former post at 
KNX Los Angeles, said that in radio "the big-
gest station was the best" whereas in tv "it's the 
power of the program." He demonstrated ways 
of achieving tv programming effects by use of 
every-day items found in the station or even 
the home.

These included: 35 mm lens for gigantic 
effects; reflectors made by soaking old transcrip-
tions in hot water; black stockings for a mask 
diplay and other effects; old auto tubes for the 
famed Willie the Worm program; fishbowl 
for marine scenes of all kinds; foot powder for 
dust effects; pressured shaming cream for pie-
throwing bits; dry ice in hot water for smoke; 
chocolate pudding with flash powder for 
explodins; black art card and glitter; magnets; 
vertical inverter switch for upside down effects; 
cheap cigar smoke in front of lens for fire 
effect; small mirror for scene straight up or 
down; 3-D effects by mounting foreground 
object in front of background photo; prism 
len for multiple effects; inverted image of 
glass of beer, out of focus, for rain; blown 
drippings of rubber cement for cobwebs.

DISTRICT 5 MEETING

PUBLIC service programming offers the key 
to profitable radio station operation, NARTB 
District 5 (Ga., Ala., Fla., P. B.) members 
were told at a Thursday-Friday session at Day-
tona Plaza Hotel, Daytona Beach, Fla. Presid-
ing was John Fulton, WXQI Atlanta, district 
director.

Mr. Layman, WSFP Somerset, Ky., appear-
ing as guest radio speaker, took the theme 
"Never Say No to Public Service" and 
demonstrated how this type of programming has 
brung a 37% boost in WSFC gross in three 
years, accompanied by a 45% boost in profits 
and 60% increase in total assets.

"We have never turned down a legitimate 
request for help," Mr. Layman said. "We have 
been repaid 1000-fold in each instance. Each 
investment of labor and time resulted in greater 
listener response and increased loyalty. It's 
not always easy, but public service program-
ing is the best way of insuring that you'll be 
in business for a long, long time.

"If you lost a cat, mule, dog, bicycle, auto, 
wife, girdle or friend and if you lived within
the broadcast area of WSFC, the chances you would see it go back." He explained how the station gathers all types of local news and even gets births and deaths up to one minute of program time.

Charles Vanda, WCAU-TV Philadelphia, was District 5 tv guest speaker (see District 4 story). Taking part in the Friday afternoon tv panel were Glenn Jackson, WAGA-TV Atlanta; Harold Danforth, WDBO-TV Orlando; Charles Kelly, WSUN-TV St. Petersburg, Lee Ruwitch, WTVJ (TV) Miami, and Jan Gilbert, Bryan Houston Inc., New York.

Members of the resolutions committee were Mr. Danforth, chairman; A. D. Williams, Jr., WGAC Augusta, and Hugh Smith, WCOV Montgomery.

HASTINGS WINS BAB RADIO SALES PRIZE

WHDL sales manager sells time to distributors and radio dealers to win BAB's first 'best radio salesman of the month' contest.

RADIO SETS may be old hat to some people, but a 30-year-old sales manager of WHDL Olean, N. Y., sold 1956 hours of radio time to a wholesale distributor of radios and parts and nine participating retail dealers last week was adjudged the first-place winner of BAB's newly inaugurated "best radio salesman of the month" contest.

The winner for August, James H. Hastings, was chosen because his task, according to BAB, encompassed "considerable ingenuity and imagination with a large share of diligent selling effort." Before completing his sale, Mr. Hastings helped organize a radio dealers association in Olean which meets weekly, and also assisted in developing a new program, Radio Repair Time, which is broadcast six quarters-hours weekly from 5:30-6:30 p.m. Monday through Friday and from 6:30-7:30 p.m. Saturday for a minimum of 13 weeks. Mr. Hastings subsequently persuaded the Radio Equipment Co., wholesale radio and television parts distributors, and the nine participating retail dealers to underwrite the show.

The program is designed to reactivate interest in the repair of radio sets. The show includes constant reminders—interspersed between popular transcribed music—selections on the value of repairing radio receivers. Names and addresses of participating dealers are rotated regularly, and the middle commercial is devoted to selling film, high fidelity, portable sets and car radios.

Second and third place winners respectively in the August competition were Philip K. Eberly, account executive at WSBA York, Pa., who sold a total of 1955 hours to an automobile dealer, and Buck Long, salesman at WABG Mobile, Ala., who sold a variable schedule to an insurance agency.

Salesmen at BAB's member stations are eligible to compete in the monthly contest. The deadline is the 10th of the month following the consummation of the sale. Nominations should be sent to BAB, 270 Park Ave., N. Y.

FCC COMR. LEE ADVISES BROADCASTERS TO CLEAN OWN HOUSE TO AVOID CONTROLS

Commissioner tells NARTB District 4 that he believes governmental controls are not conducive to best radio-tv service. However, he recounts reports of abuses that could invite federal intervention.

ONE YEAR of FCC experience has convinced its newest member, Robert E. Lee, that broadcasters must find a way to clean their own house or the sins of the few will bring "the walls of the temple crumbling down on the heads of the vast majority of this great industry."

Comr. Lee believes just as firmly that the American public will get better radio-tv service through competitive broadcasting than by imposition of more controls. He set forth his convictions last Tuesday in an address to NARTB District 4 at Virginia Beach, Va.

Taking a firm stand in favor of the free enterprise system, Comr. Lee spoke bluntly and paternally of the "prevalent practice" of a small minority of broadcasters and listed some of the results of a personal scanning of the radio-tv programming spectrum.

He found that "people were worried—even irritated. These included over-commercialism in some cases, pitch advertising in others, and finally evidence of a "growing cancer" in the form of advertising in bad taste.

All these things "are things that would embarrass a small country. The American people are only an arm's length away from the man in the street."

"We have no idea how long it will take to straighten out the broadcast business, or at what cost," said Comr. Lee, "but if we ever want to stabilize this industry, we must get it cleaned up."

He enumerated five abuses which "tend to a negative atmosphere for the broadcasting industry."

1. "Federal regulation should keep pace with radio-tv industry progress to prevent such new developments as color television."

2. "An FCC permit properly offers no guaranty of financial success; there is no place for federal subsidies in the competitive broadcasting world."

3. "The Commission has ample power to regulate networks, leaving no need for passage of network-control legislation."

4. "Radio-tv muss have equality with the press. To maintain an equal status, we should keep pace with the developments in the field of electronic journalism."

5. "The Commission should revamp regulatory traditions to meet present day needs."

As to bad taste in advertising, he stated, "We have no idea how long it will take to straighten out the broadcast business, or at what cost, but if we ever want to stabilize this industry, we must get it cleaned up."

"FM is the wave of the future, and there are a lot of worthwhile experiments that are being made in that field," he said. "But don't try to sell it by placing advertising on people's televisions in the same way you sell soap."

"A large percentage of the broadcast day apparently does not need a live announcer since the advertisements are recorded and the records are not announced."

"As far as I am concerned the pitchmen . . . do not belong on the air."

"Plan of local or regional clearance of advertising, such as a Better Business Bureau, "might tend to bar access to the fly-by-night and swift-moving shakedown artist."

"A very small minority endangers "the greatest system of free broadcasting in the world."

In his barbed comments on broadcast advertising standards, Comr. Lee pointed to the "prevailing practice" of turning up volume during commercials "lest the deafest member of the audience fail to note that Smiling Joe's appliance store is practically giving away television sets."

He cited examples of bad advertising, including a complaint made to Federal Trade Commission than an unhappy sewing machine buyer was "beat and kicked" by hoodlums. This was one of 173,000 complaints of radio and 60,000 on tv advertising made in a year, of which 10,000 were marked for "legal or corrective action." He added there was no special significance in these figures since large portions of the 10,000 could deal with a few incidents.

As to bad taste in advertising, he said he could not "ignore repeated violations of acceptable standards and I do not think that a sweating armpit in obvious need of deodorant or a hairy leg in need of depilatory meets the public interest, convenience or necessity."

Comr. Lee said FCC is using "old regulations to fit new developments" whereas it should revamp "the old to meet present day requirements." He added, "There are those in the broadcast industry today who believe the Commission should attach guarantees of financial success to authorizations which are issued."

FCC, he said, tries to operate on "a fairly solid middle ground" between "those who would adopt complete jungle warfare through no regulation and control to those who advocate government ownership." He warned that "once subsidy creeps in, it never creeps out."

Since government intervention into economic problems is repugnant to him, Comr. Lee said, "the price we pay is too high" if to save a few citizens from financial loss "we get another government nose under another government tent." He summed up his concept of FCC's role as "one of protecting the spectrum in the public interest" by a "minimum of regulation."

Going into the legislation situation, he said the plan to move all tv into uhf makes about as much sense as trying to move all the people in the U. S. to Alaska to cure that area's economic ills. The proposal to declare a tv freeze drew similar criticism.

He contended "as an old arm of the Congress myself" that searching inquiry is needed to show the need or lack of need for legislation, referring to the upcoming network probe and the demand for network regulation. He felt this study will show legislation is not needed and at the same time bring correction of practices not now in the public interest. He voiced "complete confidence" in the Senate Committee and "the excellent staff recruited for this investigation."

Neither the present FCC nor its predecessor

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with 2 great area stations

Now advertisers can develop a new, one-two punch to sell the TV-conscious Carolinas as Jefferson Standard opens a second top-power, VHF area operation with transmitter located in Florence, South Carolina.

WBTW will debut as a mature station fortified with WBTV experience, WBTV-trained management and staff, top equipment and facilities, and a ready-made audience of 100,000 set-owning families. Rapid growth is assured because WBTW has the only VHF allocation in a 75 mile radius. Its projected 100 uv/m contour embraces an area with 1,000,000 people and effective buying income nearing $1 billion.

Together WBTV and WBTW create a television market comparable to the 8th largest in the nation. Choice time franchises on WBTW are rapidly being taken. For best remaining availabilities contact your nearest office of CBS-Television Spot Sales today.

The Television Services of
JEFFERSON STANDARD LIFE INSURANCE COMPANY
Represented Nationally by CBS TV Spot Sales
Federal Radio Commission has favored Congres-
sional authority to regulate networks, he said. FCC rules can be amended, if necessary to
keep the relationship between stations and pro-
gram source within the public interest.
Comr. Lee said networks compete with other
media and national spot, with the total radio-
tv share of the advertising dollar less than 20%.
He described printed media as "the dominant
industry in this business."
He suggested that passage of network legisla-
tion likely would have to include advertising
agencies, talent agencies, program packagers,
motion picture companies and others. "Any other
approach would be inequitable and unfair," he
continued.
"Regulation dictated by public opinion is far
more effective than governmental regulat-
ion," he argued. "The viewing and listening
American public, in the last analysis, has al-
ways been the best judge and jury in regulating
a competitive industry." Should more control
be deemed necessary there will be 65 regional
and local networks as well as national networks;
he said, and temporary controls invariably have
"a tendency to become permanent." Moreover
they breed additional controls, inviting eva-
tion with the public, he continued.
Every business has its failures, with survivors
continuing "to furnish their superior services,"
according to Comr. Lee. "However, this is a
dynamic business and today's survivor may be
becoming tomorrow's failure unless he maintai-
s a sufficiently high standard of programming to
attract and hold his audience. The American
people are assured of better program fare by
the ever-changing demands of competition than
can ever be provided by additional controls."
Going into radio-tv reporting, he said, "I be-
inlieve not only the broadcasting but the tele-
casting of any important event covered by the
network can equal the need for public
interest precautions. As to the rights of news-
paper applicants, he said 94 newspapers operate
tv stations in their cities and 19 newspaper
interests have stations in other cities. He took
a flat stand in opposition to discrimination against
newspaper applicants, with each case to be
decided on its merits.
Comr. Lee lauded the NARTB's radio and
tv provision for "always the need for public
who refuse to abide by the high standards which
govern the majority." He added, "You know
and I know" some code provisions "are not
being adhered to by some segments of the
industry."
He explained how he made his own study, describing results as follows:
"Over a period of 18 hours of the day over
a several-day period I found an average of 19
commercials an hour and an average duration
of a minute-and-a-half. The average hour was
composed of over 40% of time devoted to
commercials as compared with less than
6% of time for entertainment, which by the way,
radio-wise was over 90% recorded and less than
10% live."
The "Barclay Russell Show" - another reason why
The Southwest listens to WOAI!

Radio's terrific for early morning selling in Texas . . . and tops on WOAI. Here's why!
Every morning, Monday through Friday, from 7:15 to 9:00 A.M., it's time for
the most-listened-to personality in South Texas—
WOAI's Barclay Russell. Barclay has been
a favorite in Southwest early morning radio
for years. And now, on WOAI's 50,000 watt
clear channel he puts on the kind of
easy-to-listen-to morning show that Texans love.
The best in music, weather by nationally
famous Henry Howell, time, news . . .
all put together in the wonderful Barclay Russell
style . . . add up to great selling for
your product. Rates are attractively low
for such a Texas-size package.
Better check with Petry or WOAI Radio fast.

"The most powerful advertising
influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate
represented by Edward Petry & Co., Inc.
Committee announced a new awards program which will go into effect next year. Awards will be made in three separate categories—manufacturing, distributing and on the dealer level— for the "most outstanding job" in merchandising, sales and sales promotion and advertising. Recognition will be for 1955 and the awards presented in June 1956 at RETMA's annual convention.

The set committee also announced these new appointments: L. W. Teegard, RCA executive vice president, succeeding J. B. Elliott as director and committee member; Ernie Aischler, president, Sentinel Radio Corp., to committee; L. G. Haggerty, Capehart-Farnsworth Co., president, succeeding Fred Wilson, former Capehart president and now IT&T vice president; William H. Kelley, Allen B. DuMont Labs vice president, as chairman of the RETMA Sports Committee. Latter appointment was announced by Robert S. Alexander, chairman of the set division group.

RETMA also decided to again share costs of the 1954-55 Voice of Democracy contest with NARTB and the U. S. Chamber of Commerce and to again donate tv or radio sets to 52 state and territorial winners.

Idaho Broadcasters Assn.

Plans Fourth Annual Meet

FOURTH annual meeting of the Idaho Broadcasters Assn. will be held Oct. 1-2 at Shore Lodge in McCall, Idaho, Edward Hurt, association president and president of KFXD Nampa, has announced. Guest speaker will be Hugh Feltis, radio and tv consultant, who will discuss "How Radio and Tv Live Together." In addition, two panels will discuss "Radio's Concert for 1955 Advertising Dollars" and "How Can Radio and Tv Better Serve Idaho's Political Candidates and the People They Serve?" Panel moderators, respectively, will be Earl Glade Jr., associate manager of KDSH Boise, and Walter Wagstaff, general manager of KIDO-AM-TV Boise.

Employer-Employee Unit Named

NARTB has named Robert D. Swezey, WDSU-AM-TV New Orleans, as chairman of its Employer-Employee Relations Committee.

Serving with him will be (radio members) Herbert E. Evans, WRIF-WRQD Worthington, Ohio; R. W. Sans, WFLD Chicago; Harry Pate, St. Louis; Cal Vin J. Smith, KFAC Los Angeles; C. J. Thomas, KJAY Houston; Phillip F. Johnson, WHER-TV Rock Island, Ill.; Phillip G. Laney, WRFD (tv) San Francisco; Herbert R. Obrit, KOLC-TV Mason City, Iowa; and Donald W. Thornburn, WCAU-TV Philadelphia.

Two young representatives on committee will be John Clifford, NBC; William Fritz, CBS; E. M. Johnson, MBS; Paul O'Neill, DuMont, and Morti Weinbach, ABC.

Fitzsimonds Heads Dist. 11

NEW DIRECTOR of NARTB's District 11 is F. E. Fitzsimonds, KFYR-AM-TV Bismarck, N. D. C. E. Arney Jr., NARTB secretary-treasurer, announced Mr. Fitzsimonds' election last week.

The new District 11 director will head the region comprising Minnesota and North and South Dakota. The election was held after John M. Meagher, Peoria, Ill., who was re-elected as District 11 director to become vice president in charge of radio (am-fm) for NARTB, work operations: programming, sales, station relations, legal, news, network film activities, accounting, advertising, promotion, and publicity.

Those resigning included: Alexander Sironach Jr., vice president in charge of the ABC tv network, understood to be the only one slated for replacement. Charles Underhill, vice president in charge of the tv program department. Charles Holden, assistant national director of tv programming. John Pacey, director of public relations and special features. Mitchell DeGroot, advertising and promotion director. William A. Wylie, manager of the station relations department. William M. Materne, assistant tv network sales manager. Donald G. Buck, director of operations for sales and traffic. Walter C. Tepper, chief accountant. Robert Holland, in film editing and related work. Spencer Schiess, in office managerial duties in station relations. Raphael Scokey, legal department. Claire Wirth and John Dullihan, of tv news. Mae Dehn and Karl Gericke, tv programs. These were reported to include the majority of executives being released, but with secretaries and other assistants left jobless as a result of these cutbacks the overall number of departing executives and aides was expected to reach 50 to 60. Severance pay was provided, it was reported, and the ABC personnel department said was said to be undertaking—and in some cases already to have succeeded—in finding new jobs for leaving personnel.

In the reshuffling, some form of which had been forecast intermittently since shortly after ABC merged with United Paramount Theatres in February, 1953, John Daly, vice president for tv news, special events and public affairs, was put in charge of a new news and special events department created by consolidating departments formerly operated separately for the radio and tv networks.

Thomas Velotta, who has been vice president in charge of news and special events for the radio network, was named vice president and administrative officer, under Mr. Daly, in the combined radio-tv news and special events department. This new unit also includes religious and educational programming, headed by Ruth Trexler as executive producer in these fields.

Robert F. Lewine, eastern program director for ABC-AM, was named director of the ABC tv network program department—a post whose duties, authorities said, he had been discharging to a considerable degree in his role as eastern program director.

Don Durgin, director of network tv sales development, was appointed director of sales development and research for both ABC Radio and ABC-AM.

Gene Accas, director of sales promotion for the radio network, was put into the directorship of a newly formed department encompassing advertising, promotion and publicity for both radio and television. Thus he takes over from Mr. Pacey as director of public relations and special features and from Mr. DeGroot as director of advertising and promotion. Structurally, it was said, the consolidation of advertising, promotion and publicity activities is substantially the same as that which prevailed before these functions were split for radio and tv together.

Meanwhile, it was learned that Alfred R. Beckman, national director of the station relations departments (radio and tv), will become named director of the tv station relations department, and Charles Godwin, who has been functioning as assistant to Ernest Lee Jahncke Jr., ABC vice president and assistant to the president, will be appointed director of the
Since the start of regular telecasting on December 20, 1953 WCSH-TV has been proving to clients and viewers alike that it provides effective, reliable service to the 123,700 TV-equipped homes (August 1 circulation estimate) in the 14-county (Maine and New Hampshire) Portland trading area.

SPOT CHECKS MADE IN A BALLOT STUDY IN COMMUNITIES FRINGING THIS MARKET REGION ESTABLISH THIS AS FACT.

For instance:
In Rockland, Maine, 65 miles distant, 93% "good to excellent".
In Waterville, Maine, 69 miles, 94% "good to excellent".
In Rumford, Maine, 65 miles, 74% "good to excellent".
In Littleton, N. H., 90 miles, 70% "good to excellent".
In Sanford, Maine, 30 miles, 94% "good to excellent".

WCSH-TV carefully has developed acceptance of Channel 6 by the viewers of its area by programming to their local interests and needs.

IT IS THE EXCLUSIVE NBC STATION FOR THE REGION.

Conclusive proof of performance lies in results, as attested by the more than 125 advertisers who have used WCSH-TV and, finding it productive, have renewed their accounts.

WE REPEAT—TO REACH THE TV HOMES IN THE PORTLAND, MAINE MARKET AREA, WCSH-TV IS YOUR BEST DEAL. WE CAN PROVE IT!

100,000 watts full power on Channel Six

WCSH-TV

CHANNEL 6 ★ PORTLAND, MAINE
WCKY is 25 years of fifty thousand watts of selling power.
Celebrating PUBLIC SERVICE and STILL DOING THE REAL JOB FOR THE ADVERTISER...

L. B. Wilson WCKY CINCINNATI
TRAILER

Disney TV clips promote
ABC-TV's 'Disneyland'

ABC-TV, preparing for next month's Disneyland TV debut, wanted a promotion film that was animated—naturally Disney-animated.

Inquiries were made of the Disney studios in Hollywood with the most prohibitive answer imaginable: too expensive. But at that point the Disney staff working with the network's Mitchell DeGroot, then ABC-TV director of advertising and promotion, struck on an idea.

Why not burrow through Disney's welter of filmed cartoons, select those which have some, "time" sequence, attach the frame promoting the TV show, dub in a network announcer's voice at the tail end and then print the whole thing for television use? This procedure was followed, and the 25 second film now being spotted around the country (ABC-TV's five owned and operated stations as well as some 80 affiliates have prints) was the result.

Originally, three sets of film sequences (five sequences in each set) were made at Disney Studios. The first was aired for about a month after July 15, noting that "Walt Disney is up to something big on ABC-TV," the second telecast after Aug. 15 used the same slogan with "this fall" added, and the third, which is underway now, is similar with the day and date of the show added. The five sequences now being used to herald the Oct. 27 debut include Pluto, Snow White, March Hare (from "Alice in Wonderland"), Monstro the Whale (from "Pinnocchio") and Mickey Mouse.

The March Hare sequence, illustrated herewith, opens with a close-up of the Hare... looking at his watch and saying, "I'm late. I'm late." Alice, seeing the Hare running frantically, asks, "Isn't that curious? What could he possibly be late for?" And, as he pays her no heed, she continues, "Most curious," and calls after him, "Please, sir."

As the Hare disappears over the hill, he shouts back, "No time to say hello, goodbye, I'm late, I'm late, I'm late. . . ." The Disneyland title card concludes the sequence, as the announcer says: "And don't you be late for your important date with Walt Disney. He's up to something big—Wednesday, October 27, on Disneyland."

admittedly in poor financial shape when the merger went through, has since embarked on a program of steady expansion involving top name-talent acquisitions and star programming as well as improvement of physical facilities.

ABC's gross radio time sales are holding up and TV billings this year are expected to be approximately double 1953's, and AB-P President Leonard Goldenson told stockholders in a mid-year report that ABC operated during the second quarter of this year at about a break-even point. Nevertheless, it was reported last week, the profit-and-loss statement for recent months, and the profit-and-loss outlook for the final quarter of the year dictated the tightening of lines for more economical, efficient operation.

Mr. Daly, who heads the new radio-TV news and special events unit, is widely known among radio and television audiences as a commentator, moderator, news reporter, and "quarter-back" of ABC national political coverage of 1952. He joined ABC as vice president in charge of TV news, special events and public affairs in August, 1952.

Mr. Velotta, second man to Mr. Daly in the new department, entered radio in 1927 with NBC, served there in numerous capacities before joining ABC as assistant director of news and special events. An assistant to director of special events for ABC in 1945, became director of the news and special events department in January, 1946, then advanced to vice president in charge of news and special events for the radio network in December, 1947. He held the latter position until his promotion last week.

Mr. Durgin, new director of sales development and research for ABC-Radio-TV, joined ABC in 1951 after service with Foote, Cone & Belding, Pageant magazine, and NBC Spot Sales. He served in ABC's tv sales department and as manager of Washington's New York sales development before becoming director of ABC-TV network sales development.

Mr. Accas, newly named director of advertising, promotion and publicity, was a writer in the sales presentation department of NBC and assistant account research supervisor for Foote, Cone & Belding before moving to ABC in July, 1951 as manager of the radio sales division. For two years he was a network sales development manager and consultant the following November, and rose to manager of radio sales development and owned stations development in May, 1953.

Mr. Duree, new director of the ABC-TV program department, served with Hirshon-Garfield agency in New York for three years, supervising a number of network programs, before transferring in September, 1953, as eastern program director of the TV network. Before his association with Hirshon-Garfield he organized the tv and film department of Rockhill Productions in 1949, and previously was an independent motion pictures development producer and television consultant and, before that, with Cine-Television Studios Inc., New York, independent tv packaging firm, and earlier representative for Dudley Pictures Corp. of California.

Backgrounds on those released by ABC in last week's moves include:

Mr. Strocach joined ABC as eastern program manager when ABC entered tv in 1948. Subsequently he was placed in charge of television operations, named vice president in charge of programming and finally became vice president of ABC-TV network. Prior to his association with ABC, Mr. Strocach was with the William Morris agency, where he helped develop the television sales department.

Mr. Underhill, former general manager of CBS's program department, moved to ABC in 1951 as national TV sales manager. Two years later he was named vice president in charge of programming network and finally became vice president of ABC-TV network. Prior to his association with ABC, Mr. Underhill was with the William Morris agency, where he helped develop the television sales department.

Mr. Holden, previously production manager for ABC-TV, was promoted in June 1951 to assist the national director of program production, a position he held until last week's realignment. He was CBS first tv production manager and served under President WABC in 1948, when the network's WIZ-TV (now WABC-TV) New York began operation. Mr. Pacey joined ABC approximately eight years ago after extended service on the Wall Street Journal.

Mr. DeGroot went to ABC in 1945 as a copywriter in the network's advertising department and four years later became assistant director of advertising and promotion. He was ultimately named manager of ABC's advertising and promotion department, the position he has...
With RADIO'S Economy you can afford priceless Frequency

With radio advertising you don't have to start all over again with each advertising message. You can afford continuity and frequency; therefore, each broadcast message builds on the one that went before. Radio's economy lets you keep building, day after day, the year round. In no other medium is such frequency practical.

This is the basic economy of all radio, the secret of its tremendous advertising power.

When you add to this basic economy the special efficiency of great stations — then you have the immense force of radio at its utmost effectiveness. Great radio stations have always given the advertiser far more for his money — not only in coverage but in responsiveness, prestige and believability.

To make the most of today's great opportunities in radio, the best plans start with the best stations. Let us tell you some of the exciting facts about the 12 great stations we are privileged to represent.

THE HENRY I. CHRISTAL CO., INC.
NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO
Representing Radio Stations Only

WBAL Baltimore (NBC) The Hearst Corp.
WBEN Buffalo (CBS) Buffalo Evening News
WGAR Cleveland (CBS) Peoples Broadcasting Corp.
WJR Detroit (CBS) The Goodwill Station, Inc.
WTIC Hartford (NBC) Travelers Broadcasting Service Corp.
WDAF Kansas City (NBC) Kansas City Star
KFI Los Angeles (NBC) Earle C. Anthony Inc.
WHAS Louisville (CBS) Louisville Courier-Journal & Times
WTMJ Milwaukee (NBC) Milwaukee Journal
WGY Schenectady (NBC) General Electric Company
WSYR Syracuse (NBC) Herald-Journal & Post-Standard
WTAG Worcester (CBS) Worcester Telegram-Gazette
EDWARD KLAUBER, EX-CBS EXECUTIVE AND PIONEER NEWSMAN, DIES AT 67

EDWARD KLAUBER, onetime high executive of CBS and one of the men most responsible for establishing radio as a news medium, died last Thursday in New York after a long illness. He was 67.

Mr. Klauber reigned as chairman of the executive committee of CBS in 1943 because of ill health and, except for wartime duty as associate director of the Office of War Information, had been in retirement since.

Memorial services were held Friday at the Campbell Funeral Home, New York. He is survived by his wife, Mrs. Doris Larson Klauber.

In his 13 years with CBS, Mr. Klauber directed the formation of that network’s news-gathering services and gained a wide reputation in the broadcasting field as a crack administrator.

Mr. Klauber joined CBS on Aug. 7, 1930, as assistant to the president, William S. Paley (now chairman of the board). In January 1931 he was made a vice president of the network; in December of that year he was named first vice president, and in January 1934 he was given the title of executive vice president.

He held that position for eight years, until March 25, 1942, when he was appointed to the newly-created post of chairman of the executive committee. He came to CBS in August 1943 because of ill health, but in November of that year he came out of retirement to accept the wartime appointment to the Office of War Information.

Mr. Klauber went to CBS from Lennen & Mitchell, where he had developed a number of radio accounts, including Old Gold cigarettes. Previously, he had been for two years with the New York Times, which he joined as a reporter in 1916. He became night city editor, remaining with the paper until 1928.

‘Medic’ Proves Popular

TRENDEX rating on the first NBC-TV’s "The Medic"—reportedly the highest ever recorded—reached its peak at 6.8 to 9-90 p.m. time period—was broken last week but the shattered precedent was welcome news at NBC. The second "Medic" telecast moved into first place with a 2.3, several points ahead of the debut program, which pulled a 1.6.

New record outdistanced CBS-TV’s "Public Defender," which drew a 1.9 rating, a 3.8% share of the audience, as opposed to a 44.2% share recorded for "The Medic," according to NBC.

