OwNERSHIP of television sets is increasing so rapidly in Iowa that nobody can keep up with it.

The 1954 Iowa Radio and Television Audience Survey was made in March, 1954. At that time, over one-quarter of all TV sets were less than six months old—yet, in March, 59.6% of all Iowa homes had television sets!

Here are the five-year figures from the Annual Survey:

<table>
<thead>
<tr>
<th>Year</th>
<th>Survey</th>
<th>1951</th>
<th>1952</th>
<th>1953</th>
<th>1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>1.7%</td>
<td>11.8%</td>
<td>25.7%</td>
<td>38.2%</td>
<td>59.6%</td>
</tr>
<tr>
<td>Urban homes</td>
<td>2.4</td>
<td>15.9</td>
<td>30.9</td>
<td>44.5</td>
<td>67.2</td>
</tr>
<tr>
<td>Village homes</td>
<td>1.3</td>
<td>8.7</td>
<td>21.0</td>
<td>32.7</td>
<td>53.3</td>
</tr>
<tr>
<td>Farm homes</td>
<td>1.1</td>
<td>8.7</td>
<td>21.2</td>
<td>31.9</td>
<td>52.7</td>
</tr>
</tbody>
</table>

Now there are more than 280,250 television sets in WHO-TV's Central Iowa—and 355,100 families. WHO-TV is giving them the best programming there is—from the tallest antenna in the State.

Ask Free & Peters for all the facts.
THE BEST FOODS, INCORPORATED

Traditionally in the Public Confidence...

One of the more famous names in the food processing industry is Best Foods, Inc. Specialists in mayonnaise, margarine, pickles, sandwich spreads, and various dressings, Best Foods is a brand name preferred by millions. The Havens & Martin, Inc., Stations, too, are on a preferred list. The First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV, are to advertisers' taste because high quality of entertainment and management skill have earned for them a loyal and responsive audience. Join with confidence the growing list of advertisers using Richmond's only complete broadcasting institution, serving one of the South's richest areas.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.
Best Buy in Texas

kgul TV
CHANNEL ELEVEN

CBS TELEVISION FOR THE TEXAS GULF COAST AREA

REPRESENTED NATIONALLY BY CBS TELEVISION SPOT SALES
KRLD
CBS for DALLAS & FT. WORTH

Delivers

THE LARGEST AUDIENCE OF ANY STATION OR FREQUENCY IN THE GREAT TWIN MARKET......

Combined Hours 6:00 AM Until 12:00 Midnight, Seven Days a week.
—Pulse, Oct.-Nov., 1954

KRLD has more total audience in Dallas and Fort Worth combined, during the combined hours from 6:00 a.m. to 12:00 midnight than the four Dallas non-network stations combined... KRLD also has more total audience in Dallas and Fort Worth combined for the same period than the four non-network stations in Fort Worth.

+ KRLD's 50,000 Watt dominant coverage of North Texas and Southern Oklahoma... Population 3,303,700 within its 0.5 line or Primary Coverage Area.

The Make Sense Buy!

Exclusive Outlets for CBS Network Programs for Dallas and Fort Worth

KRLD
50,000 Watts

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
OWNERS AND OPERATORS OF KRLD-TV, CHANNEL 4, MAXIMUM POWER
THE DALLAS TIMES HERALD STATIONS
Exclusive Representative: THE BRANHAM COMPANY
John W. Runyon, Chairman of the Board
Clyde W. Rembert, President
GENERAL MILLS' PLANS • Reports of fantastic spot tv-radio (primarily tv) contract offer by General Mills for new fiscal year (June 1) can be laid to rest. Here are facts: Company has been holding usual annual round of agency conferences regarding broadcast recommendations. There may be some spot but no heavy campaigns planned for cereals (Wheaties, Cheerios, Kix) this summer. GM will renew current slate of tv network programs (Lone Ranger, Barber Bill, Ding-Dong School, Bob Crosby and Robert Q. Lewis shows, Valiant Lady) and is buying new Disney Mickey Mouse Theatre kid strip. As one top GM executive put it, "Aside from Disney, we're merely keeping what we've had." Agencies involved: Dancer-Fitzgerald-Sample, Knoxville, BBDO, William Esty, Tatham-Laird.

SHOULD television station licenses and network affiliation contracts be extended to five years and run concurrently, under FCC regulations? That proposal was discussed at NARTB TV Board meeting in Hollywood, Fla., last Wednesday, but did not reach formal vote. Question presumably arose over recent rash of network affiliation changes under present two-year rule.

FAST FILMING • DuMont's new telecasting technique, designed to cut down production and transmission costs through combination of methods tied into new, virtually instantaneous filming process [B-T, Jan. 3] will be unveiled within three weeks by Dr. Allen B. DuMont himself. Lid has been on primarily to protect patent and other rights, it's understood.

NARTB board is doing its negotiating early with President Harold E. Fellows. Although his present contract doesn't expire until June, next year, board designated committee last week to talk terms for new five-year deal, possibly to be made as of June, 1955. In works may be substantial increase in pay over present $40,000 plus increase in allowances and sliding scale looking toward eventual retirement as president and retention as board chairman, post he holds along with presidency.

PAY-SEE PROGRESS • Differing attitudes toward subscription tv explored for nth time by FCC last week, with varying staff proposals considered and with staff ordered to do further work on subject. Next FCC look-see at controversial pay-tv idea due next week.

TWO schools of thought regarding legaleities of subscription tv have evolved at FCC during month-long consideration. Majority believes Commission has power to determine by itself whether pay-tv is broadcasting and if so whether it is in public interest. Minority questions this, would like to have that question explored in public hearing, along with such other items as technical facilities, billing practices should be authorized, exclusivity of franchises, and other facets. Commission officially stated its view that it has power to determine whether subscription tv was broadcasting in memorandum last year to House Interstate & Foreign Commerce Committee during consideration of His- shaw Bill which proposes to narrow definition of term broadcasting to exclude subscription tv.

MIDFIELD PLAYER • Selection of E. L. (Dick) Romney, Mountain States Conference commissioner, as chairman of new NCAA TV Committee may preclude compromise football television plan acceptable to Big Ten and other factions in association. He is considered middle-roader on tv problem, with thinking reportedly somewhere between proposal of Eastern Collegiate Athletic Assn. for continued national restrictions with liberalized policy of protection for less attractive games and that of Notre Dame for unlimited football telecasts.

TOP GAG at NARTB board meeting in Hollywood, Fla., last week, stemming from recent top network disaffiliations, ran this way: "You can't tell your affiliation without a scorecard, get today's morning lineup."

SABOTAGE REPORT • Within fortnight FCC will get report by staff on investigation of sabotage at KPIX (TV) San Francisco, discovered after walkout of technical employees that's now settled. Significant aspect of case, according to Commission officials, is pointing up of security vulnerability of nation's principal communication links with public.

SAN FRANCISCO's television stations are faced with prospect of another strike, this time because of basic differences with AFTRA on freelance talent. Stations want to knock out "code concept" which requires them to police for union and are insisting upon usual employee-employer relationship. Present contract expired last Nov. 15, and current signs point to impasse.

DIME TIME • Woolworth Co. (dime stores), New York, through Lynn Baker, New York, understood to be shopping among radio networks for possible sponsorship of one hour weekly.

NEW success story may be written by Mystik Adhesive Products, Chicago (Mystik tape), in abrupt switch of perhaps 95% of budget from spot tv to spot radio, effective Feb. 14. Firm started in spot tv in September, 1950, with 12 markets, gradually increased to 30-35, bought part of CBS-TV Garry Moore show in 1953 (on some 54 stations) and returned to spot tv for 1954-55 markets last year. Feeling in firm that spot tv is good introduction medium and did fine job, but competitors took edge off demonstrable abilities. Radio had been used only in test markets. TV budget as ascertainable but overall ad allocation in 1954 was $345,000. Credit Radio Advertising Bureau with vigorous assist.

STALLED • NARTB's move to standardize tv contract purchase of national spots on broadcast networks is proceeding with caution. Holding up action is difficulty of dealing with film suppliers, who range from one-man units to big corpora tions and have no association of their own. Tough nut to crack is stabilized formula covering all property rights in films, with claim made some telecasters have bought packages only to discover hidden credits and misrepresentation of seller's title.

TvB has signed with A. C. Nielsen Co. for special national study to determine actual coverage of automatic washing machine homes by daytime tv spot schedules. Survey, tentatively set for completion May 1, at cost of about $6,000, will be used in presentations showing why tv ought to be big share of advertisers' TV space. Tough manufacturer who currently are placing more in newspapers than tv.

NATIONAL-LOCAL • Problem of national advertisers pushing for local rates in spot advertising is being investigated by Station Representatives Assn.'s Rates Committee, headed by Bob Eastman, executive vice-president of John Blair & Co., station representation firm. Recommended procedures will be developed when study has been completed.

NESTLE Co., New York, currently sharing first half of Jackie Gleason show (Saturda y, 8-9 p.m.) on CBS with Schick Inc. and W. A. Sheaffer Pen Co., will sponsor half-hour next fall. Show will be produced by Jackie Gleason Enterprises and will precede filmed half-hour The Honey mooners, which Buick will sponsor. Meanwhile, CBS-TV is discussing other programs with Sheaffer and Schick, but no time periods have been offered since network's Class A evening time is SRO.

ROANOKE MERGER • Papers signed late Friday to end Roanoke ch. 7 battle, with Times-World Corp. (WDBJ) to buy television assets of ch. 7 competitor WROV, including tower, studios and equipment of defunct ch. 27 WROV-TV. Agreement and price to be announced this week after inventory. WROV will drop ch. 7 bid, devote fulltime to radio. Pact does not include recoup of WROV's $250 losses.
complete coverage
PHILADELPHIA trading area
COMING SOON

SUPER POWER
316,000 WATTS
CHANNEL 12

WDEL-TV
WILMINGTON

PHILADELPHIA OFFICE
1500 Walnut Street, Suite 1205
Telephone Kingsley 6-4020

Represented by
MEEKER TV, Inc.
New York  Chicago  Los Angeles  San Francisco
NARTB BOARDS ORDER INVESTIGATION OF GOVERNMENT FREQUENCY DEMANDS

HAPHAZARD demands of government and military agencies for spectrum space pose threat to private industry, NARTB combined boards held Friday, at meeting in Hollywood Beach Hotel.

President Harold E. Fellows was directed to confer with government officials "to ascertain the facts on current activities having to do with military and public use of frequencies." Action followed revelation in Jan. 17 Broadcasting • Telecasting that military agencies are casting envious eyes at vhf and other bands. In winding up full week of meetings, NARTB directors:

- Acted to reduce number of industry meetings and ease pressure on management.
- Ordered appointment of nine-man ad hoc committee to investigate "reasonableness and validity" of government and military agencies' demands of spectrum space. Action followed revelation in Jan. 17 Broadcasting • Telecasting that military agencies are casting envious eyes at vhf and other bands.

If membership ratifies bylaws change permitting radio and tv networks to hold directorships in both categories, it is believed CBS member of radio board will be Adrian Murphy, CBS Radio president.

Probe's Staff Funds

IN HIS budget of $60,928.79 for network investigations and communications study, submited to and approved by Senate Rules Committee last week, Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) proposes "staff of considerable size." Breakdown: six chief counsel, $11,646; assistant counsel, $8,990; research analyst, $7,914; two technical consultants, $12,000, and one communications rate consultant, $6,000, all on per diem basis at $11,646 annually; two stenographers, $8,374; clerk, $6,003. These are in addition to Nicholas Zapple, committee's professional communications counsel ($11,646).

Color Seminar Slated

Richard A. R. Pinkham, NBC vice president in charge of participating programs, and Robert Foreman, BBDO vice president in charge of tv, will discuss color television at season's final timebuying and selling seminar of Radio & Television Executives Society Tuesday at Toots Shor restaurant in New York.

WHAT'S NEWS TO AP

WORD of caution to Associated Press staffers ran on first page of new AP Log, with reference to writing about television. Log, staff analyst of AP news and photo coverage with notes and comments by executive editor, stressed realism in television reporting, pointing out that "tv is here to stay, like movies, airplanes and wire trouble." Log cautioned newsmen to avoid such terms as "the magic of television," "expensive tv equipment" because "everybody knows it is magic and expensive. So are newspaper presses and cameras." For example, story read, "avoid loose references to the number of persons estimated to be watching a tv show ... since they can only represent sampling guesses, at best, and in any event do not constitute news."

BUSINESS BRIEFLY

100 MARKETS SOUGHT Leo Burnett Co., Chicago, seeking spot availabilities in roughly 100 tv markets for new Buffalo Bill Jr. film series produced by Gene Autry's Flying A Pictures. Marx Inc. (candy bars) will sponsor first 13 weeks, starting March 21, then, after summer hiatus, alternate with Brown Shoe Co., according to present plans.

PEN PUSHERS Papermate Pens, through Philip Klein, Philadelphia, placing spot announcement campaign to be launched Feb. 14 in 60 radio markets. Schedule will run for 13 weeks.

NEW PRODUCT American Chicle Co., N. Y., through Ted Bates Inc., planning television spot announcement campaign starting March 7 for 26 weeks in number of markets to introduce new product called Rolaides (anti-acid)

PABST CONSIDERING Pabst Blue Ribbon Beer, through Warwick & Legler, N. Y., considering spring radio plan which would start in April and run through September. Suggestion spots would be used in number of markets not covered presently by Pabst fights on CBS-TV.

TEENS ARE TARGETS Warwick & Legler, N. Y., interested in disc jockey radio shows appealing to teen-agers for cosmetic account, with campaign to start possibly early spring in major markets.

Magnuson Charges Executive Interference in Agencies

CHAIRMAN Warren G. Magnuson (D-Wash.) of Senate Commerce Committee has charged Executive Branch of government with interfering in activities of federal agencies and commissions under committee's jurisdiction. Sen. Magnuson made charges in letter to Senate Rules & Administration Committee asking $200,000 for Commerce Committee's special investigations, on which Rules Committee reported favorably last week (see story, page 70).

Not mentioning any agency by name, Sen. Magnuson said in some instances "decisions are not made strictly on the merits; that there is wirepulling and political favoritism to the point that the public no longer has confidence in the impartiality and fairness of these arms of the Congress. "This is a serious matter that we are impelled to investigate," he said. Committee has jurisdiction over FCC and five other agencies.

In report on committee's investigations in communications, Sen. Magnuson said in past two years "mounting number of complaints from broadcast licensees have been made on high costs of interference complaints, plus "inadequacy of service to cities which do not lie athwart transcontinental cable and microwave lines." He said "it is apparent that "careful review is in order", of "what seems to be inadequate regulation by FFC of rates and charges for interstate and foreign communications."

January 31, 1955 • Page 7
the plus you DON'T pay for...

RATES on WJBK are based on home audience. RESULTS on WJBK are based on home audience PLUS a tremendous bonus . . . thousands upon thousands of car radio listeners. You don't pay one penny extra for this terrific "plus" in a market where everybody drives, 90% of all cars have radios, and most car radios are consistently tuned to the station that programs for "on-the-go" listening with top news, music and sports . . . .

WJBK Radio
DETROIT
Beaumont Ch. 6 Grant To KFDM Is Affirmed

FINAL grant of ch. 6 at Beaumont, Tex., to KFDM there, affirmed by FCC Friday in opinion turning down petition for review filed by competitor KRIC (Beaumont Enterprise and Journal). FCC majority, over dissent by Comr. Frieda B. Hennek, still ruled KFDM is to be superior in programming proposals and probable effectuation of them, plus diversification of media of mass communication.

Third contestant, KTRM, withdrew earlier from litigation following agreement between it and KFDM whereby KTRM is to be reimbursed $55,000 for expenses. Pact also included 18-month option for W. P. Hobby to purchase 32.5% interest in new firm to be organized by KFDM, Mr. Hobby, president-chief stockholder of Houston Post-KPRC-AM-TV Houston, held 10% in KTRM and option for another 25%.

FCC Grants 7 Am's; One Frequency Change

FCC granted seven new am stations and one cp to change frequency, it was announced Friday. Also on Friday, FCC Hearing Examiner H. Gifford Irion proposed grant to WJET Erie, Pa., to change from 1570 kc to 250 kw, day-time, to 1400 kc, same power, unlimited.

New am grants:

Denver, Colo.—Capitol Bstg. Co., 1340 kc, 250 kw, confirms conditions including provision that station will not begin program tests, nor will license be issued until KMYR Denver changes from present operation on this frequency to 710 kc with 5 kw. Owners are Ewald Koepke and Frank E. Amoll Jr., KMYR commercial manager and program director respectively.


Milan, Tenn.—West Tennessee Bstg. Co., 1600 kc, 1 kw, daytime. President is H. E. Williams, who is also president of Southern Baptist College. Interlocking ownership with KBHS Hot Springs, Ark.

Commission also granted KGAK Gallup, N. M., authority to change from 1230 kc, 250 w to 1330 kc, 5 kw local sunset, 1 kw directional night.

New Am Sought

NEW am station at Charlottesville, Va., on 1400 kc with 250 w fulltime asked by Lawrence Lee Kennedy in new application filed with FCC Friday. He is chief engineer of WINA there.

CATHOLIC ACTION

ESTABLISHMENT of new Pontifical commission to study films, radio and tv as they may affect faith and morals has been approved by Pope Pius XII it was made known Friday with publication of Dec. 16 directive in official Vatican publication. New commission replaces film commission which was headed by Bishop Martin John O'Connor of Scranton, Pa., rector of North American College in Rome. Bishop O'Connor will act as president of new commission for six-year term. Commission will include presidential council and executive committee and will maintain contact with national and international Roman Catholic film, radio and tv groups. Commission, it was said, will not pass judgments, but will seek to cooperate in direction of Catholic activity in these fields.

WVJS Joins ABC Radio

AFFILIATION of WVJS Owensboro, Ky., with ABC Radio, effective March 1, was announced by Charles Godwin, director of station relations for network. WVJS is owned and operated by WCTV Owensboro, Ky. Malcolm Greep is vice president and general manager. Station is on 1420 kc with 1 kw.

Rivers Sells Georgia Vhf

APPLICATION filed with FCC Friday for sale of ch. 6 WCTV (TV) Thomasville, Ga., by E. D. Rivers Sr. to John H. Phipps, owner WTAL Tallahassee and WTVS Marianna, Fla. Mr. Phipps pays $88,700 to Mr. Rivers for tv expenses, and assumes GE equipment obligations of $331,464. Mr. Phipps also pays $38,000 for Rivers contract to purchase WKTG Thomasville for $62,000 from W. F. Scott Jr. and associates. Bids for WCTV and WKTG are each conditioned on grant of other. Mr. Rivers owns WLBS Birmingham and is major stockholder in WBBS-AM-TV Jacksonville, Fla., and WMIE Miami.

Tampa Tv to Debut

TARGET date for programming by Tampa Television Co.'s ch. 13 WTSP (TV) Tampa, Fla., April 1 with test pattern March 15, firm announced Friday after FCC affirmation of final grant (see page 6). Station expects affiliation with CBS, will use RCA equipment.

UPCOMING

Jan. 31-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotel Statler and Gover- nor Clinton, New York.


Feb. 5: Radio & Television Correspondents Assn., Hotel Statler, Washing- ton, D. C.

For other Upcomings see page 100

PEOPLE

GUILD COFELAND, with Blow-Bein-Toigo Inc., N. Y., since 1951, and EDWARD SHERRY, with agency since March 1954, promoted to vice presidents under agency's new policy of elevating copy heads to rank of company officers.

ANDREW P. JAGER rejoins Proctor Tele- vision Enterprises, N. Y., as vice president in charge of sales. He will work closely with MCA, NTA and Flamingo, which distribute Proctor programs. From 1949 to 1951, Mr. Jager was network film director for DuMont TV Network before joining Proctor in executive sales capacity. During 1954 he served as director of New York sales for Screen Gems Inc.

GEORGE C. CASTLEMAN, former manager of sales development for CBS Radio Spot Sales and previously with Berlingham, Castlemor & Pierce, N. Y., as radio and television director and executive vice president, has joined Free & Peters Inc., N. Y., station representation firm, as television account executive.

DON MILLER, account executive in N. Y. office of CBS Radio Spot Sales since 1952 and from 1942-46 sales manager of WCBS New York, appointed director of special promotions in sales promotion department of CBS Radio Spot Sales, succeeding ALLAN HUGHES, who was named last month as manager of sales development, Central Div., CBS Radio Spot Sales.

LEE ADAMS named director-broadcaster of KCBS San Francisco edition of Housewife Protective League-Starlight Salute programs. He replaces JAMES TAYLOR, assigned to another area as HPL director. Mr. Adams moved to San Francisco from KMOX St. Louis where he has been HPL director for nine years.

Showerman to Head WISN

I. E. (CHICK) SHOWERMAN, long-time NBC executive in Chicago, appointed manager of WISN Milwaukee, owned by Hearst Corp., which also owns WGME which Milwaukee subject to FCC approval (see story page 71).

D. L. Provost, Hearst vice president in charge of radio-television stations, Show- erman would succeed Harry D. Peck who resigned Jan. 27. Mr. Showerman's appointment is effective Feb. 1. Mr. Showerman was with NBC from 1928 to 1951, last several years as vice president in charge of Central Division. Since 1951 he has been in national representative and tv film sales fields.

Closed-Circuit Business Opened by ABC-TV

FORMATION of ABC-TV closed-circuit department, to be headed by William Balaban, being announced today (Mon.) by John H. McIntyre, vice president in charge of ABC-TV network. Mr. Balaban, operating as closed-circuit program manager, will be in charge of all activities relating to closed-circuit programming. He will report to Robert Lewis, director of ABC-TV program dept. Mr. Balaban has been daytime tv supervisor for WABC-TV New York, network's New York key station, and also assistant program manager of station.

Sylvania President Dies

W. WARD ZIMMER, 57, president of Sylvania Electric Products Inc., died at New York hospital early Friday after illness of two months.
the week in brief

RADIO'S TAKE IS DOWN
1954 sales were $24 million under 1953's all-time high. It's the first drop since 1938

A PLUG FOR NIGHTTIME RADIO
NBC still sees life in network radio after dark

THE NEGRO MARKET
A timebuyer raises doubts about station claims

GRAND JURY PROBES BAIT-SWITCH
Brooklyn's Judge Leibowitz launches investigation of radio-tv ads

NETWORK RADIO SCORES
for a mail order house. What ABC did for a book seller

WHO BOUGHT WHAT, WHERE
PIB's latest figures on network billings, radio and tv

THAT CONTroversIAL ARF REPORT
It's criticized by one research man, defended by one of its authors

MERCHANDISING AT NBC-TV
What the network does to back up its advertisers

THE INTRICACIES OF COLOR
As spelled out by a producer who's worked with it

GUILD SEEKS MPTV CATALOGUE
Film company negotiates to take over 700 properties

NARTB WANTS THE FACTS
and its radio-tv boards initiate plans to get them

ETHRIDGE NAMED KEYNOTER
Louisville publisher-broadcaster named to win NARTB's third annual award

MORE ABOUT NCAA TV
The association schedules hearings in New York Feb. 10-11

Opponent outlines the "gamble" the Big Ten wants to take

PLOTKIN-JONES REPORTS DUE
Magnusen to release majority and minority drafts of radio-tv investigations Wednesday

MORE STATIONS CHANGE HANDS
The Bitners buy Minneapolis station, a hitch in Hearst's purchase of WTVW (TV), WTAP (TV) sold

NETWORKS MAKE ROOM FOR IKE
Schedules juggled to accommodate coverage of news conferences

CBS PLANS A STOCK SPLIT
Directors pass on to stockholders plan for three-for-one shuffle

departments

Advertisers & Agencies 29 Government 66 Our Respects 18
At Deadline 7 In Review 14 Personnel Relations 65
Closed Circuit 5 International 80 Professional Services 80
Editorial 102 Lead Story 27 Program Services 54
Education 82 Manufacturing 81 Programs & Promotion 83
Feature Section 35 Networks 78 Stations 71
Film 52 On All Accounts 22 Trade Associations 56
For the Record 84 Open Mike 16

Page 10 - January 31, 1955
A new formula for radio-time-buying which works particularly well in New Orleans

The formula:

\[
\frac{M}{T} = AGI
\]

**T** — **TIME** in years required for Station to jump from last to first place in share of audience.

**M** — **MOTION** upward, expressed in number of stations which had to be passed in the rush to first place.

**AGI** — “Audience Growth Index.” The higher this figure, the better the buy.

By a curious coincidence, New Orleans has just one radio station—WTIX—which makes a showing by this formula. In something less than a year, WTIX rocketed from 11th to 1st place in audience, via Mid-Continent's new ideas, programming, news-handling...and results. WTIX leads—and grows on—in the morning (20.5%), afternoon (18.3%), and all day (19.3%—next station, 17.8%).

*Motion* for Adam J. Young Jr., or talk time to WTIX General Manager Fred Berthelson.

*Hooper Radio Index, 7 a.m.—6 p.m., Mon.-Fri., December 1954

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**NEW WTIX**

New Orleans 16, La.

---

**Mid-Continent Broadcasting Company**

President: Todd Storz

KOWH, Omaha
Represented by H-R Reps, Inc.

WHB, Kansas City
Represented by John Blair & Co.

WTIX, New Orleans
Represented by Adam J. Young, Jr.
Radio-Active Audiences!

Week after week nearly 150 million people in 45 million homes actively listen to Radio. And these "Radio-Active" listeners have 111 million Radios always at their finger tips.

Here's the count of homes tuning in Radio each week . . .

In the Morning over 34 million homes
In the Afternoon nearly 34 million homes
In the Evening nearly 36 million homes

And, SPOT RADIO turns "Radio-Active" listeners into customers for advertisers.
**IN REVIEW**

**OZARK JUBILEE**

FOLK Singer Red Foley's first appearance on a regularly-scheduled network tv series came off pleasantly, if not with any great flourish, during the debut of Ozark Jubilee on ABC-TV Jan. 22.

The presence of Mr. Foley, whose role in country music has been likened to that of Louis Armstrong in jazz circles, must have delighted his legion of fans, loyal listeners to the radio version of Jubilee on ABC since last August. He was more than an acceptable emcee; he sang well, joked amusingly, and all in all conducted himself with admirable ease, considering that this was the first brush with the network tv cameras.

But even Red Foley's personality was not enough to carry the video Ozark Jubilee. That could be the opinion of those who feel that when you've seen one folk music show you've seen them all, but if so, the premiere telecast did nothing to dispel it. It was the old radio-and-stage show format put on tv without imagination. The result was just another program, with little to induce the viewer to come back to it the next week.

That's too bad, for the talent was there: the Crossroads Boys with Grady Martin; Luke Warmweather, a harmonica-playing hillbilly comedian; Hawkhaw Hawkins and Jean Sheppard, singers, and a host of others. Red Foley's rendition of "Hearts of Stone" and other ballads amply demonstrated why his record sales have already topped the 24-million mark.

Yet tv did little for the show—or was it vice versa? Mr. Foley's opening comment that going on network tv "is the greatest thing that's ever happened to me," was an optimistic sentiment that unfortunately could not be echoed by the first program's viewers.

**Production Costs:** $12,000
Produced by RadiOzark Enterprises and broadcast on ABC-TV, Sat., 9-10 p.m. EST
**Production Supervisor:** Carl Fox; director: Bryan Bisney; assistant directors: Fred Rains and Gene Hudson; script supervisor: Don Richardson
**Cast of Premise:** Red Foley, m.c. and singer; Crossroads Boys, Grady Martin, Luke Warmweather, Jean Sheppard, Hawkhaw Hawkins. **Announcer:** Joe Slattery

**EXCLUSIVE**

THAT the island of Quemoy should have been the scene of the first of Fulton Lewis, Jr.'s new tv series, Exclusive, reaching the viewing public at the very time that it was a headline word the world around, may have been a matter of astounding good fortune or even more astounding pre-vision on the part of Mr. Lewis.

Either way, the timing was perfect and the quarter-hour film series, produced by Washington Video Productions and syndicated by General Teleradio, got off to a splendid start.

The initial film begins with Mr. Lewis pictured on the northernmost point of Quemoy, facing the Red Chinese shoreline. In newsreel fashion, the camera tours Chinese Nationalist fortifications, bomb damage from the Red shore battery, living conditions in the Quemoy villages, highways, shanty towns, and the Nationalists' "motorized" junk navy. Mr. Lewis gives a running commentary in the rapid, deep-etched tones familiar to those who have tuned in to Mr. Lewis on radio.

Except for the remarks of a captured Chinese Red, an old man who was conscripted, given in Chinese and also in English, both of which proved very effective, all of the voice belongs to Mr. Lewis. Granted, his accomplishments as a speaker, more variety on the soundtrack would aid the film's dramatic appeal to the ear as well as to the eye. The latter is taken care of by the excellent news photography.

Since news and its analysis are Mr. Lewis's aims in his new tv venture, as it has been for so long in his radio series, it is proper that the camera also makes news its primary concern. But among the more memorable scenes of the first Exclusive program is one of the Chinese Red

Mr. Lewis (I) and producer George F. Johnson on a set of the northernmost lookout point on Quemoy Island.

Army conscripts captured on a Quemoy-launched raid. The camera play on their faces, ranging from young boys to old men, recalls similar shots of Hitler's armies in the later days of World War II, when der Fuehrer was scraping the bottom of Germany's manpower barrel.

Mr. Lewis, by going to the scene of the "story," succeeds in conveying to his U. S. audience the drama and tenseness which today are normal in many parts of the world.

Produced by George Johnson of Washington Video Productions and distributed by the film division of General Teleradio Inc. **Commentary** by Fulton Lewis Jr. Available for local sponsorship.

**SWIFT'S SHOW WAGON**

THE PLEA by the enterainer to buy the product in order to support the show supposedly had gone out with Joe Penner, but darned if it didn't show up on the Swift's Show Wagon with Horace Heidt and the American Way tv series.

There was no question about it. Heidt, himself, asked the audience to buy Swift products so his talent search could be carried on. It was quite a shock. Those things are supposed to be more subtle and sophisticated today what with selling in depth, integrated commercials and demonstration advertising.

But, then, Heidt's show is that kind of a simple, un-gimmicked production. There's Heidt, simple, unaffected, shy, smiling—and a little older than when he was in his heyday. There's the band, playing simple, unaffected music. There are a couple of soloists. There's the guest. And there are the young hopefuls. The telecast version of Heidt's talent search (be did the same thing on radio four or five years ago), now has some video window dressing: a chorus line.

In the show we saw, Heidt had Will Rogers Jr., as the guest, narrating his father's philosophy while old film clips of Will Sr. were shown. There were two talent contestants, a 15-year-old pianist (male), and a 14-year-old...
Covers
Michigan's major market
LIKE A TENT!

The biggest buy in radio is Michigan's "Golden Triangle"... bounded by Detroit, Jackson and Flint! That's where you reach 77% of Michigan's 6-billion dollar buying power! That's where nearly 100% of the homes and over 85% of the automobiles have radios! That's where WKMH, WKHM and WKMF command the biggest listening audience because that's where everybody likes news, music and sports!

Best of all... you can cover Michigan's major market like a tent and save 10% in the bargain by buying the smart three-station package!

WKMH WKHM WKMF

DEARBORN-DETROIT
5000 Watts (1000 watts nights)

JACKSON
1000 Watts

FLINT
1000 Watts

Represented by Headley Reed
EVEN SAMSON?

SAMSON WAS a mighty man. His strength beyond compare. That was until Delilah took the scissors to his hair. But say she hadn't cut it and his strength was ten times ten, still we doubt he'd be as strong as the signal from W P I N.

WPIN's clear channel signal covers the eleven county area of the West Coast of Florida completely, giving advertisers a market of 790,000 people every day with a buying income of $898,640,000.00. This dominant Independent music and news station is the West Coast of Florida's best daytime radio buy... That's why more local advertisers prefer WPIN.

WPIN

680 Clear Channel
Offices and studios in the Royal Palm Hotel
St. Petersburg, Florida
Represented Nationally by Indie Sales, Inc.

WHBF

ROCK ISLAND, ILL.
CBS FOR THE QUAD-CITIES

is favored by location in a 4-city metropolitan area, surrounded by 10 of the most productive rural counties in the nation. In both radio and television WHBF is the Quad-Cities favorite.

Les Johnson, V. P. and Gen. Mgr.

ARF Report Well Done

EDITOR:
I've been meaning before this to express my appreciation for your thorough and objective treatment of the Advertising Research Foundation's recommended standards for radio and television program audience size measurements [B&T, Dec. 27, 1954].

As chairman of the ARF subcommittee which conducted the study, I am fully aware of the complexities of the subject and the difficulties of condensing our report to magazine length. Congratulations on doing that job so well:

G. Maxwell Ule, Vice President
Director of Research
Kenyon & Eckhardt
New York, N. Y.

Georgia Applause

EDITOR:
Congratulations on your article on Georgia by J. Frank Beatty [B&T, Dec. 27], which the Atlanta Journal reproduced in condensed form Tuesday, Jan. 18. We would like to have a dozen copies of B&T containing Mr. Beatty's article in its entirety.

-Fred B. Moon
Director of Research
Georgia Dept. of Commerce
State Capitol, Atlanta, Ga.

Georgia Applause

EDITOR:
I read with great interest your story about Georgia's progress [B&T, Dec. 27, 1954] as well as the condensed version which appeared in the Atlanta Journal on Jan. 18. Both stories gave excellent pictures of our State and what is happening in it and we appreciate the fine publicity which the stories gave to us.

I am sure that your stories, resulting from [J. Frank Beatty's] 2,000 mile trip through Georgia, will focus a great deal of attention throughout the nation on the efforts we are making to encourage desirable expansion of industry and progressive development in agriculture, providing a new economy for our State. Feeling as I do, I want to express my appreciation to you for your fine report.

Naturally, it was gratifying to us for the city of Athens to be mentioned favorably. We, along with other citizens of our State, are trying to live up to your thought that "Georgians are on the move."

Jack R. Wells, Mayor
Athens, Ga.

Station Coverage

EDITOR:
Certainly enjoyed the articles on station coverage, area stations and "Coming in the Back Door to Cover a Major Market."

The current acceptance of area stations' ability to cover a big market at a very low cost per thousand is certainly encouraging. As in WTTV's case, all the 2,400 million people in our coverage area are important to the advertiser, not just the 1/4 million who live in Indianapolis...

We'd certainly appreciate permission to reprint these articles for our local and national promotions...

-Norm CIsna
Asst. Mgr. and Sales Dir.
WTTV (TV) Bloomington, Ind.


Broadcasting • Telecasting
NOW
1,000,000 WATTS

WILK-TV speaks with performance... not claims. Turn to WILK-TV for the kind of sales packed reception a million watts deliver. This new power, combined with smart programming and proven sales know-how, will sell more of your products at less cost. Here is your ideal vehicle to roll into a top-dollar market of over 2 million viewers in 20 Northeastern Pennsylvania counties, extending from New York State to Harrisburg... from Williamsport to New Jersey. It reaches an annual spending power of over 4 billion dollars.

For the BEST in Television—It's WILK-TV-Channel 34

1ST IN POWER AND COVERAGE!

WILKES-BARRE
SCRANTON

AVERY KNODEL, INC.
NATIONAL REPRESENTATIVES

- NEW YORK  - CHICAGO  - SAN FRANCISCO  - LOS ANGELES  - ATLANTA  - DALLAS
If Your Market is
MINNEAPOLIS
ST. PAUL
NOW IS THE TIME
to see your
H-R television representative
...about choice availabilities on KEYD-TV
...you can buy maximum power at minimum cost on the Upper Midwest's new Channel 9 station
...ask your H-R man about KEYD-TV's "incentive" rates
316,000 WATTS

KEYD TV

Our respects
to WALTER ELIAS DISNEY

THERE are two basic reasons why Walt Disney has added tv program production to his already busy theatrical schedule. According to Roy O. Disney, president of Walt Disney Productions, "we have embraced tv not only for itself and its possibilities, but also to exploit and sell our motion picture product." But, when Walt Disney accepted the 1954 Sylvania Award "For the Most Outstanding Television Series for Children of All Ages," he gave the "more important" reason.

"Television is, to me, tremendously exciting. Not only as entertainment, but as a living vital force in the world today. Americans are a responsive people, and the ideas, knowledge and emotions that come through the tv screen in our living rooms will most certainly shape the course of the future for ourselves and our children. Frankly, we want to become part of that living force," he declared.

Mr. Disney is a dynamic person of seemingly boundless enthusiasm and imagination. His working premise is to inform and, at the same time, entertain the public. If Mr. Disney were less than dedicated, according to an associate, he wouldn't have started ABC-TV Disneyland and now be considering adding a five-times weekly hour-long children's program on the same network.

Prior to last April, when he signed his exclusive ABC-TV long-term contract to produce an annual minimum of 26 half-long filmed programs, the producer had appeared on TV twice. He did the Christmas program for Coca-Cola in 1950 on NBC-TV and for Johnson & Johnson in 1951 on CBS-TV. The basic problem was to find a format which would employ the Disney product to the best advantage. "Disneyland," the $5 million park under construction near Anaheim, Calif., is a 20-year dream come true.

Using old and current Disney products to make up the series does not mean merely throwing some old footage together and running it off at the proper time. "From Aesop to Hans Christian Andersen," which will be shown March 2, might be considered a typical program. Although this incorporates "The Ugly Duckling," "Brave Little Tailor," and "Tortoise and the Hare" with other subjects, it represents the combined efforts of some 50 craftsmen and 2½ months of time to produce the show for tv. Thus, the $100,000 minimum weekly budget is better understood.

Always one to credit his top creative staff with much of the studio's success, Mr. Disney says that tv has brought out a lot of inherent versatility on the part of this staff. Idea men have turned into writers, writers have turned into actors and, even though at first he doubted the wisdom of it, he became the tv host.

Up for sale by ABC-TV last spring, when most advertisers' tv budgets were already spoken for, Disneyland was grabbed up within two months by American Motors, Derby Foods and American Dairy Assn. It is now seen weekly on 137 U. S. and 15 Canadian tv stations.

The producer, born Walter Elias Disney, Dec. 5, 1901, in Chicago, was always interested in show business though never particularly encouraged. He concluded his formal education at an early age, and got his first art job. A few months drawing such inspiring things as egg-laying mash and salt blocks for farm journals in Kansas City, he decided to go into business as a commercial artist.

Completing an assignment for a slide company early in 1920, he realized that the animated cartoon was for him, and he knew he had to get to Hollywood one way or another. Pictures of babies proved to be the answer and after selling enough he landed in Hollywood in August 1923, with a suit of clothes, some drawing materials and $40.

Establishing a partnership with his brother, Roy, the young visionary found the "Alice in Cartoonland" and "Oswald the Rabbit" subjects met a fair amount of success. The creation of "Mickey Mouse" caused hardly a ripple, because with the release of "Jazz Singer," sound had become the order of the day. He stuck with "Mickey," and with the third cartoon patented a method of voice synchronization which is still in use at the studio today.

His next major step came with the creation of "Silly Symphonies" in 1929—in color. In 1938 he produced "Snow White and the Seven Dwarfs," the first full-length animated feature.

With more than $3 million invested in his equipment and studio, 94% of the facilities became engaged in government work during World War II. Out of the reconversion to peace came "Make Mine Music," the feature in which voices and talents of personalities were combined with the cartoon medium. Then followed his move into live action features. In 1949 Mr. Disney started the "True-Life Adventure" series.

He has been married for 29½ years to the former Lilian Bounds, one of the girls hired to help make the first "Alice" cartoon. They have two daughters, Diane, 26, and Sharon, 18. Mr. Disney is a mechanic at home with an elaborately set up workshop, where he can indulge his life-long passion for miniatures.

To the oft-repeated statement that he makes pictures only for children, Walt Disney, winner of numerous awards including 21 "Oscars" and an Irving Thalberg award from the Academy of Motion Picture Arts & Sciences, continues to ask: "How old is a child?"
The face in "Let's Face the Facts" this month is that of Gordon E. Jacobson, Omaha District Sales Manager for General Mills—a KFAB advertiser for over eighteen years.

Year after year satisfied customers are any advertising medium's greatest success story—and KFAB has lots of 'em. We invite you to "Face the Facts." KFAB boasts many long-term, successful advertisers for only one reason—BECAUSE IT DOES THE JOB! Get all the facts from KFAB’s General Manager Harry Burke—likewise Free & Peters, Big Mike’s reps.

Special promotions this year will commemorate the Diamond Jubilee for General Mills' Gold Medal Flour.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station
WBZ+WBZA—Boston, Springfield—51,000 Watts
KYW—Philadelphia—50,000 Watts
KDKA—Pittsburgh—50,000 Watts
WOWO—Fort Wayne—50,000 Watts
KEX—Portland—50,000 Watts
WBZ-TV—Boston—Channel 4
WPTZ (TV)—Philadelphia—Channel 3
KDKA-TV—Pittsburgh—Channel 2
KPIX (TV)—San Francisco—Channel 5

WBC means sales . . . WBC means audience . . . WBC means audience-action. Because WBC stations have the power and the people who know how to use that power to make listeners react. For rates and availabilities, contact Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WESTINGHOUSE BROADCASTING CO., INC.
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Free & Peters, Inc.
NOW
WBC means
KDKA-TV
Formerly WDTV—Channel 2
Pittsburgh's First Television Station
From where I sit
by Joe Marsh

A Winner Every Time!

Last Friday at our big basketball game with Centerville I sat next to a fine-looking old man. Centerville had things pretty much their way the first half—and he cheered every single score they made.

But our boys began to catch up. Then Stretch Brown put us in the lead with a long set shot,—and I noticed that the old fellow was now rooting for our side. "What team are you for, anyway?" I demanded.

