The KMBC-KFRM Radio TEAM

KMBC of Kansas City serves 53 counties in western Missouri and eastern Kansas. Four counties (Jackson and Clay in Missouri, Johnson and Wyandotte in Kansas) comprise the greater Kansas City metropolitan trading area, ranked 15th nationally in retail sales. A bonus to KMBC, KFRM, serving the state of Kansas, puts your selling message into the high-income homes of Kansas, sixth richest agricultural state.

Whether you judge radio effectiveness by coverage pattern, audience rating or actual cash register results, you'll find that the Team leads the parade in every category.

It pays to go first-class when you go into the great Heart of America market. Get with the KMBC-KFRM Radio Team and get real pulling power! See your Free & Peters Colonel for choice availabilities.

The KMBC - KFRM Radio TEAM - 1st in the Heart of America

Basic CBS Radio

DON DAVIS
Vice President

JOHN SCHILLING
Vice President and General Manager

GEORGE HIGGINS
Vice President and Sales Manager
ESSO STANDARD OIL COMPANY

Traditionally in the Public Confidence...

Esso products are taken for granted by American motorists. It's the public's way of expressing complete confidence in Esso service and products. In many respects, this is a high form of tribute paid to Esso's men of science. Petroleum scientists and skilled laboratory technicians, assisted by the most modern scientific equipment, search out the answers to problem-free motoring and improved car performance. Havens & Martin, Inc., Stations have their specialists, too, devoted to turning ideas into sales for advertisers on WMBG-WCOD-WTVR. Programming research and vigorous imagination, tested by audience reaction, have built up a large and responsive following throughout Virginia on Richmond's only complete broadcasting institution, WMBG-AM, WCOD-FM and WTVR-TV. Join with confidence the First Stations of Virginia for your advertising needs in one of the South's richest areas.
Now You Can Buy
MAXIMUM COVERAGE
AT MINIMUM COST

KEYD-TV is “keyd” to low cost selling of this rich metropolitan and rural market—a 62 county area of over 480,000 TV families, including large cities and suburbs, prosperous towns, and most of Minnesota’s richest farming area. Minneapolis-St. Paul’s new 316,000 watt Channel 9 station, will begin telecasting on January 9th. KEYD-TV will have Dumont network, augmented by top films and news and sports programs “keyd” to local interest. A complete RCA installation, the newest, most modern drive-in studios, complete remote equipment, and a maximum power transmitter, located in the Foshay Tower, will assure the best in TV production and reception.

On January 9 the Upper Midwest will be tuning to...

Ask Your H-R Representative About KEYD-TV's "Incentive" Rates.
KRLD...Dallas' No. 1 push-button station

38 OUT OF 39
New car dealers tune all push-button radios to KRLD because of popular demand.

KRLD'S TREMENDOUS PUSH-BUTTON AUTOMOBILE RADIO AUDIENCE... TOO BIG TO BE OVERLOOKED...

424,412 automobiles are registered in Dallas and Tarrant Counties alone...

More than nine-out-of-ten post war autos are now radio-equipped
(BAB...1953)

"The World's Greatest Names and Shows"
EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA

OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
THE DALLAS TIMES HERALD STATIONS
Exclusive Representative: THE BRANHAM COMPANY

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President
TWO PROBES SET • There definitely will be two investigations in electronics-broadcast field during 84th Congress which gets underway this week. Incoming Chairmen Magnuson (Wash.) and Kilgore (W. Va.), it's learned, have agreed substantially on areas of activity for respective Interstate & Foreign Commerce and Judiciary committees (see story page 44). Magnuson group will cover revision of Communications Act of 1934 to ascertain if changes are needed. Kilgore group will confine itself to "monopoly" aspects of manufacturing company ownership of networks and stations, newspaper ownership of radio or tv stations and radio station ownership of tv.

SABOTAGE INVESTIGATED • Unless FCC investigators can get better cooperation from technicians involved in alleged sabotage of equipment at KPIX (TV) San Francisco coincident with NABET strike, Commission may call prompt public hearing, issue subpoenas and put principals under oath, subject to perjury and other sanctions. Aside from suspending operator licenses, FCC could recommend Justice Dept. criminal action against all guilty parties (whether licensed operators or not) with conviction meaning fines up to $10,000 and imprisonment of two years.

MAP MAKERS • Problem of making up coverage maps for Bricker probe of tv networks and uhf-vhf has been partly solved by FCC staff in asking 363 vhf stations to send in celluloid patterns showing coverage, scaled 40 miles to inch (story page 44). Commission engineers then can use discs for many maps, cutting workload. FCC itself, however, will plot contours of 248 uhf, 17 educational stations and 55 proposed outlets now in hearing stage.

Spot Billings • Gap in radio statistics may be filled by proposed "spot radio register" using station reports as basis for regular compilations of billings in spot radio. N. C. (Duke) Rorbaugh, publisher of Rorbaugh Reports on tv spot placements, and James M. Boers, who took over Rorbaugh reports on radio spot advertising few years ago, planning new radio billings report. It would follow Rorbaugh tv pattern of gathering information from stations direct instead of getting it from agencies which are often under clients' orders to keep quiet.

MILLION NOT ENOUGH • Negotiations for purchase of ch 9 WNCT (TV) Greenville, N. C., for over $1 million by James W. Coan and associates (WTOB-AM-TV Winston-Salem, N. C., and WOTV [TV] Richmond, Va.) failed when WNCT stockholders turned down offer. WNCT owners include Earl Westbrook (WQTC Greenville), John Bert Havens (WWOY Mr. Telegrahn) and Herbert Brauff (Wilson Times). WTOB-TV operates on ch 26; WOTV permit is for ch 29.

SALT. MAGNUSON, who takes over chairmanship of Senate Interstate & Foreign Commerce Committee at new session this week, has more than smattering of broadcasting station knowledge. He has been minority stockholder in KIRO Seattle (3.2%) for many years but never has been active in operation or policy, which is under direction of Saul Haas, president-general manager and majority stockholder.

LOTTERY QUESTION • Quizzed by FCC on its bingo-type show, Play Marco, KTLA (TV) Hollywood advised Commission late last week it would submit detailed reply as soon as legal issues are resolved [CLOSED CIRCUIT, Dec. 13, 1954]. Station is expected to hold to view show hasn't consideration element, hence avoids lottery stigma.

UNUSUAL SITUATION, whereby Hoyt Andres, assistant general manager of WKY-AM-TV Oklahoma City, takes leave of absence to direct WSFA-AM-TV Montgomery because of serious illness of David E. Dunn, part-owner and general manager, last week with implied acquiescence of FCC. Sale of WSFA properties to WKY for $362,979.90 is now pending FCC approval. Mr. Dunn suffered heart attack last week after WSFA-TV had debuted Christmas day. FCC officials informally indicated in view of circumstances it would not question move of Mr. Andres, slated to become general manager under WKY ownership, assuming direction of WSFA-AM-TV if he severed connections with WKY-AM-TV and operated Montgomery properties under direction of his present rather than proposed new ownership.
WGAL-TV has much in common with a champion professional ball club on a winning streak. It makes every play count—every advertising dollar you spend bring maximum results. Use WGAL-TV to reach a vast, enthusiastic audience—more than three million people who have an annual effective buying income of over $5 billion, who spend almost $3 billion for retail goods annually.
Budweiser Beer to Sponsor Damon Runyon Film Series

ANHEUSER-BUSCH, St. Louis (Budweiser beer), buying Damon Runyon Theatre filmed series from Screen Gems Inc., which will syndicate program in markets not used by Busch. Screen Gems will co-produce series, based on leading author’s short stories, with Normandie Productions, which controls Runyon works. Air date is April 15. General Artists Corp. represented Screen Gems in sale and negotiations with D’Arcy Adv., agency for Budweiser, while William Morris Agency represented Normandie.

Radio Shipments to Dealers

Total 4,416,783 in 10 Months

SHIPMENTS of radio sets to dealers totaled 4,416,783 in first 10 months of 1954, according to Radio-Electronics-TV Mfrs. Assn. Factories shipped 639,624 radios in October compared with 722,161 in September, five-week work month.

RETMA’s radio shipment figures do not include auto set boxes, which move directly to auto factories.

Westinghouse Plans Session

Of Key Radio Personnel

KEY personnel of Westinghouse Broadcasting Co.’s five radio stations to meet with WBC top officials in New York Thursday and Friday to review 1954 accomplishments and lay general plans for 1955. Chris J. Wittrig, WBC president, will preside over sessions, first national meeting of Westinghouse station executives to be limited to radio.

Speakers will include Eldon Campbell, national sales manager; David E. Partridge, national advertising and sales promotion director, and Richard Pack, national program director. Others slated to take part include Joseph E. Baum, WBC executive vice president; Ralph N. Harmon, vice president for engineering; Gordon Hawkins, educational manager; J. O. Schertler, industrial relations manager; John F. Seers, legal counsel; John F. Harvey, eastern sales manager; G. D. Toms, midwest sales manager; I. C. Ruby, auditor, and John J. Kelly, assistant advertising and sales promotion manager. Sessions will be at St. Regis Hotel. Similar meeting to be scheduled later for WBC TV station personnel.

BUSINESS BRIEFLY

CURTIS APPOINTS • Curtis Circulation Co., publishers of new magazine, TV Program Week, to go on sale with first issue Wednesday, ap- points BBDO, New York, for its advertising.


BIRDSEYE PLACING • Birdseye Frozen Foods, New York (chicken pie), through Young & Rubicam, New York, placing radio spot announcement campaign in 16 markets starting Jan. 24 for eight weeks.

LEVER SUPPLEMENTS • Lever Bros. New York (Good Luck margarine), through Ogilvy, Benson & Mather, New York, supplementing its radio and tv network shows by spot cam- paign in 10 markets starting early in January for 26 weeks.

DuMont O&O Stations Show Increased Earnings for Year

ALL THREE stations owned by DuMont Television Network made money in 1954, Donald H. McGannon, general manager of DuMont’s o&o Stations Div., reported Thursday in special luncheon session. He sponsors this year’s WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh (which has been sold to Westinghouse subject to FCC approval) —reported average increase of 16% in billing as compared to 1953 and comparable composite increases in profit.

General Manager George Barenbregg said WABD’s 1954 billing was 18% ahead of 1953 earnings per station. He sponsors this year’s "WAR " (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh stepped up number of local accounts to more than any two other Washington stations during year, and scored billing gain of 20%. General Manager Leslie G. Arries Jr. said WTTG (TV) Washington stepped up number of local accounts to more than any two other Washington stations during year, and scored billing gain of 20%. General Manager Harold Lund of WDTV (TV) Pittsburgh, said station pushed its billing up through sponsor increase from 650 to 785.

DuMont Has Pro Rights

DuMont TV Network has purchased rights to telecast annual Pro Bowl game to be played Jan. 16 in Los Angeles, but spokesman said it has not been decided whether network actually will televise game.

RE_PLLER’S TOUR

THEODORE S. (Ted) RE_PLLER, president of Advertising Council and its di- recting since 1943, left Saturday for six-month world tour under fellow- ship sponsored by Eisenhower Exchange Fellowships Inc. to study world-wide communications with emphasis on reaching minds of men with ideas. Accompanied by Mrs. Re_PLLER, he will visit Japan, Hong Kong, Manila, Burma, Pakistan, India, Egypt, Italy, France, Germany and England. In his absence, Advertising Council’s exec. director of Allan M. Wilson, vice president.

TV Network Shows Gain, Radio Down for 11 Months

TOTAL radio-tv network gross time sales for 11 months, January through November 1954, were $413,027,841, with network tv compiling $286,648,222 and network radio $126,379,619, according to Publishers Information Bureau. Figures, released by PIB Thursday, showed combined radio-tv network total for same pe- riod in 1953 stood at $349,253,131.

PIB noted that in tables appearing below it used "adjusted" gross time sales and average gross time charges for those nighttime programs where ABC rate card charges are used. PIB said it did this to "maintain continuity and com- parability with previously published data."

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Two Wilkes-Barre Stations Ready for Megawatt Service

TWO million-watt stations were set to operate at Wilkes-Barre, Pa., this week. As of Thursday night, ch. 28 WBRE-TV was poised to begin regular broadcasts with full 1,000 kw power and competitor ch. 34 WILK-TV was planning to start its 1,000 kw early this week.

WBRE-TV’s full power operation has been held up by winter weather which delayed installation of new 45-gain antenna atop Wyoming Mt. Tower was installed and final connections made last Thursday. Entire WBRE- TV installation, including two 12.5 kw transmitters, is RCA, with installation under supervision of Chief Engineer Charles Sakoksi Sr. WILK-TV’s installation uses GE equipment, including 45 kw transmitter and 25-gain helical antenna. This has been installed and at week’s end was awaiting completion of final linkage. WILK-TV installation was done by Chief En- gineer Theodore French and crew.

January 3, 1955 • Page 7
You get to the meat of the market quicker when you tell your sales story on the station they tune to most often.

**WJBK-TV Detroit**

If you've got a tough nut to crack in this rich midwest area, go after those sales with WJBK-TV's 100,000 watt power, 1,057 ft. tower, top CBS and local programming and commanding Channel 2 dial position.
**FCC Chairman Advocates Minimum Regulation Policy**

MINIMUM regulation of business is his basic philosophy, FCC Chairman George C. McCann told Southern California Broadcasters Assn. Thursday at annual year-end meeting in Los Angeles. Noting "bureaucracy is as old as government itself," FCC chairman said problem "has always been and still is, to keep government within its proper bounds." Concerning broadcasting he said:

Regulation as applied to communication services like the radio and television field has been by Act of Congress, with certain limitations, properly left in the hands of the folks who obtain licenses from the FCC. That is as it should be because the radio and television business is a field of competitive enterprise. That being the case, when you are given a license by your Government, you are charged with a tremendous public responsibility. I know of no form of business in this country which is more impressed with a public trust than the people who obtain licenses to operate communication services, namely the radio and television. There have been and still are abuses of this public trust, however, considering the fact that you are a relatively new industry and have made great strides in rendering this service to the public. But there is hope in the future, I hope one can look forward to and I shall hope that in the years to come, the FCC will look to the future to bring about all the ways and means of rendering a wholesome service to the public.

**color expansion**

MORE than 47,000 channel miles of tv inter-city circuits were re-engineered to carry color tv to 139 stations in 101 cities in 1954, AT&T Long Lines Dept. said today in year-end statement. Year ago Jan. 1, firm announced Passadena "Tournament of Roses" to 18 cities cross-continent.

During 1954, report said, more than 20,000 additional channel miles were added to black-and-white tv facilities, bringing total to about 69,000 miles; added 102 tv stations in 75 cities to roster of inter-connected stations, bringing total to 360 stations in 234 cities (including three added Jan. 1).

**WTRI Considering Policy On FCC Denial of Stay**

WTRI CBS-TV affiliation at stake in Albany, N. Y., WTRI (TV) that city was considering at week's end whether to appeal FCC's order denying its request for grant of sale of WROW-AM-TV same city to Lowell Thomas and associates [B&T, Dec. 27, Nov. 8, 1954]. FCC on Thursday ordered Jan. 24 oral argument on WTRI allegations that $298,800 purchase price offered by Mr. Thomas' corporation, which had obtained Commission permission relating to station ownership by network personnel and whether any understanding between new WROW owners and CBS original personnel in WTRI. FCC said oral hearing before examiner would be held later on WTRI charges that full disclosure of Mr. Thomas' relationship to CBS was not made, nor were there disclosed agreements regarding CBS affiliation. It was also reported CBS announced Thursday it was switching its affiliation Feb. 1 from WTRI to WROW-TV. Both are uhf outlets. WROW has request pending before FCC to allocate ch. 10 to Vails Mills, N. Y.

**FCC Annual Report Shows Tv Interference Problem**

FCC's 20th annual report, for fiscal year ending June 30, 1954, released by Commission yesterday (Sunday), shows growth of field and reports on problems over two decades, lighted by rapid recent development of tv. In 1934 FCC governed 51,000 stations of all kinds while commercial and operator licenses totaled less than 67,000. In 1954, number of radio and tv stations served increased to 74,880 while operator permits totaled 960,000.

Tv interference complaints continued to be major share of field engineering workload although cooperative committees in 351 communities have effected reduction in complaint total, FCC said. Of 18,037 complaints in fiscal 1954 (21,749 in '53), 16,089 concerned am, fm and tv, mostly latter (21,749 in '53). One set booster in Beaumont, Tex., interfered with estimated 3,000 sets in six-mile radius, FCC noted. Reduced tv reception at Buffalo apartment produced interference signal stronger that local tv station itself.

**Ty Technical Staff Cut In Realignment by NBC**

SOME "30 to 40" tv engineers and technicians were dismissed by NBC at year's end in what was said to be "streamlining and realignment" of certain divisions in engineering department. Primary reason for personnel cutback appeared to be reduced activity by engineering department's technical development group, which devises special electronic apparatus needed in program operations. Robert W. Shelby, NBC vice president and chief engineer, noted that year ago, NBC had several "high-pressure color projects to rush through in the technical development group, but that has slacked off." spokesman for National Assn. of Broadcast Employers & Technical Personnel, said NBC has not contract, said personnel reduction pointed up "goalvy employment picture" at radio and tv networks.

**New Line of DuMont Sets Includes Optional Radio**

ALLEN B. DUMONT LABS will unveil three new tv receivers with standard broadcast radios optional, at Chicago's American Furniture Mart today (Monday). Inclusion of radio receivers with tv set adds $30 to list price, according to DuMont.

William H. Kelley, vice president and general manager of firm, said DuMont expects that high percentage of its future tv set sales would include radios.

**Motorola Tv Sales Near Peak**

MOTOROLA Inc. sales hit nearly $200 million in 1954 and were second highest in its history, it was reported Thursday by Paul V. Galvin, president. He predicted tv receiver sales would hit 6.6 million and radio units 6.5 million in 1955. Firm introduced 1955 line of 28 tv receivers at distributors meeting in Chicago, ranging in price from $139.95 for 17-inch table model to $399.95 for 24-inch console.
the week in brief

**SOMETHING NEW AT DUMONT**

Network, in revolutionary move, to offer live-film operation using electronic memory and super-slicer...

27

**NARTS REPORTS ON BEER-WINE**

Industry-wide survey shows beverage advertisers’ messages comprise minor share of all radio-tv time...

28

**SPOT TV SHOWS A GAIN**

Rorbaugh reports seven products used more spot tv than spot radio...

30

**A NEW PITCH FOR RADIO**

CBS Spot Sales extols circulation and impact of aural medium...

30

**LUDGIN AGENCY REALIGNS**

Bliss named president as Ludgin moves to board chairmanship...

31

**TIN PAN ALLEY IN THE OZARKS**

Mountain music is a big business to RadioOzark Enterprises...

35

**MACHINE ACCOUNTING**

A station operator cites the merits of keeping day-to-day tab on the financial situation...

37

**ZIV TV BUYS NATIONAL STUDIOS**

Film program firm pays $1.4 million for Hollywood facilities...

40

**NEW RAB GETS UNDERWAY**

Two executive appointments made as successor to BAB starts year...

42

**BILLION DOLLARS IN TV?**

TVb’s President Treyz predicts medium will hit that mark in 1955...

42

**THOSE INVESTIGATIONS**

Industry faces two major probes as Democrats take over Congress...

44

**RAYBURN BANS TELEVISION**

House leader rules cameras out of committee hearings...

46

**CENSORSHIP IN TV**

American Civil Liberties Union issues report decrying infringements...

48

**103 TV’S WENT ON IN ’54**

Year’s starters weren’t even half of 1953’s total of 225...

56

**NABC-TV REPORTS RECORD YEAR**

Network’s gross billings reached $125 million. Color programming cited...

64

**MUTUAL PLANS SPORTS LINEUP**

Radio network will broadcast major events on year-round basis...

65

**RCA FORECASTS BANNER YEAR**

Sales of electronic products will reach record highs, Folsom reports...

66

**FINAL RITES FOR LOHNE**

Industry figures pay last tribute to prominent radio-tv lawyer...

68

**departments**

Advertisers & Agencies 28

At Deadline 7

Awards 63

Closed Circuit 5

Editorial 86

Education 70

Feature Section 35

Film 40

For the Record 72

Government 44

In Review 12

In the Public Interest 62

International 70

Lead Story 27

Manufacturing 66

Milestones 26

Networks 64

On All Accounts 24

Open Mike 16

Our Respects 22

Personnel Relations 69

Professional Services 68

Programs & Pramamion 83

Program Services 64

Station 56

Trade Associations 42

**SATURDAY MAIL**

For the Record 72

Government 44

In Review 12

In the Public Interest 62

International 70

Lead Story 27

Manufacturing 66

Milestones 26

Networks 64

On All Accounts 24

Open Mike 16

Our Respects 22

Personnel Relations 69

Professional Services 68

Programs & Pramamion 83

Program Services 64

Station 56

Trade Associations 42
Distinguished Achievement Award

For
sponsored by
in cooperation with
presented to

Television
News Reporting
Radio - Television
News Directors
Association

The Medill School
of Journalism
Northwestern
University

WJAR-TV
Providence, Rhode Island

When the news breaks,
Southern New England
tunes to

CHANNEL 10
WJAR-TV
PROVIDENCE, RHODE ISLAND

NBC-66 - ABC - Dumont - CBS
Represented by WEDO TELEVISION

January 3, 1955 • Page 11
EVEN GILBERT AND SULLIVAN

WHEN

AND so do their sisters, their cousins and their aunts, not to mention their sons and daughters and old family retainers.

Better than a front seat on opening night— that's the way the folks of both Gilbert and Sullivan, N. Y., feel about Channel 8. And Gilbert and Sullivan are but two of more than 250 communities in upper New York who find first night excitement every night in the week on WHEN-TV. They feel like true monarchs of the "see."

Want to tread the boards in a theatre that always has an overflow audience? Join the WHEN-TV troupe of wandering minstrels.

SEE YOUR NEAREST KATZ AGENCY

---

WHEN COMEDY HOUR

THOSE teetering on the brink of middle age must constantly fight against the temptation to color the past in hues brighter than life. All of which is one way of saying that the delayed return of the highly entertaining team of Dean Martin and Jerry Lewis to the Dec. 19 NBC-TV Colgate Comedy Hour didn't seem as sparkling and entertaining as many of their previous programs.

Certainly, no inference should be drawn that the show wasn't amusing and a generous cut above the standards set by previous Comedy Hour presentations this season. But it must be admitted that much of the comedy just didn't register, with Mr. Lewis unable to capitalize with his usual verve on an unfortunate surplus of fumbled lines and awkward pauses.

In justice, it should be explained that this is the first show for the pair in quite some time. Mr. Lewis has been sidelined with a succession of physical ailments, enough to try the hardest of souls and to give delight to a writer for NBC-TV's Medic.

The other half of the team, Dean Martin, again proved himself a very able straight man, schedule). Live origination from Hollywood. Sponsored by Colgate Palmolive Co., through Ted Bates & Co.

Executive producer: Pete Barnum; unit production manager: Jerry Madden; producer-director: Ernest D. Gluckman; associate producer: Robert Henry; director: Alan (Bud) Yorkin; assistant director: Roy Montgomery. Writers: Artie Phillips, Harry Crane; technical director: Joe Conn; costume: Kate Drain-Lurieon; art director: Berl Ullmann; musical director: Dick Stabile; lighting: Jim Kilgore. Choreography: Nick Castle; make-up: Fred Williams.

HORIZONS

SEE YOUR doctor right away.

That's the theme and moral of Horizons, new Sunday evening series on ABC-TV and the latest of television's contributions to the medical education of the viewing public.

That's practically the commercial, too, for each of these quarter-hour programs stresses the necessity for visiting your family physician in all emergencies far more strongly than it does the products of its sponsor. The actual Ciba commercials are among the mildest in tv, purely institutional, with no sell at all, just citing a contribution to medical progress made in the Ciba laboratories and mentioning that Ciba also makes things for industry.

The time to see your doctor discussed on the Dec. 26th program is when old age is at hand. This telecast began with a drama: the family group—wife, son, daughter-in-law—waiting for father to come home from the store to join in an anniversary celebration. Father is late and later still. The family grows anxious. Then the bell. The door opens and father staggers in. He's had a dizzy spell; he had to come home in a taxi; he's got to sell the store and retire; he's all through: he's 67; he's an old man, with nothing to do but wait for death.

See a doctor? What's the use? When you're old, you're old and there's nothing anyone can do about it.

The drama faded from view and in its stead was Dr. Howard A. Rusk, director, Institute of Physical Medicine Rehabilitation, New York U. Bellevue Medical Center, who commented that this man really needed his doctor to help him adjust his activities to his aging body. "Age," said Dr. Rusk, "is physiological, not chronological. There is nothing magical in the number 65 and no real reason why that should be an arbitrary retirement age. People are different: some should go on working at 80; others should retire at 40. Retirement too soon is as bad as working too long. A man must feel needed. See your doctor and find out how you should adjust to growing older.

Like any good lesson, sermon or commercial, Horizons does not try to do too much in its weekly quarter-hour, but concentrates on driving home a single point, effectively but not alarmingly presented and authoritatively explained. The Dec. 26th telecast dealt with the medical problems of old age; that of the previous Sunday with those before birth—the prenatal care of the expectant mother. In each case, the answer was the same:

See your doctor right away.

Production Costs: $7,000

ABC-TV, Sun., 9:15-9:30 p.m. EST
Sponsored by Ciba Pharmaceutical Products Inc. through Kiesewetter, Baker, Hagedorn & Smith Inc.

Producer: Kiesewetter, Baker, Hagedorn & Smith Inc.

Associate Producer: Ken Rockefeller

Director: Matt Hatfield

Cast: Guest physician each week.

---

Broadcasting • Telecasting
UNUSUALLY LARGE AREA SERVED BY
WMGT-TV WITH G-E 12 KW TRANSMITTER

Top Engineering Plus Top-Performing
G-E High-Power Transmitter Places
UHF Station in Dominant Position

"Mt. Greylock Television Station WMGT, with a transmitting plant more than twice as high as the Empire State
away; Worcester, 76 miles
away; and steady pictures in
Hartford, Conn., 87 miles away;
Rutland, Vermont, 69 miles

PERSONALLY SPEAKING
LEON PODOLSKY. The entire
Greylock Broadcasting Co. op-
erations, which include both
Radio Station WBRK and Tele-
vision Station WMGT, are
directed by the company presi-
dent, Leon Podolsky, of Pitts-
field, Massachusetts.
He has an extensive back-
ground in electronics. During
World War II, he served as
chairman of several Army and
Navy committees, working for
the standardization of elec-
tronic component parts. More
recently he has served as a con-
sultant to the Department of
Defense on electronic compo-
nent problems.
He holds over 100 patents for
developments in electronics and
has published nationally and
internationally circulated pa-
ers on electronic components.

JOHN T. PARSONS. Direct man-
agement of Television Station
WMGT is in the hands of John
T. Parsons of Lenox, Mass., a
veteran in radio. Mr. Parsons'
early radio career was centered
in New York City and Ver-

Building, is the highest TV
site operating in southwestern
New England and New York
State. It reaches to 5 states,"
says J.T. Parsons, its Gen. Mgr.
"Power: A 12 KW G-E
transmitter takes advantage of
short transmission line to its
high antenna to provide high
signal level even in locations
considered 'in the shadow' by
ordinary standards.
"WMGT, operating 3700 feet
above sea level atop Mt. Grey-
lock in Adams, Massachusetts
(2100 feet above average ter-
rain), has proven power and
height are of major impor-
tance in providing wide cover-
age on UHF. Reports show re-
ception in Boston, 129 miles
away, including other fringe
area communities such as Glov-
ersville and Kingston, N. Y.
"Granted, because of the rug-
ged New England terrain, there
are holes in the WMGT cover-
age. As the terrain levels out
to the east and the west, the cov-
erage improves in these direc-
tions. It is safe to estimate
that 90% of the population
within a 50-mile radius of the
transmitter is being covered
satisfactorily. This unique
transmitter location provides
coverage of three rich markets
... the New York Capitol dis-
tric to the west, the Pioneer
Valley to the east, as well as
Berkshire County ... three rich
markets under one umbrella."
The years move on—

like sheep in a dream...

Some folks count sheep.

Storer Broadcasting Company, however, counts years of service in the public interest. And pledges to expend every effort to make 1955 as memorable as the twenty-seven Storer years that have turned the bend of memory.
STORER BROADCASTING COMPANY

WSPD - WSPD-TV
Toledo, Ohio

WJJV - WXEL-TV
Cleveland, Ohio

KPTV
Portland, Ore.

WBRC - WBRC-TV
Birmingham, Ala.

WAGA - WAGA-TV
Atlanta, Ga.

WWVA
Wheeling, W. Va.

WGBK - WGBK-TV
Detroit, Mich.

WGBS - WGBS-TV
Miami, Fla.

HEADQUARTERS:
BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, Elsfordo 5-7690

104 E. 57th St., New York 22, Elsfordo 5-7690

118 E. 57th St., New York 22, Elsfordo 5-7690

TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, Elsfordo 5-7690
Oops...

EDITOR:
In your review of "Dateline," the Producers' Showcase December TV show, in the Dec. 20, 1954 issue, you credit J. Walter Thompson as the agency handling Ford Motor Co.'s co-sponsorship of the program.

Just to keep the record straight, may we remind you that Kenyon & Eckhardt represents us on this particular program and is responsible for the unique Ford, Mercury and Lincoln commercials.

J. B. McMechan
Institutional Advertising
Ford Motor Co.
Dearborn, Mich.

... We're Sorry

EDITOR:
While I love all concerned at Broadcasting... Telecasting, a small error crept into the review of "Dateline."

K&E handles the whole show; the book credited J. Walter Thompson with the Ford end. Most minute of details, but it proves I read the magazine.

Hal Davis, Vice Pres.
Kenyon & Eckhardt
New York

Georgia Appreciation

EDITOR:
FEATURE ARTICLE "GEORGIA, A BILLION-DOLLAR MARKET IS BOOMING ALONG TOBACCO ROAD" BEST THING EVER DONE IN TRUNK PAPER OR MARKETING FIELD. GEORGE BIGGAR (president, Atlanta Journal and Constitution) WANTS 2,000 REPRINTS. WE NEED 1,500 REPRINTS FOR STATIONS. CONGRATULATIONS TO BT AND TO FRANK REEDY FOR OUTSTANDING JOB OF BIRDDOGGING, REPORTING AND WRITING.

JOHN M. OUTLER JR.
GENERAL MANAGER
WSB-AM-TV ATLANTA

Grey Got Gruen

EDITOR:
If there are any in the industry who wonder if BT is read cover to cover, let our most recent experience at Grey forever allay their doubts.

In the Dec. 20 issue you incorrectly printed in a box titled "Some Big Switches in 1954" that the Gruen account had moved from McCann-Erickson to an agency other than Grey. Our phones became immediately busy with many calls pointing out the error.

Although the body of your story correctly stated that the Gruen account had come back to Grey, we thought you would want to tell those of your readers who did not call us for the correct information that Grey Advertising Agency was named by Gruen.

Christopher Cross, Dir. Promotion & Publicity Dept.
Grey Adv. Agency Inc.
New York

Right Owners, Wrong Station

EDITOR:
With reference to the [San Diego] story [BT, Dec. 13] your facts are incorrect... Mrs. Rabell and myself own and operate KSON and KSON-FM in San Diego and we have nothing whatever to do with KCBQ.

KSON was not even mentioned in your story and yet of the people mentioned every one is new to San Diego within the past few months.

We have operated KSON for seven years and there is not any other station in San Diego that has not changed hands in the past year except ours.

As we have spent a great deal of money associating our names with the ownership and operation of KSON we naturally do not want to cause confusion in the list of town agencies' minds.

Fred Rabell, Owner
KSON San Diego, Calif.

[EDITOR'S NOTE: The writer who associated the Rabells with the wrong station has been reminded that the Broadcasting Yearbook-Markbook should be used by staffers as well as subscribers to check details of station ownership and management.]

Ant Auditor

EDITOR:
The Nov. 22 issue of BT lists Eunice Weston with the title of Ant Auditor.

Now in all the years that I have been battling the mountains of minutia it just never occurred to me that despite their size they could have been ant hills. And, believe me, even though I'm part Cherokee Indian I never dreamed of counting the ants.

Tell me, what kind of equipment do you use to line up the ants to count them, what is it about them that you audit, and what does Miss Weston think of the whole thing? Danged if I'm not fascinated by the position she occupies and the work she does. Working on the Manhattan Project during the war was great but, shocks, tell me about her duties.

Budd Gore
Publicity Director
The Halle Bros. Co.
Cleveland, Ohio

[EDITOR'S NOTE: Mr. Gore likely ignored the preceding line of BT's Nov. 22 masthead which ended, "ASSISTANT- and concentrated on the line reading "ANT AUDITOR, Eunice Weston."]

Parochial Praise

EDITOR:
To say we of Global Films are pleased with your splendid treatment of the Global Films' story [BT, Dec. 17] is an understatement. We are delighted.

Mears. Hartley and Snyder concur with me in feeling that your well-written, careful study is to be commended for both accuracy and depth. Furthermore, we might add a bit of parochial praise and say your article is as full of vitality as a Global puppet-commercial.

Ralph N. Well
Treasurer
Global Telefilms
New York

Life Answers' BMI

EDITOR:
This letter is being written in response to your story on page 58 of your Dec. 20 issue, headed "Life Music Index Draws BMI Comment."

I also have made a quick and cursory examination of the General Title Index of BMI and such examination discloses that over 90% of the titles listed therein are titles of Public Domain origin, foreign selections, or selections comparatively unknown to the general public or selections which are rarely if ever used.

Many of the compositions are the result of artificial exploitation and though possibly performed at one time are receiving very negligible performances at this time.

Of the small quantity of compositions remaining—the copyright proprietors could easily clear them through any other Performing Rights
### Top Fifteen Once-A-Week Shows

<table>
<thead>
<tr>
<th>Show</th>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dragnet</td>
<td>Station &quot;B&quot;</td>
<td>33.3</td>
</tr>
<tr>
<td>Disneyland</td>
<td>KING-TV</td>
<td>32.9</td>
</tr>
<tr>
<td>Groucho Marx</td>
<td>Station &quot;B&quot;</td>
<td>31.5</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>Station &quot;C&quot;</td>
<td>28.1</td>
</tr>
<tr>
<td>Lone Ranger</td>
<td>KING-TV</td>
<td>26.8</td>
</tr>
<tr>
<td>Badge 714</td>
<td>KING-TV</td>
<td>25.5</td>
</tr>
<tr>
<td>Make Room for Daddy</td>
<td>KING-TV</td>
<td>24.8</td>
</tr>
<tr>
<td>TV Playhouse</td>
<td>Station &quot;B&quot;</td>
<td>24.8</td>
</tr>
<tr>
<td>Favorite Story</td>
<td>KING-TV</td>
<td>24.5</td>
</tr>
<tr>
<td>Range Rider</td>
<td>Station &quot;B&quot;</td>
<td>24.4</td>
</tr>
<tr>
<td>Kit Carson</td>
<td>KING-TV</td>
<td>24.3</td>
</tr>
<tr>
<td>Wild Bill Hickok</td>
<td>KING-TV</td>
<td>24.0</td>
</tr>
<tr>
<td>Fanfare</td>
<td>Station &quot;B&quot;</td>
<td>23.8</td>
</tr>
<tr>
<td>Life of Riley</td>
<td>KING-TV</td>
<td>23.5</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>KING-TV</td>
<td>23.5</td>
</tr>
<tr>
<td>Name's the Same</td>
<td>KING-TV</td>
<td>23.5</td>
</tr>
<tr>
<td>Racket Squad</td>
<td>KING-TV</td>
<td>23.5</td>
</tr>
<tr>
<td>Stop the Music</td>
<td>KING-TV</td>
<td>23.5</td>
</tr>
<tr>
<td>Theatre Guild</td>
<td>KING-TV</td>
<td>23.5</td>
</tr>
<tr>
<td>This Is Your Life</td>
<td>Station &quot;B&quot;</td>
<td>23.5</td>
</tr>
</tbody>
</table>

### Top Ten Multi-Weekly Shows

<table>
<thead>
<tr>
<th>Show</th>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Edition</td>
<td>KING-TV</td>
<td>20.2</td>
</tr>
<tr>
<td>Sheriff Tex</td>
<td>KING-TV</td>
<td>16.6</td>
</tr>
<tr>
<td>Dinah Shore</td>
<td>Station &quot;B&quot;</td>
<td>16.3</td>
</tr>
<tr>
<td>Camel News</td>
<td>Station &quot;B&quot;</td>
<td>15.5</td>
</tr>
<tr>
<td>World Today</td>
<td>KING-TV</td>
<td>14.3</td>
</tr>
<tr>
<td>Stan Boreson</td>
<td>KING-TV</td>
<td>10.0</td>
</tr>
<tr>
<td>Channel 5 Playhouse</td>
<td>KING-TV</td>
<td>9.8</td>
</tr>
<tr>
<td>Eddie Fisher</td>
<td>Station &quot;B&quot;</td>
<td>9.5</td>
</tr>
<tr>
<td>Midday Matinee</td>
<td>KING-TV</td>
<td>9.0</td>
</tr>
<tr>
<td>Perry Como</td>
<td>Station &quot;C&quot;</td>
<td>9.0</td>
</tr>
</tbody>
</table>

### Football

<table>
<thead>
<tr>
<th>Sport</th>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCAA Football</td>
<td>KING-TV</td>
<td>16.15</td>
</tr>
<tr>
<td>Professional Football</td>
<td>KING-TV</td>
<td>12.9</td>
</tr>
<tr>
<td></td>
<td>Station &quot;C&quot;</td>
<td>6.0</td>
</tr>
</tbody>
</table>

*Ask your BLAIR TV man for availability!*
Join the Cha

The 5th Network—*it may be the advertiser’s answer to his TV problem*

It's still a seller's market in buying national television time. Newspapers can add pages...magazines can add sections, but as long as an hour has 60 minutes and a week seven days, television will remain a seller's market.