‘Reluctant’ on ’48 Sale, Benny Tells Tax Court

HE WAS RELUCTANT to sell Amusement Enterprises Inc. to CBS in 1948, comedian Jack Benny testified during a three-hour witness stand session before the U. S. Tax Court in Los Angeles last week [B&T, Sept. 20].

Whether the $2,260,000 paid for outstanding Amusement Enterprises stock is subject to income tax, as the Internal Revenue Dept. insists, or is a long-term capital gain tax, as Mr. Benny’s attorneys contend is the issue in the case. Approximately $1 million difference in applicable rates is involved. The government also claims most of the CBS money went to Mr. Benny personally for switching from NBC, and is thus subject to income tax.

CBS’ switch decision was made after a meeting between representatives of MCA (Mr. Benny’s agents), sponsor American Tobacco Co., CBS, and Mr. Benny’s associates in Amusement Enterprises (a former brother-in-law Myrrt, and attorneys Myrt Oestricker Sr., and Sylvan Oestricker), Mr. Benny said.

“The stock was sold to CBS, although I wanted to give NBC the first choice. My relationship with the network was very good—and still is," Mr. Benny testified.

Further, he didn’t want to sell his stock at all, but his associates so advised him and it was his first opportunity to "collect a hunk of dough," he said.

Amusement Enterprises was formed in 1947 because he was dissatisfied with the previous contract with American Tobacco Co. Under it, the CBS comic said, he received $2,000 weekly, from which he paid the show cast, plus an extra $20,000 to Myrt Oestricker Sr., and $50,000 for traveling expenses. However, the unused portion of the last two items had to be returned, he pointed out.

After a "general discussion" between the sponsor and MCA, a corporation was formed and earned approximately $250,000 during a year’s existence, he testified.

Mr. Benny also denied that he participated personally in stock sale negotiations. This followed the line of previous testimony by Mr.

New Spanish Network

FORMATION of National Spanish Network has been announced jointly by National Time Sales, New York, station representative firm, and Radiovision International S. A., Mexico City. Stations comprising network reach three million Spanish-speaking people in the Southwest and Midwest, officials said.

Derr Named to Direct Joint CBS Sports Unit

CONSOLIDATION of the sports divisions of CBS Radio and CBS-TV into a single unit serving both media with John Derr as director of sports for CBS was announced last week by Sig Mickelson, vice president in charge of radio and television sales for CBS Inc.

Mr. Derr, who has been director of sports for CBS Radio since December 1951, joined the network in 1946 as writer on the staff of Red Barber, currently CBS counselor on sports. He until he switched to sports director in 1947, associate director in 1949 and director of sports, CBS Radio, in 1951.

Mr. Derr is heard Saturdays and Sundays on CBS Radio on his own sports series, and has conducted the network’s own tournament golf tournaments. He is the producer-director of CBS Radio’s Football Roundup. During the 1949 season, he directed CBS-TV’s pickups of the Brooklyn Dodgers home games and the World Series games at Ebbets Field that year.

Mr. Derr announced they are severing network connections to become independents.

WHB, WHCC DROP MBS AFFILIATIONS

Two Mutual affiliates, WHB Kansas City and WHCC Washington, N. C., have announced they are severing network connections to become independents.

WHB will drop the affiliation after midnight Oct. 17, according to a joint announcement last week by Todd Storz, vice president of Mid-Continent Broadcasting Co., licensee, and George W. Armstrong, WHB manager. The announcement said that relations with the network have been amicable but that they (Messrs. Storz and Armstrong) believe the future of radio rests with the aggressive and intelligently-programmed independent station. They pointed out that the company also operates KOWH Omaha and WTTX New Orleans, both independents, and that these stations have the “largest audience of any station in their respective cities according to the latest Hooper audience reports.”

WHB was established in 1922 and was purchased last June by Mid-Continent from Cook Paint & Varnish Co.

WHCC relinquished the Mutual affiliation and became independents Sept. 16. It publishes a new fulltime program schedule and in an open letter to listeners said it believes “... we can be of greater service and bring you better programs as a local and independent station.”

One concern, WHCC is a 250 w fulltimer and is owned by Kenneth D. Fry and Margaret F. Fry.
He scores with buyers in Northern Ohio

If you want buying action, you want McColgan!

Northern Ohio's ace sportscaster, Bill McColgan, knows the score. He knows what sports fans want to hear—and he knows how to move them to action. When he's "Speaking of Sports" nightly on his three fast-paced sports roundups, he produces the type of listener response that rings cash register bells.

One feature alone of Bill's program, his "Athlete of the Month" listener vote, draws over 5,000 cards and letters monthly! Response like this helps explain why WGAR is Northern Ohio's most-listened-to station...why it can get results for you.

Give your sales a boost by letting Bill McColgan speak for you when he's "Speaking of Sports", 5:05 p.m., 6:10 p.m. and 11:10 p.m. Get the facts now from your nearest Christal representative.

WGAR
THE STATION WITH
4½ MILLION FRIENDS
IN NORTHERN OHIO

CBS—Cleveland—50,000 Watts
The Peoples Broadcasting Corp.
Represented by The Henry L. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto
Ostricker, Amusement Enterprises minority stockholder, that the 1948 switch to CBS from NBC was ordered by American Tobacco Co., and that Mr. Benny had no role in the change.

Pending depositions from MCA President Lew Wasserman and CBS attorney Ralph Colin, both New York, Judge Stephen E. Rice presently has the case under submission.

Court Expected to Stop Benny Lampoon of 'Gaslight'

RADIO-TV comedian's right to satirize material from other media received a setback in Los Angeles Federal District Court last week with the issuance of a one-page memo by Judge James C. Parker, indicating he would issue the necessary injunction to prevent Jack Benny from showing a lampoon version of the MGM feature "Gaslight" on the comedian's CBS-TV program [B*T, Feb. 1].

While CBS Hollywood attorneys said they would have to see the decision before deciding a future course, "a fair certainty" exists that they will appeal the decision, especially because of the implications to broadcast programming.

Loew's Inc. and playwright Patrick Hamilton filed the suit last year against Mr. Benny, CBS and American Tobacco Co., charging "substantial parts" of the MGM film and original Broadway play, "Angel Street," were copied without their consent or knowledge by Mr. Benny on two occasions, once on radio and once on live tv, and that the comedian was about to film a third version, still without their consent, for his tv program.

Judge Carter permitted Mr. Benny to complete the third parody, because of the hardship and expense involved in possible delays, but subsequently ordered this version sealed pending the outcome of the suit.

Both the live program kinescope and filmed version will be banned by the injunction, Judge Carter's memo indicated. The judge said he is preparing a full opinion, to be issued shortly. MGM reportedly has waived damages, but will insist that the defendants pay attorney fees.

NBC-TV, MBS Planning Record Series Lineup

RADIO and television coverage of the World Series, starting Wednesday, promises to be the most extensive in history with NBC-TV and Mutual reporting a record-breaking number of outlets set to carry the baseball classic. Sponsorship is by the Gillette Co. through Maxon Inc.

Total cost for Gillette for broadcasting the 1954 Series on radio and television: almost $1,750,000. Of this sum, annual TV rights (under a six-year deal extending to 1956) cost $925,000 (plus $75,000 for the All-Star Game, rights for which went into same package, making $1 million for annual rights to the Series and All-Star Game). Radio rights to the Series cost $200,000. Thus, if rights for this year's Series cost $1,125,000, Gillette's radio-tv time and production costs are almost $625,000.

For the first time, the World Series will be on tv in all states in the U. S. It is estimated that the potential viewing audience for each game amounts to 100 million persons. The Series will be carried on television on 155 NBC-TV interconnected stations in 150 cities, including 47 cities which have not had World Series television before. The classic also will be presented on eight outlets in Canada and on non-affiliated stations in Latin American countries, four stations in Alaska and two in Hawaii.

For Gillette, it is the 16th consecutive year of sponsorship of the Series on radio, the eighth on television.

Gillette bought the tv rights to the games and to the baseball All-Star Games in late December at a total cost of $6 million through 1956. The radio rights to both classics were purchased in 1949 by Gillette for a period through 1956 at a cost of $1,375,000 [B*T, Jan. 1, 1951].

O'Neil Reported Recovering From Heart Attack on Ship

WILLIAM O'NEIL, 69, president of the General Tire & Rubber Co., owners of the Mutual network, was reported to be recovering from a heart attack suffered while aboard the Queen Elizabeth enroute to England. Mr. O'Neil was taken by ambulance to a Southampton (Eng- land) hospital upon the ship's arrival last Monday.

Mrs. O'Neil said, "We don't think my husband is as ill as we thought when he collapsed on the ship." Mr. O'Neil's son, Thomas F., is chairman of the board and president of MBS.

NETWORK PEOPLE

Carl Gyfö, sales service manager, CBS Radio, Chicago, appointed research and sales promotion manager.

Tom Seehof, sales promotion dept., Columbia Pacific Radio Network, Hollywood, appointed program promotion manager, succeeding Roland H. McCrile, promoted to sales representative.

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The Lowest Priced Complete Program Service
featuring
Shows that Sell

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475 Fifth Ave., New York 17, N. Y.
WGAM-TV
240,000 WATTS
CHANNEL 13
CBS • ABC

"Your Main Tie to the
MAINE MARKET"

POPULATION 62%
INCOME 65%
RETAIL SALES 64%
FOOD SALES 65%
GEN. MDSE. SALES 60%
AUTOMOTIVE SALES 61%
DRUG SALES 65%
GASOLINE SALES 65%

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stations ... serving more than 125,000 TV homes

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Represented By
Nationally
AVERY-KNODEL, Inc.

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ROBERT C. FOSTER

September 27, 1954 • Page 53
Mann Hollner, N. Y., song-writer and radio producer, appointed producer, NBC-TV Jack Carson Show.


Carroll Nye, publicist, CBS-TV, Hollywood, to ABC-TV there in similar capacity.

Les Tremayne, Hollywood radio-actress, signed for role of Bill Herbert in NBC-TV One Man's Family.


Richard Erdman, actor, Ray Bolger Show, ABC-TV, father of girl, Erika, Sept. 9.

A. L. Hollandier Jr., acting director, DuMont Television Network operations, and Jean Hollandier, iv producer, parents of boy, Edmund David.

SHORT NETWORKS

NBC Radio has added daily news broadcasts direct from Chinese Nationalist Formosa resulting from growing seriousness of Formosa-Quemoy island situation.

ABC-TV's Creative Cookery, premiered Aug. 28 on two station network (WABC-TV New York, WBKB (TV) Chicago), has added following outlets: WATV-TV Waterbury, Conn.; WKOW-TV Albany, N. Y.; WARM-TV Scranton, Pa.; WXYZ-TV Detroit, and WLTK-TV Wilkes-Barre, Pa.

Page 54 • September 27, 1954
Kraft Foods adds audience by adding
Kraft Television Theatre to ABC

This little cameraman is so familiar we hardly have to tell you which famous program it stands for! It's also symbolic of one of last year's most significant moves . . . when Kraft Foods widened their TV audience by adding these weekly dramas to ABC's Thursday line-up. The commercials, too, are a popular feature of this outstanding show . . . one of the many distinguished programs now making "dramatic" news on ABC.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY
had belonged to various trade unions, National Unemployed Council, International Workers Order, the Communist Party (1929-41) and the International Labor Defense, which he said was the Party's legal arm.

He began with the Communist Party as a "rank and file member," was advanced to "organizer of my specific unit," and later was elected to the section committee of the Communist Party in Lucas County (Toledo), Ohio, in 1931. This committee, he said, determined local guidance and policy.

He said he was responsible for functions of International Labor Defense in that area, an organization set up on a nationwide basis to rally mass and legal defense for persons arrested in "class struggle" activities. Amid turbulent exchanges among counsel, Mr. Watson testified he first went to Mr. Lamb's office in 1931 in the company of Eugene Stoll, then head of the local Communist Party. Mr. Stoll's party name was Gene Johnson, he said.

Mr. Watson said he was told Mr. Lamb was an attorney for ILD and should be consulted on matters concerning ILD.

After protests by Mr. Brown, the witness was asked what Mr. Lamb said to him and he replied he didn't recall anything in particular specifically.

Mr. Watson was asked to identify Mr. Lamb in the hearing room. The six-foot-six witness said it had been "a long time" but he thought he could walk down the aisle to point out Mr. Lamb.

The witness estimated he visited Mr. Lamb's office several times in the period 1931-33 but could not recall any conversations which took place, allowing that he was left with the objects of the talks which he said involved such things as legal defense of persons arrested, ILD organizational problems and raising money.

He denied a charge that he covered the person arrested, offense, charge, bond if any, and details on whether Mr. Lamb or another attorney would handle the case.

Later he said an ILD attorney was never consulted except on "class struggle" activities. This term brought objections from Mr. Brown, who said various groups define the term differently. When the witness volunteered to explain "class struggle," he was warned by Mr. Sharfman to refrain from making voluntary remarks.

Warrant for Witness

EXISTENCE of a warrant for arrest of William G. Cummings, ex-FBI plant in the Toledo Communist Party and initial FCC witness in the Edward Lamb case, on a charge of making a false statement in obtaining his second marriage license in 1931, was related to the FCC proceeding Wednesday by Walter R. Powell, Broadcast Bureau counsel.

The warrant for a "false " witness, issued by a Bowling Green, Ohio, justice of peace, was reported made by a Mr. Zimmerman, said to be Mr. Lamb's personal pilot. Mr. Powell said he based his statements on "trusted sources." In 1931, the warrant reportedly was issued Monday night.

Counsel for Mr. Lamb Monday put in evidence court documents from Florence County, S. C., certifying Mr. Cummings was married in 1929 and records showed no annulment.

Mr. Cummings was to appear Tuesday for re-direct examination but the session was postponed for a new witness who later testified Mr. Cummings was in Mr. Powell's office at the FCC Tuesday noon.

On Tuesday afternoon, Mr. Watson testified he now could remember details about the "six or eight" later meetings which he said he and Mr. Stoll held with Mr. Lamb. He remembered the three discussed finances, that he and Mr. Stoll solicited money from Mr. Lamb and that Mr. Lamb responded by making contributions.

"I asked him and Mr. Stoll told Mr. Lamb that although most of the money would go to particular causes such as legal defense of the Communists, some would be used to further the work of the Communist Party in Toledo and New York.

At this point the witness was removed from the hearing room by Mr. Lamb and then was not heard on his qualifications in view of these statements of what happened at the meetings and his claimed inability in the morning session to remember what had happened.

...This is a monstrous performance," Mr. Brown shouted, pacing the floor. "Everybody callously sits here and seems to treat it as a legalistic joust."

...Mr. Lamb was consulted in the role of an attorney. Is he now on trial for the sins of his clients? Can this Commission bring before you witnesses who have apparently been prepared to utter this slander?

Noting the witness had said he couldn't remember, Mr. Brown exclaimed, "Ah! but that was before lunch!"

Mr. Sharfman, however, just before the noon recess, had ruled that since the witness was under direct examination he was permitted to communicate with Broadcast Bureau counsel during the recess.

Examiner Sharfman now expressed concern and said he didn't know what the witness' testimony. "The witness is recollecting matters he can't recollect this morning," he observed.

Back on the stand, Mr. -Watson related he and Mr. Stoll received contributions from Mr. Lamb and that these amounts were never more than $25, that Mr. Lamb made the contributions "six or seven times" out of the "nine or ten times I visited him.

Mr. Watson said Mr. Lamb was ILD's attorney in 1934 and was a member of the Advisory Committee of ILD on a national scale.

On Wednesday afternoon Mr. Brown began minute cross examination of Mr. Watson, delving into his personal background as well as Communist Party experiences.

Mr. Watson testified that "over the years" he had changed his views of the party and left the Communist Party in 1941.

On Thursday, when asked if he was appearing without compensation, the witness said he hoped to get paid $25 per day plus maintenance but no promises had been made. He indicated FCC representatives told him it was hoped it could be worked out for another government agency to pay him.

The witness in further questioning, said he was employed as a consultant by another agency which deals with security matters, hence he would not disclose which agency.

"If asked if his services for the other agency were solicited by Mr. Lamb, he performed for FCC, the witness felt they fell in "an entirely different category" but acknowledged he then was performing "one of the services." Later he said one of his duties is to "identify witnesses." He estimated about 10% of his time is spent giving testimony.

Later on Thursday the witness went into detail about the party's collection policy and his experiences. He told Mr. Brown he had solicited some 100 people regularly in the Toledo area and no distinct area was made between communists or non-communists since the party gladly accepted money from anyone.

The witness testified that during the 12 years he was a party member, the identity of contributors was never reported to the executive committee although the names of some of the financial supporters might be given the treasurer where the money was turned over. He said no lists of contributors or amounts given were used.

To Mr. Brown's interrogation, the witness replies that when non-communists were solicited, the deal was a "service" type of legal defense for various persons such as the Scottsboro boys or jailed strikers and the Communist Party was not mentioned.

The witness explained that when he testified earlier that solicitations of Mr. Lamb were for the work of the Communist Party, he meant that money was asked for legal defense of this or that person and such defense was considered part of the work of the party.

"Do you recall whether the words 'Communist Party' were ever uttered in any conversation in Mr. Lamb's office?" Mr. Brown asked.

After admitting, "I'm afraid of your next question," the witness answered, "I cannot recall any specific instance in which the words 'Communist Party' were used in Mr. Lamb's office."

In further cross examination, the witness admitted the party and ILD secured the best legal counsel they could affourd and it didn't matter whether counsel were Communists or not through the party would have preferred they were.

The witness agreed it is a "matter of historic record" of many prominent attorneys going to the aid of persons who needed legal defense but could not afford such defense. He said Mr. Lamb "certainly was" one of those who gave his time and effort to help such as these.

**BOTKIN SWORN IN AS ODM EXECUTIVE**

HAROLD BOTKIN, assistant director of operations for AT&T's Long Lines Dept., last Wednesday afternoon was sworn in as assistant director for telecommunications in the Office of Defense Mobilization, Mr. Botkin, a former consultant in the Defense Dept.'s Office of Transportation and Communications, succeeds William A. Porter, who returns to private law practice with the Washington firm of Williams, Petersen & Bolin.

Mr. Botkin, a former consultant in the Defense Dept's Office of Transportation and Communications, succeeds William A. Porter, who returns to private law practice with the Washington firm of Williams, Petersen & Bolin.

Present for the oath-taking ceremonies were FCC Commissioner Edward M. Webster; Rear Adm. Robert E. Peterson; Chief of the Defense Dept.'s Communications Division; Lloyd Simpson, Civil Aeronautics Administratrix,
NOW AVAILABLE In A Brand New Afternoon Variety Show

TOM DUGGAN


There's a lot more to be said about this new, live, daytime show and the controversial Mr. Duggan... for further details, contact your nearest BLAIR-TV Representative or the WBKB Sales Department, 20 North Wacker Drive, Chicago, Illinois.
IAN communications liaison officer; Perry Johnson, Central Intelligence Agency deputy assistant director for communications; John Cross, assistant chief of the State Dept.'s Telecommunication Division.

Mr. Botkin will work on U. S. policy problems in communications.

Date Set in Govt. Suit Against Picture Firms

NEW trial date of Oct. 4 has been set by Los Angeles Federal Judge Harry Westover in the government anti-trust suit against major motion picture production and distribution firms to force release of 16 mm prints of their theatrical films to tv and other uses [B&T, Feb. 8].

Judge Westover granted the delay after attorneys for both defendants and the justice department anti-trust division reported progress in a series of pretrial conferences aimed at narrowing issues to be heard and deciding on admissibility of evidence and documents, so as to expedite trial hearings.

Government suit, originally filed two years ago [B&T, July 28, 1952], listed as defendants Columbia Pictures Corp. and tv subsidiary Screen Gems Inc.; Universal Pictures and subsidiary United World Films Inc.; Warner Bros. Pictures Inc. and Warner Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp.; Republic Pictures Corp. and Republic Productions Inc., and Pictorial Films Inc. Theatre Owners of America (TOA), a trade group, was named a co-conspirator, but not as a defendant in the anti-trust suit.

Shortly after suit filing, William C. Dixon, chief of the West Coast anti-trust division, said the government felt the defendants "complied to restrict the use of their product," adding that the only question involved in pressing the suit was the enforcement of the anti-trust laws.

RADIO-TV officials look over Philadelphia's potential as a site for the 1956 political conventions which a special municipal committee is trying to bring to that city. Network news executives were shown the facilities which would be available to them if the "City of Brotherly Love" were chosen. Represented here are (1 to r) seated, Milton Burgh, MBS director of news; Davidson Taylor, NBC director of public affairs; standing, James Caddigan, DuMont director of programming and production; Paul Levitan, CBS producer; Elmer Lower, CBS director of special projects, news and public affairs; William R. McAndrew, NBC head of news; Walter Phillips, Philadelphia director of commerce; and Walter H. Annenberg, editor and publisher of the Philadelphia Inquirer (WFL-AM-TV) and chairman of that city's Citizens Committee.

RADIO, TV MAY GET INTO PARTY PARLIES

"FAVORABLE reaction" has greeted the proposal by J. Leonard Reinsch, managing director of the Cox stations, that all committee sessions of the Democratic Presidential nominating convention in 1956 be made available to all media, including radio and television.

The plan was submitted by Mr. Reinsch, radio-tv consultant to the Democratic National Committee and member of its special advisory committee, to the national committee during a two-day session in Indianapolis Sept. 17-18. The committee met to draft plans for the fall congressional election campaigns [B&T, Sept. 20]. No formal radio-tv action was taken, it was reported.

The advisory group will meet again sometime in December and will weigh other innovations suggested by Mr. Reinsch for the nominating convention.

Earlier, Clayton Frickey, deputy chairman of the national committee, told B&T the committee plans to buy no national time itself but hopes to support individual senatorial and congressional candidates. The financial aid would be lent through various Democratic state and local groups, each buying their local time.

Peoria U's Don't Want V

TWO operating uhf stations at Peoria, Ill., ch. 43 WEEK-TV and ch. 19 WTvh-Tv, petitioned FCC last week to make all commercial channels there uhf in order to prevent creation of a new interminated uhf-vhf market. Pointing out that the area presently is virtually all uhf, the stations asked that the educational reservation affixed to ch. 37 be switched to ch. 8, now in contest between WIRL and WMBD there. An alternative suggestion submitted by the stations is to add ch. 31 to Peoria and reassign ch. 8 somewhere else.

Query of FCC to Start Bricker Network Probe

THE FCC will be the first entity on the list of groups to be questioned by the Senate Commerce Committee staff in Chairman John W. Bricker's investigation of the networks and the uhf-vhf situation, according to developments last week.

The Ohio Republican's office said lines of inquiry for obtaining the Commission data already have been marked, but first must be cleared with the Senator.

Indications were that at least the preliminary phases of the investigation would be handled by questionnaires.

It was unlikely that the Senate will be in Washington to give attention to the matter until perhaps Monday, Oct. 4.

Sen. Bricker will be in Boston until Friday, Oct. 1, attending a conclave of the Supreme Council of the 33rd, Degree Scottish Rites Masons, and, it is reported, probably will return to Ohio for that weekend.

Nature of the data to be asked from the Commission was withheld pending clearance by Sen. Bricker, and the date the questionnaire will be submitted depends on how soon the Senator acts on the recommendations of the staff conducting the hearings.

This staff, headed by Robert F. Jones, held a series of conferences all last week in working out plans for the probe. Participating with Mr. Jones in the conference were Harry M. Plotkin, minority counsel who joined the investigating group last Monday, and Nicholas Zapple, the Commerce Committee's communications counsel who is coordinating the probe.

Tv Crime and Horror Hearing To Commence in Mid-October

EXACT date for the Senate Juvenile Delinquency subcommittee's planned hearings on tv crime and horror programs has not been set but sessions definitely will begin around mid-October, Herbert Beaser, the subcommittee's chief counsel, said last week.

The hearings will be held in Washington, Mr. Beaser said, and will cover every phase of programming in the television industry. The hearings are expected to go into the activities of the Television Code Review Board to determine who makes decisions on programming [CLOSED CIRCUIT, Sept. 20].

Chairman of the group is Sen. Robert C. Hendrickson (R-N.J.). Other members are Sens. William LaFleur (R-N.D.), Thomas C. Hennings Jr. (D-Mo.) and Estes Kefauver (D-Tenn.).

'Reround The World'

TELEVISION diary, recording the 'round-the-world journey by Sen. Margaret Chase Smith (R-Me.), will be made by CBS-TV See It Now. The senator disclosed last Thursday on the Edward R. Murrow show that when she leaves on the tour to Europe and Asia on Oct. 2, she will be accompanied by the show's cameraman Charles Mack and soundman Bobby Huttenlocher. CBS-TV said the trip is the first such report by a tv program and the first such tour guided by a U. S. Senator. Sen. Smith will not accept a fee from the program and no government funds are involved, the network said.
Du Pont is sold on ABC... 
renews Cavalcade of America 
for '54-'55 season

Prestige-conscious Du Pont and Nielsen-wise BBDO have again chosen the opening slot on ABC’s great Tuesday night line-up for Cavalcade of America’s ’54-'55 bow on September 28. One of TV’s most honored dramatic shows, winner of the Freedoms Foundation Award for five straight years, Cavalcade features great actors in great moments from American history, recreated by some of TV’s most gifted writers and producers. Du Pont’s Cavalcade is the opening gun of the battery of shows that makes Tuesday night ABC night on the nation’s TV screens.

You’re in smart company on ABC-TV
AMERICAN BROADCASTING COMPANY
WEAN SALE, WILS-TV LEASE APPROVED; OTHER TRANSFERS SENT TO COMMISSION

Fox, Wells & Co. seeks approval of its purchase of KFSD-AM-FM-TV San Diego for $2,227,500 plus net quick assets. WHOO-AM-FM Orlando, Fla., sale from Edward Lamb to Mowry Lowe for $295,000 is also submitted to the Commission.

FCC last week granted the transfers of WEAN Providence, R. I., from General Teleraio Inc. to Providence Journal Co. for $260,000, and the lease of WILS-TV Lansing, Mich., from John C. Pomeroy and associates to a group headed by Thomas B. Shull, NBC Film Division account executive, for $5,000 per month, with an option to buy at $166,254.

The week also saw applications for FCC approval of the sale of KFSD-AM-FM-TV San Diego from Thomas E. Sharp and associates to Fox, Wells & Co., for $2,227,500 plus net quick assets (B&W, Aug. 23); of WHOO-AM-FM Orlando, Fla., from Edward Lamb, now in the throes of an FCC hearing regarding communist affiliations (see separate story on page 54), to Mowry Lowe, former general manager of WEAN Providence, R. I., for $295,000.

Also filed last week was an application by Max Leon, WDAS Philadelphia, asking FCC approval in the sale of his old 1400 kc facility to Friendly Broadcasting Co. (Richard Eaton) for $72,000. WDAS holds a CP to change to 1480 kc.

The WEAN transfer was approved with the proviso that the Providence Journal Co. (Providence Journal-Bulletin) rid itself of WPBJ in that city. WEAN operates on 790 kc with 5 kw and is an MBS affiliate. WPBJ operates on 1420 kc with 5 kw and is an ABC affiliate.

The ch. 54 WILS-TV Lansing lease was authorized to the Inland Broadcasting Co. which is owned by Herbert H. Upton, John A. Strauss, and James C. Hendley. Mr. Shull has no stock interest, but will be general manager of the station. The $5,000 per month rent agreement contains provisions relating the monthly payments to station income in such a way that monthly rent can drop to $500. The option to buy is valid for two years, but is predicated on the Commission granting Parma-Onondaga, Mich., ch. 10 to Television Corp. of Michigan (in which Mr. Pomeroy and his group have an interest).

WILS-TV cost $217,667 to build, the application showed. Total assets of the licensee, Lansing Broadcasting Co., which also owns WILS (1320 kc with 5 kw day, 1 kw night), were put at $418,587, with the surplus set at $50,000.

WILS-TV began operating Aug. 20, 1953, and is affiliated with ABC-TV and DuMont. It is represented by Venard, Rintoul & McConnell Inc.

Application for approval of the sale of the KFSD San Diego stations to Fox, Wells & Co. for almost $2.25 million plus net quick assets indicated that the investment company was borrowing $2.5 million from Bankers Trust Co., New York, for seven years, at 4%. It also showed that an option held by Charles E. Salk, former owner of KCBQ San Diego, to buy 1,330 shares of the 2,660 owned by Mr. Sharp will be taken over by the new licensee, KFSD Inc.

KFSD Inc. will be 95.5% owned by Fox, Wells & Co. It will be headed by James G. Rogers, pre-World War II vice president and general manager of Benton & Bowles advertising agency, and will also include Glen McDaniel, president-general counselor of Radio-Electronics-Television Manufacturers Assns., 1%, and William T. Lane, former general manager of WAGE Syracuse, N. Y., and of WLWT (TV) Atlanta, Ga. (now WLWA [TV]), 1.5%.