"Neither one," he replied. "I've got my own team, I figure any kid that does a good job out there is automatically on my team. Root for the individual like I do—and you'll always back a winner!"

From where I sit, maybe it is a good idea to keep your eye on the individual, instead of automatically grouping him on teams you're "for" or "against." We're all of us individuals at heart, with our likes and dislikes—our right to prefer tea to coffee or beer to buttermilk ... and our right to "blow the whistle" when anyone tries to regiment us.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

JERRY FENIGER

on all accounts

RADIO's resurgence "arrived" when those who had no "axe to grind" sold the medium as a whole.

That's the opinion of Jerry Feniger, whose own resurgence on ad row is as recent as Jan. 1 when he returned to Cunningham & Walsh. He is C&W's media director in New York on the Liggett & Myers Tobacco Co. (Chesterfield, L & M cigarettes) account.

Mr. Feniger is qualified to speak about radio from both buying and selling viewpoints. Between stints at C&W, he spent three years, starting Dec. 1, 1951, with CBS Radio Spot Sales.

His debut at C&W was in June 1950 as head-timebuyer on all accounts, working under Newman McEvoy, the agency's vice president in charge of radio.

Jerome R. Feniger Jr., born June 16, 1925, at Peoria, Ill., attended schools in Davenport, Iowa, and graduated with a bachelor of arts degree in 1948 from the State U. of Iowa. In between schooling, Mr. Feniger spent two years with the Air Force in Japan.

A brush with radio in 1944 when Mr. Feniger was an announcer at WSUI Iowa City was followed in the service with more of the medium at WLKI Fukuoka, Japan, an Armed Forces station, and in the summer of 1948, as announcer and producer with WHBF Rock Island, Ill.

In the fall of that year, Mr. Feniger took the step that set the course of his career. He went to New York, entered graduate work in radio at Columbia U. and by Feb. 1, 1949, landed his first agency job, at the Biow Co. as an assistant to Terrence Clyne, vice president in charge of the Bulova Watch account (both the account and Mr. Clyne have moved to McCann-Erickson). With Biow, Mr. Feniger traveled the country, visiting stations and lining them up for Bulova placement.

New York also marked a turning point in his life. He was married to the former Marian Schwartz, then a secretary at CBS in New York, and who now keeps their apartment in Manhattan tidy despite the overload of books for which avid reader (and buyer of book subscriptions) Mr. Feniger is responsible. Other interests are golf and theatre.

He feels the sight, sound and motion of tv as a selling medium can be equalled only by the door-to-door salesman—it's the "high cost of tv" which worries the advertiser, he says. Radio, Mr. Feniger believes, has the quality of low cost for the frequency and is strong in high circulation.
It’s Easy When You Know How!

KANSAS CITY: KCMO Radio & KCMO-TV
SYRACUSE: WHEN Radio & WHEN-TV
PHOENIX: KPHO Radio & KPHO-TV
OMAHA: WOW Radio & WOW-TV

Affiliated With BetterHomes and Gardens

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. and Blair-TV

Successful Farming Magazines
“NBC's programming of spectaculairs and general razzle dazzle,” writes John Crosby in the New York Herald Tribune, “has given television an importance and a sense of excitement that it cannot afford to lose.”

The NBC Color Spectaculars have broken the rigid radio-mold of unvarying strips of half-hour shows. They have forced wider horizons, new programming concepts...they draw into television great stars, writers, directors from all over the world. In addition they have given Color Television tremendous impetus by providing regular and impressive color programming.

The special ingredient that has given all television its great expansion and excitement has been the NBC Color Spectaculars. And the audience response has been unmistakable.
Since the new season began in September, Nielsen ratings* show:

More than 11 million families watching the average Spectacular — almost double the audience of the average evening network program.

Seven Spectaculars with Top Ten-sized audiences during the six rating periods.

More homes tuned to NBC — an average of 649,000 more homes than the second network, with its average nighttime program.

In every rating period, more Top Ten shows from NBC than any other network.

NBC's program leadership has made it a most exciting year for the television audience. And a most profitable year for advertisers.

go
where
the
money
is!

Here's a first-class axiom for anyone with something to sell. And this Ohio River Valley is a first-class market to sell in—thanks to a happy combination of industrial bustle, supplying the world with a list of products almost as long as the heavily-loaded freight trains that carry them away.

But the most important product is the money all this activity generates... money shared lavishly with skilled workers on the ever-growing payrolls.

The money is here, all right! To get to it, you need only the help and persuasive power of three highly-respected salesmen, welcomed daily into the homes of Ohio River Valley money-makers. Together, they pack a triple wallop; individually, each has a record of results no advertiser can afford to ignore.

If you want your share of this vast buying power, go where it is! WSAZ-TV, teamed up with radio stations WGKV and WSAZ, will take you there faster, more effectively, at lower cost, than any other media combination in this whole money-loaded market!
RADIO’S 1954 TIME SALES BELOW ’53 ALL-TIME HIGH

The total: $458,389,000. A slight gain in local billings was not enough to compensate for drop in network and spot business. The decline was the first in total volume since 1938, B•T survey shows.

FOR the first year in 16 and the second in all radio history total time sales by the nation’s radio stations and networks during 1954 failed to hit a new all-time high. The combined radio station-network net sales of $453,285,000 for the year fell 5% short of the $477,206,000 net sales for 1953, which stands as the all-time record for yearly radio business.

These figures are for net time sales, after all frequency and promotional discounts but before the deduction of commissions to agencies, sales representatives and other sales expenses. On a gross basis, with time sales figured at the one-time rate before any discounts of any kind, radio stations and networks did a combined business in 1954 of $715,146,000.

The 1954 radio time sales figures are estimates, of course (the official figures, compiled each year by the FCC, will not be available for many months to come). These estimated figures of last year’s radio business were compiled by Broadcasting • Telecasting for the 1955 Broadcasting Yearbook and Marketbook (see box, page 28) going in the mails next week. They were arrived at by use of a B•T formula which has proved highly accurate year after year since its development more than a decade ago by Dr. Herman Hettinger, noted economist.

Radio’s time sales were off last year from the year before in every category except local business, which added an estimated $1 million to its 1953 total for a gain of 0.4%. Radio networks continued their downward trend of the last six years, reduced time charges and increased discounts making the loss in network revenue far greater than the decline in the number of sponsored network hours. Spot time sales also were off 5.9% last year, the first time in the 20 years that sales records have been kept that spot business failed to surpass the volume of the previous year. Regional networks likewise suffered a decline, for the third consecutive year, but this business accounts for only 1% of the overall radio total.

Television is credited, or blamed, with the responsibility for most of radio’s loss of business, the theory being that many advertisers prefer to use the broadcast medium that offers sight as well as sound than the one with sound only. Be that as it may, television prospered mightily in 1954. A preliminary estimate made by TVB puts tv’s net time sales, station and network combined, at $715 million, better than 36% ahead of the 1953 net of $384.5 million.

TVB breaks down its estimate as follows: tv networks—$242 million; tv spot—$148 million; tv local—$120 million, emphasizing that these are preliminary figures.

Other advertising media last year also topped their 1953 totals but by narrower margins than those which separated 1953 and 1952 billings.

Newspapers, in 1954, had national advertising billings at $625-630 million, up from $601 million for 1953. The increase for the year, however, is far less than the $75 million which separated the 1953 total from the $526 million of national advertising in newspapers in 1952. These figures, it should be noted, cannot be compared to the radio total of $453 million, for two reasons. First, they are calculated at the one-time rate, without any discount.
of any kind. Second, the newspaper figure covers national advertising only and excludes all local space sales.

Magazines in 1954 did a gross business of $605 million, according to estimates made by Publishers Information Bureau. This is an increase of $65 million over the 1953 gross of $599 million, but that total was $45.5 million above the 1952 figure, indicating that magazines, like newspapers, suffered a considerable slowdown in their rate of growth during last year.

The magazine figures are calculated at the one-time gross rate, before any discount of any kind, and so are comparable to radio's gross billings of $715 million. It is significant that even with its losses, radio as a medium passed 18.2% higher last year than magazines.

Direct Mail last year amounted to $1,329,000,000, according to an estimate of the cost of producing and mailing this type of advertising made by Direct Mail Advertising Assn., which reported that the 1954 figure represents a 6% increase over the 1953 total.

The accompanying table, comparing 1954's net radio time sales for national, regional, and local networks, shows the relative increase of the three types of radio business. The table shows a total increase of nearly 20% over the 1953 total.

The nationwide radio networks, for example, in 1940 accounted for 45.5% of all radio business. By 1953, these networks had reached their peak, according to the study, and the percentage of the industry total had dropped to 32.1%. In 1953 they did 19.5% of the total radio business and last year only 16.8%.

Meanwhile, local radio business was reversing the national network trend and becoming an increasingly important part of the total. In 1940, local business brought in 28.7% of radio's total revenue. By 1954, it accounted for 32.1%; by 1953 for 52.2%, and last year for 55.3%.

Spot and regional network advertising have maintained more consistent relationships to the whole body of radio business. Spot business was 23.8% of the total in 1940, 25.1% in 1948, 27.2% in 1953 and 26.9% last year. Regional network business has stayed between 1% and 3% of the total throughout.

### NIGHTTIME RADIO IS SOUND BUY—NBC

**BELIEF that nighttime radio is a “weak sister” and a poor advertising vehicle is challenged sharply in a survey conducted by Daniel Starch & Staff and released last week by Hugh M. Beville, NBC director of research and planning.**

Some highlights of the study are:
- Some 56,250,000 people listen to radio on an average weekday night.
- Some 31,015,000 listen to radio two hours or more on an average weekday night.
- In the Northeast, where TV saturation is high, evening radio reaches more than one out of every two families of average age. Special evening radio spots in cities with over 500,000 population—TV's main stronghold—evening radio had 9,675,000 listeners on an average night.
- In the biggest markets in the country, radio reaches 36.7% of all persons over 10 on an average evening, and in the rest of the country reaches about one out of every two individuals.

In a special news conference last Thursday, William H. Fineshriber Jr., vice president in charge of NBC Radio, declared the results of the study should help dispel the uncertainty surrounding the size and quality of radio's audience. He stressed the study was designed to boost radio in general, not merely network radio or NBC radio.

Mr. Fineshriber traced the background of the study, pointing out that Starch regularly conducts surveys to obtain projectable information with regard to the characteristics and purchasing habits of radio listeners. At NBC's request, Starch integrated the following questions on radio listening and tv viewing into its regular questionnaire:

> "During an average weekday evening, between 6 p.m. and midnight, how many hours do you spend listening to radio? How many hours do you spend watching tv?"

The study was conducted from November 1953 through March 1954 and consisted of interviews with 16,000 pre-selected individuals living in 13,100 pre-selected households.

An NBC presentation built around the survey points out that its results coincide closely with surveys made by other research firms. The study, NBC said, adds weight to the view that the radio audience is divided into men and women in about the same proportion as the whole population, with about 27,110,000 males over 10 and 29,159,000 females over 10 tuned into radio at an average night. Similarly, it was pointed out, evening listeners are of all ages, with nighttime listening by the 10-17 group amounting to 50.7% of all individuals in that age bracket; 18-24 group, 50.9%; 25-35 group, 40.1%; 36-45 group, 40.4%; 46-55 group, 45.4% and 56 and over, 52.0%.

The study indicates that radio penetrates into every education group, pointing out that average nighttime listeners are highly and becoming increasingly well educated. 47.5% listened to nighttime radio; high school, 43.0%, and college, 47.1%.

**Evening radio, the study reveals, reaches 16,742,000 housewives or 43.1% of all housewives in the nation on an average night.** On the same basis, evening radio is heard by 5,238,000 "working marrieds," or 45.9%; 2,497,000 single women 18 and over, or 56.0%, and 4,673,000 girls 10-19, 52.5%.

The survey reports that the median income for non-farm evening radio listeners is $4,030, an income said to be within 10% of the national average. Some 20,240,000 of the listeners earn an average night on an average average; 20% of all households with incomes above the national non-farm median.

Among farm families, evening radio listeners have on average 10% higher than average farm incomes, according to the study. It shows that 39.4% were in households with above-average incomes; 39.2%, households with average incomes, and 21.4%, households with below-average incomes.

Other pertinent data cited in the NBC-Starch study: of the 56,250,000 radio listeners, 37,597,000 did not watch tv at all on an average weeknight night; 43,046,000 did not read a current issue of the four major weekly magazines, and 40,174,000 did not watch daytime tv. Four out of five radio listeners live in private homes, said to be higher than the national average; 74% of all households own at least one automobile; and evening radio households are above the national average for expenditures for food and groceries, running up an annual food bill of more than $20 billion.

NBC claimed that the study shows that an advertiser can cover 56.8 million house-
TIMEBUYER ASKS MORE ACCURATE DATA FROM STATIONS SERVING NEGRO MARKETS

Madeleine Allison of the Deutsch agency starts ruckus at RTES luncheon with charge that most such stations fail to provide reliable or accurate coverage information.

A SPIRITED discussion of the Negro radio market, keyed by a timebuyer’s complaint that a large proportion of stations which program for the Negro audience fail to provide “reliable and adequate” coverage information on the market they serve, took place Thursday at a Radio & Television Executives Society luncheon in New York.

A surprise turnout of timebuyers, station people and station representatives, that topped the 75 people expected, sustained high interest at the meeting held at the Roosevelt Hotel.

Madeleine Allison, timebuyer for Herschel Z. Deutsch, New York, while noting that she did not propose “an indictment of all stations which program to the Negro audience,” charged that a “very large proportion” of more than 300 Negro radio stations in supplying their sales representatives with accurate, believable information.

“Sometimes the information is incomplete or inaccurate because the station manager isn’t smart enough to send it on—but sometimes, and I hate to say this, it’s too smart to send it on,” she declared.

Buying Negro radio time, Miss Allison said, entailed making a study of a coverage map, a set of ratings and a slide rule. She stressed the “vital factor of proof of audience.”

Noting that the “traditional yardstick of the traditional timebuyer is the rating survey report,” she pointed out that there are times when such reports for the timebuyer of Negro radio and that “in far too many cases the reports are more interesting than reliable.”

Flow in Survey

In attacking the reliability of some Negro radio rating reports, Miss Allison pointed to a survey taken in 300 homes in a 250,000 population area, wherein telephone exchanges did not reveal whether white or Negro homes were being called.

She also emphasized that “when I want to reach a specific type of audience, I want a specific type of program. Some programs need the ‘sincere’ and mature gospel type audience and some would do better in a rhythm and blues program. Few salesmen have ever bothered to find out what programs actually are, and when they do try, can’t get the information from the stations.”

In addition to underscoring the need for better and more information from stations, Miss Allison said there’s need always for information about other stations in the same market, “primarily as a key to the extent of the competition for this limited audience in the time being considered.” She said if the sales representative cannot supply the facts, “it is almost impossible to find out any other way.”

Miss Allison also urged stations, and/or their representatives, to supply information on the number of advertisers in a program segment. Why, she asked, that if there are the usual long-winded commercials for 12 local advertisers in a 45-minute segment, my client’s message is going to feel a little cramped.

“Long-winded spotting is not too common in this field. So if the station is reluctant to reveal the number (and names) of the local accounts in a particular program, I’m reluctant to buy it.”

Miss Allison summed up by noting that com-

A CERTIFICATE OF MERIT is awarded to Kenyon & Eckhardt by The Advertising Council for the agency’s creation of the public service advertising for the “Engineers Wanted” campaign. L to r: Stuart Peobody, chairman of the board, The Advertising Council; William S. Stockdale, assistant supervisor of the campaign for K&E; and George T. C. Fry, vice president of the agency and supervisor of the campaign took force.

NAA Saturates 11 Cities

NORTH AMERICAN AIRLINES, New York, is spending more than $1 million in a heavy saturation type spot announcement campaign in eleven cities on approximately 22 radio stations. Campaign scheduled at various dates in January and February.

The station spots are for 52 weeks. Agency is Van Wood-Fisher, New York.

sentatives are making the mistake of consider-

ing the entertainment value a Negro station can provide and that its effectiveness “stops there.”

Other speakers were George W. Goodman, director of news and special events, WLW, New York, and J. B. Blayton Jr., WERD Atlanta general manager. A fourth scheduled speaker, Victor Bonnemere Jr., of the American Marketing Assn.’s New York chapter, was unable to appear. Joining the “panel” in his place, although not giving a formal address, was Harold F. Walker of WDIA Memphis. Joe Wootton of Interstate United Newspapers Inc. was moderator.

Mr. Goodman spoke on whether current Negro market programming is obsolete, which, he said, he took to mean the calibre of programming and not the “wisdom in specialized programming under any circumstances...” because programming to the Negro market is no more obsolete than radio itself; it depends directly upon the measure of service rendered.

Quick or Slow?

Most of Mr. Goodman’s speech hit out against what he called “the twilight zone of uncertainty” in which “many major advertisers... find themselves... whether to adhere to an objective of the ‘quick buck’ or to capture audiences with ‘constructive services.’ “Too many people,” he asserted, “have sought to sell commonplace programming, purely on the basis of sympathy.”

Mr. Goodman traced the rise of the Negro programming radio station, which, he said, sprouted in number as radio competition for sources of revenue heightened. Since that time and the programming of that day—use of records, occasional Negro disc jockeys, churches and organizations—the needs of the Negro have changed in his thinking and economic growth. The gist of Mr. Goodman’s talk was that radio programming beamed to the Negro audience must keep up with this change.

Mr. Blayton spoke on the Negro radio stations’ responsibility to the communities served. In entering the field of Negro programming, radio, he reminded, “has added several avenues of expression, reached additional markets... previously ignored and otherwise strengthened its position as a means of communication.”

Negro market radio, he said, must hold its value, he said, by enabling advertisers to reach a specific market without wasted coverage and by filling loopholes in general advertising campaigns which basically seek only mass audience.

Mr. Blayton stressed the responsibility to the community which Negro radio, through its growth and entrenchment, must offer in the field of controversy, as a sounding board to fact and understanding, as the source of new ideas.

He suggested Negro stations adhere to some form of control over musical selections, de-emphasis of crime sensationalism in children’s programs and ends of children’s programs. This responsibility to the community, he said, includes the buyers and sellers of goods and thus the stations should take care not to air false or misleading statements on quality, uses, availability or prices.
NEW YORK GRAND JURY PROBE
OF 'BAIT-SWITCH' ADS UNDERWAY

Wade’s Hollywood Office
Incorporates; Dwyer to Head

FORMATION of Wade Adv. Agency, Holly-
wood, as a separate corporation of Geoffrey
Wade Adv., Chicago, with Robert E. Dwyer
as executive vice president, effective tomorrow
(Tuesday), was announced last Monday.

Albert G. Wade II, executive director of
the Chicago firm, becomes president of the new
 corporation, which will handle the Miles Labs’
Baseline account. Baseline uses radio. Wade
in Chicago will take charge of administrative
and liaison details of Miles Labs, which is
located in Elkhart, Ind. The account’s billings
will be credited to Hollywood. Mr. Dwyer
has been manager Wade’s West Coast office
since 1941.

Other Wade clients in Hollywood include
Tappan Stove Co., Royal Nevada Hotel, See’s
Candy Shops, National Van Lines, Miles Cali-
ifornia Co., Joe Maggio Inc., Interstate Precision
Products Co., Idaho Peat Co., Durham Chemi-
cal Co. and Aireloom Bedding Co.

Spokesman said the account (and revenue)
was assigned to the new organization as a
“bonus” designed to put the agency on its feet.

Fineline buys TV Panel Show

FINELINE Div. of Sheaffer Pen Co., Chicago,
will sponsor a panel show titled Who Said That?
on ABC-TV, 9:30-10 p.m. Wednesday’s effec-
tive Feb. 2. The program will feature John
Daly as moderator, Pat Carroll, comedienne,
and Bob Considine, newspaperman, as per-
manent panelists. Guest panelists on the pre-
miere show will be Wally Cox and James C.
Hagerity, press secretary to the President.

The program is Fineline’s first venture
into network television advertising and will be
used exclusively to promote the firm’s family
of writing instruments. Russel M. Seds, Chi-
cago, is the agency.

California Packing Buys

CALIFORNIA Packing Co., San Francisco, has purchased $500,000 in participations on NBC-
TV’s Today, Home and Tonight shows, it was
announced last week by Roy Porteous, NBC
sales manager in charge of participating pro-
grams. The campaign is for the firm’s Del
Monte line of canned vegetables, fruit juices
and catsup at the rate of three participations
a week for 26 weeks. The agency which placed
the order is McCann-Erickson Inc., Los Angeles.

Nielsen Names David Traylor

DAVID A. TRAYLOR, former account execu-
tive in the cooperative program sales depart-
ment of MBS, has joined the A. C. Nielsen Co.
as sales service executive handling the Nielsen
Station Index.

In announcing Mr. Traylor’s ap-
pointment, William R. Wyatt, vice presi-
dent of Nielsen, ex-
plained that “the
large number of sub-
scribers to the Niel-
son Station Index

NETWORK NEW BUSINESS
Lever Bros., Co., N. Y., for Rinto Soap, starts
cosponsorship of weekly, half-hour The
Whirler dramatic series on 21 Columbia Pa-
lace Radio Network stations, for 52 weeks
from Feb. 5. Agency: Ogilvy, Benson &
Mather, N. Y.

SPOT NEW BUSINESS
Norway Sardines, Stavanger, Norway, buying
one-minute spots for 40 weeks in 14 radio
markets starting mid-February. Agency: Mc-
Cann-Erickson, N. Y.

Nestle Co. White Plains, N. Y., makers of both
Nestle’s Instant Coffee and Nescafe, is
introducing Nestle’s Instant Coffee on West
Coast and no Nescafe as erroneously reported
in B+T last week. Agency for both products:
Bryan Houston Inc., N. Y.

AGENCY SHORTS
J. M. Hickerson N. Y., elected to Ameri-
can Assn. of Adv. Agencies.

Srago Adv., Oklahoma City, elected to Ameri-
can Assn. of Adv. Agencies.

A&A PEOPLE
Edward H. Welten, vice president, and director
and president of research and development labs,
Bulova Watch Co., Flushing, N. Y., appointed
president, Gruen Watch Co., Cincinnati,
succeeding Morris Edwards, resigned and remain-
ing in senior advisory capacity.

Henry W. Lowe and L. E. Miller, Lennen &
Newell, N. Y., appointed senior vice presidents
and management account supervisors.

Andrew J. Shepard, Grant Adv., Chicago, ap-
pointed vice president and assistant to president.

Kenneth M. Hill, vice president, Aubrey, Fin-
lay, Marley & Hodgson Inc., Chicago, elected
to board of directors.

Robert C. Chapin, secretary, Arndt, Preston,
Chapin, Lamb & Keen, Phila., appointed ac-
count supervisor; Bertram A. Tunnel and
Emmett B. Faub, assistant account managers,
appointed account managers; James S. Croth-
ers appointed assistant account manager.

John J. Steeves appointed general sales man-
ger, toiletries div., Helene Curtis Industries,
Chicago.

J. Ken Verden, formerly Dial soap and shampoo
brand manager, soap div., Armour & Co.,
Chicago, appointed advertising brand manager,
Carnation Co., Chicago.

Mr. Miller
Mr. Lowe

No Charge
UNEXPECTED newspaper advertising was received by ch. 5 KCSJ-TV Pueblo,
Colo., in a perfume ad carried by the
Pueblo Chief-ain-Star Journal. The ad-
vertisement, for Chanel No. 5 perfume,
showed a drawing of a Chanel bottle with a “Channel No. 5” label. The news-
paper received congratulations from the station for the gratuitous bit of promo-
tion, KCSJ-TV reports.

(coffee, pound cake, cheese cake), Chicago; Kenneth Harris and James Griffin named di-
visonal sales managers.

Herbert Fried, formerly with Foote, Cone &
Belding, Chicago, appointed resident account executive, newly-opened Balti-
more office, W. B. Doner & Co., Be-
timore, to service account of National Brewing Co., Balti-
more.

Wallace O. Laub, as-
assistant advertising
manager, Turco
Products Inc. (in-
dustrial chemicals),
L. A., to Abbott Kimball Co. of Calif., same
city, as account executive.

Frank D. O’Sullivan, district representative,
Norge Div., Borg-Warner Corp., Chicago, ap-
pointed eastern division sales manager.

John L. Rose, in charge of communications and
publicity dept., Burroughs Corp. (adding
machines), Detroit, additionally appointed as-
istant director, public relations division.

Robert J. Piggot, advertising director, Grove
Labs Inc. (hair preparations), St. Louis, resigns
effective March 1.

H. M. Feine, formerly vice president in charge of
this and public relations, Julian Gross Adv.
Agency, Hartford, Conn., appointed director of
copy, public relations dept., Wilson, Haight,
Welch & Grover Inc., same city.

Bob Carter, formerly copy chief, Factor-Breyer
Inc., L. A., to Julian Bezel & Assoc., same city,
as production manager; Kent Anthony to agency
as office manager.

John V. Tracy, account executive, Fuller &
Smith & Ross Inc., Cleveland, appointed to
newly-created position, new business manager.

Mark Lansburgh, account executive, West-
Marquis Inc., L. A., and Joyce Oldham Lans-
burgh, correspondent and feature writer, Pasa-
dena (Calif.) Star-News, form Lansburgh &
Oldham, Santa Barbara, Calif., advertising and
public relations firm, with offices at 123 El Pas-
oe.
TIMEBUYER ASKS MORE ACCURATE DATA FROM STATIONS SERVING NEGRO MARKETS

Madeleine Allison of the Deutsch agency starts ruckus at RTES luncheon with charge that most such stations fail to provide reliable or accurate coverage information.

A SPIRITED discussion of the Negro radio market, keynoted by a timebuyer's complaint that a large percentage of stations which program to the Negro audience fail to provide "reliable and adequate" coverage information on the market they serve, took place Thursday at a Radio & Television Executives Society luncheon at the Sherry-Netherland.

A surprise turnout of timebuyers, station people and station representatives, that topped the 75 people expected, sustained high interest at the meeting held at the Roosevelt Hotel.

Madeleine Allison, timebuyer for Herschel Z. Deutsch, New York, while noting that she did not propose "an indictment of all stations which program to the Negro audience," charged that a "very large proportion" of more than 300 such stations are remiss in supplying their sales representatives with accurate, believable information.

"Sometimes the information is incomplete or incorrect because the station manager isn't smart enough to send it on—but sometimes—and I hate to say this, he's too smart to send it on," she declared.

Buying Negro radio time, Miss Allison said, entails more than the study of a coverage map, a set of ratings and a slide rule. She stressed "the vital factor of proof of audience."

Noting that the "traditional yardstick of the traditional timebuyer is the rating survey report," Miss Allison asserted there are too few such reports for the timebuyer of Negro radio and that "in far too many cases the reports are more interesting than reliable."

Flow in Survey

In attacking the reliability of some Negro radio rating reports, Miss Allison pointed to a survey taken in 300 homes in a 250,000 population city and another wherein telephone exchanges did not reveal whether white or Negro homes were being called.

She maintained that "when I want to reach a specific type of audience, I want a specific type of program. Some products need the 'sincere' and mature Gospel type audience and some would do better in a rhythm and blues program. Few salesmen have ever bothered to find out what programs actually are, and when they do try, can't get the information from the stations."

In addition to underscoring the need for better and more information from stations, Miss Allison said there's need always for information about other stations in the same market, "primarily as a key to the extent of the competition for this limited audience in the time being considered." She said if the sales representative cannot supply the facts, "it is almost impossible to find out any other way."

Miss Allison also urged stations, or their representatives, to supply information on the number of advertisers in a program segment.

"You see, it occurs to me that if there are the usual long-winded commercials for 12 local advertisers in a 45-minute segment, the client's message is going to feel a little cramped."

"Let's face it. Double spotting is only too common in this field. So if the station is reluctant to reveal the number (and names) of the local spots out of a particular program, I'm reluctant to buy it."

Miss Allison summed up by noting that competition in the Negro radio field is increasing and with this step-up "over-programming is spreading into the environment."

If the timebuyer's judgment is "impeded by poor information," she warned, confidence in the timebuyer wanes as the means for "reaching the greatest possible number of potential customers for our clients."

If this should impair sales results, she said, "we must come to the conclusion that maybe there isn't any real need for Negro radio."

Miss Allison was the recipient of a rash of questions which broke out among her listeners after the speakers had finished their prepared talks. Some of the station representatives in the audience took issue with her remarks on coverage data. While admitting that timebuyers of Negro programming are primarily interested in urban areas [most station coverage maps cover the heavily populated areas within "primary" signal area], Miss Allison asserted she has found instances where signals do not get into urban area sections where most of the Negro population is concentrated.

She agreed with a salesman's suggestion that superimposition of color breakdown on a station coverage map would help.

Miss Allison's employer, Mr. Deutsch, who was in the audience, answered one of the timebuyer's questions—on "double spotting"—by tracing program habits of certain Negro radio stations on which the disc jockey talks through three or more commercials, thus requiring the outlets to air the commercials back-to-back.

The popularity disc m.c., he said, could well be described as the Frankenstein of these stations.

John Pearson, president of his station representation firm, asked Miss Allison if she would not agree that top ratings of at least one station (WDIA Memphis) could not be attributed to the fact that there was support of white listeners as well as the fact that the entertainment is good.

Miss Allison said she agreed that the fact that a station is all Negro doesn't in itself make it the best buy.

Another individual charged that many representa-

tives are making the mistake of considering the entertainment value a Negro station can provide and that its effectiveness "stops there."

Other speakers were George W. Goodman, director of news and public affairs, WLW New York, and J. B. Blayton Jr., WERD Atlanta general manager. A fourth scheduled speaker, Victor Bonnemere Jr., of the American Marketing Assn.'s New York chapter, was unable to appear. Joining the "panel" in his place, although not giving a formal address, was Harold F. Walker of WDIA Memphis. Joe Wootton of Interstate United Newspapers Inc. was moderator.

Mr. Goodman spoke on whether current Negro market programming is obsolete, which, he said, he took to mean the calibre of programming and not the "wisdom in specialized Negro listening under certain circumstances because programming to the Negro market is no more obsolete than radio itself; it depends directly upon the measure of service rendered."

Quick or Slow?

Most of Mr. Goodman's speech hit out against what he called "the twilight zone of the mathematical and statistical techniques of timebuyers who try, can't fail to provide anything," that is, whether to adhere to an objective of the "quick buck" or to capture audiences with "constructive services."

"Too many people," he asserted, "have sought to sell commonplace programming, purely on the basis of sympathy."

Mr. Goodman traced the rise of the Negro programming radio station, which, he said, in his opinion number of stations for Negroes to reach number of stations for Negroes to reach revenue heightened. Since that time and the programming of that day—use of records, occasional Negro disc jockeys, churches and other stations—the market has been changed in his thinking and economic growth.

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Mr. Blayton spoke on the Negro radio station's responsibilities to the community served. In entering the field of Negro programming, radio, he reminded, "has added several avenues of reach, additional markets . . . previously ignored and otherwise strengthened its position as a means of communication."

Negro market radio has demonstrated its value, he said, by extending each to reach a specific market without wasted coverage and by filling loopholes in general advertising campaigns which basically employ general media.

Mr. Blayton stressed the responsibility to the community which Negro radio, through its growth and entrenchment, must offer in the field of controversy, as a sounding board to facilitate understanding and as the introducer of new ideas. He suggested Negro stations adhere to some form of control over musical selections, de-emphasis of crime sensationalism in newscasts and careful supervision of children's programs. This responsibility to the community, he said, falls on all the sellers of goods and thus the stations should take care not to air false or misleading statements on quality, use, availability or prices.

NAA Saturates 11 Cities

NORTH AMERICAN AIRLINES, New York, is spending more than $1 million in a heavy saturation type spot announcement campaign in eleven cities on approximately 22 radio stations. Campaign started at various dates in January. Contracts are for 52 weeks. Agency is Van Wood-Fischer, New York.
NEW YORK GRAND JURY PROBE
OF 'BAIT-SWITCH' ADS UNDERWAY

Radio tv executive later Judge Leibowitz view that telemarketers knowingly allow sellers to continue after fraud is disclosed, they are equally guilty. While attorneys evidence of public hearing, they feel most stations are innocent.

GRAND JURY investigation into “baat-and-switch” advertising on New York area radio and television stations was launched in Brooklyn last week when Kings County District Attorney Edward S. Silver had notified him that “pitchmen” on radio and tv annually are fleecing thousands of householders of millions dollars through fraudulent advertising. [B&T, Jan. 24].

Mr. Silver appeared before the grand jury last Monday and stated that he has amassed documentary evidence over the past eight months, but emphasized that the vast majority of broadcasters are innocent of fraudulent practices.

Mr. Silver invited broadcasters to attend a meeting on Thursday and at that time said he wanted only to bring the situation to their attention. N. J. Herb Green, operations director, was the feeling of some broadcasters at the meeting that newspapers also were guilty of carrying “pitch” advertising, and radio and tv were being abused unduly. Several spokesmen voiced the opinion that it was difficult to draw the line on the precise point advertising ventured into the realm of pitch.

There was no indication at the meeting with Mr. Silver that another session with the broadcasters would be scheduled.

In charging the grand jury last Monday, Judge Leibowitz said insofar as fraudulent advertising is concerned, there are three applicable sections of the penal code under which violators could be prosecuted. He said they referred to fraud, larceny and conspiracy. He warned the radio and television industry this way: “Let us assume that a tv or radio station permits a fraudulent commercial, and it is called to their attention that the commercial is a fake. If the station, when put on notice, continues to afford the culprit the use of their facilities, those in charge at the station are equally guilty.”

Judge Leibowitz said the penal code prescribes fines as high as $500 and jail terms of one to three years for violators of the sections on advertising in the penal code. He added: “You should not impugn the integrity of the broadcasting industry. You are entitling on a grave matter and should substitute suspicion for proof.”

Broadcasting executives who heard the charges to the grand jury were: Mel Stack, assistant treasurer, WNEW New York; Fred Barr, program manager, WWRL Woodside, L. I.; Charles Baltin, vice president, WHOM New York; Charles Scully, operations manager, WPAT General Manager; WICB New York; Hirsh Green, operations director, WAAT Newark, N. J.; Thomas Morgan, director of special events, WOY New York; Don Ball, director of editing, CBS Radio; Theodore Leder, sales manager, WMCA New York; Jacob Biraben, vice president, WINS New York; Leon Goldstein, vice president, WMCA New York, and H. A. Carlborg, CBS-TV director of editing.

ADAM HATS, through its agency, Friend Reiss Advertising, signs with WINS New York for one-minute spot announcements preceding the Yankee baseball games for the 1955 season. Approving the agreement are (l to r); Harold Reiss of Friend Reiss; Lewis M. Cowen, executive vice president of Adam Hat Stores Inc. and Bob Leder, WINS general manager.

Hotpoint Plans $3 Million For 1955 Radio-Television

NETWORK television and spot radio-tv will be used by Hotpoint Inc. and its dealer-distributors in 1955 as part of a $3 million sales program heralding its 50th anniversary. John F. McDaniel, vice president in charge of marketing, estimated broadcast shares, with factory and dealer money, probably will reach about $3.8 million.

Hotpoint will retain its alternate-week sponsorship of Ozzie & Harriet on ABC-TV and encourage local buyers to buy spot participation or programs. Dealers sponsor weather, football and other type tv shows in scattered markets throughout the year. Mr. McDaniel said Hotpoint also will screen special events available on tv. The firm, formerly sponsor of Ozzie & Harriet on ABC Radio, has dropped network radio this year for added markets on the network tv show and not because of dissatisfaction with the medium, Mr. McDaniel reported.

Hotpoint reported a 50% sales boost for the last six months of 1954 over a similar period in 1953, with the overall year’s sales up 10%.

Army Invites Agency Bids To Handle $1 Million Budget

NEGOTIATION of an anticipated $1 million national advertising contract for the U. S. Army Recruiting Service during fiscal 1956 will take place within the next five months with the contract to be awarded by July 1, the Army has announced.

Questions raised by competing agencies will be answered at a briefing Feb. 8 in the Pentagon. Award of the contract is limited to agencies with an annual billing of $5 million or more.

The Army recruiting promotion contract, currently about $1 million, has been renewed annually with Dance-Fitzgerald-Sample, New York, with no competitive bidding, since 1952. Questionnaires are being mailed to eligible agencies, with a deadline of Feb. 21 for replies. The contract is for one year. Correspondence should be addressed to: The Adjutant General, Dept. of the Army, Washington 25, D. C. Attention: AGSN.

Nielsen Ratings

Two Weeks Ending Dec. 25, 1954 (Radio)

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<tr>
<th>Rank</th>
<th>Program</th>
<th>Network</th>
<th>Homes</th>
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<tbody>
<tr>
<td>1.</td>
<td>I Love Lucy (CBS)</td>
<td>CBS</td>
<td>14,759</td>
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<tr>
<td>2.</td>
<td>Max Liebman Presents (NBC)</td>
<td>NBC</td>
<td>14,589</td>
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<td>3.</td>
<td>Jackie Gleason Show (CBS)</td>
<td>CBS</td>
<td>13,641</td>
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<td>4.</td>
<td>Top of the Town (CBS)</td>
<td>CBS</td>
<td>12,137</td>
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<td>5.</td>
<td>Dragnet (NBC)</td>
<td>NBC</td>
<td>12,024</td>
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<td>6.</td>
<td>Bully Berle Show (NBC)</td>
<td>NBC</td>
<td>12,343</td>
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<tr>
<td>7.</td>
<td>You Bet Your Life (NBC)</td>
<td>NBC</td>
<td>12,063</td>
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<td>8.</td>
<td>Diners Club (ABC)</td>
<td>ABC</td>
<td>11,879</td>
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<td>9.</td>
<td>Martha Raye Show (NBC)</td>
<td>NBC</td>
<td>11,059</td>
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<td>10.</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>NBC</td>
<td>11,566</td>
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<td>10.</td>
<td>Fraud &amp; Shrewd (NBC)</td>
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Copyright 1955 by A. C. Nielsen Co.
G-F, CAMPANA BUY CBS RADIO SHOWS

New business reportedly worth $2,950 million a year credited to 'strip' programming idea.

SALES representing approximately $2,950,000 in gross annual billings were reported last week by CBS Radio.

General Foods Corp. bought the Wednesday and Friday segments of the Bing Crosby series (Mon.-Fri., 9:15-10 p.m. EST), starting this week; and the Tuesday portions of Wendy Warren and the News (12 noon to 12:15 p.m. EST), effective tomorrow (Tues.), and the Galen Drake program on Saturday evening (10:05-10:10 p.m. EST), effective next Saturday. Young & Rubicam, New York, is the agency.

Campana Sales Co. bought the Rosemary Clooney musical program on Thursday nights, 9-9:15 p.m. EST, effective March 3, and also bought into the Tennessee Ernie series (Mon.-Fri., 7-7:30 p.m. EST) on Fridays, starting March 4. Campana also co-sponsors, with Philip Morris & Co., My Little Margie on CBS Sundays at 8:30 p.m. EST. Agency for Campana is Wallace-Ferry-Hansly Co., Chicago.

John Karol, vice president in charge of network sales for CBS Radio, hailed the General Foods purchase as "the kind of move that can make radio advertising a more attractive medium for general business growth." He said that the General Foods purchase should add substantially to the network's revenue in the near future.

15% Increase in Billings Reported by NL&B, Chicago

NEEDHAM, LOUIS & BRORBY, Chicago, last week reported nearly a 15% increase in overall advertising billings and a sizable boost in net profit for the fiscal year ended Nov. 30, 1954.

The agency announced billings of $28,993,000, an increase of $4,400,000 over 1953, and net profit of $303,400 compared to $221,600 the previous fiscal year. While no figures were given on broadcast billings, NL&B is credited with an estimated $11.9 million in that media, accounting for 41% of all billings during the 1954 calendar year and an increase of $900,000 in radio-tv over 1953 (B&T, Dec. 20, 1954).

Payments representing 15% of the salaries of participants in the employees' profit-sharing plan were announced to nearly 320 employees at the agency's annual meeting. Over half of its employees hold shares of common stock in the organization.

Needham, Louis & Brorby is celebrating its 30th anniversary and its officers—President Maurice H. Needham and Vice Presidents John J. Louis and Melvin Brorby—predicted 1955 would be "favorable" in billings, surpassing last year's record mark.

Coffee Jingle Sparks Contest

REQUESTS from listeners of WIKK Erie's Western Roundup radio program for repeat performances of a commercial jingle touched off a promotional effort that involved the station, the advertising agency, the recording company, local newspapers and theatres, and the jingle's talent.

It started several months ago when "Yoda" Jim Hurley, disc m.c. of the WIKK program, wrote Bryan Houston Inc., New York, agency for Nescafe, that the jingle for the product was one of the most popular songs among station listeners. He asked if he could be furnished the name of the unidentified singer of the commercial because he planned to run a contest in which listeners would identify the artist.

Jules Bundagis, radio sales manager of Bryan Houston Inc., referred the query to Goldswan Productions, New York, producers of the Nescafe musical commercial series, which identified the singer as Bernie Knee, part of the Smith Brothers Quartet. The promotional project thereby picked up momentum, with Bryan Houston offering a case of Nescafe for "Texas" Jim's contest and Goldswan arranging for the quartet to make an appearance in Erie at the end of the contest.

In Erie, WIKK enlisted the aid of Nescafe salesmen, local newspapers, a local department store, various theatres and night clubs to stimulate interest in the contest. The promotion generated so much enthusiasm and so many entrants that the case of Nescafe, designated for a single winner, had to be divided among several contestants.

Charles R. Kimney, station manager of WIKK, summed up his reaction in a letter to Bryan Houston in this fashion: "The Smith Brothers Nescafe promotion was a tremendous success. These boys were jumping all day . . . we never had a nicer group to work with . . . I sincerely hope that at some later date, we will be able to work out another promotion for Nescafe and the Smith Brothers."

