Just about everybody in the business knows that WITH has the biggest listening audience in Baltimore City and Baltimore County. They know, too, that WITH provides the lowest cost-per-thousand listeners of any station in town.

But there's a lot of talk about the quality of this audience. The A. C. Nielsen Company has recently made a survey which shows the composition of the listening audience for WITH and one other Baltimore station. The other station is a powerful network outlet.

The upper group—families with incomes of $5,000 a year or more—make up 58% of the total WITH audience. Only 48% of the network's audience is in this group. In the middle group—incomes from 3 to 5 thousand dollars a year—WITH has 33%, the network 37%. In the lower group—under $3,000 a year—WITH has 9%, the network 15%.

So don't worry about "prestige" when you're buying radio time in Baltimore. WITH gives you all the "prestige" you need. Ask your Forjoe man!

—in Baltimore

TOM TINSLEY, President

REPRESENTED BY FORJOE & CO.
REPETITION GETS RESULTS!

and WCOP's cost per thousand permits the highest frequency of impression in Greater Boston.

Persistency pays. And smart advertisers know that it takes frequency of impression to open a market's pocketbooks.

In the compact Greater Boston market, WCOP's one-minute saturation plan provides the incredibly low cost per thousand of just 19¢. Thus in America's second most concentrated market, WCOP provides more frequency of impression and MORE RESULTS per dollar than any other Boston station.

Ask your station or WEED representative for the fact-revealing story "HOW TO SELL THE CREAM MARKET OF NEW ENGLAND."

Sets per dollar delivered in Greater Boston by Boston stations, on minute package basis:

<table>
<thead>
<tr>
<th>Station</th>
<th>Sets per Dollar</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCOP</td>
<td>5,262</td>
</tr>
<tr>
<td>Station B</td>
<td>3,333</td>
</tr>
<tr>
<td>Station C</td>
<td>2,176</td>
</tr>
<tr>
<td>Station D</td>
<td>1,867</td>
</tr>
<tr>
<td>Station E</td>
<td>1,785</td>
</tr>
<tr>
<td>Station F</td>
<td>1,470</td>
</tr>
</tbody>
</table>

WCOP BOSTON
5,000 watts on 1150
Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC

Now 100,000 watts!
complete coverage
PHILADELPHIA trading area
NEXT WEEK
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
closed circuit.

JONES REPORT • Look for relatively “conservative” report from former FCC Comr. Robert F. Jones to Senate Interstate & Foreign Commerce Committee in contrast to provocative “memorandum” of his opposite Democratic number, Harry M. Plotkin. While lid has been on Jones draft, expected Friday, his report is likely to be factual, rather than speculative, and will conclude that remedies are needed in TV allocations and network practices but that their nature and scope can’t be determined until all facts are available through full-dress investigation. His report will be animated by charts and graphs showing results of questionnaires undertaken by staff during preliminary study made last year.

STATION REPRESENTATIVES ASSN. is keeping watchful eye on events surrounding proposals that networks be excluded from representation of affiliated stations, but is not beating drums on it. SRA’s new president, Adam Young Jr., feels that networks are essential and is prepared to testify to that end. But he also holds it’s morally wrong for them to have “complete control” over station schedules in both network and spot.

PAY-SEE DELAY • Congressional interest in all aspects of television, including why and wherefores of subscription TV, could serve to delay FCC consideration of rule-making procedures in latter sphere. Reasons: (1) If Magnuson or Kilgore committees in Senate and Priest committee in House are disposed to examine toll TV projects, FCC may decide to await outcome, even though it has had staff dig into problem; (2) lack of funds and staff shortage, notably since FCC is now called upon to answer “Plotkin Memorandum.”

DON’T COUNT HIM OUT • Will Harry M. Plotkin, author of memorandum for Senate Interstate & Foreign Commerce Committee serving as basis for overall inquiry, continue in Chairman Magnuson’s councils? That question has arisen since release last week of his provocative report. Answer may be that while he technically wound up Jan. 31 as special counsel, he may be consulted—possibly through station clients close to chairman.