Figure it yourself. Choice time is 8:00-10:30 P.M. That's 5 one-half hours a day. Allow for the full-hour shows and the multi-product advertisers with several time segments, and you can see why existing networks are limited to around 60 or 70 sponsors forming the “Charmed Circle.”

Perhaps we've been lucky because right now four Screen Gems produced film shows are racking up enviable ratings on networks. We value our large national accounts, but know many advertisers cannot get network time, or feel that the rigidity of network control is not in their best interest.

Fortunately for them—and they may be national

or regional in scope—the networks do not have a monopoly on creative imagination. Fine programs are being turned out in our studios in Hollywood and New York, as well as by others.

Advertisers need not be dependent on one network, one time slot. Good spot time is scarce but it is not unobtainable, and a really “hot” show has a faculty for clearing markets.

*Each advertiser can create a new kind of network—The 5th Network—his own.* Born out of the creative ability of producers of film entertainment, and the administrative experience of advertising agencies, advertisers can tailor-make their own “network,” choosing their own markets and time spots, and retaining the freedom to move their shows for even better availabilities. Further, they have a wider choice of programs and a greater degree of control over format, talent, and material.
By this method, national advertisers can get coverage in every television market at less cost than by buying those same markets on a network. Where the advertiser prefers to limit his coverage, and the show can be sold to others in non-competitive areas, the package producer can substantially reduce the cost to the original sponsor. When a portion of these savings is allocated for promotion and merchandising, you can get top audiences at lowest cost-per-thousand.

Though your program may vary as to time or days, strong promotion as used by the film industry...in newspapers, advertising, publicity, and merchandising tie-ins...can more than offset the admitted value of a uniform time period nationally.

We sincerely believe that The 5th Network—your own show, in your own time spots, on stations of your selection—is the only way you can join the Charmed Circle and attain a satisfactory rating.

We've done it for The Ethyl Corporation through B.B.D.&O. And we're preparing a top-flight, top-budgeted Hollywood series now for the Falstaff Brewing Company through Dancer-Fitzgerald-Sample, Inc. at a fraction of its production cost. Others, too, are seriously considering this fresh approach to national advertising.

If you would like to know more about The 5th Network and how it can work for you, why not get in touch with us now. We will be happy to sit down and discuss in detail a plan to fit your specific needs.
From where I sit
by Joe Marsh

Tickets Please

Riding up Broad Street the other afternoon, I saw "Tiny" Fields up ahead directing traffic. I also saw a lady a couple of cars up from me trying to get out of a tight parking spot.

No one stopped to let her out, but I did, because I've been in the same fix myself. When I got up to "Tiny" he blew his whistle and stopped me. "Have a ticket, Joe," he said. I was surprised—and a little sore. But "Tiny" explained. "It's a movie ticket—good anytime at the Bijou Theater. We're having a Courteous Driver Week in town. You qualified by letting that lady go ahead of you."

From where I sit, courtesy and respecting the rights of your neighbor go together—in driving a car, just as in anything else. For instance, even in something as small as a choice of beverage we should live and let live and be thoughtful of others. You may like tea with your dinner. I happen to occasionally like a temperate glass of beer. Neither of us should “blow the whistle” on the other's choice.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

OPEN MIKE

organization, such as Life Music, Inc., with a resulting saving of approximately eight million dollars ($8,000,000) per annum.

May I suggest that now that Mr. Haverlin has completed his "quick and cursory examination" of Life Music, Inc., that he proceed to make a "quick and cursory examination" of the BMI General Index and what he is offering the broadcasting industry for $8,000,000 per annum.

As a matter of record, we have never sought to burden the broadcasting industry, have always serviced the industry to the very best of our ability and have strongly advocated that a fair non-discriminatory and equal contract be established for all writers, publisher affiliates and broadcasters.

We have met with considerable resistance in our campaign to establish these purposes from management of BMI and it may be necessary to refer the entire matter to the U. S. Dept. of Justice in order that these meritorious objectives may be achieved.

I know that your magazine is dedicated to the best interests of the broadcasting industry and possibly your bringing these matters before the industry as a whole may accelerate the culmination of a just program, undoubtedly resulting in substantial savings to broadcasters.

Barney Young, President
Life Music Inc.
New York, N. Y.

Formerly With . . .

EDITOR:

On page 72 of the Dec. 27 B*T there is an article which makes reference to WEBB announcing the name of the new general manager as Bentley Stecher, formerly sales manager of WSID Baltimore. This article is in error, as Mr. Stecher's former position was as sales manager for WWIN Baltimore . . .

Marvin Mirvis, Gen. Mgr.
WSID Baltimore

[EDITOR'S NOTE: The announcement by WEBB identified Mr. Stecher as formerly with WBBD.]

Timely Think

EDITOR:

I was very much interested in reading your editorial "The Think's the Thing" which appeared in your Dec. 13 issue, because to my mind it was quite timely.

I could just wish that BBDO—as well as other advertising agencies too numerous to mention—was as deeply concerned about the future of radio as they appear to be on the surface. By that I mean most agencies don't seem to realize what they are doing to radio—incidentally, a medium very important to them—by continually pushing radio stations for special packages and rate concessions.

You and I know full well that manufacturers, advertising agencies and even radio trade papers have everything to gain by maintaining radio in a strong position, because if it was not for radio, newspapers, magazines, etc., many of us would have no business today and manufacturers would have to spend many times their present budgets in order to reach people and tell them about their products.

If the announcement and program rates of the radio stations are to be driven steadily downward, it then means that radio stations are going to have to put on more advertisers in order to earn the same revenue. The natural consequence of this is that radio stations will be offering less and less entertainment and, in the end, it may be that they will start to lose large segments of listeners. This, of course, means a diluted medium . . .

William B. Catkey
Vice Pres. & Gen. Mgr.
WPEN Philadelphia
He Spins 'Em for the Jack in Jackson!

CASS KAID..."The Smile on the Dial"
MAKES ADVERTISERS PURR AT THE PROFITS

WKHM IS FIRST IN JACKSON...
FIRST IN POWER
FIRST IN RATINGS
FIRST IN NEWS
FIRST IN MUSIC
FIRST IN SPORTS
SO BUY THE BEST...

He's a household word in Jackson's homes. They listen to Cass and they buy what he sells! Nobody... but NOBODY even comes close to his rating. He's tops by 3 to 1. Young or old, they all love Cass Kaid. No wonder his platter-patter is paying off for advertisers in this rich midwest market.

How much jack are you getting out of Jackson? You could get more if you put Cass Kaid to work for you!

WKHM—Jackson... WKMF—Flint... WKMH—Dearborn-Detroit is the package buy that covers 77% of Michigan's entire buying power. Yet you save 10% when you buy all 3. Highest ratings... because everybody likes News, Music and Sports!
10,000 WATT
WHB TAKES OVER KANSAS CITY

IF YOU spend an hour with big Jim Cunningham, FCC's newly-appointed chief hearing examiner, you will notice he smokes his cigarette precisely, firmly.

This intense purposefulness pervades his whole nature, from his hearty hello to his quiet, but exact, judicial demeanor in conducting an FCC hearing.

It signals the way he plans to get things done in building up the Commission's Office of Hearing Examiners, streamlining and making more uniform the hearing processes and working with applicants and counsel to conclude hearing cases as expeditiously and justly as possible.

Whether it is writing a decision or painting his house, "I like to get onto it and get it done to the best of my ability." That is the capsule comment on his basic philosophy. And when he "gets onto it," he works around the clock to finish the job if necessary, as he did in writing the Denver ch. 7 (KLZ-TV) initial decision. The first post-freeze comparative case to go to completion, Denver ch. 7 set the pattern for later contests and Mr. Cunningham's text became the primer for future opinions.

The smoke-filled hearing room during tv's post-black channel rush was well on its way to becoming a mellow memory for lawyers and litigants. The heat of summer or the fight itself made many a hearing a shirt-sleeve affair.

The nation's great in business and communication were jammed together in hastily-converted hearing rooms during many proceedings and the resulting informality sent some back home assured Washington is really like that.

But now the rush and informality are over, Chief Examiner Cunningham agrees, indicating he expects to make every effort to assure more comfortable accommodations and better facilities for hearings. Through cooperation of counsel, both in FCC and out, he believes the hearing procedures can be simplified and testimony and evidence reduced to a minimum ("consistent with the rights of the parties").

His ultimate goal: to publish decisions as "expeditiously as possible." The result: "terrible economies, not only to the government, but also to litigants."

Born Sept. 26, 1899, at Northampton, Mass., James Dewey Cunningham is one of four children born to Michael P. and Catherine (McGough) Cunningham, second and first generation County Cork (Ireland) folk. His life ambition, to become a major league baseball player, was tempered at an early age through lessons of punctuality taught by the nuns of the parochial schools at Holyoke, Mass.

At an early age he also learned social and family responsibility earning his spending money in the American tradition—working in a grocery store and delivering newspapers.

Following high school graduation in 1918, Jim Cunningham enlisted in the Army and was in the midst of basic training when the Armistice was declared. In 1920 he entered Georgetown U. at Washington, D.C., on a baseball scholarship.

After receiving his A.B. degree in 1923, he took the advice of his career counsellor, the late Rev. Thomas L. Grenon, S.J., then professor of psychology, and chose law. Returning to GU that fall and entering its law school, Jim Cunningham worked on both his M.A. and J.L.B. degrees, which he received in 1926.

He passed the D. C. bar in early 1927 and later that year resumed studies at GU for his master of law degree, received in 1928.

After a short private practice, Mr. Cunningham joined the Civil Service Commission in late 1930 as attorney-examiner, evaluating applicants for legal positions in government. In late 1934 he transferred to the then newly-organized FCC as senior attorney. Starting in the law department of the Broadcast Bureau, he worked essentially on hearings and subsequently served as examiner in several cases.

Having obtained a reserve commission of captain in 1933 in the Army's Judge Advocate General Dept., Mr. Cunningham volunteered for active duty in November 1940. Assigned judge advocate general in the chemical warfare service at Edgewood Arsenal, Md., he advanced to full colonel and in 1944 was assigned judge advocate of the Antilles Dept. with base at San Juan. Here he won commendation for "outstanding service."

Returning to FCC in 1946, Col. Cunningham was placed in charge of the Renewals and Revocations Section of the Broadcast Bureau's Law Dept., then under the direction of General Counsel (now Comr.) Rosel H. Hyde. In June 1947 he became one of the first formal hearing examiners upon implementation of the Administrative Procedures Act. Early major cases included the late G. A. (Dick) Richards and WMEX Boston license renewal proceedings.

Spreading his 240 lbs. to a height of 6 ft. 3 in., Col. Cunningham was a logical choice when Chairman George C. McConnaughey recently said the Commission needed a big man for chief examiner "and we picked the biggest we could find." But the chairman also referred to performance and experience.

A career man at FCC, Col. Cunningham belongs to no political party. He admits neglecting his golf the past five years, but still is handy fixing things around the house under the eye of Mrs. Cunningham, the former Genevieve H. Griffin of Georgetown (D. C.) whom he married in 1926. His hobby: hi-fi.
A money-back guaranteed

40-50 RATING

in unduplicated

Denver Area TV homes with

FANFARE FEATURES

...television’s hottest

spot package in a

booming market!

Latest ARB reports FANFARE FEATURES reaches an unduplicated 58.1% (gross rating points—107.3) of the Denver area’s more than 1/4-million TV homes.*

The result? KOA-TV boosts its guarantee from 40% to 50%! Your 12 sales messages on KOA-TV’s 9 popular FANFARE FEATURES in each two-week cycle penetrate an unduplicated 50% of Denver’s TV homes...money-back guaranteed!

In fact, they’ll reach 60% of these homes 2 to 5 times during the two-week cycle!

*253,596—Rocky Mtn. Electrical League, Nov. 1, 1954

ONLY 6 PACKAGES LEFT!

Call KOA-TV or PETRY now!

*Shows, times subject to change—but guarantee remains

CORLISS ARCHER
Thursdays — 6:30 p.m.
FABIAN OF SCOTLAND YARD
Mondays — 9:30 p.m.
TINCUP TOWN HALL
Tuesdays — 5:00 p.m.
ELLERY QUEEN
Wednesdays — 9:30 p.m.
CASEY KEMP WESTERNS
Weekdays — 4 p.m.
Saturdays — 3 p.m.
INSPECTOR MARK SABER
Fridays — 9:30 p.m.
JANET DEAN
Sundays — 9:30 p.m.
HOME & KITCHEN
Weekdays — 11:00 a.m.
PETE SMYTHE SHOW
Weekdays — 12 noon

Represented by
Edward Petry & Co., Inc.

Broadcasting • Telecasting

January 3, 1955 • Page 23
There's no such thing as bacon on a pig
(or, the pig only gives it a start)

It's a long, long way from the pig to the crisp bacon on your breakfast plate. What originally comes from the hog isn't what you'd call bacon at all—not at first, anyway. Bacon requires lots of "post-graduate" work before it's ready to cook.

1. The first step is to select the "side" that can be made into the kind of bacon you like. Then the "side" is trimmed and squared carefully into the proper shape by a skilled workman.

2. Next comes the curing. Every one of America's hundreds of bacon-making packers has his own special curing formula. Gives you lots of flavors to choose from.

3. Then it's hung on "Bacon Tree" racks and moved into the smokehouse, where smoke from special wood gives it the haunting fragrance that brings your family bounding into the kitchen.

4. After it comes out of the smokehouse your bacon is chilled. Then it's "formed" into just the right shape so the slices come out nice and even, the way you see them in your store.

5. Finally, the slicing machine shaves it off in uniform slices (about 10 slices per second). Wrappers pack it neat and pretty; and the shipping department starts it off to you.

6. Surprise you how many steps there are from porker to packer to breakfast table? Yet bacon is only one of hundreds of processed meats prepared in modern packing "kitchens" every day.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago
Members throughout the U. S.

JOHN COLE

JOHN COLE believes that "television's bread and butter ultimately lies in special interest programs," a belief nurtured by his own interest in the current "do-it-yourself" craze.

Mr. Cole's own bread and butter these days lies with The Buchen Co., Chicago, of which he is radio and television director at the youthful age of 29. In that capacity, he handles copy, contracts, production and administration.

Among the clients for which he toils in specialized fare are the Chicago Title & Trust Co., which sponsors the Chicago Symphony Orchestra on DuMont TV Network; Edward Hines Lumber Co., for Walt's Workshop on WNBQ (TV) Chicago and Fairbanks, Morse & Co., which sponsors The Nation's Business on radio in 45 markets. He also writes spots and handles production for Masonite Corp., Wood Conversion Co., Ripon Knitting Works and the Oliver Corp.

Despite his youth, John Kenneth Cole has had a well-rounded background comprising agency, station and network fields. He was born in Wheaton, Ill., on Dec. 11, 1923. Mr. Cole received a B.S. in radio journalism from the U. of Illinois, and was in service from January 1943 to May 1945, serving with the Army in field artillery with the 100th Infantry Division.

Mr. Cole started in advertising in September 1949 with WVLN Olney, Ill., as a radio writer, announcer and salesman. In June the following year, he joined ABC Central Div. as a radio writer. The following September he moved into the agency field.

Copy, production and contact work on radio and television were his chores at Schwimmer & Scott Inc., Chicago, for the next two years. Among the programs he worked on: Open House for Walgreen Drug Stores; Cartoon-O-Fest for National Food Stores; participations on Arthur Godfrey's radio show for ReaLemon-Puritan Co.; Two Minutes to Go for Fox Deluxe Beer; H-M Ranch for Hawthorn-Mellody Dairy, and numerous spot campaigns.

In 1952, Mr. Cole joined The Buchen Co. as assistant radio-tv director, becoming director last March.

Also in 1952, he married the former Dallas Williams. They live in Geneva, Ill.

Among his "special interests" and hobbies, Mr. Cole lists music and the theatre.
Joseph H. Snyder, President of the Color Corporation of America, tells:

"How we set a record with the Thunderbird!"

"When news got out about the Thunderbird, Ford dealers scheduled a big preview at Palm Springs, California," relates Joe Snyder of Color Corporation of America.

"But as the date drew near, it became clear to Ford that the one Thunderbird then in existence—a hand-made model—would have to stay there in Detroit!

"The solution? Giant natural color prints—and Air Express. Films were rushed to the Color Corporation in Tampa, and we made Hi-Fidelity color prints larger than the top of a desk. These were back in Detroit in record time—and in Palm Springs the day after!

"There is no other service comparable to Air Express. We would be just a local business without it.

"Yet Air Express rates are usually lowest of all. For instance, a 10-lb. shipment from Tampa to Detroit costs $5.06. That's 68¢ less than the next lowest-priced air service.

Air Express

GETS THERE FIRST via U.S. Scheduled Airlines

CALL AIR EXPRESS . . . division of RAILWAY EXPRESS AGENCY
HAPPY NEW YEAR

from

"NUMBER PLEEZE"

and

WSRS

WSRS, Cleveland, like dozens of other top-notch stations throughout the country, has found "Number Pleeze" a real sales builder. This exciting new game is radio's only fully controlled giveaway show. It incorporates a telephone call-in, but licks telephone problems by automatically limiting calls. Let "Number Pleeze" do the same hard-hitting job of selling for you that it had done for other leading stations. For full details, contact the Ullman office nearest you.

Page 26 • January 3, 1955
WBRE-TV NOW AMERICA'S MOST POWERFUL STATION WITH One Million Watts

POWER . . . . PUNCH . . . . PERFORMANCE . . . . PERFECT
PICTURE . . . . PROGRAMMING . . . . PERSONNEL . . . .
PERSONALITIES . . . . PULLING POWER . . . . PEOPLE ! !
And now . . . . a MILLION WATTS of power to make even our previous achievements seem picayune.

WBRE-TV has to its record some outstanding "Firsts" but none greater than being the FIRST MILLION WATT TV STATION IN THE NATION. WBRE-TV applied for and received the first million watt tv station grant from the F.C. C. It is a source of satisfaction that we have been able to fulfill this grant in less than two years.

The thirty years of great engineering, programming and selling know-how that went into our remarkable radio record is now achieving phenomenal feats of merchandising and selling for our TV clients. Full schedule of NBC shows in black and white and color . . . outstanding local shows . . . news and sports coverage of local, regional and national interest makes WBRE Channel 28 the Powerful, Programming, Audience-delivering buy in Television.

WBRE - TV Ch. 28 Wilkes-Barre, Pa.
AN NBC BASIC BUY!

January 3, 1955 • Page 26-A
1,000,000 WATTS

RCA IS FIRST WITH SUPER

This 25-KW Amplifier

RCA
This announcement marks another achievement in RCA high-power equipment leadership. For the first time, a commercial UHF television station is operating with an effective radiated power of one million watts! For the first time, a UHF station is getting coverage close-in AND far out! And best of all, super television power has proved just as easy to handle as lower powers.

How do you get started with RCA super power? You begin with your own RCA 1-KW transmitter. You add the new RCA 25-KW amplifier. You install the new RCA Super Power UHF Pylon (gain, 46)—and you’re set to go with 1 million watts ERP. Power tubes in both RCA high-power amplifiers are conventional and interchangeable (no klystrons used). Amplifier plate voltages are low (6000 volts, max.). Operating economy is remarkable (RCA’s new super power, high-gain antenna eliminates need for high power input. Power tubes have already set a record for “proved-in” life).

Station-proved in daily commercial operation at WBRE-TV, the performance of RCA’s 1-million watt UHF system is now an established record. Proof by RCA’s engineering experience in high-power—and KNOW you’ve planned it right. Call your RCA Broadcast Sales Representative. In Canada, write RCA Victor Ltd., Montreal.

RCA Pioneered and Developed Compatible Color Television
Put your UHF signal where the population is

Use an RCA “contour-engineered”
UHF Pylon Antenna

- For “single-direction” coverage, RCA has UHF Pylons that produce a horizontal field pattern shaped like a Cardioid (see Fig. 1).
- For “elongated” coverage, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut (see Fig. 2).
- For “circular” coverage, RCA has a wide selection of UHF Pylons that produce equal signals in ALL directions.
- For better overall coverage, RCA UHF Pylons have built-in “Beam Tilt” that minimizes power loss in vertical radiation.
- For better “close-in” coverage, RCA UHF Pylons are equipped with a new, advanced type null fill-in system (used in conjunction with beam tilting). See Figs. 3 and 4.
- The gain that’s published is the gain you get. RCA UHF Pylons include no tuning compromises that would result in loss of gain. RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24, and 27!
- RCA has all UHF antenna accessories: towers, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulator monitors, filter-plexers, and transmission line (measured performance—VSWR—is better than 1.05 to 1.0). You can get everything from ONE responsible source—RCA!

An antenna system can make or break a TV station. Make sure yours is right. Your RCA Broadcast Sales Representative can help you plan.
LIVE-FILM NETWORK SYSTEM TO BE OFFERED BY DUMONT

DUMont TV Network has developed a combined live-film system designed to provide high-quality network program and advertising service at low cost on a nationwide basis. The service will profoundly influence present concepts of television networking, DuMont officials believe, and will offer stations important savings in programming.

While many technical methods and devices have been blended into the merger of live and Teletranscription service, the development is described as a combination of studio, control room, splicing and distribution practices. Patent applications have been filed for some of the devices.

The disclosure of DuMont's plan, evolved after years of experience and the need for a new way of competing in a four-network economy, serves to set at rest much of the speculation of the last two months. DuMont will make a major cutback in its present live networking facilities and reduce personnel.

On the other hand, the network hopes it will have the live-film system rolling by summer and enter the autumn market with a group of 13-week programs. If its hopes are realized, DuMont will attain a much more important position among national networks.

Only meager hints of the system were divulged last week in a DuMont announcement, which referred to early introduction of "technological developments" and in an informal comment by a DuMont executive that these developments "are liable to set the industry on its ear."

Briefly, B&I learned, the new DuMont system involves the following:

- Multiple-camera production, with each camera providing simultaneous live and film versions.
- Master control, with director controlling cameras and recorded cues for editing films.
- Electronic memory at master control to aid director.
- An intricate super-splicer for fast film editing, turning out electronically reversed negative suitable for high-speed production of prints.
- Studio production techniques taking advantage of technical devices and greatly lowering cost of turning out programs as well as commercials.

Having worked out this system, DuMont is preparing to produce from its 67th St. studio in New York City, built at a cost of $5 million to serve as a film production center.

Network officials explained that DuMont lost $4 million in 1954 on its service but has $9,750,000 available from proceeds of the sale of WDTV (TV) Pittsburgh to Westinghouse Broadcasting Co. [B&I, Dec. 6, 1954]. The entire concept of live-film operation was based on the realization that the present tv allocation, lacking four vhf stations in many leading markets, will not support four networks paying for fulltime coast-to-coast relay facilities, it was stated.

Here are some of the specific advantages DuMont officials cite as they predict drastic changing of the tv network structure:

- Central control of multiple cameras, even in several studios or cities.
- Fast re-takes as their need appears to the director while he scans the kinescope a few seconds after actual performance.
- Live and recorded program distribution, quickly and at low cost, permitting programs to be shown at desired times in different sections.
- Heavy savings in relay costs.
- Easy distribution of a film program with as many different commercial or sustaining interludes as desired.
- Radical reduction in the cost of producing tv film commercials, with only minutes between production and availability of finished films.

Involved in development of the system were key DuMont network officials, including Dr. Allen B. DuMont, president of Allen B. DuMont Labs; Dr. Thomas T. Goldsmith, director of research; James L. Caddigan, network director of programs and production, and Ted Bergmann, DTN managing director.

They have been searching years for a solution to the problems of competing in a four-network field without the availability of key stations and basic affiliates spaced along relay facilities.

Now they are preparing to offer stations a type of affiliation contract that will cover the joint live-film program services and provide a profit to the network while giving stations what is termed vastly improved film programs of superior quality.

It was made clear that DuMont is going to stay in the network program business, despite the current cutbacks on relay facilities and personnel. The network believes advertisers will quickly see the advantages of its studio and delivery techniques.

The super-splicer developed by DuMont swiftly turns out a finished negative. Films from each camera, plus sound, are fed into the splicer along with recorded cues provided at the master control by the director. Remote camera operation is possible and the multiple functions performed by the director are simplified by the electronic memory device. Rehearsal time is kept to a minimum by the DuMont system.

Specially-developed shutters and prisms are used in cameras to avoid loss of light caused by shutters, the camera on-tics getting continuous tv light.

Coincident with the announcement that DuMont is cutting down on its use of AT&T's coaxial cable and radio relay facilities came word that ABC-TV, as part of a continuing "efficiency study" made in the light of changing needs, is reappraising its own intercity relay requirements with a view to making whatever realignments are necessary to provide efficient service with the greatest economy. An ABC-TV official said, however, that despite these realignments the network goes into 1955 spending more for AT&T facilities than ever before.

In disclosing the changes Dr. DuMont said: "The entire industry is well aware that networking, as distinct from station operation, is presently an uneconomic activity."

"For a long time, we have been seeking a means of making telecasting more efficient. We are near the end of our search for a technological improvement that will aid substantially in achieving this objective and we are moving now to reorganize and strengthen our broadcasting structure and at the same time make the medium more attractive and more economic to all advertisers." The announcement appeared to set at rest...
SPORTS-CONSCIOUS BEER-WINE SPONSORS RELATIVELY SMALL USERS OF ALL TIME

Beverage producers sponsor 17.88% of all sporting events; however, NARTB reports that if each beverage message were one minute long they would account for 0.297% of total radio station time on the air and 0.27% of tv station total air time.

SPORTS radio and tv programs are favored by beer and wine sponsors but they comprise a relatively small share of total program time, according to an NARTB compilation submitted last week to the House Interstate & Foreign Commerce Committee. The report was compiled at the committee’s request in connection with the Bryan Bill (HR 1227).

NARTB found that 1.62% of all radio programs and 2.99% of all tv programs are sponsored by beer and wine advertisers.

Beer and wine advertising message time on radio programs comprises 0.21% of total radio station air time, it was found. If the 39,110 beer and wine radio spot announcements during a composite survey week each took a full minute, according to NARTB, they would comprise 0.297% of total radio station time on the air.

Small Proportion

In the case of tv, NARTB found that 0.31% of total tv station air time was taken up by advertising messages on sponsored programs. Its study shows that if the 3,037 beer and wine tv spot announcements during the composite week each took a full minute, they would comprise 0.27% of tv station total air time.

The report is described by NARTB as “a reliable reflection of beer and wine advertising on radio and tv for an entire year, taking into account all seasonal variations in people’s listening and viewing habits, in sports and other special events, and all variations in practices of large, medium and small stations in metropolitan, suburban and rural locations. This particular composite week methodology is the only practical way in which such a year-long industrywide reflection could have been obtained.”

The relationship of the number of all tv programs (sponsored and unsponsored) to the number of tv programs sponsored by beer and wine advertisers by type of program is as follows:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>% of Beer &amp; Wine Sponsored Programs to No. of All Programs in Each Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sporting events</td>
<td>20.40</td>
</tr>
<tr>
<td>Music</td>
<td>1.07</td>
</tr>
<tr>
<td>Drama</td>
<td>0.73</td>
</tr>
<tr>
<td>Quiz</td>
<td>2.34</td>
</tr>
<tr>
<td>News</td>
<td>5.00</td>
</tr>
<tr>
<td>Other</td>
<td>0.18</td>
</tr>
<tr>
<td>Overall</td>
<td>2.99</td>
</tr>
</tbody>
</table>

Taking this 2.99%—tv programs sponsored by beer and wine advertisers—and breaking it down by type of program produces this distribution:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>% of Programs Sponsored by Beer &amp; Wine Advertisers in Each Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sporting events</td>
<td>0.94</td>
</tr>
<tr>
<td>Music</td>
<td>0.07</td>
</tr>
<tr>
<td>Drama</td>
<td>0.73</td>
</tr>
<tr>
<td>Variety, incl. comedy</td>
<td>0.17</td>
</tr>
<tr>
<td>Quiz</td>
<td>0.12</td>
</tr>
<tr>
<td>News</td>
<td>0.87</td>
</tr>
<tr>
<td>Other</td>
<td>0.02</td>
</tr>
<tr>
<td>Total</td>
<td>2.99</td>
</tr>
</tbody>
</table>

This table summarizes for the composite week the tv stations’ total number of all spot announcements, including beer and wine, and the number of beer and wine spot announcements:

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>Total No. of Spot Announcements</th>
<th>% of Beer &amp; Wine Spot Announcements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>13,327</td>
<td>470</td>
</tr>
<tr>
<td>Tuesday</td>
<td>13,706</td>
<td>501</td>
</tr>
<tr>
<td>Wednesday</td>
<td>14,312</td>
<td>531</td>
</tr>
<tr>
<td>Thursday</td>
<td>14,529</td>
<td>515</td>
</tr>
<tr>
<td>Friday</td>
<td>14,424</td>
<td>510</td>
</tr>
<tr>
<td>Saturday</td>
<td>8,171</td>
<td>409</td>
</tr>
<tr>
<td>Sunday</td>
<td>7,986</td>
<td>140</td>
</tr>
<tr>
<td>Total</td>
<td>85,116</td>
<td>3,057</td>
</tr>
</tbody>
</table>

The relationship of the number of radio pro-

Analyzing radio station operations (1934 stations, fm duplication not included), NARTB listed these results:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Total Number of All Programs</th>
<th>Number of Programs Sponsored by Beer &amp; Wine Advertisers</th>
<th>Total Length Of Programs Sponsored by Beer &amp; Wine Advertisers (in minutes)</th>
<th>Total Length Of Beer &amp; Wine Commercial Ads On These Programs (in hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sporting events</td>
<td>18,137</td>
<td>3,254</td>
<td>2,744.30</td>
<td>227.33</td>
</tr>
<tr>
<td>Music</td>
<td>21,496</td>
<td>3,344</td>
<td>2,964.05</td>
<td>215.18</td>
</tr>
<tr>
<td>Drama</td>
<td>30,077</td>
<td>54</td>
<td>219.32</td>
<td>20.40</td>
</tr>
<tr>
<td>Variety, incl. comedy</td>
<td>4,002</td>
<td>15</td>
<td>35.13</td>
<td>3.46</td>
</tr>
<tr>
<td>Quiz</td>
<td>12,936</td>
<td>27</td>
<td>61.17</td>
<td>5.35</td>
</tr>
<tr>
<td>News</td>
<td>57,067</td>
<td>3,811</td>
<td>611.32</td>
<td>51.55</td>
</tr>
<tr>
<td>Other</td>
<td>45,067</td>
<td>3,811</td>
<td>607.32</td>
<td>51.55</td>
</tr>
<tr>
<td>Total</td>
<td>80,595</td>
<td>9,395</td>
<td>4,380.00</td>
<td>362.12</td>
</tr>
</tbody>
</table>

For the composite week 205 tv stations supplied this information:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Total No. of All Programs</th>
<th>Number of Programs Sponsored by Beer &amp; Wine Advertisers</th>
<th>Total Length Of Programs Sponsored by Beer &amp; Wine Advertisers (in minutes)</th>
<th>Total Length Of Beer &amp; Wine Commercial Ads On These Programs (in hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sporting events</td>
<td>27,578</td>
<td>337</td>
<td>281.77</td>
<td>25.77</td>
</tr>
<tr>
<td>Music</td>
<td>2,512</td>
<td>32</td>
<td>28.12</td>
<td>2.52</td>
</tr>
<tr>
<td>Drama</td>
<td>10,437</td>
<td>280</td>
<td>104.77</td>
<td>14.67</td>
</tr>
<tr>
<td>Variety, incl. comedy</td>
<td>8,325</td>
<td>55</td>
<td>55.08</td>
<td>3.33</td>
</tr>
<tr>
<td>Quiz</td>
<td>5,348</td>
<td>35</td>
<td>26.55</td>
<td>2.80</td>
</tr>
<tr>
<td>News</td>
<td>6,545</td>
<td>383</td>
<td>383.05</td>
<td>33.85</td>
</tr>
<tr>
<td>Other</td>
<td>4,980</td>
<td>9</td>
<td>9.09</td>
<td>0.31</td>
</tr>
<tr>
<td>Total</td>
<td>37,477</td>
<td>1,120</td>
<td>3,958.00</td>
<td>362.12</td>
</tr>
</tbody>
</table>
grams sponsored by beer and wine advertisers to the number of all radio programs (sponsored and unsponsored) by type of program is as follows:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>% of Beer &amp; Wine Sponsored Programs to No. of All Programs in Each Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sporting events</td>
<td>17.88</td>
</tr>
<tr>
<td>Music</td>
<td>1.95</td>
</tr>
<tr>
<td>Drama</td>
<td>0.11</td>
</tr>
<tr>
<td>Variety, incl. comedy</td>
<td>0.33</td>
</tr>
<tr>
<td>Quiz</td>
<td>0.21</td>
</tr>
<tr>
<td>News</td>
<td>1.95</td>
</tr>
<tr>
<td>Other</td>
<td>0.18</td>
</tr>
<tr>
<td><strong>Overall %</strong></td>
<td><strong>1.62</strong></td>
</tr>
</tbody>
</table>

"If one takes this 1.62%—radio programs sponsored by beer and wine advertisers—and breaks this percent down by type of program, this is the distribution," according to the NARDB survey.

Summary of the composite radio week shows these results:

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>Total No. of Announcements</th>
<th>% of Beer &amp; Wine Sponsored &amp; No. of Announcements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>205,833</td>
<td>6,230</td>
</tr>
<tr>
<td>Tuesday</td>
<td>205,699</td>
<td>6,475</td>
</tr>
<tr>
<td>Wednesday</td>
<td>217,230</td>
<td>6,993</td>
</tr>
<tr>
<td>Thursday</td>
<td>225,377</td>
<td>6,917</td>
</tr>
<tr>
<td>Friday</td>
<td>236,653</td>
<td>6,697</td>
</tr>
<tr>
<td>Saturday</td>
<td>175,918</td>
<td>4,862</td>
</tr>
<tr>
<td>Sunday</td>
<td>110,324</td>
<td>920</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>1,272,794</strong></td>
<td><strong>39,110</strong></td>
</tr>
</tbody>
</table>

**L&N NAMES TOIGO TO SUCCEED NEWELL**

ADOLPH J. TOIGO, executive vice president and general manager, has been elected president of Lennen & Newell, New York, by the board of directors [AT DEADLINE, Dec. 27], succeeding the late H. W. Newell.

At the same time the appointment of Thomas C. Butcher as executive vice president was announced by Mr. Toigo.