Four Sign for Participations On CBS-TV's 'Morning Show'

SIGNING of new sponsorships and a renewal order, totaling 158 participations in all, have been signed for The Morning Show by CBS Television. The new sponsors are Revlon Products Corp.; Hoover Co.; Kendall Co. for Blue Jay products, and Mullins Mfg. Corp. for Youngstown Kitchens. Renewal order is for the Crane Co. in dealing equipment and plumbing fixtures concern.

The agency for Revlon is William H. Weintraub & Co., which purchased 104 participations for its client, effective Feb. 9. Leo Burnett Co., Chicago, handles both the Hoover and Kendall accounts. The contract for Hoover covers five participations starting April 18 and Kendall has purchased 12 participations beginning April 14. Mullins, through French & Dorrance, Detroit, will sponsor one participation Feb. 25.

The Crane renewal is for 26 participations starting Feb. 22. The new business also includes Panorama Pacific, CBS-TV's West Coast version of The Morning Show.

Philip Morris Elects Five

ELECTION of Joseph F. Cullman III, vice president of Philip Morris & Co. Ltd., as executive vice president, has been announced by O. Parker McComas, president of the company.

Leonard G. Hanson, senior vice president, has resigned as treasurer but will remain in charge of overall financial policy for the firm.

Other Philip Morris executives elevated are: Robert Roper, director of personnel, to vice president in charge of industrial relations; Dr. Robert N. DaPuis, director of research, to vice president in charge of research, and John Cookman, vice president, Benson & Hedges Div., to vice president in charge of organization planning and controls. Chandler H. Kibbee, formerly secretary and assistant treasurer, was elected secretary and treasurer.

Agency Appoints Shelby

APPOINTMENT of James C. Shelby, formerly radio-tv director and account executive at McCann - Erickson Inc., Chicago, as vice president and tv director of MacFarland, Aveyard & Co., same city, was announced Tuesday by Hays MacFarland, board chairman of the agency. He assumes his new duties today (Tuesday).

Mr. Shelby had been associated with McCann - Erickson Inc. for 14 years during which time he serviced the Standard Oil Co. (of Indiana), International Harvester, Swift & Co., Maytag, Milnot and other accounts.

January 31, 1955 • Page 31
Wade's Hollywood Office Incorporates; Dwyer to Head
FORMATION of Wade Adv. Agency, Holly-
wood, as a separate corporation of Geoffrey
Wade Adv., Chicago, with Robert E. Dwyer
as executive vice president, effective tomor-
row (Tuesday), was announced last Monday.
Albert G. Wade II, executive director of the
Chicago firm, becomes president of the new
company, which will handle the Miles Labs'
Bactine account. Bactine uses radio-tv. Wade
in Chicago will take charge of administrative
and liaison details of Miles Labs, which is
located in Elkhart, Ind. The account's billings
will be credited to Hollywood. Mr. Dwyer
has been manager Wade's West Coast office since
1941.
Other Wade clients in Hollywood include
Tappan Stove Co., Royal Nevada Hotel, See's
Candy Shops, National Van Lines, Miles Cali-
fornia Co., Joe Maggio Inc., Interstate Precision
Products Co., Idaho Peat Co., Durham Chemi-
cal Co. and Aireloom Bedding Co.
Spokesmen said the account (and revenue)
was assigned to the new organization as a
"bonus" designed to put the agency on its feet.

Fineline Buys TV Panel Show
FINELINE Div. of Sheaffer Pen Co., Chicago,
will sponsor a panel show titled Who Said That?
on ABC-TV, 9:30-10 p.m. Wednesday's effec-
tive Feb. 2. The program will feature John
Daly as moderator, Pat Carroll, comedienne,
and Bob Costas, newspaperman, as per-
manent panelists. Guest panelists on the pre-
miere show will be Wally Cox and James C.
Hagerty, press secretary to the President.
The program is the Fineline's first venture
into network television programming and will be
used exclusively to promote the firm's family
of writing instruments. Russel M. Seeds, Chi-
cago, is the agency.

California Packing Buys
CALIFORNIA Packing Co., San Francisco, has
purchased $500,000 in participations on NBC-
TV's Today, Home and Tonight show, it was
announced last week by Roy Porteous, NBC
sales manager in charge of participating pro-
grams. The campaign is for the firm's Del
Monte line of canned vegetables, fruit juices
and catup at the rate of three participations a
week for 26 weeks. The agency which placed
the order is McCann-Erickson Inc., Los Angeles.

Nielsen Names David Traylor
DAVID A. TRAYLOR, former account execu-
tive in the cooperative program sales depart-
ment of MBS, has joined the A. C. Nielsen Co.
as sales service executive handling the Nielsen
Station Index.
In announcing Mr. Traylor's ap-
pointment, William R. Wyatt, vice presi-
dent of Nielsen, ex-
plained that "the
large number of sub-
scribers to the Niel-
sen Station Index
service has made it
necessary to enlarge
the sales and ad-
hoc staff." Previ-
ous to his account
executive position,
Mr. Traylor was continuity director of Mutual's
WOR-AM-TV New York.

NETWORK NEW BUSINESS

Lever Bros. Co., N. Y., for Rinso Soap, starts
co-sponsorship of weekly half-hour The
Whirler dramatic series on 21 Columbia Pa-
cific Radio Network stations, for 52 weeks
from Feb. 6. Agency: Ogilvy, Benson &
Mather, N. Y.

SPOT NEW BUSINESS
Norway Sardines, Stavanger, Norway, buying
one-minute spots for 40 weeks in 14 radio
markets starting mid-February. Agency: Mc-
Cann-Erickson, N. Y.

AGENCY SHORTS
J. M. Hickerson Inc., N. Y., elected to Amer-
Srago Adv., Oklahoma City, elected to Amer-

A & A PEOPLE
Edward H. Weitezen, vice president, and director
and president of research and development labs,
Bulova Watch Co., Flushing, N. Y., appointed
president, Bulova Watch Co., Cincinnati, suc-
ceding Morris Edwards, resigned and remain-
ing in senior advisory capacity.
Henry W. Lowe and L. E. Miller, Lennern &
Newell, N. Y., appointed senior vice presidents
and management account supervisors.

Frank D. O'Sullivan, district representative,
Norge Div., Borg-Warner Corp., Chicago, ap-
pointed eastern division sales manager.
John L. Rose, in charge of communications
and publicity dept., Burroughs Corp. (adding
machines), Detroit, additionally appointed as-
sistant director, public relations division.
Robert J. Pigott, advertising director, Grove
Labs Inc. (hair preparations), St. Louis, resigns
effective March 1.

No Charge
UNEXPECTED newspaper advertising
was received by ch. 5 KCSJ-TV Pueblo,
Colo., in a perfume ad carried by the
Pueblo Chieftain-Star Journal. The ad-
vertisement, for Chanel No. 5 perfume,
showed a drawing of a Chanel bottle with a "Channel No. 5" label. The news-
paper received congratulations from the
station for the generous bit of promo-
tion, KCSI-TV reports.

MR. MILLER
Andrew J. Shepard, Grant Adv., Chicago, ap-
pointed vice president and assistant to president.
Kenneth M. Hill, vice president, Aubrey, Fin-
lay, Marley & Hodgson Inc., Chicago, elected
to board of directors.
Robert C. Chapin, secretary, Arndt, Preston,
Chapin, Lamb & Keen, Phila., appointed ac-
count supervisor; Bertram A. Tunnel and
Emmett B. Faison, assistant account managers,
appointed account managers; James S. Croth-
ers appointed assistant account manager.
John J. Steeves appointed general sales man-
ger, toiletries div., Helene Curtis Industries,
Chicago.
J. Ken Verden, formerly Dial soap and shampoo
brand manager, soap div., Armour & Co.,
Chicago, appointed advertising brand manager,
Casual Pin-Curl Permanent, Toni Co., Chicago.
Thomas S. Carroll, Swaundown div., General
Foods, Jersey City, N. J., to Colgate-Palmolive
Co., N. J., as brand advertising manager.
Edward M. Wittigslager, formerly with Good
Luck Div., Lever Bros., N. Y., appointed frozen
foods sales manager, Kitchens of Sara Lee

coffee, pound cake, cheese cake), Chicago;
Kenneth Harris and James Griffin named di-
sional sales managers.
Herbert Fried, formerly with Foote, Cone &
Belding, Chicago, appointed resident account
executive, newly-opened Balti-
more office, W. B. Doner & Co., De-
troit, to service account of National Brewing
Corp., Balti-
more.
Wallace O. Lamb, as-
sistant advertising manger, Turco
Products Inc. (ind-
ustrial chemicals),
L. A., to Abbott Kimball Co. of Calif., same
city, as account executive.

Bob Carter, formerly copy chief, Factor-Breyer
Inc., L. A., to Julian Besel & Assoc., same city,
as production manager; Kent Anthony to agency
as office manager.
John V. Tracy, account executive, Fuller &
Smith & Ross Inc., Cleveland, appointed to
newly-created position, new business manager.
Mark Lanzburgh, account executive, West-
Marquis Inc., L. A., and Joyce Olahm Lanz-
burgh, correspondent and feature writer, Pau-
dena (Calif.) Star-News, form Lanzburgh &
Oldham, Santa Barbara, Calif., advertising and
public relations firm, with offices at 123 El
Paso.

Steve Richards, Kudner Agency, Detroit, opens
L. A. offices in Fisher Bldg., 3440 Wilshire
Blvd. Mr. Richards will supervise all Buick
automobile publicity in Pacific Coast region.
Richard H. Baxter, formerly with U. S. Informa-
tion Agency, Washington, to research staff,
radio-tv dept., N. W. Ayer & Son, N. Y.
H-R TELEVISION, INC.

is pleased to announce our appointment as national representatives of . . . .

TELEVISION STATION

WTTG
Washington, D.C.

Effective January 31,

WTTG
Channel 5
Owned and Operated by
DUMONT

H-R TELEVISION, INC.
... and

is supplying the daily radio listening requirements of thousands of new families. These new families have long sought dependable NBC reception and now that it is at hand they are enjoying it thoroughly.

Your advertising message has real acceptance when it is aired by WEBC, the pioneer station founded in 1924. WEBC rates are realistic ... in fact, you'll find WEBC a "best buy." Ask a Geo. P. Hollingbery man for details. Hollingbery offices are located in Chicago, New York, Atlanta, Los Angeles and San Francisco.

MINNEAPOLIS—ST. PAUL REPRESENTATIVES: BULMER AND JOHNSON

Here's the New WEBC Data . . .

<table>
<thead>
<tr>
<th>Radio Homes Reached</th>
<th>Counties</th>
<th>Retail Sales Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 MV — 212,550</td>
<td>MINNESOTA — 16 WISCONSIN — 11 MICHIGAN — 3</td>
<td>1/2 MV — $736,892,000</td>
</tr>
<tr>
<td>1/10 MV — 806,880</td>
<td>MINNESOTA — 56 WISCONSIN — 19 MICHIGAN — 7</td>
<td>1/10 MV — $3,242,174,000</td>
</tr>
</tbody>
</table>

THE NBC STATION
for North Central United States

WEBC  5000 WATTS . . . 560 KC
WEBC Building, Duluth 2, Minnesota
A NEW SUCCESS FOR NETWORK RADIO

A $1.98 MAIL ORDER BOOK IS A BEST SELLER OVER ABC RADIO

By David W. Berlyn

LAST AUGUST the young operator of a fledgling mail order business, Eugene Stevens Inc., bought 15 minutes of radio time on a West Coast station for $134. The program paid off with $890 worth of orders. Eugene Schwartz, 37-year-old owner and president of Eugene Stevens Inc., New York, thought he had struck pay dirt in radio. He then proceeded to buy time in different day and night time periods on various stations around the country. The results were not good. Out of some 100 buys, 80 had to be considered failures on the basis of returns.

Now, five months later, the same firm has increased its capitalization more than four times. Its sales volume is in the million unit category. In three months alone, the sales figures have about tripled.

The sales boom at Eugene Stevens did not happen by accident. His rise began at the same time the firm placed two separate 15-minute programs on 33 ABC Radio stations in the Pacific Coast area. That was Sept. 12, 1954. Since that date, Eugene Stevens has been increasing the frequency of its buys in network radio, more than half of them on a coast-to-coast basis. Its few thousand dollars budgeted for infrequent buys has reached the $10,000 weekly level. For example, both this week and last, Eugene Stevens sponsored six nighttime broadcasts on ABC Radio, some on the Pacific Coast only, others on the full network. It has signed a first-time contract with CBS Radio for 14 West Coast stations four times weekly.

The marvel of this spectacular use of nighttime network radio is that Eugene Stevens Inc. has been advertising only a single product, a book entitled How to Double the Performance of Your Car, priced at $1.98.

Mr. Schwartz, who has been in business only since last April, has found the magic of his success in listening to advice on the "right" way to buy radio and then skidding off in the opposite direction.

Advised that it is sheer nonsense to buck the highly-rated tv program, Mr. Schwartz has bought in markets and at hours when the home screens are the brightest. His sales chart, he explains, shows the greatest number of orders is from metropolitan areas where tv has its greatest home saturation. Since he has been escorted around the nation by network radio, he has visited homes only in the nighttime periods between 6 and 11. Most of his programs, all 15-minutes, go on either at 6:45 p.m. or at 9:45 p.m.

One of the biggest shocks of his radio buying career (his agency is Friend, Krieger & Rader Inc., New York), Mr. Schwartz recalls, came with a call from ABC Radio saying that it had cleared his time.

"What's against it in tv?" he asked non-chalantly. The answer came back that the Lights Diamond Jubilee was being programmed on all four tv networks with a fist full of tv and screen stars. "I was hysterical," Mr. Schwartz said.

When the first came in, Mr. Schwartz was indeed hysterical. It brought him his best response to date.

The auto book that the firm is offering is authored by a former auto racing driver, Ed Almquist, who also is an automotive engineer. The 98-page book gives all sorts of tips to the driver on how to pack more power into his car and save money in repairs. There's no hokum and no fancy footwork with the Federal Trade Commission.

The rise of the Eugene Schwartz radio motif is perhaps the latest chapter in a continuous media story being written by countless mail order houses. The technique of the Eugene Stevens programming—called How to Save Money on Your Car (it also has used Melody Highway, a 15-minute show which is built around a music format)—is the interview-type. Mr. Almquist is "questioned" by an announcer. The auto expert gives a few tips and then the announcer talks about the book. The first commercial comes about midway through the program. A further conversation reveals a few more tips to car owners and a short closing commercial repeats the offer through the station.

Mr. Schwartz, who outlined the format of his copy himself—he is a former copywriter and senior partner of a large mail order house—is convinced that nighttime radio is a "new medium." He can think this way with reason for he has found that radio, at a low cost, has been 300% more profitable to his business since October than all of his space buys since last April.

"My principle," he says, "is to buy against tv. With it, I have never lost money." His first purchase of coast-to-coast radio was Oct. 3, 1954, when he bought the minimum ABC Radio Network. Three weeks later, he was back for the same ride. On Dec. 11 he was on twice during the evening. Two days later, he was on 39 ABC Radio stations on the West Coast.

He also has found that his program is most effective when it follows, or is adjacent to, a news-type program, because his program is built around "authority."

Is Eugene Stevens Inc.'s future—it started in a tiny one-room office and now fills two large offices with a third room used for mailing and soon will outstrip this space—wrapped up with nighttime radio? Mr. Schwartz's answer to this is that he will increase his use of network time at an accelerated pace to keep up with the demand. The mail order house exists on mail orders—why spoil a good thing?
PROCTER & GAMBLE Co. spent $3,156,809 for radio-tv network time in November 1954, according to a compilation based on Publishers Information Bureau reports.

Including P & G's record sum, there were eight advertisers, placing in both the radio and tv "top ten" for the month, who spent $1 million or more. General Motors Corp. rolled in with a total of $1,789,371 for second place in the composite top ten. Right behind it was Colgate-Palmoive Co. with $1,715,698.

Gillette was in fourth position with $1,460,969, followed by Chrysler Corp., $1,218,518; Lever Bros., $1,145,328; R. J. Reynolds Tobacco, $1,058,933; and American Home Products, $1,035,209.

P & G was the biggest purchaser by far in both radio and tv columns for the month. Colgate-Palmolive took second honors in the tv listing while General Motors Corp. was second in radio. General Motors spent nearly twice as much in radio in November as it did in October, pushing the firm's total past Gillette and into the second spot among the composite expenditures.

According to PIB's figures, gross tv network time sales stood at $286,515,485 for 1954's 11 months, some $83.5 million more than for the same period in 1953.

Gross radio network time sales at $126,379,619 for the 11 months in 1954 were off some $20 million compared with the same period the year before. However, November's gross time sales among the radio networks ($11,348,785) picked up slightly compared with the sum of the previous month ($10,940,099).

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**THE FACTS AND FIGURES OF NETWORK ADVERTISING**

**P & G LED RADIO-TV SPENDERS IN NOVEMBER, PIB REPORT SHOWS**

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**ADVERTISING EXPENDITURES FOR NETWORK TIME, TABULATED FOR NOVEMBER AND JAN. - NOV. 1954, COMPARED WITH 1953**

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</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$49,740</td>
<td>$14,250</td>
<td>$4,303</td>
<td>Allis-Chalmers Mfg. Co.</td>
<td>$41,155</td>
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<td>Automotive, Footwear &amp; Access.</td>
<td>322,617</td>
<td>2,931,212</td>
<td>296,050</td>
<td>Exquisite Form Brassiere Inc.</td>
<td>80,482</td>
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<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>3,413,799</td>
<td>25,761,459</td>
<td>2,622,904</td>
<td>18,911,903</td>
<td>Chrysler Corp.</td>
<td>1,218,518</td>
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<tr>
<td>Beer Wine &amp; Liquor</td>
<td>561,252</td>
<td>6,211,361</td>
<td>644,325</td>
<td>4,881,163</td>
<td>Pabst Brewing Co.</td>
<td>169,556</td>
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<tr>
<td>Bldg. Materials, Equipment &amp; Fixtures</td>
<td>18,740</td>
<td>1,117,656</td>
<td>47,280</td>
<td>271,147</td>
<td>Glidden Co.</td>
<td>12,328</td>
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<td>Confectionery &amp; Soft Drinks</td>
<td>661,874</td>
<td>5,415,904</td>
<td>527,555</td>
<td>4,989,082</td>
<td>Coca-Cola Co.</td>
<td>227,440</td>
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<td>Consumer Services</td>
<td>77,999</td>
<td>1,572,544</td>
<td>520,404</td>
<td>550,114</td>
<td>Electric Co. Adv. Program</td>
<td>77,190</td>
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<td>Drugs &amp; Remedies</td>
<td>1,788,280</td>
<td>13,849,052</td>
<td>998,555</td>
<td>8,433,018</td>
<td>American Home Products Corp.</td>
<td>395,241</td>
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<td>Entertainment &amp; Amusements</td>
<td>16,210</td>
<td>16,210</td>
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<td>11,428</td>
<td>General Foods</td>
<td>857,773</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>6,073,155</td>
<td>57,806,137</td>
<td>4,274,875</td>
<td>37,488,016</td>
<td>General Foods</td>
<td>857,773</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>513,515</td>
<td>3,443,161</td>
<td>301,055</td>
<td>2,631,908</td>
<td>Gulf Oil Corp.</td>
<td>140,160</td>
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<td>Horticulture</td>
<td>23,406</td>
<td>23,406</td>
<td>6,113</td>
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<tr>
<td>Household Equip., Supplies</td>
<td>2,852,319</td>
<td>23,652,548</td>
<td>2,561,861</td>
<td>17,469,654</td>
<td>General Electric Co.</td>
<td>514,470</td>
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<td>Household Furnishings</td>
<td>383,131</td>
<td>3,666,896</td>
<td>362,636</td>
<td>2,623,505</td>
<td>Armstrong Cork Co.</td>
<td>138,180</td>
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<td>Industrial Materials</td>
<td>741,631</td>
<td>5,908,577</td>
<td>519,986</td>
<td>3,869,904</td>
<td>Aluminum Co. of America</td>
<td>114,948</td>
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<td>Insurance</td>
<td>148,566</td>
<td>1,532,044</td>
<td>159,937</td>
<td>1,315,997</td>
<td>Prudential Ins. Co. of America</td>
<td>88,746</td>
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<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>551,702</td>
<td>2,624,440</td>
<td>422,247</td>
<td>2,700,720</td>
<td>Elgin National Watch Co.</td>
<td>175,988</td>
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<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>659,042</td>
<td>4,807,264</td>
<td>318,560</td>
<td>1,518,010</td>
<td>Hallmark Cards Inc.</td>
<td>207,951</td>
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<td>Political</td>
<td>70,300</td>
<td>925,986</td>
<td>77,190</td>
<td>5,790</td>
<td>Republican National Committee</td>
<td>53,544</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>27,355</td>
<td>196,453</td>
<td>9,839</td>
<td>245,327</td>
<td>Curtis Publishing Co.</td>
<td>27,535</td>
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<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>953,097</td>
<td>7,807,265</td>
<td>510,239</td>
<td>3,672,611</td>
<td>Philco Corp.</td>
<td>248,430</td>
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<td>Retail Stores &amp; Direct by Mail</td>
<td>42,345</td>
<td>42,345</td>
<td>23,175</td>
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<tr>
<td>Sooos, Cleaners &amp; Polishes</td>
<td>3,144,837</td>
<td>31,311,133</td>
<td>2,115,192</td>
<td>20,601,641</td>
<td>Procter &amp; Gamble Co.</td>
<td>1,948,493</td>
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<td>Sporting Goods &amp; Toys</td>
<td>47,720</td>
<td>90,222</td>
<td>47,678</td>
<td>99,401</td>
<td>Toy Manufacturers of the U.S.A.</td>
<td>29,862</td>
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<tr>
<td>Trolletries &amp; Toilet Goods</td>
<td>4,932,710</td>
<td>44,055,282</td>
<td>3,124,395</td>
<td>33,022,732</td>
<td>Colgate-Palmolive Co.</td>
<td>1,035,825</td>
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<td>Transportation, Hotels &amp; Resorts</td>
<td>36,540</td>
<td>802,130</td>
<td>132,351</td>
<td>492,699</td>
<td>Pan Am. World Airways Inc.</td>
<td>36,540</td>
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<td>Miscellaneous</td>
<td>267,666</td>
<td>2,444,306</td>
<td>238,816</td>
<td>2,087,162</td>
<td>Quaker Oats Co.</td>
<td>103,042</td>
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<tr>
<td>TOTALS</td>
<td>$ 32,032,508</td>
<td>$286,515,485</td>
<td>$23,630,290</td>
<td>$202,969,531</td>
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</tbody>
</table>

Source: Publishers Information Bureau

Page 36 • January 31, 1955
Generally, nearly every product group showed less gross time sales for radio network advertisers in November 1954 compared with the previous October. Notable exceptions, however, were in the categories of beer and wine, confectionery and soft drinks, insurance, jewelry, publishing, sporting goods and transportation.

In tv, quite the reverse was true with nearly every product group increasing gross network time expenditures for the month compared with the same period in 1953.

The exceptions (i.e., less spending) included these categories: beer and wine, building materials, insurance and transportation.

Compared with the October 1954 list of leading radio network advertisers by product group, the November lineup is nearly identical, with these changes: Liggett & Myers replaced P. Lorillard in the smoking materials group; Giant Animal Co. led the sporting goods and toy group, replacing Modern Toy Co., and the A F of L took over from the CIO as the top spender in the “miscellaneous” group.

The leading tv network advertisers by product group in November showed less stability compared with October. Top changes (rated according to gross time sales) included Colgate-Palmolive Co., which edged out Gillette in toiletries and toilet goods, and American Home Products Corp., which topped the October leader, Serutan Co., in drugs and remedies. Pabst Brewing was on top in November among the brewers. Joseph Schlitz Brewing led in October.

### ADVERTISING EXPENDITURES FOR NETWORK TIME, TABULATED FOR NOVEMBER AND JAN. - NOV. 1954, COMPARED WITH 1953

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<tr>
<td>Agriculture &amp; Farming</td>
<td>$63,114</td>
<td>$727,993</td>
<td>$90,482</td>
<td>$1,093,636</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>22,442</td>
<td>467,151</td>
<td>137,713</td>
<td>1,112,827</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>1,017,099</td>
<td>8,786,262</td>
<td>1,034,078</td>
<td>7,129,699</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>162,416</td>
<td>2,815,995</td>
<td>151,282</td>
<td>1,690,096</td>
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<tr>
<td>Bldg. Materials, Equip. &amp; Fixtures</td>
<td>79,362</td>
<td>1,478,788</td>
<td>131,695</td>
<td>1,421,941</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>216,634</td>
<td>2,437,722</td>
<td>201,574</td>
<td>2,796,354</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>88,201</td>
<td>1,201,069</td>
<td>226,513</td>
<td>2,168,957</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1,337,566</td>
<td>15,824,259</td>
<td>1,753,963</td>
<td>19,230,599</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>767</td>
<td>8,936</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>2,337,871</td>
<td>26,472,282</td>
<td>2,785,930</td>
<td>32,076,553</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>330,202</td>
<td>4,714,852</td>
<td>461,317</td>
<td>4,420,957</td>
</tr>
<tr>
<td>Horticulture</td>
<td>124,463</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>271,688</td>
<td>3,342,799</td>
<td>414,225</td>
<td>6,291,969</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>224,901</td>
<td>58,296</td>
<td>1,034,078</td>
<td></td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>393,067</td>
<td>2,822</td>
<td>1,636,016</td>
<td></td>
</tr>
<tr>
<td>Insurance</td>
<td>205,920</td>
<td>2,102,273</td>
<td>173,333</td>
<td>2,033,751</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>243,538</td>
<td>1,415,085</td>
<td>166,837</td>
<td>969,714</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>122,236</td>
<td>1,151,473</td>
<td>108,086</td>
<td>956,699</td>
</tr>
<tr>
<td>Political</td>
<td>44,207</td>
<td>191,963</td>
<td></td>
<td>779</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>66,265</td>
<td>582,064</td>
<td>43,321</td>
<td>249,758</td>
</tr>
<tr>
<td>Radios, Tv Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>180,287</td>
<td>1,815,092</td>
<td>250,207</td>
<td>2,220,444</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>37,700</td>
<td>1,337,378</td>
<td></td>
<td>14,523</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>977,175</td>
<td>9,756,299</td>
<td>1,331,378</td>
<td>13,634,709</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>1,214,854</td>
<td>13,625,283</td>
<td>1,998,604</td>
<td>14,408,870</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>149,511</td>
<td>150,305</td>
<td>85,365</td>
<td>85,365</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>1,238,875</td>
<td>16,932,319</td>
<td>1,903,941</td>
<td>23,988,050</td>
</tr>
<tr>
<td>Transportation</td>
<td>137,509</td>
<td>993,767</td>
<td>78,810</td>
<td>759,883</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>841,813</td>
<td>8,623,447</td>
<td>672,903</td>
<td>5,423,572</td>
</tr>
</tbody>
</table>

**TOTALS** $11,348,785 $126,379,619 $13,664,220 $146,527,834

Source: Publishers Information Bureau

### TOP TEN TV NETWORK CLIENTS IN NOV. '54

1. Procter & Gamble $2,269,086
2. Colgate-Palmolive 1,399,328
3. Chrysler Corp. 1,218,518
4. General Motors 1,216,016
5. R. J. Reynolds Tobacco Co. 1,058,933
6. Gillette Co. 991,831
7. General Foods 857,773
8. American Tobacco 838,975
9. Lever Brothers 718,864
10. American Home Products Corp. 708,133

### TOP TEN AM NETWORK CLIENTS IN NOV. '54

1. Procter & Gamble Co. $887,723
2. General Motors Co. 662,555
3. Gillette Co. 499,138
4. Lever Brothers 426,464
5. Miles Labs 398,195
6. General Mills 344,882
7. American Home Products Corp. 327,076
8. Colgate-Palmolive Co. 316,370
9. Liggett & Myers Tobacco Co. 269,106
10. P. Lorillard Co. 269,095

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The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of November 1954.
THE BIG PLAYBACK...

TV's most exciting all-sports show!

Available first run—in many markets.

Sponsored by The Ethyl Corporation (through B.B.D.&O.) in 55 cities for the past two years, this quarter-hour TV film series is immediately available in all markets at a price that can't be beat. This is the show that cost this important advertiser less than 90¢ per thousand viewers.

- It's the highest rated quarter-hour sports show in more than twenty major cities...racking up a 38 in Tulsa, 24 in Indianapolis, another 24 in Omaha, and real sock ratings all across the country.
- Each show features celebrities such as Joe Louis, The Four Horsemen of Notre Dame, Eddie Arcaro, Jackie Robinson, Sammy Snead, Doc Blanchard, Florence Chadwick—and hundreds of others.
- Jimmy Powers, famed sports writer, and Bill Stern, noted sports commentator, give you 52 all-request programs...the greatest moments in sports. Write, wire or telephone us at once for the status of THE BIG PLAYBACK in your area.

The only company providing advertisers with Hollywood and New York custom produced national shows, syndicated programming, and commercials—all on film.
THE ARF REPORT CONTROVERSY

A CRITICISM

Delivered by the director of promotion-research of The Katz Agency, station representative, at last Tuesday's RTES seminar in New York. Excerpts from his criticism:

D. H. DENENHOLZ

I AM sure that most of the points that I will raise have been given a thorough airing by the Advertising Research Foundation Committee, whose members are to be commended for a brave attempt at a difficult job. But, in trying to cover both radio and television with a single set of standards, the Committee has failed to recognize differences between the two media—to the detriment of radio. What are some of these differences?

First, of course, is the number of stations to be measured. On the national level there are more than 2,600 stations against 430 odd tv stations. And, locally you have such situations as in the New York-Northeastern New Jersey metropolitan district with 34 stations (not to mention 220 odd fm stations) vs. 11 tv; or in Washington, 15 am, 4 tv; or New Orleans, 11 am, 2 tv.

But it's not only the number of stations, it's the variety—in coverage and in audience appeal.

Within a given market there is a rough equality in potential coverage of tv stations, but in radio you may have a coverage range from the 250 w local channel station to the 50,000 w clear channel. As to audience appeal, you find a wider diversification and a growing trend toward specialized programming among radio stations.

What does this mean for audience measurement? Can a sample that is used to measure the audience of two, three, four or perhaps seven stations—with more or less of the same type of audience appeal—be adequate to measure the audiences of 11, 15 and up to 34 or more radio stations—many with specialized audience appeal, that can be received in one locality?

How about the multiple radio sets and their wide dispersal throughout the home? And the increasing volume of out-of-home radio listening? Or the fact that radio is becoming more and more an individual rather than a group activity? Don't these factors argue for differences in standards of measuring radio audiences as against tv audiences?

As I read the ARF report and the "comments of practitioners" it struck me that there are four major areas of controversy: minimum sample size; exposure to a broadcast should be measured in terms of set tuning (Basic Information Standard 1); the unit of measurement should be the household (Standard 2); the measurement should report the average instantaneous audience (Standard 6).

First, sample size. The number and types of stations to be measured, the dispersal of receivers and the growing individualism of listening are some of the factors that result in a lower range of ratings for radio than for tv. Larger samples are necessary to minimize the sampling error which can make quite a difference at these lower rating ranges.

The second likely area of controversy is the standard that "exposure to a broadcast should be measured in terms of set tuning." The report recommends the "concept of tuning as its standard of exposure" since in the words of the report it "is the most objective of various levels of exposure. . . . It is the only measurement

(Continued on page 44)

A DEFENSE

From the research vice president of Kenyon & Eckhardt, chairman of the ARF Working Committee which prepared the report at issue. Excerpts from his defense:

G. MAXWELL ULE

WHAT Dan [Denenholtz] has just said has been covered many times in our general discussions. This is not new. It is the considered judgment of the people on this Committee that this report was conceived in controversy, born in controversy, and I think the controversy will rage for a long while.

Much of the controversy resided in the fact that we were measuring different areas. We were measuring with different techniques which measured different aspects, so-called, of listening or exposure. We realized that unless we had some common standards, which we could live with, there was no possible way of reconciling the differences among rating methods.

Our basic objective was to set up criteria which would tend to minimize the variation among the various audience size measurements that are received, regardless of who the practitioner was, regardless of the methodology used.

Our general objective was to do two things; to set up general standards which would be applicable to overall national or network operations [and] to set up standards which would be applicable to local operations regardless of where they are.

We know that when an advertiser spends millions of dollars per year on a program through one of the air media on a national basis, his stakes are larger than when he spends thousands of dollars in a local operation. The result is that the general limits upon research funds for getting measurements in local areas are substantially smaller than they are for national ratings.

Using a rule of reason that the greater your investment, the greater are your needs for accuracy, upon the general estimate of audience size, it was our general stipulation that we could afford to relax the general level of accuracy that we need locally but relax it only in terms of sample size. In all other respects, we were just as rigorous in our definitions as we were at the national level.

You can quibble with us all you want to whether or not a sample of 400 households locally is an adequate sample. We think for practical purposes, for most of the measurements that are involved, it is adequate.

We have also set up two escape hatches. One of them is that in areas where we have relatively small radio ratings, particularly some of the local radio operations, it is possible to accumulate a number of individual ratings in order to get a larger base and, therefore, give us average estimates. That is not new in the industry; it has been done for years by some of the practitioners. It will tend to give us greater stability over all, provided the samples are well drawn.

Secondly, we have stipulated what we call, in statistical terminology, a random sample. A random sample has a couple of very basic hooks in it. It does not mean a sloppy or haphazard sample. It means a sample done according to the very highest levels of research practice in which every member of the universe has an equal or known probability of being included. Doing that, however, means that you set up inordinately high standards of research performance and increase your costs very substantially.

In general practice, we know that most research organizations

(Continued on page 44)
They sold 10 busses in 24 hours

Want proof of radio's continuing wallop? Ask the Seattle Transit System. They released ten "million mile" busses to Radio KING's disc jockeys. Within 24 hours, all ten busses were snapped up by KING's eager listeners. At $200 a clip.

The buyers used good judgment, too. One family bought a beach bungalow for beautiful Puget Sound. A second bus will blossom into a backyard hot house. And a neighborhood church bought three busses to start a new Bible school.

Just proves what radio can do these days... even if Radio KING is an exception. By exception, we mean results on KING are always exceptional. KING's men can sell anything. They make minor miracles look easy.

Got a tough selling problem in the booming Seattle market? Get in touch with KING. It's the station with the Sunday punch that works all through the week.
ASK SOME SENSIBLE QUESTIONS—

(and you get some significant answers . . .)

That's how we look at it. Not the usual stereotyped research queries whereby (let us face it) some of our contemporaneous periodicals try to prove themselves monarch of all they survey.

Facts are where you find them. It is always possible to find just the ones you want, leaving the rest unsurveyed, untabulated, or unsung. We don't criticize. Much media promotion is built upon The Art of the Convenient Omission. This is by way of prelude to acquaint you with a brand-new study completed for BROADCASTING-TELECASTING by Ross Federal Research Corporation. (Ross Federal — need we remind you? — is a sterling hallmark to have on any survey.) The investigations they made are unique in the realm of radio-TV business publications . . . and for several reasons:

1. they asked a number of really sensible, basic questions for a change.
2. they put these questions to a group of agency executives whose opinions really mean something to you — in sheer multi-millions of the radio-TV billings they control. (It is a statistical axiom that in almost any business, 20% of the people account for about 80% of the volume).
3. and this study recognizes the plain fact that people read a publication for the type of service it renders — how regularly — rather than for any mystic reasons of “preference” or “popularity.”

BROADCASTING

Ross Federal combined personal, over-the-desk interviews with agency executives in the top 32 agencies (whose annual radio-TV billings total well over half-a-billion dollars) — plus a direct mail questionnaire to 1,526 agency buyers all over the country. 

But note this: Among the respondents we find 208 men and women representing agencies that individually spend over $5,000,000 every year! This is real high-calory cream.

We didn't just ask them what radio-TV papers they read . . . or prefer . . . or find most helpful . . . or take home with them . . . or always look at first — as the sole basis of this study. Sure, questions like those were included . . . but not until we investigated a much bigger, more fundamental area of information. One that involves every single magazine or paper purporting to cover the radio and television business.

"What publication frequency," we asked, "is best suited to your needs?"

— 4% like a daily . . .
— 20% like a semi-monthly . . .
— 13% like a monthly . . .
— 4% made like the Sphinx . . .

BUT —

— 67% — or two-thirds — said that a weekly is best for them.

BROADCASTING-TELECASTING is the only 100% radio-television weekly.)
So we asked them this: "What kind of a trade publication do you prefer? One with spot news only? With features and articles only? Or with both spot news and features?"

- 5% voted for spot news only...
- 8% want features and articles only...
- 7% had no particular opinion (or, if they do, they didn't tell us). BUT —
- 84% — or about seven-eighths of them — prefer both spot news and features. (BROADCASTING-TELECASTING is the only radio-TV publication planned to offer plenty of both.)

The rest of what we discovered is anti-climactic — and also an old, old story determined over and over again by all kinds of surveys dating back for 23 predominant years. Like this:

"Of the following publications, which do you prefer for radio news?"

<table>
<thead>
<tr>
<th>Publication</th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting • Telecasting</td>
<td>45%</td>
<td>35%</td>
</tr>
<tr>
<td>Publication B</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>Publication C</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Publication D</td>
<td>3%</td>
<td>9%</td>
</tr>
<tr>
<td>Publication E</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Publication F</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>No Answer</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Other Magazines</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

"Of the following publications, which do you prefer for television news?"

<table>
<thead>
<tr>
<th>Publication</th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting • Telecasting</td>
<td>51%</td>
<td>35%</td>
</tr>
<tr>
<td>Publication B</td>
<td>39%</td>
<td>27%</td>
</tr>
<tr>
<td>Publication C</td>
<td>26%</td>
<td>10%</td>
</tr>
<tr>
<td>Publication D</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Publication E</td>
<td>20%</td>
<td>0%</td>
</tr>
<tr>
<td>Publication F</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>Publication G</td>
<td>5%</td>
<td>0%</td>
</tr>
</tbody>
</table>

If you’ve been reading fast, may we suggest that you go back and take this last exhibit in second gear? It affirms a very significant fact that more radio and television station managers throughout America recognize than you may realize. For BROADCASTING-TELECASTING does (just as throughout two decades) carry more station advertising of more radio and TV broadcasters than any other publication serving this dual-industry.

There must be a reason. There is. But you don’t measure it by quantitative methods. Editorial vitality ... alertness ... pace-keeping and pace-setting ... open-door acceptance by advertising’s leaders (who appreciate leadership) ... growth that has been part-and-parcel of radio and television growth ... influence and authority — these are all qualitative things.

Why let your advertising messages travel coach when they can get there by Super-Chief at about the same cost?

Think that over, if you haven’t already. Meanwhile, ask your secretary to write us for a copy of the new Ross Federal “Readership and Preference Study of Radio & Television Trade Publications”. It’s a dilly!
A CRITICISM by D. H. Denenholz
(Continued from page 40)
which does not require a subjective evaluation of some kind on the part of the exposed person.

Although I'm not a partisan of any of the rating services, this concept of "tuning" seems to me to rule out all methods except the diary, but it is the only method that can be considered truly "objective." If absolute objectivity is to be the standard, how can any method that requires response from a human being qualify?

Adoption of "tuning" as a basic standard automatically relegates such important factors as number of listeners and viewers and their characteristics (age, sex, etc.) to a supplementary standard, since it is impossible to count and identify individuals with a machine method.

Which brings us to the next controversial standard: "the unit of measurement should be the household." I do not quarrel with this so long as the standard requires that all listening be measured and related to a household base.

In defining household the report says, "this concept includes both in- and out-of-home tuning, whether it is in the home itself, in a car, in a portable set away from the household, just so long as the set is associated with the household being measured."

It then goes on, "the definition excludes such tuning as that which occurs in bars, restaurants, and places of employment since these sets are part of the household universe." Why exclude this part of the audience so long as the individuals who are exposed to radio or tv in these places can be related to a household universe?

The fourth potentially controversial point is that the "measurement should report the average instantaneous audience."

By justifying the standard of "average instantaneous audience" as against "total audience" the report says: "A total audience measurement, while counting all households which were exposed over an arbitrary minimum of time, counts them all equally, regardless of how long they were exposed over that period. For this reason a total audience size measurement will not permit comparison of audience size measurements for programs of different duration." This comparison of measurements for programs of different duration is a favorite game on the network level—but on the station level, for national spot and local advertisers, the primary need is for measurements in 15-minute segments, regardless of the length of the program. If all measurements were in 15-minute segments it should not make much difference, from a practical point of view, if the measurement was "average instantaneous audience" or "total audience." The report enumerates seven "fundamental program audience size measurement methods" and three combination methods: diary; recorder; personal coincidental; personal roster recall; personal unaided recall; telephone coincidental; telephone recall; telephone coincidental and telephone recall; telephone coincidental and diary; telephone coincidental and personal roster recall.

Three methods, personal coincidental, personal unaided recall and telephone recall, are listed and discussed even though they are not practiced on any continuing basis by an active commercial organization. Yet the method combining the recorder and diary was used in the ARF study because it was not being practiced commercially at the time this report was written." This is a serious omission since the industry (advertisers, agencies, networks and stations) is now being asked to subscribe to such a service. Included in the report is a pull-out chart under the heading, "The Potential of Radio-TV Program Audience Size Measurement Methods Under Highest Standards of Research Implementation" (Reprinted in B+T, Dec. 27, 1954).

This chart indicates with a "yes" or "no" the theoretical potential of each of the 10 methods in respect to each of the 22 Standards. But the "yes's" and "no's" oversimplify the evaluations.