Fox, Wells Holdings

Fox, Wells & Co.— which is owned by former American Optical Co. executives Heywood Fox, 15%, George B. Wells, 5%, and Dr. R. Bowlwin - 35%— had had an option to buy 77% of its minority stock owners, 25% by trust funds—own 30% of WWOR-TV Worcester, Mass., 40% of Olympic Radio-Television Inc. (radio-tv sets), and substantial interests in community television systems in Florence, Ala.; Blufsfeld, W. Va.; Parkersburg, W. Va.; Williamsport, Pa.; Clarksburg, W. Va.; Fairmont, W. Va.; Morgantown, W. Va., and Winchester, Ky. It also holds varying interests in stamping, compressors, lighting fixtures, oil, and Coca-Cola bottling companies.

Present licensee of the KFSD stations, Airfan Radio Corp., showed total assets of $1,266,341, with $664,048 in earned surplus listed. Replacement value of KFSD-TV was put at $587,855; of KFSD-AM-FM, at $564,682. In addition to Mr. Sharp, Airfan stock is held in varying minor amounts by three other stockholders and by three trustees for trust funds.

Sale of Mr. Lamb's WHOO stations in Orlando, Fla., which he bought in 1952 for $200,000, to Mr. Lowe will be paid in most part by a six-year note, it was explained in the application. Total assets of the Orlando stations were set at $151,613, with earnings of $173,437, predicated in the pro forma balance sheet. Estimated replacement cost of both outlets was set at $275,000. Mr. Lowe, who will be president of Radio Florida Inc., the actual purchaser, showed a net worth of more than $30,000. FCC last week approved the sale of WEAN Providence, of which Mr. Lowe was general manager, to the Providence Journal Co. (see above).

WDAS Sale

In seeking FCC approval for the sale of its 1400 kc facility, Mr. Leon cited cases in which the Commission had approved such sales, even for stations which had changed their frequencies. He pointed out that he had bought WDAS in 1950 for $500,000, had constructed new studios in 1953 for $55,000 and planned to invest $165,000 for complete new studios and equipment for the 1480 kc operation. In addition to the $72,000 purchase price, United Broadcasting will pay $4,350 a year for seven years' rental of the old WDAS studios the application said.

United Broadcasting now owns WOOK-AM-TV and WFWN (FM) Washington; WSD and WTLF (TV) Baltimore, WARK Hagerstown, WWIN Rockville, all Maryland; WJMO Cleveland, and WANG Richmond, Va.
They Sing A Prosperous Song

Dovetail bits hum about payrolls and profits as they work for the growing furniture industry in the South's Prosperous Piedmont.

Industry and agriculture team-up to make the mighty Piedmont section of North Carolina and Virginia one of the fastest comers in the nation. And WFMY-TV is the Prosperous Piedmont's most viewed station.

The 1,700,000 people in WFMY-TV's 31-county area have over 2 billion dollars to spend . . . and they're ready, willing and able to spend it. Let your H-R-P man tell you the success stories of flourishing products sold over WFMY-TV in the Prosperous Piedmont.

Team your product with WFMY-TV and you'll sing a prosperous song, too. Call your H-R-P man today.

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco
INTERCITY RELAYS: NEW FCC ISSUE

INTERCITY relays for the exchange of television programs between cities whether or not linked by common carrier facilities have become a lively subject at the FCC.

• The Commission asked for comments on the petition of North Dakota Broadcasting Co. (KCJB-TV Minot and KXJB-TV Valley City, North Dakota) to revise the rules to permit the construction of privately owned intercity relays.

• AT&T asked for permission to use uhf frequencies to put a 150-mile international radio relay across the Straits of Florida to connect the U.S. and Cuba for telephone and tv.

• A private group asked for authority to construct an intercity microwave relay between Granite Canyon, Wyo., and Rapid City, S.D., to feed Denver tv signals to a prospective community television system in Rapid City.

The North Dakota Broadcasting Co. petition asked that FCC rules be changed to permit a tv station to build its own interconnection to bring live network programs to its audience where it can be shown that existing common carrier facilities are too costly and might deprive some parts of the country from receiving live network programs or result in no tv service. The North Dakota licensee asserted that the Commission should have the discretion of considering such requests and authorizing them if it was convinced it was in the public interest.

Under present regulations tv stations may build their own intercity links only as an interim measure until common carrier facilities are available. In the early days of tv, there were about 10 such station-owned facilities. These have now increased to 24.

In issuing its notice of proposed rule-making on this subject, the Commission asked for comments from interested parties by Nov. 8, and allowed 10 days thereafter for countercomments and replies.

The 24 stations which use their own intercity microwave are:


AT&T's proposal to institute U. S. private radio relay service was in the form of a petition asking the FCC to authorize stations in the International Fixed Public Radio Service in southern Florida to use bands between 500 mc and 890 mc, provided no harmful interference is caused to tv.

AT&T claimed that the International Fixed Public Radio Service frequencies could not provide the "over the horizon" transmissions needed to interconnect Cuba and Florida. However, AT&T said, its studies have shown that it is possible to accomplish this over-the-water hop with beamd uhf frequencies. This would permit transmission of "hundreds" of telephone messages and also tv programs, AT&T pointed out, with a 20 mc band.

Further siting of the inter- nation radio relay transmitters would ensure that no interference would be caused to uhf tv stations in southern Florida, AT&T said. Transmitting facilities in Cuba would be engineered so as to avoid interference with tv reception in the U.S., it added.

It suggested that all the possible interference factors could be overcome by using frequencies above 680 mc.

The third request for construction of an intercity relay to feed tv signals to a community television system was submitted last week to the FCC. This was by Eugene Bartlett and C. L. Reed, under the name of Bartlett & Reed Management, to establish a $211,263, seven-chip, common carrier, microwave system between Granite Canyon, Wyo., and Rapid City S.D., to feed a prospective community tv operation in that Bluff City-southern Dakota region.

The applicants, who emphasized they will have no connection with the community tv system in Rapid City, estimated $100,000 revenues in the first year of operation, based on $350 per month charge (for both visual and audio channels) for each customer. The hope is that more than one mountaintop system may engage its services.

Dakota businessmen foresee a 4,000-home potential for community tv operation, feeding Denver tv station signals to Rapid City.

They informed the Commission that they had surrial assurance from KOA-TV Denver that they would use its ch. 4 signals for that purpose.

Hills Broadcasting Co. (N. L. Bentson and associates) holds a CP for KTLV (TV) on ch. 7 in Rapid City. Grant was made last February. The Bartlett-Reed group expressed doubts that the station would be built. There is no tv reception at Rapid City at present, they said.

The application is similar to the proposal of J. E. Belknap & Assoc. to feed Memphis tv signals to Kennett and Poplar Bluff Mo., community tv systems. This was granted last May (P*TMay 10).

KBTM Bids for Ch. 8; WMGT (TV) Asks Ch. 19

APPLICATION for ch. 8, Jonesboro, Ark., was filed last week by KBTM-AM-FM-TV that city, with estimated $100,000 construction cost, RCA equipment, and 11,725 kw. It is about one mile east of Jonesboro on Highway No. 4, will be 309 ft. above average terrain (337 ft. above ground). Application showed total assets of the KBTM stations as $127,777 as of Aug. 31, 1954, with $57,750 in notes. Principals are Harold E. and Helen W. King.

The FCC was also asked by ch. 74 WMGT (TV) North Adams, Mass., to assign ch. 19 there and permit the station to shift to the lower uhf channel. It said that ch. 19 had been granted to Richard H. Balch for Utica, N.Y., and that it had agreed to pay Mr. Balch $11,000 for the expenses he incurred in connection with the projected Utica station. Upon payment of this sum, WMGT said, Mr. Balch has agreed to surrender his CP.

In formal orders, the Commission replaced ch. 65 at Sunbury, Pa., with ch. 38 at the request of WKOK Sunbury, effective Oct. 25. This also involved substituting ch. 74 for 38 at Lewiston, Pa., and assigning ch. 65 to Shaminok, Pa.

In another allocation change, the FCC ordered the assignment of ch. 2 to Andalusia, Ala., and reserved it for educational, non-commercial use. This was on the request of the Alabama Educational Television Commission.
These five inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations... and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined... and at the lowest cost per thousand! (SAMS and SR&D)

Beeline listeners in this independent inland market spend over $3 billion annually at retail, nearly a billion annually for food alone. (Sales Management’s 1954 Copyrighted Survey)

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative
FCC ACTS TO END AREA ANTENNA LIMIT

Proposed rule-making issued to delete 1,000-ft. maximum for tv antennas in U. S. northeast and north central areas.

ELIMINATION of the 1,000-ft. maximum antenna height limitation for full-power tv stations in the northeastern and north central area of the U. S. (Zone 1) loomed as a possibility last week when the FCC issued a notice of proposed rule-making looking toward the deletion of this provision in its tv rules.

The action was based on petitions requesting the equalization of antenna height limitations for the entire country, submitted to the FCC in 1953 by WBEN-TV Buffalo (ch. 4) and WAZV-TV Huntington, W. Va. (ch. 3). Both stations are in Zone I peripheries, and claimed they were being discriminated against because of this limitation on height.

FCC Comr. Frieda B. Hennock dissented. FCC rules, established in 1952 after the four-year freeze, permit 2,000-ft. antennas with maximum power in all parts of the country except the crowded northeast and north central states. Maximum powers for channels 2-6 are 100 kw, for channels 7-13, 316 kw, and for channels 14-83, 1,000 kw.

It was felt the Commission said in its 1952 report, that antenna height limitation to 1,000 ft. in Zone I was necessary to permit closer geographical spacing of stations in this densely populated area. This would permit the FCC to assign more vhf channels there than if the general separation criterion were used, it said. However, the Commission held open the door for higher antenna maximums by qualifying the limitation only as a "limit until a larger body of data is available with respect to operation with antenna heights over 1,000 ft. with higher powers. . . ."

Both WBEN-TV and WAZV-TV claimed elimination of this restriction would greatly increase the service areas for all stations in Zone I, and that there would be little, if any, interference, provided all stations boost operation to maximum powers.

The Commission asked for comments by Nov. 25, with counter-comments due 10 days thereafter. It said it would decide whether hearings were necessary after reviewing the comments and countercomments.

Comr. Hennock based her dissent on her fear that high powered metropolitan vhf stations with 2,000-ft. antennas would blanket smaller vhf and all uhf stations in the crowded northeast and north central states. This "reflects a basic change in the philosophy of the Commission since 1952," Miss Hennock said.

She urged that the Commission hold up action until the results of the Bricker investigation (see story page 58) are known.

Seven New TV Outlets Beginning Operations

SEVEN new tv stations were scheduled to begin regular programming this past weekend. Those stations would increase to 407 the number of operating tv stations.

A year ago, at World Series time, a record was set when 27 new tv stations in one week started programming.

The news, bring the first local video outlets to four cities, are:

WGTK-TV Hartford, Conn. (ch. 18), ABC, Du; represented by H-B Radio Sales, Inc.

WINT (TV) Waterloo (Fl. Wayne), Ind. (ch. 15), CBS; represented by H-R TV Inc., Sept. 26.


WMTV (TV) Milwaukee, Wis. (ch. 15), ABC, CBS; represented by Harrington, Higher & Parsons Inc., Sept. 25.


This is the first local tv station for Hartford, Waterloo (serving nearby Ft. Wayne), Poland and Joplin; the second for Sioux City and Charleston, and the third for Salt Lake City.

WLOS-TV Asheville, N. C., began regular programming Sept. 18 affiliated with ABC and DuMont. The ch. 13 outlet will be affiliated with ABC and CBS and represented by Weed TV.

ROLLINS, OK SEEK SAME AM FREQUENCY

Both want Indianapolis daytime on 1590. In other actions, FCC grants new radio station and approves two changes from fulltime to daytime.

TWO fast-growing, post-war broadcasters take the field against each other soon for 1590 kc in Indianapolis.

Contestants are Rollins Broadcasting Co., seeking 5 kw daytime only on that frequency, and OK Broadcasting Co., seeking 1 kw daytime only on that wavelength.

Rollins Broadcasting is John W., O. Wayne and Katherine E. Rollins, who started with GI savings in 1948 when they applied for and received a grant for WAMS Wilmington, Del. They now own also WJWL Georgetown, Del.; WRAD Radford, WRAP Norfolk, both Virginia; WJNK Newark, N. J. They also have a television grant for WVON (TV) Dayton, Del.

OK Broadcasting is Jules J. Paglin and Stanley W. Ray Jr., who began in their native Louisiana with KAOK Lake Charles in 1947 and have since added WBOK New Orleans, WVGY Baton Rouge Louisiana, and KYOK Houston, Tex. They also hold an interest in WCNO-TV New Orleans.

Both the Rollins group and the Paglin-Ray group program many of their stations for Negro audiences. Both plan to spend $5,500 to $65,000 in building their proposed Indianapolis stations.

In other am actions, the Commission authorized the grant of 1240 kw with 250 w at Eustis, Fla., to Washington radio attorneys Seymour Krieger and Norman E. Jorgensen. They recently bought WSBB New Smyrna Beach, Fla., for $30,000 (WBT, Aug. 9). They intend to spend $28,500 to build the Eustis station.

Two recent changes from unlimited to daytime only were officially approved by the FCC last week. WWVJ Jasper, Ala., was given permission to change from 1240 kw with 250 w, unlimited, to 1360 kw with 1 kw daytime.

WNER Live Oak, Fla., was given permission to change from 1450 kw, 250 w, unlimited, to 1350 kw, 1 kw, daytime.

The Jasper stations said it had found that the greatest listening at night in its area was to network radio, or to tv. The Florida station said it needed more coverage during the day in order to serve its population.

Service Censors Cautioned Against Abuse of Powers

ARMY, Navy and Air Force news censors in the field were warned against abuse of their power to suppress information in a joint field manual issued last week by the Defense Dept.

The manual emphasized that censorship is "an imposition upon freedom of the press or freedom of speech" that is "accepted temporarily and reluctantly" so a war effort may be made more effective.

Censors were cautioned not to delete "so-called policy" material or that which might be embarrassing. The single test, the manual said, is: "Will this news aid the enemy in his war against us?"

The manual said that censors when in doubt should err on the side of security, but said questions of degree arise where possibly public publication of information might do harm, but its good outweigh this consideration.
1085 feet up to stay!
the tallest tower in the midwest...

selected by kxjb-tv
valley city • fargo
north dakota

custom engineered and stress-analyzed for wind conditions in your area

on-the-spot liaison by factory structural experts insures reliability of construction

high tensile, suspension bridge cables, factory pre-tested and proof-loaded minimize sagging or settling after installation

precision fitted welding of flanges to columns insures straight, untwisted towers

KLINE IRON AND METAL CO.
11 West 42nd Street, New York 17, N. Y.
DuMont

KXJB-TV, Valley City - Fargo, North Dakota, goes on the air with top equipment geared for top performance...DuMont television transmitting equipment from Image Orthicon camera chains and the revolutionary Multi-Scanner through complete control equipment and high power transmitter.

With an eye to the future, KXJB-TV chose DuMont equipment to assure lowest maintenance costs, operating costs, and preparedness for color television broadcasting.

DuMont Series 9000 25 KW television transmitter installed at KXJB-TV includes the DuMont color modification kit permitting inexpensive, simple conversion.

DuMont Multi-Scanner, installed in KXJB-TV, Fargo studios, makes films become "live." Also excellent source of slide and opaque pickup. The most-wanted piece of television broadcasting gear today.

DuMont

TELEVISION TRANSMITTER DEPARTMENT
ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, NEW JERSEY
Here's market area history being made... 9 principal cities, rolled into a single sphere of buying power for the first time, with population exceeding the city of Buffalo, N. Y.!

For the first time, a single area medium that blankets 54% of all families in the state of North Dakota and then some. KXJB-TV can carry your sales message to one of the nation's top spending areas never before wrapped up in a single package. KXJB-TV assures saturation through its unequalled power and programming in this rich Red River Valley area.
THIS ISSUE OF BROADCASTING-TELECASTING IS BEING READ BY 75,956 READERS

American Research Bureau, Inc. study determined that each paid copy of Broadcasting-Telecasting is read by 4.68 persons per week. Broadcasting-Telecasting's paid print order is 16,230.
FCC DEFENDS MULTIPLE OWNERSHIP RULES

Commission claims Communications Act gives it authority to limit number of stations anyone can own.

THE FCC is well within its rights in establishing a numerical limitation on the ownership of broadcast stations by one person or company, the Commission said last week in a reply brief filed with the U.S. Court of Appeals. The Commission's brief was in answer to an attack on its multiple ownership rules—limiting to seven the number of am or fm stations, and to five (now seven) tv stations which may be owned by single entities—by Storer Broadcasting Co. [B'T, June 7, Jan. 25].

Storer challenged the legality of the Commission's multiple ownership numerical limitation by claiming that it is not supported by statutory authority, is based on an erroneous interpretation of the anti-monopoly laws, and is inconsistent with the requirement that the FCC must grant an application for a broadcast facility "if the public interest, convenience and necessity will be served."

The multiple ownership rule was made final by the FCC last year following a 1948 proposal that multiple ownership be weighted [B'T, Nov. 30, 1949]. The brief to the Commission revised its tv limitations to permit the ownership of seven tv stations, provided no more than five are in the vhf band [B'T, Sept. 20].

The FCC held in its answer brief that the multiple ownership rules carry out Commission policy that "the public interest requires a maximum diversification of program and service viewpoints."

The Communications Act "clothes" the Commission with full authority to determine public interest, convenience and necessity, FCC said. The multiple ownership rules provide "reasonable" standards of public interest, FCC said. The rules do not purport to enforce the anti-trust laws, but implement the Commission's diversification policy, it stated.

The Commission referred to its long-standing policy regarding newspaper ownership as an example of its diversification activity. "...while the Commission has never deemed it necessary or desirable to bar newspapers as a class from radio station ownership," it said, "it has consistently refused applicants without newspaper connections in selecting among competing applicants..."

In answer to charges that the multiple ownership limitation is "arbitrary," the Commission said that such restrictions on ownership have been in effect in fm and tv for 10 years, that they are another expression of Commission policy regarding undue concentration (like chain broadcast rules, individual decisions, newspaper ownership policy, dupoy regulation). "The rules are the product not only of informed, but also of proven experience," the Commission concluded. "While limiting applicants to a single station might have carried out more fully the ideal of maximum diversification and encouragement of wide-spread entry into the field, it might also have deprived the fullest utilization of radio frequencies. For there might not have been enough qualified persons to develop an adequate nationwide system of broadcasting if each were limited to one station..."

Buffalo Denial Interprets New Multiple Owner Rules

A BASIC interpretation of the FCC's new multiple ownership rules was issued last week when the Commission denied petitions filed by WKBW Buffalo and Greater Erie Broadcasting Co. (WJOL), asking that the Buffalo ch. 7 issues be enlarged to inquire into the legal qualifications of Great Lakes Television Inc. All are applicants for ch. 8.

WKBW and Greater Erie claimed that Great Lakes is composed of four corporations and six individuals and that the stockholders, officers and directors of those companies, and the individuals in the aggregate own stock interests in eight am stations. This violates the FCC's multiple ownership rule, the two petitioners asserted, which limits ownership or control to seven am stations.

FCC, with Comr. Frieda B. Henness dissenting and with Comrs. George E. Sterling and Robert T. Bartley not participating, refused to accept that interpretation. It claimed the rule refers to individual ownerships and not to combinations of weeks of individual stockholders.

Thus, it was explained, Great Lakes at present has no am interest. Some of its stockholders have interests in am stations, but none has interests in more than seven. The multiple ownership rule speaks of "any party or any of its stockholders, officers or directors," and, the Commission said in its order, "clearly indicates that the interests of each are to be considered separately rather than added together."

Should Great Lakes have owned a number of am stations, it was explained by FCC attorneys, these could have been added to the number held by each individual stockholder, officer or director, and if the total was more than seven, in each individual case, would have brought the company into conflict with the multiple ownership rules.

Earlier this year, the Commission held that Westinghouse Broadcasting Co. violated the tv multiple ownership rule because three of its parent company's directors held small interests in other tv stations. But the Commission said, Westinghouse cannot be charged with the aggregate ownership of all of its stockholders', officers' or directors' interests.

Great Lakes is a merger of Buffalo Courier-Express (WKBW), WPIT Pittsburgh, WKJ, Rome-WKTV (TV) Utica, New York, and Cataract Theatre Corp. plus individuals.

The New Limits

FOLLOWING is the new tv multiple ownership rule, authorized by FCC Sept. 17 [B'T, Sept. 20], effective Oct. 22:

Sec. 303(a)(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has an interest in, or is an officer or director of any other television broadcasting station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control consideration will be given to the facts of each case with particular reference to station factors and size, extent and location of area served, the number of people served, and the extent of other competitive service in that area. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than seven television broadcast stations, no more than five of which may be in the vhf band.

The Headley-Reed Company

National Representative:

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QUALITY GROUP AIMS FOR OCT. START

Ward Quaal formally elected president at Chicago meeting last Monday. Selection of a paid executive vice president is still to be made.

QUALITY Radio Group Inc., cooperative, nighttime tape recorded programming lineup of top high-power stations, should be underway by Oct. 15, with its sights set on fall business ness commitments, based on interest shown by some agencies on behalf of their clients. Go-sing will be flanked with the appointment of an executive to oversee the New vantage of fall hopes for Crosley Broadcast Corp. of Ward Quaal under the leadership of his appointee, as national sales manager, or TV, INC.

Mr. Quaal’s election to the president’s post was formalized last Monday, along with the naming of William Wagner, WHO Des Moines, as secretary-treasurer, and W. H. Summerville, WWJ, New Orleans, as vice president.

Frank Schreiber, WGN Chicago, was named to head up the executive committee, comprising Jack DeWitt, WSM Nashville; Donald W. Thornburgh, WCAU Philadelphia; Ralph Evans, WHO Des Moines, C. T. Lucy, WRYA Richmond, Va., and himself. It will be charged with formalizing the list of applicants for QRG. The executive group expects to meet sometime this week.

Mr. Quaal, along with the other two officers, will serve without compensation. The executive vice president to head up the New York office, who will be appointed by the 12-man board, together with his staff and any Chicago office appointees, will occupy paid positions.

Incorporating directors—QRG Inc. has been legalized as a corporation with filing of papers in Delaware—were elected at Monday’s meeting for varying terms. These directors and their terms are:

Three year terms—Chris Witting, Westinghouse Broadcasting Co. (KEX Portland, Ore.; KDKA Pittsburgh, WBZ-WBZA Boston-Springfield, but excluding WOR, Philadelphia, and WOWO Fort Wayne); and Messrs. Quaal, De- Witt and Evans.


One-year terms—J. Leonard Reinsch, Cox Stations (WSB Atlanta); Charles H. Crutchfield, WBT Charlotte; Frank Fogarty, WOW Fort Wayne; and Mr. Reinsch is the 12th board member to be selected.)

Messrs. Witting and Crutchfield, along with Jack Harris, KPRC Houston, were absent from Monday’s meeting. Joseph Baudino represented Westinghouse Broadcasting Co.

$2 Million Earmarked To Start L. A. Project

TOTAL of $2 million is earmarked for the initial development of a 10-acre studio site on Sunset Blvd., which will house KTLA (TV) Hollywood and Paramount Television Productions Inc., according to Klaus Landsberg, Paramount TV vice president and station general manager. Cost is exclusive of the $850,000 purchase price which Paramount Pictures paid for the old Warner Bros. Studios last year (B&T, Dec. 28, 1953).

Remodeling starts Nov. 1 under the supervision of the architectural and engineering firm of Pereira and Landberg, with all production booths being designed to handle both color and black-and-white equipment.

Mr. Landsberg himself has devised many engineering innovations to be included in the new studios. Among these, it is reported, is a “Peripheral type batten lighting system” in which less bats can be used by placing them in squares instead of utilizing the parallel system.

Three studios, covering 10,000 square feet each, two of which will serve theatre audiences, are part of the initial project. Representative of the “maximum flexibility” to be carried out in the new facilities is that the three studios can be opened into each other to create studio shooting space of either 10, 20 or 30 thousand square feet.

Largest building, facing Sunset Blvd., will house the general and executive office in 30,000 square feet of space. Production and engineering offices and staging facilities as well as the dressing rooms will be set up in a separate building. Over 40,000 square feet in an adjacent building has been allotted for prop and set storage.

Studio plans also include a special projection and viewing theatre for the advertiser; complete cafeteria and kitchen facilities; air-conditioning throughout the studios, sound stages and control rooms; plus full facilities for both color and black-and-white telecasting, Mr. Landsberg revealed.

New WWJ-TV Tower, Plant Set for Operation Oct. 1

WWJ-TV Detroit on Oct. 1 will begin operating with its new 1,0631/2-ft. tower, “the tallest man-made structure in Michigan,” and a 97.7 kw transmitter, the station has reported. Clear reception will be available to viewers within a 100-mile radius, according to E. J. Love, general engineering manager.

The new tower was designed and manufactured by the Blaw-Knox Co. and weighs 265 tons. The lower 30 feet of the tower tapers to a pivoted base which ultimately rests in a concrete pyramid weighing 183,000 pounds. The tower is equipped with a manlift that can be stopped at any level in its ascent or descent.

Just How Much-PROGRESS HAS CHANNEL 11 MADE IN THE FIRST TEN MONTHS?

OCTOBER, 1953
ARB rating showed that Channel 11 was rated first or second in the market 9% OF THE TIME

JULY, 1954
ARB ratings showed that Channel 11 is rated first or second in the market 65% OF THE TIME

IN ADDITION
In the daytime the JULY ARB rates Channel 11 first or second in the market 76% OF THE TIME

ABC STATION

Based on Oct. '53 and July '54 ARB Ratings

WTCH TV CHANNEL 11
MINNEAPOLIS - ST. PAUL
316,000 WATTS FULL POWER
NATIONAL REPRESENTATIVES—BLAIR-TV, INC.

Page 70 • September 27, 1954
Riding past his neighbor’s ranch house, a Texan noticed a fierce-looking bull loose in the yard; out back, a girl was milking a cow. Before the Texan could make a move, the beast spied the girl, lowered his head and charged. The Texan shouted a warning. The girl glanced up, waved, but continued milking. The bull skidded to a halt ten feet from the cow and pawed the ground. Again the Texan yelled. Again the girl looked, smiled, and continued her chore.

Our hero was considering a dramatic rescue when the bull gave a final snort and lumbered off.

The Texan ran back to the girl. “Why didn’t you get out of the way? That bull might of killed you!”

The girl glanced up and smiled. “Thanks, but I reckoned all along he wouldn’t dare come near me.”

“Wouldn’t dare? Why not?”

“Because of Bessie,” said the girl, patting the cow’s flank.

“What’s the old cow got to do with it?” asked the astonished Texan.

“She’s his mother-in-law.”

A few researchers—like the bull—are easily cowed. Mention Panhandle, and they think of wide open prairie. Sure we’re wide open, but so’s KONC’s coverage: 54 counties in Texas, plus 24 counties in New Mexico, Kansas, Oklahoma and Colorado. (KONC-TV’s signal reaches 30 counties with a population of 400,000.) Amarillo’s trading area yields oil, crops and livestock to such a wide open extent we’re 13th in the nation in per capita income. And we’re 1st in the nation—again—in per family retail sales.

For availabilities, am and tv, see The Katz Agency.

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency.
WPTZ delivers picture to more people any other station in

Legend

WPTZ
WCAU-TV
WFIL-TV

Population within Grade "B" Field Intensity Contours:

Official 1954 Estimate
1950 Census
U.S. Census Bureau

WPTZ 6,492,000 6,914,000
WCAU-TV 5,996,000 6,360,000
WFIL-TV 5,957,000 6,344,000

*An estimated increase of 6.5% above the 1950 Census.

Grade "B" Field Intensity Contours of Philadelphia Television Stations from Official FCC Files.
a clearer, stronger over a wider area than Pennsylvania

It's an engineering fact:

In TV-as in radio-the lower the channel number the greater the coverage...the better the reception

WPTZ

WPTZ - KYW, Philadelphia; WBZ-WBZA - WBZ-TV, Boston; KDKA, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco

WESTINGHOUSE BROADCASTING COMPANY, Inc.

National Representatives, Free & Peters, Inc.
KPIX represented by The Katz Agency, Inc.
BLAIR'S NEW PLAN OFFERS MINUTE SPOTS ON CLIENT STATIONS IN SINGLE PACKAGE

'National Saturation Group' idea gives 24 one-minute announcements a week on 45 stations at gross cost of less than $16,000.