Mr. Toigo has been with the agency since June 1952, and was with William Esty Co. as vice president of analysis and plans before that. Prior to that association he was with Geyer, Newell & Ganger, Benton & Bowles and John Chrysler Flooded

FLOOD of more than 350,000 letters was received by the Chrysler Corp., Detroit, in response to an offer made by the company in connection with Detroit's Thanksgiving Day parade seen nationally on tv. During the 45-minute telecast, Chrysler, sponsor of the program, offered viewers 11 color cutouts of five fairy-land floats, a band and five cars that participated in the pageant. The Detroit post office reported the response represented the largest bulk of mail for a single addressee ever received in a week.

**Santacroce Joins Ruppert**

FREDERICK M. LINDE, president of Jacob Ruppert Brewery, and Milton Biow, chairman of Biow-Bein-Toigo, announced last week that Thomas Santacroce, vice president in charge of merchandising at Biow for the past five years and loaned to the brewery last August as general sales manager, had been named vice president and director of sales at the Ruppert Brewery, effective last Saturday.

**Slater Joins F&S&R**

TOM SLATER, formerly vice president and director of radio and television at Ruthrauff & Ryan, New York, has been named radio-television director of Fuller & Smith & Ross, Cleveland. He is to be divided into a film-visual communication section headed by David G. Adam, who has been with the agency since 1933, and the radio-television section headed by Mr. Slater. Mr. Slater was with Mutual before joining Ruthrauff & Ryan.
Three Soaps on One Show

IN A SALE said to be the first of its kind, three competing soap manufacturing companies have signed for year-long campaigns on the same show—NBC-TV's "Ding Dong School" (Mon.-Fri., 10:10-10:30 a.m. EST). George Graham, NBC sales supervisor for the show, said last week the sale was the first involving three major companies in the same field buying into the same tv show.

The advertisers, who have each purchased one 15-minute segment each week, are: Manhattan Soap Co., New York, through Scheideler, Beck & Werner, New York, starting Jan. 20; Procter & Gamble Co., Cincinnati, through Bow-Bein-Toigo Inc., New York, starting in mid-January, and Colgate-Palmolive Co., Jersey City, through Ted Bates & Co., New York, with start date to be announced shortly. Product to be advertised on the program are non-competitive. Manhattan Soap will advertise its Sweetheart Soap; Procter & Gamble, a new hair set for young girls; and Colgate-Palmolive, Colgate toothpaste.

RORABAUGH NOTES RISE IN SPOT TV

Report says that seven product groups put more in spot tv than they did in spot radio the year before.

THE RISE of spot television to dominance over spot radio in seven product categories during the period between the third quarter of 1953 and the same quarter of 1954 was pointed up last week in a special study by the N. C. Rorabaugh Co.

Noting that in these business categories spot tv volume increased about 100% during the period while spot radio dropped about 50%, the New York research organization said in releasing its figures that "whereas spot radio had a slight edge over spot tv as of the third quarter 1953, one year later spot tv carried more than thrice the dollar volume from the same brands as did spot radio."

The findings are summarized in the accompanying table (it was pointed out that the figures are net, not gross, and were computed by using the maximum frequency discount rates on each station).

Study Is Limited


The report went on to point out that "spot radio totals for the third and fourth quarters of 1953 (only) are identical because original computations for this medium were based on single reports covering a 6-month period, without monthly break-down. Although the fourth quarter would normally be about 20% higher than the slow summer months of the third quarter, this factor was not applied in view of the steady decline in spot radio billings over the entire 15-month period."

The spot tv figures were based on the quarterly Rorabaugh report on spot television advertising while the spot radio figures were based on an independent survey of radio stations and their representatives.

Smith Leaves NARTB

TO JOIN CHRYSLER CORP.

JOHN H. SMITH Jr., NARTB public affairs manager, has resigned to join Chrysler Corp. In the new post, which he will take January 1st, he will be in charge of development and supervision of new public relations projects related to market cultivation, consumer relations and product sales.

Mr. Smith is president of Public Relations Assn. He joined NARTB in 1951 as fm director, developing and supervising Chrylser’s fm network, a cooperative manufacturer dealer-broadcaster plan for merchandising fm receivers. He directed the 1952 register-vote campaign which received the top award of American Heritage Foundation and handled public relations for the NARTB tv Information Committee.

Bissell Carpet Sweeper Sets Drive on NBC-TV

BISSELL CARPET SWEEPER Co., Grand Rapids, Mich., will advertise its carpet sweeper exclusively on NBC-TV Today (Mon.-Fri., 7-9 a.m. EST, CST) and Home (Mon.-Fri., 11 a.m.-12 noon EST) with a 12-month campaign, starting Jan. 3. The campaign calls for as many as four participations a week on the program through N. W. Ayer & Son, New York. H. R. Bissell III, president, said that Bissell’s exclusive use of NBC-TV for its product during 1955 stemmed from a conviction that “personal demonstrations in selling have never been replaced.”

Direct Mail Up 5.62%

ESTIMATED dollar volume of direct mail advertising by American business during November 1954 amounted to $121,381,294, representing a gain of 5.62% over the figure of November 1953, it was reported last week by the Direct Mail Advertising Assn. During the first 11 months of 1954, according to DMAA, some $1,279,410,644 was spent on direct mail advertising said to be an increase of 6.04% over the corresponding period of 1953.

NEW PITCH EXTOLS IMPACT OF RADIO

CBS Radio Spot Sales unveils new advertiser-agency presentation, loaded with facts on coverage and listening habits.

THE VIRTUES of radio in reaching "more people than any other medium" are being pointed up in a new CBS Radio Spot Sales media presentation for advertisers and agencies which is being announced today (Monday) by Henry Flynn, general sales manager.

Under direction of Sherrill Taylor, sales promotion manager, the presentation, describing the "continuing success and advantages of radio," is illustrated by color slides, each of which conveys one of radio’s vital statistics. The cartooned caricature technique is employed for added effect.

The sales promotion talk already has been presented to 22 General Foods executives in a special showing and soon will be presented to top advertiser people across the country.

The promotion notes that radio is "the most universal medium" reaching "practically everybody"-98.3% U. S. homes have one or more radios and only 1.7% homes have no radios. Since 1946, the story goes on, the number of home receivers has about doubled (from 37,730,000 to 117 million) and from there the presentation covers the dominance of multiple set ownership; radio’s mobility—being heard all over the house by every member of the family; a recount of people who don’t have tv, don’t read magazines and don’t read newspapers and radio’s actual "take" of the average home’s day.

Figures of particular interest which the media promotion supplies: In a typical week, 42,880,000 homes, or 92% of all radio homes, spend an average of 20 hours 46 minutes with radio

At any given moment... Radio's audience totals in the MILLIONS.

Day
Night

10,000,000 listeners in an average mid-day minute. Average mid-evening minute

TYPICAL of the slides in the presentation is this visual explanation of radio’s potential audience day and night.
Ludgin & Co. Realigns; Bliss Elected President

VINCENT R. BLISS was elected president and Earle Ludgin board chairman in a top-level managerial realignment announced by Earle Ludgin & Co. in Chicago last week.

The promotions were attributed to the "recent rapid growth" of the agency, whose overall billings are estimated to be approximately $10 million, with an increasingly heavy share for radio and television. Share of broadcast billings was understood to be nearing 50% of overall billings.

In other changes, John H. Willmarth was elected executive vice president and head of creative director, and Jane Daly, radio-tv director, was named a vice president—first from the distaff side in the agency's history. Its board of directors also was enlarged.

Mr. Ludgin, who founded and headed the agency, will continue to be active in the agency's activities, it was stressed.

Mr. Bliss joined Earle Ludgin & Co. as vice president in 1932 and has been executive vice president since 1946. Before joining Ludgin, he was associated with Abbott Co. and marketing interests.

Miss Daly came up through the ranks from secretary in 1942 to assistant timebuyer, timebuyer and finally radio-tv director. Mr. Will-

Trendex Adds Five Cities To Tv Popularity Report

A "MAJOR expansion" of its service was announced Thursday by Trendex Inc., which announced the addition of five cities to its current 10-city network tv program popularity report.

The cities are: Atlanta; Chicago; Los Angeles; Philadelphia and Pittsburgh.

Trendex said the cities selected conform to the pattern set by the firm in October 1951 when the original 10 cities were picked. Criteria used is that the cities must be unserved by the interconnected network tv and must be equipped to transmit live the programs of all four tv networks.

In a statement, Trendex reminded that its service, which reports comparative popularity of tv audience to network tv programs in areas where there is "optimum opportunity" to view the programs of the four tv networks, is distinct from the nationally projectible rating which Trendex said is a percentage figure that which is determined by the number of U. S. tv homes that provides program audiences in terms of number of homes. The latter service is more a measure of circulation, Trendex said, adding that both forms of audience measurement "are necessary and are used extensively."

Lewin, Williams & Saylor, Green-Brodie Agencies Merge

LEWIN, WILLIAMS & SAYLOR, advertising agency established in 1921, and Green-Brodie, founded in 1928, merged last week into a single organization to continue under the formers name.

Alan Green and Julian P. Brodie, formerly partners in Green-Brodie, became senior vice presidents, stockholders, directors and members of the agencies plans board.

A. W. Lewin continues as president and Sidney Mathew Whitt as executive vice president, and treasurer of the combined agency. At the same time it was announced that Walter T. Pollock, who has been a vice president of Lewin, Williams & Saylor, will become a senior vice president of the consolidated firm.

Ballantine Buys Baseball

P. BALLANTINE & Sons, Newark, will sponsor coverage of Phillies baseball games at home and away over radio and television in 1955. The Ballantine agreement calls for telecasting of the Phillies' opening game at home and approximately 28 other Saturday, Sunday and holiday home games. In addition Ballantine will share sponsorship in telecasting of away games. On television, games will be carried alternately by WPTZ (TV) and WFIL-TV, both in Philadelphia, and on radio by WIP Philadelphia. J. Walter Thompson Co., New York, is agency.
Heinz Sponsors TPA Film

H. J. HEINZ CO. (canned food), Pittsburgh, through Maxon Inc., New York, will sponsor a Television Programs of America property, Captain Gallant on NBC-TV, Sundays, 5:30-6 p.m. starting in mid-February at a cost reported to be approximately $2 million. The series, featuring Buster Crabbe and his son, was shot in Africa. Negotiations also are underway for TPA to syndicate the feature in all markets except the 66 where Heinz will carry the series.

SPOT NEW BUSINESS


NETWORK NEW BUSINESS

American Chicle Co. (chewing gum), Long Island City, N. Y., has canceled year-end television spot campaign to put budget into co-sponsorship of Zoo Parade on NBC-TV Sundays. Agency: Dancer-Fitzgerald-Sample, N. Y.

Union Oil Co. of Calif., L. A., starts Frank Goss News on 28 Columbia Pacific Radio Network stations (Mon.-Fri., 7:30-7:45 a.m. PST), for 52 weeks from Feb. 7. Agency: Young & Rubicam Inc., L. A.


R. T. French Co. (condiments), Rochester, N. Y., will sponsor Wednesday program of World of Mr. Sweeney (NBC-TV, Mon.-Fri., 4:30-4:45 p.m. EST) for 26 weeks, starting Jan. 5. Agency: J. Walter Thompson Co., N. Y.

Brown & Williamson Tobacco Corp. (Kool cigarettes), Louisville, Ky., to sponsor news show with Kenneth Banghart on NBC Radio (Wed., 8:30-8:35 p.m. EST), effective Jan. 5. Agency: Ted Bates & Co., N. Y.

Columbia Records, N. Y., to sponsor Life With Father on CBS-TV in Tues., 8-8:30 p.m. period, effective tomorrow (Tues.) instead of planned sponsorship of Adventures of Kingfish, whose start is being postponed until later date. Agency: Ted Bates & Co., N. Y.

AGENCY APPOINTMENTS

WIBG Philadelphia appoints M. Evans Richmond Agency, same city, replacing W. Wallace Orr Inc., that city.


Corn King Co., Cedar Rapids, Iowa; Associated Hospitals Service Inc., Sioux City, and Cowles Broadcasting Co. (KRNT-AM-FM-DES Moines, KVTW (TV): Sioux City, WNAK Yankton, S. D.), appoint W. D. Lyons Co., Cedar Rapids.

Hope & Anchor Breweries Ltd., N. Y., has appointed Anderson & Cairns, same city.


Frank Fehr Brewing Co., Louisville, Ky., has appointed Dolley Adv., N. Y., for its X-L and Liquid Gold Beers. Account has been handled by McCann-Erickson previous to Jan. 1.

Movado Watch Agency Inc., N. Y., has appointed Blaine-Thompson Co., same city.

Colden Mfg. Co., Newark, N. J., has named Wexton Co., N. Y., for ehr mattress. Radio-TV spots will be used.

A&A PEOPLE

E. W. Leach, account executive, Henri, Hurst & McDonald, Chicago, elected vice president; D. Neville Malangay, formerly head of own agency, to Henri, Hurst & McDonald as vice president and assistant to president.


Donald H. McCollum, director of client relations, Schwerin Research Corp., N. Y., elected vice president; Jay H. Rick, formerly on faculty, Lake Forest (Ill.) College, to testing div. of company.

Robert D. Work Jr., associate copy director, Young & Rubicam, N. Y., appointed vice president.


Alan D. Lehmann, BBDO, N. Y., elected vice president in Buffalo, N. Y., office; Bob Chanev, vice president, BBDO, N. Y., appointed manager of Minneapolis office, succeeding J. C. Cornelius, resigned.

James M. CeeI Jr., formerly merchandising director and account executive, Cecil & Presbrey Inc. (now defunct), N. Y., elected vice president, John Shrager Inc., same city.

Eugene G. Elston to W. D. Lyon Co., Cedar Rapids, Iowa, as radio-TV director; James R. Miller to creative dept. of agency; Lou G. Robley to account service department.

John R. Markey, formerly in charge of merchandising on West Coast, NBC, to Roy S. Durstine Inc., S. F. office, as merchandising manager.

Teri Segur, former assistant to president, H. M. Gross Co., Chicago, to Philip J. Meany Co., L. A., as production manager.

Fred Williams to Campbell-Mithun Inc., Chicago, as account executive.

Hub Terry, formerly sales representative, WIS-AM-FM-TV Columbia, S. C., to Tom Datsley Adv., same city, as account executive; Terrell Stone to agency as artist.


Wayne Palmer, account executive, Young & Rubicam, L. A., to Doyle Dane Bernbach, same city, in similar capacity.


Raymond P. Cal, Young & Rubicam, N. Y., to Calkins & Holden, same city, effective today (Mon.), as copy director.

William Harris Sapiro, copy group head, Macy’s, New York, to creative dept., McCann-Erickson, same city, as senior writer.

James F. Quinn, vice president, Ross Roy Inc., Detroit, appointed Chicago office manager, succeeding John G. Fogarty, resigned.
Dinner Theatre

ranks 12th among all shows in Detroit after only six weeks on the air

A 33 rating in six weeks! Here's a unique idea that has scored a resounding success! A magician MC plays host to a different group of Detroit children each day. They actually eat dinner on camera while they watch the "Little Rascals" comedy films (left) starring Jackie Cooper, Dickie Moore, Alfalfa, Farina, Spanky MacFarland. Adults, who remember seeing these famous comedies as children, enjoy them as much as today's youngsters. Proof: Recent contest announcements on the show brought 7000 entries, 90% from women. The latest rating as high as 33!

Weekdays, 6:00 to 6:30 P.M.

WXYZ-TV
CHANNEL 7 - DETROIT

Represented Nationally by Blair, TV, Inc.
And Mt. Washington TV is "the best darn salesman I've ever seen!" No wonder the sponsors of Disneyland, Jackie Gleason, Climax and Shower of Stars... to mention a few, have been sold on the Mountain. It reaches most of Maine, New Hampshire and Vermont at about half the cost of any other 3 TV stations in the area combined.

CBS-ABC WMTW Channel 8
IN THE mountain regions of the southern United States there flourishes a commodity which until radio came along was seldom produced for export. This mountain-grown product is "country" or "hillbilly" music, which almost solely through the aural medium has been lifted from the "front porch" or "hayloft" category of entertainment to a multi-million-dollar industry which sometimes out-rattles the din coming from a certain, much more publicized, alley.

In Springfield, Mo., spang in the middle of the Ozarks, is a 10-year-old group of enterprises which has been straining mightily to make that city the center of the country music world. This inordinate ambition is not entirely out of tune with the possibilities when it is considered that RadioOzark Enterprises has precipitated an estimated $2 million business, boasts a slew of the biggest names in the country music field and has behind the whole shootin' match a mastermind who has been in rural radio since 1926.

He is Ralph D. Foster, president and general manager of KWTO Springfield. Besides KWTO and RadioOzark Enterprises, a transcription-production-syndication firm, the Foster interests embrace the Earl Barton music publishing firm and Top Talent Inc., a booking organization, all operating exclusively in the country music field.

If there ever was any doubt about Mr. Foster's intentions to make KWTO and Springfield the "crossroads" for hill country hoedown rhythms, it was hurriedly buried last summer when the RadioOzark principal signed on one Clyde Julian Foley, a sandy-haired native Kentuckian known to his friends, his fans and the trade as "Red."

Red Foley is to country music what Louis Armstrong is to jazz. The 44-year-old vocalist-guitarist-m.c. headlined Nashville's famous Grand Ole Opry (WSM-NBC-Prince Albert Tobacco) for eight years and sales of his records have topped 24 million.

Mr. Foster and his associates in RadioOzark Enterprises, et al., decided to build around Mr. Foley a new, Saturday night stage-and-radio show, The Ozark Jubilee, to run 2½ hours on KWTO. Mr. Foley's 25-minute open-end portion of the Jubilee made its first appearance on KWTO last July 17 and three weeks later was snapped up by ABC Radio.

Ralph Donald Foster first became intrigued with radio in 1926, when he persuaded his partner in a St. Joseph, Mo., tire business that they should devote some 40 square feet of their shop to a radio studio to provide an outlet for their hobby, vocalizing.

The roseate opportunities in commercial radio dawned rather suddenly one day when Mr. Foster provided the local police with a two-block traffic tie-up in front of the shop with his broadcast offer of a free ashtray for the first 100 customers to visit the tire store. In very short order the cubbyhole sideline grew into a fulltime occupation.

Mr. Foster's first commercial station, KGBX, was moved from St. Joseph to Springfield in 1932 when he was joined in the new enterprise by the late C. Arthur Johnson, St. Joseph banker, and Lester E. Cox, Springfield industrialist. Mr. Johnson continued in the operation as vice president and treasurer until his death in January 1953. Mr. Cox today serves as board chairman of the Foster radio organization.

The next year KWTO was established as a sister operation. The new station was designed, in the words of a KWTO publicity man, "to reach every deer lick, rabbit warren and 'hawg wailer' in the Ozarks." At almost the same time Mr. Foster came up with the formula that after a couple of decades remains the KWTO trademark: professional country music entertainment (KWTO always has carried a staff of at least two dozen artists), plenty of farm-service features and all-around good neighborliness.

Mr. Foster's foray into the production-and-syndication field began rather modestly in 1944, shortly after the FCC had ordered that KWTO and KGBX ownership be sep-
rated and the latter outlet was sold to other interests.

The Assembly of God Church, which makes its national headquarters in Springfield, was persuaded by Leslie L. Kennon, then the station's commercial manager, to put a weekly half-hour program on KWTO. *Sermons in Song* met with such gratifying local success that Mr. Kennon sold the religious group on letting KWTO transcribe the program and arrange for its broadcast on nearly 200 other stations. Today Leslie Kennon is KWTO vice president.

*Sermons in Song* was so well received in its first year that it won the national Church-ill Award for good taste and showmanlike presentation of a religious theme. And Ralph Foster began envisioning an organization that could make network-calibre entertainment available on discs to local stations. By 1947, RadiOzark Enterprises Inc. was a going concern, with Mr. Foster as its head. Named vice president were E. E. Siman Jr., who was instrumental in producing the religious program, and later, John B. Mahaffey. The Siman-Mahaffey team now actively directs the firm's energetic production schedule.

That Mr. Foster and associates embarked upon a rewarding adventure is long since patent. Although the first series, *Saddle Ring Show*, which has been outstripped by more recent acquisitions to the RadiOzark roster, it still is a "very active" property, the firm's president says.

Among the best-sellers of RadiOzark's 25-minute open-ends is *The Smiley Burnette Show*, featuring Smiley Burnette, a cowboy singer who first made a name furnishing comic relief as the hard-riddin' pal of radio-TV-screen singer Gene Autry in Hollywood western movies. After six years in the Foster fold, Mr. Burnette is still a top hand at RadiOzark, with his shows carried by hundreds of stations.

Another production foremost on the firm's sales list is the *Tennessee Ernie Show*. When *Ernie* was released in the spring of 1954 it met with such happy acceptance from station operators that Messrs. Siman and Mahaffey, even before the 260-show series was completed, began casting about for another "name" to furnish the desirable talent for a new open-end.

It was about this time that Mr. Foster had begun to think in terms of Springfield's new destiny as the "Crossroads of Country Music." And thus it was, when Red Foley stepped out of the wing, he found Mr. Foster waiting with a fountain pen.

When word of Mr. Foley's new affiliation hit the trade press, more than a dozen other major-label recording artists followed the talented troubadour to the new Ozarkian mecca. And RadiOzark Enterprises Inc. began to take on the aspects of a snowball.

Since most performers in the country music business maintain their "names" via phonograph records and a weekly radio show, and depend largely on personal appearances for their livelihoods, the next Foster move was to create a booking agency for the RadiOzark musicians.

The result was Top Talent Inc. The infant firm, with C. R. (Lou) Black, former KWTO program director, as general manager, provides talent for upward of 35 personal appearances a week for Springfield-based country stars. During a typical week these will range from one-act bills at little red schoolhouses in the hill country to big-time promotions as far away as Philadelphia, Dallas, St. Petersburg and Toronto.

With a growing stable of guitarists, fiddlers and vocalists, Mr. Foster's next step was to provide an additional outlet for their various abilities; whereupon, Earl Barton Music Inc. was formed, about which Mr. Foster comments: "Country musicians are, by and large, their own composers. It was only natural that we should give them an additional outlet for their talents with a local music publishing firm."

The music publishing entity, operated by the Siman-Mahaffey team and Don Richardson, RadiOzark promotion man, bagged a song hit during its first few months with a tune aptly titled "Trademark." Written by a KWTO staff member, the song ranked second that year in sales for Columbia Records' country-and-western department.

RadiOzark's sales efforts have netted such national accounts as Staley's Syrup syrup and Sta-Flo liquid starch, United States Tobacco Co., Imperial Tobacco of Canada Ltd., Bromo-Quinine, Orange Crush, International Milling Co., General Mills and Ford Tractor.

Besides its open-end packages, RadiOzark produces a fair-sized list of tailor-made shows, notably *The George Morgan-Robin Hood Floor Show*, aired on nearly 100 outlets for International Milling, and *The Bill King Show*, heard for two years on ABC Radio and now presented via transcription on a number of Keystone outlets.

Today the number of U.S. and Canadian radio stations carrying RadiOzark programs runs more than a thousand. While RadiOzark still maintains headquarters in the KWTO building in Springfield, Messrs. Siman and Mahaffey regularly conduct production schedule in Hollywood. Major labels on which RadiOzark stars are recorded include RCA Victor, Columbia, Decca, Capitol and others.

When Messrs. Foster and Foley put their heads together to plot the course of the 2½-hour Saturday night *Ozark Jubilee* it was decided to lease Springfield's 1,000-seat, air-conditioned Jewell Theatre, which had been darkened for some time, as an arena for KWTO's tandem of talent.

Located a half-block off U. S. Route 66 in Springfield's business district, the theatre has had standing-room-only crowds every Saturday. Requests for tickets, a glowing management aver, have been received from every state in the Union since ABC Radio began carrying the 25-minute Foley portion of *Jubilee*. Some of those attending, no doubt, have been spurred by a chamber-of-commerce-type piece, sung on the spot by the able Mr. Foley at the slightest provocation, inviting one and all to join in "The Springfield Run."

During the remaining six nights of the week the members of the *Jubilee* cast—currently 55—are playing Top Talent bookings around the country, while the theatre is rented out to other parties, which to date have included such undertakings as conventions, sales meetings, revivals and fashion shows.

Although Mr. Foster relaxes occasionally at his "Lake of the Woods" farm, his talent for showmanship often is directed to other activities. One such was a fund drive for a new crippled children's hospital, which he led as potstater of the local Shrine. Result: the campaign was over-subscribed by $100,000, making possible a hospital larger than originally planned.

Have RadiOzark and its president reached the end of their major potentialities? Ralph Foster and KWTO Vice President Leslie Kennon have not been overlooking any bets in their efforts for an even greater rash of Ozark-style country music. And RadiOzark may make an early debut into syndicated films and live-network telecasts of *Ozark Jubilee*, portions of which are already carried every Saturday on Springfield's KYTV (TV)
RADIO STATION accounting is either master of, or a most capable assistant to, management—depending upon the reliability and timeliness of the information provided. Obviously, accounting information must be accurate and, in radio more than in most lines of endeavor, time is definitely of the essence.

It seems to me that successful management in radio may be materially influenced by having accounting facts readily accessible to be applied in reaching decisions on most station operating policies such as programming, production, sales, engineering, financing and the like.

Many jobs can be done poorly or half-heartedly without ever causing serious financial loss. An inaccurate or "estimating" method of accounting, however, is going to catch up, sooner or later, with the station using it. Accounting is the eyes and ears of the radio or tv executive. If it gives him inaccurate or inadequate information, he is "running blind."

While it is true that there are a great many apparently successful broadcasting companies using poor accounting methods, how long is this situation going to last? Let's face the fact that conditions up to a short time ago were, in many instances, not too competitive. Stations made money in spite of their deficiencies, not because of them. That picture is changing now.

We used to do all accounting on a pen and ink basis, and we had a very complete system—too, with all the information we needed. The only trouble was that much of this information took so long to prepare that by the time I got hold of it, it was practically worthless. Further, many things that I would have liked to know were "burrled" in such a manner that it was not practical for me to dig them out.

We determined to find a really efficient method of accounting, even if it meant employing more people and incurring considerable extra expense. (As it turned out, we saved money.) Up-to-date, accurate information was needed for our radio operations, to begin with. Though we had what might be considered an excellent hand system of accounting, it was not good enough.

We are planning to go into television soon, so accounting is now doubly important to us. Television will mean a several hundred per cent increase in capitalization, revenues and expenses. Therefore, proper financing, possible only through detailed, up-to-the minute accounting information, will be even more necessary.

With our new system (which we would have installed regardless of tv consideration), we are all set up to go into television, smoothly handle all accounting problems, and know what we are doing from the very first day of operation.

I am going to describe for you the procedures under our new machine system, but first let me go over some of the benefits we get out of it:

(1) All revenue accounts are now posted on a daily basis. We have instantaneous figures for cash receipts and business rendered for the day, as well as these same figures for the month to date. We can always tell what our expectation of business for the entire month will be and what our cash requirements are going to be. There is no sense tying up working capital that you don't need. Control of financing is one of the major factors in profits.

(2) Since each individual account is always up to date, I can look at an account at any time and see how much time and what kind of time is being bought as compared with the previous month or the last quarter, etc. This ability to scan accounts and see how they are going is invaluable to me.

(3) The end-of-the-month rush and confusion of adding accounts, balancing, preparing statements and so forth is entirely eliminated, since this work is accomplished automatically by machine throughout the month.

(4) The payroll records are now such that I can tell at a glance, even while signing the checks, how much talent is being sold and how much commission is being earned by all featured personnel. Our general time schedule ties in, for the most part, with certain featured people on the payroll. By looking at the payroll as it is now prepared, we can tell how well a particular program is going. It is also immediately apparent whether or not a feature personality is being sold. If not, it may be that the sales department is not selling it; it may be a matter of poor relations between sales people and that personality; it may be that the featured person is becoming less effective, etc. At any rate, we find out.

The combination of payroll and daily accounts receivable figures provides the major topic of discussion at daily meetings, where department heads are answerable for any unusual circumstance reflected by our figures.

(5) We know, on a day-to-day basis, what availabilities we have and where sales efforts should be directed, knowledge vital to a truly efficient operation.

(6) The records produced by the machine are presented in a way that greatly reduces the number of times I have to go through the accounting records, yet the few times a month that I do go through them provide far more information than I ever had before. It is impossible to estimate the amount of time and effort this has saved. I have been spending a lot of time in Washington in an effort to win approval for television; what we would have done during this period without our present system I don't know.

(7) New procedures substantially reduce the need for outside professional accounting service.

The Machine System

Revenue Accounts—Step 1

Original orders, made up from the contract for scheduling purposes, are filed alphabetically and are checked daily against the station log. Any variation in time is noted on a clip sheet, which is then attached to the order affected on the indicated day.

The machine operator posts daily from the order forms. Posting is done simultaneously to the client's statement, to the individual revenue ledger, and to the revenue journal. If the order requires an affidavit, the posting procedure is identical, except that instead of inserting the client's statement and ledger in the machine, a three-part affidavit form, headed up by advertiser and participating sponsor, is inserted and posted. Statements and ledgers, as well as affidavit forms, are kept filed alphabetically in a "posting tray."

Needless to say, one client may do advertising on his own and also have advertising that is supported by a participating sponsor. This makes absolutely no difference what-

January 3, 1955
A NEW TYPE of rate card, termed "Realistic Pricing Method," has been adopted by KXYZ Houston. It is based on the station's "demonstrated share of the Houston audience" and uses new time classifications.

This departure from conventional rate-card methods was adopted after a series of conferences with Avery-Knodel Inc., which last autumn was appointed by KXYZ as its national representative.

All time classifications of KXYZ were reappraised in line with audience data, along with listening habits and competitive station costs. The new evaluation is a departure from the normal formula based on total number of radio homes with sets turned on in the market.

When an analysis showed "an almost steady percentage of homes listening to their radios throughout the day until the late evening period," RPM permitted a higher rate during a number of hours during the day, with downward adjustment in others.

A higher value is assigned 8 a.m.-noon time under RPM as well as 5-6 p.m. On the other hand, a lower value is given afternoon time and evening time after 7 p.m.

The chart shows that KXYZ now has 7½ hours of prime time compared to the previous 4 hours. The amount of daily time in the medium-priced bracket is almost halved.

Recalling that KXYZ's past record in delivering circulation and such items as number of radio homes, sets-in-use, traffic flow and other data had been considered in arriving at RPM, Arthur H. McCoy, radio sales manager of Avery-Knodel's New York office, said the card is "realistic in every sense and enables every time segment to stand on its own feet."

Fred Nahas, KXYZ executive vice president and general manager, said RPM "marks the point where the ostrich takes his head out of the ground and adjusts his thinking to a completely realistic level." He said the station is spending large sums for new programming and fresh program ideas.

The 7-8 p.m. adventure strip has been started and promotion is backing up this program planning.

RPM will continue on a flexible basis as to individual time classifications as well as to costs in the three time groupings, according to KXYZ. If a given period appears to be worth more, the rate will be adjusted accordingly—and vice versa.

Revenue Accounts—Step 2

You will recall that the affidavit form is in three parts. At the end of the month, the affidavits are pulled from the alphabetical file. The first two copies are removed; one goes to the participating sponsor, and the duplicate is for the advertiser.

The third copy is used to transfer charges. This copy is inserted in the machine and the total charge is credited, reducing the balance on the affidavit to zero. The advertiser's statement and ledger are then inserted in the machine and the total amount credited on the affidavit is charged in total to the advertiser's account. We use the cash receipts journal for this operation.

After all affidavits have been transferred, the machine should contain debit and credit totals that agree. Although the accounts receivable control account is of course not changed by this operation, we enter the debit and credit "washout" totals as a matter of good practice.

This method of handling affidavits as charges occur throughout the month, and then transferring only the total charge, works out perfectly for us and eliminates many previous hand system headaches. The records for both client and participating sponsor are complete in every detail, and the major-month-end job of preparing affidavits no longer exists.

Revenue Accounts—Cash Receipts

Posting of cash receipts is very similar to posting charges. The client's statement, the individual revenue ledger card, and the cash receipts journal are all prepared simultaneously. Computation of balances, proof and footing of journal columns are of course fully automatic.

Miscellaneous cash receipts (not affecting clients' accounts) are posted directly to the appropriate revenue account and are at the same time recorded in the cash receipts journal.

Payroll

Five payroll records are created simultaneously on the machine: the earnings record, employee's pay statement, check, payroll journal and check register (which is really the right side of the payroll journal). The "31" automatically computes gross and net pay and automatically figures and prints to-date totals for earnings, F. I. C. and withholding tax, on the earnings record. All journal columns, including those for the various deductions, add vertically as the payroll is being written.

From my own viewpoint, it is the records produced that are so important. The check stub (employee's pay statement) shows the whole picture at a glance, both as to earnings and deductions. The earnings records are such that I can see instantly how much an employee has earned for the year to date and how he has earned it.

W-2's and 941a reports are another machination. The "Class 31" machine automatically computes earnings subject to F. I. C. and automatically figures the amount subject to report according to both state and federal requirements. Page totals are automatically accumulated by the machine and control totals for balancing purposes are also provided. The job takes 30 minutes!

Other Accounting

Accounts payable and general ledger are other jobs that we plan to put on the machine. (This particular machine will handle almost any kind of bookkeeping work, since the numbers are "thrown away" at the front. One form bar can be removed and another inserted in its place in a matter of seconds. This changes the entire operation of the machine.)

Ease of Training

There is no problem in teaching someone to operate the "31" machine. Figures are entered on a keyboard just like the one on an adding machine; description is typed in on a standard keyboard electric typewriter, which is a part of the machine.

We had some difficulty in convincing our accountants of the merits of machine accounting—and that we had trouble finding the right machine. We did it. And we have found that machine accounting is far faster and more accurate than pen and ink methods, provides much more useful information in readable form, and that it also takes all the "headaches" away—for instance, the month-end rush of looking for trial balance errors, preparing statements, writing out affidavits and so on. All of that is already done.

I am in a position now to keep my fingers on the pulse of the business at every moment. Further, we will assume the work of television accounting without so much as a ripple of difficulty.
ON THE AIR FROM 7 A.M. TO 1 A.M.

basic CBS shows + top ABC shows + ST. LOUIS' FAVORITE PERSONALITIES

ED WILSON 4:15 - 5:00 P.M.
TOM DAILEY 12:30 - 1:00 P.M.
GIL NEWSOME 5:00 - 5:30 P.M.

UNBEATABLE ENTERTAINMENT
AND
ZOOMING SALES
FOR YOU

you'll sell more...

in St. Louis on channel 4

1,560,000 POPULATION
100,000 WATTS — OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.

KWK-TV
ZIV TV PURCHASES NATIONAL STUDIOS

The $1.4 million purchase gives Ziv what is reportedly the most elaborate tv studios for syndicated tv film.

PURCHASE by Ziv Television Programs Inc. of the American National Studios (formerly Eagle-Lion Pathe) in Los Angeles for $1.4 million was announced last week by John L. Sinn, president of Ziv TV.

Three Jamaicans by Olmsted

The $1.4 million purchase will be one of the major producing units on the West Coast, will be renamed the Ziv Television Studios. Mr. Sinn said the studios will provide Ziv with "the most elaborate television studios ever used by a syndicated television film producer. They cover more than six acres and include completely equipped sound stages.

Mr. Sinn said the new facilities were purchased from a syndicate consisting of Fred Levy, Bob Hope, Ed Pauley, Dan Reever, Ed Matz, Bernard J. Prockter, Edward Conne, F. R. Long and Bertram Gamble.

The new acquisition, according to Mr. Sinn, offers "more than twice as much space than was used at the California Studios."

Mr. Prockter, who is president of Prockter Television Enterprises, stated that his "primary reason" for disposing of his stock in the American National Studios was to devote his complete time and attention to his television properties and other contemplated projects in the television and motion picture fields.

At present, Mr. Prockter is producing Treasury Men in Action for Chevrolet, the Reader's Digest series for Packard and The Man Behind the Badge for syndication. These properties are being filmed at the American National Studios. Mr. Prockter also is the producer of The Big Story, which is carried live on NBC-TV.

Mr. Prockter added that he was expanding his production operations in the tv field and would announce his new properties shortly. He said that all likelihood filming will be done at the American National Studios.

The purchase of the studios by Ziv Television was said to be the result of expansion plans by the company for 1955, during which it will double its production rate. The company previously had announced plans for a total production budget of $9.5 million in 1955, which will cover shows now in production and those being planned [B&I, Dec. 27, 1954].