LEGALITY of TV bingo is drawing near its day of FCC reckoning as station interest mounts. KTLA (TV) Hollywood, whose license happened to come up for renewal at right time to raise issue, hopes to file answer this week to “informed” Commis-sion inquiry about its syndicated Play Marco show (CLOSED CIRCUIT, Dec. 13; B&T, Nov. 15, 1954). FCC can renew without further question or call for formal proceeding to explore matter more.

RADIO ACTIVITY • Major set manufacturers will meet with Kevin B. Sweeney, president, and other officials of Radio Advertising Bureau, Feb. 17-18, on proposed continuing campaign to maintain radio set sales at least 15 million annually. Vigorous cooperation of broadcasters is planned, with emphasis on miniature “personal” sets, using transistors.

DELVING INTO PAST • Attorneys for Zenith Radio Corp. plan to take deposition from Owen D. Young, one of early RCA magnates, when proceedings on Zenith-RCA patent suit resume in New York Feb. 14, it’s learned. Attorneys plan to hear RCA secretary, John Q. Cannon, and others before calling Brig. Gen. David Sarnoff, RCA board chairman.

HORSES are getting in FCC’s hair again and renewal trouble may be in offing for racing town stations exploiting newest gimmick. Touts are buying morning segments to sell “tips” on day’s races (from $10 to $150 and up). Listener phones station, messenger delivers tip and collects. What listener doesn’t know is tout sells all horses, always can claim a winner.

BRITISH FCC? • Pressure appears building up in England for severance of 50-year-old hold of Post Office on radio-TV allocations, assignments and related matters, especially with advent of commercial broadcasting. Since Post Office is also user and considered “political,” some Britishers want FCC-type independent agency established soon.

NEWLY-FORMED Chicago Broadcast Advertising Club was asked past fortnight to drop original title (Broadcast Advertising Council) because of similarity with The Advertising Council. Club is finally getting off ground after delays, one major reason being difficulty last year in getting top executive from agency or advertiser field to head it.

REUNION • When Comr. Frieda B. Hen-nock visited Kansas City last week to address TV Workshop and Junior League, she also took occasion to call on former President Harry Truman, who had named her to FCC in 1948 for seven-year term which expires June 30. She reported to her FCC colleagues that former President was in excellent health and spirits.

WHAT is believed to be an all-time record on FCC examiners’ activities recorded during December and January. Total of 18 initial decisions were released, most of them in TV cases.
DON'T USE KTHS IF YOU SELL A

"Limited Market"

(Polo players in Little Rock ONLY, for instance!)

DO USE KTHS IF YOU SELL

most or all of Arkansas!

YES, there might be a few people like Reginald, above, in Little Rock—but you certainly wouldn't use KTHS to reach them, unless you wanted everybody else, too!

KTHS is Arkansas' big advertising medium. It's 50,000 watts—CBS—is programmed for every element of the population in this big State. So everywhere our signal's heard, there are listeners—lots of listeners—buying listeners—more than you can get with any other station in Arkansas.

Ask The Branham Co. for all the facts. It's a story of power, programming, coverage and results. It's a story you need to know!

50,000 Watts ... CBS Radio

Represented by The Branham Co.

Under Same Management as KWTH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

KTHS
BROADCASTING FROM
LITTLE ROCK, ARKANSAS
STANTON SUMMONS 30 TV AFFILIATES TO PLAN STRATEGY ON SENATE PROBE

FACING challenge of Plotkin Memorandum on “Television Network Regulation and the Ubh Problem,” made public Wednesday when it was delivered to Senate Committee on Interstate & Foreign Commerce (see story page 31), CBS President Frank Stanton has called emergency meeting of top officials of representative group of CBS-TV affiliates, has learned Thursday.

So far as could be ascertained, CBS was only network to take any action on Plotkin report, which denounced network option time rights and other practices as unfair to both stations and public and urged corrective action by FCC and, if needed, Dept. of Justice as well. CBS also was only network to make public comment on report (see page 33).