A new sales plan offering national advertisers 24 one-minute announcements a week on 45 radio stations across the nation at a gross weekly cost of $15,582 was announced last week by John Blair & Co., whose client stations are participants in the plan.

Officials of the radio representation company, outlining details of the "National Saturation Group," said they were launching an all-out eleven-day New York. They said it offers advertisers some 28,160,450 listener impressions at a cost of 49 cents per thousand per week. Use of the plan already is being considered by three advertisers to whom it has been previewed, they reported.

A special feature which Blair officials described as unique is that it involves "only one order, one bill, one affidavit." A single order to the Blair company is sufficient to buy the plan on all 45 stations and the Blair firm in turn will provide the agency with a single bill covering all broadcasting each month, plus a consolidated affidavit for all stations.

John Blair, head of the representation company, said in response to questions that he did not think the NSG plan would necessarily supersede networks in the long run, but that he feels that radio's greatest effectiveness today is at the local level, which is the program area where NSG will operate, and that the answer for networks depends on a great extent on "how good the networks really are." He expressed the view that networks today seek "to do things" that stations can do better and more proficiently for themselves.

Robert E. Eastman, executive vice president of the Blair company, noted that while the gross cost of 24 participations on the 45 stations would be $15,582 for a single week, the discount structure brings the cost down to $15,150 a week on 13-week contracts, $14,721 weekly on 26-week contracts, and $13,940 a week for 52-weeks' use. Bought separately, 24 announcements on the stations would cost $26,342, it was noted.

Using A. C. Nielsen Co. research conducted for BAB as a basis, Blair calculated that the 45 NSG stations, with 24 participations weekly on each outlet, could deliver a weekly rating exceeding 43.0. "When spot radio can document a rating of 43.0," Mr. Eastman said, "this is something for the industry to get excited about."

Blair emphasized the importance of local programming, into which advertisers' messages under the NSG plan will be inserted (four times a day, six days a week). Further, the presentation asserted, the 45 stations have a total coverage of more than 75 million population.

The NSG "24 plan" was described as "almost coincidental" with the Quality Radio Group's new method of selling radio, which Blair officials said they regard as another "good" development in the field of radio sales.

Although the NSG plan anticipates that advertisers utilizing it will buy all 45 markets involved, authorities indicated that national sponsors who lack distribution in one or two of the areas may take advantage of the plan without being penalized.

Witting Terms WBC Largest Independent

WESTINGHOUSE Broadcasting Co., which with the acquisition of KPIX (TV) San Francisco operates radio-tv properties in six major markets, "is the largest independent in U. S. broadcasting and it is our intention to grow bigger."

This look at the present and future of Westinghouse broadcast operations was given by WBC President Chris J. Witting at a dinner held a fortnight ago at the Hotel Fairmont, San Francisco, by Walter J. Maythan, Pacific Coast vice president of Westinghouse Electric Co., marking the company's addition of KPIX.

In his talk, Mr. Witting emphasized that Westinghouse has attempted to retain the local "autonomy" of its radio and tv stations.

Mr. Witting explained that by "bigger" he was referring to Westinghouse's applications pending before FCC for tv stations in Portland, Ore., and Pittsburgh. Westinghouse owns and operates WBZ-AM-FM-TV Boston; KYYW and WPTZ (TV) Philadelphia; KPIX; WBZA-AM-FM Springfield, Mass.; KDRA-AM-FM Pittsburgh; WOWO Fort Wayne, Ind., and KEX-AM-FM Portland, Ore. (While Mr. Witting claims WBC is the "largest independent" in the broadcast field, Storer Broadcasting Co. also bids for that position. SBC owns and operates WJBK-AM-FM-TV Detroit; WSFD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; WBRC-AM-TV Birmingham; KBGS-AM-TV San Antonio; WWYA-AM-FM Wheeling, W. Va., and WGBS-AM-FM Miami. Purchase of Empire Coil Co. and its two stations, WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., as well as sale of KGBS-AM-TV by Storer are awaiting FCC approval.)

WLIB to Carry 'Series' in Spanish; Gillette Buys

PUERTO RICAN population in New York city and area, estimated at some 500,000 out of a total 800,000 Spanish speaking people, is to have the baseball it loves and in the language it best understands, WLJB New York reports.

The station has announced signing a contract with Gillette Safety Razor, which also sponsors the World Series on network radio, for play-by-play broadcasts of the games in Spanish. The station claims its largest audience to be of Puerto Ricans.

WLJB, which placed the account through McCann-Erickson, agency for Gillette's International Division, says the broadcasts, starting Wednesday, will be the first of their kind in the U. S. Sponsorship by Gillette also fits into the firm's current extensive campaign for its products among the Puerto Rican population.

Back Canal, sportscaster, who handles Game of the Day in Spanish, will announce the WLJB Series broadcasts.

WDSU-TV Purchases Building Exclusively for Color TV

PURCHASE of a building behind the present WDSU-TV New Orleans studios for local color-casting operations has been announced by Robert D. Swezy, executive vice president and general manager of WDSE Broadcasting Co.

The new studio, comprising 11,500 sq. ft. of floor space, will be used for color telecasts only and, according to the station, is the first tv studio in that section of the country built exclusively for color telecasting. Alterations of the building's interior are scheduled for completion within the next two months.

Sierra Withdraws Plan To Buy KCOK-KVVG (TV)

WITH withdrawal of Sierra Broadcasting System Inc. from an agreement with Sheldon Anderson to buy KCOK and KVVG (TV) Tulare, Calif., for $175,000, both stations remain under the ownership of Mr. Anderson.

Los Angeles Municipal Judge Byron Walters, part owner of Sierra Broadcasting, said the break in the agreement was caused by the failure of Mr. Anderson to comply with contract terms.

The FCC authorized the purchase of the San Joaquin Valley stations last month (B. T, Aug. 17). KCOK operated on 1 kw. It is an MBS and Don Lee affiliate. KVVG, on ch. 27, began Nov. 16, 1953.
Here's Selling Power!

WKMF is Flint's most popular radio station...proven by a local impartial survey. Flint's only 24 hour 'round the clock music-news station with top radio personalities, including Flint's No. 1 disc jock, Jim Rockwell and two others in the top bracket. Here is area saturation for your sales message in the billion dollar Flint market. Here is the way to increased profits for you in 1954. And remember! WKMF is in the Michigan Golden Triangle...the 6 billion dollar market that's ripe for the picking.

WKMH—WKHM—WKMF...package buy of these 3 strategically located Michigan stations offers you maximum coverage at minimum cost.

WKMF

Represented by Headley-Reed

The "Sellingest" Station in Flint
MAJORS FACE SUIT ON TV ‘INVASION’
A MULTI-MILLION dollar suit against the major leagues for invasion of minor league territory through television broadcasts is being launched by Frank D. Lawrence, owner of the Portsmouth (Va.) club of the Piedmont League, it was reported last week.
Defendants of the suit will be Baseball Comr. Ford Frick and the 16 major league organizations, Mr. Lawrence said, adding, “I have contacted 83 independent baseball owners and a majority are with me.”
Disclosure of the planned suit confirmed earlier reports that a suit would be filed, but Mr. Lawrence refused to pinpoint the exact amount of damages to be demanded. One report set the figure at $50 million.
A spokesman for Mr. Frick said Mr. Frick would have “no comment” at the present time. He said that Mr. Frick would not issue a statement until legal papers are served following by studies.
Walter O’Malley, president of the Brooklyn Dodgers, declined to comment on this development last Thursday when he spoke before a meeting of the Sports Broadcasters Assn. in New York. He expressed the belief, however, that television “is not the monster a lot of people think it is.”
Mr. O’Malley noted that attendance in several minor league cities where there is no television also has slipped. He acknowledged that the plight of minor league baseball is “serious” and said that consideration is being given to their problem by the nine-man committee studying major-minor league baseball relations.
One phase of the radio-television baseball picture that must be cleared up before headway can be made, Mr. O’Malley indicated, is to obtain from the FBI and the Dept. of Justice “exactly what baseball can or cannot do.” He pointed out that suits are pending against major league baseball for not permitting broadcasts or telexcasts, and on the other hand, a suit is contemplated for permitting these radio-television activities.
WBC Summer Radio Sales
Up 51% over 1953—Campbell
“GIVE radio the selling effort it deserves and it will soon be as profitable as it was 10 years ago,” Eldon Campbell, Westinghouse Broadcasting Co. national sales manager, declared in announcing an average 51% local sales increase over 1953 for the five WBC radio stations during the June-July-August period.
Mr. Campbell said, “... The tradition of the summer slump in broadcasting or in almost any other business—is just an excuse for needless vacation time let-down.”
Individual WBC radio station increases for the 1954 June-July-August period were: KYW Philadelphia, 79%; KDKA Pittsburgh, 74%; WBZ-WBZA Boston-Springfield, 59%; WOWO Ft. Wayne, 25%, and KEX Portland, Ore., 18%.

REPRESENTATIVE APPOINTMENTS
WBMS Boston appoints Indies Sales Inc., N. Y.
KGA Spokane, Wash., appoints Venard, Rintoul & McConnell Inc., N. Y.
WDYA Danville, Va., appoints Robert S. Keller Inc., N. Y.

Clem Randau, 59, Dies;
Was Former Broadcaster
CLEM J. RANDAU, broadcaster-publisher, died last week at Litchfield, Conn., where he owned the weekly Litchfield Inquirer. Verdict as to the cause of death was delayed because the medical examiner was out of town, Litchfield Police Dept. said. Inquest will be held. It has been reported that he suffered a mild stroke some weeks ago with death believed resulting from an overdose of sleeping pills.
Mr. Randau, 59, was a former owner of KXOB Stockton, Calif., which he bought in 1952 for $258,000 on installments and sold a year later for a nominal price. He once held minority interests in WNEW New York and KFBT Wichita, Kan. He was vice president of the United Press from 1936 to 1942 at which time he was appointed business manager of Marshall Field’s old Chicago Sun. He later became vice president of Field Enterprises Inc. which owned WJJD-WFMF (FM) Chicago, KOIN-AM-FM Portland, Ore., and KJR Seattle. From January 1951 to May 1952 he was with the Civil Defense Administration and served as executive director. He purchased the Litchfield Inquirer last May.
Mr. Randau was a native of Ames, Iowa, and graduated from Stanford U. He also studied at the Sorbonne in Paris.
He is survived by his wife, Beatrice, and two sons, John A. and Paul C.

Barrett Leaves KRBC-AM-TV;
Ackers Succeeds as Gen. Mgr.
HOWARD BARRETT, general manager of KRBC-AM-TV Abilene, Tex., has resigned to devote his attention to other business interests. Mr. Barrett will be succeeded by Dale Ackers, president-25% stockholder of Reporter Broadcasting Co., KRBC-AM-TV licensee.
Mr. Barrett will not be entirely disconnected with the broadcasting industry, however, as he has 20% interest in KBST Big Spring, Tex.
A spot is only as big as the words and sounds that make it... as far as radio and television go.

A twenty-second "exclamation point" can send hundreds of people scurrying into stores in either Dubuque or Delray.

One minute—on radio or tv—(when skillfully handled)—can fasten the attention of thousands of potential customers who have dollars to spend and desires to fulfill.

Radio and TV will make them go where you want them to go; they'll buy what you tell and show them what to buy, who from, when and why.

That's radio and tv. That's spot. That's the power of the most powerful medias of our time speared expertly into the homes of millions of listeners through stations represented by The John E. Pearson Co. throughout the U. S.

You see, Pearson people are pros; they know how the wind blows. They know markets as intimately as you know your favorite shaving brush or Mom knows the kitchen shelf.

A Pearson man literally lives with his stations and clients. Yes, he totes the latest charts and ratings and so forth, but the greatest things he carries are imagination and know-how. He knows his people, the rolling hills, the little towns, the big cities—the places from which sales flow. He's a Pearson man. He's a down-to-roots man.

Like to get down to earth with the Pearson people? They're solid.

...JEPCO knows how the wind blows

John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Los Angeles • San Francisco
KARK-TV's Scoop Earns Widespread Praise

ON-THE-SPOT coverage of the Sept. 15 shooting of a mental patient who had escaped from the Arkansas State Hospital by two cameramen from KARK-TV Little Rock earned that station and its newsmen international recognition for reporting.

Going to a private residence where the escaped inmate, armed with a .22 rifle was holding a housewife captive, KARK-TV's Louis Oberste Jr. and Chris Button took up a station in the front line of policemen that surrounded the house. The still below, taken from the filmed sequence, caught the dramatic climax to the news story.

In addition to the KARK-TV telecast, NBC Television News ordered the entire footage for its Today program and CBS requested the film. Still photos from the film were distributed internationally by AP and appeared in many magazines.

ABOVE: Escapeto J. H. Long (center, with rifle), staggers as he crumples to the ground after being shot five times by Gene Smith (r), off-duty policeman. Mrs. A. D. Lynn (l), who was held captive by Long for more than an hour in her home, had just spun away from the hunted inmate at the front door, giving patrolman Smith, a neighbor, a chance to fire.

RIGHT: Louis Oberste Jr. (r) and Chris Button. Both newsmen used Bell & Howell cameras. Mr. Button used a tele-photo lens, while Mr. Oberste used an ordinary lens for wider scope.

Doree Crews and Vic Gaston, vocalists, to WMBR-TV.

Richard O'Leary, account executive, KTTV (TV) Hollywood, to KCOP (TV) there in similar capacity.

George Fisher, motion picture and entertainment reporter, CBS Hollywood, to KCOP as host, Let's Go Hollywood program.

Eugene Muritay, recently released from U. S. Navy, to WBZ-TV Boston as advertising and sales promotion manager.

Alfred E. Burk, local sales manager, WBAL Baltimore, promoted to sales manager. Al Ross, disc m.c., WBAL, appointed supervisor of music.

Alan Henry, sales promotion manager, WGTB Hartford, to KWIL Waterloo, Iowa, as sales manager.

Pete Allen, formerly sales representative, WWJ Detroit, to WXYZ-TV there in that capacity; Edwin R. Huse, sales representative, WKMH Detroit, to WXYZ in similar capacity; Jack Huford, night supervisor, WXYZ-TV, promoted to operations manager. John Lee to WXYZ-TV as studio manager.

Ed Galloway, program director, WIL St. Louis, to WIRE Indianapolis, as program manager.

STATION PEOPLE

Les Ware, formerly vice president and general manager, KXLY St. Louis, to KCCT-TV Great Bend, Kan., as manager, vice president and board of directors member.

Vernon Steady, formerly sales manager, WJAG Norfolk, Neb., to KOWB Laramie, Wyo., as general manager.

George R. Turpin, former co-owner and general manager, KEYV Provo, Utah, to KGEM Boise, Idaho, as general manager; Athene Mendehall, formerly with KDYL-KTVT (TV) Salt Lake City, to KGEM as program director-assistant manager; Ron Balle, disc m.c., KEYV, to KGEM in same capacity.

Charles Metcalf, program director and news director, WJIC Hazard, Ky., appointed manager, succeeding Dick Goodlette, who moves to WNOO Naples, Fl., as manager; Norma J. Strong promoted to program director; Clara Peters becomes traffic manager; Bob Mainsfield, sales manager and sports director, adds duties as assistant manager.

Jerry Burns, general manager, KIVA (TV) Yuma, Ariz., announces resignation with future plans to be announced shortly.

Arnold B. Fort, formerly with sales staff, WMAL-TV Washington, to WTTG (TV) there as account executive.

Ted Carlsen, formerly with John Poole Broadcasting Co., Fresno, Calif., to KSFO San Francisco as account executive.

H. H. Robbins and Marvin Modell to WKBS Mineola, N. Y., as account executives; Dave Potts, NBC, to WKBS as announcer; Frank Costa, Armed Forces Radio Service, to station.

Oliver Thornburg, news announcer, WMBR Jacksonville, Fla., appointed local account executive; Roger A. Langston, sales promotion manager, WMBR, additionally appointed director of supermarketing; Tom Harper, account executive, WMBR, to announcing staff, WMBR-TV; Mary Metz to sales staff WMBR-AM-TV.

For 30 years, the entire Western Market of 302 counties in 12 states has relied upon KOA as its main source of news, information and entertainment.

This length of service, unmatched coverage and program excellence has enabled KOA to consistently maintain its dominance. It is the "single station network." KOA covers the West... best!

Advertisements: To get more for your advertising dollar, you can't afford to miss the Western Market of 3,644,400 people and over $5 billion buying income! Sell this entire market with KOA's 30,000-Watt dominance.

Let the leader do the job!

Page 78 • September 27, 1954
YOU MIGHT GET A 103-LB. BARRACUDA* —

BUT . . . YOU NEED WJEF RADIO
TO LAND SALES
IN GRAND RAPIDS!

WJEF gets the biggest share of the Metropolitan Grand Rapids radio audience, morning, afternoon and night. Latest Conlan figures show that of the area's 116,870 radio homes, WJEF delivers:

12.6% more morning listeners than the next station—
25.2% more afternoon listeners—
9.6% more evening listeners!

What's more, WJEF costs less than the next station. On a 52-time basis, a daytime quarter-hour will run you less than 25¢ per thousand radio homes!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

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<th>Morning</th>
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<td>WJEF</td>
<td>29.6%</td>
<td>30.8%</td>
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<td>26.3</td>
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<td>Others</td>
<td>44.1</td>
<td>46.4</td>
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The Felzer Stations

WJEF — GRAND RAPIDS

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WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

* C. E. Benet caught one this size in the Bahamas, in 1932.
Robert Walker, whose plans are to be announced in near future.

Bob Hamilton, announcer, WNNJ Newton, N. J., appointed chief announcer; Dick Thomas appointed chief announcer; John Bennett, formerly WGBB Freeport, L. I., N. Y., to announcing staff, WNNJ.

Tony Glenn, producer-director, KROD Paso, Tex., on staff as program director-producer; James Cobb, formerly with WJMR-TV New Orleans, to become assistant program director and production manager. Robert Katz, director of film workshop, California School of Fine Arts, San Francisco, to station as film manager; Art Brock, WVEC-TV Hampton, Va., and Jeff Evans, KPIX (TV) San Francisco, to station as announcers-directors; Danny Lear, KOOL-TV Phoenix, Ariz., to station as cameraman-director; Joanne Mills, Oklahoma U. graduate, to Home Show of station; Virginia Bolton, Artistic Card Co., Elmira, N. Y., to station as staff artist; Dixie Cawley, "Miss Fashion Plate of 1956," to station as talent.

Dan Durnik, formerly assistant production manager, WTAR-TV Norfolk, Va., appointed production operations manager, WJNO-TV Palm Beach, Fla.

Gerald Marenas, WEWS (TV) Cleveland, Ohio, to educational KQED (TV) San Francisco as production manager. Robert Katz, director of film workshop, California School of Fine Arts, San Francisco, to station as film manager.

John Henry, sales staff, KOA-TV Denver, to KCSI-AM-TV Pueblo, Colo., as sales manager.

Brent H. Kirk, promotion and public relations director, Washington Post & Times-Herald, Washington, D. C., to KUTV (TV) Salt Lake City as sales manager; Milo J. Petersen, vice president and general manager, KGEM Boise, Idaho, and E. J. Drucker, formerly sales manager, K D Y V Salt Lake City, to KUTV as account executives; Rodney C. Parlin, Utah U. marketing graduate, and Margery Carleson, CBS, N. Y., to promotion, merchandising and market research dept. of station.

Mr. Kirk

WANT THE WOMAN'S EAR IN ROCHESTER ?? ??

Mr. Hooper Gives You The Answer:

Hooperatings—July 1954

Daytime Share of Audience:

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<td><strong>MONDAY THRU FRIDAY</strong></td>
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<td>8 A.M.—12 NOON</td>
<td>41.7</td>
<td>19.4</td>
<td>18.5</td>
<td>17.6</td>
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<td>12 NOON—5 P.M.</td>
<td>36.9</td>
<td>19.9</td>
<td>24.4</td>
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And it goes without saying that WHEC is practically unchallenged in presentation of the top daytime shows. Latest Pulse survey confirms above Hooperatings,—in fact, WHEC has lead consistently the Rochester radio field ever since the first Hooperatings were made in Rochester way back in 1943 .

Right now we can offer you some fine adjacencies,—also some good participations. If you want the woman's ear in Rochester you want WHEC!

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

WHEC

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL Co., Los Angeles, San Francisco

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Lewis Penuel, announcer, WHAL Shelbyville, Tenn., to WDEF Chattanooga, in same capacity.

John Scott, formerly disc m.c., WVDA Boston, to WEEI there, in same capacity.

Charles R. Mitchell, WRNL Richmond, Va., to announcing staff, WBTW (TV) Florence, S. C.

Frances Foster, formerly vocalist with Ray Anthony's Orchestra, to WLW-WLWT (TV) Cincinnati.

Mel Waldorf, announcer, WSHB Ft. Bragg, N. C. (Army radio), and WFAI Fayetteville, N. C., to Armed Forces Radio Service, Trieste, Italy.

William E. Steben, Smith-Holden Inc. (dental supplies), Hartford, Conn., to WDRG-AF-FM there as secretary to commercial manager.


George Miller, sports director, WPTR Albany, N. Y., appointed track announcer, Saratoga Raceway, Saratoga, N. Y., for fall harness meet.

Bruce Barrington, news editor, KXOK St. Louis, elected fourth vice president, Armed Forces Council, same city.

Ronald Bradley, news director, KSL Salt Lake City, receives journalism M.S. from U. of Utah with thesis entitled "Radio Editorializing."

Andrey Holmes, personality, Garden Gate program, and program conductor and writer, WLAC Nashville, Tenn., selected by Volunteer Chapter, American Business Woman's Assn., to compete for "American Business Woman of the Year" title.

Norman Welsh and Laurie Vitto, announcers, KFJI Klamath Falls, Ore., appointed United Press correspondents for Klamath Falls area.

Bert Hutchinson, farm director, WEAU Eau Claire, Wis., appointed national news editor for International Farm Youth Exchange.

Norman Kramer, producer, public affairs dept., KCBS San Francisco, appointed to radio-tv committee, United Crusade.

Phil Ellis, WPTF Raleigh, N. C., elected Serto-
man of the Year by local Sertoma Club for out-
standing community work. Mr. Ellis was also
elected president of Raleigh Little Theatre.

Bill Mayhugh, WMAL Washington, was prin-
cipal speaker at graduation of National Acad-
emy of Broadcasting, same city, Sept. 15.

Bill Rhode, cameraman, and Annette Sladek,
secretary, both WHBF-AM-TV Rock Island,
Ill., were married; Wayne Hansen, technician,
and Dottie Lou Congdon were married; Jac-
queline Davis, stenographer, and LeRoy David
Sauer were married.

John C. J. Chun, engineer, and Lorraine Won,
tv editor, both KGMB-TV Honolulu, were
married; Frank C. Lawrence, film editor, and
Anne Betsey Claption, were married; David
Tereda, art dept. head, father of girl, Sept. 16.

Ernie Kovacs, conductor, Ernie Kovacs Show, WABD (TV) New York, and Edith Adams,
singer, same show, were married Sept. 12.

Sandy Young, producer-star, KTTV (TV)
Hollywood Sandy's Hayride, and Mona Stormes,
"Miss Norway" in recent Miss Universe contest,
were married Sept. 13.

Chuck Ostler, engineer, WLS Chicago, father
of boy, Timothy.

Impartial survey proves

BOB POOLE

is the top radio personality

in the GREENSBORO broadcasting area

Contact Hollingbery,... get the facts from "The Pulse of Greensboro" report. You will learn that day by day Bob Poole attracts more listeners than any other local personality every quarter hour he broadcasts for WBIG.
New AP Radio Group To Be Set in Motion

Seven-man committee meets in New York tomorrow to further plans for national organization that will supplant present advisory committee.

ACTION is expected to be taken tomorrow (Tuesday) by the seven-man AP Radio member committee to set in motion plans for the first nationwide organization of AP member stations, numbering more than 1,300.

The committee will hold a meeting in New York under committee chairman Les Mawhinney, news director of KJH Los Angeles, and will move to dissolve the seven-man committee and act on a proposed organization of the AP Radio and Television Assn. Its membership would consist of all stations holding membership in AP.

The committee was organized in 1952 to provide AP management with guidance from representative stations in all parts of the country. It was enlarged a year later by the addition of two subcommittees responsible for "watchdogging" the news report and improving news programming.

The committee decided at its meeting last February, according to AP, that "the job was too important and too complex for a small appointive group to handle." The group felt that a nationwide association was indicated, and Mr. Mawhinney appointed a subcommittee to draw up proposed by-laws for such an association. It consisted of Tom Eaton, news director, WTIC Hartford; Dan Kops, vice president and general manager, WAVZ New Haven, and Oliver Gramling, AP assistant general manager, who heads the wire service's radio-tv division.

Mr. Gramling commended the work of the seven-man committee, pointing out that members had made regular trips to New York on their own time; had helped to streamline the AP Radio News Report, and had launched a sales assistance program under which member stations were aided in making a profit out of their radio wire.

Members of the committee, in addition to Mawhinney, Mawhinney and Eaton, are Jack Krueger, news editor, WTMJ Milwaukee; Matt Bonenbrak, KOOL general manager, San Diego; Bob McTavish, KOXY Oklahoma City; Joe H. Bryant, president and general manager, KGMB Lubbock, Tex.; and Jack Shelley, news manager, WJO Des Moines.

9,000 DOCTORS SEE CLOSED CIRCUIT TV

A CLOSED CIRCUIT telecast, at a reported cost of $30,000, was viewed last Thursday evening by an estimated 9,000 doctors and surgeons in 20 major cities.

The telecast was hailed as a "unique and pioneer experiment in postgraduate medical education" by Dr. Cyrus G. Sturgis, professor of internal medicine, U. of Michigan, and president, American College of Physicians, who introduced the program which dealt with the latest medical advances in the treatment of hypertension (high blood pressure).

The program, which also described the use of a relatively new drug in the field, was sponsored by the American College of Physicians and Wyeth Labs (subsidiary of American Home Products) of Philadelphia. Cost of the program was borne by Wyeth by a grant to the college.

The closed circuit telecast (in black-and-white) originated in New York at a CBS-TV studio, and was handled by Box Office Tele-television of New York.

While providing instantaneous and wide dissemination of information on the treatment of the disease, the program also served to give wide circulation to the use of Wyeth's product, pentololium tartrate (known as Anolysin), a drug developed by the laboratory to combat hypertension. Although the laboratory wished primarily to disseminate data on the treatment of the disease, it also had searched for a medium that could bring home to the medical field just what its product is and what it can do for those stricken.

The drug was introduced in a paper read to the audience by Dr. Frederick H. Smirk, professor of medicine at the U. of Otago, Dunedin, New Zealand, an international pioneer in the treatment of hypertension.

Unger Reports 15 Ziv Radio Programs Set in 323 Cities

MORE than 15 half-hour Ziv radio programs are being scheduled each week by local stations in more than 323 cities, Alvin E. Unger, vice president in charge of sales for ZivCo., has reported after a study of penetration of Ziv radio shows in nationwide markets.

Programs are sold to individual sponsors or used as spot carriers, according to Mr. Unger, who stressed his analysis points up again the two-year trend toward an increased use of select programming at the local level by both station owners and sponsors. As a result of his survey, he said, Ziv is taking steps to provide newer properties to meet the local demand.

Mr. Unger asserted the analysis indicates the heaviest local penetration by Ziv radio programs in the history of the company. As examples, Mr. Unger noted that Boston was using 26 half-hour programs weekly on local stations; in Cincinnati, 28 half-hour shows are programmed each week; 23 on New Orleans outlets; 33½ in the Dallas-Fort Worth area; 21 in Miami, 25 in Birmingham, 14 in Chicago and 16 in Cleveland.

AP's Butterfield to Retire

RETIREMENT of C. E. (Charlie) Butterfield, radio-tv editor of Associated Press, who has been covering the broadcasting field for more than 30 years, was announced last week by AP. His retirement will take effect in November, at which time AP will name a successor.

Mr. Butterfield, 62, joined AP in Chicago in 1918 and shortly thereafter began to write stories about radio. In 1927 he was moved to New York as radio editor, and in 1932 he started to write a radio column. Mr. Butterfield plans to retire to Florida.

PROGRAM SERVICES PEOPLE

William Goodnight, West Virginia sales representative, Alexander Film Co., Colorado Springs, Colo., promoted to West Virginia district manager.


James Cox, BMI western station relations representative, assigned to Los Angeles, Arizona, New Mexico and El Paso territories; Turner Cooke appointed to cover Northwest area for BMI.