Jamaican Film Center Established in West Indies

NEGOTIATIONS for the establishment of Jamaican Film Center Ltd., Kingston, Jamaica, B. W. I., have been completed by Martin Jones, Henry Olmsted, Gordon Knox and the Industrial Development Corp. Messrs. Jones Olmsted and Knox, American businessmen, will serve as director-script editor, sound head and executive producer, respectively. They are also on the board of directors of the new company. Three Jamaicans will be elected to the board by the IDC.

The film, capitalized at $1 million, will produce telefilm and feature film. Production of 22 half-hour dramatic programs to begin within the next three months has been scheduled.

Financing arrangements for a new tv film daytime series using a Jamaican setting have been completed, according to Mr. Jones. The Industrial Development Corp. of Jamaica is providing nearly a half-million dollars for JFC as a means of luring new industry and to promote Jamaica's attraction to U. S. and other tourists.

Storyline of the untitled series will center on an American family living in Jamaica, Mr. Jones said, revealing that Mona Keats, creator and writer of Portia Faces Life and Woman With a Past, both daytime serials, now is in Kingston studying local color and background.

'Holmes' Sold in Six Cities

SALE of Sherlock Holmer in six major markets has been announced by Sheldon Reynolds Producers Inc. TV syndicators and cities in which the show will be carried are: Whigley Stores, Detroit; White Dove Mattress Co., Cleveland; First National Bank, Minneapolis; Illinois Bell Telephone Co., Chicago; Mercantile Bank, and Chase National Bank, New York.

Guild Films Volume Up;
Kaufman Sees 1955 Growth

CONTINUED growth of Guild Films Co., New York, during 1955 has been predicted by Reub Kaufman, president and founder, who noted that the company's gross volume this year rose to nearly $5 million from $1,739,145 in 1953.

During 1954, Mr. Kaufman continued, Guild Films personnel increased to 336 as against 77 in 1953, and the number of its offices reached 10, double the year before. In line with this growth, Mr. Kaufman said, Guild Films' production budget for 1955 has been set at approximately $12 million.

Two major policy developments marked growth of Guild Films during 1954, Mr. Kaufman observed. In October, the company became publicly-owned property when it offered 220,000 shares of its common stock issue of 700,000 shares, and a month later, Guild Films signed an agreement with Vitapix Corp. under which GF made available its programs to Vita-pix stations and the latter organization arranged time clearances for shows.

Goldwyn Studios To Be Sold

ATTORNEYS for Mary Pickford and Samuel Goldwyn were told by Long Beach Superior Court Judge Paul Nourse to prepare an order empowering referees to sell Goldwyn Studios, values of which are now estimated at $4 million. The order is expected to be signed by Judge Nourse early this week, after which three referees will submit the highest bid to the court.

The court differences between the producers and former star started in 1949 when Goldwyn sued Miss Pickford for partition of the property in order to sell it and divide the profits; Miss Pickford wanted the property divided, but not sold. The court battle resumed last October and Judge Nourse ruled that it was impossible to physically divide the studio.

Empire Production Debuts

STUDIOS of Empire Production Corp., New York, were opened formally in mid-December at an open house at the studio located at 480 Lexington Ave. Empire, a subsidiary of Empire Broadcasting Corp., New York, recording and transcription firm, will produce industrial and feature films in addition to films for television.

Arthur Lobo, vice president of Empire Broadcasting, is president. Helen Kelleher, president-treasurer of Empire Broadcasting, serves Empire Production as vice president-treasurer.

Court Rules Stock Sale To Gross-Krasne Valid

UNANIMOUS decision handed down by the California State District Court of Appeals has established Gross-Krasne Inc. as owners of stock in California Studios, Hollywood, formerly held by the late Harry Sherman. The tv film production company two years ago purchased the studios for $135,000 from the Sherman estate, which was under the administration of executor Jacob Karp. Theodore and Alwyn Sherman, daughters of the late producer, then protested the sale, alleging they were treated inequitably by the court when they sought to bid on their father's stock [BT, April 6, 1953].

The current decision, announced by Judge Minor Moore last Tuesday, and concurred in by Judges Marshall McBee and Turney Forx, established that Gross-Krasne had obtained title to the stock in the studios in full accord with procedures set forth by Probate Judge Newcomb Condee in Los Angeles Superior Court, April 1, 1953, and that Mr. Karp had fulfilled his obligations in the matter.

In answer to the daughters' contention that other bids for the property were not considered, the lower court pointed out that the deal offered by Gross-Krasne included assumption of all California Studios' debts as well as purchase of Mr. Sherman's shares and that no other bids on this basis had been offered. It also pointed out that time was an important factor as creditors had threatened bankruptcy proceedings.

Dean F. Johnson, of O'Melveney & Myers, represented Gross-Krasne, and Morris Lavine represented Mr. Sherman's daughters.

FILM PEOPLE

Leonard J. Rosenberg, formerly with Baltimore Sunpapers, appointed vice president and sales manager, Victory Television Enterprises Inc. (production-distribution), same city.

Richard Simon, formerly staff director, WOR-TV New York, named producer-director, Allied Tele- vision Productions, same city.

Aurie Battaglia, children's book illustrator, and Leo Saltkin, freelance artist, cartoonist and writer, to United Productions of America, Burbank, Calif., to do story presentations and as director and story consultant respectively.

FILM SALES

INS-Telenews, N. Y., has announced sale of Football Upsets of the Past 20 Years to WFIL-TV Philadelphia for Schaefer Beer, Brooklyn; KOMO-TV Seattle for Standard Furniture Co., same city, and KGNC-TV Amarillo, Tex. INS Television Dept., N. Y., has announced sale of daily film service to KCKT (TV) Great Bend, Kan., and weekly film review to KTV (TV) Anchorage, Alaska.

Winik Films Corps., N. Y., has announced sale of Madison Square Garden filmed series in eight additional markets, raising number of stations scheduled to carry series to 48.

Page 40  •  January 3, 1955
There is a **DIFFERENCE**

between

Radio and Radio

Radio's immense strength . . . the opportunity to talk with masses of people *frequently* and *economically* . . . is employed fully only by advertisers who distinguish between run-of-the-mill radio stations and *great* radio stations.

There can be a tremendous difference between two stations in the same market. A station's programming, management, public service and facilities make it mediocre or good or *great*. A great station amasses huge and responsive audiences, because the character of its operation earns the confidence of its community.

The radio stations we represent are great stations in important markets — stations whose character has earned them significant leadership. Their time is not cheap, but the solid values they deliver bring you the *full* economy of radio.

One of our experienced staff is always ready to discuss with you the application of great radio to your problem.

**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 |
| WGAN | 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 |

*Measure of a Great Radio Station*
McKENNA, BROWN
PROMOTED BY RAB

PROMOTION of Carroll McKenna and Walter Brown with the Radio Advertising Bureau (formerly Broadcast Advertising Bureau) was announced last Monday by RAB President Kevin Sweeney.

Mr. McKenna, who joined RAB's national promotion department in September, has been named assistant national promotion director, continuing to report to Norman Nelson, director of national promotion.

Mr. McKenna was director of sales promotion and research at ABC Hollywood before joining RAB.

Mr. Brown, a member of the local promotion department since 1952, becomes an account executive in the sales department. He formerly was with DuMont Television Network as promotion manager and with ABC's promotion department. Four account executives at RAB now devote full time to development of specific national spot and network business, Mr. Sweeney said.

New RAB Presentation
Shows Spot Radio Advantages

PREVIEW of a new Radio Advertising Bureau slide presentation summarizing the advantages of spot radio over newspapers was shown last week to 95 executives of the 13 station representative firms belonging to RAB.

The presentation, made by Kevin B. Sweeney, RAB president, emphasizes the advantages of spot radio to buyers who are purchasing markets selectively because of weather, distribution, or market potential. The three-color presentation lists 10 major advantages of spot over printed media.


Tv Football Fan Group
Sets Meeting in New York

FIRST meeting of the American Television College Football Fans will be held at the Hotel New Yorker tomorrow (Tuesday) to formulate recommendations that will "enable college football to flourish and live with television."

The meeting has been called by Jack Trinsey, Pennsylvania contractor and the guiding spirit of the organization, and will be attended by eight representatives from areas corresponding to the eight National Collegiate Athletic Assn. regional districts. Among the suggestions that will be offered at the meeting, Mr. Trinsey told BT, will be a plan for voluntary contributions by fans of $1 to the NCAA for each football game they view on television; a campaign to persuade fans to attend college football games, and the publication of a magazine during August of each year, the NCAA TV plan for that year and on regional activities.

As Mr. Trinsey envisions it, the American Television College Football Fans will be chartered as a non-profit organization. He plans to function as its national director, taking a leave of absence from his job for one or two years.

Mr. Trinsey said he expects to present the suggestions framed at the meeting tomorrow to the NCAA convention which opens at the Hotel New Yorker on Wednesday.

MODEL Penny Duncon sets things straight for the new year as she replaces the first B in BAB (Broadcast Advertising Bureau) with the new name effective Jan. 1, adopted by the radio industry's sales and promotion organization which it represents more than 850 individual stations.

4A Qualification Exams
Set for Feb. in Midwest

EXAMINATIONS to ascertain the qualifications of applicants for careers in advertising and related fields will be held early this year in Chicago and other Midwest locations under the auspices of the American Assn. of Advertising Agencies, it was announced last week.

Deadline on applications is Jan. 25, with exam dates to be set early in February. Examinations are open to nearly everyone including college seniors and those college and post-college adults who have not worked for an advertising agency. Last year 69 persons took the tests in the Midwest.

For information and application blanks write to 4A Examination Committee, P. O. Box 94, Chicago 90, III. Exam fee is $20. Among schools selected to give tests are Northwestern U. (Chicago Div.), U. of Wisconsin, U. of Illinois, Marquette U., U. of Notre Dame, State U. of Iowa and U. of Indiana.

NAACP Conference to Probe Alleged Race Discrimination

A CONFERENCE on alleged discrimination against non-Caucasians in the radio and television industry will be held in New York Jan. 15 under the auspices of the Labor and Industry Committee of the New York branch of the National Assn. for the Advancement of Colored People.

Among those who have been invited to participate in the conference are officials in radio, television, advertising and sponsoring agencies, together with representatives of community organizations, unions and church groups.

241 Accept Standard Break

THE NUMBER of tv stations accepting Station Representatives Assn.'s standard, full-screen eight-second station break has reached a total of 241, SRA has announced.

BILLION-DOLLAR MARK

SEEN FOR TV BY TREYZ

TELEVISION in 1955 will attain a billion dollar revenue status, including charges for time, production and talent, Oliver Treyz, president of Television Bureau of Advertising (TVB), predicted last week.

Mr. Treyz contended he was not indulging in "blue sky" projecting or wishful thinking. He listed as "signposts" such factors as advertiser investments in television in 1954 amounting to $900 million; increase in network and national spot billings of more than 40% as compared with 1953, and slight declines in 1954 of magazine and newspaper advertising billings from those of 1953. Mr. Treyz continued:

"What does this mean? Although television is behind direct mail, and the newspapers cut tv by about two to one, the gap is closing. In fact, only television is gaining... As production and consumption increase, due to tv's in-person selling so will advertisers' appropriations. That's why tv will make great strides in '55."

Mr. Treyz observed that tv viewing continues at a high level, with more time spent on television than on any other medium. To support this thesis, he cited a special American Research Bureau analysis which showed that in November 1954, in Los Angeles, television viewing per week per family amounted to 27.5 hours, as compared with 25.3 hours in November 1953; in Chicago, in November 1954, tv viewing per week per family was 27.4 hours, as against 27.9 in November 1953, and in New York was 27.5 per week, as compared with 27.8 hours per week in November 1953.

Basketball Assn. Chief
Says Tv Helps Attendance

TELEVISION was credited last week by Maurice Podoloff, president of the National Basketball Assn., with playing a substantial role in stimulating attendance at professional basketball games and in creating interest for expanding the league to cities that do not hold professional franchises.

Mr. Podoloff made these observations in a talk before the Boston branch of F和支持ers Mon- day. He said that prospects are "bright" for expanding the league to other cities within the next few years, so that syndicates in four cities have broached him on the possibility of setting up teams in their areas. He stressed that these cities were ones which carried the NBC-TV telecasts of NBA games on Saturday afternoons, and said that local promoters felt that tv had created sufficient interest that would justify basketball franchises in those sectors.

The "tremendous interest" generated by the NBC-TV telecasts, as well as by local telecasts in various NBA cities, according to Mr. Podo- loff, is evidenced by the growing number of new fans who attend games. He added that although NBA has not conducted a survey, local promoters are convinced that persons who never before had attended basketball games are becoming regular fans.

Other factors cited by Mr. Podoloff as contributing to the "magic" of professional basketball were "the ease" with which basketball can be telecast and followed by the fans; the lack of need for farm system because college provides the talent; and the lack of need for a widespread and costly publicity and promotion campaign because players coming into the professional circuit already have been highly touted.
MANAGEMENT based on . . .

143 YEARS EXPERIENCE IN RADIO STATION OPERATION

The ten people in management positions at WSYR apply to their jobs the judgment and skill acquired from a combined total of 143 years in the broadcasting business right here in Central New York.

Each of them . . . from Company President to Traffic Manager . . . has spent an average of 14.35 years learning how to produce a superior broadcasting service in this particular market. WSYR's Director of Programming, for example, has been with the station 19 consecutive years; its Chief Engineer, 25 years; its Director of Sales, 13 years.

These people do more than just operate a radio station. They serve their community . . . participate actively in its civic life . . . work hard in its social welfare causes . . . share the leadership of its churches and schools and clubs.

From long experience, WSYR's management serves the needs and tastes and public interests of a great service area which embraces a population of a million and a half, with an annual buying power of two billions of dollars.

That's why Central New Yorkers rely on WSYR more than on any other station.

Get the Facts About WSYR from The HENRY I. CHRISTAL CO., Inc.
TWO PROBES FACE INDUSTRY AS 84TH CONGRESS CONvenes

Sen. Bricker's investigation of networks and uhf-vhf, still gathering steam, will fall to Sen. Magnuson when he heads Senate Commerce unit in new Congress. Sen. Kilgore's 'monopoly' quiz also is slated.

WHILE a new Congress this week in Washington prepares to jump off into its two years of shaping U. S. history, the nation's broadcasters are looking on with the almost certain knowledge that this period is likely to be one of the most important ever faced by the radio-television media.

First and foremost among industry headaches is a pair of Senatorial investigations—one initiated last summer by Senate Commerce Committee Chairman John W. Bricker (R-Ohio) to probe tv networks and uhf-vhf problems, and the other announced after the elections by Sen. Harley M. Kilgore (D-W. Va.), upcoming chairman of the Senate Judiciary Committee, to hunt for "monopolistic practices" in the communications field.

As the 84th Congress gets ready to convene this Wednesday, two significant events on the House side held the attention of broadcasters. These were (1) NARTB's answer last week to a House Commerce Committee mandate that the industry report on the amount of beer and wine advertising on radio and tv; NARTB's painstaking report indicated the amount was very little compared to the total (see story, page 28); and (2) an announcement by incoming House Speaker Sam Rayburn (D-Tex.) that television will be barred from House committee sessions, about which immediately began gathering a storm of protest from the industry (see story, page 46).

The U. S. Brewers Foundation also made its report on beer advertising (see story, page 50).

Although broadcasters were looking with some foreboding at the two Senate investigations and other problems in Congress, their looks were not unmixed with pride about these points: The electronic media's continuing contribution to a surging economy, their determination to operate with a minimum of governmental regulation, their stout defense of the right to equal access with other media to news events and their resoluteness in retaining for themselves the responsibility for programming in the public interest.

Sen. Bricker's probe of the networks was announced last summer [BT, July 19, 1954], after the Ohio Republican had introduced a bill earlier calling for regulation of networks by the FCC [BT, May 17, 1954]. The Bricker announcement, which said the investigation also would encompass the uhf-vhf situation, was made after early-summer hearings on uhf-vhf troubles by the Senate Commerce Communications Subcommittee headed by Sen. Charles E. Potter (R-Mich.).

Sen. Warren G. Magnuson (D-Wash.) is slated to succeed Sen. Bricker as chairman of the Senate Commerce Committee, and it had been felt that Democratic leaders would not be as zealous for such an investigation as Sen. Bricker. Observers feel that under Sen. Magnuson the investigation will be continued, but will be moderated or its direction changed.

Attorney Robert F. Jones, former Ohio Congressman and FCC Commissioner, has been headed the investigation under appointment as majority counsel by Sen. Bricker. Mr. Jones was on the FCC at the time the FCC's Sixth Report & Order was published April 14, 1952, allocating a nationwide tv system and ending the tv freeze. He dissented from the 1952 decision.

Named at the request of Democrats as minority counsel for the probe was attorney Harley M. Plotkin, former FCC assistant general counsel. Nicholas Zapple, the committee's professional communications counsel, was named to coordinate the investigation. Another investigation, a probe of "monopolistic practices" in the radio-television field, is proposed by Sen. Harley M. Kilgore (D-W. Va.), upcoming chairman of the Senate Judiciary Committee. He has asked broadcaster Howard L. Chernoff to be his consultant. Mr. Chernoff, West Coast radio-television consultant, is part owner of WTAP-TV Parkersburg, W. Va.
...things are Different in Denver

KBTV DOMINATES

BEAMING BETTER PROGRAMS from
ATOP LOOKOUT MOUNTAIN

Monday thru Friday KBTV is FIRST with the FINEST!
First place quarter hour figures are based on leadership
by 1 full point or more in the Nov. 1954 ARB.

THERE’S A GOLD MINE
ON CHANNEL 9

Strike pay dirt... every time... on NINE! Not just gold, not just uranium in mile-hi Denver... NINE delivers the audience! Double, triple your client's impressions per commercial. Top notch availabilities for 'Fifty-Fivers... Come and claim 'em!

JOE HEROLD, Manager
Contact your nearest Free & Peters Representative
STUDIOS AND OFFICES: 1089 BANNOCK STREET, DENVER, COLORADO
Frieda Helps Santa

WHEN FCC Comr. Frieda B. Henneck visited the Marjorie Reed Mayo Day Nursery in Denver, she decided the children there needed some form of indoor entertainment. She enlisted the help of Hugh B. Terry, president of KLZ-AM-TV Denver, to "play Santa Claus" for her, and he presented the youngsters with a Christmas tv set. The Mayo Nursery, located in the "poor" section, is an institution for children whose parents have to work and cannot maintain a normal daytime home.

They ironed out among the two committee chairmen and Senate Democratic leaders.

At least one post on the FCC and perhaps two are likely to come up for consideration by the Senate Commerce Committee and on the Senate floor.

FCC Chairman George C. McConnaughey, who was given a recess FCC appointment as chairman last year, whose nomination failed when sent to the floor during the special Senate session on the McCarthy censure motion, is likely to be renominated by the President.

Democrats on the Senate Commerce Committee opposed Mr. McConnaughey's confirmation during a committee hearing [B&T, Nov. 15, 1954] and his nomination was reported out of the Senate by the Republican membership, with Democrats abstaining from vote. The nomination was blocked on the Senate floor by Democrats after an attempt to report it by Sen. Bricker, "a long friend" and fellow Ohioan.

Sen. John J. McClellan (D-Colo.), who is expected to become governor of Colorado, and A. S. Mike Monrey (D-Okla.) and John O. Pastore (D-R.I.) questioned Mr. McConnaughey about his reported connection with an alleged GOP group said to be in charge of dispensing patronage in civil service and other jobs, and about his views and voting record on television channel (uhf and vhf) intermixtures. The latter subject, McClellan said, had served on the FCC only a month and intended to "make a study" of the problem.

Democratic Opposition

Democrats blocked the nomination on grounds it was "controversial" and would take up too much time during the special session.

The term of FCC Comr. Frieda B. Hennock expires June 30, and it is not generally believed the President will renominate her.

High on the list of radio-tv business in the Senate is an expected report by the Senate Rules subcommittee, headed during the past session by Sen. William E. Jenner (R-Ind.), on whether radio and tv should be allowed to cover open congressional hearings. During a number of hearings, senators and congressmen spoke profoundly on several proposals regarding radio-tv coverage of hearings. The industry, represented by the tv networks, NARTB and Radio-TV Correspondents Assn., presented its case at a special session [B&T, Aug. 9, 1954], and the question later was the subject of an on-the-air editorial by CBS Inc. President Frank Stanton [B&T, Aug. 30, 1954].

Rep. Rayburn's ban on tv coverage of House committee hearings last week was precipitated by the House-Senate so-called compromise which deliberately excluded or modified "objectionable" advertising [B&T, Nov. 8, 1954].

Rep. Rayburn said that Congress "should be careful of the dangerous precedent it sets as long as there is individual station regulation." He said he intends to form standing subcommittees, one of which will have jurisdiction over communications.

Chairmen of other committees of interest to broadcasters are expected to be: Senate—Theodore Francis Green (D-R.I.), Rules & Administration; Harry F. Byrd (D-Va.), Finance Committee; John L. McClellan (D-Ark.), Government Operations Committee and related Permanent Investigations Committee; John J. Sparkman (D-Ala.), Select Small Business Committee; House—Emmanuel Celler (D-N.Y.), Judiciary Committee; George B. Hays (D-Va.), Rules Committee; Jere Cooper (D-Tenn.), Ways & Means Committee; Francis E. Walter (D-Pa.), Un-American Activities Committee.

RAYBURN BANS HOUSE TV SHOWS

AN ANNOUNCEMENT last Tuesday by Rep. Rayburn (D-Tenn.) forbidding television coverage of House committee hearings last week was precipitated by a crescendo of protest from representatives of the broadcasting industry.

Rep. Rayburn, who becomes House speaker, also imposed the ban while he was speaker in the 82nd (Democratic) Congress. GOP House Speaker Joseph W. Martin Jr. (R-Mass.) of the 83rd Congress left the decision up to the respective committees.

Protest against discrimination toward radio and tv reporting of House activities was made by NARTB President Harold E. Fellows in a telephone conversation Tuesday with Rep. Rayburn, who is called NARTB's previous protest and emphasized that broadcasters have earned public confidence and the right to report public proceedings, suggesting a conference be held.

Mr. Fellows and Edward E. Kobak, WTTA Thomson, Ga., chairman of the NARTB Freedom of Information Committee, sent a joint letter to the House Rules Committee asking a chance to present the industry's case to Congressional subcommittees. The letter urged adoption of a rule permitting broadcast media to report House committee proceedings.

CBS and NBC spokesmen deferred immediate reaction, while ABC said it will register its protest through its top news executive.

John Daly, ABC's vice president in charge
miss combo Announces:
the BIG-NEW Dallas-Ft. Worth COMBINATION

KLIF 1190 Kc.
5,000 Watts

KFJZ 1270 Kc.
5,000 Watts

"Two GREAT stations in one BIG market"

KLIF 1190 Kc.
5,000 Watts

KFJZ 1270 Kc.
5,000 Watts

Dallas-Fort Worth, 15th market in U.S.

Represented Nationally by: H-R Representatives, Inc.
New York   Chicago   Los Angeles   San Francisco

Represented Regionally by: Clarke Brown Company
Dallas      Houston    Atlanta
of news, special events and public affairs, was preparing a letter which he intended to send to Rep. Rayburn and which will stress TV as the medium with the greatest possible potential of bringing about spot news coverage to the public. An ABC spokesman said Mr. Daly would ask for "equal rights of access with other information media."

Although CBS President Frank Stanton had no immediate comment, it can be pointed out that it was on the issue of broadcast access to congressional hearings that Dr. Stanton launched the first "network editorial" [B^T, Aug. 30, 1954]. Dr. Stanton talked on both CBS Radio and CBS-TV, urging the right of the broadcast media to cover Senate hearings on the resolution to censure Sen. Joseph R. McCarthy (R-Wis.). Dr. Stanton in his editorial had emphasized the public's right to be informed through broadcast coverage.

Richard Harkness, executive committee chairman of the Radio-Television Correspondents' Assn., registered a dissent from Rep. Rayburn's viewpoint. He said the matter may be taken up informally with the new speaker when Rep. Rayburn returns to Washington.

Mr. Harkness, an NBC newscaster, recalled that when Rep. Rayburn previously issued a no-tv edict under the past Democratic-controlled Congress, a radio-TV committee called on him and "discussed it unsuccessfully."

"We thought television and news cameras and radio microphones are as much a part of our coverage of Congress as notebooks and pencils are of newspaper reporters," Mr. Harkness said.

The group also felt, he said, that the order "hindered the presentation of congressional development to the American people."

Mr. Harkness said the radio and TV proponents feel that their equipment and techniques are sufficiently advanced that they do not disturb the orderly conduct of a committee.

Censorship in TV Again Hit by ACLU

A FIRM stand against TV censorship highlights the 34th annual report of the American Civil Liberties Union which is being released today (Monday).

ACLU in its report also discusses the equal time issue, recalling that its board chairman, Ernest Angell, had asked the FCC last May to hold public hearings on the issue of equal time to reply to attacks.

The report notes that ACLU's Radio Committee also asked the FCC to survey TV station programming standards so that the public "may compare the promise of programming with actual performance. This request was made after FCC had issued the policy of issuing licenses to TV stations for three years instead of the one-year license issued previously.

On censorship, ACLU's report says:

"Our natural shock and outrage at teenage gang vandalism and murder too frequently trap us into urging the police and the courts toward wholesale arrests and indiscriminate toughness, or into sanctioning the censorship of books and motion pictures and television programs."

While civil liberties proponents must join in "preventive and constructive" measures against juvenile delinquency without damaging due process and free speech, ACLU says, they also "on many occasions have to oppose even our best fellow-citizens, when their [the latter] preoccupation with the risk of juvenile crime makes them forget that life is always a choice of risks, that abandonment of due process and free speech inevitably produces far more harm than good."
Is This
"COVERAGE"?

You're half naked in Nebraska coverage if you don't reach Lincoln-Land—42 counties with 202,200 families—100,000 unduplicated by any other station! Lincoln's population is 110,000—in the same bracket with Lancaster, Pennsylvania, Schenectady, New York, or South Bend, Indiana.

The KOLN-TV tower is 75 miles from Omaha! This LINCOLN-LAND location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Toledo from Detroit.

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

Avery-Knodel, Inc., Exclusive National Representatives
BREWERS ANSWER HOUSE BEER QUIZ
(Also see related story, page 28)
The U. S. Brewers Foundation, in a letter last week answering the House Commerce Committee's request for data on the time and money used advertising beer on radio and tv, said the committee's question "was answered by the voters of the State of Washington on Nov. 2, 1954." Washington voters defeated 3-1 a proposal to prohibit alcoholic beverage advertising on radio or tv between 8 a.m. and 10 p.m. USBF credited radio-tv commercials with helping defeat the measure.

The letter, signed by Clinton M. Hester, USBF counsel in Washington, said the total vote on the proposal (Initiative 194) exceeded the combined vote of three other measures on the ballot, and that it lost in all 39 of the state's counties.

"Although we are 'unable to furnish all that was requested, we understand that advertising authorities estimate the annual radio and television time expenditures of brewers to be only $30 million—less than 3% of the total amounts expended by all advertisers using radio and television," the USBF said, mentioning the industry's claimed $5 billion annual sales.

The letter said beer-sponsored tv shows and sports programs buy free "front row seats" for viewers, and that brewers average only 3 minutes of commercials of each half-hour of programming.

Eight Station Transfers Approved by Commission

TRANSFERS of KFIA (TV) Anchorage, KFIF (TV) Fairbanks, both Alaska, WAYS-TV Charlotte, N. C., WORC Worchester, Mass., and WJOL Joliet, Ill., were among those approved by FCC last week.

* The Alaska stations were sold by Richard R. Rollins to the Midnight Sun Broadcasting Co. [BWT, Nov. 22, 1954].

Consideration is 758 shares of stock in Midnight Sun, having a book value of $100,000. The shares represent approximately 23% interest in Midnight Sun, which has agreed to elect Mr. Rollins to its board of directors.

The agency transferred KFIF ch. 2 assignment, while ch. 11 KFIF still is in the construction stage.

Midnight Sun is licensee of KFAR Fairbanks, KEAN Anchorage, KINO Juneau and KABT Ketchikan, all in Alaska.

* At Charlotte, ch. 36 WAYS-TV was transferred from George Dody and associates to Hugh Deadwyler for $4 plus assumption of obligations of about $150,000 [BWT, Dec. 20].

Mr. Deadwyler is owner of a local advertising agency and president-treasurer of Filmmakers Association Inc., producers of motion pictures. Mr. Deadwyler proposes to sell his 35% interest in Filmmakers.

* At Worchester, WORC was sold by C. George Taylor and Robert T. Engles for $94,000 to a group headed by Robert F. Bryan, New York City tv announcer who is head of the purchasing group WORC Inc. Harold Kaye, president of Marlin Labs Inc., owner of tv rights on a group of motion picture features, will be vice president.

* At Joliet, WJOL was transferred from W. H. Erwin and associates for $112,500 to Joseph F. Novy, chief engineer of WBBA-AM-FM-TV Chicago, and Jerome F. Cerny, WJOL vice engineer.

Permit for ch. 48 WJOL-TV was returned to the FCC a fortnight ago [BWT, Dec. 27, 1954]. Other transfers approved last week included: ch. 20 KBAY-TV San Francisco from Lawrence Harvey to Dr. and Mrs. Leonard Averett, a partnership doing business as Bay Television. No consideration is involved.

WGBK Knoxville, Tenn., from Clarence Beaman Jr. for $75,000 to WGBK Inc, headed by George F. Moore.

WILE Cambridge, Ohio, and WTVL Bradenton, Fla., were joined to First Broadcasting Corp., managed by Howard A. Donahue through sale of 75% of the stock for $100,000. Mr. Donahue will now be sole owner of the stations.

Agriculture Dept. Names Beatty to Head Radio, TV

SHIFT in direction of the Radio & Television Service, Dept. of Agriculture, takes place today (Monday), with Layne Beatty, farm consultant and formerly of WBAP-AM-TV Fort Worth, succeeding Kenneth Gapen as chief. Mr. Gapen becomes assistant to the administrator and information officer of the Agricultural Conservation Programs Service.

Mr. Beatty has spent a quarter-century in radio, including U. of Wisconsin and Soil Conservation Service as well as 16 years in radio-tv at the Dept. of Agriculture. He spent six years in the field.

Mr. Beatty was with the department before joining WBAP in 1945. He added tv to his radio farm work after the war. Following seven years in Fort Worth, during which he toured Canada, Mexico and South America, he joined the government in 1950 to do foreign information work. He first went to Greece as audio-visual specialist to help set up farm information work in that country. More recently he has been a farm information consultant with headquarters in Paris, working with ministries in Turkey, Greece, Italy, Yugoslavia and Spain. His last assignment was technical consultant for a farm press radio training project for 15 Latin American publishers, editors and broadcasters.

Examiner Favors Beachview For Norfolk Ch. 10 Grant

BECAUSE it promised greater integration of ownership and management, FCC Hearing Examiner Charles J. Frederick last week proposed to grant Norfolk, Va., ch. 10 to Beachview Broadcasting Corp. and to deny the application of WAVY Portsmouth, Va.

In an initial decision, Mr. Frederick frowned on the trustship agreement by which WAVY stockholders "surrendered" their rights to participation in management to voting trustees.

Beachview is 78% owned by Tidewater amusement park entrepreneur Dudley Cooper, and 18% by Irwin M. Kipnes, former official of WCAF Norfolk, WSD Baltimore, WDEM Providence and former Washington advertising agency account executive. Mr. Cooper will be "president and general manager of the new ch. 10 station and Mr. Kipnes he, executive general manager and commercial manager. WAVY officials include Carl J. Burkland, former CBS Spot Sales and station administration executive.

Providence Ch. 12 Case Reargued Before FCC

SECOND oral argument in the Providence, R. I., ch. 12 dispute was heard by FCC last week in an effort to settle the more than a year-old Sec. 309 (c) economic protest by ch. 16 WNET (TV) against ch. 12 WPRO-TV there. The Commission reached a two-and-two tie vote after the first argument, hence the case was heard again Monday.

WPRO-TV noted WNET sought to have the argument postponed and charged the pleading was only one of many efforts by the ch. 16 station to "delay" commencement of the ch. 12 outlet. WPRO-TV, whose Sept. 3, 1953, grant was stayed pending outcome of the protest hearing, contended the proceeding is a "clear example" why Sec. 309 (c) of the Communications Act should be "written off the books" since it permits abuse of the Commission's processes.

WPRO-TV said WNET is wrong in attacking the merger proposal whereby former applicants and certain principals acquire stock options in WPRO-TV, since the grant was clearly to WPRO-TV and not to WNET due to merger conditions. FCC's Broadcast Bureau defended WPRO-TV as a "qualified applicant" and refuted WNET's charge of premature construction.

WNET, however, stuck by its claim that aspects of the merger proposal violate Commission policy on the ground they involve undue consideration for no services performed. WNET said there is nothing "contingent" about the agreement since specific legal rights and obligations are set forth in the pact. WNET also attacked FCC's refusal to allow the examiner to write conclusions based on his findings of fact in the initial decision certified to FCC for final ruling.

KMBY-AM-TV Sale Submitted to FCC

APPLICATION for approval of the sale of KMBY-AM-TV Monterey, Calif., to the owners of KSBB-AM-FM-TV Oklahoma City, for $230,000 plus assumption of $117,000 in liabilities was filed with the FCC last week [BWT, Nov. 15, 1954].

Both KMBY-TV and KSBB-TV share ch. 8 in the Salinas Monterey area. The transfer will make it possible for KSBB-TV to become a fulltime operation.

The newly-organized Salinas Valley Broadcasting Corp. purchases all the stock of Monterey Radio-Television Co., owner of KMBY-AM-TV. Salinas Broadcasting is headed by John Cohan, 25% stockholder, and includes W. M. Oates, 25%, plus a group of local businessmen who own the remaining 50%.

KMBY will be sold, the application disclosed, in a sale that will stay within the FCC's murky rule forbidding one person or company from owning more than one station in a single market.

Monterey is headed by Kenyon Brown, owner of ch. 7 WVTY-WVTY-AM-FM-TV Wichita Falls, Tex., 18% of KBYE Oklahoma City, and 18% of KGLC Miami, Fla., and full owner of WMBR Miami, Ohio. Other stockholders of Monterey include Harry Beauregard, Bouee, William Morrow, and S. M. Ashton. Messrs. Crosby and Coleman also hold interests in the Miami stations.

Construction permit for ch. 58 KMMV (TV) expired Dec. 22, and no request for extension has been filed, the application disclosed.
TO FILM
A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

MITCHELL The only truly Professional Motion Picture Camera

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
FCC, Two TV Stations Claim WSAV Lacks Protest Standing

WSAY Rochester, N. Y., lacks standing to protest the share-time grant of that city's ch. 10 to WHEC and WVET, the FCC and the two tv stations have told the U. S. Court of Appeals.

The stand was taken in briefs filed with the court in answer to the WSAV appeal against the FCC's action in making the 1953 grant to the two Rochester am stations, following their application Jan. 10 (B&T, Jan. 7). WSAV also charged that the Commission illegally denied its protest without a hearing.

At the same time, WSAV filed a new appeal against the FCC's renewal of the license of WBBF Rochester, N. Y. (formerly WARC). WSAV claimed WBBF refused to allow it to rebroadcast its programs. It also charged that the owners of WBBF sold time in combination with their other station, WVGA Geneva, N. Y. This has cost WSAV $16,000 in revenues, the appeal said.

The Commission held that the ch. 10 grant was made legally and that WSAV's protest did not meet the requirement of participation to make it eligible for consideration. WHEC and WVET backed up the Commission in this contention.

WSAY filed an application for ch. 10 six days after the FCC made its grant to the share-time applicants. It charged that the ch. 10 grant was made improperly and that the Commission should have set all three applications for a hearing.

Last summer, WSAV was denied a plea for an impounding of the profits of WHEC-TV and WVET-TV and an accounting of finances pending adjudication of the dispute (B&T, July 5).

Experimental Color TV Rates Extension Sought by AT&T

AT&T asked the FCC last week to extend its experimental color tv rates to May 31. This is the fifth extension the Bell System has asked since early last year following the FCC's approval of the Bell System Television Systems Committee's compatible color standards. The present extension runs to Jan. 31.

Charges for color intercity connections, unless experimental tariff, are the same as for black-and-white plus special terminal connection charges. The color terminal charges are $450 per month for each station, in addition to the $500 per month charge for fulltime black-and-white service (eight consecutive hours daily). The rate per mile for color or black-and-white remains at $35.