Following telegram was sent Thursday over Dr. Stanton’s signature:

BECAUSE WE BELIEVE PLOTKIN MEMORANDUM RAISES FUNDAMENTAL ISSUES CONCERNING FUTURE OF TELEVISION NETWORKING, WE WOULD APPRECIATE DEEPLY THE COUNSEL AND ADVICE OF A REPRESENTATIVE GROUP OF OUR AFFILIATES IN DETERMINING THE COURSE WE SHOULD FOLLOW. JACK VAN VOLKENBERG [president of CBS-TV network] and I THEREFORE ASKING YOU TO MEET WITH US FROM 10 UNTIL 5 O’CLOCK AT THE JANSEN SUITE, WALDORF-AIRLINE (New York), on Feb. 9. IT IS UNDERSTOOD, OF COURSE, THAT WE WILL REIMBURSE YOU FOR YOUR EXPENSES AND WOULD BE VERY GRATEFUL IF YOU COULD ATTEND, OR IF YOU WISH, ANY ONE OF YOUR OPERATING ASSOCIATES. FOR YOUR INFORMATION, OUR LIST OF INVITATES IS COMPOSED OF THE TOP 10, MEDIAN 10 AND SMALLER 10 AFFILIATES IN TERMS OF NETWORK CARD RATES. BEST WISHES.

Invited to Attend


John W. Runyan, Dallas Times-Herald (KRLD-TV), Dallas; William J. McNally, chairman of the board, WCCO-TV Minneapolis; Hubert Taft Jr., president, WKRC-TV Cincinnati; Robert B. Ridder, president, WDSM-TV Superior, Wis.; Dorrance Roderick, president, KROC-TV El Paso; John E. Fezger, president, WKGX-TV Kansas City; John Griffith, president, Griffin Grocery Co., Muskogee, Okla. (KWTW-TV Oklahoma City).

Edward Allen, president, WLVA-TV Lynchburg, Va.; George P. Rankin Jr., president, WMIA-TV Macon, Ga.; Jean Gannett Williams, president, Guy Gannett Publishing Co. (WGAN-TV), Portland, Me.; Humboldt J. Greig, president, WHUM-TV Reading, Pa.; Franklin D. Schurz, president and publisher, South Bend Tribune Publishing Co. (WSBT-TV), South Bend, Ind.; Bruce McConnell, president, WISH-TV Indianapolis.


Senate Gives Magnuson $200,000 for Investigations

SENATE Friday approved Senate Commerce Committee’s request for $200,000 for investigations of networks and uhf-vhf and other fields (see story page 31).

Senate approved largest amount given committee in several years despite effort by Sen. Allen Ellender (D-La.) to reduce appropriation by $50,000.

Sen. Warren G. Magnuson (D-Wash.), committee chairman, told Sen. Estes Kefauver (D-Tenn.) and William Langer (R-N. D.), members of Senate Judiciary Committee, that if Commerce Committee finds evidence of monopoly in radio-vhf or other fields he will be glad to turn it over to Sen. Harley M. Kilgore (D-W. Va.), chairman of Judiciary group.

Storer Plans Stock Split
To Redeem Preferred Shares

TWO-FOR-ONE stock split and proposal to offer more than 250,000 shares to public—which would be used to reduce long-term indebtedness and redeem all preferred stock (97% owned by Jefferson Standard Life Insurance Co.—was proposed by Storer Broadcasting Co. Friday. Financial proposal is subject to stockholders approval, with meeting scheduled Feb. 15 at Miami Beach.

Storer proposes to issue two shares for each one of 262,750 shares of common and 843,250 of comm B. If stockholders relinquish preferred rights, Storer will issue 262,750 common shares to public through underwriters. Proceeds of public offering will be used to buy back 15,000 outstanding shares of 7% preferred stock. Stock split will go to shareholders of record as of Feb. 7.

MURROW ON BBC

BBC has arranged with CBS-TV to present series of tele-recordings of Edward R. Murrow’s Person to Person program (CBS-TV, Fri., 10:30-11 p.m., EST), starting Feb. 17. First program will feature interviews with Eddie Fisher, singer, and Dr. Ralph Bunche, Undersecretary of the UN.