Donn M. Greer, display director and artist, Robinson's department store, Beverly Hills, and brother of tv actresses Carol and Marsha, Inc. (Display Industries Cooperative Exchange), Hollywood, to supply special construction and prop facilities to tv studios, with offices at 6322 DeLongpre Ave; telephone: Hollywood 1-9435.

OPPORTUNITY

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an excellent opportunity for training and experience with color TV transmitters.

You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have EE degree or good technical schooling, 1st Class Radio-Telephone License.

Can you qualify?

Top Salaries

Many Liberal

Company-Paid Benefits

Relocation Assistance

ENJOY RCA ADVANTAGES:

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620

RCA Service Company, Inc., Camden 2, N.J.

RCA SERVICE COMPANY, INC.
CAMDEN 2, N. J.

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FOLLSOM DESCRIBES ELECTRONICS BOOM

Progress of color tv and other components of industry reviewed by RCA's president.

SOME 82 stations will be colorcasting by Jan. 1, 1955, blanketing about 87% of all U. S. homes, and the coverage will increase to about 95% within four years thereafter, RCA President Frank Folsom predicted last week.

At the same time, he foresaw a near $12 billion industry for electronic sales by 1957 and reviewed RCA plant expansion and scientific advances in color tv and other components in what he described as an "utterly amazing" industry.

Mr. Folsom addressed the Investment Analysts Society of Chicago at a luncheon in that city last Thursday. It was a followup to his talk, nine days before, at the New York Board of Trade [B+T, Sept. 20]. This time, the RCA president spoke on "The Business of Electronics."

With respect to colorcasting, Mr. Folsom observed that NBC's color tv network now embraces 66 stations covering areas with approximately 30 million homes.

Reporting on total annual sales in electronics, the RCA president said they grew from $1.6 billion in 1946 to $8.4 billion last year. Projecting his figures further, he foresaw $8.8 billion for 1954, $9.5 billion in 1955, $10.9 billion in 1956 and $11.8 billion by 1957.

His breakdown of "principal components" saleswise included:

Home and portable radios—Once the chief source of revenue, sales have declined "gradually" from a postwar peak of $600 million in 1947 to an estimated $109 million for 1956.

Auto sets—This has remained "relatively stable" in excess of $100 million annually.

Black and white tv—sales jumped from $1 million in 1946 to $1.4 billion in 1950. With intermediary periods recording $1.2 billion in 1953 and an expected $1 billion this year. By 1957, a drop to $3.88 million is foreseen because of the expected mass market switch to color.

Color tv—increased volume is expected to more than offset reduced monochrome set sales, hitting $264 million in 1955, $767 million in 1956 and $952 million the following year—a total of about $2 billion at factory prices during color tv's first three commercial years after this year's introductory period.

Repair tubes (chiefly renewal tubes)—Steady boost is anticipated, with volume shooting up from $217 million last year to $434 million by 1957.

Servicing and installation—A continued growth, from $145 million eight years ago to $1.4 billion last year, will be accelerated to $2.7 billion by 1957.

Broadcasting and communications—Total revenues accounted for 25% of the total electronic sales in 1946—or $404 million. They will rise from $1.1 billion in 1953 to $1.5 billion in 1957. ("Nearly all of this growth is due to tv broadcasting revenue, with radio and communications showing only modest gains," Mr. Folsom said.)

The RCA president reiterated that sales of color receivers will move from over 350,000 by the end of 1955 to about 5 million in 1958 and 10 million color sets by 1959.

Mr. Folsom reviewed prospects for radio-tv and electronics in general this year and the balance sheet for RCA and its subsidiaries during the first six months of 1954, which he cited in his New York address.
Coming: Machines to Run the Machines

THE AGE of automation — that art of worker-less factories which has industrial management cracking these days — is coming close to broadcasting. The dream of programming a radio station for endless hours with machines doing the switching, the cut-ins, the station identifications, or of operating a tv outlet for hours with slides and film and nary an engineer in sight is not so far off.

One of the first machines for automatic operation of a radio or tv station has been put on the market. It is the Automatic Sequencer, designed and produced by Vandivere Labs Inc., Arlington, Va.

The equipment, now in commercial production, is designed to integrate automatically two or more tape recorders, or a tape recorder and a slide projection machine, or a tape recorder and a film projection machine, or any combination of these three.

Trick is the method of recording a high frequency tone on the tape to activate other apparatus. The device can be used to start, stop, or cue other equipment.

The Vandivere automatic sequencer comprises one panel, 8¾-in. high and 19-in. long. It contains 13 tubes, a self-contained power supply and three switches. A control board, attached to the microphone line, comprises five buttons — start, stop, tone, light (for cueing station control room personnel that the program is near the end) and automatic stop. Equipment sells for $875.

Credit for initial development is given to Richard Evans, general manager of KGMB-TV Honolulu, who worked out the method of putting inaudible tone signals on tape recordings in order to speed up tape editing when he was running KSL Salt Lake City. Mr. Evans is continuing to use the device in Honolulu.

A prototype model was shown at the NARTB convention in Chicago last spring, when Edgar F. Vandivere Jr., president of Vandivere Labs, discussed the apparatus at the engineering conferences. That model is now being used by Wilson C. Wearn, a vice president of the company, at WFBC-TV Greenville, S. C. (ch. 4), where Mr. Wearn is assistant to the president and chief engineer. Messrs. Vandivere and Wearn are principals in the Washington consulting firm of Vandivere, Cohen & Wearn (Jules Cohen).

The only other equipment which lends itself to automatic operation is produced, as far as can be learned, by Ampex Corp., Redwood City, Calif. Ampex has apparatus which handles a tape running for eight hours. This is used in a small number of radio stations, it is understood.
AN AGENCY PLANS NEW TV CAMPAIGN

TEN DAYS AGO, a veteran advertiser, Lehn & Fink Products Corp., began sponsorship of a new TV series, Ray Bolger Show, on ABC-TV (Fri., 8:30-9 p.m.) for the Dorothy Gray cosmetic line and the Lehn & Fink Division.

That, for the millions of American women and girls who each year spend more than $1 billion for creams and lotions and lipsticks and other beauty preparations and for their menfolk who pay the bills, was the beginning. But for the sponsor and for its agency, Lennen & Newell, the inaugural broadcast of the Bolger Show was the culmination of months of planning and preparation.

At the beginning was the decision to use network TV and the selection of the Bolger Show as the proper vehicle for the specific advertising problem faced by Lehn & Fink and Dorothy Gray. Edward Plaut, Lehn & Fink president, explains his company's thinking this way:

"Our products are family products. Dorothy Gray creams, for example, are used by women from 15 to 60. Schoolgirls and grandmothers use Hinds Honey and Almond Fragrance Cream. We had to find a clean wholesome show that would appeal to just about every age in the family.

"That's why we felt we had found the right man in Bolger. Ray's been loved for his clean, wholesome comedy by people of all ages. His brand of comedy and dancing is as much a delight for the child as it is for the most worldly sophisticate."

Then came seemingly endless conferences and meetings to work out the myriad details of the TV campaign. There was the selection of markets to be covered, the choice of time when viewers would be found in a frame of mind to enjoy the Bolger brand of comedy and to respond to the L & F product advertising, the adaptation of the general advertising plan to TV's specific and demanding requirements, the planning of copy and art for each commercial following the momentous decision on whether to integrate them or not. All this and much more.

To report on how an agency tackles problems such as these, each special and important and unique, yet all part of the normal day's work for the experienced specialists whose job is to find the answers—and the right answers—BT sent a reporter-photographer team to the Lennen & Newell offices at 380 Madison Ave., the center of New York's agency row.

Here is the pictorial story of the progress of the 1954 fall TV advertising campaign of Lehn & Fink Products Corp., through the factory of Lennen & Newell, from the glint of the original idea to the completed program, rehearsed, produced and ready to go.
1 "Then we agree, gentlemen." Lennen & Newell President H. W. (Hike) Newell sums up decision of agency planners to recommend network television to client, Lehn & Fink Products Corp. (Dorothy Gray and Lehn & Fink Div.). Included in the exploratory session in Mr. Newell's office are, left to right: Thomas C. Bucher, senior vice president and director of account planning; Jackson Taylor, senior vice president and management account supervisor; Nicholas E. Keesely, senior vice president and radio-tv director; Mr. Newell; Reginald Pierce, account executive.

3 Following client's approval of tv plans for Dorothy Gray-Lehn & Fink, agency researchers foregather in Lennen & Newell library to evaluate markets. Left to right: Christopher Sante, vice president, director of research; Francis Barton, vice president, general manager of radio-tv; Terry Reily, merchandising; George Kern, associate media director.

4 Showdown: Production executives audition films to find one they consider right. Left to right: Fred Kilian, director of program development; Charles Harrell, supervisor of radio-tv production; George Tompkins, commercial film supervisor.

6 Agency and advertiser emissaries meet with Robert Kintner, president of ABC, to thresh out matters of time, money and markets for the Bolger Show on ABC-TV. Left to right: Jack Pacey, publicity director, ABC (who resigned last week); Mr. Plaut, Mr. Barton; Mr. Keesely; Mr. Kintner; Mr. Hausberg.
2 Armed with survey reports and research figures, agency men point out to client representatives the advantages of network TV for their company's products. Left to right: William H. Weber, art department; Mr. Pierce, Mr. Butcher; Albert Plaut, advertising manager, Dorothy Gray; Mr. Keesely; Ruth Cerrone, group copy head; Mr. Newell; William Hausberg, advertising manager, Lehn & Fink; Mr. Taylor; Louise Moyer, copywriter; Pete Michaels, research department.

5 It's Ray Bolger! Agency and client agree that the ABC-TV show starring the famous dancer-comedian is exactly what they've been looking for.

7 Enter the station rep: Joe Miller, salesman for Weed & Co., arrives to confer with Jeane Jaffe, agency timebuyer, and George Kern, associate media director, about television station clearances.
LENKEN & NEWELL came into being in June 1952, not as an unknown infant with a long, hard course ahead before it could win a place in the advertising world, but with a heritage that established its position from the start.

Philip W. Lennen, board chairman of the agency until his retirement this July, had been top man at Lennen & Mitchell, which he had founded with John T. Mitchell in 1924. (Mr. Mitchell died in 1931.)

H. W. Newell, L & N president, was one of the three organizers of Geyer, Newell & Ganger and was executive vice president of that agency in the spring of 1952 when he and Mr. Lennen attempted to negotiate a merger of the two firms.

After negotiations for the merger broke down, Mr. Newell and Mr. Lennen continued their conversations on a personal basis. In May, Mr. Newell resigned from Geyer, Newell & Ganger and in June the new agency was established.

Today, scarcely two years later, Lennen & Newell has overall billings of approximately $32 million, half of which comes from business placed in radio and TV for such accounts as Colgate-Palmolive Co.—Lustre-Creme Shampoo, Lustre-Creme Hairdressing, Lustre Color; Emerson Drug Co.—Bromo-Seltzer; Dorothy Gray Ltd.—cosmetics; Lehn & Fink Products Corp.—Lysol Brand Disinfectant; P. Lorillard Co.—Old Gold cigarettes, Embassy cigarettes, Muriel cigars; Schlitz Brewing Co.—Schlitz beer.

"When Phil Lennen and I set up this agency," Mr. Newell said, "we established certain yardsticks for ourselves. We resolved that in serving any advertiser, we would employ these fundamental steps:

"First, determine what the consumer wants most in the advertiser's product.

"Second, determine whether these advantages are already present in the advertiser's product.

"Third, if these advantages are not present, determine if it is practical and economical to incorporate them.

"Fourth, tell the story of these desired merits of the product interestingly and factually without relying on mere clever words and witty slogans.

"And fifth, select and use media to tell the product story to the largest number of people per dollar outlay.

"It is a waste of advertising money and a waste of agency time to try to advertise mediocrity into leadership."
BONUS from Mt. Washington TV

$2,000 ITHACA Grade Repeater

COVERS ALL THREE
Mt. Washington's more-than-a-mile high transmitter beams a perfect signal over most of Maine, New Hampshire and Vermont. WMTW's three state coverage area is unequalled by any other television station in the country. TV sets: 229,884, RETMA — July 2.

Use America's only "3-state one station TV network" and save...in just 4 weeks of a 3 per week 10 minute show...the cost of a $2,000 Ithaca Grade Repeater.

Because of WMTW's tremendous coverage we can offer unbelievably low rates. Average time costs run 54% less than the combined cost of the 3 TV stations which together give only second best coverage.

REACHES FURTHER
WMTW serves a market with retail sales of over one and a half billion dollars...offers primary coverage of 445,000 U. S. families, many of whom have never received television before. Provides the national or regional advertiser with unequalled coverage of northern New England's 3 states.

Mt. Washington TV
WMTW

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

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

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MUTUAL REACHES ITS 20TH BIRTHDAY

LARGEST RADIO NETWORK BEGAN WITH 4 STATIONS, NOW HAS 572

By Bruce Robertson

TWENTY YEARS AGO this month, a new radio network was established on a new principle, that of a mutual agreement for the exchange of programs among a group of independent stations. Two decades later that principle still flourishes, although in the interim the original network of four stations has grown into the world's largest network, with 572 affiliates.

Organized by WOR New York, WLW Cincinnati, WGN Chicago and WXYZ Detroit as the Radio Quality Group, the network within a matter of days changed its name to conform to its type of organization and became the Mutual Broadcasting System.

"The name of this network clearly describes our plan of operation," W. E. Macfarlane, business manager of the Chicago Tribune, operator of WGN, and first president of MBS, said at the time of its inception.

"Each station will remain independent and make its own decision in accepting programs. Each station will receive its card rates for the time less agency commission, making no additional charge to the advertiser for transmission lines. Thus, we believe, we have established a truly mutual agreement between a group of independently owned stations."

Four advertisers — Horlick's Malted Milk Corp., Thomas Leeming & Co., Wasey Products and Pure Oil Co.—sponsored the new network's first programs. Almost immediately, however, an exchange of sustaining programs was added to the commercials to which the network service had originally been limited.

Another early change was from the initial idea of offering advertisers coverage of "important markets through the use of a few stations having high power and a vast listening audience," in the words of MBS President Macfarlane. Important as New York, Chicago, Cincinnati and Detroit were and are to advertisers, Mutual soon discovered, four markets do not make a nation, nor four stations a national campaign.

Individual stations were added first—WBAL Baltimore, WCAE Pittsburgh, WFIL Philadelphia; then regional networks—the Colonial Network in New England, the Iowa and Central States Networks in the midwest and, on Dec. 29, 1936, the Don Lee Broadcasting System on the Pacific Coast joined MBS, making it a coast-to-coast network like its older rivals, NBC and CBS.

By Jan. 1, 1937, the Mutual network included 38 stations across the country, plus KGMB in Honolulu. A year later the total stood at 76 outlets; affiliation of the Texas State Network in September 1938 pushed the total past the 100 mark, and by 1940 there were 145 MBS affiliates. Meanwhile, the network's time sales had risen from $1,979,146 in 1936 to $4,767,054 in 1940.

In 1935, Mutual broadcast its first World Series, joining NBC and CBS for the network coverage of the games between Chicago and Detroit, sponsored by Ford. Four years later, Mutual was the only network to broadcast the series, under an agreement reached Aug. 17, 1939, with Judge Kenesaw Mountain Landis, then baseball commissioner, which awarded exclusive broadcasting rights to the series to MBS and Gillette. This October, for the 16th consecutive year, radio coverage of the series will again be provided exclusively by Mutual, with Gillette still sponsor.

When Mutual was first organized the founding stations thought they could handle their business affairs themselves, but before long it became evident that the network needed its own executives. Fred Weber was appointed coordinator of the network in January 1935 and in June of that year MBS set up its own sales staff of three men. One of that original trio, Adolph N. Huit, is now the network's vice president in charge of sales.

It was also in 1935 that the Lone Ranger's "Hi, ho, Silver" first echoed across the Mutual range, his sponsor, Gordon Baking Co., being the network's largest time purchaser in that year and the two that followed. But as the network expanded, Gordon's limited distribution cramped the Ranger's scope and the company finally allowed the program to be sold to other sponsors in markets not covered by Gordon. So the Lone Ranger became one of the first Mutual co-operatively sponsored programs, "a share-the-wealth plan which really works . . . giving pleasure to listeners, profits to a number
of sponsors and audiences to those stations which carry the show as a sustaining feature," as Theodore C. Streibelt, then MBS vice president, observed in 1938.

Starting with one co-op show in 1936, Mutual took the lead in developing this type of program, whose local sponsorship on individual stations seemed particularly suited to the cooperative nature of the Mutual Broadcasting System. By 1938 there were 10 co-op programs on MBS; 10 years later, more than 1,200 local and regional advertisers were sponsoring 18 Mutual co-ops, headed by the daily commentaries of Fulton Lewis jr., with 314 sponsors.

The following year, when Mutual put its daily baseball broadcast, Game of the Day, on a co-op basis, the series was sponsored by 950 advertisers on 350 stations; in 1952 Game of the Day had 1,879 sponsors and this summer the program’s total hit 4,238. (In addition, Falstaff Brewing Corp. spon-
sors 4½ innings three days a week.)

Testifying before the FCC Network Inquiry Committee in February 1939, MBS executives described the network’s structure as comprising three groups: member stations, WOR and WGN, which in effect undertook the network’s operation; participating stations, United Broadcasting Corp. (WHK, WCLE Cleveland, WHKC Columbus), Colonial Network and CKLW Windsor-Detroit (which in 1935 had replaced WXYZ as Detroit outlet), which contributed 20.8% of the network’s operating expenses over and above wire charges, and affiliates, which merely carried MBS programs and paid the network a commission on sales to defray wire costs.

This worked out, it was stated, so that in 1938 more than half of Mutual’s gross billings was net revenue and the affiliates received 45.17% of the advertiser’s dollar, compared to about 25% received by affiliates of the other networks.

Noting that Mutual had made healthy strides (to 110 outlets) as “radio’s only cooperative enterprise,” MBS officials testified that this growth had come despite the network’s being “blocked out” of important cities by lack of adequate facilities and by restrictive or exclusive contracts of stations with other networks. They urged the Commission to limit the term of such agreements, which it eventually did, setting two years as the maximum length of affiliation contracts.

As the impending European war cast its shadows on the world (one of the darkest, Hitler’s Wilhelmshaven address on April 1, 1939, was broadcast exclusively in the U. S. by Mutual), the network made increasing use of the technique developed by its special features director, G. W. (Johnny) Johnstone, at the time of the Munich crisis. This involved the use of Press wire services facilities to pick up and record English language broadcasts from the capitals of Europe for rebroadcast here at a late hour each evening.

WOR, WGN and WLW organized the Mutual Facsimile Network in 1939, operating from 2 to 3:30 a.m. on Saturdays with each station contributing 30 minutes of material. As 1940 also was the year that relations between MBS and WLW became strained when, following WLW’s refusal to carry the Gillette-sponsored World Series as “unfair” to the station’s regular advertisers, Mutual declined to feed the games to WLW’s sister station, WSAL, “with which we have no affiliation contract,” and gave them instead to WKRC.

The following January WKRC became one of seven MBS stockholding organizations (representing 57 of the 124 MBS affiliates) in a broadening move. Other stockholders were WOR, WGN, Don Lee Broadcasting System (33 stations), WAAB Boston and 17 Colonial Network stations, CKLW and United Broadcasting Corp. Each stockholder was represented by one member of the seven-man MBS board of directors, which met four times a year with Fred Weber, general manager. Also in January 1940, MBS secured its largest contract to that time, Wander Co. buying a five-a-week strip on 85 stations for a full year.

In February, MBS introduced a “full volume network discount plan,” offering discounts up to 50% for advertisers using the basic network of 62 stations for 52 weeks, and in May expanded the plan to include 13-, 26- and 39-week advertisers. Ed Wood, WGN sales manager, was appointed sales manager of the network in February.

Increased tempo of the European war brought increased sponsorship to MBS commentators Arthur Hale and Raymond Swing (winner of a National Headliners award that year). In August, after Lewis Allen Weiss had cut a Hitler speech off the Don Lee stations, who were being fed by Mutual, the Nazis retaliated by refusing to allow MBS to receive any broadcasts originating in Germany.

Because of its unique organization, Mutual generally stayed out of network contracts with unions and other organizations, each MBS stockholder station negotiating individually for the programs it originated for the network. But in the fall of 1940, Mutual went along with the other networks in rejecting the new contracts offered by ASCAP and assumed copyright clearance responsibility for all musical programs on the network, a function previously handled by each originating station.

With ASCAP’s reformulation under a Government consent decree, Mutual waited no time in negotiating a new contract which returned ASCAP music to this network on May 13, 1941, months ahead of the other
networks. Attempts of the National Assn. of Broadcasters to persuade Mutual to wait for an industry-wide settlement, added to the NAB position on the FCC's network monopoly rules, led to the resignation of MBS stockholders WOR, WGN and Don Lee from NAB.

In November 1941, WFBR Baltimore, WIP Philadelphia and WCAE Pittsburgh became MBS stockholders, now nine in number, with equal participation in underwriting and management of the network. During 1941 Mutual added 48 affiliates. Its gross billings totaled $7,300,955, a gain of 53% over the 1940 gross.

The week following Pearl Harbor, Mutual inserted a new clause in its commercial contracts giving any advertiser whose business was substantially curtailed by the war the right to cancel his program on two weeks' notice, the first war clause in any network contract. Although business was booming, the fact that Mutual's largest commercial hook-up comprised only 128 stations, led in August to a new discount plan "making it irresistible for advertisers to use all 204 MBS stations."

During 1942, 10% of all Mutual air time was devoted to war effort programs; billings were up 32% over 1941; the World Series was shortchanged to U. S. servicemen around the world and the Mutual board hired Miller McClintock, director of the Advertising Council, as the network's first paid president, to take office Jan. 1, 1943.

Given the largest MBS budget to date, 25% over 1942's, President McClintock began a department-by-department overhaul of the network's operations. Program directors of key stations held meetings to review and improve network programming. Richard F. Connor, OWI station relations executive, became station relations head of Mutual. An international program exchange pact was made with Radio Mil, 36-station Mexican network.

Mutual's contracts with stations, which formerly paid the line charges, were revamped along the lines of other networks, with affiliates agreeing to accept 16 hours of commercials each 28 days without payment, the next 25 commercial hours at 25% of rate card, the next 25 hours at 32 1/2% and all other network commercials at 37 1/2%. The MBS discount plan was also altered in line with those of the other networks, ranging from 23 % for a split network advertiser spending $1,000 a week to 27 3/4% for advertisers spending $23,000 or more weekly, with extra discounts for advertisers using 110 stations or more.

Station committees on sales, programming and station service were established, each committee divided into three groups by type of market. A plan to rebroadcast on MBS, in afternoon time, top evening programs of other networks, met with opposition and was never put into effect.

General Tire & Rubber Co. in 1943 purchased the Yankee and Colonial networks and became owner of 13% shares of MBS stock. Fulton Lewis jr. won the $1,000 duPont award for public service by a commentator and his co-op program's sponsor list passed the 100 mark. A new co-op program was a daily 15-minute news report from foreign correspondents of the Christian Science Monitor. MBS war reporter Frank J. Cubel lost his life in the explosion of the Yankee Clipper airliner off Lisbon. Mutual billings for the year increased nearly 50% over 1942, for a total of $13,841,608.

A similar increase was achieved in 1944, when Mutual's gross time sales reached $19,533,650. In September of that year, the network limited its commercial religious programs to a Sunday morning half-hour apiece, with no appeals for funds permitted. A reorganization following the death of W. E. Macfarlane, member of the network's board and chairman of its executive committee, in October brought Mutual a new president, Edgar Kobak, who had been executive vice president of the Blue Network. Also from the Blue came Robert D. Swezey as vice president and general manager, Phillips Carlin as program vice president, Bert Hauser as director of co-op programs, Duncan R. Buckman as eastern sales manager, and E. P. H. James as director of advertising, promotion and research.

With an enlarged program budget, MBS soon added programs featuring such stellar attractions as Arch Oboler, Morton Downey, Elsa Maxwell and Queen for a Day, and in July 1945 moved its network starting time up an hour to 9 a.m. Eastern War Time in keeping with its extended program operations. A. A. Schechter, home from war service as Gen. Douglas MacArthur's radio officer, joined MBS as head of news and special events.

New advertisers as well as programs were attracted to MBS in 1945, with five of radio's ten top clients—Miles Labs, American Home Products, Coca-Cola, General Foods and Procter & Gamble—making their Mutual debuts that year, when the network's gross billings topped $20 million for the first time. With 30 affiliates added during the year, Mr. Kobak put Mutual's quota at 325 stations, in line with the MBS philosophy of "greater coverage at less cost."

By December 1946 MBS had 383 out-
These three catalytic crackers dominate the skyline of our Lake Charles, Louisiana, refinery which normally processes 175,000 barrels of oil every day.
lects, aided by the FCC which was issuing new station grants at an unparalleled rate. Billings for the year exceeded $25 million. A program innovation was launched in April, when Superman, sponsored by Kellogg, began to tackle such real problems of childhood as intolerance and juvenile delinquency.

On June 1, 1947, Alfred J. McCosker, who had been board chairman of Mutual since the network’s formation in 1934, retired and was succeeded in that post by Lewis Allen Weiss, Don Lee vice president and MBS vice chairman. Mutual that year advanced a “listenable” measurement standard, based on signal strength and freedom from interference, as an industry standard. It wound up joining the industry majority in the second Broadcast Measurement Bureau study. The 1947 gross of $22,372,711 was down $3 million from the 1946 peak, reflecting the postwar “readjustment” period.

Mutual in 1947 passed the 400-affiliate mark and in 1948 added another hundred stations, finishing that year with 519 outlets. Aided by some $250,000 in political time sales during the Presidential campaign, MBS billings in 1948 were $1 million ahead of 1947. While other networks were becoming active in tv, President Kobak stated that for 1948 Mutual would be an observer only, leaving actual video participations to its stockholder stations.

The year 1949 saw more realignment of Mutual’s upper executive echelon. Even before the year started, Mr. Swezey had resigned in a dispute over policy. Mr. Carlin left in March and on May 1 Frank K. White, program chief of Columbia Records and former CBS treasurer and vice president, succeeded Mr. Kobak as Mutual president. Mr. Streibert became board chairman, with Thomas F. O’Neil, president of Yankee Network, named vice chairman of MBS.

Mr. James resigned in August, with Robert A. Schmid, network vice president, assuming charge of Mutual’s advertising promotion, research and planning. William A. Fineshriber Jr., who had been associated with Mr. White at CBS, joined Mutual as program vice president. Mr. Hult, then mid-western sales vice president, was promoted to vice president in charge of all network sales.

Also in 1949 A. B. Chandler, then commissioner of baseball, granted to Mutual and Gillette the radio rights to the World Series for another seven years (through 1956) for $1 million in an agreement that also gave them the right to meet any other offer for tv rights. It was the year that “Mr. Plus” began his career as the Mutual trade character. And it was the year that Bamberger Broadcasting Service, licensee of WOR-AM-TV, changed its name to General Teleradio.

The following fall, General Tire & Rubber Co. acquired control of Don Lee for $12,300,000, thus doubling its MBS stock to 38%, 8% more than the voting rights permitted by the networks by-laws. MBS at year’s end had 540 stations, of which 325 served their communities “as the only network voice in town,” President White reported. Billings, which had dropped 20% in 1949, fell off another 10% in 1950 as tv’s impact hit deep into nighttime revenues of all radio networks.

Pressure from advertisers, who claimed that tv’s intrudes made a radio rate adjustment imperative, induced CBS, ABC, NBC and, finally, MBS to reduce their evening and Sunday afternoon rates by approximately 10% in mid-1951. New business, notably Sterling Drug’s entry into MBS morning time by purchasing the 25-minute Ladies Fair across the board, put Mutual’s gross for the year 11% ahead of 1950. Yankee President Thomas F. O’Neil, son of the president of General Tire & Rubber Co., became MBS board chairman.

In October, the Don Lee and Yankee networks and the WOR properties were merged into a single company, owned 90% by General Tire & Rubber Co. and 10% by R. H. Macy & Co. This new company, which subsequently took over from WOR the General Teleradio name, held about 58% of the Mutual stock. The rest was held by WGN (19.3%), United Broadcasting Co. (WHK-WHKC) (10.4%), WIP (6.1%) and CKLW (6.1%). In February 1952 the prohibition against any single entity voting more than 30% of stock was abolished.

In April, when Thomas F. O’Neil became president as well as chairman of Mutual, he announced that it “should continue as a network predominantly composed of a large number of relatively small stations, mostly in non-metropolitan markets, with emphasis on acceptability and flexibility.” A study of “Home Town America,” released by MBS that summer, reported that of the 795 network stations in the 531 U.S. communities then outside the reach of tv, Mutual had local outlets in 416 of those cities, more than the other three national networks combined.