For occasional service, the experimental color tariff is $250 per month for each station connection, in addition to the black-and-white rate of $200 per month. Hourly and mileage rates remain the same as for black-and-white: 10 cents per hour and 1 cent per mile.

Lamb Hearing Resumes Jan. 18

LICENSE renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., will resume before FCC Examiner J. Herbert Sharman Jan. 18 instead of Tuesday as previously scheduled, FCC announced last week. Postponement of the case was agreed upon after counsel for Mr. Lamb requested additional time to complete investigation of Commission witnesses who are being recalled for further cross examination (B&T, Dec. 20, 1954).

25% to Education

OFFER to donate 25% of its time for non-commercial, educational use, if reserved ch. 5 Weston, W. Va., is moved to Fairmont, the commercial station, was made to the FCC by ch. 35 WPBY-TV in the latter city.

Writing to each member of the Commission, J. Patrick Beacom, president of the station bearing his initials, recounted the difficulties WPBY-TV has had in successfully operating in Fairmont, aggravated, he said, by the refusal of the local community television system to carry his station. It supplies signals from Steubenville, Wheeling and Pittsburgh, he said.

Since no one seems interested in the Weston educational vhf channel, he pointed out, it would be in the interest of the Fairmont public to have ch. 5 there as a commercial operation. The letter said that as a ch. 5 station, WPBY-TV would offer free time to West Virginia U., Salem College and Fairmont State College. The letter also said that WPBY-TV was preparing a formal rule-making request seeking Commission approval of this move.

Mr. Beacom said 75% interest in the tv station to Donn D. Baer for $147,000 last month (B&T, Nov. 22).

KCRG-TV Asks Tower Move, New Height, Power Boost

THE Cedar Rapids Television Co., KCRG-TV Cedar Rapids, Iowa, has filed a request with the FCC for construction of a 1,079-ft. tower and power increase to 316 kw visual and 158 kw aural. The new tower, which the station reports would be the highest in Iowa, is planned five miles north of Cedar Rapids, near the KCRG-AM tower. The present tower is five miles east of the city.

KCRG-TV says that engineering studies show the new facilities will more than triple the present coverage. The present tower is 340 ft. above average terrain and the new tower would be 1,053 ft. above average terrain. Present effective radiated power is 33.1 kw visual and 15 kw aural.

The station expects to have the tower in operation, pending FCC approval, in the spring of 1955, while the power increase must await availability of necessary materials. Changes entail no move in studio location.

Inland Files Application to Relay Spokane TV Signals

APPLICATION for an experimental tv relay to bring Spokane video signals to community tv systems in Richland and Kennewick-Pasco, Washington, has been filed by Inland Empire Microwave Co.

This is the third such application filed in recent weeks. Inland is owned by Robert A. Comfort, 75%, and Windell P. Brown, 25%. Mr. Comfort until last month was secretary of Richland TV Cable Corp., which furnishes community tv service to residents of that Columbia River community.

The plan calls for erection of a high-gain, directional receiving antenna and transmitter at Walla Walla, Wash., 118 air miles from Spokane. From there the tv signals would be relayed to Kennewick, 40 miles from Walla Walla, and to Richland, 10 miles from Kennewick, in two hops. Equipment would be Raytheon 6,000-watt gear costing about $52,000, the applicant said. The entire project should cost about $65,000, including construction and operating expenses for the first three years. A request to convert tower of the Blue Mountain TV Cable Corp. will be used at Walla Walla.

The charge to feed the Richland TV Cable Corp., Richland, and Tri-City TV Service Inc., Kennewick and Pasco, would be $900 per month, the applicant estimated. Both community tv services have volunteered to advance $5,000 for the construction of the intercity relay, the application disclosed.

Spokane stations to be relayed are KREM-TV, ch. 2; KHQ-TV, ch. 4, and KXXL-TV, ch. 6.

Pending before the FCC are two applications for common carrier microwave intercity relay service between Denver and Rapid City, S. D., to serve community tv systems or television stations in the latter city (B&T, Dec. 20). Earlier this year, J. E. Belknap & Assoc. received FCC authority to build a relay between Memphis and Poplar Bluff and Kennett, Mo.

WGMS Granted Power Boost

WGMS Washington has been granted fulltime on 570 kc and increased power by the FCC. In granting a petition for reconsideration without hearing, the Commission authorized WGMS to increase its transmitted power to 10 kw, as compared to its present 1,000 watts, the station licensee, Memorial Hospital, to Bethesda, Md. New power is 5 kw daytime and 1 kw night, replacing the 1 kw daytime facility.

Robert Rogers, WGMS president, said downtown studios will remain in the Harrington Hotel and that auxiliary studios will be constructed in the Bethesda area. WGMS-FM will duplicate most of the am schedule. A four-tower directional antenna array will be built at Seven Locks and Bells Mill Roads, Bethesda, with cost estimated to run $100,000.

WSJS-TV Asks Top Power

APPLICATION of ch. 12 WSJS-TV Winston-Salem, N. C., to boost its power to the maximum 316 kw from a mountain-top antenna above average terrain has been filed with the FCC. The new application specifies Sauratown Mountain, 20 miles north of Winston-Salem, as the site. According to Harold Esses, executive vice president and general manager of the station, these service regulations would not permit us to go above 700 ft. at our present site and since we want to make sure of maximum allowable facilities, we have filed for the past two years by going to the site that would serve our purpose. Sauratown Mountain proved to be it."
OPPORTUNITY AT RCA
FOR
BROADCAST FIELD ENGINEERS

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.

CAN YOU QUALIFY?

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.

Enjoy RCA advantages:

- Top Salaries
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Dept. Y-3A, Radio Corporation of America
Camden 2, N. J.

RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Northern TV Granted Ch. 11 at Fairbanks

FCC last week granted a new tv station on ch. 11 at Fairbanks, Alaska, to Northern Television Inc., operator of ch. 11 KTVA (TV) Anchorage.

The grant is subject to the condition that August Hiebert, president and 27.6% owner of Northern, dispose of his 1% interest in Midnight Sun Broadcasting Corp. and his interest in the estate of A. E. Lathrop within 15 days after distribution.

Multiple radio-owner Midnight Sun last week received FCC approval to its purchase of KFIA (TV) Anchorage and KFIF (TV) Fairbanks (see story page 50).

The new ch. 11 facility at Fairbanks will operate with an effective radiated power of 11 kw visual, 5.5 kwural with antenna height above average terrain of minus 50 ft.

Three High-Channel UHF's Ask for Lower Assignments

INABILITY of uhf tv receivers now on the market to satisfactorily operate on the higher channels has prompted ch. 61 WWLP (TV) Springfield, Mass., to petition FCC to substitute ch. 22 there. Ch. 61 would be added to Easthampton, ch. 36 deleted at Northampton and substituted for ch. 22 at Providence and ch. 38 substituted for ch. 50 at Boston, according to the proposal. WWLP noted other uhf stations in area are all on lower channels.

Ch. 45 WKST-TV New Castle, Pa., petitioned the Commission to swap ch. 45 with ch. 73 at Youngstown, Ohio, and allow the station to move to Youngstown. WKST-TV wants to identify itself with the Ohio city and gain a better competitive advantage with the two uhf stations already operating there which also cover New Castle. Separation between the two cities is about 17 miles. WKST-TV said it has lost $70,000, after radio profit, during the time it has been on the air.

WLOK-TV Lima, Ohio, ch. 73 outlet recently merged with local ch. 35 WIMA-TV there, has petitioned FCC to add ch. 14 to Lima by substituting ch. 82 for educational ch. 14 at Oxford, Ohio.

Court Ruling Clears Air For Songwriters Damage Suit

PRE-TRIAL examination entanglements involved in the pending Songwriters of America's $150 million damage suit against BMI and the broadcasting industry [BT, Nov. 9, 1953], have been cleared away in a series of rulings by U. S. District Court Judge E. J. Dimock in New York.

Counsel for BMI and other defendants won the right to examine 23 songwriters, all plaintiffs in the action, before SOA has to file to examine another amine defendants. SOA has argued for first turn. Ten of the 33 songwriters involved already have been examined by defendants' counsel.

Judge Dimock also decided to adopt BMI suggestion that examination of the remaining songwriters be limited to 30 days and ruled 10 who had already been examined but who had refused, on advice of counsel, to answer certain matters occurring since Nov. 9, 1953, date suit was filed, must do so. The judge additionally upheld the BMI contention that SOA defers inspection of contracts and documents to which BMI claims privilege, permitting SOA to contest the claims later in court.

BMI was given a time extension to answer written questions submitted by SOA until after BMI counsel completes pre-trial, oral examination of 23 songwriters. Also favorably ruled upon was the request by BMI that information furnished by it to attorney for plaintiff with respect to contracts under which BMI acquired performing rights should be kept confidential.

The SOA suit asks for dissolution of NARTB, divestiture of BMI from the broadcasting industry and damages of $150 million. Sixteen companies and 27 individuals were named as defendants. The suit charges broadcasters have entered into a conspiracy to keep all but BMI music off the air and from being recorded.

WFDF, Butterfield Attack WJRT (TV) Proposed Move

ALL-OUT attack on the WJRT (TV) Flint, Mich., application to the FCC to change its transmitter site from 20 miles southeast of Flint to Chesaning, Mich., 20 miles northwest of city was filed last week by WFDF Flint and Butterfield Theatres Inc., unsuccessful applicants for Flint's ch. 12 [BT, Dec. 20].

In a joint petition to the FCC, asking for a stay of the grant, a reopening of the record and a rehearing, WFDF and Butterfield claimed that the WJRT transmitter change negated the premise on which the WJR Detroit application was chosen for the Flint tv grant. They also claimed that WJRT was proposing a new studio, that it would now be affiliated with CBS-TV instead of DuMont and that changes had occurred in ownership.

The two objects also claimed that WJRT had changed its programming proposals and personnel. These proposals in the original application were considered significant by the Commission, which last May authorized the grant to the Detroit station, and which last month reaffirmed that decision [BT, Dec. 13, 1954], the protests said.

The original WJRT antenna site enabled the station to throw a substantial signal into Detroit, it was charged. The new site eliminates that objection, it was said.

Fly Recuperating in Florida

JAMES LAWRENCE FLY, attorney and former chairman of the FCC, reportedly is resting comfortably in Daytona Beach, Fla., recovering from an operation to correct a detached retina of the right eye. Speaker for the New York law firm of Fly, Shuebruk, Blume & Gagnue, with which Mr. Fly is associated, said the operation was "successful," but Mr. Fly will have to wear pin-point eye-glasses, which limits the amount of light entering the eye. Until complete vision is restored. The operation was performed in late October in the New York Eye and Ear Infirmary, where Mr. Fly remained for three weeks.

Orangebelt Renews Ch. 30 Bid

ORANGEBELT Telecasters Inc., unsuccessful applicant for a self-built economy tv station on ch. 30 at San Bernardino, Calif., has petitioned FCC to reconsider and grant its bid which concurrently is being amended to specify regular RCA equipment [BT, March 22]. The firm, originally favored by a hearing examiner's initial decision but denied in the Commission's final ruling, pointed out it also has obtained additional capital, thereby removing the question of financial qualification.

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Tricks like this ... are sure-fire. They lift TV audiences right out of their seats—especially when spotted in "live" shows. Easy to produce, too—entertainment or commercial—when you use EASTMAN FILM.

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HERE'S A TIP. Do it in COLOR.
Chances are, you'll be needing it.
TV STARTS IN ‘54 REACH 103 MARK

KBET-TV, heading for a Feb. 15 starting date, appoints Van Duzer operations director, Kapel sales manager.

TELEVISION station population growth in 1954 was less than half that of 1953—100 against 225. The year 1954 also saw about 36 tv outlets suspending operations, some of which turned their permits back to the FCC. The number of operating stations now has reached 421. Local television service has been extended to some 279 cities.

Reports from upcoming stations:

KBET-TV Sacramento, Calif., which expects to begin commercial programming Feb. 15, has appointed Roger Van Duzer operations director and George J. Kapel sales manager. Mr. Van Duzer was formerly program manager of KNUZ-TV Houston, Tex., and WLTV (TV) (now WLWA [TV]) Atlanta. Before joining KBET-TV, he was operations manager of the proposed WPDMQ-TV Jacksonville, Fla. (pending grant of ch. 12 there). Mr. Kapel, former general manager of KOMU-TV Columbia, Mo., joins ch. 10 KBET-TV from the sales staff of WGN-TV Chicago.

WTLC (TV) Champaign-Urbana, Ill., non-commercial educational station operated by the U. of Illinois, hopes to be on the air within a month, Frank Schooley, general manager, has reported. The ch. 12 station will program about 31⁄2 hours daily with 18.2 kw visual and 9.12 kw aural. WTLC will use $24,000 out of university or state funds for "transmitter operation" and another $5,000 is planned for programming and other expenses.

WEAT-TV West Palm Beach, Fla., which expects to go commercial early this month, will be completely equipped by Standard Electronics, including a 10 kw transmitter. The ch. 12 station is a primary NBC affiliate and represented by the Walker Co.

SALES RECORD SET BY NBC SPOT SALES

NEW AND RENEWED business of NBC Spot Sales topped the $1 million mark during each week of December, according to an announcement today (Monday) by Thomas B. McFadden, vice president of NBC Spot Sales.

Brisk activity during December, Mr. McFadden continued, wound up a record-billling year for NBC Spot Sales. In the first 11 months of the year, he said, the national sales representative organization billed in television $11 million more than in the preceding year, and radio made a gain of 15.3% over the 1953 figure.

"Whereas the increase in television sales is far better than anticipated," Mr. McFadden stated, "the marked increase of 15.3% made by radio reflects the strength of national spot radio. Advertisers are continuing to cultivate this basic communications and advertising medium and the proof is the increase in billings experienced during 1954."

Among the developments at NBC Spot Sales during the year, cited by Mr. McFadden as contributing to "the national sales organization's leadership in the field" were: increased direct contact at the client level with the support and cooperation of the client's advertising agency; creation of full-screen ID for advertisers as an alternate for the shared-screen ID's, and the origination and execution of the "sold on spot" advertising campaign. This campaign, created by H. W. Shepard, new business and advertising manager of NBC Spot Sales, is designed to sell spot radio and television as a basic medium and "to excite further interest on the part of national advertisers in the medium."

Based on the 1954 record, Mr. McFadden said, NBC Spot Sales is "confident that 1955 will be a year during which we will achieve even more than in 1954 in terms of sales and developments of selling techniques." NBC Spot Sales represents the following radio and television stations: WAVE-AM-TV Louisville, Ky.; WRGB Schenectady, N. Y.; KGU and KONA-TV Honolulu; WRA-AM-TV New York; WRC-AM-TV Washington; KSD-AM-TV St. Louis; KPTV (TV) Portland, Ore.; WTAM and WNBK (TV) Cleveland, Ohio; KRCI Louis.; KWIN Des Moines, Iowa; the Crosley group of radio and television stations in markets outside New York and Chicago.

KTLA (TV) Builds Remote
For Pasadena Rose Parade

A COMPLETE color tv remote unit, assembled in a 35-ft. moving van by the staff of KTLA (TV) Hollywood, enabled the independent Paramount TV Productions station to offer the only multichrome coverage of the annual Pasadena Rose Parade last Saturday.

Built under the direction of General Manager Klaus Landsberg, it incorporated a number of his designs and is now a permanent part of KTLA's equipment.

NBC-TV, which presented the Pasadena parade last year, said in November that it was unable to ship a color remote unit to Hollywood from Brooklyn in time to re-assemble and test it properly before the event. With this, KTLA became the only station to telecast the parade in color this year.

Knight Buys Charlotte Paper

PURCHASE of the Charlotte (N. C.) Observer, with a circulation reported to be the largest in the state, by John S. Knight interests for $7 million, was announced last week.

The Charlotte newspaper was actually bought by the Miami Herald, one of Mr. Knight's properties. Mr. Knight also owns the Chicago Daily News, Detroit Free Press, and Akron (Ohio) Beacon-Journal. The Knight radio interests include WQAM Miami, 45% of WAKR-AM-FM-TV Akron, and 27.7% of WBBM-AM-TV Chicago. Mr. Knight and associates are 42.5% owners of Biscayne tv Corp., applicant for Miami's ch. 7 on which an initial decision is awaited. Biscayne is 42.5% owned by the Cox-WIOD-Miami News interests, and 15% by Niles Trammell, former president of NBC.

J. ROBERT KERNS (l), vice president and managing director of WBRC-AM Birmingham, receives the 1954 Storer Achievement Award at a Dec. 20 Christmas party by Stanton P. Kettler, vice president in charge of Storer Broadcasting Co.'s Southern District. WBRC-AM joined Storer Broadcasting in July 1953 and since then has affiliated with CBS-TV, and increased its power from 35 kw to the maximum 100 kw.
1954 Reverses WOR Decline, WOR-TV Has Successful Year

THE YEAR 1954 came to "a highly successful close" for WOR-TV New York while for WOR the 12 months saw a reversal of a six-year decline in radio. Gordon Gray reported last week in a statement issued at the end of his first year as general manager of the stations.

"We have every reason to believe that WOR-TV is now really "over the hump," he said. "What's more, we're happy to say that our books show that we have not only arrested a six-year decline in radio sales but show a definite turn upward."

WOR-TV sales manager Charlie Phillips said "the last quarter [for WOR-TV] shows a gain of 195% over the first quarter." He noted that all eight advertisers on the station's Million-Dollar Movie series have renewed their sponsorships, and said other advertisers on the waiting list and are being offered sponsorship in the new Fortune Theatre series based on the multiple-showing concept.

For WOR, Sales Manager Bill Diex reported: "Our national spot business is holding up very well, and an increase of 16.8% in local business has given us a definite plus for the year. Mr. Gray attributed WOR's "successful arrest of the decline in radio billings" to an "upsurge in local sales."

WWJ-TV Detroit Boosts Rates

WWJ-TV Detroit has announced rate increases effective Jan. 1. Edwin K. Wheeler, WWJ-AM-FM-TV general manager reported. The basic one-hour rate for the period 8 p.m. to 10:30 p.m., formerly $1,600, is now $2,000. The weekday 6:30-7 p.m. rate, previously $1,400, has been raised to a base of $1,600. WWJ-TV estimates its net count at 1,466,000.

Commercial Poker

THE SALESMAN with the best poker hand was the winner of the WTVJ (TV) Miami contest for the local sales department. Each salesman drew one card from his own deck for every new business contract he brought in during the just-concluded two-month contest. The station, in turn, put money in the pot for each contract, with the best poker hand taking the money. At the "showdown" session with the latest contracts in hand are (1 to 7): Harry Richardson, Bob Justice, Stuart Barondess, John S. Allen (vice president and general sales manager), Frank Boscia, Stan Gordon (national sales manager) and Ed McHale. Mr. Richardson won the jackpot with a full house—queens over deuces.

Insuring Success

WLIB, New York independent, has announced rate increases to pay the premiums of all its employees—about 35—on insurance held by them through the Radio & Television Industry Group Insurance Fund, General Manager Harry Haven reported last week. He also said Pulse ratings on programs in WLIB's Negro block had gone upward to a point where a raise in rates for these time periods is being considered.

WCBS-TV Yearend Statement Reflects Station's Growth

WCBS-TV New York, CBS-TV o多万 station, entered a claim last week as the New York TV station with the greatest number of hours on the air—about 130 per week.

In a year-end statement, Sam Cook Digges, WCBS general manager, also asserted that the station's total revenue in 1954 exceeded that of the previous year by 40%. Local and national spot revenues, he said, gained 41%

Daytime announcement revenue, according to Mr. Digges, ran 49% ahead of a year ago. He estimated that total dollar value of time and facilities devoted to public service on the station in 1954 reached more than $29 million.

WKOW-TV Plans Increase

WKOW-TV Madison, Wis., plans to increase its power to 200 kw upon completion of work on its studio building and installation of a new RCA transmitter in mid-January, it has been announced by Moreona Broadcasting Co.

The ch. 27 uhf outlet now operates with authorized ERP of 162 kw visual, 87.1 kw aural and operating power of 17 kw visual, 8.3 kw aural.

WKOW-TV plans to carry some CBS-TV network programs in color when it boosts its signal and later, effective March 1, 1955, will have a new rate card to reflect the power increase.

WOR-TV 'Movie' Renewals

EIGHT current advertisers of WOR-TV's Million Dollar Movie program, which shows the same feature film 16 times a week, have renewed for another 13-week cycle, it has been announced by Gordon Gray, general manager of the station. Renewal contracts, he said, have been received from Liggett & Myers, Pie's Beer, Vick Chemical Co., Rival Dog Food, Sterling Drug, New York Telephone Co., Duffy-Mott Co. and Peller cream.

WOL-AM-FM Moves

WOL-AM-FM Washington has begun operations from new quarters at 2000 P St., N. W., the Washington Broadcasting Co. has announced. The new quarters are completely air-conditioned and contain new control room equipment in "more efficient, compact and modern studios." The new studios were designed by the executive and engineering staffs of the stations, according to the announcement.

WMBV-TV Plans New Studios

PLANS for the construction of studios in Green Bay, Wis., for WMBV-TV Marinette, Wis., have been announced by Joseph D. Mackin, manager of the ch. 11 outlet. Mr. Mackin stated that the new facilities will be equal in size and equipment to WMBV's plant at Radio-TV Park, Marinette.

Additional studios were necessary because of the "large and growing number of Green Bay and Fox River Valley advertisers," Mr. Mackin said. Construction, expected to get underway immediately, should be completed in March. The building will be located in the Green Bay business district.

WCRB-AM Goes Nighttime

EXPANSION into evening broadcasting has been announced by WCRB Waltham, Mass., which adds that the station will continue to devote itself to concert music during the evening hours. Theodore Jones, president, said the station, using DA at night, will now reach into 15,000 more homes.

WCRB-FM on 102.5 mc, has been operating both day and night since early fall, according to the station.

Radio-Television

NOMINATIONS INVITED

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year; exhibits consisting of recordings, tapes or film and a typewritten summary.

2. Radio and Television Newswriting: For the distinguished example of news writing or commentary for radio or television; nominations consisting of either a partial or complete piece of broadcast or telecast during the year.

3. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station of network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible; exhibits consisting of recordings (no tapes) and a typewritten summary mentioning running time of exhibit.

4. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcast must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible; exhibits consisting of film and summary.

Deadline Feb. 1, 1955

SEND ENTRIES TO:
Victor E. Bluecord, Ex. Dir.
Sigma Delta Chi
35 E. Wacker Dr., Chicago 1

Broadcasting • Telecasting

January 3, 1955 • Page 77
KMA's Ed May Reunites Mother and Children

"MOTHER reunited with four sons for Christmas," was the way the newspapers carried the story, but the reunion of Elsie Mae Rhodes Hill with the four sons she had not seen in five years actually was instigated by Edward May of KMA Shenandoah, Iowa.

The story began on Dec. 21 when Mrs. Tom Woods of Shenandoah telephoned a plea to Mr. May for help in reuniting her daughter and her daughter's sons for Christmas. The daughter had disappeared at a dance in 1949, leaving the four boys to be reared by their grandmother. When the grandmother appealed to Mr. May, she was bedfast with a broken ankle and was still recuperating from a cancer operation.

Using the facilities of KMA and its companion KMTV (TV) Omaha, and with the aid of the Omaha Associated Press Bureau, which filed the story on a national wire—the story caught on country-wide.

On the morning of Dec. 23, the missing mother walked into the offices of the New York Post. With Mr. May underwriting the expenses and with the help of CBS in securing hard-to-get pre-Christmas plane reservations out of New York, Elsie Mae and her husband, David Hill, were going to Omaha that evening. They boarded KMA's private plane at Omaha for the 60-mile flight to Shenandoah, arriving the morning of Dec. 24.

At the Shenandoah airfield, the couple was met by the grandmother, the four boys and Mr. May, who had thoughtfully armed himself with Christmas gifts for the mother to present to her sons. Throughout the flight homeward, the couple was interviewed by newsmen, radio and tv reporters.

Plaudits have rolled in to KMA and to Mr. May. One which the station considers typical came from WSM Nashville. It read: "Thanks for restoring [the children's] faith in Christmas and congratulations on such a fine job. We are proud to be in the same business with such fine people."

WFAA-TV Boosts Rates

RATE CARD No. 10, increasing rates for the first time since Jan. 1, 1954, has been issued by WFAA-TV Dallas, Tex. The new card, effective Jan. 1, represents an average increase of 10.74%, the station reports, although most daytime and late evening rates have not been raised. Class A base hourly rate is $900; Class B $500, and Class C $250. Card No. 10 also includes rates for participating announcements in the three time periods. WFAA-TV reports that in the past year the number of tv sets reached by its signal has been boosted 33.8%, to about 415,000 sets. This has been attributed to the ch. 8 station's power increase to 274 kw.

Good Music Unit Moves

GOOD MUSIC Broadcasters Inc., joint sales organization for Good Music radio stations, has moved into new headquarters at 6 E. 39th St., New York 16. The organization formerly was located at WQXR there. Raymond Green is president and founder of GMB.

Mid-Continent Broadcasting Appoints New Officers Slate

MID-CENTENT Broadcasting Co.'s (KOWH Omaha, Neb.; WHB Kansas City, Mo.; WTIX New Orleans) board of directors has announced the appointment of new officers. Robert H. Storz, formerly president of the firm, has been named chairman of the board. Todd Storz, who has been vice president and general manager, was moved up to president. Virgil Sharpe, previously manager of KOWH, becomes vice president and general manager of the station. George W. Armstrong, formerly WHB manager, is now vice president and general manager of WHB.

Mr. Robert Storz stated that, "the new alignment of officers of the corporation was instituted so that the company's continued and expanding growth would be insured."

Eureka Stations Off Air For Hour After Earthquake

EUREKA, Calif., radio-tv stations were off the air about an hour Dec. 21 as an earthquake rocked the locality, according to William B. Smullin, president of KIEM-AM-TV. Some damage was caused at the transmitting plant, he said.

The studios and offices in the modern station building, which also houses Pacific Telephone & Telegraph Co., were undamaged due to modern construction, but other structures in the area were seriously damaged. KIEM-AM-TV were put off the air by power failure, Mr. Smullin said, with power returning just as emergency generators went into action. KHUM was off during the power shutdown.

Rumbles of the quake were broadcast later in the day by KIEM from a tape that was being made on a home recorder by a Eureka gift.

KJEM's towers were not damaged. Two after-shocks did not cause serious damage.

KCOR Construction Underway

CONSTRUCTION of a modern two-story building for KCOR-AM-TV San Antonio, Tex., is underway, according to Raoul A. Cortez, president. Estimated cost of the land, building, and RCA television equipment is approximately $400,000. Ch. 41 KCOR-TV, with target date in April, will have a 406-ft. tower.

Shapiro Back to WFAA-TV

MIKE SHAPIRO, tv representative in the Chicago office of Avery-Knodel Inc., has returned to Dallas as commercial manager of WFAA-TV, effective Jan. 1. He had been local sales manager of WFAA-TV in 1951, later becoming assistant manager of K D U B -TV Lubbock, Texas. His radio experience includes posts at KTXL San Angelo and KECK Odessa, Texas. He assumes the WFAA TV duties of Terry Lee, assistant manager, who has become vice president-general manager of KOVR (TV) Stockton, Calif.
Too Much Business

WORL Boston had an unusual problem last month when it had no time left to sell. The dilemma, according to the station: they didn't know whether to keep on selling time and try to squeeze it in, or to turn down business and possibly create ill-will with the agency who might sell the station to a client only to find there was no time available. The station decided that in the best interest of all concerned it was necessary to hang up the SRO sign, but to continue selling—selling the idea that too much business on the station would reduce the sales value of the advertiser's message and lose listeners, who were the prospective buyers. The crucial period is over and the station is selling time again. It reports that good programming proved to be worth more in the long run because it kept listeners listening, kept them buying and kept advertisers happy.

WFAA-TV, Advertiser Raise $700 for Hospital Benefit

WFAA-TV Dallas and Ready-to-Bake Foods Inc. (Puffin Ready-to-Bake Biscuits) inaugurated a promotion on the station's Julie Benell Kitchen Show which netted $700 for tv sets which were sent to hospital wards.

The company offered to donate 10 cents to a fund for the underprivileged for every wrapper sent into the station by the audience. Seven thousand wrappers were delivered in two months.

Julie Benell, m.c. of the WFAA-TV Dallas Julie Benell Kitchen Show, is handed a check by Charlie Parker, divisional sales manager, Dallas Plant Areas, Ready-to-Bake Foods Inc., for collecting 7,000 wrappers from the company's products. The money bought tv sets for local hospitals.

Please don't slip on the word 'Vaseline'

The word 'Vaseline' should not be used alone. It's not a complete name in itself, but is the registered trade mark owned by the Chesebrough Manufacturing Co., Cons'd.

Please Do
use the word 'Vaseline' with the name of the product it designates, such as 'Vaseline' Petroleum Jelly ...'Vaseline' Hair Tonic, etc.

Thank you.
Representative Appointments

KTAC Tacoma, Wash., appoints Gill-Perna Inc., N. Y., as national representative.

Benton Paschall, Hollywood station representative, named exclusive Los Angeles sales manager, KMOD Modesto, Calif.

WCLO Janesville, Wis., and WGEZ Beloit, Wis., appoint Everett-McKinney Inc., N. Y.

Representative People

N. Art Astor, sales representative, Napier Co. (fashion jewelry wholesalers and manufacturers), N. Y., to Headley-Reed Co., L. A., as account executive.

Station People

Frank Soden, sales staff, WRNL-AM-FM Richmond, Va., appointed general sales manager.

Dean Lake appointed sales manager, WCEF Parkersburg, W. Va.

Jay Grill, formerly with sales staff, KGO-TV San Francisco, appointed sales manager, KFSD-TV San Diego.

Jack Mahoney, sales staff, WBIG Philadelphia, appointed local sales manager; John Harper returns to station as account executive.

Frank B. McLatchey, sales manager, KSL-AM-FM Salt Lake City, appointed manager of sales development of Radio Service Corp. of Utah (KSL-AM-FM-TV); Paul S. Dixon, national spot sales manager, KSL-AM-FM, appointed executive assistant in charge of corporate affairs of corporation; Joseph A. Kjar and J. Allen Jensen, both with KSL-AM-FM, appointed sales manager and program director respectively.

Richard E. Holbyer, formerly with Grant Adv., Chicago, appointed manager, sales promotion publicity dept., WLS Chicago.

Dan E. Ries, formerly assistant promotion director, WKRC-AM-TV Cincinnati, appointed promotion-publicity director, WTVN Columbus, Ohio.

Chuck Cromwell, announcer and personality, KGVO-TV Missoula, Mont., promoted to production manager; Jack Blankenhorn to station as regional sales representative; Ed Deendorf, formerly with WILK Wilkes-Barre, Pa., to engineering staff.

John Jennings, graduate, Northwest Radio & Television School, Portland, Ore., to WEEK- TV Peoria, Ill., as film editor.

Harrison Wooley, sales executive, KEAR San Mateo, Calif., to KCBS San Francisco as national sales representative and merchandising director; Dick Godfrey, apprentice, KCBS, appointed news writer.

Norman Baum, formerly with WWDC Washington and recently separated from U. S. Army, appointed assistant program director, WWDC, succeeding Dick Lawrence, who has been named to announcing staff, succeeding Jack Wells, who has moved to WCBM Baltimore as morning man.

John Kurtz, formerly assistant program director, KSTM (TV) St. Louis, to WTVD (TV) Durham, N. C., as producer-director; Roy Bellus, film director, WTVD, appointed producer-director.

Wallace Hutchinson, promotion and group sales manager, John Poole Broadcasting Co. (KBIG Avalon, KBIF Fresno, Calif.), Hollywood, to KNX Hollywood, as sales representative to food brokers and manufacturer representatives, succeeding Roland D. McClure, named account executive.

William J. Taylor, recently separated master sergeant, U. S. Marine Corps, and tv director, Camp Pendleton, Calif., and Jack Stubbs, account executive and farm director, KVGG (TV) Tulare, Calif., to KBIF Fresno, Calif., as account executives.

FRANCIS J. CORR, developer of the new $9 million Frandor Shopping Center in Lansing,Mich., signs for an hour a day across the board for 52 weeks over WJIM there, starting Jan. 3, with Harold Gross, president and owner of the station. Frandor will build a special WJIM radio studio in the center for remote broadcasts, which will enable merchants to make program appearances for their products or services. Contract will involve about $30,000.

DONALD WEBB (seated), president of Pratt-Webb, Cleveland pie-makers, signs for Sunday morning Journey Into Melody on WGAR there with (standing, l to r) Lou Oswald, account executive, Oswald & Assoc.; Ernest Webb, P-W advertising manager; Bob Smiley, program host, and Mannie Eisner, WGAR sales representative.
THREE-DAY civilian orientation cruise to Pensacola, Fla., aboard the aircraft carrier U. S. S. Monterey is enjoyed by these broadcasting representatives who stand in front of the Monterey's war record (1 to r): Bill Kusack, ABC Chicago chief engineer; Tom Talbot, manager, WJL Niagara Falls, N. Y.; Sterling C. Quinlan, WBKB Chicago vice president, and George Forman Goodyear, president, WGR Corp. (WGR-AM-TV), Buffalo, N. Y. They were among 50 people from the New York and Chicago areas invited by Rear Admiral D. V. Gallery, USN, chief of Naval Air Reserve Training, to take the cruise and familiarize themselves with the function, conduct and problems of the Reserve Training Command.

Norman Prescott, disc m.c., WORL Boston, to WNEW New York in same capacity.

Penny Pruden returns to WCPO-TV Cincinnati as hostess, Surprise with Pruden.

Mary Kitano, assistant to radio-tv editor, former L. A. Daily News, to publicity staff, KNXT (TV) Hollywood.

John Bartlett, graduate, Northwest Radio & Television School, Portland, Ore., to WBYA-TV Green Bay, Wis., working on camera, floor and artwork.

Chris Roberts to WAAM (TV) Baltimore as weathergirl.

Gene Duncan, farm director and conductor, Late Show, WICS (TV) Springfield, Ill., leaves station to join U. S. Air Force.

Lloyd B. Schaffer, studio manager, WUSN-AM-TV Charleston, S. C., resigns to return to West Coast.

Mike Miotovich, commercial manager, KORA Bryan, Tex., appointed to permanent board of directors, The National Milk Bowl, annual charity football game for youngsters.

Clair Giles, business manager, WNAX Yankton, S. D., and assistant treasurer, Cowles Broadcasting Co. (KRNT-AM-FM Des Moines, KTVT (TV) Sioux City, WNAX), elected vice president, Yankton Greater Industries Inc.


Edward Paul, salesman, WERE Cleveland, named to board of directors, Associated Grocery Mfrs.' Representatives.

Capt. S. W. Townsen, U. S. Naval Reserve, and president, WKST Inc. (WKST-AM-TV), New Castle, Pa., has organized and is commanding officer of new Naval Reserve unit for Fourth Naval District, Youngstown, Ohio.

Francis Coughlin, continuity director, WGN-AM-TV Chicago, to conduct workshop on tv scripts in U. of Chicago's communications course on "Introduction to Television."

**Verdict Aired First**

RADIO-TV news, allowed complete coverage of the Dr. Sam Sheppard murder trial in Cleveland, broadcast the verdict seconds after it was announced by the jury. WRSR reported it had a three-man team on the spot, headed by newsman George Patrick. The first man, who was near the jury box, signaled the decision to a messenger in the hall, who relayed it to the third man in the broadcast booth. Later, after the excitement and confusion had subsided, WRSR said it broadcast an exclusive interview with Stephen A. Sheppard, an elder brother, who asserted the case was going to be appealed. WGAR went on the air from the courthouse five minutes before the jury foreman announced the verdict to the courtroom and News Director Charles Day stood by in the hallway adlibbing until the decision was made known at 4:37 p.m., when he broadcast it to waiting listeners. WXEL (TV) fed the verdict to its studios by use of a phone directly connected with the courthouse. Reporters Dick Lowe and Cook Goodwin and News Editor Ken Armstrong and News Director Ben Wickham covered the trial for WXEL. All stations kept a 102-hour vigil while the jury was deliberating. The trial lasted about nine weeks.
Integrated Safety Spots

THE CISCO KID and Pancho, western series stars, with approval and cooperation of their area primary sponsor, Interstate Bakeries Corp., Los Angeles, have been combining public service spots with the regular commercials on interstate’s Southern California stations. Wider use of the announcements is planned. The 20-second spots, written and filmed so that they may be integrated with the commercial or used as 20-second pullouts, touch on safety, cleanliness, proper personal care and care for other people’s property, among others.