BROADCASTING • TELECASTING

BUSINESS BRIEFLY

DISNEYLAND EXTENDED • Sponsors of ABC-TV Disneyland have extended original contracts, it is understood, to cover 15 repeat programs and one brand new hour-long film. Repeats start March 16. Final program of season (June 29) is scheduled to be final report on “Disneyland,” $9 million amusement park under construction near Anaheim, Calif. Sponsors are American Motors Corp., through Geyer Adv.; Derby Foods, through McCann-Erickson, and American Dairy Assn., through Campbell-Mithun.

RADIO SPOT PLANS • Carbolia Chemical Co., Natural Bridge, N. Y., is preparing radio spot announcement campaign to begin in April or May in about 25 U. S. markets and three Canadian markets. Contracts for 13 weeks will be through J. M. Mathes Inc., N. Y.

ORANGE JUICE PROMOTION • Golden Gift Orange Juice, Miami, placing radio-TV campaign in markets where company has distribution—about 25—starting almost immediately. Agency is Harris Whithead, Miami Beach.

CENTRAL BUYING • New York Central Railroad, through J. Walter Thompson Co., N. Y., buying two radio spots in three cities—Toledo, Elkhart, Ind., and Fremont, Ohio—to promote special Pacemaker’s excursion.

NESTLES IN P. R.—Nestle’s, through McCann-Erickson, will sponsor Spanish language radio serial, El Dios Matrecho, produced by Fremantle Overseas Radio & Television, on WAPA San Juan, P. R., starting in mid-February, five times weekly.

FASTEETH TRIES RADIO • Clark Cleveland, Binghamton, N. Y. (Fasteeth), through Roy S. Durstine Inc., N. Y., normally a newspaper advertiser, turning to radio spot announcement test campaign, effective April 1, five five markets.

LINCOLN-MERCURY RADIO • Lincoln-Mercury, through Kanyon & Eckhardt, N. Y., buying minutes and chain breaks in about 80 radio markets, effective Feb. 28, for five weeks.

3 of 4 Motorists Identify Radio Program Sponsors

THREE in four motorists can identify sponsors of radio programs heard in their automobiles and can repeat accurately most of advertising content, Advertest Research found in interview survey conducted along New Jersey Turnpike on two successive Sunday evenings in November. Survey was made for CBS Radio.

"Test" programs were Lucky Strike commercials delivered on Jack Benny program Nov. 14 (154 automobiles sampled) and CBS-Columbia TV set commercials on Amos ‘n Andy Show Nov. 21 (190 automobiles checked). Interview were begun 10 minutes after programs left air and continued for no longer than one hour after programs were off. Advertest reported 75.4% of auto listeners who heard test program knew sponsors and could repeat much of copy content. Of all cars interviewed, 77% had radios in working order. In these, CBS Radio said programs tested had average rating of 23.1 with 2.8 listeners per automobile.

February 7, 1955 • Page 7
TOP POWER
IN CLEVELAND!

WXEL is now the most powerful TV station in Cleveland (316,000 watts ERP).

WXEL is now a Storer Station—programmed to Storer standards of excellence.

WXEL, more than ever, is your best way to influence and sell the 3 billion dollar Cleveland market!

WXEL
Channel 8 Cleveland
Represented nationally by The Katz Agency
BID for new TV station on ch. 10 at Goodland, Kan., filed with FCC by KWGB there. Effective radiated power of 205 kW visual, 110 kW aural and antenna height above average terrain of 580 ft. requested.

Alabama Educational TV Commission filed for new noncommercial educational station on ch. 2 at Andalusia, Ala., to be linked with commission's ch. 7 WEDM (TV) Munford and ch. 10 WEDB (TV) Birmingham. Full 100 kW ERP visual asked. Cost of construction $166,500.