To many the ARF Report is likely to prove a disappointment. Let's face it! It is not the report for which the industry has been waiting. It's, perhaps, but a first step, necessary, I suppose, to provide a frame of reference for the real evaluation of audience measurement services which is yet to come.

A DEFENSE by G. Maxwell Ule
(Continued from page 40) will not use a random sample. They will use a more relaxed method—clustering. In clustering, for instance, for 100 households will be interviewed within a reasonable area around some centrally designated point. All points will be chosen by random processes and households chosen by random processes. We know statistically that that requires a sample from two to three times as large as a random sample.

So, when we naively talk about a sample of 400, for practical purposes we mean samples of 800 to 1200; implemented at the general level of accuracy we stipulated in our report. Therefore, we think in that respect there is more than usual emphasis on getting adequate sample sizes for local measurements.

Dan has also raised a very important point on the subject of set tuning versus some other less objective method of reporting on exposure to programs. We are interested in setting up standards which could be used for measuring the total circulation of a program in the universe which we are measuring. We have deliberately defined circulation to mean set exposure in a household. It does not mean, however, that within that framework you can't do a lot more additional work, if you so desire, of a more subjective nature.

We also believe that tuning can be easily handled by any known method. I don't agree with Dan that a diary method cannot give us set tuning. Whether there is almost a perfect correlation between set tuning and listening we do not know. But we can ask individuals answering a diary if they had been tuned in at a particular time. We can still get other information if you desire on whether or not anybody has been exposed to the set at that time.

Set tuning can be obtained by any of the methods which we have analyzed. The degree of accuracy is largely a problem of the amount of human error or bias involved, which is covered by another standard in our general specifications.

The next point of controversy was the question of the unit of measurement being the household. Here was our general thinking. There are 41,580 million households in the United States in this country today. Most purchases are made within or around the household. The evidence we have is that most of the decisions are made by the housewife or by some form of joint activity or discussion among a number of household members.

Furthermore, the practical thinking and most of our marketing thinking are involved with the household. The household gives us a very easy base from which to measure all of the circulation of our program, regardless of whether it is radio or television, if we make certain exceptions, as was done in the report.

Dan raised the question of why we eliminated exposure to institutional radio, such as restaurants, hotels, places of work, and so on. It was our judgment that we could find no way of doing so which would be theoretically sound or worth the costs involved.

One more: I agree that when you tie in all exposure to the sets in the household you have some underestimating, because you have visitors coming in from the outside or you are visiting other households or riding in the household's automobile. Of course, that works both ways. You will find in some cases there will be inflation, deflation in others. But our fundamental thinking, again, is that if we want to designate specifically that the listening or tuning should be in terms of household sets, it would be impossible to reconcile any additional listening of people who are not members of the household.

The question of the average instantaneous audience versus the total: we know enough about the dynamics of programming to know that even 15-minute programs have substantial differences in the way of accumulating audience. We wanted audience data for each quarter-hour period to make these comparable with each other. Also, we wanted estimates for the full program, whether it is a half-hour or half-hour long. It was our judgment, therefore, that the average instantaneous estimate is a better estimate overall, because it will minimize the substantial differences in audience ratings which are based upon differences in the way people tune in and out of different types of programs. A variety program has a greater turnover in its audience where the intensity of interest is maintained.

I don't particularly care to discuss or argue whether we should have seven fundamental methods or six or five. We are lucky we came out with seven—when we consider the nature of the debates we had for two and a half years. What we have done is to set up certain criteria, which we think, after due discussion and testing, have shown to have reasonableness and rationality behind them, and which if properly understood can help us to move to the next step of applying the individual performance against our general objective.
RCA-6166 High-Power Air-Cooled Tetrode

*says W. E. Hudson, Chief Engineer at WAVE-TV*

"One of our RCA-6166 power tetrodes has already been operating for 7,288 hours," (as of December 21, 1954) states Mr. W. E. Hudson, Chief Engineer of WAVE-TV. "And it shows no inclination of asking for retirement!" This tube, originally used in WAVE-TV's 10-kw visual output stage, is now driving the station's high-power aural output stage.

Type 6166 is just one of the many RCA power tubes now delivering long and faithful service in television stations throughout the country. And there are basic reasons to support such records. For example, RCA power tubes are conservatively rated. They have great reserve of filament emission. And they are backed by more than a quarter century of "proved-in" life performance in broadcast and television stations of every power.

Broadcasters have come to depend on the reliable operation of RCA Power Tubes... operation that pays off: in lower capital investment per hour of tube performance—lower operating cost—minimum "down time."

Your RCA Tube Distributor handles a complete line of RCA power tubes for broadcast and TV operations. For prompt service, call him.
**NBC-TV MERCHANDISING KEEPS THE GOODS MOVING**

**NETWORK FOLLOWS THROUGH BEHIND ITS ADVERTISING**

By Rocco Famighetti

NBC-TV believes it pays not only to advertise merchandise but also to merchandise what is advertised.

In line with this business philosophy, that network three years ago established what it claims is the only existing tv network merchandising department, designed to provide an added "plus" for its advertisers, big and small. The department currently is staffed by 12 merchandising specialists, stationed at strategic sales centers throughout the country and headed by Murray Heilweil, merchandising manager.

As Mr. Heilweil explains, NBC-TV believes it is responsible for assisting an advertiser "to get the most out of its advertising on NBC-TV."

It is the prime function of merchandising, according to Mr. Heilweil, to help move goods off the shelves of a store by a tie-in program of cooperation between the network, the local station, the advertiser and the local retailer. The extent of activity by Mr. Heilweil's department can be measured by pointing to one facet of operations: During 1954 more than 8 million pieces of point-of-sale literature were prepared by the department for network advertisers at cost.

As an illustration of the merchandising department's backstopping of television advertising on NBC-TV, Mr. Heilweil points to the plans prepared for the Bissell Carpet Sweeper Co., Grand Rapids, Mich., which launched an estimated $1 million campaign on the network's Home and Today shows. Mr. Heilweil explained that it entails a cross-promotion with a leading department store, under which the Home show will devote one minute of its shopping news feature three times a week to an institutional story about the store selected. In return, the store, which must carry Home-sponsored products, must supply sponsored as well as non-sponsored merchandise to be featured during the shopping news segment. And a highly important contribution by the mentioned store, Mr. Heilweil said, is that the establishment must tie in with large-sized newspaper space, local radio or television programs, if any, and in-store and window displays.

The extent to which Bissell in 1955 can benefit from the department store project can be gauged by 1954 activity. Last year 17 leading department stores participated in the feature, including Halle Bros., Cleveland; Foley's, Houston; Macy's, San Francisco; Federal Department Stores, Detroit, and Thallheimer's, Richmond, among others.

Merchandising encompasses no rigid formulas, according to Mr. Heilweil, and NBC-TV has struck upon another tool calculated to build more friends for the NBC-TV advertiser where it counts most—at the point of sale. Bissell will be the first beneficiary of this latest merchandising aid—the rear screen projector.

Each member of the field crew has been supplied with a portable rear screen projector that is simple to operate and can be easily hocked up in a department store or other retail outlet. On behalf of Bissell, a short film has been produced, outlining the company's participation on Today and Home. The film features Arlene Francis of Home and Dave Garroway of Today in sequences in which they explain to the retailers how they will help them sell Bissell sweepers during 1955. Mr. R. Bissell Jr., president of the company, also appears in the film and describes Bissell's stepped-up advertising program. The film concludes with a "pitch" for tie-in activity by the retailer.

Mr. Heilweil is convinced that Bissell's participation on Home and Today, prodded by a vigorous merchandising effort, will justify—beyond expectation—the confidence of the advertiser in television advertising. He said Bissell's decision to use NBC-TV exclusively for its advertising program was based on hard-headed practicality.

"With a limited use of television in 1955, during which Bissell is in nine elevens of NBC-TV's Today program, a sales check by the company showed that television areas during the period used were 11% ahead of non-television areas," Mr. Heilweil said. "P. W. Nickels of Bissell's advertising manager, credits the merchandising activities by our field representatives with playing an important role in the upsurge of sales."

Mr. Heilweil believes that merchandising pays not only for the advertiser, the station, the dealer and the retailer, but also for the network.

"Every time a tie-in is arranged," he pointed out, "it's a boost for NBC-TV—for us as well as the network itself. Dollar for dollar, merchandising is a low-cost investment that pays dividends for all concerned."
# CONSUMER MARKETS TABULATIONS, 1954

<table>
<thead>
<tr>
<th></th>
<th>U. S. TOTALS</th>
<th>Non-Keystone Coverage</th>
<th>Keystone Coverage</th>
<th>Keystone % of U. S.</th>
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<tr>
<td>Farm Population</td>
<td>24,559,100</td>
<td>5,109,500</td>
<td>19,449,600</td>
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<td>Farm Households</td>
<td>6,307,470</td>
<td>1,373,080</td>
<td>4,934,390</td>
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<tr>
<td>Farm Radio Homes</td>
<td>6,099,100</td>
<td>1,329,670</td>
<td>4,769,430</td>
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<td>Gross Farm Income</td>
<td>33,133,071</td>
<td>8,986,733</td>
<td>24,146,338</td>
<td>72.9</td>
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Check the chart above and see the most amazing coverage figures in all your media experience.* If you have a product or products you want to sell by the carload, boatload or trainload to this rich and ready market, Keystone will crown your sales efforts with glory and profits. There's 800 Hometown and Rural American Stations at a cost per 1,000 families so low that you won't believe it until we prove it to you. Just ask us . . . we'll be glad to show you!

*Standard Rate and Data Survey

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**WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES**

- **CHICAGO** 110 West Washington St. State 2-6303
- **LOS ANGELES** 3142 Sepulveda Blvd. Los Angeles 3-2700
- **NEW YORK** 550 Fifth Avenue Plaza 7-1460
- **SAN FRANCISCO** 57 Post Street $utter 1-7440

---

- **TAKE YOUR CHOICE**
  A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

- **MORE FOR YOUR DOLLAR**
  No premium cost for individualized programming. Network coverage for less than "spot" cost for some stations.

- **ONE ORDER DOES THE JOB**
  All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

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**Keystone Broadcasting System, Inc.**

**The Voice of Hometown and Rural America**
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<th>SUNDAY</th>
<th>MONDAY - FRIDAY</th>
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**CBC**

**MBS**

**NBC**

(Sunday, Monday - Friday, Saturday, and Wednesday)
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<th>DAY</th>
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**Broadcasting**

**Teletasing**

**FOR JANUARY 1955**

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**Erie**

**Wrigley Field**

**ABC Network**

**Time**

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**Indiana**

**WIBC**

**Schedule**

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**Chicago**

**WGN**

**Schedule**

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**Illinois**

**IBN**

**Schedule**

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**Missouri**

**KCTV**

**Schedule**

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**Ohio**

**WCMF**

**Schedule**

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**Pennsylvania**

**WPUR**

**Schedule**

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**Wisconsin**

**WSIU**

**Schedule**

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**Notes**

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**Additional Information**

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TODAY the high command of advertising agencies is facing a problem: "Will color television have the same impact on the industry as black-and-white television had five years ago?"

As one of the first producers of commercials in color, I believe that the introduction of color to television opens new and exciting possibilities. So far as the display of products is concerned, color can only increase the consumers' desire and boost sales.

But the advent of tinted video does present a tremendous challenge. The producers, directors, writers, cameramen and engineers are faced with intricate problems of production and presentation. Those of us who have experienced all the pitfalls of black-and-white television will find color a monster of complexity.

Compare the black-and-white picture with the color picture. The black-and-white signal contains only one kind of information—"brightness." It provides only lights and shadows in various parts of the scene being televised. You have this in color, too. But in addition in color there are "hue" and "saturation." Hue refers to the various colors in your picture, while saturation indicates the intensity of a specific color. (For example, a light red is less saturated than a dark red.) That's not all that must be taken into consideration before the actual creation of a color commercial. For instance, the RCA color cameras are larger, heavier and therefore less maneuverable than the standard black-and-white cameras, necessarily limiting the possibilities of camera action and the number of cues.

In an average black-and-white commercial we were concerned only with the grey scale response. But in the tinted video medium the production of your commercial faces the supreme test of the individual color scheme of scene and product. Many products that looked good in black-and-white do not lend themselves to color. The same applies to props and scenery. Adjustments must be made to render them satisfactory.

There is a definite limitation of special effects in color. For example, a dissolve from a "multicolor" to a "unicolor" scene might tend to distort and diffuse colors in such a way as to make it objectionable.

Closeups are more difficult sometimes, when a camera has to make a fast break from one shot to another, even impossible. Let me give you an example from our experience with the Sunbeam Shavemaster. In order to show a man's face before and after shaving on closeups, we had to select two men with the same skin pigmentation. It took my associates, Tye Robinson, Earl Perrin Jr. and myself two weeks to select two men whose skins photographed the same way on closeups. We interviewed over 100 men and screened 50 on camera before we got the two right ones.

At your first production meeting you should be prepared to know what you want and how it will match your client's wishes. This thoroughness should be so extensive as to include a final approval by the client so that changes, if any, will be minor once you're past the production meeting stage.

You will find it necessary to have closer liaison between wardrobe and scenic designers than you have experienced in black-and-white. A variety of costumes may have to be tested once you get on camera. You will have to plan on a greater variety of scenery because of the many colors and their shades. Backdrops must complement the colors that you are using. Gone are the days of merely hanging the ever present grey velour drape behind your announcer or product.

Makeup is more complex. While some talent gets by with stepping in front of a black-and-white camera without makeup (although frowned upon), it's a must in color.

Production meetings for color find a new face present—the color consultant. His suggestions, based on your needs, help to finalize the selection of your color schemes for your commercial. In presenting our Sunbeam electric appliances, an additional production meeting was necessary. We had to prepare and test foods, as the food was our primary scenic element lending color to the product, with background colors chosen to complement without distraction. We decided on foods for their warm colors, to get greater appetite appeal. Our main concern was presenting a variety of foods being prepared in the Sunbeam Frypan.

We were assisted by Video Vitlès [B+T, Dec. 6], who used six food specialists in the studio for two days before the first color "spectacular." During the rehearsals we had several problems—egg yolks did not have identical color—chicken looked red—ham and the right methods to solve these problems by changing lighting, background and the position of the cameras. In planning your studio rehearsal schedule, take into consideration the additional amount of time needed to cope with the intricacies of color. In the studio the test pattern time needed to correctly align color cameras is greater than for black-and-white.

You'll find the lighting equipment used is the same as in black-and-white, the difference being in the amount of basic light that is necessary. You need four times the amount of basic light to get good color quality. The use of colored lights is a great advantage to help create better pictures of products and scenes. Theatrical gelatin filters put in front of standard lights can make one neutral background, give you a variety of colors and serve many purposes.

You'll run into something that you never expected when you start blocking camera shots. The cameramen looking through their view-finders see only the black-and-white picture and therefore cannot correct their shots as readily as in black-and-white.

Camera time will be more extensive as additional lighting refinements are in process, backgrounds and props are being changed where colors are "bleeding off" and costumes are being changed to give better skin tones. Now, when all these corrections have been made and you're looking at a good picture of your product on the color monitor, you may find a dark, diffused, low-key picture on the adjacent black-and-white monitor. Compromises must be made to bring up the entire tableau of the black-and-white picture because the majority of the viewing audience will be watching on black-and-white sets. You must constantly be aware of your black-and-white picture, no matter how beautiful the color picture may be.

A tremendous advantage in the presentation of color commercials will be in the new ways enthusiasm can be created for your product. Color gives the national producer a new means of merchandising, holding group meetings of salesmen, dealers and distributors in various cities to watch the execution of the commercials in color. Seeing the product in color will build enthusiasm like no medium of advertising has ever done.

But all will be contingent on the ultimate question concerning color tv: How many color sets will be in operation how soon?

Mr. Saunders is director of the New York office of Perrin-Paus Co. In the picture at top he is explaining a point to associate Tye Robinson.

By Elliot Saunders
7th in circulation in the Southwest

among 31 TV markets!

now 103,760 TV HOMES!

Actual Spot Circulation Figures from TELEVISION Magazine
—January, 1955

100,000 WATTS
Maximum Power

CBS-ABC
(Interconnected)
DuMont

the only maximum power station between Memphis and Dallas—180 hours per month of network commercial programs.

January 31, 1955

Broadcasting • Telecasting

January 31, 1955 • Page 51
GUILD MAY GET MPTV FILM CATALOGUE

Pact is under study by Guild's Kaufman and MPTV's Fox. The deal would signal the end of MPTV as a sales organization. The catalogue includes about 700 properties.

GUILD FILMS Co., New York, last week was negotiating to acquire the Motion Pictures for Television feature film catalogue of about 700 properties, which currently are being telecast over stations throughout the country under contracts totaling about $13 million.

The movie would mean that MPTV, which turned over distribution rights to its syndicated films to the UM&M Corp. last September [B&T, Oct. 4, 1954], will no longer operate as a sales organization. Since Matthew Fox, chairman of the board of MPTV, is reported to have "substantial" interest in the feature film catalogue, it is believed that the company will continue in existence as a corporate entity.

Negotiations between Guild and MPTV were being conducted by Mr. Fox and Reub Kaufman, president of Guild. Under terms of the transaction, Guild would distribute the feature film catalogue, in addition to handling other details including booking, shipping, servicing and selling in new markets.

The film catalogue would be handled by a wholly-owned subsidiary of Guild called Entertainment Development Corp., of which Mr. Kaufman also is president. All sales personnel of MPTV, in addition to other employees, would be retained by Guild. Erwin Ezest, who served MPTV as vice president in charge of sales, will function as sales vice president of EDC. Manny Reiner is vice president in charge of sales for Guild.

Guild, through EDC, would continue to operate offices maintained by MPTV in Buffalo, Philadelphia, Atlanta, New Orleans, St. Louis and Minneapolis. It is contemplated that another office will be established in San Francisco.

GUILD FILMS is in the process of moving its headquarters to expanded quarters at 460 Park Ave., New York. If an agreement is reached it is believed that the transfer of all personnel, including former MPTV employees, would be completed by March 1.

Mr. Kaufman said this latest development would be "another step in our agreement with the Vitapix Corp. to provide all types of desirable programming." The working relationship between the two companies requires Vitapix to allocate station time for Guild properties.

Guild Films Co., which was organized by Mr. Kaufman two and a half years ago, with Libra as its solo property, has forged rapidly to the forefront of TV film and distribution companies. Gross billings in 1954 totaled almost $5 million. A spokesman said that in view of the planned expansion of production and the possible acquisition of the MPTV film catalogues it is reasonable to expect that billings in 1955 will exceed $30 million.

It was reported Mr. Fox planned to enter into the agreement to "free himself of day-to-day operations and to devote himself to other motion picture and television interests." In addition to retaining financial interest in syndicated TV film properties and the feature film catalogue, Mr. Fox is president of Skatiron TV Corp., established to provide pay-as-you-see TV programming.

Official Films Realigns Regional Division Sales

COMPLETION of the new regional division sales alignment of Official Films Co. was announced last week by Herb Jaffe, national vice president in charge of sales, with the appointment of managers of the newly organized midwestern and eastern sales divisions.

Jack Garrison, formerly head of St. Louis office of Official Films, has been named midwestern sales manager, with headquarters in St. Louis and jurisdiction over Official's offices in Chicago, Minneapolis and Memphis. Plans for expanded sales personnel within this unit were said to be under discussion.

Frank O'Driscoll, most recently in charge of the Detroit office, will become eastern sales manager with headquarters in New York, effective tomorrow (Tuesday). He will coordinate sales originating from the Baltimore, Boston, Philadelphia and Atlanta offices.

Several weeks ago, Mr. Jaffe announced the new regional divisional set-up and the appointment of Herman Rush, vice president and member of the board of directors, as manager of the West Coast division. Mr. Rush will direct sales activity in the multi-state area encompassing the Dallas and Los Angeles offices and additional offices to be opened shortly in San Francisco, Seattle and Denver. He is making his headquarters at Official's Los Angeles office.

Hutton's Girl Orchestra Filmed by Guild for Vitapix

A HALF-HOUR musical variety program featuring Ina Ray Hutton and her all-girl orchestra will be available to Vitapix Corp. TV stations in September, Guild Films announced last Monday in New York.

Filming will start on the initial 39 episodes of the show early in April at the company's Music Hall studio in Hollywood. GP's executive producer, Duke Goldstone, will be in charge. Under the agreement signed in Hollywood by Reub Kaufman, president of Guild Films, the series, produced in color, also will be available for black-and-white presentation.

Guild Films noted that the new show has been originating live on West Coast TV following the pattern of its other filmed series, such as Libra, The Life With Elizabeth and Confidential File.

Justice Adds 6 Executives in Film Anti-trust Action

AN ALLEGED conspiracy with theatrical film producers to "keep pictures off TV and restrict the distribution of 16 mm films," has resulted in the U.S. Justice Dept. naming six exhibiton organizations as co-conspirators in the anti-trust suit filed in Los Angeles U. S. District Court to force release of film prints for TV and other use [B&T, Dec. 20, 1954].

The motion will be argued Feb. 7 before District Judge Harry C. Westover.

At present, besides 11 theatrical motion picture production and distribution firms defendant, only one co-conspirator, Theatre Owners of America, is named. To be included in this category, if the motion is sustained, would be Allied States Assn. of Motion Picture Exhibitors, Independent Theaters Dist. Corp., Independent Theaters Assn., Metropolitan Motion Picture Theatres Assn. Inc., Southern California Theatre Owners Assn., Pacific Coast Conference of Independent Theatre Owners and the Council of Motion Picture Organizations.

Judge Westover has set Sept. 6 as the date of trial. The anti-trust suit was filed July, 1952 [B&T, July 28, 1952].

ATPS Opens New Offices In South, Southwest Areas

NEW OFFICES for Advertisers Television Program Service have been opened in Atlanta, Miami, Nashville, Richmond and Dallas, Maurie Gresham, vice president and general manager of ATPS, announced last week. ATPS, which is the distributing agency for John W. Loveton Productions, also has offices in Los Angeles, New York and Chicago.

The firm distributes 57 Mr. & Mrs. North films for first run and re-run in 188 markets following network showing. The expansion, Mr. Gresham said, will enable the agency to intensify operations in the southern and southwestern territories.

THE CHASE NATIONAL BANK contracts with WRCA-TV New York to sponsor Sherlock Holmes for 26 weeks. At the signing were (l to r) Anderson Hewitt, vice president, Kenyon & Eckhardt, Chase agency; Hamilton Shea, WRCA-TV general manager; Jay Heftin, WRCA-TV sales manager, and Crawford Wheeler, Chase vice president in charge of advertising and public relations.
Let Scott Do It is the top-rated 9:00 to 10:00 A.M. show in Philadelphia...according to both Pulse and ARB...the greatest kitchen show in America. And Alan Scott's the consistent winner in popularity polls.

SALES MAN FOR BLUE-CHIP SPONSORS!
National Advertisers who've experienced Alan Scott's terrific selling power include: General Foods, Lipton's, Hoover Appliances, Morrell Meats, Pillsbury, St. Joseph's Aspirin, Sunshine Biscuits, Seabrook Frozen Foods, and many others.

LOWEST COST! Alan Scott's Let Scott Do It has the lowest-cost-per-thousand rating of any daytime women's show in America's major markets, according to a study by Television Age.

Over 100,000 TV homes at a cost of only $1.45 per thousand. And now, Let Scott Do It comes under WPTZ's "45-12" discount plan. 45% off one time rates when you buy 12 or more announcements under the "45-12" plan.

TOP COVERAGE! WPTZ is peak-powered at the low end of the band, to deliver a clearer, stronger signal to more people over a wider area than any other TV station in Pennsylvania!

WHAT A BUY! Let Scott show you! And be sure to ask about the "45-12" plan. Write or wire your nearest Free & Peters "Colonel"—or phone Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, LOCust 4-5500; or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.
Distribution of TPA Series
Hits 80% of U. S. TV Stations

TV PROGRAMS produced and distributed by
Television Programs of America currently are
being telecast by 80% of the stations in the
U. S., it was announced last week by Michael
M. Sillerman, TPA executive vice president.
Mr. Sillerman also said that 77% of the na-
tion's tv markets carry TPA shows.

The figures include Lassie, NBC-TV, Sundays
at 9 p.m.; and The Halls of Ivy, Tuesdays on
CBS-TV at 8:30 p.m. They do not include
Captain Gallant of the Foreign Legion, which
will begin Feb. 13 on 60 NBC stations.

Mr. Sillerman said that the distribution of
TPA's shows "is a tribute to our 48 account
executives in the field when the overwhelming
usage of our properties is analyzed." He added
that, in addition to the NBC network carry-
ing the series, Captain Gallant also will be
syndicated by TPA.

Hall Elected Vitapix V. P.

EDWARD E. HALL, vice president and gen-
eral manager of Vitapix Corp., last Tuesday
was elected executive vice president and
general manager of Vitapix-Guild Programs Inc.

In addition he will serve as a member of the
Vitapix-Guild board of directors. The election
was announced at a meet-
ing held at Holly-
wood Beach, Fla.

Mr. Hall joined Vitapix several
weeks ago after serv-
ing as station relations director for CBS Radio.

Telefilm Names 3 to Sales

APPOINTMENTS of William F. Schnaudt,
Milt Olin and William K. Ermeling to the sales
staff of Telefilm Enterprises, New York, were
announced last week by Charles Wick, head
of Telefilm.

Mr. Schnaudt, who will cover the eastern
section of the midwestern territory, was for-
merly an account executive at WHK Cleveland.
Mr. Ermeling, former head of Monogram,
Chicago, transcription syndication company,
will cover Telefilm's Midwest territory. The
New York and New England territory is be-
ing covered by Milt Olin, who previously was
associated with United Artists Television and
WABC-TV New York.

Five Buy INS-Telenews

INS-Telenews film services have been sold
to five new clients, according to Robert H. Reid,
manager of the INS tv film department. The
daily newsfilm service was bought by WIS-TV
Columbia, S. C., for Esso Reporter effective
Jan. 24 and by WRW-TV Albany for Ford
Motor Co. effective Jan. 31. KOIN-TV Port-
land, Ore., has purchased This Week In Sport

The sports series has also been sold to Academy
Army Surplus Store for showing on KTBC-TV
Aust, Tex. The INS Telenews Weekly News
Review has been sold to American Hardware
Co., through Walter J. Klein Agency, for Satur-
day night telects on WBTV (TV) Charlotte, N. C.

FILM SALES

FILM

NBC Film Div. N. Y., sold Badge 714 (series
B) in 104 markets since program became avail-
able for syndication last fall. Series A of
the same show sold in 173 markets. Other pro-
ducts in the Warner-Tam-Wonderful of the
Falcon, 55; Dangerous Assignment, 172; Vic-
tory at Sea, 130; Hopalong Cassidy (B), 101;
Hopalong Cassidy (A), 93.

Ziv Television Programs Inc., N. Y. sold Eddie
Cantor Comedy Theatre to Jax Brewing Co.,
Jacksonville, Fl., in 18 markets bringing total
markets to 180. Jax markets include: Bex-
ro Rouge, New Orleans, Alexandria, Lake
Charles, Monroe, Shreveport, La.; Houston,
San Antonio, Beaumont-Harlingen, Austin,
Corpus Christi, Tex.; Mobile, Montgomery,
Ala.; Jackson, Meridian, Miss.; Tulsa, Okla-
home City.

Interstate Television Corp., Baltimore, has sold
Little Rascals to WRC-TV Washington.

Official Films Inc., N. Y., has completed two
conditional sales for The Heart of Juliet Jones,
five-day-a-week quarter-hour opera film series.
Contract contains clause giving official
60 days to negotiate sufficient number of sales
to make production feasible. Sales were to
KSD-TV St. Louis and Texas TV station.

FILM PEOPLE

John T. Dunphy, tv copy dept., Kudner Agency,
Y., appointed tv director, Sound Masters
Inc., same city.

Robert Wechsler, promotion account executive,
Hentman & Bowles, N. Y., to Screen Gems Inc.

same city, as sales promotion manager.

William Andrews, salesman, KFTV (TV) Port-
land, Ore., to Ziv Television Programs Inc.,
N. Y., as northwest tv representative covering
Oregon and Washington.

Howard Wormser, former director of public
relations, KTAL (TV) Hollywood, to MCA-TV,
same city, in similar capacity.

Norman Blackburn, executive director, Screen
Gems Inc., Hollywood, resigns to develop new
tv series to be produced by Florence Selner
Chalif, account executive with New York office,
tran-
sfers to Hollywood succeeding Mr. Blackburn.

Noah Beery Jr., star of Adventures of Noah
Beery Jr., signed by Jerry Courneyea Produc-
tions, Hollywood, for 13 additional films to be
distributed by United Producers Distributors.

Irving Lippman, still photographer, Columbia
Pictures, Hollywood, shifts to Screen Gems
Inc., same city, as first cameraman on new half-
hour Jungle Jim tv series.

George Amy, Meridian Pictures Inc., Holly-
wood, re-elected vice president of American

George Reeves, star of Superman tv film series,
appointed national sponsor of City of Hope
Little Helpers campaign, succeeding Roy
Tangiers, star of NBC Radio and NBC-TV Roy
Rogers Show.

Gale Storm, co-star of NBC-TV My Little
Margie film series, named "most glamorous
business women of 1954" by Hollywood Busi-
ness & Professional Women's Club.

Sam Cohen, 45, superintendent of 16mm div.,
Consolidated Film Industries, Hollywood, died
Jan. 23.

George Bricker, 55, former manager, WMCA
New York, and radio-tv film writer, died
Jan. 22.
Only STEEL can do so many jobs so well

Steel Takes to the Air. In Arizona, there's a sandy river bed where flash floods frequently occur. A gas pipe line had to cross the river bed. So, to avoid the flash flood danger, the 30-inch welded pipe line took to the air for 1020 feet. Pipe and supporting structure were fabricated and erected by U. S. Steel.

Milk Tastes Better. When served this modern, convenient way. Many restaurants and school cafeterias use these stainless steel milk dispensers. Stainless won't rust. It's sanitary and easy to clean. And it's hard enough to resist dents and wear.

Frozen Steel. Ordinary steel becomes brittle at low temperatures. But U. S. Steel recently introduced a completely new alloy known as USS "T-P." This steel retains its strength and toughness at high and low temperatures; but even more important, it can be welded without need for heat treatment. The picture shows a "T-P" welded pressure vessel that survived a blow from a 13-ton ingot dropped 73 feet. The tank was chilled to -22° F.

1200 Feet a Minute! That's how fast this magazine printing press gobbles up paper. At the delivery end, a sharp steel knife snaps in and out 1440 times a minute to cut the paper. American Quality Springs are used to cushion the shock. They perform so well that the customer has been using them in these presses for 20 years.

UNITED STATES STEEL

This trade-mark is your guide to quality steel.
of New York and other participating party product advertisers.

The show will be heard over WMCA 10:05-11 p.m., Monday through Friday, and 9:05-11 p.m. on Saturday. The series offers advertisers merchandising services involving tie-ins with 3,000 independent food stores.

Farm Bureau Name Change
Announced on Closed-Circuit

CLOSED-CIRCUIT television was utilized by The Farm Bureau Insurance Co., Columbus, last week to announce a change in the company name to Nationwide Insurance, effective Sept. 1, 1955, and a program of national expansion into areas not served currently by the company. The Farm Bureau Insurance Co. has as an all its subsidiaries the Peoples Broadcasting Corp., which operates WGAR Cleveland, WITM Trenton, WRFD Worthington, Ohio, and WMMN Fairmont, W. Va.

The closed-circuit telecast, which was carried to 21 eastern cities and viewed by some 18,000 employees, agents and their families, was directed and produced by the companies' own staff and originated from the studios of WLWC (TV) Columbus. Physical arrangements were made by Box Office Television Inc., New York.

It was said to be the first closed-circuit telecast ever put on by an insurance company.

New Long-Term Contract Set
By TelePrompTer, NBC-TV

NEW long-term contract has been signed by NBC-TV with TelePrompTer Corp., New York, for the use of TelePrompTer equipment on NBC tv shows. All programming on the network will have access to TelePrompTer service currently in use on many shows.

With the signing of the NBC contract, TelePrompTer's billing potential "is well past the $1 million mark," Irving B. Kahn, chairman of the board of TelePrompTer, said.

Ziv Sets '55 Advertising
Budget for Radio Sales

MORE THAN a quarter of a million dollars has been set by Frederic W. Ziv Co. for advertising, promotion and development of radio sales plans for 1955. The budget announcement was made simultaneously with the launch of The Edith Caso Show, Ziv's first new program for 1955.

Alvin E. Unger, vice president in charge of sales, said the first week of selling produced activity in all sections of the country in representative major, medium and small markets among independent stations and network affiliates.

TelePrompTer Appoints V. P.

HERBERT W. HOBLE, general sales manager of TelePrompTer National Sales Corp., since early 1954, has been appointed vice president, it was announced last week by President A. M. Gilbert, TelePrompTer, which provides a package of leased equipment and service to tv stations, now claims clients in more than half the states in the U. S. and in Canada. Sales have increased five-fold during the past year, Mr. Gilbert said.

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NARTB BOARDS TAKE ACTION
TO OBTAIN RADIO-TV FACTS

At Florida sessions last week NARTB's Radio Board named committee to study possibility of putting radio's convincing facts and figures into one primer. At the TV Board meeting steps are instituted to pinpoint home set counts, station popularity and viewers' attitudes.

The Radio Board:

SINGLE source of factual material showing radio's strength as an advertising medium was instigated Thursday by the NARTB Radio Board at its Hollywood Beach, Fla., meeting.

The board directed President Harold E. Fel-low to appoint a committee to investigate the proposal. This committee is to get right to work and report in the near future.

By putting all the available researching data and study material on aural broadcasting into one primer, it is believed the industry will have a text available that would aid radio salesmen as well as management.

The idea grew out of a study group formed among NBC Radio affiliates more than a year ago. Robert D. Swezey, WDSU New Orleans, was chairman of this group. As the members looked into what has been happening to radio in the last five years, they became convinced that the assignment really should be handled on a nationwide basis.

Mr. Swezey said the project should develop an "affirmative story" for radio. It is designed to bring together all findings made by research groups, including special projects and industry-wide data such as program ratings. From the project will come a realistic look on the story of what happened to radio, what changes have developed in audience habits and preferences, and an organized package of radio facts.

Support for such a project came from the NARTB Am Committee, headed by James L. Howe, WIRA Fort Pierce, Fla., and from a resolution adopted last autumn by NARTB District 14 (Mountain States). The Mountain stations had asked for a clear, easy-to-understand circulation plan for radio stations—a plan that would apply to all stations regardless of power, locality or influence. The district called for an association study of the whole problem of circulation and surveys.

Those backing the radio primer idea had hoped to get such a project underway at once, but the NARTB radio directors didn't go that far, deciding instead to do a study of the idea before taking any definite action.

The Radio Board was informed Thursday that total association membership now stands at 1,867, including 1,151 sm stations, 329 fm, three radio networks, 264 tv stations, four tv networks and 116 associates. This is a gain of 63 over a year ago.

The budget report showed $760,000 for the general fund, not including special tv and tv code allocations.

In an Fm Committee report submitted by Chairman Ben Strouse, WWDC-FM Washington, the committee asked NARTB to aid distribution of the Politz study showing 9,760,000 U. S. homes equipped to receive fm, 20.3% saturation.

Additional research material will be developed to aid storecasting and other special fm services: Attempts to slice into the fm band to aid common carrier services will be watched.

The committee is encouraging manufacturers to put fm sets in cars and it asked NARTB to prepare a list of case histories of successful fm operations.

Chairman Howe's Am Committee wants NARTB to encourage manufacture of fm personal radios using transistors. The board approved its report, which includes a request that remote control privileges for transmitters be extended to directional stations. The committee also gives a special radio week every year.

It suggested the present jam of district meetings and other industry conventions should be relieved by regional sessions.

The Radio Board made two changes in the by-laws to specify that directors must have their main place of broadcasting business in the area they represent and that radio board vacancies will be filled by election if the vacancy is more than six months; otherwise the post will be filled by appointment.

An election calendar for the Radio Board was adopted, with election procedure to start in early December and conclude in early April.

Two new directors took part in the meeting—Calvin J. Smith, KFAC Los Angeles, for District 16 (So. Calif., Ariz., Nev.) and F. E. Fitzsimonds, KFYR Bismarck, N. D. Both were elected recently to fill vacancies.

All Radio Board members were present. Henry Clay, KWKH Shreveport, La., presided as Radio Board chairman, with E. Hart-bower, KCMO Kansas City, as vice chairman.

The Tv Board:

THREE important television facts—how many homes have sets, stations they tune and what they think about programs and advertising—will be developed under steps taken last week by NARTB's Television Board. The board met Wednesday at Hollywood Beach, Fla., with Clair R. McCollough, Steinerman Stations, presiding as chairman.

The Tv Board issued a statement lauding service of three Tv Code Review Board members whose terms are expiring. The three are John E. Fetzer, of the Fetzer station group, Code Board chairman; J. Leonard Reinisch, Cox Stations, vice chairman, and H. Scott Bullitt, of KING-TV Seattle. All have been with the Code Board since it was set up three years ago.

Successors to the three retiring members have not yet been named. During their tenure the number of Code subscribers has increased from 50 charter members to 240 stations and four networks.

In other actions the NARTB Tv Board:

* Approved changes in the Tv Code seal.
* Voted to increase the Code enforcement staff to five.
* Approved a plan by which Code subscribers may insert in film or on television a clause requiring conformance to Code standards.
* Adopted a resolution calling for a staff-management study of government agency requirements for spectrum space, particularly in the tv bands.
* Reviewed progress of a project looking toward standard film purchase contracts, with
R. H. Davies, Vice-President of the Clark Equipment Company, asks:

"Do you know this famous weight lifter?"

"You've seen these mechanical muscle men all over the country," says R. H. Davies. "Clark builds them to lift up to 13 tons at a clip!

"When Kansas City was hit by a recent flood, most of their fork trucks were damaged. Clark dealers are among the best equipped in the country. But when ten or fifteen companies needed replacement parts—and fast—the demand was unprecedented! We shipped carburetors, distributors and other essentials by Air Express from our Jackson, Mich. service headquarters—and they arrived the same day!

"Our sixty dealers coast to coast know its speed and reliability. We average 5,000 pounds a month by Air Express.

"What's more, most of our shipments cost less by Air Express. For instance, a 25-lb. shipment by Air Express from Jackson, Mich. to Kansas City costs us $6.45—that's $3.50 less than by any other air service."

Air Express
GETS THERE FIRST via U.S. Scheduled Airlines
CALL AIR EXPRESS...division of RAILWAY EXPRESS AGENCY
TWENTY-THREE years ago Kenyon Brown (r), president of KWFT-TV Wichita Falls, Tex., was a bellhop at the Hollywood Beach Hotel, Hollywood, Florida. Last week at the NARTB Board meeting he was welcomed as a guest by John W. Tyler, hotel manager.

Harold See, KRON-TV San Francisco, chairman of a committee working on the idea. Mr. See reported the plan is developing slowly because there is no organized unit in the film distribution business.

- Approved outline of a second "report to the people" on operation of the Television Code.
- Backed up President Harold E. Fellows on his request to FCC for rule-making proceedings on subscription television and sent separate letter to Comdr. E. F. McDonald, of Zenthro Radio, explaining that the association was not taking a stand on subscription tv but merely urging a full hearing of the issues.
- Considered such topics as inter-city relay rates, tower height, community and directional antennas, along with problems facing uhf.

The figure showing at intervals how many homes have tv sets will be compiled by the U. S. Census Bureau as part of its quarterly nationwide sample disclosing business and economic trends. This quarterly study is based on a scientific sample of 20,000 families.

NARTB will contribute $3,000 to a total of $24,000 needed to insert a tv set question in the Census Bureau's quarterly survey. It is expected two tv set ownership figures will be obtained in 1955. Networks and other agency-advertiser groups are interested in the project and are expected to provide funds for the study.

Set ownership will be shown for the nation as a whole and for four regions. The Census Bureau's sample reflects all income groups, and is generally considered highly accurate.

The plan to find out what the public thinks about programs takes two tracks. First the NARTB Board heard a report on a method of learning public reaction to advertising programs. This would be part of the NARTB Code Review Board's work.

Second, NARTB has been working two years on development of a way to find out what stations are tuned by the public.

A pilot study has been conducted by W. R. Simmons Co., New York, to see what could be done to get the first project underway. This study has covered methods of sampling public reaction. Mr. Fetzer is head of the subcommittee that is working out details, in collaboration with Richard M. Allerton, NARTB research director. The Fetzer group is reviewing results of the pilot study.

In reporting on the station-tuning project, Robert D. Swezey, WDSU-TV New Orleans, chairman of a study group, and Mr. Allerton discussed tests of a plan to measure tv viewing. Mr. Allerton demonstrated a new type of meter developed especially for NARTB's project. The meter, attached to a tv set, records on a facsimile paper spool the channels tuned during the day.

The new machine is being used to check accuracy of a special interview technique developed for NARTB by Dr. Frankel Crawl. The field testing of NARTB's station-measuring procedure has been under direction of the Alfred Politz research organization.

This circulation scheme was originally developed as part of a joint sales-circulation promotion under NARTB's aegis. The sales-side of the project is now handled by Television Bureau of Advertising, created last summer as a joint industry-NARTB organization to promote television sales just as Radio Advertising Bureau promotes radio sales.

In a statement on work of the Code group, the association's TV Board commended Chairman Fetzer's direction of an industry program to publicize the Code, explaining he "has conducted himself in an exemplary manner, bringing credit to himself and his industry."