Sick and Shut-in

WFPA Fort Payne, Ala., has been successfully airing the Sick and Shut-In Hour for over a year, the station reports. The program has expanded from a half-hour daily, to an hour daily and each listener is acknowledged once a week. The program plans to publish a weekly list of shut-in listeners, with their addresses, so they may exchange letters with one another. Besides the roll call of names the program features country gospel music played by a local minister.

‘Tv Spotlights TB’

WEWS (TV) Cleveland, Ohio, in sponsoring a spot announcement contest, “Tv Spotlights TB,” for junior and senior high school students, received more than 350 entries for the contest whose winners appeared on the air. Winners transcribed their spots for regular use by the station in cooperation with the Anti-Tuberculosis League of Cuyahoga County. Students also prepared the visual side of the public service announcements.

Fast Action

WJAR-TV Providence, R. I., airimg an urgent appeal from a local hospital for a special type of blood, received four replies while the program on which the request had been made was still on the air.

Building Fund Promotion

WDTV (TV) Pittsburgh, Pa., presented an hour-long semi-documentary variety show featuring both nationally and locally known tv stars in behalf of the YMCA-YWCA $5 million building fund. This Is Your ‘Y’ was designed to be both informative in respect to the YMCA-YWCA program and entertaining to the viewing audience.

‘Not a Drop to Drink’

WFPG Atlantic City, N. J., was given a letter of commendation by the mayor and board of commissioners of Longport, N. J., for its work in warning Longport residents that their drinking water had been contaminated accidentally by seawater. The station also broadcast a list of places where anti-typhus inoculations were available and helped avert any possibility of an epidemic.

Successful Telethon

WFIL-TV Philadelphia reported a total of $361,795 raised during its fourth annual 18-hour telethon for the Cerebral Palsy fund. Portions of the show were broadcast by WPIL and televised by stations in Easton and Wilkes-Barre, Pa., and Atlantic City, N. J. Both locally and nationally known figures appeared on the special program.

Big Brothers Benefit

WCPO-TV Cincinnati raised approximately $35,000 for the Cincinnati Big Brother organizations during a 14-hour telethon.

Crosley Safety Films

CROSLEY Broadcasting Corp. has lent a helping hand on behalf of safety, producing a 12-minute film on automobile driving for the High School Safety Institute. The film is titled “It’s Up to You” and was first shown to about 1,000 students at the Ninth Annual High School Safety Institute Day in Cincinnati. Personnel from Crosley’s WLW-WLWT (TV) Cincinnati cooperated in the production. The film dramatized the proper and improper ways of driving an automobile. The movie will be shown throughout the area to high school students and youth organizations by the city’s police department.

ACTOR KIRK DOUGLAS receives the first print of a motion picture appeal he made in behalf of the American Heart Assn. The presentation was a feature of a luncheon held to plan mobilization of radio-tv in support of the drive sponsored by the association and its affiliates. At the ceremonies are (1 to r): Sylvester L. Weaver, NBC president and chairman of the AHA public relations committee; Myron P. Kirk, Kudner Agency vice president and chairman of the 1955 heart fund tv committee; Rome A. Betts, AHA executive director; Mr. Douglas, and John F. Meagher, NARTB vice president for radio and chairman of the heart fund radio committee.

WBVP Aids Crusade

CRUSADE for Freedom, which enlists funds for Radio Free Europe, has called attention to cooperation it received from Frank Smith, president of WBVP Beaver Falls, Pa., for a special “old-fashioned Thanksgiving day” held at Freedom, Pa., for two Hungarian youngsters, escapes from behind the Iron Curtain. The entire citizenry turned out for the affair which featured a parade, a dinner at the high school and an Americana pageant. WBVP gave live coverage to the event.

Dancing Remote

WIST Charlotte, N. C., is airing a remote “dance party” type of program from a different city recreation center each schoolday afternoon in an effort to curb juvenile delinquency, the station reports.

Successful Day

KIDO Boise, Idaho, raised $10,000 in a 24-hour radiothon in behalf of the local United Cerebral Palsy organization.

Canton’s Comic Outlook

WAND Canton, Ohio, lent its full support to a drive by a Mayor’s Committee in Canton to improve the reading habits of its younger citizens. The committee procured enough good books to give one in exchange for every 10 crime and horror comic books turned in. The station donated a set of encyclopedias to the child who brought in the largest number of objectionable comic books.

TAPE DUPLICATION

Unrivaled capacity, fast complete service Multiple destination mailings. Experienced engineers. Ampex installations assure quality. RECORDED PUBLICATIONS LABS, 1555-77 Pierce Avenue, Canton, N. J. Comm.: WO-3-3000 • Phila.: WA-1-6469

Broadcasting • Telecasting
Directors Guild Nominates Five for Tv Film Award

AWARD SHORTS

WOW-TV Omaha presented Certificate of Appreciation from Douglas County (Neb.) Red Cross for raising 641 pints of blood for Red Cross blood bank last August.

WTOP-TV Washington presented John Benjamin Nichols Award from Medical Society of District of Columbia for "contributions in the health field and distinguished service to the people of the District of Columbia."

WHAS-AM-TV Louisville has designated retiring Sen. John Sherman Cooper (R-Ky.) and Sen-elect Alben W. Barkley (D-Ky.) as Kentuckian Man of Year; Robert Whitney, Louisville orchestra conductor, designated by station as Louisville Man of Year.

WAVE Louisville has designated Sen-elect Alben W. Barkley (D-Ky.) as Kentuckian of Year.

WAAAM (TV) Baltimore presented award to Maj. Gen. George W. Smythe, Second Army Deputy Commander, for Second Army's contributions to recent cerebral palsy telethon over that station.

Jesse Mason, news commentator, KGW Portland, Ore., and KGW recommended for award of citation from American Legion Dept. of Oregon for sound American principles and stand against communism.

Raytheon Mfg. Co., Waltham, Mass., presented "Diploma of Honour" citation at International Trade Exhibition, Milan, Italy, for modern industrial design for its Challenger table TV receiver.

Ignacio Carral, manager, Robert Otto & Co., S. A., presented annual Mexican advertising awards for best TV commercial and best brief institutional ad by Asociacion Nacional de la Publicidad de Mexico.

James P. (Uncle Jim) Harkins, former assistant talent coordinator, NBC, to receive Pio Eclesia et Pontifical Medal from Pope Pius XII in recognition of service to Pope and Roman Catholic Church.

WRUL Boston presented with citation by Radio Nacional de Guatemala for "magnificent service rendered to listeners in Guatemala" during and after liberation of country from communists last June.

Alex Segal, director, U.S. Steel Hour (ABC-TV, alternate Tues., 9:30-10:30 p.m. EST), presented Award of Excellence for photography from Modern Photography magazine.


Tom Harmon, sports director, Columbia Pacific Radio Network, Hollywood, and former All-American football player, presented first annual Western Air Lines Inc. (L. A.) sports trophy as "the man who has done most in 1954 for West Coast athletics."

MARIORIE HAHN (r), president of the U. of Iowa chapter of Gamma Alpha Chi, professional fraternity for women in radio, TV and advertising, accepts Eisenhower Prayer Award and Citation on behalf of the chapter for its radio-TV-newspaper campaign promoting the sale of U. S. Savings Bonds. Fred D. Karl, Iowa state chairman of Savings Bond promotion, makes the presentation. Witnessing is Bea Johnson, director of women's activities for KMBC-KFRM and KMBC-TV Kansas City.

LOUIS HUMMEL (r) is congratulated by Harry Mason Smith, vice president in charge of sales for Crosley Broadcasting Corp., Cincinnati, Ohio, in front of the Packard sport convertible he won for placing first in Crosley's "Operation Sunburst"—a promotion in which Crosley national TV sales representatives competed.

AWARDS

NOMINATED for the second annual TV film directorial achievement award of the Screen Directors Guild are William Asher, who has submitted "Lucy's Mother-in-Law" from CBS-TV's I Love Lucy; Robert Florey, "The Clara Schumann Story" from NBC-TV's Loretta Young Show; Roy Kellino, "Interlude" from CBS-TV's Four Star Playhouse; Ted Post, "High Water" from syndicated Waterfront; and Jack Webb, "The Big Producer" from NBC-TV's Dragnet.

Nominees, selected by SDG members who have directed or are directing video films, submitted the half-hour TV film each considers his best work for 1954. SDG membership will vote on the award following a screening of the five films. The award will be presented at the Fourth Annual SDG Awards Dinner, Feb. 13, at the Biltmore Hotel, Los Angeles.

Mr. Florey won the first TV film award last year for "The Last Voyage," shown on CBS-TV's Four Star Playhouse.

Broadcast Industry Cited

RADIO-TV industry has been cited by Dr. James E. Perkins, managing director of National Tuberculosis Asn., for its "inestimable value to the 1954 Christmas Seal sale and a remarkable example of the industry's generous contribution to public service."

CARTB Seeks Award Entries

ENTRIES for the John J. Gillin Jr. memorial award are now being requested from Canadian stations by the Canadian Assn. of Radio & Television Broadcasters, Ottawa, for presentation on March 21, 1955, at the CARTB annual dinner at the Chateau Frontenac, Quebec City.

The awards this year are to be made on the basis of any single or continuing contribution by any CARTB station to any form of community service. Facts and figures on what stations have done for their community will be the basis for the awards. Deadline is Feb. 1.

PRESENTATION of a microphone from the North Carolina Assn. of Broadcasters by Jim MacNeil (l), retiring NCAB president, to North Carolina's Gov. Luther Hodges takes place on the occasion of a statewide address by the governor. The mike is to remain in the executive offices and connected to a local loop through the rest of the governor's term. A "one million" inscribed on the microphone plate refers to the number of radio homes in North Carolina.
ZIV BUSINESS UP 31%, YEAREND REPORT SAYS

Film and program company cites increase in both radio and tv sales and expects even greater increases in 1955.

EXCELLENT YEAR in sales and production was noted last week by Alvin E. Unger, vice president in charge of sales, in a year-end review of Frederic W. Ziv Co. business. Mr. Unger reported more than a 31% increase in sales in 1954 above the previous year, and radio show-production at an all-time high in Ziv's 15-year history.

As a result, Mr. Unger said, more than 50 radio series, totaling more than 6,000 individual programs, will be available to local radio stations this year.

Mr. Unger said Ziv would continue its policy of signing top name stars for quality vehicles. Among those stars now transcribing shows for Ziv, he listed David Brian (Mr. District Attorney), Red Skelton (Red Skelton Show), Peggie Lee, Dick Powell, Ginger Rogers, Tony Martin (The Hour of Stars), Humphrey Bogart, Lauren Bacall (Bold Venture) and Irene Dunne, Fred MacMurray (Bringing Up Baby).

Ziv expects the more than 31% increase in sales to go higher in 1955 because of advertiser interest. The company plans to follow its practice of syndicating well known program properties such as Mr. District Attorney, for which he said sales have jumped to more than 300 in the six months it has been on the market.

Local advertisers expected to use transcribed radio shows in greater number this year, according to Mr. Unger, include banks, bakeries, electric appliance distributors and dealers, supermarkets, automobile dealers, department stores and dairies. Regional advertisers also buying shows more heavily will be brewing companies, wine makers and food processors, he said.

BOT Says Closed Circuit Came of Age During '54

YEAREND report to stockholders in Box Office Television, New York, was released by William P. Rosensohn, president of the company, stating that "closed-circuit television has come of age in the past 12 months as a potent selling tool for American industry."

In the report, Mr. Rosensohn informed stockholders that in 1954 BOT had participated in an average of one closed-circuit coast-to-coast meeting per month for a top rated industrial concern with a total gross volume of close to $5,000,000. The meetings included two shows each for Ford, Chrysler and Pan American World Airways. The company's facilities also were used by American Management Assn., Dow Chemical Co., Wyeth Labs and Kaiser-Willys.

Mr. Rosensohn estimated that the dozen shows were witnessed by more than 300,000 people. In one instance, he said, 35,000 people saw a two-hour Ford telecast. In 1955 Mr. Rosensohn expects the firm to increase its business to a total of 50 meetings with an increased income of $2,500,000.

UBS Names New Officers

APPOINTMENT of new officers for 1955-56 has been announced by Universal Broadcasting System, Detroit. Harry Kriwitsky, assistant general sales manager in charge of television sales, has been appointed district manager of the UBS Boston office. Richard H. Curley Jr. of CBS has been elected to the UBS board of directors and Dr. Ames Rolsey, former UBS president, has been appointed chairman of the board, has requested a one-year leave of absence, according to the announcement. Re-elected to the board of directors were Richard L. Colten, UBS president, and John L. Mayer, treasurer. Robert P. Bigelow was elected secretary of the corporation.

World Broadcasting System Offers Seven New Programs

MORE THAN 1,000 World Broadcasting Sys- tem subscribers were to have a new series of seven, across-the-board programs available on Jan. 1. The programs, all musical, offer stations nearly 12 hours of programming weekly, with a total of 111 one-minute spot-selling opportunities per week, adding to sponsor identification at the beginning and end of each show.

Comprising the new program group are: Music Coast to Coast; Passport to Daydreams; Guess Who? Guess What?; Westminster to Music; The Song and the Star; The Three Suns, and the Blackwood Brothers Quartet.

Mr. Weis said sales tools to be provided stations will include "new local personality shows and local interest features."

Program Service People

Kenneth W. Heberton, assistant vice president, Western Union Telegraph Co., Washington, appointed vice president for government relations, continuing as Washington office manager.

Ralph W. Rogers, former staff announcer, KEX Portland, Ore., to Northwestern Recording Inc., Los Angeles, now City, as public relations and sales representative.

Les Lear, president, Lear Productions, Chicago, appointed chairman, special events div., 1955 Chicago Heart Assn. fund drive.

NBC Report Shows Record TV Gross

The network's year-end report cites $125 million gross time billings for television and indicates the milestones which the medium has passed.

RECORD HIGH total of tv gross time billings for 1954—some $125 million worth—was claimed last week by NBC in a year-end report. The network said steady increases in sales patterns based on the magazine concept attracted a total of 210 tv advertisers, an increase of 45 over the previous year and a tripling of its tv advertiser roster over 1950.

NBC said 1954, the first year of administration of the network's management team of President Sylvester L. Weaver Jr. and Executive Vice President Robert W. Sarnoff, was marked by the creation of new programming and sales patterns "which sped the development of network color television on a commercial basis."

Particular attention was paid in the report to Mr. Weaver's announcement early in the year of full scheduling of 33 hours of half-color spectaculars which NBC reminded "was followed by an immediate sellout to six national advertisers whose investment in these programs totaled $14 million."

The number of NBC-TV stations equipped to carry color tv transmissions jumped from 21 last January to 93 last month, making color available in an area comprising 67% of the U. S. audience, it was said in the report.

NBC claimed the "first west to east transcontinental transmission of color," the Tournament of Roses Parade on Jan. 1, 1954.

Also marked was NBC's "basic revamping of the program lineup," which by the fall season totaled 39 new tv programs. Its introduction in March of the Home show, 11 a.m. to noon EST, and in November of its Saturday morning two-hour block of children's shows, NBC said, highlighted changes in daytime television. Arrival in September of its tv show, Tonight, also marked the year.

In NBC's activities, the network said the NBC Film Div. provided stations with 736 weekly half-hours of local programming compared to 235 in 1953. Also reported: more than 1,120 Film Div. program sales in markets ranging in size from 4,000 to 150,000 homes to New York City's 4.25 million tv homes.

Boost in tv station lineup was cited. The network said the average sponsored NBC-TV evening show was carried by 94 stations in November 1954 compared to 67 stations in the same month of 1953.

Actual growth of the radio and tv networks was pointed out with NBC reporting a total of 210 and 196 affiliates for the respective networks.

New highs in the gross income of its owned

Color Remains at NBC

NBC President Sylvester L. Weaver Jr. said in a statement Wednesday that "there are no changes" in NBC's "previously announced plans for color television programming..." Public interest has been highly encouraging and we look forward to continued advances and expansion in color programming in 1955."

The statement was prepared by the network before the recent CBS-TV is considering whether to continue its colorcasting schedule when its first year's cycle is completed in April (Closed Circuit, Dec. 27, 1954).

Broadcasting • Telecasting
and operated stations division were reported. Opening in September of its Brooklyn color studio (which NBC refers to as the "largest television studio in the world") and construction of a new color studio in Burbank, Calif., were pointed out.

NBC said its Merchandising Dept. in 1954, the third year of its operation, conducted campaigns for more than 115 advertisers. Substantial amount of the work by this department was for NBC-TV's "magazine" trio, Today, Home, and Tonight.

NBC's report, which also detailed organizational changes made during the year, noted that by the year's end, 4,700 regular employees were on the network staff compared with 4,458 a year ago. In the year, the company had 11 separate labor agreements with 15 different unions.

NBC Names Hazelhoff To Head Telesales Dept.

APPOINTMENT of Erik Hazelhoff as manager of NBC's newly-created Telesales department was announced last week by Matthew J. (Joe) Culligan, NBC's national sales manager.

The new department evolved from an experimental unit of NBC-TV's Today, Home and Tonight shows, and now becomes a full-scale presentation unit of the NBC sales department, according to Mr. Culligan. It will be available to the entire network sales operation for all shows.

In his new post, Mr. Hazelhoff will supervise the production of kinescope film and "live" closed-circuit presentations for new business on the network. The operation is an attempt by NBC to project the format of the programs and the personality of the stars to advertisers interested in television.

Mr. Hazelhoff, a former editorial writer for the Today show, expressed the view that the "greatest demand for the telesales operation will come from the daytime television areas, since most prospects do not have the opportunity to see the daytime shows because of lack of viewing facilities at their places of business."

$2 Million in Co-op Sales Shared by NBC Affiliates

AN ESTIMATED $2 million in time revenue through sale of co-op programs during 1954 was shared by 85% of NBC Radio's affiliates, Ludwig W. Simmell, NBC manager of Co-op sales, said last week.

Mr. Simmell reported the figures represent the sale in 170 individual markets of 11 cooperative radio programs to 550 local advertisers.

Program list showed World News Roundup at the top, sold at various times by a total of 90 stations; Election Returns ran second with local sales by 61 affiliates, while the H. V. Kaltenborn news show was third with 35 stations.

At the same time, Three Star Extra (6:45-7 p.m. EST), now sponsored by Sun Oil Co., on 36 stations — a larger area, will be made available for the rest of the NBC Radio network, starting next Monday (Jan. 10).

According to Mr. Simmell, the standing of other programs sold cooperatively were Sports Daily in 48 markets; Alex Drier in 40; Pauline Frederick Reporting in 32; Morgan Brown in 26; A Desert Name in 26; Orson Welles in 22; series of four Election Preview programs in 20; Grand Ole Opy in 19, and Pee Wee King in 9.

SPORTS LINEUP PLANNED by MBS

IN an effort to bolster its evening lineup and at the same time offer programming likely to engender sales interest, Mutual last week announced plans for broadcasting major sport events on a year-round basis, starting Jan. 11.

Titled Parade of Sports, this programming will be presented on a three-to-six day per week basis, depending on the number and caliber of sports events available. It will be slated for airtime at about 9:15 p.m. EST, and will run for about two hours, except for Saturday night when the broadcasts will start approximately at 7:30 p.m. One important consideration that influenced Mutual to inaugurate this special programming, it was believed, is that the network presently carries no commercially-sponsored shows after 9:05 p.m. EST.

The Parade of Sports will be made available for local cooperative sponsorship. An MBS spokesman pointed out that the Mutual-Ward survey [B+T, Oct. 4] highlighted the popularity of sports shows, and the network is of the opinion that the Parade of Sports will attract listeners as well as advertiser support.

Among the events to be broadcast will be college basketball games, professional basketball, hockey and late-winter track games. It was pointed out that events will not be broadcast in a city where prior arrangements exist for presenting the game on a local station, but this will not interfere with network broadcasting to other localities.

Stanton, Godfrey, Puck Deny It Happened Over Marlowe

THE PRESIDENT of CBS Inc. and two of the principals issued statements late Wednesday denying published reports that Arthur Godfrey had fired Larry Puck, the producer of his Wednesday night program, because Mr. Puck had become engaged to Marion Marlowe, singer on the Godfrey show.

Dr. Frank Stanton, president of CBS, said Mr. Puck would continue as general manager of the staff concerned with the Godfrey evening programs; would continue as co-producer (with Jack Carney) of the Godfrey Talent Scouts program; and would continue his administrative functions on Godfrey and His Friends, the Wednesday evening show. But at Mr. Puck's own request, Dr. Stanton continued, he will no longer serve as producer of the Wednesday night show, a responsibility now being taken over by Mr. Godfrey.

Further, Dr. Stanton said, neither Mr. Godfrey nor any CBS executive concerned with Mr. Godfrey's programs was aware of Mr. Puck's engagement to Miss Marlowe.

Mr. Puck said: "It has been common knowledge that in recent months I had on a number of occasions expressed the hope that I might be relieved of my producing assignment for the Wednesday night television show. In connection with other Godfrey operations, it was getting to be too much for one man to do." Mr. Puck said: "I did not fire Larry Puck. He is a very valuable member of our set-up and I regret his inability to continue all the responsibilities he has handled for the past six years. I'm sorry I did not know about his engagement to Marion Marlowe. To both of them, my blessings and best wishes."

$100,000 for Free

THE FOUR television networks were set to boost The Advertising Council's "Future of America" campaign yesterday (Saturday) with four NBC-TV spot casts, whose commercial value was estimated at more than $100,000. The program, titled "The Future of America," was scheduled to be presented yesterday on NBC-TV at 1 p.m. EST, over ABC-TV at 2:30 p.m., and over DuMont at 5 p.m. The filmed show was arranged as special New Year program.

"Strike It Rich" Ruling

Claimed Victory by All

BOTH sides claimed victory after a unique decision was handed down by New York's City Felony Court last week on the year-old feud between New York Welfare Commissioner L. McCarthy and the "Strike It Rich" radio-television program.

A 16-page decision was rendered by Magistrate Samuel H. Ohringer ruling that the show "Strike It Rich," the City Admissions Code because it failed to have a license to solicit funds from the studio audience. But he also held that the city had no jurisdiction over the show's format or its relationship with its audience.

Attorneys for Walter Framer, W. Framer Productions, the show's producer, said they plan to file an appeal as soon as a court judgment is issued. Commissioner McCarthy said he would "take appropriate action" after he watch the program, thus indicating that the city would insist the show obtain a license.

Judge Ohringer said the city cannot control the relationship between the show's sponsors and the home viewers, holding that this was a subject which comes under federal jurisdiction.

The victory claims were expressed in this way:

Mr. Framer said he was gratified that the court found that the city could not interfere with the program's format but that he was "disappointed" that the show required a license and an appeal would be made "to the highest court if necessary."

Mr. McCarthy said he hoped the ruling finding "Mr. Framer and Mr. Hull [Warren Hull, m.c.] are guilty as charged of public solicitation without securing the required license" will mean the "end of this kind of abuse of public confidence."

"Strike It Rich" is sponsored by Colgate-Palmolive Co. Mon.-Fri. on CBS-TV at 11:30 a.m.

The morning tv programs are rebroadcast the following day for the full five days on NBC Radio in the same time slot. C-P, which also sponsors the program Wednesday at 9-9:30 p.m. EST, on CBS-TV, will replace the show in that period effective Jan. 16 with a filmed program, The Millionaire.

WROW-TV Signed by CBS-TV

SIGNING of WROW-TV Albany, N. Y. (ch. 41), as a limited alternate affiliate of CBS-TV, effective Feb. 1, was announced last week. The station, in which CBS commentator Lowell Thomas is a stockholder and board member, is headed by Rep. Dean P. Taylor (R-N. Y.) as board chairman, Frank M. Smith as president, and Tom S. Murphy as general manager. A second congressman, Rep. Leo Brien (D-N.Y.), also is on the board.

January 3, 1955 • Page 65
MEMBERS of NBC's Owned Stations Div. in New York, who have been staff members for 10 and 20 years, were honored at a luncheon last month by Charles R. Denny (to), NBC vice president; L. to r: Paul Turner (10); William Hoarer (20); Sherman Hildreth (10); Mary McNulty (10); Kenneth J. Arber (20); Mr. Denny; Hamilton Shea, vice president in charge of WRCA-AM-TV New York; Arax Kazanjian (10); Thomas C. McCray, general manager of KRCA (TV) Los Angeles, and Thomas B. McFadden, NBC Spot Sales vice president (20). William Malcolm, with 10 years service, was not present at the luncheon.

New Racing Network Formed With Headquarters at WMID

NEW RACING NETWORK, to be called the Feature Race Broadcasting Network, has been formed, with WMID Atlantic City, to serve initially as the key station.

The network will carry the feature race from Tropical Park (Mon.-Sat.), which will be followed by a rebroadcast of the actual running of all races from the park. Pickups will be made from other Florida tracks later in the season and from northern tracks in the spring and summer, WMID has announced.

The feature race and the rebroadcast of the call of all the races will be available to network affiliates for local sponsorship. David H. Freedman, WMID station manager, is general manager of the new racing network. Executive offices will be at WMID. Lineup of member stations was not announced.

Four TV’s Linked to AT&T

FOUR additional television stations were linked to AT&T's nationwide intercity tv relay facilities over the Christmas weekend: WPIE (TV) Evanstville, Ind.; WEHT (TV) Henderson, Ky.; WBTW (TV) Florence, S. C., and WSFA-TV Montgomery, Ala. AT&T said last week that with these additions live network tv service is now available to 356 stations in 232 U. S. cities.

THE SMART BUY IN MILWAUKEE

WFOX 860 KC

Adams J. Young Jr., Inc. Nat'l Raps.

MANUFACTURING

FOLSOM FORECASTS RCA BANNER YEAR

Sales volume in electronics products will reach record levels, says RCA president.

OUTSTANDING sales volume in 1955 for RCA's radio, tv and electronics products was predicted Wednesday by Frank M. Folsom, president of RCA.

Mr. Folsom, in a year-end statement, was optimistic on expected radio set sales, forecasting "a substantial upward trend.

Sales of products and services by RCA for 1954, he reported, attained an all-time high volume of about $930 million. "The electronics industry as a whole continued its phenomenal growth, with sales of more than $10 billion, which is about 600% greater than those eight years ago."

Mr. Folsom noted that RCA Victor's unit production and sales of tv sets surpassed 1950, which had been the top year, and predicted that the opening of new tv service areas and the trend to multiple tv sets in homes "will give added impetus to sales in the years ahead."

He continued: "In fact, estimated sales of black-and-white and color receivers during the next five years is expected to exceed 33 million units, thus exceeding by more than a million units sales during the past five years.

Industry and government purchases of new electronic products were cited by Mr. Folsom who said that by the end of 1954, the volume had reached a total of more than half of that in communications and home entertainment.

In 1955, he said, "development of color into its commercial phase will move ahead.

He paid particular attention to RCA Victor's 21-inch color sets, which he said will contribute substantially to "the transition over the next few years to a nationwide color television service, with a steadily increasing demand for color sets."

DuMont Says B&W Tv Will Stay Tops in '55

PREDICTION that 1955 will be "primarily a black-and-white year" for the television receiver market was expressed last week by Dr. Allen B. DuMont, president of Allen B. DuMont Labs. He said 1955 "looks about 95% black-and-white."

Dr. DuMont said that production of color receivers will not exceed 50,000 units in 1955, but expressed the view that the electronics industry as a whole is in for a year of "good consumer demand and heavy business activity."

He added that he expected DuMont's manufacturing operation to exceed any previous year's activity.

He reported that DuMont's television receiver division and the cathode-ray tube division both enjoyed unit sales increases, but noted that profits for the tube division were smaller than in 1954 because of "the extremely com-
petitive conditions in the TV picture tube industry." He said the company had made many plant improvements at the tube division during 1954 in order to reduce manufacturing costs and to provide facilities for the manufacture of color TV picture tubes.

Dr. DuMont characterized 1954 as a year that continued the expansion of the television and electronics industry in most of its phases. He pointed out that more than seven million receivers were produced during 1954 and about 75 new stations went on the air, but added:

"An unfortunate occurrence was the large number of uhf television stations that ceased operation, in an attempt to go on the air during the year—a direct result of the FCC allocation plan, which intermixed uhf and vhf stations in the same market areas."

E. P. Rice, manager of the cathode-ray tube division, reported that picture tube sales at DuMont exceeded the previous record year of 1953 by 12%. He said that based on industry estimates that between 6-6.4 million receivers will be produced in 1955, the tube industry should enjoy "another good year" in 1955.

GE Tube Div. Chief Foresees 11.5 Million Tubes in '55

AMERICANS will require more than 5.5 million picture tubes in their TV sets in 1955 and the industry will produce about six million more for new sets, it was predicted last week by J. Milton Lang, general manager of General Electric Co.'s tube department. He said this anticipated figure of 11.5 million tubes would top the previous record year of 1953 by about a half-million tubes.

Mr. Lang also voiced the belief that the industry-wide electronic tube business will have a total volume of about $620 million in 1955. He said that continued developments in receiving tubes and in industrial and transmitting tubes will result in "improved performance of these types in home entertainment, industrial and military use."

Electronics Mfrs. Display Wares at Chicago Market

THE NATIONAL'S major electronics manufacturers will exhibit their 1955 line of radio, television and related lines of consumer products at the International Home Furnishings Market in Chicago for 12 days starting today (Monday).

Among the set-makers who will hold forth at Chicago's Merchandise Mart, according to advance notices, are CBS-Columbia, Westinghouse Electric Corp., Raytheon Mfg. Co., Admiral Corp., Motorola Inc. and others.

CBS-Columbia has announced it will display its present line of black-and-white and color television receivers and radios."

Raytheon's tv-radio operations division held out promise of a display that would "usher in a new era of electronics" hinging on "a revolutionary new kind of tubeless radio which lasts indefinitely, outperforms all conventional radios and operates at almost no cost."

Westinghouse will show its new year-round consumer products and will be represented by executives from its electric appliance division.

RCA and CBS-Columbia, leading manufacturers of color tubes, are expected to display the latest developments for public consumption.

The International Home Furnishings Market is held semi-annually in Chicago (in January and in June) and features exhibits of radio-tv and other manufacturers.

Trav-Ler Seeks Canada Plant To Make Large Screen TV Sets

TRAV-LER Radio Corp., Chicago, is currently negotiating for a plant in central Canada looking toward manufacture of large-screen monochrome television sets for about $200, it was reported last week.

Joseph Friedman, firm's president, outlined to dealers and distributors at the Chicago's Ambassador East Hotel Tuesday his company's plans for expanding into the Canadian market, where he feels there is a great potential. He claimed that the Canadian market has scarcely been touched by American set-makers. He did not amplify what size picture screens would be put out but it was assumed they would measure 21 inches or more.

Raytheon Appoints Two

CURTIS L. PETERSON has been named advertising manager and Cliff Knoble merchandising manager of television-radio operations, Raytheon Mfg. Co. announced last Tuesday.

Mr. Knoble, advertising manager for the past year, was previously advertising manager for Chrysler Corp. for nine years. Mr. Peterson formerly was account executive and Chicago managing director for Cowan & Dengler Inc., New York, which handles the Raytheon account in the East. Before that, he was advertising director of Ekko Products for 15 years. Additionally, he served in a merchandising capacity for Philco Corp.

Wrist Radio reaches 45 Miles

NEW wrist radio receiver that can pick up messages originating 45 miles away is described by the Dept. of Commerce in a bulletin published by its Office of Technical Services. Using a printed circuit and three transistors, it plugs into the ear like a hearing aid. A one-foot antenna, built into the watch strap, is not needed for local reception. A battery, half-inch wide and five-eighths of an inch long, provides power.

Dage Exhibits in Mexico City

A NEW low price television transmitter that can develop 50 w power with a range up to 25 miles was exhibited by Dage Electronics last month in Mexico City at the Central American and Caribbean Convention, sponsored by the Inter-American Broadcasters Assn. Called model BT-50A, it is said to have a signal strength of 1,000 microvolts at a distance of six miles. The low price of the BT-50A, when put together with the miniature Dage camera, will put tv within reach of every town of large or small area, F. Dan Meadows, Dage general sales manager, declared. Dage is a division of Thompson Products Inc.

Stromberg-Carlson Names Hunt, Schifino V.P.'s

CLIFFORD J. HUNT, general manager of Stromberg-Carlson Co.'s radio-television division, and Anthony G. Schifino, general manager of the sound division, have been elected vice presidents by the firm's board of directors, according to R. C. Tail, president of the company.

In other changes, John H. Voss, general manager of the telephone division, becomes a vice president, and Philip J. Lucier, manager, telephone finance department, and Arthur J. Frink, general credit manager, add the title of assistant treasurer.

S-W Drops Home Sets

HEAVY workload for government electronics projects has prompted Stewart-Warner Corp. to abandon manufacture and sale of home-type radio-tv receivers and phonographs in the U. S. within the next three weeks, the company has announced.

Hoffman Radio Corp. will assume warranty and servicing on present sets for S-W products, according to a letter sent to dealers and distributors. The firm will continue, however, in the receiver-phonograph field in Canada for export.

MANUFACTURING PEOPLE

Dr. Donald B. Sinclair, chief engineer, General Radio Co. (radio and electrical laboratory apparatus), Cambridge, Mass., elected vice president for engineering.

Marty Befman, formerly sales manager, Radio Merchandise Sales, N. Y., appointed national sales representative, Rogers Electronic Corp., same city.

Peter J. Reuter appointed manager of contract relations, government operations, CBS-Columbia and CBS-Labs, headquarters in Long Island City, N. Y.


In The Greater Cincinnati Area

Of the 302,630 Radio Homes regularly surveyed by Pulse, 1 out of every 4½ was tuned to WCKY in Sept.-Oct. Every day, Monday thru Friday, 9 a.m. to 7 p.m.

Buy Independent—Beat Network ratings: Get lower cost per thousand and large outside BONUS audience.

BUY WCKY

January 3, 1955 • Page 67
Industry figures from across the nation attend funeral services for prominent radio and television lawyer.

**FINAL TRIBUTE to Horace L. Lohnes, 57, senior active partner of Dow, Lohnes & Albert- son, Washington law firm, was paid Tuesday as industry figures from all parts of the nation took part in funeral services.**

An attorney of wide renown, Mr. Lohnes knew thousands of persons in the broadcasting and legal fields. His career was cut short Dec. 23 as a heart attack led to his death within a few hours [AT DEADLINE, Dec. 27, 1954].

Services, including American Legion rites, were held Monday evening at the Gawler funeral home in Washington, followed by private ceremonies Tuesday afternoon at Twin Oaks, Vienna, Va., his home. Burial was in National Memorial Park, Falls Church, Va., with Masonic rites at the grave.

Donations, in lieu of flowers, were made by friends to the George Washington Law Center Fund, of which Mr. Lohnes was District of Columbia chairman. The legal career of Horace Lohnes paralleled the birth and development of federal radio regulation. His first radio assignment was recalled by Fayette B. Dow, his law partner, and John E. Fetzer, head of the Fetzer Stations, close friend and longtime client, who had heard the story first-hand.

In 1928, Mr. Dow recalled, he looked over a stack of papers involving communications transmitters operated by Geophysical Research Corp., handling such activity for a group of oil companies. Turning to Mr. Lohnes, he said, "Here, young fellow. I don't know anything about this. You get your teeth in it." Under the brand new radio law, the Federal Radio Commission had just been set up and radio users were required to file formal papers asking the right to use frequencies.

When it became obvious that the applications required engineering testimony, Mr. Dow persuaded C. M. Jansky, engineering teacher at U. of Minnesota, to take a three-month leave. Mr. Jansky reported to Washington and never left, later setting up the engineering firm of Jansky & Baille.

About the same time William Skelly, Oklah- homa oilman, acquired KVVO Tulsa, which became one of the first Dow & Lohnes clients. He, too, was a witness in the oil proceedings before the FRC.

Few attorneys were engaged in radio prac- tice in the late '20s. Mr. Lohnes, known for his willingness to lend a helping hand, encouraged many young lawyers to enter radio practice because he felt it would quickly become a major element in the field of law.