Two existing TV stations Friday advised FCC of suspension of operations: ch. 11 KCFH, Provo, Utah, and ch. 19 KMPT (TV) Oklahoma City. KOVO-TV said it is unable to continue without network revenue. District Court bankruptcy trustee filed suspension notice on Grankee; suspension of TV stations since freeze now totals 34 uhf, 7 vhf.

Petitions for allocation changes reported by FCC Friday: Stanley H. Durwood, majority owner ch. 16 KEDD (TV) Hutchinson, Kan., seeks to add ch. 8 there by switching educational ch. 8 KSAC-TV Manhattan, Kan., to ch. 58; Hills Best Co., contestant with Tri-City TV Corp. for ch. 3 at Watertown, S. D. (which Hills would use at Florence), proposes area reallocation which would add ch. 3 at Bradley by substituting ch. 10 for 3 at Watertown; ch. 40 KCCC-TV Sacramento, Calif., seeks allocation of ch. 16 to Pittsburg-Antioch, Calif., by substituting ch. 15 for 16 at Red Bluff and ch. 56 for 16 at Santa Cruz.

Negros Urged to Boycott TV
NEGRO audience is being urged by Afro-American (Washington edition) to boycott all tv between 6:30-10:30 p.m., Feb. 26. Idea appears in paper's "Big Town" column under byline of James Hicks, is designed to show Negro purchasing power to sponsors, according to column.

Milwaukee Plea Dropped
FCC Friday dismissed application for Milwaukee ch. 12 filed by L. F. Gran in opposition to Hearst Corp. $2 million purchase of present ch. 12 WTIV (TV) Milwaukee (see early story page 86). Commission said application violated rule prohibiting filing of more than one application for same facility by same applicant. Mr. Gran is former chairman and still 38.5% stockholder of WTIV. Marcus Cohn, attorney for Mr. Gran, told BFT Friday that U. S. Court of Appeals would be asked Monday for injunction and other relief to force FCC to accept Gran application, hold hearing with Hearst transfer application and forbid Commission to take action on transfer application.

Heinz Starts on NBC-TV
H. J. HEINZ Co. (soup), Pittsburgh, will start sponsorship this week of Captain Gallant of the Foreign Legion on NBC-TV in 61 markets (Sun., 5:30-6 p.m. EST). Series is produced by Frantel Inc. and distributed by Television Programs of America, which will syndicate property in markets not covered by Heinz sponsorship. Agency for Heinz: Maxon, Detroit.

**UPCOMING**

**FEAR 10:** Southwestern Assn. of Advertising Agencies, Skirvin Hotel, Oklahoma City.

Feb. 10-11: NCAA TV Committee hearings, Biltmore Hotel, New York.

Feb. 13: Fourth Annual Screen Directors Guild Awards Dinner, Biltmore Hotel, Los Angeles.

For other Upcomings see page 120.

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**ADVS VS. REDS**

HIGHLIGHT of 1955 Advertising Assn. of the West midwinter conference, held at Hollywood Roosevelt Hotel, was resolution adopted by 300 agency executives from 11 western states, urging government to call on advertising profession for help in fighting Communism. Russia, according to Clair G. Henderson, AAW president, is spending excess of billion dollars per year for propaganda as contrasted with U. S. yearly budget of $55 million. Resolution asked advertising to sell "America as effectively as it has proved its ability to sell goods and services."

**ARF Plans Appraisal Of Diary-Recorder Method**

NEXT phase "coming soon" in American Research Foundation's review of methods of making radio and tv program audience size measurements will be "appraisal" of diary-recorder operation. In agreeing to Dr. E. L. Deckinger, chairman of ARF's radio-television ratings review committee.

Dr. Deckinger, noting that committee's work group could only confine itself to evaluating methods in current practice, pointed out that diary-recorder system was not operating at time report was written [BFT, Dec. 27, 1954]. Diary-recorder system, announced by A. C. Nielsen Co. but not in commercial operation until later, was not considered by ARF working group, decision labeled "inconsistent" by Videodex in its comments on ARF's recommendations.