The Code group, it was added, has set up a practical system of self-regulation in the public interest. It has established a national trend in the public as well as civic, governmental and religious leaders; has made station tv and network management, along with performers in the medium, conscious of "the critical importance of good taste and good judgment in entertaining and informing the citizens of the nation."

Mr. Fetzer agreed to serve the board in an advisory capacity for a year.

The TV Board approved revisions in the design of the Code seal and authorized development of a series of 20-second film strips to be used by stations and networks to acquaint the public with their Code affiliation. A second report to the people will be made by the Code Board when it receives a tally of the response, drawn up by Edward H. Bronson, director of TV Code affairs, was approved. The Code staff will be increased to five and monitoring of programs and commercials will be extended.

New Weapon for Enforcement

A new weapon to aid Code enforcement will be provided with approval of a Code clause for use in film contracts. The Code Board recommended to the TV Board that Code subscribers be permitted to place in all film contracts a paragraph specifying that the purchaser is a subscriber and has the right to alter or reject films that do not conform to Code standards. The TV Board accepted the Code group's proposal.

With growing concern over community antennas, the Code Board decided to name a committee to look into the problem. Special emphasis will be placed on property rights of stations and networks, with the possibility that a test case eventually will go to the courts to determine what rights stations and networks have in their service and the control they have over community antenna systems. The committee was instructed to act quickly.

Attending the meeting were Chairman McCollough; Vice Chairmen Campbell Amourx, WTAR-TV Norfolk, Va.; Lincoln Hough, WBAP-TV Fort Worth; Paul Rabirn, KTLA (TV) Los Angeles; George B. Storer, Storer Broadcasting Co.; Mr. Swezey; Kenneth L. Carter, WAAAM (TV) Baltimore; William Fay, WHAM-TV Rochester; Ward L. Quaal, WLWT (TV) Cincinnati; Ernest Lee Jahnke, ABC, New York; Merle S. Jones, CBS; Ted Bergmann, DuMont; Frank M. Russell, NBC. Mr. Rogers left early due to illness in his family. John Esau, KTVQ (TV) Oklahoma City, was absent.

The Code Review Board had met the previous Sunday. Attending, in addition to the three members whose terms expire, were William B. Quarton, WMT-TV Cedar Rapids, and G. Richard Shafio, WIS-TV Columbus, S. C.
SUPER POWER
on the
GULF COAST!

New Tower! New Power!

316,000 WATTS, ERP

Plus...

All the outstanding shows from
NBC...CBS...ABC
and top local programs.

Clear coverage of the Gulfcoast, Southern
Alabama, Northern Florida, Eastern Mississippi.

WALA TV
CHANNEL 10
MOBILE'S ONLY TELEVISION STATION

PAPE TELEVISION COMPANY, INC.
MOBILE, ALABAMA

ASK YOUR HEADLEY-REED MAN FOR
MARKET INFORMATION AND AVAILABILITIES.
TRADE ASSNS.

NARTB SETS MAY CONVENTION PLANS

This year's meeting will be held in two Washington hotels. Top administration and congressional leaders are expected to join in common discussion of broadcasting problems.

NARTB's annual convention, to be held the week of May 22 in Washington, D. C., will be marked by a government flavor, with highest administration and congressional leaders joining in common discussion of broadcasting and engineering problems. Five days of meetings and exhibits are scheduled.

Two large Washington hotels—the Shoreham and Sheraton Park—will be sites for the meetings and luncheons. Other hotels will join in supplying housing accommodations for the more than 3,000 persons who are involved in convention week events. A nutshell schedule, tentative right now, looks like this:

Sunday—Registration; miscellaneous meetings; exhibits.
Monday—Registration; more miscellaneous meetings; tv membership business session; fm station meeting; public relations exhibit opens. Tuesday—General meeting; keynote address; government-industry meetings, including FCC chairman and other high officials; FCC roundtable; engineering reception. Wednesday—Radio Day, including early labor clinic; station management conference; luncheon addressed by NARTB President Harold B. Felt; Radio-Tv Dept. Bureau sales program; reception for government officials; separate engineering meetings. Thursday—Television Day, including early labor clinic; station management conference; Television Bureau of Advertising program in afternoon; reception and banquet.

Convention Plans Adopted

Convention plans were adopted at a Monday meeting of the association's Convention Committee, with Clair R. McCollough, Stetman Stationary, and Harold B. Clay, KWKN Shreveport, La., as tv and radio co-chairmen, respectively.

A major convention feature will be the Tuesday morning keynote address by Mark Ethridge, WHAS-A-P in Louisville (see story page 58). The industry's convention has become so large that it will tax facilities of the two Washington hotels. The exhibits will open Sunday at 9 a.m. at the Shoreham Hotel. Such groups as Daytime Broadcasters and others will hold Sunday-Monday meetings, with times fitted into the tv and fm membership meetings scheduled Monday.

Since the convention is to be held at the seat of government, high federal officials will take part in the proceedings. No announcement was made of a possible appearance by President Eisenhower. Should the President address the broadcasters, the convention agenda would be adjusted accordingly.

An extensive public relations exhibit is planned, with The Advertising Council cooperating to show how radio and tv stations and networks, and their sponsors and advertising agencies, are providing a public service. The exhibit is to be previewed by newsmen on Monday.

As part of the public-relations exhibit, groups of important administration and congressional leaders will be invited to observe radio and tv broadcasters at work in their public service roles. A reception for government officials and broadcasters is planned Wednesday afternoon, giving industry people a chance to get acquainted with those who make and enforce laws and regulations.

Strictly regulatory problems will be discussed at the annual FCC roundtable scheduled at 3:30 p.m. Tuesday. The final convention event will be the annual reception and banquet, scheduled Thursday night. Lunches and dinners will be held in a new banquet hall now being built by the Sheraton-Park.

Members of the Convention Committee, besides the co-chairmen, include the Camden Armistead, WTRF-TV Norfolk, Va.; Kenyon Brown, KWFZ Windsor Falls, Tex., ex-officio; Kenneth L. Carter, WAAM (TV) Baltimore; John H. DeWitt Jr., WSM-TV Nashville, for engineers; E. Martenhower, KGKO Kansas City; James H. Moore, WLSJ Roanoke, Va.; Frank M. Russell, NBC; Ben Strouse, WWDCl Washington.

NARTB Appoints Three to Educational Committee

NARTB last week announced creation of a new Educational Committee, with Herbert L. Krueger, vice president of WTAG Worcester, Mass., as chairman. Other members: Lee Ruth, vice president-general manager of WTVJ (TV) Miami, and Rux Howell, president-general manager of KFXI-AM-TV Grand Junction, Colo.

With its first meeting scheduled Feb. 9-10 in Washington, the new committee will study projects in NARTB liaison with public and private educational organizations.

At this session they will be joined by three educators from institutions which offer major training in radio and tv: Leo A. Martin, chairman, Boston U. Division of Communications Arts; Sidney Head, chairman, U. of Miami Radio-TV Dept.; and Russell Porter, radio-tv director, U. of Denver. These educators, all members of University Assn. for Professional Radio Education, will plan with the NARTB group for a successor organization to be known as Assn. for Professional Broadcasting Education.

ABPE would facilitate training of students for radio-tv employment and make the needs of the industry known to educators.

Lane Reelected to Head Oklahoma Broadcasters

FRANK LANE, general manager of KRMG Tulsa, was reelected president of the Oklahoma Broadcasters Assn. at its annual convention in Oklahoma City Jan. 22. Mr. Lane as keynote speaker asserted that radio is in a sound and healthy condition despite the competition of television.

Other officers re-elected were: T. M. Abarun, KGYN Guymon, vice president, and Pat Murphy, KCRC Enid, secretary-treasurer. Elected to the board of directors, in addition to the three officers, were Eugene Dodson, WKY, Oklahoma City; Gus Brandberg, KVOO Tulsa; Leo Morris, KSWO Lawton; Leroy Moses, KSEO Durant; Jack Pink, KWCO Chickasha, and Frank Winbmerly, KWWK Altus.

At a meeting the following day of the Oklahoma Associated Press Broadcasters, the first annual awards were presented for outstanding member cooperation.

First place award, a gold plaque, went to KRMG Tulsa. Glenn Condon is news director. A second plaque was awarded to KOKC Oklahoma City for the best single story by a radio station. Cy Casper accepted for the station.

Bill Bryan, news editor of KTOK Oklahoma City, was elected president of the Oklahoma AP Broadcasters for 1955 and Pat Murphy, manager of KCRC Enid, was chosen vice president. Austin Beallmear, AP bureau chief, who announced that the 29 Oklahoma stations using AP contributed 700 stories in 1954, was reelected secretary-treasurer.

NCAA TV GROUP SETS FEB. PLAN DEADLINE

THE NCAA television committee, under new chairmanship of E. L. Romney, Mountain States Conference commissioner, hopes to "satisfactory and acceptable" plan, geared to a national control policy, ready by mid-February on the basis of a timetable announced following sessions at the University Club of Chicago last week. The committee held off however, on creation of administrative machinery and a budget pending selection of a 1955 plan.

Heads have been scheduled in New York Feb. 10-11 for all interested parties, including tv networks and advertising agencies. Member schools and conferences are being invited to send representatives and offer any suggestions and recommendations in line with NCAA tv policy. Plans are to be completed at a third meeting in Chicago Feb. 17-18, sent out on a referendum vote Feb. 25, and released to the public the following day. Some 425 members and 19 allied conferences must return their votes postmarked not later than March 8.

National-Regional Combination

The Big Ten is supporting a combined national-regional program (with a suggested schedule of nine regional and four national telecasts)—one of six plans offered during the recent NCAA national convention in New York (Feb. 17-19). One of the six proposals (plan No. 5 calling for unrestricted tv) is already out the window by nature of the convention resolution.

Another hint of opposition to NCAA's "Game of the Week" plan came from Harlan Hatcher, president of U. of Michigan. In probably the first public statement by a Western Conference president, Mr. Hatcher revealed that his colleagues support the Big Ten drive to change present NCAA tv policy.

Addressing the Detroit Athletic Club Thursday, he described NCAA policy as "unwise and we do not subscribe to it" He said it was a "tight national compact control" and that "the plan is not far off" when it will prove to be "the folly it obviously is."

As the NCAA tv committee was meeting in Chicago Tuesday and Wednesday, the Illinois legislature received a bill designed to permit the U. of Illinois to televise any games it wishes if passed, it would be the way for Illinois to bolt the NCAA. Seven out of the ten Western Conference schools are involved in varying proposals submitted to state legislatures thus far (IBT, Jan. 24).

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3,000 square miles of wonderland ... and it belongs to you

The guide books tell you that Yellowstone National Park has more geysers than the rest of the world combined. They tell how Old Faithful performs every 66 minutes, how the Yellowstone gorge riots with color as the river tumbles over falls twice as high as Niagara — how you can see elk, moose, buffalo, bear and all the rest as the first white man saw them in 1810.

But you have to see this wonderland to appreciate the greatest wonder of all — that it belongs to you.
The first of our national parks, the Yellowstone was set aside in 1872 by a far-sighted Congress. Typically American in spirit, Yellowstone is rich in inspiration, sweeping in conception, rugged and raw in its beauty. And if it blows off steam occasionally, well, that’s American, too.

A Salute to the National Parks Association

Sinclair salutes the National Parks Association for its tireless work in helping to preserve the primeval character of our great national parks.

With headquarters at 2144 P Street N.W., Washington, D.C., the Association stands as a ready means by which Americans can do their part in defending the national parks and monuments. Founded in 1919, the Association is a non-profit, non-political organization with nation-wide membership. Its sole purpose is to see that our great nature reservations are protected from despoiling influences and are administered under highest standards.

MOTORISTS — if you would like to visit the National Parks by car, the Sinclair Tour Bureau will help you plan your trip. Write: Sinclair Oil Corporation, Sinclair Oil Building, 600 Fifth Avenue, New York 20, N.Y.

SINCLAIR
A Great Name in Oil
Big Ten Commissioner Outlines His ‘Gamble’

JUST WHAT does the Big Ten stand to gain (or lose) by entering its own national-regional football tv plan? What sort of a gamble does the Western Conference have in recent years for tv rights to its games by regional sponsors?

Kenneth L. (Tug) Wilson, Big Ten commissioner, last week revealed publicly for the first time his conference’s position on the financial side of the dispute. He explained:

"Contrary to general belief we are taking a bold, calculated risk of losing a sizable sum of money, instead of gaining revenue in our support of a regional football telecast program.

"Last year, seven Big Ten schools participated in five national telecasts. The revenue from them was approximately $500,000. Only three of them originated in the Big Ten area. Because of it, we were not hurt noticeably at the gate because of these telecasts. That means that practically all of the revenue was profit.

"Three years ago, we offered approximately $1 million for a nine-game regional telecast series. We probably can do nearly as well on our own contract.

"It undoubtedly will hurt our gates. If our attendance dropped 20%, we stand to lose roughly $900,000 in ticket revenue. Thus, this loss would be balanced by the increase in tv take. Last year, Big Ten revenue from football attendance was roughly $4.5 million.

"If we can balance out the hurt money against the tv take, we will be satisfied until the tv problem is solved itself, just as radio, which was once considered as a monster, did over a 20-year span."

Tv-Aural Broadcasting Unit Sets Agenda for AIEE Meet

AMERICAN Institute of Electrical Engineers will convene in New York, toda Monday) through Friday, Feb. 4, at Hotels Statler and Governor Clinton for its mid-winter general meeting, according to J. B. Epperson, chairman.

Programs sponsored by the Committee on Television & Aural Broadcasting Systems (communications div.) get underway Tuesday morning with Donald B. Sinclair, General Radio Co., Cambridge, Mass., presiding. The following technical papers will be delivered:


Ford Gives to Crusade

RADIO FREE EUROPE has been given $250,000 by the Ford Motor Co. through the 1955 Crusade for Freedom. Henry Ford II, president of the company and board chairman of the American Heritage Foundation which sponsors the annual Crusade, announced last week.

Mak ing his station representative firm the first to sign membership with Television Bureau of Advertising is William H. Weldon (seated), president of Blair-Tv Inc. Witnessing the pact signing are Oliver Treyz (l), TVB president, and Ray E. Nelson, newly-appointed director of national spot sales for TVB.

TVB Joining by Blair-Tv, First Representative Member

BLAIR-TV, New York, station representatives, has joined Television Bureau of Advertising, New York, according to a joint announcement made by William Weldon, Blair-Tv president, and Oliver Treyz, president of TVB. Blair-Tv is the first representative firm to join the all-industry sales and promotion organization.

Mr. Treyz also announced appointment of Raymond E. Nelson, president of Keystone Adv. Agency, as director of national spot sales for TVB. Mr. Weldon stated that Blair’s joining TVB expressed his company’s confidence in the ability of TVB to introduce new advertisers to spot television. "Blair-Tv’s membership support will enable us to break new ground and do the first industry-wide selling in the tv national spot field," Mr. Treyz said.

New England Meeting Votes For Audience Survey Study

VOTE to explore the possibilities of a New England-wide audience survey was unanimously approved at the fifth meeting of Ket- tell-Carter, regional sales representatives, and the New England radio-tv stations represented by the firm.

The proposed survey would be sponsored by the 34 radio stations represented.

The following were appointed to a committee to investigate the survey possibilities: Henry A. Molina Jr., WJTM-WIAT, Mass.; Jack Sul- van, WSPR Springfield, Mass.; Dick Monahan, WAVZ New Haven, Conn.; Gus Forman, WBDW Providence, R. I.; Lincoln Pratt, WSBR Fall River, Mass.; Noll Winkle, WPFA Manchester, N. H.; Dennis Shute, WLAW Lewiston, Me.; Bert Fishman, WTEN S. Jebsen, Ut., and Elmer Kettel of the representative firm.

SRA Announces Membership Of Eight Committees for ’55

MEMBERS who will serve on eight committees of Station Representatives Assn., New York, during 1955, were announced last week by Adam J. Young Jr., president of SRA.

Ward Dorrell, Blair Co., was appointed chairman of the research committee. Other members: Dan Demonte, Katz Agency, Monroe L. Long Jr., Branham Co., and Frank Woodruff, Free & Peters.

Members of the station rates committee are: Robert Eastman, Blair Co. chairman, Jones Bogen & Smith, McGiff & Morgenstern, Katz Agency; Frederick G. Neuberger, Avery-Knedl, and Bates Halley, Weid Television.

Appointed to the radio sales committee are: Arthur McCoy, Avery-Knedl, chairman; Jack Thomas, Free & Peters; Martin Bach Katz Agency; David Simmons, Blair Co.; Louis Moore, Robert Meeker Assoc.; and Steve Maslovits, Adam J. Young Inc.

The television sales committee includes Jack Brooker, Free & Peters; chairman; Arthur Shein, Avery-Knedl; Scott Donahue, Katz Agency; James Stazo, Adam J. Young Inc.; Thomas Campbell, Branham Co., and Vic Piano, Robert Meeker Assoc.

George Brett, Katz Agency, has been appointed chairman of the committee of SRA’s plans to extend the RCA-Columbia agreement to the male audience.

Serving on the nominating committee are John P. Blair, Blair & Co. chairman; Lewis H. Avery-Knedl; Robert D. C. Meeker, Robert Meeker Assoc.; John E. Pearson, John E. Pearson Co., and Adam J. Young, Adam J. Young Inc.

The dues committee includes Joseph J. Weed, Weed & Co., chairman; Peter C. Goldmark, Free & Peters, and Eugene Katz, Katz Agency.

Committee on district television over-the-air representation is headed by Mr. Meeker, and includes Max Donahue, Everett-McKinney; Lloyd Griffin, Free & Peters; Russell Walker, John E. Pearson Co., and Thomas F. Clark, Thomas F. Clark Co.

RETMA Tax Unit Formed

NEW Tax Advisory Committee has been formed by Max F. Balcom, chairman of the board, Radio-Electronics-Tv Mfrs. Assn., to carry on the RETMA’s efforts to explore the feasibility of a tax on radio and tv sets. Chairman is Gerald M. Ungaro, Magnavox Co. RETMA contends the tax is discriminatory and it will ask Congress to rectify the damage caused the industry when the tax on other appliances was cut to 5%.

DBA Asks FCC Change In Power Grant Basis

A RESOLUTION asking the FCC to consider station protection on the basis of community and area coverage rather than on signal strength because of the "candlestick" was adopted by the Daytime Broadcasters Assn. last week.

The resolution was passed by DBA’s board of directors at a meeting in Chicago’s Sheraton Hotel, Jan. 25-26, under the chairmanship of Ray Livesay, WBLH Mattson, Ill., and DBA president. The board also sought ways of strengthening the organization at the local level and of adding impetus to the petitions before the FCC concerning fixed and extended hours of operation for daytime outlets.

Also discussed were the recent U. S. Mexico talks over a proposed bilateral agreement covering am broadcasting allocations and differences over secondary station assignments on clear channels. Daytime operators represented at the Mexico City discussions Dec. 11, 15, 1954.

Daytime station operators—those 180 DBA paying members of the some 850-plus daytime stations across the nation’s more than 2,700 am outlets—seek a limitation of interference-free primary contour protection as well as standard daily hours of operation the year around (not during the summertime) from 5 a.m. to 7 p.m. The board also set up committees for extended hours, farm and religious programming, budget and finance, Congressional and FCC resolutions, policy and pro-
Cal Sales sez...

8 GETS YOU SEVEN IN PACIFIC Paradise

KSBW (AM & TV) Salinas, Calif.

Represented by George P. Hollingbery Co.
gramming, publicity and resolutions.

Following are the assignments by committees 
(some of which will compile data for further activity before the FCC):

Extended Hours Programming—Worth S. Rough, WCBC Anderson, Ind. (dist. 8), chairman, Don H. Martin, WSLM Salem, Ind., and Edward H. Pate, KFRS Kansas City, Mo.; (Farm Programming)—Ralph Shepard, KWOA Worthington, Minn. (dist. 11), chairman, Ed Mason, Colby, Kan., James H. Firmin, WMOK Metropolis, Ill., and Joseph Bradshaw, WATTS Red Lion, Pa., and William Kuiper Sr., WFWI Grand Rapids, Mich.; (Budget and Finance)—George Dodds, WGGH Marion, Ill. (dist. 9), chairman, and F. R. Householder, WIVA South Bend, Ind.; (Resolutions)—Tom Maxwell, WIBB Macon, Ga. (dist. 5), chairman, and Arden Booth, KIWN Lawrence, Kan.; (Congressional and FCC Resolution)—Jack Younts, WEBB Southern Pines, N. C. (dist. 4), chairman; (Policy and Programming)—Morris Mindel, KGST Fresno, Calif. (dist. 15), chairman, and Edwin B. Evans, WWST Wooster, Ohio, and (Publicity)—George Valger, KWPC Muscatine, Iowa, DBA secretary, (dist. 10), chairman, and Raymond J. Cheney, WMIX Mt. Vernon, Ill.

New Illinois News Assn.
Elects Small President

BILL SMALL, news director at WLS Chicago, has been elected president of the Illinois News Broadcasters Assn., newly-formed to stimulate professional interest, raise professional standards, provide an avenue for exchanging ideas and help further the principles of freedom of information.

Also elected were Glen L. Farrington, WIPX Springfield, vice president, and Ralph Smith, WIRL Peoria, secretary-treasurer. Donald E. Brown, associate professor of journalism at the U. of Illinois and news director at WILL Urbana, was selected executive secretary. On the executive board are Mr. Brown; Don Redichiff, WKBK Waukegan; Brooks Watson, WMBD Peoria, and Steve Rowan, WMIX Mount Vernon.

A state meeting will be held next April at which time a constitution will be submitted.

Harold Dewing, WCVS Springfield, president of the Illinois Broadcasters Assn., addressed the organizational session in Springfield Jan. 22, stressing the value of radio-television news. Over 40 news editors and representatives of the wire services attended the meeting.

Chicago's State Street Spot
Success Told to Retail Group

HOW the State Street Council has effectively used radio spots to promote downtown Chicago as a shopping area was recounted at the third annual Retail Advertising Conference in that city Jan. 22-23.

Under the plan, Chicago listeners have heard about 6,000 times the past two and a half years the slogan: "What do you want to buy? What do you want to pay? State Street's got it every day." The council's budget ranges from $125,000 to $200,000 per year, with the bulk of it going into this institutional radio advertising.

Success of the promotion was explained at the conference by Randall H. Cooper, president of the council. He noted the flexibility of the plan and reported the council has stepped up its allocation of one-minute spots from four to six stations in Chicago.

Out-of-Home Radio Listening
Faces Sharp Rise—Sweeney

FURTHER radical changes in radio during the next five years through the use of truly portable radios were predicted by Kevin Sweeney, president of Radio Advertising Bureau of New York, in a speech before the Salt Lake City Advertising Club last Wednesday.

"Within two years, portables can be selling at a five-million set-per-year clip; in a decade, at double that rate. This could boost radio's out-of-home audience alone to higher levels than our present total listening," Mr. Sweeney said.

The RAB president cited the increased personal quality of radio with comments on the pocket radio and Raytheon's announcement of a portable that operates a year on four small flashlight batteries. He said such progress "opens an era when men and women will carry a radio as normally as they now carry keys or a pocket comb."

RAB Adds 10 Member Stations

NEW radio station members of Radio Advertising Bureau were announced by Arch L. Madsen, director of RAB's member service, last week.

Additions within the last month, according to Mr. Madsen, were WWJ Detroit; WHK Cleveland; WCBS New York; WDMX Des Moines; WCHM Davenport, D.; WWWB Russellville, Ala.; WSNW Seneca, S. C.; WBAY Barrington, S. C.; WLFA Lafayette, Ga.; WGMG Washington, and WFNJ Burlington, N. C.

Among Friends

WINDY knows he's welcome on Madison Avenue—because as he puts it, "Experienced time-buyers long ago discovered KTVH reaches more folk in Central Kansas per TV dollar."

Profit by what other advertisers have learned and take WINDY into your confidence, too! He'll prove the superior selling job KTVH can do for you.

Start the Ball Rolling, Today!

KTVH
Hutchinson CHANNEL 12

VHF 240,000 WATTS
CBS BASIC—DUMONT
Represented Nationally by N-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen), Howard O. Peterson, General Manager.
What is the secret of America’s aviation leadership?

America’s leadership in the air—which today is essential as a deterrent against aggression—grows out of the abundant resources of the nation. But turning these resources into aviation progress requires imagination—and initiative.

These qualities were truly one of the decisive “secret weapons” that helped turn the tide during the last world war.

An example is the inside story of the development of the B-17 Flying Fortress.

It began in the early ’30’s when Boeing became concerned about this fact: despite all the progress aviation had made up to that time, there still was no powerful aerial attack weapon—no airplane that could operate far from its base, deliver a heavy blow to the enemy, and all the while protect itself from attack.

A new concept of attack

Boeing believed in the eventual need for such an aerial weapon. And, carrying on a company tradition of pioneering new types of aircraft, Boeing men began designing and building America’s (and the world’s) first high-performance battleship of the skies. Boeing invested a major portion of its financial resources at that time in this revolutionary new concept—an airplane powered by four engines and capable of performances far beyond anything then conceived. It was called project 299.

When the Boeing 299, a craft of unprecedented size and provisions for armament, rolled from the factory, newspapers dubbed it a “flying fortress.” The name stuck. And when the Flying Fortress first flew, on July 28, 1935, its performance exceeded every hope of the men who designed and built it. A demonstration earned an initial order for 13 from the Army Air Corps.

As war in Europe underlined the urgent need for a powerful aerial attack weapon, this initiative paid off. The Boeing B-17 was ready.

Flown by its valiant American crews, the Flying Fortress dropped 46% of all the bombs dropped on Europe by all U.S. bombers, and shot down 67% of the enemy fighters shot down over Europe by U.S. bombers.

The Flying Forts made possible high-altitude daylight precision bombing. They fought for freedom around the globe. And their successor, the B-29—which was ordered into production from Boeing designs even before the first experimental model had flown—delivered to its targets 97% of all the bombs dropped on Japan.

Initiative had developed a decisive weapon, years before its need was obvious.

A related present-day example is the design of America’s first jet transport.

The 707

While developing and producing the B-52 eight-jet heavy bombers, and more than 1,000 B-47 six-jet medium bombers, Boeing determined to apply the advantages of jet power to another vital category of aircraft—the tanker-transport. Turning this conviction into action, Boeing engineers, drawing on the world’s most extensive background of experience with large, multi-jet aircraft, began work on project 707. The company invested more than $15,000,000 of its own funds to design, research and build a prototype, or demonstrator, model. The airplane, America’s first jet transport, is now well along on its flight test program. Its performance, like that of earlier pioneer Boeing aircraft, has exceeded expectations. The Air Force has ordered its aerial tanker version into production.

Boeing’s tremendous engineering, production and manpower resources continue to serve the defense needs of the nation. While efficiently producing fleets of advanced jet bombers for the Air Force, Boeing also continues to design “years ahead”—to help ensure that when even more advanced aircraft are needed, they will be ready.

BOEING AIRPLANE COMPANY

SEATTLE, WASHINGTON; WICHITA, KANSAS

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PLOTKIN-JONES REPORTS DUE WEDNESDAY

Magnuson to release majority and minority drafts on networks, uhf-vhf investigations, plus his own comments.

RELEASE of reports and recommendations of Harry M. Plotkin and Robert F. Jones, who have been Democratic and Republican counsel, respectively, in a Senate Commerce Committee investigation of the networks and uhf-vhf troubles, are anticipated at a news conference scheduled for Thursday by Sen. Warren G. Magnuson (D-Wash.), committee chairman.

Sen. Magnuson will release the Plotkin report with comments of his own and will be on hand to answer questions from newsmen.

It is expected, also, that Sen. John W. Bricker (R-Ohio), who headed the committee in the 83d Congress and who initiated the investiga-
tion last summer, will be present, possibly with Mr. Jones.

Committee spokesmen hoped last week that both reports could be published together. Mr. Plotkin already has submitted his "memorandum" to Sen. Magnuson.

Mr. Jones has been at his home in Lima, Ohio, for several days and it was understood he was to return to Washington last Saturday night. A spokesman for Sen. Bricker said the senator, ranking Republican on the committee, had not read Mr. Jones' report and recommendations but was expected to do so over the weekend.

Mr. Plotkin's document is not expected to be released as a "majority report" unless it is approved by a majority of the committee before the Wednesday news conference. The committee has not considered the Plotkin report yet, and no meeting shall be set for before the conference by late last week. It has been expected, however, that the "memorandum" will be approved, at least in part, by Chairman Magnuson. Mr. Plotkin's tenure as Democratic counsel for the investigation was to end today (Monday). He plans to return as partner to the Washington law firm of Arnold, Fortas & Porter.

Mr. Jones, reached Thursday in Lima, declined to comment on his report and on whether he will remain as minority counsel. He is not expected to remain beyond the time limit of today (when the committee's funds for special counsel expire), but a spokesman for Sen. Bricker said Mr. Jones may remain around awhile as a "consultant."

Sen. Magnuson several days ago notified the 12 members of the committee (staff counsel and clerical) who were hired with funds for the special investigations that the unused money will no longer be available after Jan. 31. A resolution that would provide new funds for the special work from Feb. 1, 1955, to Jan. 31, 1956, to remain in the Senate calendar was reportedly being favoredly reported last week by the Senate Rules Committee, with approval expected by the Senate (see story, page 70).

Mr. Plotkin's memorandum will propose that the Dept. of Justice and the FCC study the document on how much can be accomplished under existing law and regulations [B[10], Jan. 24, 17, 10]. Some of the objectives: (1) elimination of network option time, (2) discouragement of station representation by networks, (3) FCC study of AT&T line charges, (4) review of multiple station ownership rules, (5) possible separation of ownership of radio and tv networks.

Mr. Jones' report, it has been said, among other things will support the common carrier concept for networks.

He also is expected to write a justification of his dissenting vote in 1952 as FCC commissioner on the Commission's Sixth Report & Order allocating a nationwide tv system, at which time he said the allocations plan favored vhf stations in large markets to the detriment of small-market tv stations.

Sen. Magnuson called the news conference after canceling a planned business trip to Seattle and remaining in the Nation's Capital, upon the advice of Senate leaders, on account of the Formosa crisis.

His change of plans, however, apparently will do nothing toward moving up to an earlier date the Senate Commerce Committee hearing on the nomination of FCC Chairman George C. McGovern.

The reason is that Sen. Bricker, who has championed confirmation of the nomination of Mr. McConnaughy, a "long-time friend" and fellow Ohioan, plans to leave Washington for the West Coast on Feb. 10 and remain until Feb. 17. The Ohio Republican also had tenta-
tive intentions late last week to make another trip which would keep him away from Wash-
ington until about Feb. 20, but plans on the latter trip were canceled.

Democratic members of the committee, it was understood, had hoped Sen. Bricker would be on hand Tuesday, Feb. 15, for a hearing on the McConnaughy nomination.

Tax Testimony Stricken In Indianapolis Hearing

IN AN UNUSUAL action, FCC Hearing Ex-
aminer Basil P. Cooper last week ordered some 100 pages of transcript in the Indianapolis ch. 13 tv hearing to be physically stricken on the ground that the testimony— involving income tax penalties incurred by an officer in one applicant— had been given under "judicial duress" and was obtained in error.

The examiner did not disclose the identity of the witness or applicant involved. The record had been impounded earlier.

On Thursday, three of the four applicants in the case petitioned for additional time in which to prepare an appeal to the Commission to restore the evidence. WIRE, WIBC and Crosley Broadcasting Corp. indicated they would tender a joint appeal early this week. The fourth applicant is Mid-West T. V. Corp.

In his formal order of Jan. 19, made public Thursday, the examiner cited the secrecy pro-
visions of the Internal Revenue Code and penal-
alties for unauthorized disclosure. He recalled that the witness, testifying Oct. 19, 1954, as well as his counsel, objected to disclosing the income tax information but was directed to do so by the examiner.

Aside from expunging the testimony and all later reference to it, the examiner ordered that any pleading filed in the case disclosing or citing the matter shall be returned to counsel and will not be received until such references are "physically deleted."

Crosley is operator of WVL and WLWT (TV) Cincinnati, WVLW (TV) Dayton and WLWC (TV) Columbus, Ohio. Mid-West includes President George Sadlier (34.55%), banker; Vice President Paul A. Walk (2.85%), car dealer, and Secretary-Treasurer Harry D. Leer (5.56%), dentist.

TAKING PART in production of an Air
Force film on Conelrad are (l to r): seated, Robert D. Linx, coordinator, FCC-FCDA; FCC Comr. Robert E. Lee; standing, A. Prose Walker, NARTB engineering man-
ger; Leslie L. Kullenberg, FCDA assistant admin-
istrator, and Robert H. Moody, gen-
eral manager, WHIO-AM-TV Dayton.

AF PREPARING CONELRAD FILM

The Air Force is producing a half-hour film on telemetry (Control of Electromagnetic Radiation) to show the nation's tv viewers how the radio system will keep the public warned in event of enemy air attack while keeping enemy bombers from "homing" on radio frequencies of U. S. broadcasting stations.

The film, on which production began Jan. 20 at Wright-Patterson Air Force Base, Dayton, Ohio, is expected to be completed in March. Narration will be by CBS commentator Edward R. Murrow. The film is being shot at Dayton, New York City on the CBS-TV See It Now set and at Roslyn, N. Y.

Featured in the film will be top level civil and military defense and communications officials. These will include FCC Comr. Robert E. Lee; Maj. Gen. Walter E. Todd, commander of the Western Air Defense Force, Hamilton Air Force Base, Calif., headquarters for Conelrad; A. Prose Walker, Engineering Dept. manager, NARTB, and Leslie L. Kullenberg, assistant administrator of the Federal Civil Defense Administration.

Under production by Wright-Patterson's 1350th Motion Picture Squadron, the film will be distributed to tv stations after its completion in March. Producer is Anthony Lawrence; di-
rector, William J. Miller.

Eisenhower Names Pyle Administrative Assistant

FORMER Gov. Howard Pyle of Arizona, un-
seated in the Nov. 2 elections by former Sen. Ernest W. McFarland, Democrat, has been ap-
pointed by the President as an administrative assistant, and will act as presidential liaison representative with Federal departments and agencies, beginning Feb. 1.

Mr. Pyle is a minority stockholder in KTAR Broadcasting Co., which owns KTAR Phoenix, KVAR (TV) Mesa, 85.8% of KVOA-AM-TV Tucson, 98% of KYUM Yuma and 95.2% of KYCA Prescott. The former governor, who earlier this month said he was undecided about taking the position [B[10], Jan. 10], will deal with federal programs that affect the states.
with **WAVE**

you don’t buy the cane—

**YOU BUY THE SUGAR!**

There's only one radio station in Kentucky that gives you exactly what you need — *at the right cost!*

**KENTUCKY’S SWEETEST MARKET**

WAVE’s 50% BMB daytime coverage area almost exactly parallels the rich, 27-county Louisville Trading Area, where 42.5% of Kentucky's total effective buying income is concentrated.

**TOP PROGRAMMING — TOP AUDIENCE**

WAVE is the *only* NBC station in or near Louisville.

Plus that, WAVE commands high listenership by investing in *top local* programming — employing 44 people *exclusively* for on-the-air RADIO activities.

You don’t have to raise cane. You *get* the sugar when you use WAVE. NBC Spot Sales has the figures.

**WAVE • 5000 WATTS**

**LOUISVILLE • NBC AFFILIATE**

**NBC SPOT SALES**

National Representatives
**FCC ‘Tentatively’ Stands Pat on Skywave**

NOTICE of “tentative judgment” to adhere to its March 1954 proposal in the seven-year-old daytime skywave case was issued by FCC last week in an effort to guide stations and others who are preparing comments (due April 17) on that portion of the report pertaining to whether the revised rules should be made applicable to existing am outlets.

The proposal seeks to afford clear channel stations added protection at sunrise and sunset from daytime skywave interference by certain secondary stations operating on the same frequency. It was issued in two parts. The first relates to modified standards for new am stations while the second part concerns existing stations.

Comments and oral argument on the first part last summer drew widespread opposition and various alternate proposals [B+T, July 19, March 15, 1954], all of which apparently have been rejected by the Commission.

Last week’s notice drew a detailed dissenting opinion by Comr. Frieda B. Hennock. She urged that “without delay” hearings be designated on a newly-combined clear channel and daytime skywave proceeding. Her reasons: the years that have passed, since clear channel policy was formed (1923), the changes in economic, social and technical conditions and the growth of am stations and service, as well as fm and tv.

FCC’s daytime skywave proposal recognizes that secondary stations on clear channels cause varying degrees of interference two hours after sunrise and two hours before sunset to the dominant Class I stations. It proposes a new "transitional" period operation for the secondary stations to curb such interference.

The report said existing Class II daytime-only stations would not be affected "at this time," expressing the same generally for existing Class II limited-time outlets, excepting those located to the east of their dominant outlets.

**Storer Denies Charges Made by Miami Rivals**

BLANKET denial of charges made by WINZ-WMFL (TV) Miami in protesting to the Commission on approval of Storer Broadcasting Co.’s purchase of WMIE-TV Miami and WFTL-TV Fort Lauderdale, now operating as ch. 23 WQBS-TV Miami [B+T, Jan. 24], was made last week by Storer Broadcasting Co.

Not only did Storer assert that the protest had no standing and that the charges were not spelled out with specificity, but it also questioned the good faith of the objector.

In challenging the standing of WINZ-WMFL to protest, Storer claimed that its WGBS-TV operation would benefit the ch. 33 WMFL and not injure it. Since "injury" is the basic premise on which the standing of an objector is decided, the protest should be dismissed, Storer said.

In questioning the good faith of the protest, Storer referred to the fact that WMFL received its grant in December 1953 and that it had not begun operating yet.

WINZ-WMFL claimed that Storer bought the two south Florida uhf stations in order to secure the NBC affiliation there. It also charged that the Storer purchase violated Commission policy on concentration and diversification.

**FCC Denies Review Of Tampa Tv Grant**

PETITIONS of Tampa Times Co. (WDAE-Tampa) and Orange Television Broadcasting Co. for review of the Tampa ch. 13 tv decision were denied by FCC last week in an opinion and order affirming its final grant to Tampa Television Co. Chairman George C. McConnaughey and Comr. John C. Doerfer dissented.

The ch. 13 final decision, issued last fall, overturned an initial ruling of an examiner favoring Tampa Times [B+T, Sept. 6, 1954]. The grant followed by a month another decision to grant ch. 8 at Tampa-St. Petersburg to Tribune Co. (WFLA) and deny WTSP and Tampa Bay Area Telecasting Corp. Diversification of media of mass communication was a factor in both cases but was weighed differently in each.

Vice president, general manager and 20% owner of Tampa Television is Walter Tison, operator of WALT Tampa. The tv grantee’s largest single stockholder, Mr. Tison plans to sell WALT, it was indicated.

In the ch. 13 proceeding, Tampa Times claimed it was entitled to preference on the same basis as the Tribune Co. in the ch. 8 case. FCC, however, explained comparative factors were not similar and that Tampa Times could not claim sufficient superiority in other areas to outweigh diversification.

But Comr. Doerfer, in his dissenting opinion, said he couldn’t reconcile the ch. 13 action with that taken in the ch. 8 Tribune Co. decision. He felt the ch. 13 permit should go to Tampa Times Co.

Meanwhile, FCC last week approved application of ch. 8 WFLA-TV Tampa for change of studio site and equipment changes, with effective radiated power to be 302 kw visual and 209 kw aural instead of the original 316 kw visual and 158 kw aural. FCC denied a petition by WTSP calling for hearing.

**Puerto Rico Gets Tv Grant With Spacing Problem Ended**

NEW tv station on ch. 5 at Mayaguez, P. R., was granted to WORA there by the FCC last week.

The new ch. 5 facility will operate with an effective radiated power of 1,48 kw visual, 0.89 kw aural, with antenna height of 1,990 ft. above average terrain.

WORA is 93.5% owned by Alfredo R. de-Araldila Jr., who owns extensive sugar cane interests.

The ch. 5 grant was delayed because of the problem of sub-standard spacing resulting from the choice of sites specified by WORA and the Department of Education of Puerto Rico, applicant for new educational station on ch. 6 at San Juan. The FCC last November amended its tv table of assignments by substituting ch. 6 plus for ch. 11 minus in Campus, P. R., and substituting educational ch. 11 plus for educational ch. 6 in San Juan [B+T, Nov. 22, 1954]. Last week the Commission vacated this assignment, after the Department of Education amended its bid to specify a transmitter site avoiding the sub-standard spacing problem.

**Laurel Grant Postponed**

BECAUSE of economic protests by two local stations, FCC last week postponed the effective date of its Nov. 24, 1954, grant to American Southern Broadcasters for a new station at Laurel, Miss., on 1430 kc with 1 kw daytime (WPWR), and designated it for oral argument Feb. 14. Protestants WLAU and WAML were made parties to the proceeding. Comr. Frieda B. Hennock voted for hearing.

**The QUINT CITIES**

5 CITIES—2 COUNTIES the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Adventurers know it.

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area ... a market with money.

In its pockets ... a market blanketed by WOC.

The Quint city area is ideal for test campaigns. Five cities combined into one metropolis ... thousands of rural listeners. Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office ... or from WOC

4000 W 1420 Kc

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Davenport, Iowa
AM-FM-TV
Free & Peters Inc. Exclusive National Representatives

Broadcasting • Telecasting
Four Radio Sales
Get FCC Approval

SALES of WPAT Paterson, N. J.; KSTL St. Louis, Mo.; WWCO Waterbury, Conn., and WOOW New Bern, N. C., received FCC approval last week.

WPAT was sold by the North Jersey Broadcasting Co. for $300,000 to newly-organized WPAT Inc. North Jersey Broadcasting was 90% owned by the Passaic Daily News and 10% by James V. Casman. WPAT Inc. is 99.5% owned by Emanuel Dannett, partner in the New York law firm of McCoidrnick, Dannett, Horowitz & Golub. The remaining interest is held by Dickens J. Wright, who will act as president and general manager. Mr. Wright currently is executive vice president and general manager of WPAT.