A merger of the operating personnel of Mutual and WOR radio and tv resulted, before the year’s end, in the departure of most of WOR’s top executives, including Theodore C. Streibert, who had been president of WOR and for two years, 1949-51, chairman of MBS, and Jack Poppele, WOR engineer and general manager, who had been with the station for more than 30 years.

J. Glen Taylor, a General Tire executive, came in to serve as a general executive in coordinating radio and tv operations, becoming a director of General Teleradio and a vice president of Mutual. Dwight D. Martin, vice president and general manager of Crosby Broadcasting Corp., was appointed vice president of General Teleradio to implement Mr. O’Neil’s plan for getting into television on a nationwide scale.

Although Mutual’s 1952 gross billings totaled nearly $21 million, topping 1951 by 15%, it again reluctantly followed the other networks in reducing nighttime rates approximately 25% as of Jan. 1, 1953. Unlike the others, MBS distinguished between areas of tv competition, where its reduction was about 30%, and non-tv areas, where it was only 10%. Mutual also increased its morning rates by about 5% and restored the 1951 cut in Sunday afternoon time costs.

Early in 1953, when Mr. Fineshriber resigned as executive vice president of Mutual, he was not replaced, Mr. O’Neil stating that
Have you seen WMT's TV Yearbook?
(We think it's got it all over Broadcasting's.)

For a copy, try and pry one loose from the Katz Agency. Or write direct. There is absolutely no truth to the canard about having to buy time on WMT-TV to get a copy. Mail address: Cedar Rapids, Iowa. CBS for Eastern Iowa.
Big enough and then some

When you're building national coverage with spot radio, there's no virtue in a snug fit. For the true economy that comes with mass, you want stations like WJR—which gives you all the radio coverage you can get over a market of 15 million people, some 10% of the nation's buying power. Ask your Henry I. Christal man about WJR.

The Great Voice of the Great Lakes

WJR
Detroit

50,000 Watts CBS Radio Network

WJR's primary coverage area:
15,000,000 customers

WBD
"Pin Up" Hit

SHAKE, RATTLE AND ROLL

BILL HALEY & HIS COMETS - Decca

PUBLISHED BY
PROGRESSIVE MUSIC
PUBLISHING CO.

he would "work directly" with the network's officers. In May, Mutual's West Coast offices and those of Don Lee were consolidated under Willet H. Brown, Don Lee president.

At a Cape Cod meeting of Mutual executives and the network's Affiliates Advisory Committee in July a plan was evolved to cut the amount of network option time from nine to five hours a day, at the same time eliminating money payments to affiliates for broadcasting network commercials and instead supplying them with 14 hours a week of "highest quality" network programs for local station sale. Although some affiliates expressed enthusiasm for the idea, opposition from others was so strong that it was finally dropped and at a meeting of affiliates in January 1954 Mr. O'Neil declared, "The Cape Cod plan is dead."

Mutual does not intend to enter tv on a network basis, although it may operate a video program service, Mr. O'Neil told the affiliates. In December 1953, General Tele radio had purchased the radio-tv rights to Phillips H. Lord's programs for $1 million and in the spring began filming Gangbusters for tv use. Earlier, GT had co-produced with 20th Century-Fox the Greatest Drama, series of quarter-hour documentaries, currently syndicated to 56 markets.

In March, GT paid an estimated $1.25 million for a group of 30 top-flight feature films which were put on sale in June. In September Mr. O'Neil reported that in the three summer months sales had exceeded the original investment and that his organization was in the market for other "high quality, top grade" pictures for tv syndication. Peter M. Roebeck, sales manager, Consolidated Television Sales, in May had been appointed sales manager of the GT film division, a new position.

WHBQ-AM-TV Memphis was acquired for $2.9 million by GT, which concurrently disposed of KGB San Diego. GT properties, in addition to the WHBQ stations, now include WOR-AM-TV New York, WNAC-AM-TV Boston, KJU-AM-TV Los Angeles, WEAAN Providence, KFRC San Francisco and majority interest in WGTH-AM-TV Hartford. The company owns Yankee and Don Lee Networks as well as controlling Mutual.

MBS in May established a development division to handle subsidiary rights in its programs and appointed Bert J. Hauser, vice president in charge of cooperative programs, to head up this new operation as well. A rumor that H. L. Hunt, Texas oil millionaire owner of Facts Forum, was negotiating to buy the network brought an indignant denial from President O'Neil, who termed the idea "fantastic" and averred that "since our acquisition and control of Mutual and General Tele radio, we have never discussed sale of any part of these two corporations with anyone at any time."

At an MBS affiliates meeting in Chicago in conjunction with the NARTB convention the end of May, network officials proffered a plan for the sale of additional participations on network programs which would permit the network to sell spots within a half-hour program in the morning and another in the afternoon. Stations would receive no compensation for the first commercial spot in each half-hour, but would be paid for ten minutes of time each for the second, third and fourth spots.

Mutual also asked its affiliates to help merchandise network programs by making from 10 to 50 calls a month on retailers and local representatives of MBS advertisers, seeking store displays and other support.

Last week the network reported that 85% of the total MBS station lineup has accepted the participation plan and that it will be put into effect Oct. 1. There is no definite count as to the number of stations accepting the merchandising plan, but presentations are being made regularly by Mutual executives for local and regional groups and it is expected that a majority of them will sign, with this plan to be inaugurated next spring, probably in April.

In June, Mr. O'Neil announced the promotion of J. Glen Taylor to executive assistant to the president, stating that "constantly expanding interests of the company in radio and tv make necessary the creation of this new post to relieve the president of certain operating details." Roy Danish, director of commercial operation of MBS, was made assistant to the president, another new position, to "expedite plans for Mutual's continued growth."

In 1953, Mutual sales had run 10% ahead of 1952, contrary to the general radio network trend, and while the first half of this year was slightly behind the like period of last, network sales executives are confident that a gain will be shown for the year as a whole. A new MBS audience study, said to be the "first to coordinate both the living and working habits of people in relation to their radio listening on a national basis," is just about ready for release.

Despite the inroads of tv on the nation's listening habits, there will always be a place for radio and a need for radio networks to serve the American public, MBS President O'Neil said recently. And as long as that is true, Mutual will continue to serve its vast audience, adapting its programming to their desires, for many 20-year periods to come.
KWK-TV
channel 4
ST. LOUIS, MISSOURI

100,000 WATTS • OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.

CBS
TELEVISION
NETWORK
WAPA-TV INTERVIEW SERIES

WAPA-TV San Juan, P. R., is currently conducting a series of programs titled Actualidad Inusual, which deals with present day issues concerning the island. The program features interviews by Jose A. Benitez, chairman of the Democratic Party of the Commonwealth, who interviews prominent Puerto Rican dignitaries. A set design of “government office and rostrum” is employed to capture an authoritative effect and films, photographs and charts are used to graphically illustrate the speakers’ messages. Also, music, directed by American Milton Lebr, is used to lend to the background of the series.

MARTB ROUND-UP

MICHIGAN BROADCASTERS are heading for a round-up Sept. 30—the Michigan Assn. of Radio-Television Broadcasters’ Jamboree in St. Clair, Mich. The association is sending to broadcasters and guests a red, white and black “49er” neckerchief and advising, “Bring this with your levis and your happy party disposition and join the ‘Sell-Out’ crowd at the MARTB Round-Up...” Although MARTB members and guests have filled up the St. Clair Inn there (since Sept. 3) for the event, Jim Quello, of WJR Detroit and convention chairman, reports, “overflow reservations are being well accommodated in nearby modern motels with river view... so there’s room for everyone to join the fun.”

LIVE BIRTH TELECAST

LIVE telecast of a Caesarian operation was carried simultaneously last week by WLWT (TV) Cincinnati and WLWD (TV) Dayton, Ohio (both Croley Broadcasting), as part of their Let There Be Life series. The program, titled “Miracle of Birth,” was televised from Cincinnati Hospital by an “outstanding but anonymous doctor.” A model of a human body was used to explain organs affected and viewers were told why a Caesarian delivery is sometimes necessary. The program was staged in cooperation with the Cincinnati Academy of Medicine and the Montgomery County Medical Society of Dayton.

TALLEST TOWER’ CONTEST

TO PUBLICIZE its new tower, “the world’s tallest man-made structure,” KWTV (TV) Oklahoma City staged “Amateur Photographers’ Field Day.” Photographers were invited to take pictures of the tower from any angle and then submit their prints for competition. Photographic merchandise items, donated by local camera stores, were awarded as prizes. The pictures are being used to publicize the construction. An estimated 5,000 persons attended the event, KWTV reports.

MAN WITH A RECORD

“GET THAT MAN. He’s Jeffrey Jones—a man with a record. He’s a sports-minded sleuth with a clean record of tracking down big audiences in every town he hits. And he’s armed with a new hard-hitting merchandising plan that carries advertising impact right to the point of purchase.” That, out of context, is part of the sales message in the brown brochure being sent to stations, advertisers and agencies by CBS Television Film Sales Inc., New York. The company claims the series has attained a 49.8 rating in New Orleans and has beat out all competition in its time slot in Philadelphia. “Here are all the clues you need,” says the folder, which includes a picture of Jeffrey Jones. It continues, “To get your man—and top sales results—just call CBS Television Film Sales and ask to see The Files of Jeffrey Jones.”

WKY-TV ‘FIRST NIGHTERS’

BUSINESS AND CIVIC LEADERS of Oklahoma City were treated to hors d’oeuvres and “Satin and Spurs” by WKY-TV there when that station invited them to be “first nighters” for the premiere telecast of NBC-TV’s spectaculars. “Charter Membership Certificates” for being first nighters were given to the attending guests. In addition, WKY-TV, equipped for color origination, is inviting local leaders to closed circuit demonstrations and their six hours of regularly scheduled color programming. The station believes that the exposures to the color medium will stimulate set sales in the Oklahoma City area, since their guest list for the most part includes families in an income group which can afford new receivers at existing price levels.

TV COMES TO DURHAM

HERALDING its recent start of operations, WTVD (TV) Durham, N. C., ran a full-page advertisement in the Durham Morning Herald. The ad, which showed a red, white and blue graphic merchandise items, donated by local photographers, was carried simultaneously by WTVD, WPAR (AM), and WRBI (AM) as well as being sent to stations, advertisers and agencies by CBS Television Film Sales Inc., New York. The company claims the series has attained a 49.8 rating in New Orleans and has beat out all competition in its time slot in Philadelphia. “Here are all the clues you need,” says the folder, which includes a picture of Jeffrey Jones. It continues, “To get your

TAP-A-COLA CAMPAIGN

PABST BREWING Co., to introduce its new Tap-a-Cola soft drink in the Washington area, is conducting on WNBW (TV) there the heaviest spot saturation of the year for the station. The campaign calls for a schedule of 43 spots each week. Tap-a-Cola, marketed in flat-top cans and billed as an ideal drink for persons who have to watch their weight because of its claim of three-calorie-free content, was first introduced in the Capital at a swimming party for WNBW personalities at the Sheraton Park Hotel. The product is being featured with a “Tap-a-Cola Fun Diet” conducted by Inga Knebald on Inga’s Angle program.

WISH-TV CARRIES VP SPEECH

WISH-TV Indianapolis last week carried the final speech of Vice President Nixon on his eight state pre-campaign swing. The address highlighted a state-wide Republican party rally. The station also presented two telecasts of the FHA-Capehart hearing being held in Indianapolis.

NOW!

with SOUNDCAST PROFESSIONAL RECORDING TAPE it's micro-polished

Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It’s the only tape that is Micro-Polished—and polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft Micro-Polished Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.

Next time, get the best professional tape. Get Soundcraft—it’s Micro-Polished!
In Color TV instrumentation, no other name means as much as Telechrome ... because no organization can match Telechrome's 4 years of experience in providing color TV generating, testing and broadcasting equipment to these and other prominent manufacturers, laboratories and broadcasters.

Complete equipment for generating color bars; creating encoded and composite pictures from transparencies; color signal certification; transmission, reception, monitoring, and analysis of color pictures — literature on these and more than 100 additional instruments for color TV by TELECHROME are available on request.

DELIVERY 30 DAYS
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

September 16 through September 22

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. STL—studio-transmitter link. Synch. amp.—synchronizing amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. avr.—aural. vis.—visual. kw—kilowatt. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. TS—transmitter. unl.—unlimited hours. ke—kiloelectric. SBA—special service broadcasting. VTA—vis-a-vis temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications
Since April 14, 1952

<table>
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<th>Grants since July 11, 1952:</th>
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<td><strong>Commercial</strong></td>
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<td><strong>Educational</strong></td>
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<td><strong>Total Operating Stations in U. S.:</strong></td>
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<td><strong>Commercial on air</strong></td>
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<td><strong>Noncommercial on air</strong></td>
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<th>Applications filed since April 14, 1952:</th>
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<td><strong>New Amend.</strong></td>
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<td><strong>Commercial</strong></td>
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<td><strong>Educational</strong></td>
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<td><strong>Total</strong></td>
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| Ninety-seven CPs (17 vhf, 80 uhf) have been deleted. |

| One applicant did not specify channel. |

| Includes 35 already granted. |

| Applies to Existing CPs |

<table>
<thead>
<tr>
<th><strong>FCC Commercial Station Authorizations</strong></th>
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<td>As of Aug. 31, 1954*</td>
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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>3,069</td>
<td>307</td>
<td>365</td>
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<td>524</td>
<td>24</td>
<td>548</td>
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<td>2,603</td>
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<td>2,716</td>
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<td>3,533</td>
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<td>2</td>
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| *Does not include noncommercial educational fm and tv stations. |

| Authorized to operate commercially. |

| Am and fm Summary through Sept. 22 |

| **New TV Stations...** |

| ACTIONS BY FCC |

| Fort Worth, Tex.—Texas State Network, Inc. (RF45) granted ch. 11 (158-196 mc); ERP 522 kw visual, 111 kw aural; antenna height above average terrain 567 ft., above ground 754 ft. Estimated construction cost $333,505, first year operating cost $71,950, revenue $46,000. Post office address 1001 W. Lancaster Ave., Fort Worth. Studio location west side of Carl St. just south of Kemble St., Fort Worth. Transmitter location 0.19 mi. E. of White Lake, 0.63 mi. S. of Ederville, Geographic coordinates 32° 40' 42" N. Lat., 97° 12' 45" W. Long. Transmitter and antenna RCA, Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President Gene E. Cagle, (34%), Vice President R. R. Hanger and Charles B. Jordan, Secretary Treasurer B. C. Harmon and Director Sid W. Richardson (62%), oil producer. Granted Sept. 17. |


| Pasco, Wash.—Cascade Bestel Co., (KIMA-TV Yakima), uhf ch. 19 (366-366 mc); ERP 19.2 kw visual, 5.1 kw aural; antenna height above average terrain 135 ft., above ground 161 ft. Estimated construction cost $173,600, first year operating cost $65,000, revenue $43,000. Post office address P. O. Box 709, Yakima, Wash. Director, George A. Adair, Yakima, Wash. Transmitter location S. W. of Richland Badger Mountain, Geographic coordinates 46° 16' 63" N. Lat., 118° 19' 00" W. Long. Transmitter and antenna GE, Legal counsel B. F. Primos, Washington, D. C. Consulting engineer Frank H. McPherson, Yakima, D. C. Principals include A. W. Talbot, owner and principal stockholder. |

| SUMMARY |

Exclusively for Western Washington

One of the Nation's Great Stations

710 KC • 50,000 WATTS

Broadcasting • Telecasting
Bellingham Shipyards and Bellingham Cold Storage, president (72.5%); Thomas C. Bestic, vice president (37.5%); Frank E. Mitchell, vice president (6.5%); Ralph Busqueit, owner Sundquist Fruit Company, director (6%); J. Barry Watkinson, director-engineer (6%); M. E. Bur- rill, director-chief engineer (5.6%); J. Q. B. Rode, attorney, secretary (5.6%); Herschel R. Caro, sales manager-director, no stock. Filed Sept. 15.

APPLICATION AMENDED

Gondaga, Mih.,-Television Corp. of Michigan Inc. Amended application for new commercial television station on ch. 19 to change ERP to 315 kw visual and 170 kw aural. Filed Sept. 25.

Existing TV Stations...

ACtions by FCC

WDEL-TV Wilmington, Del.-WDEL Inc. granted modification of ERP on ch. 13 to increase ERP to 315 kw visual and 191 kw aural; specify antenna height above average terrain 620 ft. Comr. Rennecken issued dissent. Granted Sept. 15; reported Sept. 16.

WFOC-TV Savannah, Ga.-Savannah Bestic Co. granted mod. CP to change ERP to 200 kw visual and 110 kw aural; antenna height above average terrain 480 ft. Granted Sept. 13; reported Sept. 21.


WPIC-TV Lake Charles, La.-Calcasieu BESTG. Co. granted STA to operate commercially on ch. 7 for period ending Jan. 12, 1955. Granted Sept. 14; reported Sept. 21.

WIZ-TV Boston--Westinghouse Bestic Co. granted change of transmitter site, change ERP to 95.5 kw visual and 50 kw aural; antenna height above average terrain 470 ft. Granted Sept. 14; reported Sept. 21.

WMST (TV) Poland, Me.-Mt. Washington TV Inc. granted STA to operate commercially on ch. 8 for period ending March 26, 1955. Granted Sept. 19; reported Sept. 21.


KVOO Tulsa, Okla.-Central Plains Enterprise Inc. granted STA to operate commercially on ch. 2 for period ending March 8, 1955. Granted Sept. 10; reported Sept. 21.

KVOO-TV Corpus Christi, Tex.-Coastal Bend TV Co. granted mod. CP to change ERP to 16.6 kw visual and 8.9 kw aural; antenna height above average terrain 326 ft. Granted Sept. 14; reported Sept. 21.


APPLICATIONS

WMZQ (TV) North Adams, Mass.-Greylock Bestic Co. filed informal request for STA to operate on ch. 19 in lieu of present assignment on ch. 74. Filed Sept. 22.

KYOQ-TV Tulsa, Okla.-Central Plains Enterprises Inc. seeks mod. CP new commercial tv station to change ERP to 60 kw visual and 30 kw aural; antenna height above average terrain 1,345 ft. Filed Sept. 20.

STATIONS DELETED

KDNA-TV Pueblo, Colo.-Pueblo Radio Co. For lack of prosecution FCC deleted CP for new tv station on ch. 3. Filed Sept. 17; reported Sept. 21.

WLQ (TV) New Orleans, La.-R. L. Wheelock et. al. 4.9 kw New Orleans TV Co. For lack of prosecution, FCC deleted CP for new tv station on ch. 20. Deleted Sept. 17; reported Sept. 22.

KCGM-TV Cape Girardeau, Mo.-KCGM Radio TV Inc. For lack of prosecution, FCC deleted CP for new tv station on ch. 14. Deleted Sept. 17; reported Sept. 22.


KRTW-TV At. Chula, Ill.-Broadcast House Inc. granted request for cancellation of CP for new tv station on ch. 36 and deletion of call letters. Deleted Sept. 15; reported Sept. 21.

KTLV (TV) Rapid City, S. D.-The Hills Bestic Co. Granted request for cancellation of CP for new tv station on ch. 7 and deleted call letters. Deleted Sept. 15; reported Sept. 21.

New Am Stations... ACTIONS by FCC

Eustis, Fla.-Broadcasters Inc. granted 1240 kc, 250 w unlimited. Post office address: 6 Norman E. Jorgensen 514 Wyatt Rdg., Washington. Estimated construction cost $59,140; first year operating cost $35,000, revenue $50,000. Principals include President Norman E. Jorgensen (41%); Washington attorney; Vice President Alistair Van Catterton (14.9%); WMGM Melbourne, Florida, general manager, and Secretary-Treasurer Seymour Krieger (41%). Applicants have purchased WSMB New Smyrna Beach, Fla. Granted Sept. 22.

IF YOUR RADIO STATION HAS A MANAGER WHO LIKES TO MAKE MONEY... you're all set to tap this big new source of year-round profits

Background Music for Business and Industry by MAGNE-TRONICS MUSICAL TAPES

• YOU HAVE A READY-MADE MARKET

Business leaders in every small- and- medium-size city have been waiting for low-cost background music like this...until now available only in larger metropolitan centers.

• YOU HAVE A READY-MADE SET-UP

You have offices...sales staff...established local reputation. So all you need to go after additional revenue in the big-money field of leased-wire background music is one of the new long-play tape machines—and a Magne-Tronics Franchise. A constant supply of fresh musical programs is delivered to you regularly on Musical Tapes. Each tape plays 4 to 8 hours or longer...automatically, without any attention whatsoever!

MAGNE-TRONICS GIVES YOU A READY-MADE "PACKAGE" OF BACKGROUND AND INDUSTRIAL MUSIC ON FINEST QUALITY TAPES

They are recorded from the largest repertoire of popular favorites and time-tested selections under exclusive license. These are not dated recordings transferred onto tape, but up-to-the-minute arrangements styled as background music to meet individual business requirements.

Get all the facts about an exclusive Magne-Tronics Franchise for your territory. Your nearby Graybar Electric distributor is our authorized agent...or wire, phone, write us direct today.

MAGNE-TRONICS, INC.

122 East 42nd Street, New York 17, N. Y.

NAME.......

TITLE.......

STATION.....

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NAME.......

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September 27, 1954 • Page 101
Pennsylvania — Ray Herbert Gunzlek Jr., granted $690,000, 50% in daytime, position of secretary. Post office address is 119 Laura St, Jacksonville. Estimated construction cost $2,400, first-year operating cost $42,000, revenue $4,000. Mr. Gunzlek is engaged in the business of furniture sales. Granted Sept. 22.

Marion, Ind. - Chronologie Pub. [WMMR (FM)] granted $860,000 in daytime, direction antenna. Post office address is 205 Marion, Ind. Estimated construction cost $17,000, first-year operating cost $42,000, revenue $400. Mr. Brown is engaged in the business of antenna sales. Granted June 22.

Lincoln, Neb. - Sidewalks Exchange Bldg., St. Louis, granted $525,000 in daytime, directional antenna. Post office address is 205 Marion, Ind. Estimated construction cost $3,000, first-year operating cost $42,000, revenue $42,000. Mr. Brown is engaged in the business of antenna sales. Granted Sept. 22.

North Vernon, Ind. - DeWitt Ochs granted $1,000 in daytime, position of Secretary. Post office address is 22 East Walnut St, North Vernon. Estimated construction cost $18,750, first-year operating cost $42,000, revenue $42,000. Mr. Brown is engaged in the business of antenna sales. Granted Sept. 22.

President Gardner of the Valley of Burchfiel, Redlands, Calif., appointed to serve as President of the new station. Mr. Gardner was also appointed as President of the new station. Granted Sept. 22.

San Angelo, Tex. - WEMS, granted $175,000 in daytime. Post office address is 22 East Walnut St, North Vernon. Estimated construction cost $3,000, first-year operating cost $42,000, revenue $42,000. Mr. Brown is engaged in the business of antenna sales. Granted Sept. 22.

APPLICATION AMENDED

Oceanside, Calif. - Melvin F. Beretler and Roy K. Cone d/b a/c Oceanside-Carlsbad Bestg. Co. amended application for new station on 1450 kW to 200 kW to reduce power to 100 kW. Filed Sept. 17.

Existing Am Stations . . . ACTIONS BY FCC


WBZ Boston, Mass. - KHRK granted increase in power from 1000 kW to 1 kW, operating antenna height above average terrain 217 feet. Granted Sept. 21.

WWAM Altona, Pa. - General Bestg. Corp. granted $75,000 in daytime to operate 1 kW full-time on 1430 kHz. Granted Sept. 15.

WADP Kane, Pa. - Northern Allegheny Bestg. Co. granted change of frequency from 1560 kHz to 1560 kHz, operating full-time. Granted Sept. 15.

WBLF Bedford, Va. - Bedford Bestg. Corp. granted permission to change gally sign location from 11:15 p.m. to 7:15 p.m. Granted Sept. 15.

APPLICATIONS

KOBI Aurora, Colo. - Mid-America Bestg. Co. seeks mod. CP to increase power from 1 kW to 5 kw (1430 kHz). Filed Sept. 22.

WLAB Athens, Tenn. - Athens Bestg. Co. seeks CP change from 1450 kW 250 kw to 1270 kHz 5 kw full. DA-DN and change trans. site.

New FM Stations . . . ACTIONS BY FCC

Jasper, Ind. - Jasper On the Air Inc. granted new Class B station, ch. 284 (104.7 MHz), ERP 185 kW, antenna height above average terrain 280 ft. Granted operates WITZ there. Granted Sept. 22.

Albuquerque, N.M. - CHE Bestg. Co. granted new Class B station, ch. 243 (96.3 MHz), ERP 14 kW, antenna height above average terrain 31 ft. Post office address 701 John Skillam, President, 211 Sunshine Blvd. Granted Sept. 22.

Existing FM Stations . . . ACTIONS BY FCC

KSCU (FM) Santa Clara, Calif.-U. of Santa Clara granted mod. CP to change ERP from 16,000 to 16,000, antenna height above average terrain 36 ft. Granted Sept. 15; reported Sept. 21.

KWKZ (FM) Tulsa, Okla.-U. of Tulsa granted new station change of ownership. Requires filing of new ownership. Specify ERP of 4.1 kw on ch. 213 (90.5 MHz); antenna height above average terrain 36 ft. Granted Sept. 15; reported Sept. 21.

KEDC (FM) Colorado College granted CP change type trans. of educations stations. Requires filing of new ownership. ERPs of 317 (81.3 mc); antenna height above average terrain minus 350 ft. Granted Sept. 15; reported Sept. 21.

Ownership Changes . . . ACTIONS BY FCC


WKNM-AM Fort Myers, Fla.-Port Myers Bestg. Co. granted voluntary transfer of control from owner to President of the station. Granted Sept. 21.

WKLB (FM) Los Angeles, Calif. - The Bakersfield, Vice President of the station, deceased, to Clementine F. Sherby and Sylvester W. Fleischman, executors. Granted Sept. 21.

WMLB (FM) St. Louis, Mo. - Merle Motte, President, and contacts owner of WMLB, deceased. Granted Sept. 21.

WROC-OAM Fort Wayne, Ind. - The American Broadcasting Co. granted acquisition of positive control by Tolle- son family through purchase by Hugh R. Tolle- son, President of the station. Granted Sept. 21.


WJCOM (FM) St. Louis, Mo. - C. S. Fitchburg, President, granted voluntary acquisition of control of the station by the corporation. Granted Sept. 21.

WOMC (FM) New Orleans, La. - The Wosser, President, granted permission to change address to 1430 Front St. Granted Sept. 21.

WNSV (FM) Indianapolis, Ind. - The Indiana Pub- lic Corporation, President, granted voluntary acquisition of control by the corporation. Granted Sept. 21.

WVBP (FM) Huntington, W.Va. - The Wosser, President, granted permission to change address to 1430 Front St. Granted Sept. 21.

WXLZ (FM) East River, N.Y. - The Wosser, President, granted permission to change address to 1430 Front St. Granted Sept. 21.

WBSN (FM) Los Angeles, Calif. - The Wosser, President, granted permission to change address to 1430 Front St. Granted Sept. 21.

New FM Stations . . . ACTIONS BY FCC

Jasper, Ind.-Jasper On the Air Inc. granted new Class B station, ch. 284 (104.7 MHz), ERP 185 kW, antenna height above average terrain 280 ft. Granted operates WITZ there. Granted Sept. 22.

Albuquerque, N.M. - CHE Bestg. Co. granted new Class B station, ch. 243 (96.3 MHz), ERP 14 kW, antenna height above average terrain 31 ft. Post office address 701 John Skillam, President, 211 Sunshine Blvd. Granted Sept. 22.

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St. N. W. Washington 6, D. C., N. A. 8-3233
Lincoln Building New York 17, N. Y., M. 7-4242
401 Georgia Savings Bank Bldg., Atlanta 3, Ga., LAM 2036

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Radio & Television

Broadcasting • Telecasting
Applications

KSBW-AM-TV Salinas, Calif.—Salinas Broadcasting Corp., by amendment to act of Aug. 31, 1954, to transfer interest from Lewis A. Terven, deceased, to executor of his estate, John C. Oakes, and William M. Oakes, each one-third owner, may buy from Mr. Terven, his estate and thus acquire negative control (50%) each. Filed Sept. 21.

KFSD-AM-TV San Diego, Calif.—Airfax Radio Corp., by amendment to Docket 11156, to KFSD Div. Inc., for sale of 12.2 million plus [B-T, Aug. 21], $2.2 each. Filed Sept. 21.

WHDH-AM-FM Boston, Mass.—Radio City Co. seeks transfer of control to Boston Herald-Dailies, Inc., and amendment to Docket 11156, $2.2 each. Filed Sept. 21.