**Dodge on Five MBS Series**

DODGE DIV. of Chrysler Corp. has signed for participation in five major programs in Mutual's "multi-message" plan to advertise its complete line of 1955 models, MBS said Friday. Contract is for 510 stations, effective last week for eight weeks. Mutual programs to be used in campaign include Top Secret Files, Treasury Agent, Squad Room, Official Detective and Counterspy, heard Mon.-Fri., 8:30-10 p.m. (EST). Grant Adv. is agency.

**LUCKY STRIKE Adds Stations**

AMERICAN TOBACCO Co. (Lucky Strike), New York, has added to its line-up for shared time Jack Benny Show and Private Secretary (CBS-TV, Sun., 9-11 p.m. EST) 15 stations signed by CBS-TV for its Extended Market Plan. American Tobacco currently has programs scheduled on 167 stations.

**Suspected Norfolk TV Is Purchased by Agency**

SALE of suspected ch. 27 WTVY-TV Norfolk, Va., by Commonwealth Broadcasting Corp. to Tim Britte Inc., Hyattsville, Md., advertising agency owned by Temus R. Bright and his wife, reported filed with FCC Friday. Consideration $17,500 plus assumption of notes due RCA for $63,000 and $15,000 for equipment and real estate purchased from WAVY Portsmouth, Va.

Application also filed for relinquishment of control of ch. 4 KITV (TV) Sioux City, Iowa, for $3,850, reports Charles F. Sebastian, WTVQ La Grange, Ill. Rollins owns WJYB Newark, N. J.; WRAD Radford, Va.; WRAP Norfolk; WAMS Wilmington, Del., and WJFL Georgetown, Del. (which it seeks to move to Philadelphia). In event of approval to WCFW purchase, Rollins would dispose of another station or application.
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After 18 months without them, papers again are printing free radio-tv program listings ....... 91

THE HOLDOUTS WILL JOIN TV
So says A.B-P President Goldenson. He predicts MGM and Warner will be in tv in six months ....... 94

RCA'S NEWEST IN ELECTRONICS
Refrigeration, light amplification, tv tape, music synthesizer described by Gen. Sarroff for AIEE ....... 98
Here's the way we go to market now...

Every living room is a market place in today's television world. That's where decisions to buy are made. So it follows logically: the more living rooms, the more market places, the more buyers.

Last month Station WJTV began its third year as a vital, motivating influence on buying in the Central Mississippi market. The first television station in the state...it is still the favorite television station in the state. Seventy-five thousand TV homes give WJTV their almost undivided* and entirely enthusiastic attention. And the people in those homes give advertisers a huge profit potential.

It's easy to get the figures: just check with KATZ.

*October, 1954, PULSE: WJTV, most watched station 60% of the day and nighttime; 2nd station, most watched 37%; 3rd station, most watched 3%.

WJTV
CHANNEL 25 • JACKSON, MISS.

JAY SCOTT, GENERAL MANAGER
FRANK WILLIS, COMMERCIAL MANAGER

Owned by Mississippi's two state-wide newspapers
The Clarion-Ledger • JACKSON DAILY NEWS

Represented Nationally by the Katz Agency
IT'S AN OLD
American Custom

Once a year...on Valentine's Day...we wear our hearts on our sleeves...
go all out for sentiment and old lace...tell the ones we love, we love them.

A more recent but even more intense American habit is the way we show
our love for our local TV programs by watching them...believing them...
and buying what they recommend. It's ingrained...it's part of a pattern of life...
and it's certainly a pattern of profit for alert advertisers.

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

WATV . . . . . . New York
WTAR-TV . . . . . Norfolk
KMTV . . . . . . . . . Omaha
WTVH-TV . . . . Peoria
WENS . . . . . . . . . Pittsburgh
WOAI-TV . . . . . San Antonio
KFMG-TV . . . . . San Diego
KGO-TV . . . . . . . San Francisco
KREM-TV . . . . . Spokane
KOTV . . . . . . . . . Tulsa
KEDD . . . . . . . . . Wichita

ABC Pacific Television
Regional Network

Represented by
Edward Petry & Co., Inc.
New York • Chicago • Los Angeles • Detroit • St. Louis • San Francisco • Atlanta
CAVALCADE OF RADIO

NOSTALGIA, large juicy chunks of it. That's what was anticipated from the Jan. 30th telecast of Toast of the Town after Ed Sullivan had announced that this program would be devoted to a “Cavalcade of Radio,” based on the reminiscences of Ben Gross, radio-tv editor of the New York News, of his more than 30 years on the job, recently published in book form, titled I Looked and I Listened.