At St. Louis, 57.5% interest of KSTL was purchased by Edward E. Haverstick and family for $131,750. The Haverstick family will now own 85% interest in the station.

At Waterbury, WWCO was sold by The Mattatuck Broadcasting Co. for $75,000 to New England Broadcasting Corp., composed of importer-exporter Lawrence Brandon (0.5%), his wife Carol D. Brandon (99%), and Ivan R. Drechsler (0.5%).

At New Bern, Craven Broadcasting Co. sold all the stock of WOOW for $25,000 to equal partners: A. Ballard, general manager of WADE Wadesboro, N. C.; Raymond L. Ballard, furniture salesman, and Furman Y. Sorrell, physician.

Rayburn, Meader Disagree On House Radio-Tv Coverage

HOUSE SPEAKER Sam Rayburn (D-Tex.) reiterated his stand against broadcasting and televising the proceedings of House committees in an exchange last week with Rep. George Meader (R-Mich.).

Speaker Rayburn expressed his views in reply to parliamentary inquiries from Rep. Meader and other congressmen, saying he felt present House rules prohibit coverage by radio and tv, although he said a committee may permit photographers to take pictures before and after proceedings. This policy, he said, "will hold and will hold unless and until the rules of the House are amended."

In references to the Senate and the White House—where the former permits public comments and the latter is telecasting and broad- cast and where the latter has opened presidential news conferences to filmed coverage [B&T, Jan. 24]—Rep. Meader said: "... With the executive branch of the government and other legislative bodies continually in the limelight, the House, if it excludes itself from the public gaze, will be relegated to a position of inferior importance in the public regard." He said, however, that committees must maintain "editorial control" over their proceedings.

KWG Sale Approved

FCC approval of the sale of KWG Stockton, Calif., for $75,000 from McClatchy Broadcasting Co. to station Program Director James E. Lange and Dr. Lewis B. Saalow was asked last week. McClatchy is selling KWG in order to purchase KBOX Modesto, Calif., from Stanislaus Broadcasters Inc. for $75,000 [B&T, Dec. 13, 1954]. This proposed purchase was the subject of a McFarland letter from the FCC three weeks ago [B&T, Jan. 17]. Modesto and Stockton are less than 30 miles apart.

WHERE IS ALL THAT EXTRA MEAT COMING FROM?

How are we doing at keeping up with the growing meat needs of a growing America? The answer is one of the big production stories of our times.

1. A generation ago America's 128½ million men, women and children ate, on the average, 129 lbs. of meat per person. If you think that's a lot of meat, look at what has happened since.

2. In one generation Americans have upped their meat eating by 26 lbs. per person—to 155 lbs. in 1954. That's part of our rising standard of living.

3. ... but on top of that there are now 34 million more mouths to feed. At the current rate of consumption that means America is producing about 10 billion more lbs. of meat per year than we did only 20 years ago.

4. How is all of this accomplished? Farmers are using new scientific methods to raise more animals, faster, and on less feed than ever before.

5. At the same time, meat packers have found ways to shorten processing time—by days—even weeks. This and modernized methods, plants and equipment help them keep up a production record—averaging 66 million pounds a day. That much meat would fill a train 18 miles long!

6. That takes care of today's needs. But by 1975 there will be another 50 million more Americans, and each will want at least as much meat as we eat today. That's another 7½ billion pounds! Meat producers are already working on the special "meat magic" it will take to meet that demand!
PROVIDENCE, ALBANY
STAY APPEALS ARGUED

REQUESTS for stay orders against TV grantees in Providence, R. I., and Albany, N. Y., were argued in U. S. Court of Appeals in Washington Thursday.

Earlier in the week, the appellate court denied the request for a stay order against the Commission's grant of ch. 12 in Portland, Ore., to Oregon Television Inc. [B*T, Jan. 10].

In Providence, ch. 16 WNET (TV) appealed against the FCC's grant to what is now WPRO-TV, following a merger of competing applicants. It asked that the grant be stayed, pending a judicial decision regarding its appeal [B*T, Jan. 17].

Stay against the Commission's action approving the sale of ch. 41 WROW-TV Albany, N. Y., and its am affiliation to CBS newscaster Lowell Thomas and associates was asked by ch. 35 WTRI (TV) in that city [B*T, Nov. 8, 1954 et seq.]. Appeal by WTRI is against the FCC's action on its protest, which alleged conspiracy between Mr. Thomas and his associates and CBS regarding tv affiliation among other things [B*T, Jan. 17].

Request of Columbia Empire Telecasters Inc. for a stay against the Commission's grant of Portland's ch. 12 to Oregon Television Inc. was denied following argument two weeks ago. Columbia Empire attacked the Commission's decision on the manner in which Oregon Televison's proposed general manager resigned and the validity of the Commission's attitude on diversification [B*T, Jan. 10].

EXaminer Directs Lamb To Resume Cross Examination

FCC Examiner Herbert Sharfman last week ruled that counsel for Edward Lamb's WICU (TV) Erie, Pa., must proceed with further cross examination of certain Broadcast Bureau witnesses Feb. 9 when the WICU renewal hearing resumes. In oral argument preceding ruling, WICU sought to have the Broadcast Bureau present the rest of its direct case if it has not completed it. WICU earlier withdrew its petition for severance of issues and immediate decision on the basis of an opposition by the Broadcast Bureau indicating FCC has not rested its direct case [B*T, Jan. 24]. WICU charged the record is bankrupt of any evidence challenging Mr. Lamb's qualifications.

Meanwhile last week, FCC directed that certain documents in its files relating to employment of William Garfield Cummings as consultant be made available to the examiner. Comr. John C. Doerfer did not vote. Mr. Cummings, one time FBI plant in the Toledo Communist Party, was the Broadcast Bureau's first of 19 witnesses in the renewal hearing [B*T, Sept. 20, 1954 et seq.].

Butler Bill Would Deny Equal Time to Pro-Reds

RADIO and TV broadcasters could refuse equal time for political purposes to persons who have been convicted of subversive activities or those who belong to organizations which have been determined to be pro-communist under the provisions of a bill introduced Thursday by Sen. John M. Butler (R-Md.).

Sen. Butler, a member of the Senate Commerce Committee, said his bill is designed to "plug" a "loophole" in the Communist Control Act of 1954.

He said communist factions "made much" about "equal time" during the last election campaign and Elizabeth Gurley Flynn, recently convicted for violation of the Smith Act, was a candidate for Congress from New York under the previously unheard of 'Peoples Rights Party.' Mrs. Flynn was able to use WBNX and WLIW New York "to promote the Communist Party line," Sen. Butler said.

Ban on Racing Information Proposed Again in Senate

TRANSMISSION in interstate commerce of betting and related information on horse and dog races—except as news reporting by the various communications facilities—would be prohibited in a proposal introduced last week by Sen. Price Daniel (D-Tex.).

The proposal—introduced as a joint resolution—is almost identical to the amended version of a bill (S 3542) introduced in the second session of the 83d Congress by Sen. John W. Bricker (R-Ohio). The Bricker bill failed passage in the closing days of the 83d Congress on calls of the Senate calendar [B*T, Aug. 23, 1954].

The only difference between Sen. Daniel's bill and Sen. Bricker's, as amended, is that the new measure applies to bets and wagers and similar information on a "horse or dog racing event or contest," while the Bricker proposal specified "sporting event or contest."

Rep. Kenneth Keating (R-N. Y.) also has introduced legislation against transmission of gambling information [At Deadline, Jan. 10].

FEDERAL COPYRIGHT COMMISSION PROPOSED IN BILL BY THOMPSON

A FEDERAL commission to study copyright laws and make recommendations for their revision is proposed in a bill (HR 2677) introduced by Rep. Frank Thompson Jr. (D-N. J.). In commenting on the need for such a commission, he said inventors are better protected by patent laws than composers by copyright laws.

The 13-man commission would include seven persons appointed by the President, three from the Senate named by the vice-president and three from the House appointed by the speaker. The President also would designate the chairman.

The commission would make its report and recommendations to the first regular session of Congress meeting more than a year after enactment of the bill.

$200,000 FOR COMMERCE PROBES

The Senate Radio and Commerce Committee last week reported favorably on a resolution (S Res 13) which would authorize Chairman Warren G. Magnuson's Senate Commerce Committee $200,000 to continue its special studies and investigations from Feb. 1, 1955, to Jan. 31, 1956. The measure, expected to be approved by the Senate, now goes on the Senate calendar.

The Commerce Committee currently is investigating the tv networks and uhf-vhf problems (see story, page 66).

KIEVE NAMED TO USIA POST

ROBERT S. KIEVE, a member of the White House staff who for the past two years has been assisting in the writing of speeches and messages by the President, has been appointed special assistant in the office of the director, U. S. Information Agency. Mr. Kieve will work with Abbott Washburn, deputy director of USIA.

Record-Film Rule Unnecessary, NARTB Asks FCC to Change It

BROADCASTERS would be required to identify recorded or filmed programs as such only if the element of time is important, according to amendments to FCC regulations offered by NARTB in a petition last week.

NARTB, in an amendment offering substitute language for Secs. 3.188, 3.288 and 3.653 of FCC's rules and regulations, said such programs should be broadcast or telecast with identification only if the time element is important and the presentation of a filmed or recorded program would create the impression on listeners or viewers that the event or program is occurring simultaneously with the broadcast.

The broadcaster would not be required to identify recorded or filmed programs of one minute or less under the NARTB proposal.

NARTB cited reasons in asking for the rule change as "the tremendous technical advances in the fields of recording, transcription, broadcasting, and telecasting as well as the existence of a considerably more sophisticated listener and viewer response."

Only passive interest by licensees themselves was responsible for the failure by the FCC to adopt its own similar proposals in 1944 and 1946, NARTB said.

The safeguard of an announcement is warranted only for programs dependent upon timeliness and general public significance, such as newscasts, political speeches, panels, forums, newsmarkers and special events, NARTB said.

NARTB said such announcements often detract from program continuity and irritate viewers and listeners. The association added that public interest considerations warrant reception "free from the obvious."
BITNERS BUY TWO MINNEAPOLIS TV'S; WTVW (TV) SALE SNAGS; WTAP (TV) SOLD

Indiana-Michigan broadcasters pay $3 million for share-timers WTCN-TV and WMIN-TV plus WTCN-AM. Former WTVW chairman will challenge Hearst's purchase of station, apply for the facility himself. WHIZ-AM-TV owners buy Parkersburg-Marietta tv for $200,000.

THE LURE of tv station acquisitions reached out to three cities last week, touching Minneapolis-St. Paul, Milwaukee and Parkersburg, W. Va.

- In Minneapolis, Indiana-Michigan broadcaster Harry M. Bitner and son bought share-timers ch. 11 stations WTCN-TV and WTCN-AM for $3,135,000. Purchase includes WTCN radio.
- In Milwaukee, the Hearst Corp.'s two-week-old $2 million purchase of ch. 12 WTVT (TV) threatened to come unstuck when L. F. Gran, chairman of the board of that station until he resigned Jan. 26, informed the FCC that he intended to apply for the ch. 12 facility himself.
- In Parkersburg, the Zanesville Publishing Co., owner of WHIZ-AM-TV in that Ohio city, bought ch. 15 WTAP (TV) Parkersburg-Marietta (Ohio) for $200,000.

All are subject to the customary FCC approval.

- In other areas, applications were filed by WEMP Milwaukee to buy the facilities of WCAN Milwaukee; by Foster & Associates Inc. to buy the present WEMP facilities, and by NBC to buy ch. 30 WKNB-AM-TV New Britain, Conn., upon relocation of its tv transmitter site.

Minneapolis-St. Paul

Application for the purchase of the Minneapolis-St. Paul station is due to be filed within the next few weeks. The $3,135,000 selling price, covering $1.9 million for WTCN-AM-TV and $1,235,000 for WMIN-TV, compares with the $3.95 million that Cowles Publishing Co. (Minneapolis Star and Tribune) paid for CBS' 47% ownership of WCCO-TV-Minneapolis last year [BT, Nov. 8, 1954].

The Twin Cities tv stations, with 316 kw and on the air since Sept 1, 1953, are affiliated with ABC and represented by Blair-TV Inc. WTCN is on 1200 kc, with 5 kw day, and 1 kw night. WTCN-AM, assigned to Minneapolis, is owned by Robert Butler and associates. WMIN-TV St. Paul, is owned by N. L. Benton and associates. They also own KELO-AM-TV Sioux Falls, S. D. and have a 10% interest in WRFW Eau Claire, Wis. Mr. Benton sold WMIN-AM-FM St. Paul to the W. F. Johns interests last year. Previously, he held an interest in KTLV (TV) Rapid City, S. C., the grant of which was surrendered to the FCC. Mr. Benton is still a stockholder in an application for Watertown, S. D., ch. 3 at Florence, S. D.

Other tv stations in the Twin Cities are NBC-affiliated ch. 5 KSTP-TV, CBS-affiliated ch. 4 WCCO-TV and DuMont-affiliated ch. 9 KELO-TV. There are more than 570,000 tv sets accredited to the Twin Cities.

The Minneapolis-St. Paul stations actually are being bought by Consolidated Television & Radio Broadcasters Inc., licensee of WFBM-AM-TV Indianapolis and of WEOA Evansville, Ind., and parent company of WOOD-AM-TV Grand Rapids and of WFDF Flint, Mich. The firm is still fighting for tv grants in Evansville and Flint. In Flint the Bitner application was denied primarily because of the FCC's diversification policy. In Evansville, the examiner proposed to deny the Bitner application on the same grounds. Appeal from the Commission's Flint decision has been filed with the U. S. Court of Appeals in Washington.

WFBM-TV holds a primary ABC affiliation, but also carries CBS and NBC programs. WOOD-TV is a basic NBC affiliation, and also carries ABC and DuMont.

The Bitner-owned radio and tv properties were changed into a corporate structure late last year, which also saw a block of 160,000 shares sold to the public [BT, Nov. 29, 1954]. Harry M. Bitner Sr., former publisher of the Hearst-owned Pittsburgh Sun-Telegraph, is chairman of Consolidated; Harry M. Bitner Jr. is president of the company.

Negotiations for the Minneapolis-St. Paul purchases were handled by Philip L. Kelser and Associates, New York financial consultants.

In a letter to the FCC Thursday, filed by Washington attorney Marcus Cohn, it was revealed that Mr. Gran (theatre and real estate owner) had objected to the sale of WTVW to Hearst Corp., and had also offered to buy the station "on terms and conditions comparable to those of the Hearst Corp." the letter advised the Commission that an application for ch. 12 was being prepared by Mr. Gran, and that a petition requesting a hearing on the Hearst purchase of WTVW would also be filed.

Mr. Gran, in addition to being board chairman of Milwaukee Area Telecasting Corp., licensee of WTVW, is a 38% stockholder. WTVW began operating last year following a merger agreement among four applicants. These were WEMP and WFOX Milwaukee, Kolero Telecasting Co. and Milwaukee Area Telecasting Corp. Each holds options to buy varying amounts of stock in Milwaukee Area. After such options are exercised, Mr. Gran's holdings would be reduced to 12%.

In a detailed report of his activities to prevent the board's approval of the sale of WTVW to Hearst, Mr. Gran said he heard about negotiations to sell the ch. 12 facility to Hearst early in December last year. The station began operating Nov. 15, 1954. He said the desire to sell was occasioned, he understood, by the belief that WTVW was going to lose its ABC affiliation. He also said he was told that Hearst was going to merge with another applicant in their bid for ch. 6 in Milwaukee's suburb of Whitewater Bay. At a Dec. 17 meeting to discuss the Hearst offer to buy, Mr. Gran said he offered to take over the station and reimburse all stockholders. Again at a Jan. 4 meeting, he presented a second proposal to take over the station, Mr. Gran said.

It was indicated in Mr. Gran's statement that he voted in favor of selling WTVW to Hearst Corp., but under protest.

In its application to purchase the ch. 12 facility, Hearst also asked that its application to be"
DREWING UP papers for sale of WTCN-AM-TV and WMIN-TV Minneapolis-St. Paul to Harry M. Bitten and associates for $3.15 million are these principals (l to r): front, N. L. Bitten, president of WMIN-TV; Amos S. Deinard, attorney for WMIN-TV; Harry M. Bitten, Jr., president of the buying firm, Consolidated TV & Radio Beaters, Inc., licensee of WFMN-AM-TV Indianapolis and WEOA Evansville, Ind.; Walter Butler, assistant to president, WTCN-TV; back row, William F. Kiley, Consolidated president; Philip L. Kelser, New York financial counsel who negotiated the sale; William Kaplovitz, Washington attorney for Consolidated; Jack Smith, Consolidated attorney, and Milton H. Alman, attorney for WTCN-TV.

for Whitefish Bay’s ch. 6 be withdrawn [B&T, Jan. 24]. It had been one of the three applicants for ch. 6 there. The others are WMIL and Independent Television Inc.

The Milwaukee revolt came three weeks after the FCC approved the CBS purchase of ch. 19 WOKY-TV Milwaukee for $335,000 and its additional purchase of studio and transmitter facilities of ch. 25 WCAN-TV Milwaukee for an adjusted figure of $300,000 [B&T, Jan. 17].

Parkerburg

First purchase of a uhf station by another uhf station took place last week when it was announced that the Zanesville (Ohio) Publishing Co. (WHIZ-AM-TV-Zanesville Signal and Times-Recorder) had bought ch. 15 WTAP (TV) Parkersburg, W. Va. WHIZ-TV operates on ch. 18. Although the purchase price was not revealed, it was understood the Parkersburg station was being bought from Howard L. Chernoff and associates for approximately $200,000. WTAP, affiliated with ABC and Dumont and represented by Forjoe Inc., began operating in November 1953. It is credited with 30,000 tv sets in its market. Mr. Chernoff is a former West Virginia and San Diego, Calif., broadcaster. He has been acting as consultant to Sen. Harley M. Kilgore (D-W. Va.), chairman of the 84th Congress’ Senate Judiciary Committee, on a proposed Senate probe of monopoly in broadcasting. Mr. Chernoff and his associates also own WTBIO-AM-TV Cumberland, Md.

WHIZ-TV began operating in May 1953 and is affiliated with all four tv networks. It is represented by John E. Pearson Co. It counts 42,000 tv sets in its coverage area.

Parkerburg is a little more than 50 miles from Zanesville.

Clay Littick, principal owner of the Zanesville radio-dby-newspaper properties, said that one of the principal reasons for the purchase was that the Parkersburg-Marietta (Ohio) area was one of the fastest growing sections in the Ohio Valley, with Remington-Rand, duPont, Libby-Owens-Ford, Corning, Union Carbide and American Cyanamid, among others, having built new plants there during the past five years. He also said the stations will be operated separately.

Milwaukee—New Britain

In two applications for FCC approval, purchase of the present 1250 kc, 5 kw facilities of WCAN Milwaukee by WEMP Milwaukee for $250,000, and sale of WEMP’s present 1340 kc, 250 kw facilities by a Texas group including James H. Foster and Barton R. Gordon B. McLendon for $200,000 were filed.

WEMP balance sheet for Dec. 1, 1954, showed total assets of $368,384 and current assets of $238,573. Total current liabilities were shown as $86,140 and earned surplus as $207,244. WEMP reported net income after all taxes of $33,435 in 1952, $34,594 in 1953 and $53,766 estimated for 11 months of 1954. WEMP is owned by A. N. Spherris and associates, including 24.5% by the Minnesota Tribune Co. Minnesota Tribune Co. owns 50% of Mid-Continental Radio-Television Inc., which is 53% owner of WCCO-AM-TV Minneapolis. It is also a 14.6% owner of the Minnesota Star-Tribune Co. (Cowles), which is the 47% owner of WCCO stations. WEMP holds an option to buy 30% of ch. 12 WTVD Milwaukee.

WCAN balance sheet as of Oct. 31, 1954, showed total assets of $984,676, with current assets $198,572. Total current liabilities were shown at $163,451. WCAN also showed a radio loss for 10 months in 1954 of $20,152 and a tv profit for the same period of $174,047. WCAN-TV operates on ch. 25 and is affiliated with CBS-TV. Stations are owned by Lou Poller and associates. Mr. Poller also owns 51% of WARI-AM-FM Arlington, Va. (Washington, D. C. area).

Purchasers of the present WEMP facilities are James H. Foster, president of a vitamin and chemical company; the McLendons, who own KLIF-AM-TV Dallas, KEMP-AM-TV El Paso and KTLG (TV) Corpus Christi and are former executives of the defunct Liberty Broadcasting System; C. W. (Bill) Weaver, and Dorothy Marring. None of the McLendon’s tv stations are operating as yet. Mr. Weaver is scheduled to be the general manager of the Milwaukee station.

Sale of WEMP’s present facilities to the Texas group is contingent on FCC approval of its purchase of WCAN.

WEMP’s purchase by the Texas group has been challenged by WMIL Milwaukee. It announced three weeks ago that it planned to apply for the present WEMP facilities in competition to the Foster-McLendon application [B&T, Jan. 17]. WMIL is now operating on...
1,290 kc with 1 kw daytime.

In filing its application for the purchase of the CBS-affiliated ch. 30 WKNB-TV and sister WKNB New Britain for $606,994 from Julian Gross and associates [B&T, Jan. 10], NBC reported it would spend $668,640 in relocating the uhf station's antenna atop Mt. Highy to provide Hartford-New Britain-New Haven coverage with 1,000 kw power. Antenna will be 750 ft. above average terrain and 274 ft. above ground, the application revealed.

Purchase agreement showed that NBC proposed to pay Mr. Gross and Peter B. Kennedy $15,000 and William H. Ray $9,000 per year for three years to remain as executives of the stations.

Total assets of the New Britain stations, as of Oct. 31, 1954, were shown to be $885,185, with current assets $171,655. Current liabilities were listed as $180,435 and earned surplus as $49,778.

Purchase of WKNB stations, the application declared, was contingent on FCC approval of the antenna change.

The WKNB purchase is NBC's first move into commercial uhf ownership. The network owns its limit of five vhf tv stations.

WGLV (TV) Dedicates New Television Center

FORMAL dedication of the new Television Center of WGLV (TV) Easton, Pa., was held Jan. 23, with an estimated 10,000 to 15,000 local citizens turning out to view the new tv plant. WGLV, which began regular programming Aug. 14, 1953, is affiliated with ABC and DuMont. Its new tv plant is a renovated school building and houses the offices, studios, film facilities, sales, promotion and traffic departments. Before moving into the Television Center, WGLV, operating on ch. 37, originated studio programs from its transmitter site at Gaffney Hill, Williams Township.

The new equipment, purchased to improve film transmission and studio origination, includes a vidicon film-slide camera and projector, synchronizing generator, two camera chains, a special effects generator and multi-channel switchers.

WDTV (TV) Pittsburgh Changes Call to KDKA-TV

WESTINGHOUSE Broadcasting Co.'s WDTV (TV) Pittsburgh officially becomes KDKA-TV at noon today (Monday). The changeover will be announced on the News at Noon show by Bill Burns, news director. Westinghouse executives who will appear on the show include Gwyllyn Price, president of Westinghouse Electric Corp.; Chris J. Witting, president of WBC, and Harold Lund, general manager of KDKA-TV. Mayor David L. Lawrence will appear to officially proclaim KDKA-TV Week.

The Pittsburgh vhf was acquired from the DuMont Television Network last December. A week of special activities will be touched off at 9 a.m. today when Mr. Witting meets with the KDKA-TV staff. At 10 a.m. a Westinghouse exhibit will be opened in the station's building. Later in the afternoon 5,000 balloons, marked with the KDKA-TV call, will be released. Some of the balloons will contain $2 bills, representing the station's ch. 2 assignment. A helicopter will tow a KDKA-TV banner.

In the early evening there will be a reception and a fireworks display will be set off at 8 p.m. At 10 p.m. Betty Furness will salute the station on CBS-TV's Studio One, which is sponsored by Westinghouse Electric.
CBS NAMES FIVE TO WOKY-TV POSTS

Network's new Milwaukee uhf is slated to change its call to WXIX (TV) Feb. 20.

TELEVISION-trained personnel from CBS in New York and Los Angeles have been appointed to key departments at WOKY-TV Milwaukee, according to Edmund C. Bunker, newly named general manager of the outlet recently purchased by CBS. Change of the station's call letters to WXIX (TV) is slated to become effective Feb. 20.

Involved in the transfer are the following: Leon Drew, program manager; Theodore F. Shaker, general sales manager; John Lathrop Viemeister, business manager; Arthur F. Schoenfuss, director of operations, and By Colvig, publicity-promotion director.

Mr. Drew moves to the Milwaukee station from KNXT (TV) Los Angeles where he was production manager. He formerly was producers-director with John B. Rogers Producing Co. and Geller Theatre, Hollywood. Mr. Colvig, also of the KNXT staff, was assistant sales promotion director there. He spent four years with the Western Div. of ABC as a promotion department copywriter until he joined KNXT in 1952.

Both Mr. Viemeister and Mr. Schoenfuss move to Milwaukee from CBS-TV New York, where they served as assistant to the budget director and engineer in charge of studios, respectively.

Mr. Shaker joined CBS Television Spot Sales, Chicago, in 1951, moving to the New York staff as an account executive in 1952. Before his network association, he was a salesman with the Katz Agency, Chicago.

CBS Spot Sales Compares Radio, Newspaper Ad Costs

LATEST presentation prepared and distributed by the sales promotion department of CBS Radio Spot Sales, released last week, is "Radio Vs. Newspapers in 14 Major Markets." It was prepared for the station representative organization under the direction of Sherill Taylor, sales promotion manager.

The content asserts that radio is the only advertising medium capable of reaching close to 100% of any market. To approach the saturation coverage of radio a newspaper advertiser "would have to buy an entire complement of newspapers published in the area," the presentation claims.

To illustrate, the presentation points out that in New York 35 newspapers would have to be purchased by an advertiser in order to cover all of the city.

TELECASTING
the basic service area of WCBS New York. In Chicago and Los Angeles, 12 and 19 papers, respectively, are required daily to equal the basic coverage of WBBM Chicago and KNX Los Angeles.

The presentation reveals that in 14 major markets there has been an increase of 32.9% in radio homes since 1946. Despite a circulation dip in newspapers in the same period, line rates have increased 43% in the 14 CBS Radio Spot Sales markets. By comparison, radio rates have risen 16.4% in the daytime and decreased 6.6% at night.

WABC-TV Debuts 2 1/2-Hour Daily Variety Show Feb. 28

NEW two-and-a-half-hour variety show entitled Entertainment will debut on WABC-TV New York, Feb. 28. In announcing the start of the series, scheduled Monday through Friday, 12:30 p.m. EST, Ted Oberfelder, vice president and general manager, said the show is believed to be the biggest local undertakings to date in tv programming.

"Entertainment will offer advertisers an opportunity unparalleled in all television," Mr. Oberfelder said. This series is offered for sponsorship on a participating basis allowing for 25 one-minute participations during each of its daily teletcasts. It will originate from ABC's Little Theatre, New York, before a live audience of about 300 persons.

Tom Poston will emcee the new show. Featured with Mr. Poston will be Bob Carroll, M-G-M recording star. Marion Colby, musical comedy star, and Ray McKinley and a 12-piece orchestra are also included in the permanent cast. Supporting the featured players will be a daily line-up of different acts.

Raymer's Packard Resigns To Become KICA President

GARFIELD C. PACKARD, vice president and general manager of the Chicago office of Paul H. Raymer Co., radio-television station representative firm, has announced his resignation, effective today (Monday), to become president and general manager of KICA Clovis, N. M.

Mr. Packard, along with other principals, purchased the 1 kw station from DeWitt Landis for a reported $125,000 late last year [At Deadline, Dec. 27, 1954]. He had been with the Raymer firm since 1943 and previously was radio department manager of Campbell-Ewald, Detroit, for eight years.

WNEM-TV Promotes Travis

HARRY E. TRAVIS has been promoted to general manager of WNEM-TV Bay City, Mich., succeeding John H. Bone who has resigned but has not revealed his plans, the station has reported. Mr. Travis has been assistant general manager of the station and prior to that was general manager of WBKZ-TV Battle Creek, Mich.

WTAC's Sleepyhead Johnson greets New York agencymen Howard Spokes (l) of Cunningham & Walsh and Steve Surren of Sullivan, Stouffer, Colwell & Bayles.

Happy Wanderers

PART OF WTAC Flint, Mich., has been wandering about the country—first on New York's Park Ave. and later at busy downtown locations in Chicago. The mobile unit has been holding open house for agency people and national advertisers.

WTAC's $12,000 (exclusive of broadcast equipment) rig consists of a trailer and station wagon custom-built by the Pontiac Coach Co. complete with two-way radio and kitchen. Aboard are J. R. McKinley, station general manager, and Ted (Sleepyhead) Johnson, WTAC's early bird disc jockey. George W. Bol- ling and other officials of the Bolling Co. were on hand in New York and Chicago to greet the wanderers.

Mr. McKinley said WTAC, which has scheduled the unit on weekly visits throughout the station's coverage area, expects to clear its investment in a year. The vehicle, among other uses, will be parked in front of the establishments of local advertisers of the Johnson show. Mr. Johnson's regular morning broadcasts are originated from the vehicle.

WGN-TV Adds TV Equipment, Leases Extra Storage Space

ADDITION of another television remote mobile unit and extra storage space for engineering and production equipment has been announced by WGN-AM-TV Chicago, the Tribune outlet.

The mobile unit includes a three-camera chain hookup and air-conditioning at a reported cost of $75,000, and is now being put into operation, according to Carl J. Meyers, engineering director of WGN Inc.

The extra storage space was leased at 120 E. Illinois St. for a three-year period.

WGN-TV also reported work has begun on a 311-ft. tubular steel tower on the 39th floor of the new Prudential Insurance Bldg. It will support a new 12-bay antenna 914 feet above ground level.

After installation of the antenna and a 50 kw RCA transmitter, WGN-TV will increase from 120 kw to 316 kw. Transmitter will be installed at a cost of $300,000 on the 40th floor where the station has an exclusive 10-year lease, and is expected to be in operation by Oct. 1.

HOW TO GO
BIG-TIME IN TV
WITHOUT OWNING FORT KNOX

PASSPORT TO DANGER . . . hottest property available to local and regional advertisers! This is a brand-new, bang-up show, the kind only the big networks can usually afford to put on . . . and it's yours at a remarkably low cost, well within the reach of almost all local sponsors. Nothing else you can buy gives you a star like this . . . slick production . . . elaborate foreign settings. And what a promotion you can build around the magic of Romero's name! No wonder Blatz Beer, Welch Grape Juice, and other "savvy" advertisers have already snapped it up. Better check your market . . . contact one of the offices below.

CESAR ROMERO, starring in . . .
KMBC-TV Kansas City's sales clinic on Jan. 21-22 for its representative, Free & Peters Inc., was opened when Mayor William Kemp (3d from l) welcomed the F&P delegation. L to r: Don Davis, KMBC-TV vice president; Lloyd Griffin, F&P New York; Mayor Kemp; H. Preston Peters, F&P president; John T. Schilling, KMBC-TV vice president and general manager, and George Higgins, KMBC-TV vice president and sales manager for the ch. 9 outlet.

F&P Delegation Briefed At KMBC-TV Sales Clinic

AN INTENSIVE sales clinic lasting a day and a half was held by KMBC-TV Kansas City for the tv sales staff of its national sales representative, Free & Peters Inc., on Jan. 21 and 22. The clinic was devoted to briefings on the Kansas City market, KMBC-TV's programming and sales promotion and an analysis of national sales problems.

The first session was highlighted by a closed-circuit telecast of KMBC-TV local programming. A capsule synopsis of every local show was presented to the F&P delegation, which included 11 salesmen from offices in New York, Chicago, Fort Worth, Detroit and Los Angeles. About 40 members of the KMBC-TV production staff were involved in the four-hour-long telecast.

Other clinic sessions included: a market analysis of greater Kansas City by George Catts, executive director, and Ellsworth Green, executive secretary, both of the city's Chamber of Commerce; a special preview of the KMBC-TV sales presentation by F&P, which will be made to national agencies during February, and a four-hour tour of the new KMBC-TV tower-transmitter facilities on the morning of Jan. 22.

Attending from Free & Peters were: H. Preston Peters, president; Lloyd Griffin, Robert Bailey, Otis Williams, Robert MacNamara and Jack Brook, New York; William Tyan, Richard Rothlin and John B. Sias, Chicago; Hal Thompson, Ft. Worth; John A. Serrao, Los Angeles, and Lon King, Detroit.

KMBC-TV hosts for the clinic were Don Davis, first vice president; John Schilling, vice president and general manager; George Higgins, vice president and sales manager; Mori Greiner, director of tv; Ed Dennis, local tv sales manager, and Win Johnston, tv sales service representative.

Utica Stations Protest Council Coverage Curb

VIGOROUS PROTEST has been lodged with the Utica (N. Y.) City Council by three stations in that city following introduction of an ordinance in the Law & City Department's Committee to bar tape recordings in the council chamber. The proposal would permit only live broadcasts.

Leading the fight against the measure is WIBX, which since 1930 has been taping council deliberations. Elliott Stewart of WIBX, secretary of the newly-formed New York State Radio & Tv Broadcasters Assn., asked council recognition of its obligation to inform Utica citizens about council activities. His stand was supported by WRUN and WKTV (TV), which do not cover the council meetings.

Michael Fusco of WKTV said that the sense of an ordinance requiring that only the full text of proceedings be aired, in effect, would deprive a station of the right to regularly-program in the public interest and in "the best tradition of news reporting." WRUN's Richard A. Clark reminded the council that it was an elected body and the "servant of the people" and had no right to bar the public from its deliberations.

REPRESENTATIVE APPOINTMENT

WTTG (TV) Washington appoints H.R. Television Inc., N. Y., effective today (Mon.).

REPRESENTATIVE PEOPLE

Joseph P. Dowling, research and promotion dept., Headley-Reed Co., N. Y., promoted to director of department, succeeding Ralph Brolman, resigned.


STATION PEOPLE

Robert J. Boddien, formerly manager, WGEZ Beloit, Wis., appointed general manager, WSWW Platteville, Wis.

Emerson Russell appointed general manager, KFÜO Clayton, Mo.; Dr. Herman H. Hohenstein, director of KFÜO, appointed supervisor, newly-formed radio-tv extension dept., Lutheran Synod, Missouri Synod, owner of station.

Shelby Storch, director of operations, KETC (TV) St. Louis, educational outlet, appointed general manager.

John H. Reese, program director, WROL-WATE (TV) Knoxville, Tenn., appointed station manager.

Shawn F. Murphy, formerly sales manager, WFIE-TV Evansville, Ind., appointed station manager, WTVG (TV) Decatur, Ill.

Walter C. Johnson, secretary, Travelers Broadcasting Service Corp. (WTC-TIC-AM-FM Hartford, Conn.), and assistant general manager and sales manager of stations, elected to board of directors of Travelers Broadcasting Service Corp.

John L. Sinclair Jr., sales manager, WCHS Charleston, W. Va., appointed general sales manager, WCHS-AM-TV; Joe Farris, formerly program director, WGYV Charleston, appointed WCHS program director, succeeding Mort Cohn, who becomes WCHS-TV program director; Robert M. Sinclair, appointed WCHS

Selling... 205,714 Homemakers, spending $2,701,342 Daily

WONE

RONALD B. WOODWARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

Dayton, O.

"The City Beautiful"

Page 76 • January 31, 1955
HOW TO TURN A
"HOT"
PROPERTY
INTO
COLD CASH:

BUY CESAR ROMERO...
always a big name—now even bigger!
(Current top-budget motion pictures, plus high-rated TV appearances prove it)

IN PASSPORT TO DANGER...
a high-tension series of world-wide adventure...

TO SELL YOUR PRODUCT
to his vast ready-made audience! Other top advertisers are selling their products with this show. Why don’t you?

CESAR ROMERO, starring in...

PASSPORT
TO
DANGER

ABC FILM
SYNDICATION, INC.
7 West 66th St., N.Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

January 31, 1955 • Page 77

WFIL-TV Pioneer Educational Series in Fifth Year

WFIL-TV's Jack Steck (l), executive program director, and George A. Koehler, executive assistant to the general manager and station representative on the standing committee of the WFIL-TV University of the Air, conduct a two-night seminar on TV techniques for educators whose lectures are scheduled.

THE WFIL-TV University of the Air, described by the Philadelphia station as TV's first fulltime series of adult-education programs, is beginning its fifth year on the air. Roger W. Clipp, WFIL-AM-TV general manager, and the 24 colleges, universities and educational groups which participate in the pioneer project are looking forward to even greater accomplishments in the series which is presented Mon.-Fri. from 11:15 a.m. to noon. Mr. Clipp is credited with conceiving, guiding and leading that spark of enthusiasm to the project needed to make it a success.

Ten different educational organizations each present a 15-week series of college-level courses. Two schools split the 45-minute period on the same day of each week just as though the viewer were attending a regularly-scheduled class. The audience is even able to purchase, for a nominal fee, a course outline booklet for each semester which enables the viewer to study with the course and suggests "outside" reading for the curriculum.

Five educators constitute a committee, chairmanned by a WFIL-TV executive, which guides the series and has decided upon presentations dealing with nuclear physics, philosophy, economics, chemistry, psychology, current events, religion, literature and health. It is this committee which plans the course of study and picks the topics for the programs.

Dave Smith, program director, KVET Austin, Tex., promoted to newly-created position, assistant manager in charge of programming; Welborn Dunlop promoted to assistant manager in charge of sales, heading sales dept., succeeding Charles Howell.

Charles F. Halle, chief engineer, WMUR-TV Manchester, N. H., appointed chief engineer, WMUR-AM-TV.

Abe Greenberg, feature editor, former Los Angeles Daily News, and previously Hollywood freelance publicist, to KTLA (TV) Hollywood as director of public relations, succeeding Howard Wormser, resigned.

Robert C. Foster appointed New England representative, WSTC Stamford, Conn.

Joseph L. Hanrahan, supervisor of communications, KNBC San Francisco, appointed super-

Gordon R. Phillips, program director, KTMS Santa Barbara, Calif., appointed station manager, KCOY Santa Maria, Calif., succeeding Jack Newman, resigned.

William J. Mullen appointed national and regional sales manager, WPOR Portland, Me.

Bill Hartman, formerly with WITH Baltimore, to WWIN there as sales manager.

WFIL's R. Phillips, program director, KTMS Santa Barbara, Calif., appointed station manager, KCOY Santa Maria, Calif., succeeding Jack Newman, resigned.

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visor of sales traffic, succeeding Janice Carrel, resigned.


Robert Marchman appointed assistant chief engineer, WFLA-TV Tampa, Fla.; Henry Allen to sales staff, WFLA-TV.

Art Fairman appointed art director, WFLA-AM-TV; Peter Holst, film editor, WIRK-TV West Palm Beach, Fla., to WFLA-TV in same capacity; Emmeim Matte, photographer, Tampa Times, to WFLA-AM-TV; Mary Melts, formerly with WMBR-TV Jacksonville, Fla., to promotion dept., WFLA-TV.

Luther Alva Pierce Jr., formerly with engineering dept., CBS New York, appointed manager, technical operations, WBMM-TV Chicago, succeeding Joseph Novy, resigned to purchase WJOL Joliet, Ill.

Isabell Hoyt, formerly merchandising manager, KPOI Portland, Ore., to KVAN Vancouver, Wash., in same capacity; Marietta Scott appointed women's editor.

Alvin Suter, newsman, KXLF St. Louis, appointed public service director.

Dale Cunningham to KGHF Pueblo, Colo., as farm director, succeeding his father, Irvin Cunningham, deceased.

Gust Tsimounsitis to KBET-TV Sacramento, Calif., as art director.

Art Brock, news and sports director, WSUN-TV Charleston, S. C., to KTVK (TV) Phoenix, Ariz. (to start operation March 1), as sports director and program manager.

Alvin Sussman, film procurement director, WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta, Ga. (Crosley stations), resigns effective tomorrow (Tues.).

Charles Richardson, KPTV (TV) Portland, Ore., appointed to sales staff effective tomorrow (Tues.). Norman Wallace, director, KPTV, appointed traffic manager.

Roy Gilligan, announcer, WKRC-AM-TV Cincinnati, appointed to sales staff, WKRC.

Jack Pryor to sales staff, WDVA Danville, Va.

H. L. Sturts, formerly with local advertising dept., Omaha World-Herald, to local staff sales, WOW-TV Omaha.

Dale Bell, formerly partner, Parma Adv. agency, Portland, Ore., to sales staff, KIRO Seattle.

Marvin Modell, formerly accountant executive, WKBS Mineola, N. Y., to sales staff, WLIB New York.

Robert I. Mart, formerly account executive, WBNS-TV Columbus, Ohio, to sales staff, WHAS-TV Louisville, Ky.

Stan Richards, disc m.c., WORL Boston, to WCOP there, continuing show on WBZ-TV, same city.

Bob Drews, disc m.c., WAAF Chicago, signed to conduct Detour With Drews, WTVO (TV) Rockford, Ill.

Norman Rosi Jr. signed to do This Is the Day, WBKB (TV) Chicago.

Ed Davis, KFAB Omaha, to KAKE-TV Wichita, in program personality and production capacity.

Vicki Grose signed to do Vicki's Vignettes, KQV Pittsburgh.

Lan Singer, personality, WCAN-TV Milwaukee, to KSTP-TV Minneapolis-St. Paul.