WIBD-AM-FM Des Moines, Iowa.—Radio City Co. seeks transfer of control to Boston Herald-Traveler Corp., and amendment to Docket 11156. Filed Sept. 21.


Hearing Cases

Final Decisions

Fort Worth, Tex.—By order, FCC made effective immediately an initial decision and grant of application of Texas State Network Inc. (KFJZ) for sale of a new station on ch. 11. Conr. Hennock dissented. Order Sept. 17.


TV Allocation—By report and order, FCC adopted a manner-proposed applications of Alabama Educ- tional TV Commission in Docket 10936 and amended and added table of TV channel assignments to make ch. 2 minus available as reserved noncommercial educational facility, for usage by Alabama Educ. Television Commission, and reor- gated original proposal set forth in notice of proposed rule-making released by John W. Phillips, Tallahassee, Fla., to assign ch. 2 plus to Havana, Fla., for commercial use. Conr. K. B. McCaw dissented and would deny both petitions. This makes 25 TV channels now reserved for educational use. Action Sept. 22.

Multiple Ownership Rules—By report and order, FCC adopted the Chairman's proposal for Alabama Educ. Educational TV Commission in Docket 10926 and amended and added multiple ownership rules by increasing the maximum permissible ownership of TV broad- cast stations from five to seven, not more than five of which may be of the same management and ownership, to permit a more rapid and effective development of unit broadcasting. Section 309 was amended accordingly. Conr. Hennock had a dissenting statement. Conr. McCaw had a dissenting statement. (Present rules limit common ownership of commercial am and fm broadcast stations to seven in each of these categories.) Order Sept. 17.

Initial Decision

Washington, D. C.—Examiner H. Gilford Irion issued a memorandum opinion regarding grant of application of Washington Metropolitan TV Corp. (WJLA) for a new tv station on ch. 20. Initial decision Sept. 17.

Other Actions

Abilene, Tex.—Bill Mathis, designated for hearing the application for a new tv station at 1320 kc 200 kw, and additional KTRN Wichita Falls. Action Sept. 17.

Parma-Ohio—FCC designated for hearing the following mutually exclusive applications for new tv stations on ch. 10: Triad TV Corp., Boardman, O., and WTVG Stations Inc. and Jack- son Typewriters & TV Corp., for Parma am and TV Corp. of Michigan Inc. and Michigan State Board of Agriculture, proposing share-time agreement at Parma-Ohio. Action Sept. 22.

Buffalo, N. Y.—Ch. 7—The Commission announced its memorandum opinion and order of Sept. 17 denying petitions filed April 15 by WKBW Inc. and Greater Erie Bestg. Corp., and conditional permitting to WKBW Inc. for enlargement of issues to inquire into the legal qualifications of the application dates for consolidated proceeding involving these three applications for a new tv station to operate on ch. 7 in Buffalo, N. Y.Order. Conr. McCaw dissented. Order Sept. 22.

Buffalo, N. Y.—Ch. 19—By order of Sept. 16, the Commission granted a petition filed by Van Currier Bestg. Corp. (WURL, Ch. 35), seeking rehearing of a decision and dismissed proceeding in Docket 11156, and made effective an amendment to direct the grant to permit the modification of CP (BMPCT-220) to change principal place of license of station WBFO, Buffalo, N. Y., to Main stn. outside of Buffalo. Action Sept. 16.

MAGANASINC MANUFACTURING CO., LTD., 5521 SATSUMA AVE., NO. HOLLYWOOD, CALIF., 200-6192

Opinions and Orders

TV Allocation—On basis of petitions, FCC In- stituted following rule-making proceedings to amend table of tv channel assignments: (1) Peti- tion by James E. Blair, Goodland, Kan., to add ch. 16 there. (2) petition by American Bestg. Corp., Lexington, Ky., to add ch. 4 to Richmond, Ky. (would involve including portion of that state in Zone 1). (3) petition by ch. 45 KFRA (TV) Monroe, La., to substitute ch. 13 for ch. 45 at Monroe. (4) petition by ch. 27 WTVG-TV Norfolk, Va., to assign ch. 12 to Princess Anne, Va. Comments are due Oct. 15. Actions Sept. 15.

Longview, Wash.—By memorandum opinion and order, FCC dismissed joint protest filed Aug. 23 by KWLK and KLOG Kelso, Wash., to July 21 grant of permission to Airtru Bestg. Co. for new tv station at Longview, for new ch. 21 k. w. time. Order Sept. 15, reported Sept. 16.

J. Eirvay McGee—By order, FCC granted petition of J. Eirvay McGee and dismissed proceedings instituted Nov. 27, 1953, requiring him to show cause why he should not bring his am-
Routine Roundup

September 10 Applications

Applications for Filing

License for CP

KOKI Phoenix, Ariz.—James T. Ownby. License to cover CP new am station.

KSDA Redding, Calif.—VALR Inc. License to cover CP new am station.


KGU Honolulu—Advertiser Pub. Co. License to cover CP changes in facilities existing am station.

WJIM Lansing, Mich.—WJIM Inc. License to cover CP changes in trans., studio site.

KVOX Moorhead, Minn.—KVOX Bestg. Co. License to cover CP changes in facilities existing am station.

KRIM Roswell, N.M.—Taylor Bestg. Co. License to cover CP changes in frequency control equipment.

WGLN Lincoln, N.D.—Lincoln County Bestg. Co. License to cover CP change in frequency control equipment.

KMBI Junction City, Tex.—Kimbly County Bestg. Co. License to cover CP changes in frequency control equipment.

WLEV-BT Bethel, Pa.—License to cover CP new commercial tv station.

Modification of CP

KOOL Edmunds, Wash.—King’s Ltd. Med. CP new am station for extension of completion date.

KLFT TV Lathrop, La.—Canella Bestg. Co. Med. CP new commercial tv station for extension of completion date.


KYTV (TV) Kirkville, Mo.—KBHZ Inc. Med. CP new commercial tv station for extension of completion date to 3-30-59.


KSCU (FM) Santa Clara, Calif.—S. of Santa Clara. Med. CP new educational tv station for extension of completion date.

WHYN-TV Farmingdale, N.Y.—Hampton-Hampshire Corp. Med. CP new commercial tv station for extension of completion date to 12-5-55.


WRBC-TV Clarion—Radio Cincinnati Inc. Med. CP changes in existing tv station for extension of completion date to 2-1-55.

Remote Control

WLFA Lafayette, La.—Radio Dixie. Application for remote control operation of trans.

KSLO Opolousa, La.—KSLO Bestg. Co. Application for remote control operation of trans.

License Renewal

Following stations filed applications for license renewal:


Application Returned


September 13 Applications

Applications for Filing

Remote Control

Following stations filed applications for remote control operation of their transmitters:

KSEI SYRACUSE—KSEI Inc. License to cover CP new am station.

KRLR Burlington, Iowa—KRLR Inc. License to cover CP new am station.

KFKQ Minneapolis, Minn.—KFKQ Inc. License to cover CP new commercial tv station.

WSSW Chicago, Ill.—Walker Bestg. Co. Med. CP new tv station for extension of completion date.

WKLS-TV Burlington, Vt.—License to cover CP new commercial tv station.

Modification of CP


WBYO-TV Fort Dodge, Iowa—WBYO Inc. License to cover CP new am station.

WNBC Chicago, Ill.—NBC. License to cover CP changes in existing commercial tv station.

WAAM (TV) Baltimore—WAAM Inc. License to cover CP changes in existing commercial tv station.

Modification of CP

WRYW-TV Princeton, Ind.—Southern Indiana Telecasting Inc. Med. CP new commercial tv station for extension of completion date to 3-11-55.

MAGNECORDER M30

The first professional tape recorder at a popular price. M30 costs under $300, yet meets the high standards that make Magneacorder the most widely used of all professional tape recorders. M33, slightly higher in price, includes built-in speaker.

MAGNECORDER M80

The finest production tape recorder built, surpassing any comparable recorder in every performance specification. M80 offers 15 kc response at 7 1/2 ips., a full line of accessories, and such valuable operating features as slot loading, automatic tape lift, and remote pushbutton control.

Your dealer is listed in the classified telephone directory.

MAGNECODER, INC.

1101 S. KILBOURN AVE. • CHICAGO 24, ILL. • DEPT. 81-9

Broadcasting • Telecasting
September 16 Applications

September 17 Decisions

**ACTIONS ON MOTIONS**

The following actions on motions were taken as indicated:

- **By Comr. E. M. Webster**
  - Chief, Broadcasting: Filed an application for permit for an extension of time to Sept. 30, to file a response to a Petition for Intervention, by Metropolitan Television Co. (ROA), Denver, Colo., in proceeding 74 application of WAEL, Kansas City, Mo. (Docket 10957; IDP-914) (Action of 9-16).
  - Modification of CP
  - KUFT (FM) Salt Lake City—Utah Bestg. & Ty Co. Mod. CP new FM station for extension of completion date.
  - KMJ (TV) Fresno, Calif.—McGladrey Bestg. Co. Mod. CP new commercial TV station for extension of completion date to March 1965.

**ACCEPTED FOR FILING**

- Renewal of License
  - Following applications filed for renewal of license: WHEI-FM Rock Hill, S. C.; WIFM-FM Bttn, N. C.

- Remote Control
  - Following stations filed applications for remote control operation of their transmitters: WAPX Montgomery, Ala.; WKN Kansas City, Mo.; KRMN Mason City, Iowa; WHAL-FM Raleigh, N. C.

- Modification of CP
  - WISH Indianapolis—Universal Bestg. Co. Mod. CP new commercial TV station for extension of completion date.
  - WABE Mayaguez, P. R.—Marie Acoreta, Mod. CP for change in facilities for extension of completion date.
  - KERO (TV) Bakersfield, Calif.—Mod. CP new commercial TV station for extension of completion date to 5-7-55.
  - KTU (TV) Stockton, Calif.—San Joaquin Telecasters, Mod. CP new commercial TV station for extension of completion date to 9-1954.
  - WMMF (TV) Milton, Pa.—Northwestern WV Bestg. Corp. Mod. CP new commercial TV station for extension of completion date to 5-7-55.
  - WISH-TV Indianapolis—Universal Bestg. Co. Mod. CP new commercial TV station for extension of completion date to 5-28-56.

- WMTY (TV) Wilmington, N. C.—WMDT-TV Inc. Mod. CP new commercial TV station for extension of completion date to 9-29-56.

- WTOK-AM Tallahassee, Fla.—Radio Station for extension of completion date to 9-26-56.

- WAFL (AM) Miami, Fla.—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.

- WOR (AM) New York City—Broadcasting license for extension of completion date.

- WJZ (AM) Baltimore, Md.—In response to the application of the station's licensee for an assignment of frequency to an extra community, the commission granted the petition and assigned the frequency.
September 17 Applications

ACCEPTED FOR FILING

Renewal of License

Modification of CP
WFTF (TV) Atlanta: - Premier TV Inc. Mod. of CP of new commercial TV station for extension of completion date.

WMJR-TV New Orleans - Supreme Bestg. Co. Mod. of CP of new commercial TV station for extension of completion date.


WGDO-TV Endalk, Okla.-Streets Electronics Inc. Mod. CP commercial TV station for extension of completion date to 1-31-65.

WLTV (TV) Wheeling, W. Va.-Polan Indus. Corp. Mod. CP new commercial TV station for extension of completion date to 4-1-65.

WUNC-TV Chaste Hill, N. C.- of North Carolina. Mod. CP new educational TV station for extension of completion date to 11-6-64.

September 21 Applications

ACCEPTED FOR FILING

Remote Control
Following stations filed applications for remote control operation of their transmitters: KAMO Rogers, Ark.-WTVK Little, Ark.

License Renewal

Modification of CP
WBBK (TV) West Palm Beach, Fl.-WBBK (TV) Inc. Mod. CP as mod., which authorized new station for extension of completion date.

WHTY (TV) Wilmington, N. C.-Wilmington TV Corp. Mod. CP new TV station for extension of completion date.

APPLICATIONS RETURNED


September 20 Applications

ACCEPTED FOR FILING

License

Remote Control

License for CP
WHFM (FM) Rochester, N. Y.-Straberg Cart- ton Co. License to cover CP for changes in licensed station.

WDTV (TV) Pittsburgh, Pa.-Allen B. DuMont Labs., Inc. License to cover CP for changes in licensed station.

Modification of CP
WCHS-TV Charleston, W. Va.-Mod. of CP for new TV station for extension of completion date to April 27, 1955.

WFTV (TV) Orlando, Fla.- WEAS Inc. License to cover CP for new TV station for extension of completion date of Apr. 27, 1955.

WQJZ-TV Jacksonville, Fla.-Southern Radio & Equipment Co. Mod. of CP of new commercial TV station for extension of completion date to 4-12-55.

September 22 Decisions

BROADCAST ACTIONS

The Commission returned application for renewal of license: WOCF-TV McComb, Miss.

Granted Extension
WOSA Wauau, Wis.-Alvin E. O'Konski. Granted extension of time from Dec. 31, 1954, to operate from present studios in Merrill, Wis., pending completion of main studios in Wauau.

WUAU Wauau, Wis.-David O'Konski. Granted extension of time for new equipment.

The Commission returned application for renewal of license of WOOG-TV Grand Rapids, Mich., to as amended (now li- censed on that channel but is operating on same with STA on channel C. (c) w. subject to show cause order) and is subject to issuance of new license upon completion of au- thorized construction on ch. 8.

Renewal of License

Application Returned
Providence, R. I.-E. Anthony & Sons. Re- turned application for new TV station on ch. 12 since facility is no longer available there.

September 22 Applications

ACCEPTED FOR FILING

License for CP
KSEG Sitka, Alaska-Voice of Sheldon Jackson Inc. License to cover CP new station.

WLAK Lakeland, Fla.-Lakeland Bestg. Corp. License to cover CP change daytime power.

WTSL Valleyview, Pa.-Donald W. McFettrich. Li- cense to cover CP new station.

WKJ Jackson, Miss.-Dixieland Bestg. Co. Licen- se to cover CP change facilities of existing station.

KTLD Taibah, La.-J. C. Kort. License to cover CP new station.

WOAK Ridge, Tenn.-Al-Mart Corp. License to cover CP changes in facilities existing station.

WNTA Charlottesville, Va.-Charlottesville Bestg. Co. License to cover CP changes in facili- ties existing station.

Modification of CP
WDJW (TV) Botton-J. D. Weather Jr. Mod. CP commercial TV station for extension of completion date to TV broadcast station.

License Renewal
Following stations filed applications for license renewal: KABC-AM Los Angeles; KTIV (TV) Los Angeles; KRTV (TV) Los Angeles; KGO (TV) San Francisco; KPIX (TV) San Francisco.

License Application for Assignment of CP

September 21 Decisions

BROADCAST ACTIONS

The Commission, by the broadcast Bureau, took the following actions and is shown: WJUD (TV) Brooklyn, N. Y.-的时间里.

Actions of Sept. 17
WLBR DeKalb, Ill.-DeKalb Radio Studios Inc. License to cover CP new station on ch. 2. (But no remote control) The following were granted mod. of CPs for extension of completion dates as shown: WCHS- TV Greensboro, N. C.: WPTV (TV) Endalk, Okla., to 4-15-55; WMTG (TV) Abingdon, Va., to 5-15-55; KCHC (TV) Cedar Rapids, Iowa, to 4-15-55; WBDL (TV) Champaign, Ill., to 4-15-55; WISN Milwaukee, Ind., to 3-20-55; WAEF Mayaguez, P. R., to 12-15-54.

Actions of Sept. 16
The following grants were granted to grants held to operate transmitters by remote control: KSLO Opelousas, La.: KSOM-AM, FM, Pocatello, Idaho: WLFA Lafayette, Ga.: KYVD Fort Dodge, Iowa: WTVH TV Harrisburg, Pa.: WKJQ Kleeke, Ill.: WRAL-FM Raleigh, N. C.: WAPX Mont- gomery, Ala.

The following were granted mod. of CPs for extension of completion dates as shown: WUNC- TV Wilmington, N. C., to 4-15-55; WGBW-FM Hill, N. C., to 4-15-55; WBTY Raleigh, N. C., to 4-15-55; WLTV (TV) Wheeling, W. Va., to 4-15-55; WABQ (FM) Evanston, Ill., to 4-15-55; KEVO-TB Bankfield, Calif., to 4-15-55.

Actions of Sept. 15
The following were granted the authority to operate transmitters by remote control: KSLO Opelousas, La.: KSOM-AM, FM, Pocatello, Idaho: WLFA Lafayette, Ga.: KYVD Fort Dodge, Iowa: WTVH TV Harrisburg, Pa.: WKJQ Kleeke, Ill.: WRAL-FM Raleigh, N. C.: WAPX Mont- gomery, Ala.

The following were granted mod. of CPs for extension of completion dates as shown: WUNC- TV Wilmington, N. C., to 3-15-55; WDEF-TV Charleston, S. C., to 3-15-55; WRAY-TV Princeton, Ind., to 3-15-55; WKBW-FM (FM) Evansville, Ind., to 4-15-55; WAPF-TV San Juan, P. R., to 4-15-55; KYTV (TV) Bellingham, Wash., to 4-15-55; W2WS (TV) Evanston, Ill., to 4-15-55; KGDM Edmonds, Wash., to 4-15-55; WJAU Philadelphia, Pa., to 4-15-55.

Appraisals - Negotiations - Financing

BLACKHAM - HAMILTON COMPANY

WASHINGTON, D. C.

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Radio-TV Newspaper Brokers

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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$3.00 minimum.
All other classifications 30¢ per word—$4.00 minimum • Display ads $5.00 per inch.
No charge for blind box number. Send box replies to:
BROADCASTING • TELECASTING, 1735 DeSales St. N.W., Washington 6, D. C.
Applications: If transcription or bulk packages submitted, $1.00 charge for mailing (Forward remittance envelope, to be returned immediately. See box number.) October 7 and 8, 1954.

Help Wanted—(Cont’d)

Help Wanted—(Cont’d)

Salesmen


Established network station needs commercial manager for New York area. Excellent salary plus commission. Box 396F, B-T.

Texas station needs additional salesman. Straight salary plus excellent opportunity for man formerly P.0. or who wants to earn more money. Box 702E, B-T.

Representatives needed all regions to sell telephone features on commission basis. Box 744E, B-T.

Local salesman—$400.00 a month draw against local cost of goods. Needs 600 watt network affiliate in metropolitan area. Must sell to produce excellent income. Box 750E, B-T.

Experienced salesmen-announcer for 7kw southern independent. Prefer southern who is looking for permanent position in a one station market. Complete details to Box 760E, B-T.

Experienced salesmen for southern station. Draw for first phone. Excellent opportunity for man who wants to earn more money. Box 780E, B-T.

If you can announce and sell radio advertising, if you love money more than beautiful studios, if you are sober and are willing to work hard, you should answer this ad and tell all about yourself and your background. Earning potential for right person. Key Foxcom, Commercial Manager, KPON, Pampa, Texas. Phone 4-7461.

Lifet ime opportunity—growing midwest MUSAK franchise needs top salesman. No investment but $300 a month draw for first six months. Box 770E, B-T.

Wanted, experienced salesman who is interested in permanent, good paying position. Must have proven experience and solid references in small southwestern city. No high pressure selling. Working extra hours desired. Send full information and references first letter. Box 790E, B-T.

If you are an announcer, and have a good character, we have an excellent permanent position for you. Liberal commissions with guaranteed draw. Prefer man from southwest. No drifters please! We want permanent man. Income unlimited for right person. Key Foxcom, Commercial Manager, KPON, Pampa, Texas. Phone 4-7461.

We need two top-flight men to sell radio. Prefer background, Earnings unlimited. Good salary plus commission. WAFB Radio, Baton Rouge, La. Box 1615.

Wanted: Experienced salesman for new daytimer in market. Must be energetic, polished and reliable. Excellent proposition for hard working family man that wants to work and live in fine city. Send box replies to John Green, Station WSRC, Durham, North Carolina.

Experienced top-flight immediately. Must want to work hard, be live in exl. Professional, wealthy small college town. Permanent. You probably have now reached your limit and your employer will regret losing you. New station, WWBG, Bowling Green, Ohio. Phone 4-3534.

Announcers

1st combo, salesmen and announcers. Indiana. Box 459E, B-T.

Florida: Start announcer-DJ who can specialize as jubilee DJ. Chance to sell on your show. Send tape and resume. Box 523E, B-T.

Television

Managerial

UHF permittee in large midwestern market requires services of general manager, commercial manager and program director. Replies held in strictest confidence. Please list experience and compensation desired. Station to be on air in six to eight months. Box 770E, B-T.

Salesmen

Splendid opportunity for aggressive, experienced TV, FM, midwest radio station. Good propo- sition for right man. Box 780E, B-T.

Technical

Openings for experienced, first class, tv transmitter, operating and maintenance engineer—vhf. Apply: Box 1615.

Midwest 100,000 watt pioneer tv station wants experienced engineer with first phone. Up to $350 plus per hour to start depending on experience. Wage contract with graduated increases. Send photo—employment history—references. Box 795E, B-T.

Help Wanted—(Cont’d)

Needed October 1, chief engineer who can announce. Send letter and tape to Radio Station KMHT, Marshall, Texas.

Wanted: Engineer-announcer, permanent position, no dealers, best of working conditions, $95.00 for 40 hours. Send tape, KFOW, Powell, Wyoming.


Chief engineer-announcer. Gospel daytime station. Call or write, Fred Staples, WCRB, Cheraw, South Carolina.

Assistant chief engineer . . . advancement to chief in near future. Responsible position for a responsible, capable engineer with experience and references to John L. Hunter, WNNK, 5 kw regional, Muskegon, Michigan.

Engineer, first ticket, immediately to supplement staff. Position for man with some experience who wants to continue his career with serious network. Extra liberal opportunity. WWBG, Bowling Green, Ohio. Phone 2-1554.

Production-Programming, Others

Newman, some experience, radio or newspaper. Station interested in local coverage, no announcing. Box 610E, B-T.

Livewire program director wanted for NBC affiliate. Excellent paying opening immediately. Engineering ability and prefer this to engineering. Permission to work on own. Box 722E, B-T.

Commercial position available with vhf television station in Detroit, Michigan. Send work samples, photo and references. Good deal for right applicant. Box 660E, B-T.

Production-Programming, Others

Commercial position available with vhf television station in Detroit, Michigan. Send work samples, photo and references. Good deal for right applicant. Box 660E, B-T.
Managers

Announcing or staff, or both. Thorough professional and academic background theatre, music, arts, radio, TV. Bachelor American Academy, Columbia Theatre Wing Member AFTTA, Full Disclosure, B.A., M.A. (music, art). Partial PhD, Combat veteran, single. Prefer Direct, motors, conduct, announce, act, sing, MC, continuity, copy, commercial art, layout; news, classical DJ. Box 792E, B-T.


Announcer, strong news, music, commercials. Presently pressing sales experience. Veteran, single, will travel, tape, resume. Box 784E, B-T.

Announced staff, play-by-play, DJ, seeks permanency with fulltime midwest independent. Married. Box 786E, B-T.

Experienced announcer, excellent news, commercials. DJ, Information on request. East or south. Box 735E, B-T.

Young, ambitious, Midwestern graduate. Staff announcer, news, DJ, operate console. Travel, tape. Resume. Box 761E, B-T.

Announcer-writer, Midwestern graduate. Strong on news, commercials, photo, resume. Will travel. Box 791E, B-T.


Graduate from SNL, wishes position as radio announcer. Good reference. Box 799E, B-T.

Announcer, destitute position with radio-television. Presently employed New York City with leading network in administrative position. Will relocate. New England or midwest preferred. Tape and resume available. Box 800E, B-T.


Our program director, eight years experience, with us 3 yrs., desires advancement opportun- ity as PD-announcer, contact: Sam Blessing, KMAN, Manhattan, Kansas.


Staff announcer: Light experience—strong on commercials—news—will travel. VICTOR DAVIS, 600 W. 110 Street, New York, N. Y.


announcer-writer, strong news, commercials. Immerse—announcer, Joe Lynch, 105 Elmwood Drive, Clifton, N. J. Phone MULLINS-6941.

Staff announcer, limited experience. Edward Hickey, 321 E. 43 Street, New York City.

Negro staff announcer—DJ. Operate console. Write copy, continuity. Tape, photo, resume on request. Columbus Jenkins, 1802 W. 25th Street, Chicago, III. Canal 6-4291.


Staff announcer—news—sports, deejay, sports, deejay. Good man seeking good position. Box 765E, B-T.

Announcer-DJ, 21, draft exempt, single, college grad, poet, playwright. Experience: Tape and disc recording, board, continuity, sports, news. Prefer New York or Midwest. Box 750E, B-T.

Announcer, newscaster, staff, DJ, sports. Versatile and dependable. Definitely experienced. Box 715E, B-T.

Baseball 1945. Top-flight sportscaster did major league reb-rea-creations play-by-play, available. Box 763E, B-T.

First phone. Want announcing or engineering position. Prefer West Coast. Box 747E, B-T.

Announcer, experienced, radio-television NBC trained; Columbus graduate; married. Box 748E, B-T.

Announcer, newscaster, staff, DJ, sports. Versatile and dependable. Definitely experienced. Box 715E, B-T.

Announcer-DJ, 21, draft exempt, single, college grad, poet, playwright. Experience: Tape and disc recording, board, continuity, sports, news. Prefer New York or Midwest. Box 750E, B-T.

Top TV-radio announcer—news, sports, deejay. Good man seeking good position. Box 765E, B-T.

Announcer, thoroughly experienced, news, spe- cial events, travel, etc. Five years change management. Box 705E, B-T.

Staff announcer—recent graduate. Strong on news, DJ. Can relocate. Box 770E, B-T.

Technical

腈 Engineer—First phone license. Technical school graduate. 21/2 years experience transmitter, including uhf. Box 792E, B-T.

Engineer, first class ticket. Ambitious, excellent references. Progressive station anywhere. Box 742E, B-T.

Engineer, experienced. Chief maintenance, remote construction. Box 746E, B-T.

Station reorganization makes available 1st class engineer-announcer, presently chief 21/2 years. Family man desiring permanency. Recommend highly. WMET, Moundville, Alabama.


First phone, second telegraph, ship radar, and ham. Single, 21, physically and conscientious worker. Have car. Edward Jenkins, FND No. 19, Box 81, Louisiana, Texas. Phone 3-8880.

Production-Programming, Others

Newman, with light experience, needs job in middle-west or west. Experience in rewrite, spe- cial events and news delivery. Married. Prefer personal interview. Box 738E, B-T.

Re-enlistment bonus isn’t enough! Program di- rector, emcee, announcer for regional overseas Army Radio Network must relocate in January. Happily married to broadcasting for 6 years. Desires position as a new program director. Announce, manage, PD, or DJ. Pre-service metro- politan show “Hollywood Tonight” for American National Broadcasters. 300 letters a week. Southern California, upper midwest preferred. Upper-class car. Tape and resume pronto. You’ll be so nice to come home to! Write Box 792E, B-T.

Successful, experienced PD seeks executive position in larger station. Best references. Box 772E, B-T.

Program director—9 years experience, 27, B.A. degree. Best references. Box 807E, B-T.

Available: Recently fired, touchhole suffering news and sports director. Box 808E, B-T.


Continuity director—radio-television. Married. Residence: details. P. O. Box 1816, Ponte City, Oklahoma.

Television

Marketing


Situations Wanted—(Cont’d)

**Qualified! Twenty years successful advertising and managerial experience—newspaper, radio and television. Permanency and future all important. References of highest character. Full personal and business history plus reason for change. Available weekend interview—always—your expense. Box 7682, B-T.**

**Salesmen**

Experienced radio and tv salesman desirous locating with station. Will travel anywhere for the right opportunity. Excellent references. Contact: Frank Smythe and record ... both in radio and tv. Box 614E, B-T.

**Announcers**

Experienced, capable tv staff announcer, presently employed. Strong voice, face, timing, direction, selling, production. Photo, tape, resume and references, available on request. Box 7659, B-T.

**Production-Programming, Others**

Producer-director, currently employed, desires similar position. Experienced all phases television production and announcing. Young, single and ambitious. Present employers best references. Box 6972E, B-T.

News directors, young, experienced radio-television-film, currently employed by large station, excelent references; have developed original and programing, selling, idea, ideas. All details on request. Box 6662E, B-T.

Experienced cameraman—presently employed. All studio operation, video, audio, lighting, floor manger, some directing. Desires position—operations-production. Box 704E, B-T.