Originally Mr. Lohnes had contemplated an engineering career, taking a civil engineering course at Ohio State U. He was drafted for World War I service during his freshman year. After working for National Cash Register Co. in postwar months he went to Washington, enrolling in George Washington U. law school and worked parttime for Mr. Dow. He received his LLB in 1924, LLM in 1925 and a masters degree in political science from American U. in 1927.

**Member of Delta Theta Phi**

He was a member of Delta Theta Phi, national law fraternity. His name designates a chapter of the organization—Horace L. Lohnes Senate, Columbus Law School, Catholic U. During World War II, when the fraternity had wartime problems, Mr. Lohnes raised a national fund which helped bring up the fraternity's funeral services at Twin Oaks.

Mr. Lohnes had many private charities unknown to his closest friends. Leading industry, legal and government officials constantly sought his advice on both radio and non-radio subjects, knowing he would state his opinion without fear of unfavorable reception.

In 1940 he bought the 60-acre Twin Oaks tract west of Washington. The farm is known to large numbers of people who attended Federal Communications Bar Assn. and other outings. It contained guest facilities, with at least a dozen persons likely to be entertained there on an average weekend. He had an office building on the farm.

He is credited with having encouraged large numbers of radio and tv applicants to apply for facilities. He frequently gave them financial aid during the difficult early days. His belief that tv programs should be available from sources other than major networks was such that he has influenced him to organize Vitapix Corp., which later became allied with Guild Films Co. He was vice president of Vitapix-Guild Programs Inc., syndicating the group's programs.

His organizations include: Past president, FCBA, District of Columbia Bar and American Bar Assn.; past national chancellor, Delta Theta Phi; National Press Club and University Club, Washington; Almas Temple, Shrine; director of Marysville Trust Co.

**Survivors**

In 1919 he married Thelma Marie Foley; Mrs. Lohnes and a daughter, Roberta Lee, survive along with George Lohnes, Washington consulting engineer, brother; his parents, Mr. & Mrs. George C. Lohnes, of Dayton, Ohio; two sisters, both of Dayton, Mrs. Howard G. Sanders and Elmar W. Mayr. The family lived in Alexandria, Va.

Mr. Fetzer recalled that Mr. Lohnes had wound up a hot Springs, Ark., vacation with him recently by professing excellent health. The day before, he had talked to Dr. Elton Rhyne, who called to Mr. Fetzer by telephone. Late in the afternoon he complained of a pain in his chest. Mr. Dow, Paul A. O'Bryan and Thomas W. Wilson, law partners, were with him at Doctor's Hospital where he died within a few hours.

The Rev. Raymond W. Davis, rector of Truro Episcopal Church, Fairfax, Va., conducted the services at Twin Oaks. Honorary pallbearers were these members of the law firm: Mr. Dow, Fred W. Albertson, Clair L. Stout, Robert L. Irwin, Temple W. Seay and Joseph E. Keller; Russell B. Benson, attorney; Vernon H. Doane, attorney; T. A. M. Craven and Ronald H. Culver, of Craven, Lohnes & Culver; Mr. Jansky; Earl H. Gammons, CBS Inc.; Dr. Walter N. Bradshaw, Joe DuMond, KXEL Waterloo, Iowa; Sol Taishoff, BTV; Dr. M. W. Perry, Mr. Lohnes' personal physician; Dean Oswald S. Colclough, George Wash- ington U.; Charles S. Rhyne, American Bar Assn.; W. Cameron Burton, District of Columbia Bar Assn.; Vincent B. Welch, FCBA; An- thony J. Byrne, Munsey Trust Co.; Charles Day, D. C. Alumni Assn., Delta Theta Phi; Dr. T. B. McCord and Charles Pickett, Fairfax, Va.; Mr. Fetzer; George B. Storer, Storer Broadcasting Co.; O. L. Taylor, KANS Wichita; Richard D. Buckley, WNEW New York; Laurence H. Stubs, Portland (Me.) Press Herald; Roger C. Peace, Greenville (S. C.) News-Piedmont; L. S. Mitchell, Tampa (Fla.) Daily Times; Kenyon Brown, KWFT Wichita Falls, Tex.; Creighton E. Gitchell, WGAND Portland, Me.; Mrs. Frank E. Megargee, Mrs. Douglas Holcomb and Vance L. Eckersley, both of WGBI Scranton, Pa.; J. Leonard Reisch, WSX Atlanta; Adrian Murphy, Herbert E. Akerberg, William A. Schult Jr., Edward Hall, Julius F. Braunen, CBS Inc.; Lee B. Walles, Storer Broadcasting Co., and John B. Poole, Detroit attorney.

**PROFESSIONAL SERVICE PEOPLE**


**PROFESSIONAL SERVICE SHORT**

Medical Communications Inc., affiliate of Paul Klement & Co. (adv.), Newark, N. J., will offer complete services in all phases of closed-circuit tv in medical and pharmaceutical fields.
KTTV (TV), KTLA (TV)
Near Agreement With AFTRA

TWO independent Hollywood tv stations, KTTV (TV) and KTLA (TV), have agreed in principle to provisions of the American Federation of TV & Radio Artists current contract negotiations with the Hollywood local, Claude McCue, executive secretary, announced last week.

When negotiations are completed, the stations will pay 4½% of performer’s gross salary into the pension and welfare fund.

Meanwhile, AFTRA national executive board has declared Dawne Industries, Los Angeles (Tim ‘n’ Set hair preparations), “unfair” for alleged failure to pay four models $109 in salaries, Mr. McCue revealed.

The Hollywood local now has asked Noel, Lent & Assoc., Hollywood advertising agency representing Dawne Industries, also be declared “unfair” by the national board.

WGA West and ATFP
To Resume Talks in Early ’55

NEGOTIATIONS between Writers Guild of America West and the Alliance of TV Film Producers on payments and salaries for tv film staff writers will resume early this year, Guild executives announced in Hollywood.

WGAW asked that tv film staff writers receive not less than $250 weekly during a six-week minimum period, providing the writers are paid a $700-a-script minimum for each script written during the writers’ contract period. These demands are based on the current WGAW contract with Jack Chertok Productions, Hollywood, Guild officials noted. WGAW also is seeking a 100% residual payment from the 18 ATFP members for writers of tv films made into theatrical features and released abroad.

WGA Mail Ballot Rejects Amendment to Bar Commies

AMENDMENT to the Writers Guild of America constitution, which would have barred admitted communists and hostile witnesses before congressional investigating committees from membership in WGA East or West, failed to pass by three votes in recent secret mail ballotings, Guild executives in Hollywood announced last week.

Total vote on the issue by membership was not released, only that the two-thirds majority required under the union’s constitution lacked three votes. A WGAW spokesman told BT that because of the closeness of the balloting, proponents of the measure would probably reintroduce it at the next general membership meeting in April.

PERSONNEL RELATION PEOPLE


Chosen for use in “the world’s worst weather” — atop New Hampshire’s Mount Washington — the AMCI Type 1040 Antenna handles severe storm and high winds for Station WMTW (TV) Channel 8 with no decrease in transmitting efficiency.

With ice accumulating at a rate of 4½ inches per hour and winds averaging better than 100 miles per hour on Sept. 22-23, a combination of solid and rime ice built up to the 4-foot thicknesses shown above. Yet the deicers, operating at 1/16 power, kept the antenna clear and allowed normal operation and normal reflectometer readings throughout the storm.

And this antenna successfully withstood hurricanes Carol and Edna, in which wind velocities exceeded 140 miles per hour.

AMCI transmitting antennas available for full- or stand-by service on channels 7 through 13. Write for bulletin #913.
Canadian Statistical Agency

Canadian General Electric Co., is named in honor of the late Col. Keith Rogers, owner of CFPC Charlottetown. The award is open to employees of CARIB member stations, and is awarded for the development of a new idea or operating technique, device or system which results in greater efficiency, safety or economy, and also in recognition of a meritorious action under conditions of emergency by individuals, groups or a station. A panel of three judges makes the award, choosing from entries submitted to CARIB at Ottawa by Jan. 15.

CKLW-TV Rate Card No. 2

CKLW-TV Windsor-Detroit has issued rate card No. 2, for Canadian advertisers only, effective Jan. 1 [BT, Dec. 13, 1954]. Basic hourly rates, class A time, start at $450. The station's first rate card (No. 1), for American advertisers only, was effective July 1, 1954, and carries a basic hourly rate of $1,100 for class A time.


SECOND semi-annual report on Sunday afternoon radio listening has been released by Elliott-Haynes Ltd., Toronto, for 10 major Canadian markets. Report shows Sunday listening from noon to 6 p.m. by half-hour periods, giving program rating and percentage of listeners for each station in the 10 major markets and other principal stations received in those cities. The markets covered are Halifax, Montreal (French-language and English-language stations), Ottawa, Toronto, Hamilton, Winnipeg, Regina, Edmonton and Vancouver.

INTERNATIONAL PEOPLE


James B. McRae, Toronto freelance announcer, to Leo Burnett Ltd., same city, as assistant to radio director.


SALES MANAGERS of the All-Canada Mutually Operated radio stations met in Vancouver to study the radio picture in Canada [BT, Dec. 27, 1954]. Among those attending (r to l): Jack Sayers, general sales manager, CKWX Vancouver; Bob Innes, sales manager, CJIC Kamloops, B. C.; Lee Hallberg, sales manager, CJVI Victoria, B. C.; Lorne McLeod, sales manager, CJAT Trail, B. C.; Bruce Pirie, general sales manager, CKRC Winnipeg, Minotobo; Jack Pilling, manager, CHWK Chilliwack. B. C.; Denny Reid, assistant manager, CKOV Kelowna, B. C., and Don Hartford, general sales manager, CFAC Calgary, Alberta.
WPTZ BROCHURE
BROCHURE giving the reader a "quick look at the past ... a measured look at the present ... and an experienced look at the future" has been prepared by WXYZ-TV Detroit. The piece combines copy, cartoons and photographs to tell of the three phases of the station's story. The brochure also outlines programming ideas which WXYZ-TV plans to put into effect during this new year—its seventh of operation.

WPTZ (TV) 'NEWSBEAT'
WPTZ (TV) Philadelphia claims to have scored a nation-wide newsbeat Dec. 16 with a sound-on-film interview with a man who allegedly murdered his grandmother. Allen Bodine Scott, who had evaded police for five months, was picked up on a routine traffic safety check at the Cape May (N.J.) Court House, and after preliminary questioning admitted his real identity. When the news was broken at 3:30 p.m., WPTZ and

am affiliate KYW sped a crew to the scene (approximately 45 miles) and, through the cooperation of the police, obtained film and tape interviews. Scott confessed to the slaying and re-traced his steps since the crime, according to WPTZ. Portions of the tape interview were aired by both stations at 10:30 and 11 p.m. and the film was shown in its entirety at 1 a.m. the next day and again at 8 and 9 a.m. The interview also was used on NBC-TV's Today.

RAMAR JUNGLE LAYOUT
SPECIAL Ramar jungle layout, inspired by "Ramar of the Jungle," tv series distributed by Television Programs of America, was set up in the toy department of Lit Bros. department store, Philadelphia, for the pre-holiday season. Michael M. Sillerman, vice president of TPA, said the display attracted up to 4,000 youngsters a day, and that the sale of Ramar merchandise "exceeded the expectations of Lit's toy buyers and other merchandise executives." The Ramar jungle was built at a cost of $25,000, Mr. Sillerman said. According to present plans, a year-round Ramar merchandising tie-up will be maintained between Lit Bros. and TPA and the jungle layout again will be displayed next Christmas season.

WOND BROADCASTS FARM SHOW
WOND Pleasantville, N. J., set up broadcasting facilities, including new hi-fi equipment, in Convention Hall in Atlantic City to bring its listeners the Second Annual Mid-Atlantic Farm Show. The station broadcast 11 hours daily, originating its regular programming from the Hall too. Most of the exhibitors were inter-

viewed by WOND's special events staff, and listeners were introduced to many new products which have been planned for home and farm use. WOND, which was the official publicity organ of the fair, reports high interest was shown in its hi-fi equipment, which was explained to visitors by station personnel.

PILLSBURY PRIZES ON TV
GRAND PRIZE of $25,000 in the sixth annual Pillsbury Grand National Recipe & Baking Contest was presented to Mrs. Bernard A. Ko- teen, a housewife of Washington, D. C., on the Dec. 14 telecast of Art Linkletter's House Party (CBS-TV, Mon.-Fri., 2:30-3 p.m. EST). Mrs. Koteen was declared "Cook of the Year" for 1954 in Pillsbury's $100,000 contest. Mr. Linkletter was emcee of the award luncheon held at the Waldorf-Astoria in New York where the telecast originated. Mrs. Earl Warren, wife of the U. S. Chief Justice, Arthur Godfrey, CBS personality, and Mrs. Philip W. Pillsbury, wife of the chairman of the board of Pillsbury, joined in presenting the 10 top winners with $45,000 in cash prizes.

WSRS BANS RECORDS
RCA Christmas record, "Calypso Christmas," was banned from the air by WSRS Cleveland. Bob Forster, disc m.c. of the station, played the song Dec. 13 and asked listeners to express their reaction when he was through. Ninety-six out of 143 calls received by the station voiced disapproval, and Norman Berg- holm, WSRS executive director, decided to ban the record for "... its lack of good and proper taste for the Christmas season." Mr. Forster has refused to play another record, Rosemary Clooney's "Mambo Italiano," stating "... portions of the song are pernicious and slanderous to certain Italian groups."

KFH MARKET REPORTS
SERIES of seven promotion pages was sent each day for a week to national representatives by KFH Wichita describing the station's market area. The station is distributing the reports "due to the rather isolated geographic location of Wichita, Kan., and the erroneous opinion people seem to acquire about this part of the country ..." The series includes information about the city's prosperity, increases in births and schools, prospects, population, etc.

POOLE MUSICAL PROMOTION
HEAVY musical identification promotion is planned for 1955 by the John Poole Broadcast- ing Co. (KBRG Avalon and KBIF Fresno), Hollywood. The Poole Co. announced last week it had signed singer Artie Wayne and the Crew Chiefs and the Bell Aires vocal group to record a minimum of 30 station breaks, holiday and special promotion jingles for each station.

"PRINCETON '55"
NEW CYCLE of Princeton '55, weekly educational series produced in cooperation with Princeton U. and devoted to current projects at that university, was launched yesterday (Sun.) on WRCA-TV New York. The program is broadcast in the 3:30-4:30 p.m. EST time slot. WRCA-TV last spring presented Prince- ton '54 and has shown filmed re-runs of the series this fall and winter.

MORE THAN 60% of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket...

YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. Dubois, Vice President-Engineering, at the address below.

Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.

MYCALEX TUBE SOCKET CORPORATION
Under exclusive license of Mycalex Corporation of America, World's largest manufacturer of glass-bonded mica products

ADDRESS INQUIRIES TO:
General Offices and Plants: 546 Clifton Blvd., Clifton, N. J.

Broadcasting • Telecasting
January 3, 1955 • Page 71
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

December 22 through December 28

Includes data on new stations, changes in existing stations, ownership changes, cases, rules & standards changes and routine roundup.

Abbreviations:
CP - construction permit
DA - directional antenna
ERF - effective radiated power
SUI - studio-university link
sync - synchronously
vhf - very high frequency
uhf - ultra high frequency
ant - antenna
aur - auroral
vis - visual
kw - kilowatts
megacycles
D-day - day
L-day - day
local
set - set
mod - modification
trans - transmitter
ul - unlimited hours
kh - kilohertz
SRA - special services authorization
FCC file
hearing

cases given in parentheses.

FCC Commercial Station Authorizations
As of Nov. 30, 1954*

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,634</td>
<td>533</td>
<td>124</td>
</tr>
</tbody>
</table>

CPs on air
16 21 410
CPs not on air
112 11 141
Total on air
2,650 553 423

Total authorized
2,762 565 787

Applications in hearing
171 4 1
New station requests
174 3 3
New station bids in hearing
38 10 151
Facilities change requests
133 19 0
Total applications pending
674 67 572

Licenses deleted in Nov.
2 1 0

CPs deleted in Nov.
1 0 0

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

Television Station Grants and Applications
Since April 1, 1952

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>vhf</td>
<td>uhf</td>
</tr>
<tr>
<td>257</td>
<td>316</td>
</tr>
</tbody>
</table>

Total Operating Stations in U.S.:
Commercial on air
1,008
Noncommercial on air
6 3

Applications filed since April 1, 1952:

<table>
<thead>
<tr>
<th>New</th>
<th>Am</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>113</td>
<td>771</td>
<td>757</td>
</tr>
</tbody>
</table>

Total
399 377 757 1,118

One hundred-fifteen CPs (21 vhf, 94 uhf) have been deleted.

One applicant did not specify channel.

Includes 23 already granted.

Includes 618 already granted.

APPLICATIONS OF FCC

New TV Stations . . .

APPLICATION

Sunbury, Pa. — Sunbury Broadcasting Corp., (WGBK-AM-FM), uhf ch. 50 (614-630 mc); 250 kW visual, 12 kW audio, antenna height above average terrain 580 ft., above ground 541 ft. Estimated construction cost $150,000, first year operating cost $119,000, revenue $130,000. Post office address 1150 North Front St., Sunbury. Studio at Sunbury, transmitter location 7 miles SW of Sunbury on Rt. 607. Legal owner Dow, Lohnes & Haines, Washington, D.C. According toer George C. Davis, President, broadcast from 10 AM to 10 PM, Sunday to Friday. WGBK-AM-FM is licensed to operate commercially.

KQXI (TV) San Jose, Calif.—Sunlite Bakery granted mod. of CP for ch. 11 to change ERP to 3.36 kw visual and extension of completion date to June 15, 1953. Granted Dec. 22.

WHJS-TV Miami Beach, Fla. — Glover Bestor Co., granted to operate commercially on ch. 12 for Station WQXI, Miami, Fla. Scheduled to begin broadcast on April 17, 1953. Granted Dec. 17; announced Dec. 22.

WRAT-TV West Palm Beach, Fla. — WRAT-TV granted to operate commercially on ch. 31 and to change ERP to 100 kw visual, 40 kw audio, antenna height above average terrain 515 ft., above ground 534 ft. Granted Dec. 22; announced Dec. 28.

KREX-TV Pasco, Wash. — Cascade Bestor Co., granted mod. of CP for ch. 13 to change ERP to 100 kw visual, 70 kw audio, antenna height above average terrain 1,060 ft. Granted Dec. 22; announced Dec. 28.

STATION DELETED

WIMA-TV Lima, Ohio — Northwestern Ohio Bestor, Corp. FCC deleted tv station on ch. 35. Deleted Dec. 20; announced Dec. 22.

New Am Stations . . .

APPLICATIONS BY FCC

Monticello, Ky. — James Shacklette & Clifford Spurlock d/b/a The Wolf Creek Bestor, Co. granted a new full-time station on ch. 53, license address & Clifford Spurlock, WTCO Campbellville, Ky. Estimated construction cost $10,000, first year operating cost $4,000. Principals in partnership include Clifford Spurlock (49%), Pres. James Shacklette (49%), and James Clark (2%), minority stockholder of WTCO Campbellville. Granted Dec. 22.

New Albany, Miss. — New Albany Bestor, Co. granted full-time ch. 23, license address Pres. Vernon K. Wroten, Booneville, Miss. Estimated construction cost $13,000, first year operating cost $4,000, gross revenue $15,000. Principals include Pres. John W. Shilling (49%), minority stockholder WTUP Tupelo, Miss., and managers WRTV Tupelo, Miss., and WRBP Tupelo, Miss. Program is director of WTBP. Granted Dec. 22.

Bedford, Ind. — The Inquirer Prindling Co. granted d/b/a 3K, 1 kw daytime, license address & Hugo K. Frear, 130 S. Juliana St., Bedford, Ind. Estimated construction cost $11,000, first year operating cost $3,000, revenue $4,000. Hugo Frear is owner of KJLK Evanston, Wyo. Granted Dec. 22.

Bedford, Pa. — The Inquirer Prindling Co. granted d/b/a KZJF, 1 kw daytime, license address & Hugo K. Frear, 130 S. Juliana St., Bedford, Ind. Estimated construction cost $11,000, first year operating cost $3,000, revenue $4,000. Hugo Frear is owner of KJLK Evanston, Wyo. Granted Dec. 22.

Memphis, Tenn. — Sam C. Phillips, Clarence A. Gause & James E. Conner d/b/a Tri-State Bestor, Service granted d/b/a WHLU 1430 kc, 1 kw, daytime, license address & Sam C. Phillips, 706 Union Ave, Memphis. Estimated construction cost $400, first year operating cost $300, revenue $300. Principals in partnership include W. M. Jones (45%), assistant general manager, Racey P. Cook, and J. P. Hammon, (55%), partner in local specialty shop. Filed Dec. 22.

APPLICATIONS AMENDED

Terre Haute, Ind. — Citizens Bestor, Co. amends to change new tv station on ch. 140 kc to day time to specify 1150 kc, 500 kw. Filed Dec. 22.

Harrodsburg, Ky. — Pioneer Bestor, Co. amends to change new tv station on ch. 140 kc to daytime to specify 1440 kc. Filed Dec. 22.

(Continued on page 77)

APPLICATIONS

WTYY (TV) Dothan, Ala. — Ala-Fia Ga Tv Inc. amends to change full-time tv station on ch. 51 to change ERP to 28.2 kw visual, 14.1 kw audio; antenna height above average terrain 504 ft. Filed Dec. 22.


KCRG-TV Cedar Rapids, Iowa — Cedar Rapids TV Inc. seeks mod. of CP for ch. 6 to change ERP to 315 kw visual, 156 kw audio; transmitter location 160 State Hwy. 150, 2.5 miles N. of Cedar Rapids; studio location to 1st Ave. & 1st St. S.W., Cedar Rapids; antenna height above average terrain 1,065 ft. Filed Dec. 22.


Broadcasting • Telecasting

Page 72 • January 3, 1955
JANSKY & BAILEY INC.
Executive Office
69 We Sales St., N. W.
Los Angeles and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 4-2414
Member APCCB

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member APCCB

—Established 1936—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Neck, N. J.
Member APCCB

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg., Republic 7-3347
WASHINGTON 4, D. C.
Member APCCB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1091 Warner Bldg., National 8-7757
Washington 4, D. C.
Member APCCB

BROADCASTING

LAKEHOUSE,
1211 West 3rd Street
Washington, D. C.

McINTOSH

FRANK J. JANSKY
CONSULTING RADIO ENGINEER
4515 Prentice Street
Dallas, Texas

KEAR & KENNEDY
110 16th St., N. W.
Washington 4, D. C.

RUSSELL P. MAY
711 14th St., N. W.
Washington 8, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS

GUY C. HUTCHESON
P. O. Box 32
AR. 4-8721
1100 W. Ab Grim
ARLINGTON, TEXAS

WELDON & CARR
Consulting Radio & Television Engineers
Washington 4, D. C.
Dallas, Texas

ROBERT M. SILLIMAN
Consulting Radio Engineer
3711 Knox Ave., N. W.
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CONSULTING RADIO ENGINEER
4515 Prentice Street
Dallas, Texas
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.

Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 maximum. All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box number to:

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

Advertisements: If transmission by bulk package is made, $1.00 charge for mailing (forwarded remittance enclosed). Limit 500 words. Send box number with remittance. Bandcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO
Help Wanted—(Cont'd)

Small Missouri town kilowatt daytimer needs aggressive manager supplied to offer $600 base plus percent of gross; good family man can make $600 month. We want stable man willing to work. Station has not been aggressively sold in over year. Box 738F, B-T.

Future managerial position, single station market, midwest, 12,000 people, daytimer. Needs sales- man and program director. Much experience not vital. Personal interview absolutely necessary. Send box number with remittance. Box 765F, B-T.

WJXN, Jackson, Mississippi, seeking station manager with sales ability, must be strong on local sales. Also needed assistant manager with office experience. Need girl DJ who can service account, do selling. Apply at once by letter with full details.

Salesmen
Opportunity for experienced salesman with 50,000 CBS newspaper-advertising affiliate. Write or wire KENS, San Antonio.

Florida—experienced man, drawn against 15%. Box 661F, B-T.

Top-flight salesman for one thousand watt fulltime, independent station in southeast. City in excess of fifty thousand, ideal living conditions. Minimum starting income one hundred dollars weekly. Must be man of experience and excellent character. Box 733F, B-T.

RADIO
Help Wanted—(Cont'd)

Florida east coast 5000 watt station has opening for earnest radio time salesman. Immediate market more than 300,000. Only salesman interested in permeating its sales organization. State experience, desired compensation arrangements, references, photo. Box 742F, B-T.

Radio time salesman. Must be experienced, know how to sell, service, use radio advertising—thoroughly dependable, sober, married, from south, southeast or southwest. $500 weekly, car allowance, commission. Send photo, employment record, age, complete personal and professional history. No alcoholics. Box 763F, B-T.

Local account salesman. Salary plus commission. Good market. ABC station. JFRO, Longview, Texas.

Salesmen wanted for a group of stations in the deep south extending its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and commission. Can select from any one of four large Southern towns to work in. Write giving complete record, present earnings and to: Jules J. Peglin, 618 Audubon Blvd., New Orleans 16, La.

Announcers
1st combo, announcing management new 500 watt DZ. Oklahoma. Box 848F, B-T.

Program mixed announcers with 1st tickets. Indiana. Box 265F, B-T.

Florida—pop DJ personality. Send tape and resume. Box 662F, B-T.

Wanted: Announcer in southwest. Salary commensurate with ability and experience. Must be good all-around personality. Pay fair and advantageous. If interested please rush photo, salary required, full information, audition and references. Also state if you have car. Box 709F, B-T.

Disc jockey. Must have proven success record as DJ, in a competitive market. A real opportu- nity awaits the proven, all around network work station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. TV experience helpful but not essential. Confidential. Box 721F, B-T.

Minnesota station needs play-by-play sports an- nouncer. Top salary. Opportunity to earn extra money selling time. Box 727F, B-T.

Metropolitan southeastern market offers splendid opportunity for personality disc Jockey who can sell own shows, do background, details with photo. Box 749F, B-T.

Complete staff to invest new station, 5% Interest $100, 50% Interest $1,000. Box 743F, B-T.

Announcer-engineer. We want first class an- nouncer with engineering ability to handle 5kw non-directional tower. Must have good announc ing, good maintenance. $50 for 45 hour week. Man must be dependable, sober, married, from southern market. From references, photo, audition tape. Box 711F, B-T.

Combination announcers with 1st phone by January 15th, for Texas coast station; accent on an- nouncing. $275 plus send tape, references, background. Box 757F, B-T.


RADIO
Help Wanted—(Cont’d)

Commo man: staff opening on 1000 watt full-time network station on Gulf Coast. Want young man between January first to tenth, interested in $50- $80 per week. Good voice, first class ticket and limited experience. Mail photo, tape and letter to BOX, Bay City, Texas.

Announcer for new station in small town scenic part of Colorado. Need good all-around man, preferably single. Contact Jack Hawkins, KIUN, Pocosa, Texas.

Air salesman wanted—not just a golden-toned announcer—for top Hooper-rated 5,000 watt ABC affiliate in six-station Mobile market. We feature news, music (all pop—to no news, no hillbilly) and sports. Scale for experienced man, $82.50 per week. Apply personally and have contact preferred or address resume and photo to D. H. Long, General Manager, WABB, Mobile, Alabama.

Announcer with some experience wanted immedi- ately by fulltime small market NBC station. Excellent opportunity. With or without first class. WPWF, Brevard, N. C.

All-around staff announcer. Salary commen- surate with ability and experience. Send photo, resume and audition on news, commercials and DJ chatter to WNWV, Somerset, Pa.

Technical
Transmitter engineer northern Ohio area. Give complete history, salary, reason wishing to leave present position and when available first letter. Box 733F, B-T.


Chief engineer, 1,000-watt Missouri station in heart of beautiful lake of the Ozarks resort area. Prefer combo man but will accept straight engi- neer. Salary open. Write: Manager, KRMS, Osage Beach, Missouri.

Production-Programming, Others
Girl Friday. Able to write letters, rapid typist, bookkeeper, familiar all phases radio, Ideal op- portunity for energetic young woman. Box 720F, B-T.

Wanted: Girl for traffic continuity as well as generalized secretarial duties with similar expe- rience in small town radio station. Fine chance for advancement with larger organization. Eastern states. Box 668F, B-T.

Newman. Experienced in all phases—including local and national advertising. Specialization on tv and radio. Advise previous experience, references, salary expected, and attach snapshot. All replies confidential. Box 782F, B-T.

Promotion-publicity. Experienced in audience building and sales promotion for radio and tv. Have successful background. Specialization on tv and radio. Advise previous experience, references, salary expected, and attach snapshot. All replies confidential. Box 782F, B-T.

News director, for radio and tv newsmen. Must be able to take full charge of department, that carries heavy schedule of local news. Be thor- oughly experienced in local reporting, have an authoritative style and be able to direct other news personnel. Must consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach photo, which will not be returned. Box 738F, B-T.

Girl for radio traffic position. Experience and ability to take shorthand helpful but not essen- tial. Immediate opening. Contact Cal Smith, KROC, Rochester, Minnesota.

Newspaper advertising. Staff opening for live-wire newspaper independent. $75.00 to start. One week's paid vacation first year—two weeks there- after. Mileage allowance. Position offers chal- lenges, good pay and opportunities for growth and feature coverage of big interesting area. Work with tape recorder. Station going 5000 watts full- time. WCOI, Coatesville, Pa. 2106.

Situations Wanted
Managerial
Mature, sales-conscious PD interested in manage- ment opportunity. Successful station-operations experience. Box 794F, B-T.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

REPUTATION
Is vital to the growth of any organization, particularly a Nation-Wide Placement Service such as the broadcast industry. Reputation is founded upon experience, integrity and achievement.

EXPERIENCE
This is a specialized professional service that taps wide resources, headed by a man of long experience in TV and Radio Howard S. Fraizer. Broadcasters Placement Service, established in 1950, is a division of this pioneer station management firm.

INTEGRITY
Is our most valued asset. Our every action must enhance its growth.

ACHIEVEMENT
Many TV and AM stations are better operated today, and our clients credit this organization for their increased opportunities.

HOWARD S. FRAIZER
TV and Radio Management Consultants
708 Bond Blvd.
Washington 8, D. C.
Situations Wanted—(Cont’d)

Young, successful, civic-minded manager-salesman seeking permanent position. Family man. Thoroughly experienced in small station operation. Prefer salary, incentive arrangement. Excellent references. Personal interview. Write 3622 Yale Avenue, Winston-Salem, N. C.

Salesman

Radio or tv sales—key, medium and small market background. Successful sales and service of national, regional and local accounts. Present market approximately million. Want California assignment. $7000 minimum with potential. Married, family, 20. Box 769F, B-T.

Announcer


Disc Jockey — announcer, presently employed, seeking job with future, veteran, will travel, tape. Box 569F, B-T.

Experienced announcer with permit, presently employed, wishes to relocate near New York City. Singer, instrumentalist, seeking staff position or station. Strong on news, sales, and diversified. Sober, dependable, family man. Tape, resume on request. Interview after 1st of year. Box 533F, B-T.

Announcer, broadcasting school graduate; some experience as combo DJ, newscaster and copywriter. Box 674F, B-T.


Country DJ, recording artist, nationally recognized on 50 kw, desires change. Promotion territory for barn-dance, shows etc. Radio, tv, background, network experience. Box 734F, B-T.

Announcer-versatile, sincere, good DJ, radio-television experience. Available now. Box 790F, B-T.

Announcer—2½ years, strong news, convincing commercial delivery, act, character voices. B.S. degree. Box 722F, B-T.


Announcer—veteran, married, college graduate—anxious to settle in good market—for tape, recommendations, and picture, write Box 784F, B-T.

Stop, look! and listen! Staff, news and relaxed DJ. Family man presently employed, but looking to the future. Box 756F, B-T.

Negro DJ, pleasant voice. Emphasis announcer. Plenty of personality, boardman. Box 772F, B-T.

Attention 250 and 500 watters—all around announcer. Light experience. Radio school graduate. Will travel. Tape, vet, 3rd class license. Box 773F, B-T.

All-around staff announcer. Strong on news. Pleasant personality. 3rd ticket. Desires community-minded station. Box 747F, B-T.

Announcer-newsman. Three years experience. Family, college, 34, veteran. Box 779F, B-T.

All-around staff announcer. Strong on news. Pleasant personality. 3rd ticket. Desires community-minded station. Box 768F, B-T.

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcer, but looking for opportunity to prove myself an asset to your station, sober, dependable. Tape and resume on request. Box 788F, B-T.

Experienced announcer, part or full time, near metropolitan New York, Tom Craig, 129 East 74th Street, New York City, N. Y.

Diamond in the rough—young vet, want and need experience. Light radio experience. Will do anything. Exchange work for experience. Address me thru Mike Miller, WSM, 701 Nash. Box 739F, B-T.


Disc jockey. Quick punch delivery. 2 years experience. Phone IV 8-1778, Bob Peris, 630 DuMont Avenue, Brooklyn 7, New York.


Experienced announcer, 3rd ticket. Handle all staff duties, play-by-play major sports. Dick Kent, 1224 West Virginia Avenue, N. E., Washington, D. C., L-3-0954.


Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 128 S. Wabash Ave. Chicago 4, Ill. Wabash 2-912.

Technical

Engineer—want position—first time on transmitter—1st phone—highly capable of broadcasting. Box 746F, B-T.

Chief engineer—experienced—construction-maintenance-remote control-directional antenna. Box 769F, B-T.

Engineer—1st phone, capable any position am or tv station. Box 769F, B-T.

First phone. Capable of making chief in 250 watt full-time or 1000 watt daylight. Florida. Daytime station is preferred. Box 787F, B-T.

Chief engineer experienced in installation, construction and maintenance of medium power station. Desires position in midwest or eastern states. Box 756F, B-T.

Experienced chief engineer presently employed, desires position at larger station. First class license and member of IRE. Box 760F, B-T.

Am engineer, 6 years all phases. Box 765F, B-T.

Engineer, 1st phone, seven years experience am/fm, chief of two stations. Available now, will travel. Box 768F, B-T.

Engineer: Have first phone license, age 22, married, vet. Call Thulsa-ule, or write Harold Harris, Route 1, Box 126, Thulsa, Mississippi.

Comb men and operators with first class tickets available immediately. 3604 Hollywood Blvd., Hollywood, California.

Production-Programming, Others

Attention new stations—Program director-chief engineer available. Capable and experienced both announcing and engineering. First class license. Also good contact. Can help you cut staff costs and make profit. Box 694, B-T.

Thoroughly experienced program manager interested in positions for similar supervisory position. Box 706F, B-T.

Newman seeks spot midwestern station. B.S. radio journalism 1952, some experience, veteran. Box 719F, B-T.


Available at program manager, N. Y. C network announcer-producer, 11 yrs all phases radio-tv. Accustomed to high standards. Box 784F, B-T.

Situations Wanted—(Cont’d)

TELEVISION

Help Wanted

Salesmen

Television representatives for five top-rated tv syndicated film properties. Liberal commissions, exclusive territories. Previous experience required. Box 797F, B-T.

Established television station in metropolitan southeastern market now adding to its tv sales staff. Give full details of experience, references, starting compensation expected. Photo. Box 763F, B-T.

Technical

Do you want to settle in Vermont? Transmitterman in good physical health who likes skiing, has a reputation for reliability, wanted for operation ofге transmitter on Mt. Mansfield. Station provides pleasant living quarters at transmitter. Watch schedule two days on, one day off. Professional and character references required. B. T. Martin, General Manager, WMVT, Burlington, Vermont.

Production-Programming, Others

Established mid-west tv station looking for female continuity writer, send photo and complete resume to Box 695F, B-T.

(Continued on next page)

TV PROGRAM MANAGER

Top power VHF in large SE area needs experienced and capable man to head its program department. Real creative talent, native showmanship and supervisory ability essential. This is not a swivel chair job, as successful applicant should be able to do as good, on-camera job. If you have experience and practical ideas for cost local programming and can provide real leadership to a good staff, this position will be satisfying and rewarding. Position open as result of promotion in our executive staff. Send full details, picture. Your application kept in confidence.