Bob Millisor, announcer, WSAT-TV Huntington, W. Va., to announcing staff, WBAP-TV Fort Worth, Tex.; Herman Clark, formerly with KXOL Fort Worth, to commercial staff, WBAP-TV; Juanita Baird to tv production dept. as secretary.

**The best way to sell the KANSAS FARM MARKET**

**use the KANSAS FARM STATION**

**WIBW CBS RADIO in Topeka**


**MRS. HOYT MRS. SCOTT**

**NETWORKS**

**NETWORKS SCHEDULE WHITE HOUSE NEWS**

NETWORKS last week were busy setting up weekly programs to accommodate an expected regular flow of filmed and recorded portions of the President's news conferences, ordinarily held each week.

The precedent for tv film coverage (extent and quantity governed by the White House) was established only a fortnight ago [8+T, Jan. 24].

Scheduling leeway was provided the networks because President Eisenhower last week did not hold his regular conference which usually falls on Wednesday.

ABC Radio-TV and CBS Radio by Wednesday had set up a regular weekly period to handle the conference. CBS-TV is expected to follow soon. MBS reported it also was setting up a Wednesday night weekly program, its time and length to be announced. NBC Radio-TV still were undecided as was DuMont.

The latter reportedly was directed aboly the amount of film that would be expended although expressing interest in a public-interest news feature.

ABC has set 10-10:30 p.m. Wednesday for its report and 9:30-9:55 p.m. for the radio report. ABC's Vice President Thomas Velotta (administrative officer in the news department), said ABC newsmen would report on portions of the conference not released on tape or film.

CBS Radio has set a program for 10:15 p.m. Wednesday. CBS Radio's news bureau in Washington will discuss the conference when recordings are not available. CBS' director of news, John F. Davidson, said his program on tv would be 15 minutes on Wednesday also, but that time closure was slowing an announcement of plans. Mr. Day said CBS-TV newsmen, as in radio, would cover the entire conference in their discussion, with filmed portions used for highlights.

White House policy is to film and tape record all the conference, deciding after each as to just how much will be released. James C. Haggerty, White House press secretary, said the nearly 30-minute conference of two weeks ago was released in its entirety only because it was a precedent-maker.

**NBC and ABC Face Possible NABET Strike**

BREAKDOWN of negotiations between the National Assn. of Broadcast Employes & Technicians and NBC and ABC looms, as network personnel involved, last week authorized their representatives to call a strike after the expiration of the present NABET contracts, Jan. 31.

Close to 500 employees are involved and the vote was carried by 95% of those casting ballots.

New contract talks involve a number of items, it is reported. It can be assumed that the formation of their own filming units by the networks is one of the major considerations.

NBC last fall [8+T, Aug. 23, 1954] attempted to negotiate a new contract with NABET in order to speed up such activity. At that time, NABET, whose present contracts with both NBC and ABC contain film jurisdiction, said it did not intend to relinquish that jurisdiction.
RICE, HAUSER IN NEW POSTS

HERBERT RICE, vice president in charge of programs for MBS, has joined General Tele-radio Inc., New York, which controls Mutual. His assignment includes development of new program ideas and talent for various General Teleradio tv properties.

Mr. Rice will also retain his vice presidency at MBS continuing program assignments for the network. He joined MBS in 1945 as creative producer and in 1947 was appointed national production manager. He was named executive producer two years later.

Succeeding Mr. Rice as vice president in charge of programs is B. J. Hauser. He has been vice president in charge of cooperative programs for MBS since 1953. Mr. Hauser moved to Mutual from the Blue Network in January 1945 as director of cooperative programs.

Before joining Mutual, Mr. Hauser was advertising and promotion manager of the Blue Network and associated for many years in various promotional capacities at NBC.

WNTM Affiliates With MBS

AFFILIATION with Mutual Broadcasting System, effective Jan. 27, has been announced by WNTM Vero Beach, Fla., through Naomi T. Murrell, president-owner of the station.

Rex Barney, former pitcher for the Brooklyn Dodgers, is manager of the station.

WNTM began broadcasting last October and has 1 kw power on 1370 kc.

BROADCASTING • TELECASTING January 31, 1955 • Page 79

EXAMINING the agreement which makes KANG-TV Waco, Tex., a primary affiliate of CBS-TV are (l to r) Edward L. Shurick, national director, CBS-TV station relations; Ed Scovill, midwest manager, CBS-TV station relations, and J. C. Kellam, vice president of the Texas Broadcasting Corp., which owns the station.

James J. Rue, assistant head, telecommunications dept., U. of Southern Calif., and co-manager, former KTH (TV) Los Angeles, to Columbia Television Pacific Network and KNXT (TV) Hollywood as assistant director of sales promotion.

Lynn Cleary, business manager, sales dept., Dumont Television Network, resigns.

NETWORK PEOPLE

Robert W. Sarnoff, executive vice president, NBC, named chairman, entertainment committee for Salvation Army's 1955 appeal.

Dr. Frank Baxter, host-lecturer, CBS-TV Now and Then, to be featured speaker at eighth annual Western Radio & Television Conference in Los Angeles, Feb. 3-5.

TSN Names Stanley Wilson Assistant General Manager

STANLEY WILSON has been promoted to the newly created position of assistant general manager of the Texas State Network, which is headquartered in Fort Worth. For the past 16 months Mr. Wilson has been vice president and general manager of KFDA-AM-TV Amarillo, owned by TSN. He joined the network in 1940 and has served as commercial manager of WACO Waco and manager of KRIO McAllen before moving to Amarillo.

TSN operates a regional network serving 19 stations. In addition to KFDA-AM-TV, WACO and KRIO, it owns KFIZ-AM-TV Fort Worth. Mr. Wilson will assist in the supervision of the network operations as well as the oko stations.

Impresario Hurok Named By NBC as TV Consultant

APPOINTMENT of S. Hurok, internationally known impresario, as a television consultant to NBC was announced last week by Sylvester L. Weaver Jr., NBC president.

Mr. Weaver reported that Mr. Hurok left New York last Monday for a four-week visit to the capital cities of Europe in search of "talent of international renown" for presentation on Producers' Showcase, the NBC-TV Monday night color "spectaculars."

Mr. Weaver said that through the impresario's efforts "the scope of television entertainment will be broadened and enriched."

Among the ballet, opera and theatrical companies that Mr. Hurok has brought to the U. S., Mr. Weaver said, are the Sadlers Wells Ballet, the Old Vic and the Kabuki Dancers of Tokyo.

The Incomparable ... 

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More telecasters use APS than any other transcription library once you've heard this APS TV production music, you'll know why.

HERES WHAT YOU GET:

321 different TV Production Aid Selections—music available from no other source—all carefully coded by production experts in a specially designed catalog which actually spells out the most functional use of every single selection. Every selection precisely timed, all faithfully reproduced on 16 inch virgin vinyl lateral transcriptions for ease of handling and highest fidelity. Every selection tailored to meet the most exacting requirements.

HERES WHAT YOU PAY:

Just $19.50 per month on a simple one year contract basis. Write, wire or phone.

"the library that pays for itself"

Associated Program Service

(A division of Mazak Corporation)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

January 31, 1955 • Page 79
**PROFESSIONAL SERVICE SHORT**

Dine & Kalmus, public relations firm, has moved to 430 Park Ave., New York. Telephone: Plaza 3-1370.

**PROFESSIONAL SERVICE PEOPLE**

Timothy J. Horan to Daniel J. Edelman & Assoc. (public relations), N. Y., as director and account executive.

John Del Vallo, publicity-advertising director, Century Films, Hollywood, to Mayer & O'Brien Inc. (public relations), same city, handling Academy of Motion Pictures Arts & Sciences award presentations, as West Coast manager.


Donald E. Tomkins, radio-tv director, Grant Adv., N. Y., resigns tomorrow (Tues.) to reopen tv and radio consultant service for advertising agencies and other clients.

**NO CRYSTAL BALL**

**BEER SPONSORS ASK MORE COMMERCIALS**

Present rule allows sponsor identification at 15 minute intervals; a change to 10 minute intervals is being sought.

**INTERNATIONAL**

BEER SPONSORS ASK MORE COMMERCIALS

Quebec Radio Broadcasters are requesting the board of governors of the Canadian Broadcasting Corp. to recommend a change in the Canada Broadcasting Act to permit identification of sponsors at ten minute intervals instead of every fifteen minutes as presently permitted on programs sponsored by beer, wine or liquor advertisers. The CBC board meets at Ottawa on Feb. 18, and in addition to this change in CBC regulation, will be asked to recommend one new broadcast station license and one new tv station license.

New tv license is being requested by CKRS Jonquiere, Que., for 20 kw video and 10 kw audio on ch. 12 with antenna at 311.5 feet above average terrain. CJON-TV St. John's, Newfoundland, is asking for an increase of power from 15 kw to 311.5 kw on ch. 2 to 21 kw video and 11 kw audio on ch. 4, with antenna at 594 feet above average terrain.

John William Pollie for Radioide Broadcasting Ltd., is asking for an license for a 1 kw station on 1070 kc. CKDM Dauphin, Man., is requesting an increase in power from 250 watts on 1230 kc to 1 kw on 1050 kc. CFOR Orillia, Ont., previously recommended for increase in power from 1 kw to 2 kw on 1570 kc, did not implement its power increase within the time limit, and is requesting extension of its previous approval.

A number of stations are asking for share transfers, and some for transfer of control of licensees. CHUM Toronto is requesting transfer of control to Allan F. Waters, who bought out former majority owner Jack Part; CHRD Drummondville, Que., is asking for transfer of control to a new group of owners, CKTR Three Rivers, Que., is asking for change in ownership from CKTR Ltd., to Champion Savings Corp. and Lloyd Rogers Champion, and CFRA Ottawa is asking for change in license name from Frank Ryan to CFRA Ltd.

Canadian One-Station Policy May Be Relaxed, Report Says

Canadian Government policy limiting television stations to one in a city may soon be relaxed, it is learned on good authority. There are now 24 tv stations in the principal Canadian cities, supplying about 75% of the 15 million people of Canada with tv programming.

Second stations competing with the government's Canadian Broadcasting Corp. may soon be authorized in such major markets as Toronto, Ont., Montreal, Que., Vancouver, B. C., and Winnipeg, Man., and Vancouver, B. C. CBC programs in centers like Toronto, where viewers can tune in other Canadian and U. S. border stations, are not yet drawing the majority of viewers. U. S. stations still account for more than two-thirds of the Toronto viewing audience.

A second Toronto station, independently-owned, is expected to turn more viewers to their local stations once there is a choice of local programs. Both CBF US and WGN Toronto have had applications at Ottawa for tv outlets for some years and will renew their applications when government policy changes.

**Higham Ltd. Appoints Barr, Prepares for Commercial Tv**

Charles F. Higham Ltd., one of Britain's leading advertising agencies, has appointed Robert Barr, writer and producer of television documentaries with BBC for 14 years, as permanent head of its television unit.

At the same time the company gave some information on how it has been getting along with its commercial tv plans, and the company's report reflects most of the problems all of the agencies in Britain actively planning or preparing to enter commercial tv have to face.

As early as 1953 the company established its television subsidiary after its managing director studied commercial television on the spot, in the United States. Higham, like many other British agencies, does not subscribe to the idea of a "television war" between the British Broadcasting Corp. and the Independent Television Authority. Company says, and it reflects what most of the London agencies think, that "there will always be a place for both the BBC and commercial television," and that "the BBC should not be denuded of talent which has served it well in the early, formative years."

Company claims that "many of the American commercials if placed before the British viewers would create more resistance than sales." But the latter is a mere assumption based on much talk about the "bad effects of television commercial" which has been haunting columns of London newspapers for years.
CBS STOCK SPLIT APPROVED BY BOARD

Stockholders are to decide whether the stock should be split on a three-for-one basis and increased from three million to 12 million shares.

THREE-FOR-ONE split-up of CBS Inc. stock was approved last week by the board of directors, subject to approval by the stockholders at their annual meeting April 20. CBS Class A stock, now 90%, and Class B closed at 90% on Friday's stock market.

The board's stock-split proposal was announced Thursday by William S. Paley, chairman. At the same time the board declared a cash dividend of 50 cents a share, payable March 11 to stockholders of record at the close of business Feb. 25.

Mr. Paley said preliminary figures, pointing toward a record fiscal year (ended Jan. 1), indicate that net earnings amounted to approximately $4.85 per share, or $1.05 per share more than earned during the similar period ending Jan. 2, 1954. Additionally, it was shown, CBS realized about $5.3 million of non-recurring capital gaine after provision for taxes. Audited figures will be released in March, as usual.

The stock-split proposal will be to change each of the issued and outstanding shares of Class A stock, $2.50 par value, into three shares of Class A stock, also $2.50 par value, and to change each of the outstanding shares of Class B stock, $2.50 par value, into three shares of Class B stock $2.50 par value. The plan envisages no change in the respective rights of the two classes of stock.

At their annual meeting the stockholders also will vote on a plan to increase the authorized stock of CBS Inc. from three million shares to 12 million shares, of which half will be Class A and half Class B.

Mr. Paley said the proposed split-up, in the board's opinion, would make possible a wider distribution of the stock. This, he said, is desirable because in addition to its broadcasting activities CBS also manufactures consumer products, such as radio and tv sets, tubes, and phonograph records. He also said CBS has no present plans to issue any shares other than those required for the stock split-up and exercise of options authorized by stockholders at their 1951 meeting.

5 Million Radio Sets Shipped Through November

More than five million radio sets, excluding automobile receivers, were shipped to dealers by manufacturers in the first 11 months of 1954, RETMA reported last week. During the month of November, RETMA said, 711,554 radio sets were shipped, compared to 639,624 shipped in October.

Comparable figures for the 11-month period of 1953 or the month of November are not available, RETMA said, since this information was then compiled on a quarterly basis.

Following table shows radio receiver shipments to dealers by states for the first 11 months of 1954:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>55,480</td>
<td>District of Columbia</td>
<td>92,277</td>
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<tr>
<td>Arizona</td>
<td>34,180</td>
<td>Florida</td>
<td>113,250</td>
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<td>Arkansas</td>
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<td>California</td>
<td>38,927</td>
<td>Idaho</td>
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<td>Illinois</td>
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<td>91,085</td>
<td>Indiana</td>
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<td>Delaware</td>
<td>12,143</td>
<td>Iowa</td>
<td>61,310</td>
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</tbody>
</table>

Multi-Color Radar Indicator Displayed by Chromatic Labs

DEMONSTRATION of multi-color radar, a new data-presentation development which has military and commercial application, was given for the U.S. Navy in Washington last Monday by Chromatic Television Labs, an affiliate of Paramount Pictures Corp.

It was reportedly the first time it has been possible for different types of radar information to simultaneously displayed in more than one color on a single radar indicator. The experimental radar indicator, shown under operating conditions at Washington's National Airport, was developed under U.S. Navy contract.

The heart of the new device is a single electron-gun cathode ray picture tube known as the Chromatron or Lawrence tube. The tube, redesigned for radar, is virtually the same as the low-cost picture tube developed for commercial tv by Chromatic. The colors are not true hues, but are induced for identification purposes.

Hoffman, Packard-Bell Drop Merger Plans

NEGOTIATIONS on a possible merger between Hoffman Electronics Corp. and Packard-Bell Co., both Los Angeles tv set manufacturers, have been discontinued because the firms have been unable "to reach a mutually satisfactory agreement."

Termination of the ten-day negotiations was jointly announced last week by H. Leslie Hoffman and Herbert A. Bell, presidents of the two firms.

In December [B&T, Jan. 3], Hoffman Electronics absorbed the tv set production facilities of Stewart-Warner Corp., Chicago, assuming warranty and servicing obligations of present S-W sets and absorbing the dealer-distributor organization of the Chicago manufacturer.

Philco Names Two V. P.'s

APPOINTMENTS of Joseph A. Lagore as vice president of manufacturing and James D. McLean as vice president of sales, Philco Corp., Government & Industrial Div., were announced last week by James H. Carmine, company president.

Mr. Lagore, who joined Philco in 1928, for the past three years has been general manager in charge of operations of the Government & Industrial Div. Mr. McLean, who has been general sales manager of that division since 1949, joined Philco in 1947 as commercial manager of WPTZ (TV) Philadelphia, then owned by Philco.
Taylor New Sales Mgr. for Federal Tel. & Radio

HERBERT E. TAYLOR, Jr. has been named commercial sales manager of the IT&T subsidiary, Federal Telephone & Radio Co., J. A. Frabutt, Federal general sales manager, has announced. The appointment is in keeping with the company's stated purpose of expanding its commercial production.

Mr. Taylor was formerly manager of the communication products division of Allen B. DuMont Labs Inc.

Four Signals Can Be Seen By DuMont’s New Monitor

ALLEN B. DUMONT Labs announced last week that it has developed a new multi-channel waveform monitor, which enables a television broadcast engineer to see four video signals simultaneously on a single multi-gun cathode ray tube.

A DuMont spokesman said the new monitor will be of particular benefit to engineers of stations originating color programs, because it will monitor simultaneously three color signals—red, green and blue—and the encoded output of one color channel. He said that in a station not originating color, the unit will monitor the four outputs of a monochrome Multi-Scanner.

Emerson Election Wednesday ANNUAL meeting of Emerson Radio & Phonograph Corp.'s stockholders will be held Wednesday at the Waldorf-Astoria, New York. An election of seven directors, each to hold office for one year, will be held.

In its proxy statement to stockholders, Emerson listed nominees for directorships: Benjamin Abrams, president; Max Abrams, treasurer and secretary; Leonard Abrams, chairman of the board; Joseph Mann, president, and secretary; Simon H. Rifkind, attorney, and George H. Sayler. The statement also listed the three highest paid officers of Emerson and their direct aggregate remuneration for the fiscal year ended Oct. 31, 1954, as Benjamin Abrams, $60,008; Max Abrams, $59,936, and Mr. Israel, $43,980.

MANUFACTURING PEOPLE

James V. Roughan, vice president and sales manager, Price Electric Corp. (relays, controls), Frederick, Md., appointed executive vice president and assistant to president; Edward J. Daugherty, assistant sales manager, appointed general sales manager.

Wilson H. Oelkers, general purchasing agent, Philco Corp., Phila., appointed vice president in charge of purchasing.

F. J. Gaffney, formerly engineering director, guided missiles div., Fairchild Engine & Airplane Corp., Wyandanch, N. Y., appointed vice president for engineering, Marion Electrical Instrument Co., Manchester, N. H.


Joseph Mann, coordinator of budget and fiscal reports, receiver sales and manufacturing divs., Allen B. DuMont Labs, Clifton, N. J., appointed administrative services manager, tv receiver sales division.

Ford Reid appointed development engineer, ORRadio Industries Inc. (recording tape), Opelika, Ala.

Charlotte S. de Armond, former public relations director, Pacific Airmotive Corp., L. A., to Hoffman Electronics Corp. (tv receiver manufacturer), same city, in similar position.


FORMER FCC Commr. George E. Sterling (r) discusses work he will do as consultant on general technical courses with William A. Sawyer, president-director of North-west Radio & Tv School. NRTS, founded in 1946, is headquartered in Portland, Ore., and has branches in Hollywood and Chicago. It teaches all elements of radio and tv operation, with emphasis on studio and production work. Mr. Sterling was chief of Radio Intelligence Service during World War II and chief engineer before being named a commissioner in 1948. The Maine Republican resigned from the FCC because of ill health last September.

Calif. Bill Would Allow Use Of Public Funds for Educ. Tv

STATE AND COUNTY superintendents of schools in California would be permitted to use public funds to produce or present educational tv programs on commercial tv stations, if a bill now before a committee of the state legislature is passed.

The bill provides that money could be specifically set aside in the various budgets for educational tv purposes or that any gifts made for the purpose could be used for such programming.

WSB-TV Slates Campus Series

WSB-TV Atlanta will make its facilities available for production of a 30-minute educational series titled Campus: Georgia, to be produced by students of the Henry W. Grady School of Journalism of the U. of Georgia. The weekly series is designed to give the students practical experience in the WSB-TV studios. The workshop idea was developed as a cooperative effort by George C. Biggers, president of the Atlanta Journal and Constitution, which owns the station; J. Leonard Reinech, managing director of WSB-AM-TV; John M. Outher, WSB-TV general manager, and President O. C. Aderhold and Dean John E. Drew of the university.

D. C. Educ. Tv Names V. P.

ELECTION of Earl Minderman as executive vice president of the Greater Washington (D. C.) Educational Tv Association was announced last week by the Board of Trustees. Mr. Minderman helped organize the District of Columbia association and for the past two years has been field liaison officer of the National Citizens Committee for Educational Television.
—PROGRAMS & PROMOTION—

CONTEST FOR CONSUMERS
WESTINGHOUSE ELECTRIC CORP., television-radio division, Metuchen, N. J., disclosed a consumer phase to its annual dealer-distributor "Be My Guest" contest during CBS-TV's Jan. 17 Studio One show. Principal prizes in the consumer contest include a 30-day round-the-world trip for two; a three-week trip to South America; seven days in Paris, and several week-long trips to Nassau or Mexico. A babysitter allowance of $10 per day is included with the travel prizes. Official entry blanks may be obtained at all Westinghouse dealer showrooms upon request of a demonstration (without commitment) of a tv, radio or radio-phonograph combination set.

'THE LONE WOLF'
AFTER a four-month survey of Los Angeles tv viewing habits and programming suggestions, KTTV (TV) there last fortnight inaugurated a new policy of telecasting The Lone Wolf, Monday through Friday, in the 10:30-11 P.M. time slot. A different program in the series will be shown each evening. Budgeted at approximately $35,000 per program, the series is produced by Gross-Krasne Inc.

DINGEE TALENT CONTEST
OVER 10,000 entries were received by disc m. c.'s in a three-month talent contest staged by the Squire Dingee Co. of Chicago (Ma Brown picksles) in 46 radio markets in 14 midwestern and southwestern states. The contest, which culminated Jan. 20 with a final telecast by WGN-TV Chicago, was held in cooperation with Mercury Records. Fourteen state winners competed for prizes including a Mercury recording contract and a week's engagement at the Chez Paree in Chicago. Seven contestants were selected to appear on the hour-long finale. Additionally, the grocer from whose store the winner obtained his entry blank was given a paid weekend trip for two to New York.

CKCW BIRTHDAY CELEBRATION
FOR ITS 20th anniversary celebration, CKCW Moncton, N. B., invited all couples married on the station's birthday and their children and grandchildren to a studio party. The station planted a tree in Moncton's public park as a memento to the occasion and placed the day's schedule of its anniversary programs in a box cemented near the base of the tree. CKCW had tapes and personal appearances of announcers and artists who obtained their start in radio on the station. In addition, the station reviewed its programming and news highlights over the two decades.

WEAW-AM-FM BINAURAL SERIES
WEAW-AM-FM Evanston, Ill., claims to be the first station in the Chicago area to utilize high-fidelity pre-recorded binaural tapes for its current series of Sunday afternoon programs of classical music. The suburban stations pay tribute to WQAQ-AM-FM Chicago as being the pioneer in the introduction of live binaural broadcasts, described as the "third dimension" in listening pleasure.

KWTY (TV) LAUNCHES BALLOON
AS PART of General Mills' diamond jubilee celebration for its Gold Medal flour, KWTY (TV) Oklahoma City launched one of 122 Gold Medal plastic balloons released across the country for charity from the 1,410-ft. level of its 1,572-ft. tower. KWTY claims the balloon...

WHY GRAYBAR RECOMMENDS MACHLETT ELECTRON TUBES

When you buy Machlett electron tubes via Graybar, you get stable, reliable, long-term tube performance backed by carefully-controlled Machlett production methods.

1. Machlett vacuum firing at higher than operating temperatures...thoroughly frees internal components from occluded gases, for greater stability.

2. Special Machlett processing of filament wires and other internal components assures lifetime, stress-free, alignment of electrodes. X-Ray of all hidden electrodes after assembly detects (and rejects) misalignments and potential grid-filament shorts.

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Add Machlett's comprehensive customer engineering service and you can see why Graybar recommends the products of this 55-year old manufacturer of quality electron tubes. For tubes or any other Broadcast or TV equipment need, make it a point to call Graybar first. Your local Graybar office will be happy to provide complete price information as well as technical data. Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y. 887-11

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR via

IN OVER 110 PRINCIPAL CITIES

January 31, 1955 • Page 83
was air-borne from the highest point above ground in the history of ground-launched balloons. The 8 x 12 ft. four sack-shaped balloon contained a cash certificate to be donated to the finder's favorite church, club or charity. When the balloon was launched, it was last seen gaining altitude in a brisk wind heading toward Tulsa, St. Louis and points east.

KRCG (TV)'s PROMOTION

KRCG (TV) Jefferson City, Mo., published a special "Timebuyers' Edition" to herald its Feb. 13 start of operation in the Jan. 23 edition of the Jefferson City Sunday News & Tribune. The edition was distributed to 3000 officials of agencies, advertisers and networks, etc. The special section explains "The KRCG Story," the station's operation and its plans. KRCG hopes to begin network colorcasting within six months. Coverage maps, market statistics and KRCG's first rate card are included in "Timebuyers' Edition," as well as rundowns on people and personalizations connected with the station.

NEW KRC (TV) ID

KRC (TV) Hollywood's new ID trademark, a man with a tv set for a head and face who holds a tv in his hands, has been named "Sir Glancelet." The name was the result of a station contest, with the winner receiving an eight-day vacation for two in Hawaii.

DUMONT PROMOTES 'BABY'

DUMONT TELEVISION NETWORK sent New Year's greetings to advertisers and agencies by means of a brochure featuring the photos of babies in the traditional "birthday suit" pose. In the accompanying text the tots tell why their lives have been made happier since their mothers started watching DuMont's "All About Baby" with Ruth Crowley (Tues. and Thurs., 2-2:15 p.m. EST).

"TAKE STOCK OF YOUR PICTURE"

BOOKLET titled "Take Stock of Your Picture" has been distributed to advertising agency film executives by Van Praag Productions, New York tv, industrial and commercial film production firm. It is the second in a series of pocket-sized motion picture handbooks. The booklet is illustrated with actual film samples explaining the various types of film which can be used. The folio also deals with information on sound and film recording.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

January 20 through January 26

Includes data on new stations, changes in existing stations, ownership changes, cases, rules & standards changes and routine roundups.

Abbreviations:

CP—construction permit, DA—directional antenna. ERP—effective radiated power, STI—studio-transmitter link, snc—synchronous amplifier, vhf—very-high frequency, uhf—ultra-high frequency, ant.—antenna, aud.—aural, vis.—visual, kw—kilowatts, w—watts, mc—megacycles. D—day, N—night, LS—local sun, set, med.—modification, trans.—transmitter, and—authorized frequency, c—call, S—special service authorization, STA—special temporary authorization, FCC file and hearing docket numbers given in parentheses.

FCC Commercial Station Authorizations
As of Dec. 31, 1953 *

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,649</td>
<td>533</td>
</tr>
<tr>
<td>Cps not on air</td>
<td>29</td>
<td>7</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,678</td>
<td>540</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>137</td>
<td></td>
</tr>
<tr>
<td>New station requests</td>
<td>72</td>
<td>19</td>
</tr>
<tr>
<td>New station hearing</td>
<td>76</td>
<td>153</td>
</tr>
<tr>
<td>Facilities change requests</td>
<td>138</td>
<td>13</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>721</td>
<td>19</td>
</tr>
<tr>
<td>Licensed in Dec.</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted in Dec.</td>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational tv station applications.
† Authorized to operate commercially.

Am and FM Summary through Jan. 26

On air | Licensed | Cps | Ing |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>2,679</td>
<td>2,662</td>
<td></td>
</tr>
<tr>
<td>Fm</td>
<td>563</td>
<td>526</td>
<td></td>
</tr>
</tbody>
</table>

Applications filed since Jan. 14, 1952:


APPLICATION


New Tv Stations . . .

**ACTI0NS BY FCC**


In The Greater Cincinnati Area

**WCKY**

Of the 302,630 Radio Homes regularly surveyed by Pulse, 1 out of every 41/2 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.

**WCKY**
New Am Stations...

**ACTIONS BY FCC**

**Tuscaloosa, Ala.**—Jesse Henry Hammond Jr. as owner of WEDG, Inc., granted 1500 kw. 5 kw daytime. Post office address 113 S. Main St. Tuscaloosa. Estimated construction cost $33,391, first year operating cost $38,049, revenue $75,000. Mr. Hammond is an auto dealer. Granted Jan. 19.

**Atlanta, Ga.**—Glennaren Assn., Inc., granted 1600 kw 1 kw daytime. Post office address 230 W. Peachtree St., Atlanta, Ga. Estimated construction cost $52,039, first year operating cost $21,057, revenue $55,000. Applicant is owned solely by John A. Barnett, Inc. Granted Jan. 19.

**Beverly Hills, Calif.**—Studerman Broadcasting Co., granted 210 kw 2 kw daytime. Post office address Beverly Hills, Calif. Estimated construction cost $11,184, first year operating cost $5,000, revenue $6,000. Applicant is owned solely by Studerman Broadcasting Co. Granted Jan. 19.

**Longview, Tex.**—Jonathan J. Henry Jr., granted 1370 kw $50,000, $15,000, $24,000, $28,200, $15,128. Granted Jan. 19.

**Clifton, N.J.**—Wallace Simpson, granted 1270 kw $15,000, $24,000, $28,200, $15,128. Granted Jan. 19.

**APPLICATIONS**

**Washington, D.C.**—Max G. Pfender, $1270 kw 1 kw daytime. Post office address Box 189, Hartwell, Ga. Estimated construction cost $19,963, first year operating cost $30,000, revenue $30,000. Mr. Pfender is an attorney. Granted Jan. 19.

**Boise, Idaho**—Idaho Broadcasting Co. (KWEI, Weaver, Idaho) 976 kw 1 kw daytime. Post office address Box 701, Weiser, Idaho. Estimated construction cost $12,190, first year operating cost $21,057, revenue $20,000. Principals include Pres. Mervin E. Ling (71.43%), Vice Pres. Delphi E. Ling (4%), and Sec.-Treas. Edwin C. Miller (23.53%). Granted Jan. 19.

CALL LETTERS ASSIGNED

**KTVP** (TV) Fairbanks, Alaska—Northern TV Inc., ch. 11, Jan. 10.

**WTWV** (TV) Tupelo, Miss.—Tupelo Citizens TV Co., ch. 14, Jan. 10.

**WQMC** (TV) Charlotte, N. C.—WAYS Inc., ch. 36. Changed from WAYS-TV.

**APPLICATIONS**

**WTLC** (TV) Champaign, Ill.—U. of Ill. seeks mod. of CP for noncommercial educational ch. 12 to change station location to Urbana, Ill.; change studio location to Urbana, Ill.; change studio location to South Wright, Urbana; transmit tow to NW corner U. of Ill. stadium; ERP to 3.2 kw visual, 28.1 kw aural; antenna height above average terrain 138.9 ft. Filed Jan. 21.

**WJMR**-TV New Orleans, La.—Supreme Bestg. Co. seeks mod. of CP to change from ch. 41 to ch. 20 (596-512 mc), ERP to 1,000 kw visual, 501.2 kw aural; antenna height above average terrain 628 ft. Filed Jan. 21.


**WHIB**-TV Detroit, Mich.—Woodward Bestg. Co. seeks mod. of CP to change from ch. 62 (498-566 mc) to ch. 60 (669-693 mc); antenna height above average terrain 944 ft. Filed Jan. 19.

**KXW-TV** Lexington, Ky.—WLEX-TV Inc. seeks mod. of CP for ch. 18 to change ERP to 175 kw visual, 89.1 kw aural; antenna height above average terrain 628 ft. Filed Jan. 21.

**KWUS**-TV Roswell, N. M.—John A. Barnett seeks mod. of CP for ch. 8 to change transmitter location to 2.5 miles S. of U.S. Hwy. 380, near Clovis, N. M.; antenna height above average terrain 1,886 ft. Filed Jan. 20.

**WJAM**-TV Bay City, Mich.—North Eastern Mich. Corp. seeks mod. of CP for ch. 5 to change studio location to 9500 Becker Rd. Filed Jan. 19.

**KTVQ** (TV) Longview, Tex.—Arlington J. Henry Jr. as KWEI, East Texas TV Co. seeks mod. of CP for ch. 29 to change ERP to 247.5 kw visual, 133.3 kw aural; antenna height above average terrain 307 ft. Filed Jan. 19.

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**For design projects**

**For experimental use**

**For emergency repairs**

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**MYCALEX**

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- offers high arc resistances
- possesses low loss and power factors
- for permanent dimensional stability

The introductory Mycalex Kit is being offered to qualified engineers and others who are interested.

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</tr>
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<tbody>
<tr>
<td>50 Rockefeller Plaza New York, N.Y.</td>
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</tbody>
</table>

**Broadcasting • Telecasting**

January 31, 1955  Page 85


**Winfield, La._—James A. West Jr., Elgie M. Ringer, Delvin R. Harte d/b/a Southern Hostg. Co., 4520 kct., 900 w daytime. Post office address 102 East St., Winfield, La., seeks renewal of license. New construction cost $16,721, first year operating cost $35,400, revenue $40,000. Principals in general partnership are James A. West Jr. (1/2), & Elgie M. Ringer (1/2). Applicants have equal interest in new station at Monticello, Ark., and are applicants for new station at Sulphur, La. Filed Jan. 17.

**Ardmore, Pa._—Lawrence M. C. Smith d/b/a as Franklin Bstg. Co., 900 kct., 1 kw daytime. Post office address 906 Ridge Ave., Philadelphia. Estimated construction cost $12,000, first year operating cost $3,000, revenue $40,000. Mr. Smith is owner of WFLN Philadelphia, 36% stockholder WAER Allentown, Pa., and 20% stockholder WCMS Washington, D. C. Filed Jan. 17.


**Hearing Cases . . .

**INITIAL DECISION

Corpus Christi, Tex.—New tv. ch. 10. FCC Hearing Examiner Gifford Irion issued initial decision denying conditional authorization for construction of K-SIX Television Inc., for a construction permit for a tv station in Corpus Christi, Tex., and denial of the competing applications of Superior Television Inc., and KAYS-TV Inc. Action Jan. 21.

**THE OTHERS

Routine Roundup

January 20 Decisions

ACCEPTED FOR FILING

January 20 Applications

ACCEPTED FOR FILING

Our Source

These offices to serve you

- Quincy, Illinois
- New York City
- Washington, D.C.
- Los Angeles, Calif.
- Atlanta, Georgia
- New York International
- Montreal, Quebec

January 31, 1955 • Page 87
Routine Roundup... January 25 Decisions

BROADCAST ACTIONS

By the Commission en banc

Modification of License

WMSM Columbus, Ohio—Granted

WKDK Nashwauk, Mass.—Granted

license to change transmitter-

WUTT Witten, Pa.—Granted

TV station to extend completion
to 8-15-55 (BMMF-2768).

KRCG (TV) Jefferson City, Mo., Jefferson

TV Co.—Granted extension of
to 8-15-55.

WNYN-TV Lincoln, Neb., Byron J. Dunn, Trus-
tee—Granted extension of completion
to 7-29-55.

Actions on Jan. 20

Granted License

WGME (FM) Greeley, Ind., DePauw U.—

Granting license covering changes in educational

FM station (BLED-169).

Remote Control

The following stations were granted authority to

Granting license covering changes in educational

FM station (BLED-169).

Actions on Jan. 19

Granted License

WCLG Morgantown, W. Va., Morgantown

Bstg., C. A. Thomas—Granted

license for new station; 1300 kc. 500

W (BL-5599).

KREM-FM Spokane, Wash., Louis Waamer—

Granted license for FM station

(BL105).

KWMF Bellingham, Wash., Allen S. C. B.—

Granted license covering changes in AD

station (BLED-168).

Remote Control

Klut Lebanon, Mo., Lebanon Bstg., Co.—

Authorized to grant license to operate

remote control.

Granded License

KWBK Waukesha, Wis., Key Bstg. System Inc.—

License covering changes in antenna

transmitter and studio location (BL-5407).

WJAO (FM) Indianapolis, Ind., Butler U.—

Granded license to cover replacement of ex-

CP for educational FM station

(BLED-169).

Remote Control

WQV Pittsburgh, Pa., Elk-Cameron Bstg., Co.—

Authorized to operate transmitter by

remote control.

January 25 Applications ACCEPTED FOR FILING

WATM Atmore, Ala., A. M. G. and

Grady L. Ingram d/b as Southland Bstg., Co.—

KWMF Winder, Ga., Winder-Monroe Bstg., Co. —

WVHP Caguas, P.R., Francisco Perez Casillas,

Fernando Orihuela, and Pedro Luis Jimenez

d/b as Borinquen Bstg. Co.

Modification of CP

KROG-11 Bakersfield, Calif.—Invoca-

License to new tv station to extend completion
to 7-25-55 (BMMF-2777).

License for CP

WWBB Jasper, Ala., Bankhead Bstg., Co. —

License to cover CP (BI-3539) as mod.

which authorized change frequency, increase power,

channel hours of operation and install new trans-

mitter (BL-5806).

WBCO Sparta, Ill., Hirsch Communications

Engineering Co.—License to cover CP (BP-7003)

as mod. which authorized new standard broad-

cast station (BL-5696).

WFGI Bunker, S. C., Radio Station WFGI Inc.

License to cover CP (BP-7003) as mod.

which authorized new standard broadcast

station (BL-5696).

KOGA Ogallala, Neb., Ogallala Bstg. Co. —

License to cover CP (BP-7003) as mod.

which authorized new standard broadcast

station (BL-5696).

License for CP

WWCB Salt Lake City, Utah, Ralph Elwood

Winne, Bstg., Co.—License to cover CP

(BP-7003) which authorized new standard

broadcast station (BL-5696).

WGBH Christiansburg, Va., The Montgomery

Bstg., Co.—License to cover CP (BP-7003) as mod.

which authorized new standard broadcast

station (BL-5696).

Renewal of License

WGAD Garden City, Ala., Coca Bstg., Co.—

WAMI Opp, Ala., The Opp Bstg., Co.—

WAVD Valdosta, Ga., Valdosta Bstg., Co.—

WFLF-AM Clinton, Ala., Southeastern Bstg., Co.—

WLFT-TV Topeca, Ga., R. G. LeTourneau—

WBBH-FM Harrisburg, Pa., WHP, Inc.—

Mod. of CP (BP-1405) as mod., which authorized

new fm station to extend completion date to

(BMPH-4976).

WGBK-SFM Birmingham, Ala., Johnstone Bstg.,

Co., George Johnstone and George Johnston, Jr.,

Paramount—License to new tv station to extend

completion date to 9-27-55 (BMMF-1715).

KTVF (TV) Anchorage, Alaska, AlaskaTelevision

Co.—Mod. of CP (BP-555) which authorized

new tv station to extend completion date to

10-5-55 (BMMF-2775).

KHNK-SAC Sacramento, Calif., John H. Hooper,

B snd John Poole Bstg., Co.—Mod. of CP (BP-

1067) as mod., which authorized new tv station

to extend completion date to 8-15-55 (BMMF-2776).

KOYR (TV) Stockton, Calif., Television Diablo

Inc.—Mod. of CP (BMPF-368) as mod., which

authorized new tv station to extend completion
to 9-26-55 (BMPF-368).

KROD-9 TV Colorado Springs, Colo., Pike's Peak

Bstg., Co.—License to cover CP (BP-557) as mod.,

which authorized new tv station to change
to BFM-1975 as (BP-557).

KWTV-14 TV Fort Myers Fla., Fort Myers Bstg.,

Co.—Mod. of CP (BP-557) which authorized

new tv station to extend completion date to

5-11-55 (BMMF-2778).

WAGA-TV Atlanta, Ga., Storer Bstg., Co.—

Mod. of CP (BP-557) as mod., which authorized

new tv station to extend completion date to

5-11-55 (BMMF-2778).

WROM-10 TV Rome, Ga., WROM-TV Inc.—

Mod. of CP (BP-557) as mod., which authorized

new tv station to extend completion date to

5-11-55 (BMMF-2778).

(time to page 94)
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Executive Offices
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MUNSEY BUILDING DISTRICT 7-8215
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FRANK H. McIntosh
CONSULTING RADIO ENGINEER
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Metropolitan 8-4477
Member AFCCE

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Sheraton Bldg.
Washington 6, D. C.
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Member AFCCE

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GARRISON & WALSCHMIT
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Hudson 3-9000
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HIGHLAND PARK VILLAGE
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JUSTIN 6108
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AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6446
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1311 G St., N. W.
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612 Evans Bldg., N. W.
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WILLIAM E. BENNS, JR.
Consulting Radio Engineer
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Phone 5 Emerson 2-8207
Box 2468, Birmingham, Ala.
Member AFCCE

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821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

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815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

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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 — $3.00 minimum.
All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch.
No charge for blind box number. Send box reply to BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

ANNOUNCERS: If transactions or bulk packages submitted, 35¢ page for mailing (Forward remittances separately please). All transactions, please, must be to box numbers are mailed at owner's risk. Broadcasters • Telecasters expressly repudiate any liability or responsibility for their custody or return.

RADIO
Help Wanted

Managerial

Commercial manager—salesman.Thorough background in local sales, supervisory experience necessary. Must be sober family man with desire and ability to work toward station's interest. Good salary guarantee, plus over-ride. Full particulars, references and photo first letter. WLSI, Pikesville, Kentucky.

Middle age commercial manager and salesman for suburban Wheeling, West Virginia. Indie day-time programs, many open positions. Reply mail to address. Commercial director, excellent opportunity for sales-minded person to plan, sell and supervise departments. Excellent salary. Respond by mail, starting wage, first letter. Harry C. Weaver, Manager, WORE, Oak Ridge, Tennessee.

Salesmen

Florida—experienced man, draw against 15% Box 961F, B-T.