**DO YOU NEED COMPETENT HELP?**

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in a number of the following fields:

- **Announcers**
- **Writers**
- **Camera Assistants**
- **Boom Operators**
- **Floor Directors**
- **Copy Writers**
- **Film Editors**
- **Salesmen**

Remember, our service is FREE. We are not an employment agency. We simply supply you with graduates who have been screened for ability and willingness to work. Write John Hill, Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

Situations Wanted—(Cont’d)

**Got CP? Thoroughly experienced PD put two stations on air. Can do same for you. Box 7735, B-T.**

FD, six years experience radio-TV seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 7745E, B-T.

Young man, college graduate, currently associated with leading tv network in administrative position, desires affiliation with agency tv-radio department or similar position. Experience, production, acting, announcing. Box 802E, B-T.

Program-production manager, 9 years experience, 27, B.A. degree. Best references. Box 6982E, B-T.

Film editor-director, presently employed 100 kw vhf, forced to relocate midwest or east due to family commitments. Desiring film production experience. Know-how to efficiently yet economically operate film department. Charles Dely, KCEN-TV, Temple, Texas.

For Sale

** Stations**

$39,000 down to handle 1000 watt single station midwest independent. A dream for single or partnership operation. I earned $30,000 last twelve months as single owner. Even greater potential with more competent salesmen. Box 7162, B-T.


Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

**Equipment Etc.**

298 ft. Blaw-Knox E-40 heavy duty tv tower. In storage, never erected. Box 604D, B-T.

For Sale. 560 ft. 3½" Andrew 452 line. 6, 3½" 90' bends, 3, 1½" to 3½" reducers, 1, 3½" end seal 8, 3½" support hangers. Make offer. Box 3896E, B-T.

RCA TF 5A tv antennas for channels 4, 5 and 6. Like new. Available at almost half cost, boxed ready for delivery. Make offer. Box 6061E, B-T.

600 foot television tower. Will support any vhf 12 bay antenna. Equipped with 610 coax line and all fittings. Also complete tower lighting. A bargain. Box 7735, B-T.

Complete RCA equipment for 1 kw uhf television station original cost $125,000.00, yours at 50% on the dollar. Box 7741E, B-T.

For sale 2 DuMont stabilizing amplifiers with remote control panels. DuMont type 305a oscillo-scopes, two Craftsman tv receiver chassis with all tubes, reducer cone for RCA dummy load microphone, Simpson voltmeter, make offer. Box 7422E, B-T.

One Collins T-20 transmitter cabinet with necessary equipment for effective control. Write or call Dexter M. Ferry, Chief Engineer, KYXV, McAlester.

315 foot Wincharger tower ready. Good points. $7,500 new, $5,750. WDIA, Memphis, Tenn.

Two RCM vertical pick-ups $50.00. Magenite recorder, slightly used, modified for low impedance mike. Best offer. Chief Engineer, WFLD, Farmville, Virginia.

Commercial, crystal and new or replacement broadcast crystals for all Western Electric, RCA, holders. Consist of frequencies, crystal, removing etc., latest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone Prospect 3-3061.

**Wanted to Buy**

** Stations**

Broadcasters with 22 years in business wants to buy or lease radio station, small or medium market, east, south, midwest. All replies confidential. Box 7985E, B-T.

Experienced radio operator wants to buy all or part of radio station in a city of 60,000. Prefer. N. C. S. C., Virginia, Florida, Kentucky. Replies confidential. Box 7918E, B-T.

Do you have small or medium market radio station in middle-west or west? Experienced broadcaster wishes to buy. Write to resident operator confidential. Box 8612E, B-T.

**Equipment Etc.**

Wanted used broadcasting transmitter, 1900 watts or less. Write Chief Engineer, KSFW, or call 4614 Council Bluffs, Iowa.

**Wanted to Buy**

Clark phase monitor, type JF-108A ($31.05, 1420 510). Three shaded, insulated starting switches (32 93c 5) fuse sampling lines RG10U4, three 510 each, 1600-12" transmission line: field intensity meter, RCA Upe W2110A, Box 7942, B-T.

Wanted frequency monitor in good condition for fm station. Contact Radio Station WSAM, Saginaw, Michigan. Telephone 2-6181.

**Help Wanted**

**Announcer**

We need a good, seasoned, all-around announcer who is ready to move-up as a solid news and special events man. Must be anxious to run the department and willing to make a name for himself in a good-sized inland Massachusetts city. Send tape immediately with first letter to Box 754E, B-T.

CALIFORNIA RADIO STATION NEEDS FARM PROGRAM MAN

Experienced top-flight farm program announcer for ten-part series of educational programs. Ideal California market. Must have knowledge of farm programs, a good working knowledge of farm program content and what it takes to command listening by farm audience. We operate in program department writing commercial copy and doing other on the air work with emphasis on farm programs. First phone helpful but not necessarily. Send complete resume including schooling, all jobs held, references, photo and tape cut at 7½ rpm to Radio Station KBW, Salinas, Calif.

**Television**

Help Wanted

**Production-Programming, Others**

HEAD OF FILM DEPARTMENT WANTED by Metropolitan TV Station

Must have experience in supervision of film cutters, librarians, etc. and thorough knowledge of the tv film market. A permanent opportunity for qualified man. Address all replies to Box 8682.

**Wanted to Buy**

** Stations**

Useful 80 foot tower, various types, for sale. Write: Commercial Broadcasting Co., 2410-3901.

**Equipment Etc.**

Commercial, crystal and new or replacement broadcast crystals for all Western Electric, RCA, holders. Consist of frequencies, crystal, removing etc., latest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone Prospect 3-3061.

**Situation Wanted**

**Managerial**

TOP AM-TV EXECUTIVE

20 years experience. Currently employed on one of the highest rated daytime AM-TV programs. Experienced in every phase of AM and 2 years experience in writing and production of TV programs. Would like to leave so-called "Big Time" for peace and security in average market, preferably West or Northwest. Can manage, direct programs, handle public relations or sales management. Much contact with agencies; could handle top spot in radio-TV department. Salary dependent upon location and future. Box 800E, B-T.
BARNEY GOLDMAN
is out of a job

ZIV's whirlwind sales rep. from 1941 to '50; then exec. with a big mid-western dairy and finally general sales manager for Guild Films
IS OUT OF A JOB!

A million dollar annual operator with a terrific background of mid-west radio and TV contacts. Available for "immediate delivery," University background... married... 3 children. Rare to go and ready to produce. "I'm tired of loafin'"... get in touch with
BARNEY GOLDMAN
626 Washington
Ph: Wilmette 4928
Wilmette, Illinois

TELEVISION MANAGER

Available October 1st

Broad experience and responsibilities as V.P., Director, Stockholder and Commercial Manager of one of Nation's leading TV stations in major market. Widely known throughout industry, outstanding record of accomplishments. Highly thought of by own staff, as well as by top network and agency executives. Excellent knowledge of all phases of TV, including engineering and programming. Currently is responsible for 50,000 watt radio, CBS, and over fifteen years in advertising, sales and sales promotion, and still under forty. Family man, willing to relocate for right opportunity—VHF frequency preferred. Now available for personal interview.

Box 813E, B-T

GENERAL MANAGER

SALES MANAGER

Available now, top flight AM or TV Station or Sales Manager; seven years experience in metropolitan, competitive markets and proven knowledge sales, programming and station operation. Heavy on sales emphasis. Desire base, commission, arrangement. Married. Resume on request.

Box 811E, B-T

NEWSCASTER

NEWSCASTING that's colorful, warm, authoritative, distinctively different, plus entertaining been-soon heard highest ratings & A-1 sponsors at 6 & Midwest met where I've employed. Long, thorough experience.8 Hit all objectives. Will produce. (Radio & TV) I'm almost guaranteed with you. Excellent references. Want major market. Radio or TV. Where my ability & work investment can produce greater returns.

Box 856E, B-T

For Sale

Equipment Etc.

AVAILABLE IMMEDIATELY

UHF-TV TRANSMITTER

CHANNEL 38

If you're building a UHF station or satellite, this is for you! A perfect-condition, almost-new unit, ready for action! Includes RCA-144 15W UHF transmitter, RCA-TC101 control console, side band response, audio analyzer, visual demodulator, transmission lines, dehydrator, 90-degree elbows, adaptors, cover plates, gas stop, etc. For complete details, contact

GREAT PLAINS TV

4 West 5th Street, New York, N. Y.

TT-23-A GENERAL ELECTRIC

20KW TRANSMITTER INSTALLATION CONSISTING OF:

TT-6-E Driver
TF-4-A Amplifier
TC-28-H 12 Bay Antenna
1000 Feet Andrew T-453 Transmission Line
500 Foot Em. 6 RT Guyed Tower
Above equipment presently in use and may be seen in operation. Reason for selling: Building new maximum power plant for 1240-foot height. Will sell equipment separate, but will make special price for package sale.

KCUL-TV

Galveston, Texas

For Sale—(Cont'd)

For Sale—(Cont'd)

For Sale—(Cont'd)

FOR SALE:

8/828 Tubes
18/811 Tubes
1/829 B Tube
5/814 Tubes
4/600 Tubes

IMMEDIATELY

TOWERS
RADIO-TELEVISION Antennas—Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

WANT a TV or RADIO JOB? Trained announcers, producers, writers now in demand.

NATIONAL ACADEMY OF BROADCASTING

(Ext. 1934)
3338 16th Street N.W.
Washington, D. C.

Now or Later—

New Classes. Enroll soon.

RAD-TEL CONSULTANTS
1 Beekman Street
New York 6, N. Y.

WANTED TO BUY: ALL OR PART INTEREST RADIO-TV STATION

Experienced broadcaster with adequate financing wants to buy TV or Radio-TV property within the 40th to 80th market range; one now in black or could soon get there with more financing and know how. Will buy all or control. Prefer South or West, but will consider others. All replies held in strictest confidence.

Box 795E, B-T
WONDERING?

If you are wondering how to get the biggest TV audience in Kentucky and Southern Indiana—ASK YOUR REGIONAL DISTRIBUTORS!

Now you can quit wondering, pondering or “thinking” about what TV station to use in Louisville! Grab your telephone, and ask your distributors anywhere within 100 miles—

“What is your favorite Louisville television station?”

Lots of busy ad men have reached some quick and accurate conclusions this way. We bet you can, too!

WAVE-TV

CHANNEL 3 · LOUISVILLE
FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
NBC SPOT SALES, Exclusive National Representatives
TELESTATUS

September 27, 1954

Tv Stations on the Air With Market Set Count
And Reports of Grantees’ Target Dates

Editor’s note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (•) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set counts of their coverage areas. Where estimates diverge among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U.S. sets in use is unuplicated B-T estimate.

Stations not preceded by triangle (•) are grantees, not yet operating.

ALABAMA

Birmingham—
• WABT (13) NBC, ABC, DuM; Blair; 203,120
• WMBG (5) CBS, NBC; Earle; 743,620
• WJIN-TV (48) 12/10/52-Unknown

Decatur—
• WMST-TV (26) Walker; 15,642

Dothan—
• WTVY (9) 7/2/54-12/25/54

Mobile—
• WALA-TV (6) ABC, CBS, NBC; Headley-Reed; 22,860
• WKAB-TV (48) See footnote (4)
• WAGA-TV (11) NBC; Headley-Reed; 2/23/54-

Montgomery—
• WCIV-TV (20) ABC, CBS, NBC, DuM; Ray- mon; 56,460
• WSFA-TV (12) NBC; Headley-Reed; 2/23/54-

Murfreesboro—
• WEDM (•) 6/2/54-Unknown

Selma—
• WSAL (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
• KKWV (12) NBC; Raymore; 98,108

Phoenix—
• KOOL-TV (10) ABC; Hollingsbery; 98,108
• KPHO-TV (15) Katz; 98,108
• KTVM (3) 8/10/54-Unknown

Tucson—
• KOFO-TV (13) CBS, DuM; Hollingsoney; 30,526

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

New Starters

The following tv stations are the earliest to start regular programming:

• KTVX (TV) Muskogee, Okla. (ch. 8), Sept. 18.
• CKLW-TV Windsor, Ont. (ch. 9), Sept. 16.
• WLOL-TV Asheville N. C. (ch. 13), Sept. 18.

• KVQA-TV (4) ABC, NBC; Raymer; 30,228
• KIVA (11) NBC, DuM; Grant; 18,410

ARKANSAS

El Dorado—
• KRBB (10) 2/24/54-Unknown

Fort Smith—
• KPSA-TV (22) ABC, NBC, DuM; Pearl; 12,710
• KNAC-TV (3) Rampeau; 6/3/54-1/3/55

Hot Springs—
• KTVN (4) 2/19/54-Unknown

Little Rock—
• KARK-TV (4) NBC, DuM; Petry; 12,067
• KTVK (10) 10/10/54-Unknown
• KATV (7) See Pine Bluff

Pine Bluff—
• KATV (7) ABC, CBS; Avery-Knolle; 76,551

Texarkana—
• KCMC-TV (6) See Texarkana, Tex.

(Continued from page 106)

WEBY Milton, Fla.—Milton Besty, Co. Granted license for am broadcasting station; 1330 kc, 1 kw, DuM. (BL-5247)

KRLM Roswell, N. M.—Taylor Besty, Co. Granted license covering changes in facilities of new licensee for tv broadcasting station (BLCT-178).

KFDX-TV Wichita Falls, Tex.—Wichetx Radio & TV Co. Granted license for tv broadcasting station (BLCT-179).


WAVE-TV Loutilville, Ky.—WAVE Inc. Granted license covering changes in facilities of tv broadcasting station (BLCT-162).

KMI-TV Fresno, Calif.—McClatchy Bctg. Co. Granted license, mod. of cp for extension of completion date to 3-23-55.

ACTION ON MOTIONS

The following actions on motions were indicated as taken:

By Comr. E. M. Webster

WAPA Oak Park—Village Bctg. Co. Granted petition for leave to amend its am application (Docket 10610) to change name of applicant to partnership doing business under same name (Action Sept. 16).

By Examiner Hugh B. Hutchinson

Issued memorandum opinion, notice of hearing conference and orders, in re applications of Southern W. Va. Television Inc and Daily Telegraph Printing Co., for ch. 5 in Bluefield, W. Va. (Docket 1106-45); set aside “Preliminary Order Governing Hearing” issued by former Examiner, Clarence W. Hardy, on July 6, and cancelled his order continuing date for taking of testimony in this matter due to Sept. 18. Informal conference will be held in this proceeding Sept. 27 and formal conference Oct. 7 (Action Sept. 20).

By Examiner Fanny N. Litvin

Chief, Broadcast Bureau—Granted petition for indefinite continuance of hearing in re application of Western Bctg. Co. (KIFN), Phoenix, Ariz. for am facilities (Docket 10914; ERM-6194); and hearing conference now scheduled for Sept. 21 and hearing scheduled for Oct. 18 are continued without date until further order of Commission (Action of 8-30).


By Examiner William G. Butts

Chief, Broadcast Bureau—Granted petition to stay hearing now scheduled for Sept. 21 in re application of Port Huron Bctg. Co. (WLEW), Bad Axe, Mich. (Docket 10964), until decision has been rendered by Commission on motion pending for hearing which was continued without date (Action Sept. 17).

By Examiner Herbert Sharman


Gene McGehee’s FRIDAY NIGHT DANCE PARTY has an average Mail Pull of more than 1,000 pieces every week.

More factual proof that KEDD’s local programming is way out in front, in showmanship and production know-how.

“Dance Party” and KEDD’s other special features give you the most in home impact and increased sales on a local level!

See Petry for National or Regional Participation.
NEVER DREAMED OF SUCH COVERAGE
120,475

Television receivers are tuned to KHQA-TV — Channel 7 in Hannibal and Quincy, the land of Tom Sawyer and Huck Finn.

Bringing the rich Mississippi River Valley, with studios in both Hannibal, Missouri, and Quincy, Illinois, KHQA-TV offers the largest coverage in the tri-state area.

KHQA-TV
CHANNEL 7
CBS - DUMONT

represented by
WEED TELEVISION

Page 114 • September 27, 1954
Chicago:
> WBBM-TV (2) CBS; CBS Spot Slit: 1,696,519
> WGN (9) ABC; CBS; NBC; DuM; 1,696,519
> WFLD (14) ABC; CBS; NBC; DuM; 1,696,519
> WAND (12) ABC; CBS; NBC; DuM; 1,696,519
> WOPI (4) 2/9/53-Unknown
> WQAD (8) 3/23/53-Unknown
> WQAD (9) ABC; CBS; NBC; Spot Slit: 1,696,519
> WQAD (10) 2/10/54-Unknown
> WHBO (8) 11/15/53-Fall '54

Harrington:
> WSIL-TV (22) ABC; Walker; 20,000

Joliet:
> WJOL (46) Holman; 8/31/53-Unknown

Kankakee:
> Waketv (24) ABC; Everett-McKinney; 35,000

Kewanee:
> WTVP (17) ABC; DuM; Bolling; 70,000

Evansville:
> WTELE (2) 8/12/53-Unknown

INDIANA:

Bloomington:
> WIBW (4) ABC; CBS; NBC; DuM; Meeker; 260,657 (also Indianapolis)

Elkhart:
> WVPE (12) ABC; NBC, DuM; H-B; 132,000

Evansville:
> WTVI (16) ABC; NBC; DuM; Venard; 72,000
> WEHT (100) See Henderson, Ky.

Fort Wayne:
> WKYJ-GV (33) ABC; CBS; NBC; DuM; Raynor; 7,000

WANT (15) See Waterloo

Indianapolis:
> WFRN (4) CBS; NBC; DuM; Kats; 633,000

> WSIB (48) See Bloomington

> WJLU (99) ABC; CBS; NBC; DuM; Ramune

Muncie:
> WLYI (49) ABC; CBS; NBC; DuM; Holman; Walker; 71,300

Notre Dame (South Bend):
> Michiana Telecasting Corp. (46) NBC; 8/15/54-Unknown

Princeton:
> WBLA (50) See footnote (d)

South Bend:
> WSBT (34) CBS; DuM; Raymer; 195,291

Terre Haute:
> WTHL (10) ABC; CBS; DuM; Bolling; 144,267

Wabash (Fort Wayne):
> WABF (52) See footnote (d)

Tampa:
> WTAM (36) CBS; DuM; Katz; 653,000

Ames:
> WMTV (5) ABC; CBS; DuM; Weed; 240,000

Cedar Rapids:
> KXIC-TV (40) ABC; DuM; Venard; 116,444

> WMTV (2) CBS; Katz; 238,000

Davenport:
> KGCH (42) Free & Peters; 164,511

DeKalb:
> KGTV (11) ABC; Hollinger, 78,500

> WHIO (13) ABC; Free & Peters; 280,280

Coxea Broadcasting Co. (8) Initial Decision 8/26/54

Fargo:
> KQTV (21) Pearson; 42,100

Moline City:
> KGLO (3) CBS; DuM; Weed; 100,412

Shakopee:
> KCTV (36) 10/30/52-Unknown

Sioux City:
> WHO (11) ABC; Hollinger; 1,314,929

Toledo:
> KVV (5) ABC; CBS; NBC; DuM; Katz; 113,284

Wapakoneta:
> KWLW (7) ABC; CBS; NBC; Headley-Reed; 127,325

KANSAS:

Great Bend:
> KCTV (3) 3/14/54-Unknown

HOWARD E. STARK
WORKER AND FINANCIAL CONSULTANT
TELEVISION STATIONS

BROADCASTING • TELECASTING

THE SPOTLIGHTS ON WEHT IN THE EVANSVILLE MARKET

THRIFTY FIFTY PARLAYS CBS AFFILIATES INTO CASH SALES

No rash promises. No fabulous claims. Realistically scaled roles deliver the Evansville, Indiana market which we serve, and serve well, giving unduplicated CBS-TV coverage in an area isolated from VH PBS

Represented nationally by MECKER TV, INC. REGIONALLY BY ADAM YOUNG

ST. LOUIS, MO. WEHT Channel 50

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UPCOMING

CANADA

Hamilton, Ont.—
▸ CHCE-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
▸ CHCH (2) CBC, ABC, CBS, NBC, DuMont;
Hardy, Weed; 56,500
London, Ont.—
▸ CFLY (10) CBC, CBS, NBC, All-Canada,
Weed; 80,627
Montreal, Que.—
▸ CFTV (2) CBC French; CBC; 221,215
▸ CHBM (6) CBC; 221,215
Ottawa, Ont.—
▸ CBOT (4) CBC; 38,500
Quebec City, Que.—
▸ CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.—
▸ CKCK (2) CBC; All-Canada, Weed; 3,000
St. John, N.B.—
▸ CHSJ (4) CBC; All-Canada; 10,000
Sudbury, Ont.—
▸ CKSO (5) CBC, ABC, CBS, NBC, DuMont;
All-Canada; Weed; 9,102
Toronto, Ont.—
▸ CBEL (9) CBC, ABC, CBS, NBC, DuMont; CBC; 288,000
Vancouver, B.C.—
▸ CVID (8) CBC; CBC; 30,000
Winnipeg, Man.—
▸ CBWT (4) CBC; CBC; 5,000

MEXICO

Juarezt (El Paso, Tex.)—
▸ XEJ-TV (5) National Time Sales; 39,975
Tijuana (San Diego)—
▸ XSTV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 600; total cities with stations on air: 268. Both totals include XEJ-TV Juarez and XSTV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 33,710,932.

* Indicates educational stations.
† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,648 sets which WKBW-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky.; Last report was 200,544 on July 10, 1952.
(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B-T, Feb. 22]. CP has not been surrendered.
(d) The following stations have suspended regular operations, but have not turned in C&P's: WKBW-TV Mobile, Ala.; KHDV-TV Fresno, Calif.; KTHE (TV) Los Angeles; KDZA-TV Pueblo, Col.; KRWV-TV Portland, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFWT (TV) Duluth, Minn.; WQOC-TV Meridian, Miss.; KACY (TV) Pekin, Ill.; KSTM-TV St. Louis; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFGO-TV Atlantic City, N.J.; WECT (TV) Wilmington, N.C.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKFY-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

Shreveport TV Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim TV Corp. [KBLA (TV)]. Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for franchises.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV
Sept. 30 (7:45-8 p.m. EST): Jane Frosham Show, General Electric Co. Lamp Div., through BBDO.
Sept. 30 (8:30-9:30 p.m. EST): Shower of Stars, Chrysler Corp., through McCann-Erickson.
Oct. 4 (8:30 p.m.): Burns and Allen, alternate sponsors—Carnation Co., through Erwin, Wasey and B. F. Goddridg through BBDO.
Oct. 4-8 (10-10:30 a.m.): Garry Moore Show, participating sponsors.

NBC-TV
Oct. 8 (11-12 noon): Home, 8-minute pickup.
Oct. 10 (7:30-9 p.m.): Max Liebman Presents, "City Center Revue," Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.
Oct. 14 and each Thursday thereafter until Dec. 23 (9:30-10 p.m.): Ford Theatre, Ford Motor Co. through Walter Thompson.
Oct. 18 (8:30-9 p.m.) Tonight at 8:30, co-sponsored by Fort Motor Co. and RCA through Kenyon & Eckhardt.

[Note: This schedule will be corrected to press time of each issue of B-T.]
Adult Responsibility

THE COMMENTS of FCC Comr. Robert E. Lee regarding violations of the radio and television codes should be interpreted as a forecast of what may come if a small but unprincipled minority of radio and tv broadcasters persist in trying to gull the public. As reported in this issue, Mr. Lee is concerned about excessive commercialism, fraudulent advertising and bad taste.

It is not only advertising abuses that the government is scrutinizing. The Senate Subcommittee on Juvenile Delinquency reports it has received "thousands" of complaints about crime and horror programs, and the subcommittee presumably intends to investigate with a view toward deciding whether these are violations of the radio and tv codes.

Lamentably enough, there are ample grounds for the concern of Mr. Lee and the Senate subcommittee.

The advertising abuses with which Mr. Lee was dealing are especially evident. As he explained, they are being committed by a minority of stations, but they are profuse and objectionable enough to warrant corrective action.

Whether or not it can be proved that horror programs are a factor in juvenile delinquency, it cannot be denied that some of them are in questionable taste and, more importantly, are broadcast at hours of utmost convenience to youngsters. It will not come as news to conscientious broadcasters that both the codes suggest that crime-horror shows be aired after children's bedtimes.

In our view, television and radio have been used as convenient explanations for juvenile crimes which are traceable to far more complicated origins. The fact that a under-age thug says he learned how to murder by watching television does not explain why he murdered. The "why" is what the Senate subcommittee ought to get at.

But even if radio and tv cannot be proved to influence the juvenile crime rate, this does not relieve broadcasters of their responsibilities. To the extent possible, children's programs ought not only to entertain but also to enlighten.

Having a sense of ethics, no broadcaster can wish for additional regulation by the government. Radio and television are already oppressed by infinitely more government interference than any other communications medium. All broadcasters must unite in resisting when signs of additional regulation appear.

At the same time they must join in elevating advertising and program standards—not in fear of government reprisal but in awareness of the terrible responsibility they bear in operating instruments of unmatched power to influence the public.

Media Mortality

BECAUSE of the newness of television, great emphasis has been placed upon the mortality of stations unable to survive the rigors of competition. It was the main theme of the recent Potter Subcommittee hearings. It is destined to become a prime factor in the hearings by the Bricker Investigating Committee in the Senate, and it has been one of the FCC's most vexatious problems.

Nearly 100 construction permits (almost one-fourth of them VHF) have been turned in since mid-1952 when tv authorizations were resumed following the Great Freeze. But there are 400 tv stations on the air—all except 108 of them post-freeze.

What is overlooked in the reckoning are the mortality rates in other media. Most of these figures are hard to come by. But one has only to travel the highways to detect the decline in billboards. The number of magazines launched each year is rather substantial. The number that survive is negligible.

What about newspapers? Lee Hills, the able young executive editor of the Miami Herald and Detroit Free Press cited an interesting statistic or two in an address before the annual convention of the Stereotypers & Electrotypers Union in Miami a few days ago.

To quote:

"...newspapers are becoming fewer and bigger, with many of the big ones shrinking. The casualty rate is too high. Last year 22 dailies merged, leaving 82% of all towns and cities having newspapers with only one daily. Nearly 850 newspapers have disappeared in the last 25 years. Production and other..."
They PLAY to a Million cars a DAY!... via WWJ

BOB MAXWELL
6:30 to 9 A.M.

JIM DeLAND
5 to 6 P.M.

ROSS MULHOLLAND
1 to 2:30 P.M.—6:30 to 7 P.M.

Mornings, on their way to work—afternoons, on their way to shop—evenings, on their way home... for six of the heaviest traffic hours of the day, Detroit's one million car-radio owners are being serenaded by Detroit's "Big Three"—Maxwell, Mulholland and DeLand.

The popularity of the "Big Three" is easy to explain. They talk the language of their audiences, cater to their musical tastes, and drive home sales messages earnestly and persuasively.

That's why their client lists read like the "Who's Who" of local and national advertisers.

If YOU want to do a bigger sales job in the Detroit market, give the selling job to the "Big Three" on WWJ—Maxwell, Mulholland and DeLand. They've got the keys to a million cars.

See your Hollingbery man for facts and figures.
KMBC-TV

TALL TOWER in Operation Soon equipped for telecasting in color

1,079-foot tower . . . 316,000-watts power

As you read this page, work proceeds day and night on the new KMBC-TV tower and RCA transmitter installation in Kansas City. These new facilities make Channel 9 the undisputed BIG TOP TV station in the Heart of America. The predicted 0.1 mv/m coverage map, prepared by A. Earl Cullum, Jr., consulting engineer, shows how KMBC-TV increases the Kansas City television market by thousands of additional TV homes.

BIGgest power TOP most tower

With its tall tower and full power, KMBC-TV brings an entirely new value to television advertising in the Heart of America. No other Kansas City station gives you the unbeatable advantage of mass coverage plus the audience-holding programming of CBS-TV . . . the nation's leading network . . . combined with KMBC-TV's own great local shows.

Get on the CHANNEL 9 Bandwagon NOW!

Contact KMBC-TV or your Free & Peters Colonel for choice availabilities.

FREE & PETERS, INC.
National Representatives

Basic Affiliate
Kansas City's Most Powerful TV Station

ONE OF AMERICA'S GREATEST BROADCASTING INSTITUTIONS—Here Channel 9 (and Radio Stations KMBC-KFRM) originate some of the most ambitious local programming seen and heard in the Heart of America. TV facilities include 15-set TV studios, a 2600-seat theater, both RCA and Dumont studio cameras, RCA film cameras, telops, telejectors, film projectors, rear-vision slide projector, spacious client viewing room and two complete sets of remote equipment. Color telecasts can be handled from the new RCA 316,000-watt transmitter.

The BIG TOP Station in the Heart of America

Don Davis, Vice President
John T. Schilling, Vice President and General Manager
George Higgins, Vice President and Sales Manager

and in Radio it's KMBC, Kansas City, Missouri
KFRM for the State of Kansas