Box 732F, B-T.
TELEVISION
Situations Wanted

Managerial

Station-commercial-sales manager. Proven successful managerial and sales record with local and major uhf-vhf operations. Can cut costs and increase sales. Presently employed, but station has been sold. Seek permanent position with percentage or stock arrangement. Box 7689, B.T.

Assistant to manager. Five years supervisory experience. Excellent record, references. Box 7699, B.T.

Manager. 2 years tv. 10 years radio. Presently managing vhf, primary market. Experienced in sales, administration, programming, labor-relations, film buying, networks. Family man, college graduate, veteran. Active in community. Reason for leaving is confidential, will explain. Box 7709, B.T.

Assistant manager-general sales manager opportunity wanted. Have major station (first ten markets) and top Madison Avenue rep experience. Confidential. Box 7811, B.T.

Salesmen

Can your station use more national spot and local business? Let me show you how to get it. Box 7639, B.T.

Announcer

Experienced. 3 years all types television announcing, including news. Some production, Six years radio programming and announcing. Family. College. Best offer accepted. Box 8603, B.T.

Technical

Tv engineers, all phases, no film. 3 years experience. 1st phone. Permanent only. Box 7811, B.T.

Production-Programming, Others

Producer-director, over two years experience, television, radio. Desire assistant program directorship or similar position in east. Box 6999, B.T.

Experienced PD put television station on air, into black. Seeking larger market. Immediately available. Best references. College education. Box 7079, B.T.

Experienced tv continuity director desires major market. Six years experience. Box 7089, B.T.

For Sale

Stations

$50 watt fulltime independent Wisconsin market, well staffed, well established, new equipment, exclusive county, excellent future, $35,000, liberal financing. Box 6489, B.T.

Profitable daytimer, south-central single station market. Owner has large opportunity elsewhere, $50,000 with terms for responsible parties. Paul R. Chapman, 84 Peachtree Street, Atlanta, Ga.


Equipment Etc.

Have 250 uhf transmitter, hand-built by top engineers, with fine call, $399,000. Ideal for satellite and booster operation. Box 7289, B.T.

3kw fm transmitter, including power supply, monitors, etc. All General Electric. Approximately 400 feet Andrew transmission line. Excellent condition. $2,500.00. Box 7589, B.T.

For Sale—(Cont'd)

Stations

Gray telec CTI opaque projector, never used, cost $2,100.00. Your price $1,600.00. Write Chief Engineer, KBKJ-TV, Bakersfield, California.

For sale at worthwhile saving—two uncrated RCA type TP-15Fm tv projectors. Contact Jim Brady, KJRI, Box 7469, B.T.

300 foot Lehelh, self-supporting, double galvanized tower suitable for tv, design drawings available. Best offer. Box 7579, B.T.

Complete REL 10 watt education fm transmitter, tubes, crystals, 75 foot flexible coax, 40 foot tower, single bay antennas. $1,200.00. WHFK-FM, Winter Park, Florida.

One three hundred and fifty foot self supporting Truscum radio tower, type C, insulated, with all accessories, am, original cost was $12,500.00. Will sell for $4,000.00. Box 7208, Atlanta, Ga. Power in perfect condition. Phone Calhoun 9246. Ready for shipment.

Wanted to Buy

Stations

Independent operator desires to acquire all or control of midwest radio station. Box 7819, B.T.

Experienced broadcaster now with one of the west’s best radio-tv operations want to buy substantial interest in, and manage, western radio station. Presently holding 20%, equity. Box 7889, B.T.

Successful, aggressive partnership, now operating independent desires own station. Sale, lease or management contract. Box 7109, Win- 

ton-Salem, North Carolina.

Radio stations, Missouri, Arkansas, Kansas, Oklahoma. Ralph Erwin, Theatre Broker, Box 611, Tulsa.

Equipment Etc.

Television transmitter type T25AL. Box 7819, B.T.

600 foot self-supporting insulated tower. Will purchase standing or from storage. Write for wire details of tower and price to Box 7819, B.T.

Immediately, good working condition, mobile transmitter, rent or buy. WWBG, phone 31324, Bowling Green, Ohio.

Will you help? Give or sell cheap, used equipment. Desire to build 500w christian station. Alvin Craig, Way of Truth, Hagertown, Maryland.

Instruction


RADIO

Help Wanted—(Cont’d)

Managerial

MANAGER WANTED IMMEDIATELY
Independent station in Midwest university city. Excellent market over 100,000 . . . bright opportunity. Want aggressive, experienced man . . . heavy on sales . . . administrative knowledge. Salary open. Send complete resume, including references in confidence to WKID, 222 E. Delaware, Chicago.

TELEVISION

Help Wanted—(Cont’d)

Announcers

ANNOUNCER
Growing VHF metropolitan TV station looking for top radio announcer, with successful background, who wants top opportunity in television. A producer-director with experience and production know-how. Send picture, Announcer, send audition and complete resume first letter. Box 7469, B.T.

TELEVISION

Situations Wanted

Managerial

TV SALES MANAGER
Outstanding history of success. Major market, national and local experience in hiring, training, and leading aggressive sales force, working with reps. Forceful personal salesman. Very finest professional and personal references. Sound reasons for seeking change. Stable executive with 19 years’ experience radio and tv. Age 36, married, family. Presently employed. Box 7777, B.T.

For Sale—Stations

Florida station with fair return as well as climate. A pleasant living, medium size market, TV-free. Requires $45,000 cash down and like amount for each of 2½ subsequent years. Income to owners each of past two years: $42,000.

Paul H. Chapman
84 Peachtree Street
Atlanta, Georgia
APPLICATIONS

KEAR San Mateo, Calif.—Bay Radio Inc. seeks
mod. of CP of change main studio location from
San Mateo to San Francisco. Filed Dec. 21.

WBKB Detroit, Mich.—Radio Corporation of
America, Inc. seeks CP to change 5 kw night,
10 kw day to 1 kw night and 1 kw day, directonal
day and night. Filed Dec. 21.

KBSD Rapid City, S. D.—John Danielz, Eli
Dantinne, Sr., and E. C. Delger granted CP to
change from 1360 kc to 1320 kc. Filed Dec. 21.

Ownership Changes ...

APPLICATIONS

KCBS-AM-FM San Francisco, Calif.—Columbia
Broadcasting System Inc. granted transfer of
assignment to parent corporation Columbia Bost

KQXI (TV) San Jose, Calif.—Standard Radio &
TV Co. granted transfer of control to Sunlite
Bakery Inc. for $56,000. Filed Dec. 26.

KWGN Sacramento, Calif.—WAUSA-Beta Inc.
granted transfer of control to Joseph Donohue
and others through stock for $75,000. Principals
include Hugh DeWitt Landis (32.9%), owner of
KICA Clovis, Calif; partner KVBC Farmington,
both in New Mexico, and William Kohler, KANS
Wichita, Kan., and KTVW Wichita, Kan., and

KALG Almadog, N. M.—F. F. Prince (9%), Wash-
ton attorney seeking waiver of the 30 kw Penasco,
N. M.; Robert Porten (9%), KRSN general
manager, and William O. McConaughy (50%)

WPGN San Joaquin Savings & Loan Assn., Inc.
granted transfer of control to Joseph Donohue
and others through stock for $7,000. Principals
now include Pres. Richard O'Conner (25.8%),
Treas. Martin, Karl (11.2%), stockholder WWSV,
Glens Falls, N. Y., stockholder WLPS Ticonderoga,
and 1/2% stockholder WGNR Syracuse, all New
York, and Kenneth H. Freenen (20%). Granted

WRAW Reading, Pa.—Reading Bostg. Co.
granted voluntary transfer of control to James
Hale Stehman through sale of all stock for $45,000.
 Principals include Frederick J. Grady (39.6%),
A. J. Haverstick (35%); Edward E. Haverstick Sr.
(15%); Edward E. Haverstick Jr. (19%). Filed
Dec. 21.

WPAT Patterson, N. J.—North Jersey Bstg.
Co. seeks assignment of license to WPAT, Inc.
for $30,000. Principals include A. C. Trettin
(69.5%); attorney and Dickens H. Wright (9.5%)
executive vice pres. and general manager. Filed
Dec. 22.

granted voluntary transfer of control to James A.
Ballard, Furman V. Sorrell and Raymond Lary
Ballard through sale of all stock for $25,000.
 Principals in equal partnership include Pres.
Furman V. Sorrell, physician; Sec.-Treas. James
A. Ballard, general manager WADe Eudesboro,
N. C. and Vice Pres. Raymond L. Ballard, furni-
ture salesman. Filed Dec. 20.

KTVK (TV) Oklahoma City, Okla.—Republic
TV & Radio Co. granted CP to John Eau and others to Duke Duvall and John Eau, trustees in bankruptcy. Filed Dec. 21.

WGGN Knoxville, Tenn.—Clarence Beaman Jr.
and others through stock to WGGN Knoxville.
CP of $75,000. Principals include John W. Beach
(30%); Robert A. Beach (20%); James H. Beach
(15%); Staff Pres. Dr. M. E. Beach (15%); James
D. Lynch (5%), and Sec.-Treas. Abe D. Waldauer
(5%). All are associated in ownership of WBBN
Penasco. Filed Dec. 22.

KOMO-TV Seattle, Wash.—Fisher's Blended
Station Inc., seeks CP for dairy corporation
Fisher's TV Co. Filed Dec. 20.

Hearing Cases...

INITIAL DECISION

KVCM Colorado City, Tex.—FCC Hearing Ex-
commission states initial decision looking toward denial of the application of Eden
H. and S. Danielz, Sr. to move station KVCM colorado City Bstg. Co., for construction permit to increase power to 5 kw at 1 kw, daytime only when operated. Filed in St. Jansen Dec. 21.

OTHER ACTIONS

KPIX (TV) San Francisco, Calif.—The Com-
mision, on its own motion, ordered an inquiry
to ascertain whether any of its rules or regula-
tions or any of the provisions of the Communication
Act have been violated in connection with the tampering with and damage to equipment and installation of tv station KPIX of the Westing-
house Corp. in connection with its construction of a new tv station on kw day for, which prevented its broadcasting on Dec. 14th and if so, to ascertain by whom the violations were committed and what steps shall be taken in connection with these matters by this Commis-

ACTION Dec. 22.

WFTL-TV Ft. Lauderdale, Fla.—FCC by Mem-
orum Opinion and Order, dismissed as moot the
applications by WFTL and WJWL (TV) ch.
33, Miami, requesting the Commission to set
aside its action of Oct. 21 in granting condition-


Tampa, Fla.—Ch. 6 proceeding. By Memorandum
Opinion and Order, the Commission denied petitions by Pinellas Bstg. Corp. for rehearing the
reopening of record, or for stay, and by The
Tampa Bay Area Television Corp. for reconsider-

ACTION Dec. 23.

Parma Onondaga, Mich.—Ch. 10 contest. By
Order, the Commission amended its Order of
Sept. 15 clarifying the appointment of the
hearing date issues on the five competing applicants (Triad Television Corp., Booth Radio & Televis-

WROW-AM-TV Albany, N. Y.—FCC by Memo-
rum Opinion and Order, granted permit to
WTRW (TV) (ch. 39) Albany, N. Y., for temporary stay and request for oral argument directed against the grant without hearing on
Nov. 3 of transfer of control of WROW-AM-TV
Albany, N. Y., from Exhibitor Worldwide, Inc., to

Buffalo, N. Y.—Ch. 7 proceeding. FCC by Mem-
orum Opinion and Order, granted joint peti-
tions by Western New York Educational TV
Bstg. Co. requesting reconsideration of a ruling made by the Commission in its Memorandum

McMinville, Tenn.—By Memorandum Opinion and
Order, the Commission granted prelet of WRX
a Special Temporary Authorizatiion to Tri-County Bstg. Co. to operate tv station WFTL-
TV (ch. 23) Fort Lauderdale, Fla., at a new
transmitter site, and canceled said STA. Chair-
man McConaughy absent; Comr. Bartley con-
cluded in result. Action Dec. 22.

January 3, 1955 • Page 77
Routine Roundup...  December 22 Decisions

**BROADCAST ACTIONS**

By the Commission on hand

Renewal of License

The following stations were granted renewal of licenses for the regular period:


December 22 Applications

**ACCEPTED FOR FILING**

Modification of CP

KXKL Monterey, Calif., S. A. Citer—Mod. of CP (BP-6076) as mod. which authorized new standard broadcast station for extension of completion date (BMP-6730).

WBLV-TV Columbus, Ga., Columbus Bestg. Co. — Mod. of CP (BPTC-1760) as mod. which authorized new tv station to extend completion date to 5-31-55 (BMPCT-2591).

KCSB (TV) Tulsa, Okla., Alfred Beck—Mod. of CP (BPTC-1992) as mod. which authorized new tv station to extend completion date to 7-15-55 (BMPCT-2092).

WRAP-TV El Paso, Tex., Tri-State Bestg. Co. — Mod. of CP (BPTC-1799) as mod. which authorized new tv station to extend completion date to 1-7-55 (BMPCT-2092).

KCNG-FM Fort Worth, Tex., Carter Pub. Inc. — Mod. of CP (BPTC-1799) as mod. which authorized new tv station to extend completion date to 1-7-55 (BMPCT-2092).

Application Returned

WCRH Waltham, Mass., Charles River Bestg. Co. — Mod. of CP (BP-8885) which authorized change hours of operation using power of 1 kw. install directional antenna (DA-1) and change studio location to make changes in the antenna system.

License for CP

WLAD-FM Danbury, Conn., Berkshire Bestg. Co. — License to cover CP (BPL-1886) which authorized new fm station (BHLI 1092).

Renewal of License


East Central Independent $165,000.00

Well balanced economy of agricultural and manufacturing. Educational institution and above average retail trading area combine to make this property extremely attractive. Market boasts over $140,000,000.00 annual retail sales with 100,000 population in metropolitan area. Financing is available on this profitable facility.

**Appraisals • Negotiations • Financing**

BLACKBURN - HAMILTON

**RADIO-TV/NEWSPAPER BROKERS**

WASHINGTON, D. C.

James W. Blackburn

Clifford Marshall

Washington Bkg.

Sterling 3-4141-2

CHICAGO

Ray V. Hamilton

Phil Jackson

Tribune Tower

Delaware 7-2755-6

SAN FRANCISCO

William T. Stubbsleid

235 Montgomery St.

Exkhour 2-8671-2

Newburyport, Mass., Theodore Feinstein; Sherlock J. Tarlow—Issued first statement concerning prehearing conferences and order which shall govern the course of proceeding re applications for new stations (Dockets 11141-42); and continued hearing now scheduled for Feb. 10 to Feb. 21.

**Actions Taken Dec. 21**

Issued third statement concerning prehearing conferences and order which shall govern the course of proceeding re applications for new stations (Ch. 10, Dockets 11169 et al.), and continued prehearing conferences and hearing scheduled for Jan. 10 and 14 to Jan. 14 and 24, respectively, re Parma-Onondaga, Mih., and Syracuse, N. Y.

Port Arthur, Tex., Port Arthur College; Smith Radio Co.—Granted petitions of applicants for leave to amend application for tv ch. 4 (Dockets 10885, 10926), and dismissed "Response" filed by Smith Radio on July 23 because not related to petition to amend.

Parma, Mich., Jackson Bestg. & Tel. Corp.—Dismissed petition to advance hearing date in re applications for tv ch. 10 (Dockets 11169 et al.).

By Hearing Examiner Charles J. Frederick on Dec. 22

Jacksonville, Fla., City of Jacksonville, et al.—Extended the time for filing proposed in re applications for tv ch. 19, from Dec. 28 to Jan. 28, 1955, in the proceeding to the time the parties proposes findings was extended from Jan. 10 to Jan. 24 (Dockets 10883 et al.).

By Hearing Examiner H. Gifford Irlton on Dec. 23

Charlotte, N. C., Radio Station WBOC Inc. et al.—Gave notice of further hearing to be held on Jan. 28 for applications for tv ch. 9 (Dockets 8857 et al.).

**BROADCAST ACTIONS**

By the Broadcast Bureau

Actions Taken Dec. 23

**Granted License**

WNAS (FM) New Albany, Ind., School City of New Albany—Granted license covering changes in educational station (BLED-182).

WPRK (FM) Winfield, Ind., Ft. Wayne College—Granted license covering changes in educational station (BLED-182).

WLCs-FM Baton Rouge, La., Air Waves Inc.—Granted license covering changes in existing station (BHLI-1011).

**Remote Control**

WIMA-LM Lima, Ohio, Northwestern Ohio Bestg. Corp.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted Mod. of CP's for extensions of completion date as shown:

WLAD-TV Albany, Ga., to 7-22-55; WBRV-TV Columbus, Ga., to 7-22-55; WALS-TV Albany, Ga., to 7-25-55; WALD-TV Columbus, Ga., to 7-25-55; WOLS-TV Fort Worth, Tex., to 7-25-55; WWPT Tuscaloosa, Ala., to 3-21-55 (condition).

Actions Taken Dec. 22

**Modification of CP**

WFST Forest, Miss., Scott County Bestg. Co.—Granted Mod. of CP for approval of antenna, transmitter and studio location (BMP-6721).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KFLZ Fond du Lac, Wis.; WCDL Carbondale, Ill.; WPDK Meridian, Miss.

**Actions of Dec. 21**

**Granted License**

WGCC Belmont, N. C., Central Bestg. Co.—Granted license for am station: 1270 kc, 500 w d (SL-5548).

KVA San Francisco, Calif., KYA Inc.—Granted license for am station: 1,000 kw, 50 kw d (SL-5547).

WRBM-FM Muncie, Ind., The Mount Vernon Bestg. Co.—Granted license covering changes in fm station (BHLI-1018).

**Modification of License**

WFAN Indianapolis; WEOA Evansville, Ind.; WPBM Inc.—Granted Mod. of license to change name of licenses to Consolidated tv and radio Bksta Inc. (BML-6112).

**BROADCASTING • TELECASTING**
Modification of CP
The following were granted Mod. of CP's for extension of completion dates:

WXYT-TV Detroit, Mich., to 7-15-55; WNTI Waterloo, Ind., to 7-7-55; WTAQ-TV Cambridge, Mass., to 7-6-55; ECOA Corona, Calif., to 7-14-55; WHBQ-TV Memphis, Tenn., to 6-30-55; WNYC-TV New York City, to 7-2-55.

December 28 Applications

ACCEPTED FOR FILING

New License


WJFN Caguas, P. R., Joroma-Ferr Radio Corp.—(BR-2814).

WPKA San Juan, P. R., El Mundo Bstg. Co.—(BR-1169).

WPPB-TV Miami, Fla., Paul Bruce—(BRH-371).

License for CP

KGO-FM San Francisco, Calif., American Bstg.—Paramount Theatres Inc.—License to cover CP (BPH-799) which authorized changes in licensed station (BLR-1023).

Modification of CP


WGCT (TV) Atlantic City, N. J., David R. Mackey—Mod. of CP (BPCT-1947) as mod. which authorized new tv station to extend completion date to September, 1956 (BPCT-2699).

KGGM-TV Albuquerque, N. M., New Mexico Bstg. Co.—Mod. of CP (BPCT-1993) as mod. which authorized new tv station to extend completion date to 7-6-55 (BPCT-2697).

NEW STARTERS

The following tv stations are the newest to start regular programming:

WSFA-TV Montgomery, Ala. (ch. 12), Dec. 25.

January 3, 1955
GOING UP on the first lift slab being used in the construction of the new television-radio building for WFBC-AM-TV Greensville, S. C., are (l to r) Bero Whitmore, WFBC-AM-TV general manager; Wilson Wearrn, WFBC-AM-TV assistant to the president; R. A. Jolley, WFBC-AM-TV president, and Sam Hooks, Daniel Co. project engineer. Daniel Co. is general contractor for the project; engineers are Lyles, Bissett, Carlisle & Wolff of Columbia, S. C. Provisions for transmission of network color programs coincidental with the occupancy of the building have been announced by the station.

Quinert (Hannibal, Mo.)—
- WGETM-TV (10) ABC, NBC, Abery-Knodel; 125,906
- KHQA-TV (7) See Hannibal, Mo.

Rockford—
- WBBX-TV (13) ABC, CBS, H-R; 224,375
- WTVJ (39) NBC, DuM; Weed: 94,000

Rock Island (Davenport, Moline)—
- WHBF-TV (4) ABC, CBS, DuM; Abery-Knodel; 265,847

Springfield—
- WICS (20) ABC, NBC, DuM; Young; 85,000
- Shawnee Valley TV Corp. (3) Initial Decision 11/26/54

INDIANA

Bloomington—
- WTTV (4) ABC, CBS, DuM; Meeker; 304,842 (also Indianapolis)

Elkhart—
- WSJF (52) ABC, NBC, DuM; H-R: 204,103

Evansville—
- WEZL (42) ABC, NBC, DuM, Venard: 76,466
- WETV (50) See Henderson, Ky. Evansville TV Inc. (7) Initial Decision 10/14/54

Fort Wayne—
- WFTV (15) See Waterloo
- WANE-TV (88) Rolling: 8/29/54-Illinois
- WFPM-TV (6) ABC, CBS; Katz: 655,900
- WISB-TV (8) ABC, CBS, NBC, DuM; Rolling: 662,500
- WTVT (4) See Bloomington

Lafayette—
- WAFM-TV (52) ABC, CBS, NBC, DuM; Rambeau: 64,100

Muncie—
- WISU-TV (49) ABC, CBS, NBC, DuM; Holman, Walker: 97,500

Notre Dame (South Bend)—
- WNDV-TV (46) NBC: 8/12/54-Unknown

Princeton—
- WRRV-TV (52) See footnote (c)

South Bend—
- WNHT-TV (10) ABC, CBS, DuM; Rolling: 144,600
- WSTW (8) Fort Wayne—
- WINT (13) ABC, CBS, H-R: 117,028

IOWA

Ames—
- WUTV (5) ABC, CBS, DuM; Weed: 247,590

Cedar Rapids—
- KCRG-TV (9) ABC, DuM; Venard: 118,333

Davenport (Moline, Rock Island)—
- WOC-TV (6) NBC, Free & Peters: 356,150

Des Moines—
- KLOV (17) ABC, Hollinger; 76,800
- WHO-TV (13) NBC, Free & Peters: 346,000
- Cowles Broadcasting Co. (8) Initial Decision 9/26/54

Fort Dodge—
- KQTV (21) ABC, Pearson: 43,266

Sioux City—
- KGLO (35) 10/30/53-Unknown
- KTV (4) NBC, ABC, DuM, Hollinger: 129,450

WATERLOO—
- KWWL-TV (7) NBC, DuM; Headley-Reed: 140,923

KANSAS

Great Bend—
- KCKT (4) Rolling

Monhatten—
- KSAC-TV (49) 7/24/53-Unknown

Pittsburg—
- KOAM-TV (7) ABC, NBC, DuM, Katz: 76,116

Topeka—
- WIBW-TV (13) ABC, CBS, DuM; Capper Sis.: 280,142

Winona—
- KAKE-TV (10) ABC, Hollinger

KENTUCKY

Ashland—
- WPMT (50) Petry: 8/16/53-Unknown

Lexington—
- WLEX-TV (18) Forjoe: 8/1/54-Jan. '55

Louisville—
- WAVG-TV (3) ABC, NBC, DuM: NBC Spot Sh.: 44,785
- WHAS-TV (11) CBS; Harrington, Rigter & Parsons. See footnote (d)
- KWLQ-TV (21) See footnote (c)

Newport—
- WNPV-TV (74) 12/15/53-Unknown

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.
**FOR THE RECORD**

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**TEXAS**

- Abilene: [KBBC-TV (9) ABC, NBC, DuMont: Pearson; 39,883]
- Amarillo: [KFDA-TV (10) ABC, CBS: Brancham; 61,118]
- Austin: [KXNO-DT (8) ABC, DuMont; KXU (7) ABC, CBS: 63,485]
- Beaumont: [KTRE (12) ABC, CBS, NBC, DuMont: Rayner; 69,594]
- Brownsville: [KGBT (12) ABC, CBS, NBC, DuMont: Rayner; 101,205]
- Galveston: [KGLI (8) ABC, CBS: Free & Peters: 72,060]
- Houston: [KPRC (7) ABC, CBS, NBC: 161,930]
- Lowestoft: [KTRV (8) ABC, NBC: 74,000]
- Lufkin: [KILF (23) ABC, NBC, DuMont: Young; 39,600]
- Plano: [KTXP (12) ABC, NBC, DuMont: Rayner; 97,400]

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**SOUTH CAROLINA**

- Anderson: [WAIM-TV (46) CBS; Headley-Reed: 11,000]
- Birmingham: [WACB-TV (15) CBS; 6/5/53-Unknown]
- Charleston: [WORR-TV (35) ABC, CBS; Free & Peters: 1,100]
- Columbia: [WBTB-TV (35) ABC, CBS, NBC, DuMont: 123,542]
- Florence: [WCBS-AM (65) ABC, CBS; 6/15/53-Unknown]
- Greenville: [WBTB-TV (35) ABC, CBS; 6/15/53-Unknown]
- Spartanburg: [WBTB-TV (35) ABC, CBS; 6/15/53-Unknown]

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**SOUTHERN UTAH**

- Provo: [KOVO-TV (11) 12/5/53-Unknown]
- Salt Lake City: [KSL (19) ABC, CBS, NBC, DuMont: 167,200]

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**VERMONT**

- Montpelier: [WIXT (26) ABC, CBS, NBC, DuMont: 97,173]

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**VIRGINIA**

- Danville: [WDBT-DT (32) ABC, CBS, NBC, DuMont: 29,500]
- Hampton (Norfolk): [WVEC-TV (12) ABC, CBS, DuMont: Avery-Kindel; 125,000]
- Harrisonburg: [WSWA-TV (3) ABC, CBS, NBC, DuMont: Pearson; 39,600]
- Lynchburg: [WLYA-TV (3) ABC, CBS, NBC, DuMont: 152,000]

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**WYOMING**

- Cheyenne: [KPCW-TV (8) ABC, CBS, NBC, DuMont: Harington; 66,100]

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**WYOMING**

- Cheyenne: [KPCW-TV (8) ABC, CBS, NBC, DuMont: Harington; 66,100]

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**WYOMING**

- Cheyenne: [KPCW-TV (8) ABC, CBS, NBC, DuMont: Harington; 66,100]
HAWAII

- KOMO-TV (5): CBS, Free & Peters: 69,000
- KOWA (11): NBC, Spot Sale: 60,000
- KULA-TV (4): ABC, DuM, Young: 42,000

PUERTO RICO

- WAPA-TV (4): ABC, NBC, DuM; Caribbean Network: 43,000
- WSKA-TV (2): CBS; Inter-American: 41,000

CANADA

- Calgary, Alta.:
  - CJOA-TV (3): ABC; All Canada, Weed
- Edmonton, Alta.:
  - CFCM (10): ABC, CBC, NBC, DuM; All Canada, Young: 3,000
  - CBUT (7) CBC
- Hamilton, Ont.:
  - CCHC (11): CBC, NBC, ABC, CBC, DuM; All Canada, Young: 2,000
  - CFTO (9): CBC; Harry, Weed: 12,000
- London, Ont.:
  - CHML-TV (10): ABC, CBS, CBC, NBC, DuM; All Canada, Weed: 22,000
  - CHUM (6) CBC; CBC, CBC: 21,316
- Montreal, Que.:
  - CBFT (9) CBC; Montreal, Quebec: 22,316
- Ottawa, Ont.:
  - CHIG (4) CBC; CBC, CBC: 38,000
- Port Arthur, Ont.:
  - CFCM (10): ABC: 30,000
- Rimouski, Que.:
  - CJOA-TV (4): ABC; All Canada, Weed
- St. John's, N. B.:
  - CHSJ (4) CBC; All Canada, Weed: 12,000
- Sydney, N. S.:
  - CECK-TV (2) CBC, ABC, NBC; All Canada, Weed: 12,126
- Toronto, Ont.:
  - CBCT (9) ABC, CBC, NBC, DuM: 280,000
- Vancouver, B. C.:
  - CBU (2) CBC; CBC: 20,000
  - CFYM (12) CBC; CBC: 260,000
- Winnipeg, Man.:
  - CBWT (4) CBC: CBC, CBC: 4,000
- MEXICO

- Juarez (El Paso, Tex.):
  - KESI-TV (5) National Time Sales: 43,650
- Tijuana (San Diego):
  - XETV (6) Weed: 260,850

UPCOMING

JANUARY

Jan. 3-4: NCAA TV Committee meets, Hotel New Yorker, New York.
Jan. 5: International House Furnishings Market, Merchandise Mart, Chicago.
Jan. 5-7: NCAA 49th Annual Convention, Hotel New Yorker, New York.

Jan. 10: Deadline, entries, George F. Peabody Awards, University of Georgia, Athens.

Jan. 10: RAB Clinic, Miami, Fla.
Jan. 11: RAB Clinic, Jacksonville, Fla.
Jan. 12: RAB Clinic, Birmingham, Ala.
Jan. 13: RAB Clinic, Atlanta, Ga.
Jan. 15: Deadline, Col. Keith Rogers Memorial Award, Ottawa, Canada.
Jan. 22-23: Third Annual Retail Advertising Conference, Sheraton Hotel, Chicago.
Jan. 34: RAB Clinic, Chattanooga, Tenn.
Jan. 35: RAB Clinic, Nashville, Tenn.
Jan. 36: RAB Clinic Boards meeting; General Convention Committee meeting, Hollywood Beach, Fla.
Jan. 36: RAB Clinic, Columbus, S. C.
Jan. 36-28: Georgia Radio-TV Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
Jan. 37: RAB Clinic, Charlotte, N. C.
Jan. 37-28: South Carolina Radio & TV Broad-

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Jan. 5 (10:11 p.m.): Best of Broadway, "Arsenic and Old Lace," Westinghouse Electric Co. through McCann-Erickson.
Jan. 8 (9:30-10 p.m.): My Favorite Husband, Simmons Co. through Young & Rubicam.
Jan. 15 (12:1 p.m.): Big Top, National Dairy Products Corp. through N. W. Ayer & Son.
Jan. 20 (8:30-9:30 p.m.): Shower of Stars, Chrysler Corp. through McCann-Erickson.

NBC-TV

Jan. 5 (7:30 p.m.): Norby, Eastman Kodak Co. through J. Walter Thompson Co.
Jan. 10 (8:30-9:30 p.m.): Producer's Showcase, "Yellow Jack," Ford Motor Co. and RCA through Lenorkin & Eckhardt.
Jan. 12 (7:30 p.m.): Norby, Eastman Kodak Co. through J. Walter Thompson Co.
Jan. 15 (9:10-10:30 p.m.): Max Liebman Presents, "Naughty Marietta," Oldsmobile Div., General Motors Corp. through D. P. Brother & Co.
Jan. 19 (7:30 p.m.): Norby, Eastman Kodak Co. through J. Walter Thompson Co.
Jan. 26 (7:30 p.m.): Norby, Eastman Kodak Co. through J. Walter Thompson Co.
Jan. 30 (7:30-9 p.m.): Max Liebman Presents, Sunbeam Corp. through Perrin-Pautz Co., Hazel Bishop Inc. through Raymond Spector Co.

[Note: This schedule will be corrected to press time of each issue of B-T]

FEBRUARY

Feb. 1: Deadline, CARB Clinic Community Service Memorial Award, Ottawa, Canada.
Feb. 7: RAB Clinic, Phoenix, Ariz.
Feb. 8: RAB Clinic, Los Angeles.
Feb. 11: RAB Clinic, Fresno, Calif.
Feb. 16: RAB Clinic, San Francisco.
Feb. 20: Deadline, American Women in Radio and Television Scholarship Award, New York.
Feb. 28: RAB Clinic, Sacramento, Calif.
Feb. 28: Fourth Annual Screen Directors Guild Awards Dinner, Beverly Hilton, Los Angeles.
Feb. 28: National Advertising Week.
Feb. 28: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.
Feb. 28: RAB Clinic, Washington, D. C.
Feb. 28: RAB Clinic, Richmond, Va.
Feb. 22: RAB Clinic, Baltimore, Md.

Just off the press!

TELECASTING MAP

TV STATIONS THROUGHOUT UNITED STATES AND CANADA

(correct to October 1, 1954)

Locates television stations by city, county and state. Network routes over-printed, indicating existing and planned coaxial cable, as well as that portion equipped for color.

Designed for sales planning, this 28" x 42" outline map may be used for presentations, visualizing markets, charting sales territories. Printed black and blue on 70 lb. durable white stock.

Single copies, suitable for framing, $1.00

Quantity prices:

5 copies .................................. $ 4.50
10 copies ................................ 8.50
25 copies ................................ 20.00
50 copies ................................ 37.50
100 copies ................................ 70.00

Order now!

BROADCASTING TELECASTING

1735 DeSales St., N. W., Washington 6, D. C.

January 3, 1955 • Page 85
editorials

Old School Ties

THE most enlightened kind of self-interest is manifest in CBS Inc.'s decision to contribute funds to colleges and universities from which executives of the company have graduated. Such grants are bound to serve CBS well in its perpetual objective of obtaining and keeping key personnel and they are certain to be welcomed by private schools which more often than not find the going tough in today's economy.

News of the grants will circulate among the private colleges and universities of the country, including those which did not receive the first contributions which were announced a week ago [B*T, Dec. 27]. The impression will be spread that CBS is a good place to work and hence the company may expect to receive applications from many bright, young graduates.

 Needless to say, those executives in whose names the grants have been made will feel an understandable sense of pride as well as gratitude toward their company.

It is a commendable arrangement in all details and one which other companies in broadcasting and telecasting might well consider adapting for their own purposes.

Sweet & Sour

THE FIRST lesson one learns in broadcasting is the lock and key relationship. There must be the transmitter and the receiver. One is worthless without the other. Broadcasting is the art of getting a message across the industry which produces the sets the public buys to receive programs.

Broadcasting is regulated. Manufacturing is not. Therein lies a vexing condition in television and one that blighted radio before there was visual broadcasting.

The FCC sets the technical standards for broadcasting. Without regulation there would be chaos in the ether lanes. Broadcasters must meet predetermined standards of operation. Transmitting equipment must be approved as to type by the FCC. Stations must use safeguards against spurious emissions. They cannot deviate from assigned band-widths. They may not use less than authorized power (or more than specified in their licenses) without specific permission. Standards are rigidly invoked.

The manufacturer isn't inhibited by any Federal laws, other than those which apply to proper representation of products. There are no standards. The manufacturer produces goods that bring him maximum return in a competitive market, except for the custom-line producer who caters to the fastidious and the elite.

In radio, as more stations took the air and "dx" or distant reception went out of vogue, most manufacturers began down-grading their products. Prices went down, too. But simultaneously, broadcast stations were transmitting better and better quality signals. Pictures-based horizontally and vertically cut down frequency deviations in keeping with advances in the art. But the public didn't benefit. Manufacturers cut quality as transmission improved. Fewer tubes, smaller speakers and less meticulous production cut costs, but increased earnings. Broadcasters complained they were sending it "sweet" but it was coming in "sour."

Broadcasters detect this same deplorable pattern in tv. As stations go to higher powers and improve their signals, many manufacturers are cutting quality. They are dropping out tubes and circuitry where they can. A single short-cut means literally hundreds of thousands in savings for a manufacturer.

Thus, telecasters contend they are not deriving the benefits of their new investments and their improved transmissions. The uhf broadcasters have been particularly vehement—and for good reason. But the big problem lies directly ahead in color tv. The public wants "compatible" color, the black-and-white picture would be of as good, if not better quality than ordinary b-and-w transmission. That is not the case with the down-graded b-and-w sets now being sold at supposedly bargain prices. The picture gets progressively worse with distance from the originating point. Some stations have been forced to cut off network color because of complaints of inferior b-and-w reception. Some of this blame, we are told, resides in the relay facilities in remote areas.

We do not advocate Government supervision or licensing of manufacturers. There should be no interference with free, competitive enterprise.

Manufacturers, however, should take pause. There were sug-
It's a "FIFTH" th
that's "FRESH"

IF YOU'RE THE ANALYTICAL TYPE

Radio Families ........... 75,730
TV Homes ................. 44,626
Retail Sales ............ $284,080,000.00
E.B.I. .................. $350,000,000.00
Population .............. 387,000

KRGV-TV Channel 5  NBC
THE VALLEY'S MOST POWERFUL TV STATION

KRGV 1290 on your dial  NBC  5,000 Watts  TQN
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