Wanted: Salesman or woman. Big pay, large percentage. Write Box 967F, B-T.

Wanted—“Special” promotion by regional sales campaign organization. Travelling sales crew to conduct short four day sales promotion (print solicitation)—Ohio station. Box 963F, B-T.

Florida . . . Want qualified salesman-announcer. Want a make money, $100.00 guarantee weekly, right man and two pay raises. Early start, good hillbilly field. Must be tops. Good past record. Full information first letter. Box 93G, B-T.

KJFF . . . Webster City, Iowa, needs man with first class ticket who can announce . . . must be capable engineer. Apply at once.

Help Wanted

Salesman-announcer, immediately. All you can earn. Ohio. Box 81G, B-T.

Opportunity for two top salesman, above average earnings, liberal salary plus commission, good metropolitan market, c.g necessary. Call, write or wire Radio Station KJFF, Beaumont, Texas.

No. 1 independent Portland market reorganizing sales department. Two experienced salesmen who insist on making good money, and can work on a team basis. No ceiling on earnings. Wonderful living conditions. Minimum guarantee $400 against IRS. Send details to Jack Irvine, Manager, KVAM, Vancouver, Washington.

ANNOUNCERS

1st combo, announcing, management new $500.00 want DT, Oklahoma. Box 947F, B-T.


Florida—pop DJ personality. Send tape and resume. Box 969F, B-T.

Need immediately, experienced staff announcer, Eastern North Carolina station. Send full details first letter. Box 936G, B-T.

Florida—merging DJ personality—1st combo preferred, however not essential. Send tape and full information. Box 122E, B-T.

WANTED IMMEDIATELY staunt. Will accept man low in experience or recent announcing school graduate. Box 128E, B-T.

KJFF . . . Webster City, Iowa, needs man with first class ticket who can announce . . . must be capable engineer. Apply at once.


Announcer wanted . . . Mature voice, prefer married man, news & sports plus commercials if desired. Send tape and detailed information. College town, east Texas, regional independent. KSFA, P. O. Box 90, North Street Station, Nacogdoches, Texas.

IMMEDIATE OPENING for experienced staff announcer. Aggressive 12 kw independent going 5000 watts fulltime. Good working conditions. Require personal interview. Contact Manager, WCOJ, Coatesville, Pa.

Announcer wanted for general staff work. Should be strong on news. DJ and farm programs. Wage scaled to ability. Send audition, expected salary, references and complete resume to WION, Ionia, Michigan.

PERSONALITY wanted! Louisville’s leading personality station wants pop music deejay with successful ad sales record and ability and reliability must be substantiated. Exceptional opportunity! Send tape to WILK, Louisville, Kentucky.

Announcer, 3rd class ticket. Must dependable, sober. Immediate opening. Call or write WFMF, Smithfield, North Carolina.

RADIO
Help Wanted—(Cont’d)

EXPERIENCED versatile announcer, needed immediately. Send tape along with resume stating age, experience, references, etc. Expected to Radio Station WSSO, Sault St. Marie, Michigan.

Announcer, first phone immediately. Emphasis on announcing. Send tape, references and background. Howard Ward, WWSO, Bowling Green, Ohio.

All-around staff announcer. Salary commensurate with ability and experience. To handle hillbilly and pop record shows. No objection to early morning work. Send audition tape and letter to: Dick Hull, Box 33B, Savannah, Georgia.

Technical

First-phone need immediately, prefer young single man. Recent technical graduate. Chance to learn combo and advancement to chief engineer. Box 129G, B-T.

WANTED: Engineer with first class ticket. Good salary, good working conditions. Car necessary. KSCB, Liberal, Kansas.


Chief engineer, capable doing announcing. Must have experience with directional arrays, servicing of studio and transmitter equipment. Permanent position, salary to background, immediately first letter. Harry C. Weaver, Manager, WOCX, Oak Ridge, Tennessee.


Production-Programming, Others


WANTED—experienced female continuity chief—good pay—air work—40 hour week—car necessary for position at 1000 watt station southwest—open February—send details to Dave Button, KSVF, Artessa, New Mexico.

EXPERIENCED radio newswoman needed at northern Illinois darting independent for experiences at gathering and writing local news. Starting salary $65 weekly. P. O. Box 500, Waukegan, Illinois.

Copywriter, man or woman, capable writing strong sell announcements at referral level. No scripts, no programs, no production or rewrite copy but must be able to write hard selling one-liners. Must have language and speed definite requirements. Salary $110 per week. Air transportation advanced. Apply by mail, stating experience to Nancy Warner, Radio Anchorage, Inc., Box 1966, Anchorage, Alaska.

Situations Wanted

Managerial

General manager—am-tv. Top record in four stations. Excel in bringing non-profitable operation into side of ledger and keeping it there. Will manage am-tv operation, or will lease or manage am station. Excellent references. Box 969G, B-T.

Station manager — experienced, well qualified. Seeking advancement opportunity radio or television management. Box 969G, B-T.

Manager—10 years experience, all phases. Radio. Desires independent, operates in population—500,000 population or smaller. Family man. Box 85G, B-T.

Salesman

Young man, 4 years in announcing and programming, wishes sales opportunity to establish sales background for managerial position. Box 101G, B-T.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
EXECUTIVE & STAFF LEVELS CONFIDENTIAL CONTACT NATIONWIDE SERVICE
LOOKING AROUND ? ? ?

• Do you read the trade press for personnel changes?
• Do you regularly contact ALL AM, TV stations by mail?
• Do you maintain contact with stations through contacts in your business activity?
• Do many stations advise you of ALL open positions?
• Do you consistently advertise for your next position?
• Do you maintain contact with Washington attorney and consulting engineers representing nearly all stations?

If you cannot answer these questions in the affirmative . . . you owe it to your family, your career and yourself . . . contact us immediately.

HOWARD S. FRAZIER
TV & Radio Management Consultant
708 Bend Blvd., Washington 5, D. C.
**RADIO**

**Situations Wanted**—(Cont'd)

15 years radio experience; 10 radio sales, 120 days time to 5000 network. Like to work single, available. Can make money for station and myself. Have car, will travel if salary guarantee right. U can graduate in interested minor. Partnership, permanent position leading to Sid or CM. New midwest; will consider all offers. Box 160G, B-T.

Air salesman. 4 years present station, prefer another. Married, 2 children. Commercially minded. Family. Photo, tape available. Box 120G, B-T, or phone Baltimore, Hopkins 7-6071.

**Announcers**

**Announcer**, deceased, available now. Go anywhere, eager to please. Coached by top New York announcers, but not hot-shot. Looking for opportunity to prove my talent to any station. Dependable. Tape and resume on request. Box 31G, B-T.

**Theme:** Faded in: Faded out: Need two men. Sure you do. First fanfare: Presently employed. Looking for bigger station. Second fanfare: Need personalities that are versatile. (Wow, quite a vocabulary man!) Hoppy reader found this for entertainment only. In the name of ASCAP act, box resumes upon request. Write Box 36G, B-T. **Theme:** Faded in: Faded out: Write by hand.

**Staff announcer—authoritative news—informal DJ spots. Excellent commercial delivery—pleasant voice. Box 89G, B-T.**

**Announcer**, staff—strong news, commercials, DJ, single, veteran, travel. Tape. Box 83G, B-T.

**Announcer**, 3rd ticket, desires relocation in Midwest. Tape will speak for itself. Box 60G, B-T.


**Announcer—salesman—nine years experience all phases. Wants sales as side-line on straight commission. Presently employed. Box 80G, B-T.**

**Experienced announcer desires friendly station. Prefer all night show. Permanent. Box 86G, B-T.**


**Experience employed with permit, presently employed, wishes to relocate in the north—preferably near New York City. Singer, instrumentalist, seeking staff position. Strong on news. Sober, dependable family man. Some TV experience. Tape, resume or personal interview on request. Box 85G, B-T.**

**Announcer, versatile on staff, news, deejay—experienced. Attention: Kentucky, Indiana, southern Illinois, southwest Ohio. Box 100G, B-T.**

**Hey there, you with the job for me.** DJ, sports play-by-play, versatile, employed, 3 years experience, vet, married, reliable. Box 100G, B-T.

**Combination engineer—announcer, both married, desire to work together. Announcer design career. Start, chance to prove ability and potential. Tape, photos available. Engineer, four years New York experience as television audio, video operator, administrative experience. Box 110G, B-T.**

**Sportscaster—7 years am radio experience. Seeks year-round sports deal, am-tv combo or radio with tv. AA or AA baseball. Consider only medium to large market, salary plus bonuses. Emegent. Can purchase minority interest if desired. Air-check tape. resumes. Box 115G, B-T.**

**Announcer—deejay, employed, seeking job with future, married, veteran, will travel. Tape. Box 115G, B-T.**


**Experienced announcer, presently employed, seeks larger market in south. Staff, deejay, sports etc. references. Immediately available. Box 116G, B-T.**


**DJ personality, pianist, singer, fifteen years major market, available June first. Nationally known, brochure upon request. Box 116G, B-T.**

**Young man, 1st phone, draft, expects work 200 mile radius Harrisburg, Penna. Available immediately, 4 months experience, excellent references. Box 116G, B-T.**

**Experienced announcer wants permanent job with future. Presently employed. Primarily interested in sports (play-by-play), also DJ, board, continuity & selling. Write Box 120G, B-T.**

**Combo announcer, First phone license, 4 years experience. Desires job southeast. Available February 21. Full details please. Box 121G, B-T.**

**Staff announcer, excel news—singer commercials, vet, 3rd ticket, tape—photo. Box 124G, B-T.**

**Living wage opportunity for advancement brings top personality, newsmen, DJ, hardworking music family man, 5 years experience, first phone, employed SWB wants change northeast. Box 160G, B-T.**

**Announcer—Negro, disc jockey, ambitious, some experience, single, tape available. Box 145G, B-T.**

**Two young men, experienced (announcer)—(sales & copy). Available June 1st, Box 146G, B-T.**

**Experienced staff, sports—now instructing radio, tv school, wishes to relocate in heavy sports area. Community. Preferably baseball tie-up. 4 years play-by-play. 1 year statistics. Program idea man, proven salable. Top voice, personal interview or tapes. Top references. Box 144G, B-T.**

**All-around staff announcer—veteran, strong on news and commercial DJ programming, interested in community minded station. 3rd class ticket. Box 146G, B-T.**

**Announcer: Desires to work in northeast—2½ years experience, young, currently employed as staff and sports director. College graduate. Box 150G, B-T.**

**Announcer—seeking position with future—single, veteran, will travel. Board—restricted license. Limited experience. Tape and resume on request. Bill Allen, 24 Fairfield Avenue, Stamford, Conn.**

**Announcer, Young ambitious, dependable, good voice. News, DJ, heavy commercials, 3rd ticket. Car, travel, resume, tape. Carl Dino, 781 41st Street, Brooklyn, New York.**

**Friendly, yo-kitch-it deejay—staff, News, control board, commercials, continuity. Single, veteran, will travel. Box 100G, B-T.**

**Midwest—selling voice, clear, mature. Experienced, ability, university background. Single, 2 good news, commercials. Records, Charles May, 5381 Paseo, Kansas City, Missouri. Phone Armour 5466.**

**Need second break—experience on staff of 610w affiliate. Ray Roland, 34 Smyer, 106 Elm Avenue, Mt. Vernon, New York.**

**Announcer, staff, employed, veteran, married, will travel, tape—Stark Shot, 751 E. 17th Street, Bronx 27, New York.**

**Sports staff announcer, 9 years experience at three stations. Is Brooklyn Dodger scout. Reliable, no foster. Married, one child. Prefer northeast. Contact Phil Spencer, 6 Curtis Street, G mosville, N. Y.**

**Hillbilly announcer—ready for advancement, unavailable in present location. Let me demonstrate my mail pulling power for you. Past performance proved. Contact Box 266, Bishopville, S. C.**

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**HELP!**

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They are not "specialists," but have been thoroughly trained for a combination of jobs by professionals using standard commercial equipment in our studios.

- **Announcers (TV & Radio)**
- **Camera Men**
- **Continuity Writers (TV & Radio)**
- **Floor Men**
- **Salesmen**
- **Sales Service Men**
- **Traffic Assistants (TV & Radio)**
- **Film Editors**
- **Projectionists**
- **Artists**

(Comm., lettering & Design)

Remember, our service is FREE. We are not an employment agency. We simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write John Birrel, Placement Director, for complete background data.

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**NORTHWEST RADIO & TELEVISION SCHOOL**

1221 N.W. 21st Avenue
Portland 9, Oregon

with schools in

**HOLLYWOOD • CHICAGO • PORTLAND**
RADIO

**Situations Wanted—(Cont’d)**

**Technical**

**Engineer**—20 years experience studio, transmitter, remote, recordings. Box 680F, B-T.

First phone, 10 years studio, transmitter, car, will travel. Box 859F, B-T.

Chief engineer, experienced in installation, construction, maintenance, directional antenna am-fm-tv, prefer east. Box 37G, B-T.

**Engineer**—experienced 1st class, 5 kw—3 tower directional. St—desires position with progressive station as transmitter operator or chief engineer. Excellent references. Now employed in transformer measurement laboratory. Box 84G, B-T.

Am, tv engineer, 6 years broadcasting, 8 electronic; am all phases, tv xmr, studio, microwave, maintenance. Box 86G, B-T.

Chief engineer with experience in all phases of broadcasting would like a permanent position in the east or midwest. Box 92G, B-T.

Engineer, experienced in preventative maintenance, performance tests, etc. Fair combo. Box 94G, B-T.

Satisfied with your technical department? Mature, stable, married man with extensive practical and theoretical background invites contacts, am chief-tv staff. Box 96G, B-T.

Ten years experience, studio, transmitter, licensed, single, travel, anywhere. Box 108G, B-T.

Engineer—15 years experience. Broadcast all phases, am-fm-tv—directional and construction. Box 113G, B-T.

Combo-engineer or engineer—1st phone license. 2 years experience in am, Single, 28. Desires to locate near New York City. Available immediately. Tape and resume on request. Box 123G, B-T.

**Production-Programming, Others**

Program director-salesman, announcer, production, 1st phone. Salary plus commission. Box 89G, B-T.

"New Listen" Programming for your net or indie fulltimer by sales-wise news-music FD specialist. Expected 3 figure salary pays itself with easily sold programs. Box 102G, B-T.

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**TELEVISION**

**Help Wanted**

**Announcer**

Announcer—wanted by pre-freeze vhf station in major market. Excellent opportunity for steady man who is capable of effective on-camera selling. Write fully, explaining experience, ambition, salary requirements. Our people know of this advertisement. Address Box 73G, B-T.

**Technical**

Florida vhf television station has opening for thoroughly experienced maintenance man. Also opening for engineer trainees with background for tv. Box 800F, B-T.

Chief engineer for uhf-tv, small market in south. Must have television experience. Box 95G, B-T.

Transmitter engineer—New York State am and tv—vhf has opening. Box 131G, B-T.

Wanted immediately, two television transmitter engineers for California's first fifty kw vhf. 18 months tv transmisssion experience, preferably on General Electric transmitters desired. $105. per 46 hours, 5 day week. Send full background to Peter O'Nuigian, Chief Engineer, KHET-TV, 801 7th Ave., Sacramento, California.

Assistant chief engineer for 100kw vhf. Must have thorough knowledge video circuits and capable full maintenance responsibility. Permanent position with good organization. WJHF-TV, Augusta, Georgia.

**Production-Programming, Others**

Program director for new southern vhf with CBS affiliation. Reply giving full details as to experience, personal background, references and photo. Replies confidential. Box 79G, B-T.

Traffic, continuity—girl for immediate opening. Wire, write or phone Jack Rathbun, WEAT-TV, West Palm Beach, Fla.

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**RADIO**

**Situations Wanted—(Cont’d)**


Newscaster, special events, panel moderator wishes position as news director, small or medium station. Hard worker, years of experience. Box 134G, B-T.

**TELEVISION**

**Situations Wanted**

Wish to relocate, preferably managerial, production background; NBC-TV, local experience. Box 964F, B-T.

Manager ... mature. Experienced radio and tv. Family man. Best references. Box 89G, B-T.

Tv program manager. 14 years tv broadcasting and 4 A's agency experience. Proven creative and administrative ability. Family man desires relocation in permanent position with growth possibilities. Excellent references. Box 116G, B-T.

Bob Harker, Station Manager, available soon for your station. More information? 1830 Fifth Avenue, Yuma, Arizona.

**Announcer**

Experienced announcer—4 years radio—1 year television—family man, 29. Prefer PD and production manager. Box 85G, B-T.

Good sagnman, formerly with Bob Burns, seeks a job as terse funnyman's sense of humor. Box 104G, B-T.


**Technical**

Executive assistant—7 years with major broadcasting company. Specializing in operations and film. Box 791F, B-T.

Video operator job sought. Experience am transmitter, studio, tv trained. Box 886F, B-T.

Experienced chief engineer of radio station desires a permanent position with a television future. Box 96G, B-T.


**Production-Programming, Others**


Cameraman—excellent small station and network experience. All studio operations. Box 803F, B-T.

Tv cameraman—2 years experience. All studio operations. Video, studio, floor manager; some directing. Desires position leading production. Box 87G, B-T.

Combination program director—film buyer—commercial manager, now employed in above capacity. Thoroughly experienced and can budget a television operation. Can do anything in a station from splice film to write copy. Would consider any of the above positions, as a whole or singly. Write Box 95G, B-T.

Production assistant, experienced, school trained, formerly Army entertainment director, will travel. Box 125G, B-T.

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**NEED**

Two Experienced AM & TV Announcers and One Inexperienced Announcer

**Also**

Two Experienced Directors and One Inexperienced Director for VHF Operation

Contact Box 68G, B-T
TELEVISION

Situations Wanted—(Cont'd)

Programming—Production: Young man; veteran; 7 years experience; SRT graduate desires position with progressive station seeking imaginative, creative station side. Thorough knowledge of sets and lighting. Economically minded. Can double in brass on equipment. 3rd class phone. Knowledge of music. Box 139G, B-T.

For Sale

Stations

250 watt fulltime independent. Only station in growing community. Owner operator. Excellent return on investment. Box 64G, B-T.

Florida daytimer in small, pleasant coastal city. $42,500 with 1/3 down to reputable party. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.


Equipment Etc.

For sale: Clean components from Waltham Western Electric to complete list and detail. For sale: Clean components from Waltham Western Electric to complete list and detail. For sale: Clean components from Waltham Western Electric to complete list and detail.

WGIV, now using. For on Fm W. E. offer? Fm would cost about and tower for sale


Accessories. Write

Sale


Miscellaneous

Recordist! Exchange talking and musical tapes internationally—a grand hobby. Box 1644-Y. San Francisco 1.

Radio

HELP WANTED

Managerial

WANTED

ACTION—THINKING

PROFIT—GETTING

GENERAL MANAGER

Owner retiring from direct participation of established radio stations offers unusual profit-sharing plan and executive authority to qualified applicant with leadership and background of merit and sales experience. All replies confidential. Send complete information, photo and references.

Box 137G, B-T.

PROMOTION MANAGER!

Here's the sort of opportunity promotion men dream about. Big-city 50kw network station needs aggressive sales promotion manager immediately. He must know his research and be able to turn out hard-hitting sales presentations under heavy pressure. He'll have a generous budget, plenty of responsibility and a wide-open future. Send resume and exhibits to Box 130G, B-T.
Radio Engineer Executive

Currently director of engineering for a national organization. Background of 22 years in field, with 3 major corporations and Armed Forces, including diversified experience in radar, communications, radio and TV. Well-versed in operations, purchasing, labor negotiations, contracts and leases, construction, specifications, budget control, technical standards preparation, client contacts. M.I.T. Licensed professional engineer. Widely travelled.

Box 1466, B-T

Top Man Available

More than 17 years of solid advertising and administrative experience. 8 years in two large agencies and 3 years at network headquarters. Presently with big Southwest TV station in executive capacity. A perfectionist. Knows sales, programming and promotion. Age 39. Details on request.

Box 133G, B-T

For Sale

Equipment

446-ft. TV Tower
Self-Supporting
40-lb. WIND LOADING
FOR
12 BAY HIGH BAND ANTENNA
NEW—READY TO SHIP

Joseph B. Haigh
TEXAS STATE NETWORK
Fort Worth, Texas

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cables
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

Wanted to Buy

Stations

DAYTIME RADIO STATION WANTED
Desire to purchase all or control of daytime only station in Midwest area. All correspondence strictly confidential.

Contact: TEXAS STATE NETWORK
Fort Worth, Texas

TOP MAN AVAILABLE

For Sale

RCA TT5A Transmitter
With Side Band Filter and Diplexer; Tuned for Channel 6.

Contact

Technical Director

WJIM-TV
Lansing, Michigan

Page 94 - January 31, 1955
TELESTATUS
Tv Stations on the Air With Market Set Count
And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (†) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated D-T estimate. Stations not preceded by triangle (†) are grantees, not yet operating.

ALABAMA
Birmingham—
WABM-TV (3) ABC, CBS, NBC, DuM; Blair; 27,000
WABC-TV (6) CBS; Katz; 39,420
WKRC-TV (46) 1/10/52-Unknown
WAVE-TV (9) 1/10/52-Unknown
WATE-TV (10) 1/10/52-Unknown
WFFA-TV (11) 1/10/52-Unknown
WFIM-TV (12) ABC, CBS, NBC, 25,000
WJTV (13) ABC, CBS, NBC, DuM; Rayner; 42,000
WLSA (8) 2/24/54-Unknown

ARKANSAS
El Dorado—
KREH-TV (10) 2/24/54-Unknown
Fort Smith—
KFSA-TV (23) ABC, CBS, NBC, DuM; Purnell; 35,000
KNAC-TV (5) Rambeau; 6/3/54-Feb. '55
Jonesboro—
Regional Bestg. Co. (9) 1/15/55-Unknown
Little Rock—
KARK-TV (4) ABC, CBS, NBC, Pety; 85,764
KTIV (11) Brannham; 11/4/54-Unknown
KATV (5) (See Pine Bluff)
Pine Bluff—
KATV (5) ABC, CBS, DuM; Avery-Knodel; 142,000

ARIZONA
Mesa (Phoenix)—
KVAR (12) ABC, DuM; Raymer; 101,523
Phoenix—
KOOL-TV (10) ABC; Hollering; 109,204
KPHO-TV (3) CBS, DuM; Katz; 114,630
KPRK (9) ABC; Weed; 61/10/54-2/15
Tucson—
KOPO-TV (13) CBS; Hollering; 36,013
KVOA-TV (4) ABC, NBC; Rayner; 36,013
Yuma—
KIVA (11) NBC, DuM; Grant; 25,975

ARKANSAS
El Dorado—
KREH-TV (10) 2/24/54-Unknown
Fort Smith—
KFSA-TV (23) ABC, CBS, NBC, DuM; Purnell; 35,000
KNAC-TV (5) Rambeau; 6/3/54-Feb. '55
Jonesboro—
Regional Bestg. Co. (9) 1/15/55-Unknown
Little Rock—
KARK-TV (4) ABC, CBS, NBC, Pety; 85,764
KTIV (11) Brannham; 11/4/54-Unknown
KATV (5) (See Pine Bluff)
Pine Bluff—
KATV (5) ABC, CBS, DuM; Avery-Knodel; 142,000

CALIFORNIA
Bakersfield—
KBAK-TV (29) ABC, DuM; Weed; 84,000

New Starter
The following tv station is the newest to start regular programming:

January 31, 1955

NOW
Stronger pull than ever!

FRESNO, CALIFORNIA • CHANNEL 24
boasts power!

Video power up to 447,000 watts
Audio power up to 225,500 watts
increasing signal power 12.58 times

KMJ-TV pioneered TV in this important inland California market. It's the San Joaquin Valley's most-tuned-to TV station*. Now, with a powerful new signal and the finest transmitter location in the Valley, it has more audience pull than ever. And more than ever, KMJ-TV is your best TV buy in the Valley!

KMJ-TV — Fresno's First Station — First in Power
First in Audience

Paul H. Raymer, National Representative

*KMJ-TV carries 19 out of the 25 top-rated nighttime programs viewed in the Fresno area. (October 1954 ARB report.)
You Can SERVE ... SELL and PROFIT Well on CKLW-TV's MILLION DOLLAR MOVIES

Your Audience Will See ... .

Your Client Will Profit With

Your Commercial Sell to an Established Audience ... Based on current performances First Run Movies repeated four times weekly have produced a cumulative ARB Rating of 50.1 . . . 600,000 TV homes with an average of 2-5 viewers per set at a cost of 76c per thousand viewers.

It all adds up to a million dollar bargain so write, wire or phone your 

For CKLW-TV channel 9, Detroit

January 31, 1955 • Page 97
CONSTRUCTION is underway on the ultra-modern future home of KCOR-AM-TV San Antonio, according to an announcement by Raoul A. Cortez, president of KCOR Inc. Ground breaking ceremonies were held Dec. 23. Estimated cost of the property, including new TV equipment, is $460,000. Architects are Ross-Nicholson Assoc-CON. KCOR-TV is scheduled to begin telecasting in April.

Bismarck—KFYR-TV (5) CBS, NBC, DuMont, Hoag-Blair, Price; Weed: 13,500 Fargo—KDAY-TV (6) CBS, NBC, DuMont, Free & Peters, Price: 74,900 Grand Forks—KNOX-TV (10) 3/19/54-Unknown Minot—KCB-TV (13) CBS, NBC, DuMont, Weed; Price: 77,200 Valley City—KJVB-TV (4) CBS, DuMont, Weed: 77,000

Aiken—WARK-TV (49) ABC, Weed: 174,066 Abilene—WICA-TV (15) 25,000 Canton—Tri-Cities Telecasting Inc. (20) Initial Decision 11/17/54

Cincinnati—WCET (49) 2,000 WCPO-TV (8) CBS, DuMont, Brabant; Price: 242,140 WKBK (4) NBC, KDKA; Price: 662,535 WLWT (3) NBC, WLW Sls.; Price: 325,000 WQCN (54) Forjhe; 5/14/53-Early '55

Cleveland—WEWS-TV (6) 6/19/53-Unknown WCPG (6) CBS, DuMont, Brabant; Price: 310,900 WKOA (5) ABC, DuMont, KDKA; Price: 1,045,000 WNKX (3) ABC, NBC Spot Sls.; Price: 2,800,000 WOBN (8) CBS, DuMont, KDKA; Price: 66,200

Columbus—WBNS (10) CBS; Price: 472,295 WNWO (4) NBC, WLW Sls.; Price: 307,000 WWSU (74) 4/25/53-Unknown

Dayton—WVTN (7) CBS, DuMont, Hollenberg; 377,330 WJIE (22) See footnote (c) WLWD (3) ABC, NBC; WLW Sls.; Price: 320,000


Oklahoma

Adair—KXON (18) ABC; Penrose; 182,000 Ardmore—KYSO-TV (12) 6/19/54-Unknown Enid—WHKO (5) ABC; Petry; 118,000 Lawton—KREW-TV (7) DUB; Price: 54,540 Oklahoma City—KXID (58) 4/22/53-Unknown Muskogee—KTVK (9) ABC, NBC, CBS, Aver-Kindel; Price: 75,000

Oregon

Eugene—KQTV (74) ABC, NBC, CBS, Aver-Kindel; Price: 35,000 Florence—KPJL (3) Grant; 12/2/54-Unknown Medford—KREB-TV (5) ABC, NBC, DuMont; Price: 25,580 Portland—KPTV (54) 11/22/54-Unknown KROI-TV (6) ABC, CBS; CSB Spot Sls.; Price: 260,861

Kansas

Wichita—KCTV (23) See footnote (c) KOTV (6) CBS; Petry; 240,651 KBSP (17) 5/17/54-Unknown KVOO (2) NBC; Biltmore; 242,000 KCED-AM (411) 7/15/54-Unknown

Pennsylvania

Allentown—WFMJ-TV (97) Avery-Kindel; 32,000 WQCV (39) Weed; 8/12/53-Unknown Altoona—WQBC (38) 11/26/54-Unknown

WBFK-AM (10) ABC, CBS, NBC, DuMont; Price: 268,500 WEAT (68) 12/19/54-Unknown WERE (35) CBS, DuMont, Aver-Kindel; Price: 56,420 Harrisburg—WCAM-AM (27) Forje WCYO (45) CBS; Biltmore; 193,002 WTPA (71) ABC, NBC, Headley-Reed; Price: 193,002 Hazelton—WAZL-TV (63) Meeker; 12/18/53-Unknown Johnstown—WARD-TV (56) ABC, CBS, DuMont; Price: 23,300 WJAC-AM (8) CBS, NBC, DuMont; Price: 531,203

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations, date of grant and commencement target date for grants.
Godiva wouldn't need those long tresses today! With a poodle-cut she couldn't have outdrawn WTEN-TV! | Even Coventry Watches

Tempest fugit, even in the drowsy village of Coventry. And Coventry (N.Y.), that is, is only one of more than 250 upstate communities in which everyone is wide-eyed with delight over Channel 8. The folks in Coventry are alert to new products, too... and keen to the values of old ones, if they're reminded!

Godiva won her bet, which proves the value of exposure, even in those days! If you want to draw more attention than the Coventry Derby (of hollowed memory) better put your money on WTEN-TV to win!

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Tacoma (Seattle) — TVT, 11, F.T. Smith, N.Y.; Clark, Chicago, 20:00-17:00.

Toledo — 12, CBS, DuM; Weid; 20:00-17:00.

Tulsa — TVW, 11, Bolling; 7/25/53-Unknown.

Yakima — KVAN, 39, ABC, CBS, NBC, DuM; Weed; 7/25/53-Unknown.

WEST VIRGINIA

Bluefield — WHIS-TV (6), Katz; 12/9/54-Unknown.

Charleston — WCHS (7) ABC, CBS, DuM; Brancham; 12/9/54-Unknown.

Washington — WKEA (TV) (12), Bolling, 7/25/53-Unknown.

Windsor, Va. — WTVY (9), ABC, CBS, NBC, DuM; Bessey, 7/25/53-Unknown.

Winston-Salem — WJFB-TV (22) ABC, CBS, NBC, DuM; Gill-Penna, 7/25/53-Unknown.

Winston-Salem — WJTQ-TV (22) ABC, CBS, NBC, DuM; Gill-Penna, 7/25/53-Unknown.

Worthington — WJTV (22) ABC, CBS, NBC, DuM; Gill-Penna, 7/25/53-Unknown.

Wyoming — WYIT (22) ABC, CBS, NBC, DuM; Gill-Penna, 7/25/53-Unknown.

All-Canada Webster, Ont. — WOPL (11) ABC, CBS, NBC, DuM; Norby, Eastman Kodak, 1/19/55.

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ALL-TELEVISION

Jan. 31: Television Workshop for Community Organizations, U. of Kansas City, Kansas City, Mo.

Feb. 1: Deadline, CARTB Gillin Community Service Memorial Award, Ottawa, Canada.

Feb. 4: Fifth Annual Radio-TV Short Course, St. Paul, Minn.

Feb. 5: Radio and Television Correspondents Association, Annual dinner, Hotel Statler, Washington, D.C.

Feb. 7: Rab Clinic, Phoenix, Ariz.

Feb. 8: Rab Clinic, Los Angeles.

Feb. 9: Rab Clinic, Fresno, Calif.

Feb. 10: Rab Clinic, San Francisco.

Feb. 10: Southwestern Assn. of Advertising Agencies, Skirvin Hotel, Oklahoma City.

Feb. 10: Deadline, American Women in Radio and Television Scholarship Award, New York.

Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.

Feb. 11: Rab Clinic, Sacramento, Calif.

Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.


Feb. 14: Deadline, Entries for National Board of Fire Underwriters Gold Medal Award for public service work in fire prevention and fire safety, New York.

Feb. 21: Rab Clinic, Washington, D.C.


Feb. 23: Rab Clinic, Richmond, Va.

Feb. 24: Rab Clinic, Roanoke, Va.

Feb. 25: Rab Clinic, Baltimore, Md.

MARCH

Mar. 7: Rab Clinic, New Orleans, La.

Mar. 7-12: National Women's Week.

Mar. 8: Rab Clinic, Shreveport, La.

Mar. 9: Rab Clinic, Dallas, Tex.

Mar. 10: Rab Clinic, Birmingham, Ala.

Mar. 11: Deadline, Entries for Payne Communications Awards, U. of Illinois, Urbana, Ill.

Mar. 10: Rab Clinic, San Antonio, Tex.

Mar. 12: Rab Clinic, Corpus Christi, Tex.


Mar. 18-19: Atlanta Advertising Institute, Emory U., Atlanta, Ga.

Mar. 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.

Mar. 21: Rab Clinic, Albuquerque, N. M.

Mar. 21-22: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.

Mar. 22: Rab Clinic, Amarillo, Tex.

Mar. 22: Rab Clinic, Oklahoma City.

Mar. 24: Rab Clinic, Tulsa, Okla.

Mar. 25: Rab Clinic, Little Rock, Ark.

UPCOMING

APRIL


MAY

May 5-8: American Women in Radio and Television Annual Convention, Drake Hotel, Chicago.

May 22: NARTB Convention, Washington, D. C.


JULY

ON THE DOTTED LINE . . .

BUD GUEST, host-reporter of WJR Detroit's Bud Guest Show, indicates the dotted line to John H. Stewart, president of Twin Pines Farm Dairy, who prepares to sign for sponsorship for the fifth consecutive year on the station. L to r: L. S. Wayburn, partner, Luckoff & Wayburn Agency, Detroit; Mr. Guest; Mr. Stewart; Art McPhillips, WJR sales service manager, and Worth Kramer, WJR vice president-general manager.

THE HARDY Furniture Co., Lincoln, Neb., contracts to increase sponsorship of Lincolnland News on KOLN-TV there from three to five nights a week. Approving the agreement are (l to r): seated, G. R. Hunt, vice president, and Phil Hardy, president, Hardy Furniture; standing, Jerry Hunt, general manager; Russ Dadds, advertising director, and Les Rau, account executive, KOLN-TV.

RETURNING to radio advertising, Robert Small, president, Small & Sons, Lincoln-Mercury dealer in Waterloo, Iowa, signs a 52-week contract for 2,100 announcements on KWWL there, and extends his 52-week KWWL-TV agreement for 260 announcements. L to r: Larry Dunning, S&S sales manager; Alan Henry, KWWL sales manager; Mr. Small, and Robert Koenig, KWWL co-op sales director.

“LITTLE MAC,” trademark of McAllister Dairy Farms Inc. (Ohio-Pa.), witnesses the signing of a 26-week spot campaign on behalf of the Encyclopedia of Cooking over WHHH Warren, Ohio, by Temple McAllister (seated), president of the dairy farms. Standing (l to r): Carl Raymand, WHHH manager; Ed LeBudde, book sales representative; Ralph Schetrom, sales manager for McAllister Dairy Farms, and Danny Shaver, station sales manager.

SPONSORSHIP for 26 weeks of the WAGA Weather Show on WAGA Atlanta, Ga., by the Bakery & Confectionary Workers International Union of America is agreed upon by Dale Clark (l), WAGA news editor, and Lewis A. Davis of the union’s Atlanta office.

KLZ DENVER Station Manager Phil Hoffman (c) looks on as Charles Harding II (l) and Adam Rinemund sign pacts contracting for segments of the Starr Yelland Party Line for Butternut Coffee and Tidy House Products (household cleaners), respectively. Messrs. Harding and Rinemund are with the Buchanan-Thomas Agency, Omaha, Neb.

AL CABBAGE (c), treasurer-assistant manager of Great Falls Breweries Inc., signs a 52-week contract for the half-hour “In the Morgan Manor” show over KMON Great Falls, Mont. Witnessing are Frank Kaull, KMON sales manager, and W. E. Wendt, Wendt Adv. Agency, same city. The transcribed program, produced by Lang-Worth Feature Programs Inc., New York, features orchestra leader Russ Morgan and will be sponsored by the brewing company over 18 separate radio stations throughout Montana and Wyoming.
Where's the Fire?

Advertising is a jittery business in which the faintest sniff of smoke sometimes sets off a wholly unnecessary four-bell alarm. It is to be hoped that the record of radio time sales in 1954 will be identified for what it is—a wisp of smoke— and not as an indication that radio is about to burn to the ground.

As reported in this issue, in 1954 for the first time in 16 years, total radio time sales failed to rise above the levels of the year before. An alarmist might interpret that as the beginning of a downdraft trend that would continue. To a more sensible observer, the record is less threatening.

The record in 1954 was the consequence of many factors, of course, but chief among them was radio's revised rate structure. By 1954 the effects of rate reductions, begun at network level and inexorably continued through spot and local rates, were fully felt. No one knows how many hours of commercial time were sold in 1954, but it is a sound guess that they would total more than were sold in 1953. The dollar sales of 1954 were lower because advertisers paid much less for more time.

Considering the buffeting it has received in recent years, radio is an unusually healthy business. It is a wonder that its total sales continued to rise through the years up to 1954, in the face of price reductions and the decline of network volume.

Since 1948, when they were $133,723,098, annual national network time sales have dropped each year. In 1954 they were $76,219,000—43% lower than the peak year of 1948. Any business which can take a beating like that in six years and remain in operation is fundamentally sound.

Although spot volume in 1954 was off 5.9% from the year before (again a consequence of lower rates), 1954 spot sales were more than 16% bigger than those of 1948, the peak year for network.

As they have been all along, local sales in 1954 were above those of the year before. Since 1948 local business has boomed by 46%.

All present signs point to at least a ground-holding and more probably an improvement in radio business in 1955. In recent months major agencies have begun to take new looks at radio, and what they have seen is bound to influence them to spend more on the medium. Radio promotion efforts are being invigorated and improved.

When the time sales for 1955 are counted up, it's a safe bet that they will be bigger than those of 1954. In the sales curve of radio, 1954 will turn out to be a dip, not a turning point, a wisp of smoke and little more.

FCC's Paltry Pay

President Eisenhower has proposed pay raises for members of Congress and of the judiciary as well as rank and file government employees. That is good. But the chief executive overlooked the forgotten men—those who hold appointive policy positions on the independent agencies like the FCC.

In 1949, the pay of members of the FCC (along with those other independent agencies) was increased from $10,000 to $15,000. This action stemmed from the observations of the first "Hoover Commission" on government organization. The report cited difficulty in getting high calibre men to serve in government because of low pay.

With the scale in government on the way up, we feel that certainly the FCC members should draw as much as members of Congress or district judges. In our view, Commissioners should get at least $20,000, and the chairman, who necessarily carries the heaviest burden, should command about $2,500 in excess of that.

To raise salaries by those amounts would not constitute a serious addition to the federal budget. There are a total of 51 members of the nine quasi-judicial independent agencies which are outside the executive department, the FCC, Civil Service Commission, Civil Aeronautics Board, Federal Power Commission, Federal Trade Commission, Interstate Commerce Commission, National Labor Relations Board, Securities & Exchange Commission and Subversive Activities Control Board. Fifty of them draw $15,000 a year; the other, as chairman of the Civil Service Commission, draws $16,000.

To upgrade commissioner salaries to $20,000 and chairmen to $22,500 would mean a total budget increase of $276,500 a year. In contemporary United States Government budgets, that figure would hardly mean a thing.

Fish or Cut Bait

Much good can come of the Brooklyn (Kings County) grand jury investigation of "pitch" advertising which was started last week [B&T, Jan. 24]. The pitty is that authorities were given an excuse to investigate.

If a formula can be devised to limit, or preferably to eliminate, deceptive and misleading advertising, then all of the honest elements of the advertising business will be pleased.

If such a formula cannot be worked out through the courts—which after all are not the place where such reforms should start—then all of radio and television will suffer.

The place to start is with the individual station operator. There is no place anywhere in advertising for the "bait" which entices an operator into the home—or a customer into the store—with the deliberate plan that the buyer will be sold "something else." The responsibility to keep it honest belongs to the broadcaster, and the broadcaster should insist on keeping it there.

Broadcaster in the White House

Former Gov. Howard Pyle of Arizona joins the official White House family as side to President Eisenhower. While his assigned function is to maintain contact with the various state governments, in view of his gubernatorial background, he brings to the executive offices a rich background in broadcasting. At the time he was first elected to office in 1950 he had served as vice president and program director of KTAR Phoenix and the Arizona Broadcasting System. Indeed, it was this activity that won for him statewide popularity.

All signs point to rough going for the business of broadcasting in Congress. The White House inexorably will figure in these developments. It would be only logical for the President to seek the counsel of a practical broadcaster on his staff on matters pertaining to communications and the broadcast field. His advice might well be sought, for example, in the conflict involving allocation of the frequency spectrum and the threat to low band tv (chs. 2-6) because of demands of the military for the same spectrum space.

We're glad to see Gov. Pyle on the White House staff. We hope the administration will take advantage of his presence in consideration of broadcasting problems so vital to the nation's welfare in this touch-and-go era.
Here are the facts...

**KSTP-TV**
leads all Minneapolis-St. Paul TV stations in average weekday program ratings* from 7:00 AM to 10:15 PM week-in, week-out.

**KSTP-TV**
is the Northwest’s first television station, first with maximum power, first with color TV and first in audience.

**KSTP-TV**
gives you greater coverage of the nation’s 7th largest retail trading area than any other station . . . a market which commands FOUR BILLION DOLLARS in spendable income.

**KSTP-TV**
has earned a listener-loyalty through superior entertainment, top talent, service and showmanship that means sales for you. That’s why it is first in ratings. That’s why it’s your best buy.

*Combination Telepulse, ARB, weekly average, November, 1954.

**KSTP-TV**
100,000 WATTS
5 CHANNEL
MINNEAPOLIS - ST. PAUL "THE NORTHWEST'S LEADING STATION"
Basic NBC Affiliate
Edward Petry & Co., Inc., National Representatives