Nostalgia was there on the Sullivan show: Paul Whiteman leading the orchestra in his classic version of “When Day Is Done”; Rudy Vallee singing “My Time Is Your Time” and the other songs that made him the top singing star of the late 20s; the Pickens Sisters, reunited after 18 years and sounding as sweet as ever; Vincent Lopez making the piano keys dance to his immortal “Nela.”

Especially nostalgic were the few moments lifted from Edward R. Murrow's record album “Hear It Now,” bringing back the voices of Edward VIII abdicating the throne of England for “the woman I love”; Franklin D. Roosevelt assuring the nation “we have nothing to fear but fear itself”; John Daly interrupting a program to announce the Japanese attack on Pearl Harbor; an unidentified voice reporting the Harding-Cox election returns over KDKA Pittsburgh.

There were other famous personalities whose broadcast careers span nearly the entire length of radio history: Jack Benny, George Burns, Edgar Bergen and Charlie McCarthy—picked up from Hollywood in routines fresh enough to be part of their next week's shows and timeless enough to have been taken from scripts of the early 30s when they were getting started in radio. There were Norman Brokenshire, David Ross, Milton Cross and H. V. Kaltenborn, four more veterans still very much on the job, who, for reasons best known to Mr. Sullivan and the program's producers, were forced into a ridiculous routine of recounting their most famous fluffs, all overly familiar through countless repetitions through the years.

A score of other old timers and quite a few not so old were on camera and in the spotlight as they rose to take bows from the audience, including author-columnist Ben Gross. And there was the inevitable presentation—this time of a scroll from Radio & Television Executives Society, read in Hollywood by Edward Arnold and presented to Mr. Sullivan in New York by RTES President Roger Pryor, radio-tv vice president of Foote, Cone & Belding, New York.

But where were Fred Allen and Jack Pearl and Amos 'n' Andy and Bing Crosby and Kate Smith and...but any longtime listener would prefer to compile his own list. And what was Eve Arden doing using up precious minutes with an inane sequence from Our Miss Brooks while Ed Wynn was allowed only a bow?

Let's hope Mr. Sullivan makes good on his promise to base another program on Mr. Gross' first one. This first one was a good show, but it failed to do full justice either to the book or to Toast's vast audience. No fooling, kids, radio was really better than that.

Production costs: Approximately $30,000.

Sponsored by Lincoln-Mercury Dealers through Kenyon & Eckhardt.

Produced by Max Luria and Ed Sullivan (Mr. Sullivan also master of ceremonies); director-choreographer: John Wray; musical director: Ray Bloch.


SO THIS IS HOLLYWOOD

FRANTIC might best describe So This Is Hollywood, a late entry on the list of home movie comedies. The basic premise of a series depicting the attempts of four young people on the fringes of the movie world to crash through its innumerable barriers to wealth and stardom is fresh and sound. A good percentage of American youth all over the nation would like to do just that.

The central characters are Virginia Gibson, an aspiring extra; Mitzi Green, her stunt girl friend; Jimmy Lydon, their agent, and Gordon Jones, stunt man. The extra is sweet but helpless; the agent is overanxious and willing to promise anyone anything; the stunt twosome are more eager than bright.

In the opening program, "The Milk Coat," the foursome snagged a milk coat for the heroine so she could get a speaking part that called for one. The second, "Local Girl Makes Good," dealt with their efforts to impress a columnist from her home town paper with her importance in the movie capital. Both moved along at a fast clip and both contained their quota of comedy situations and laughable lines.

The trouble was, they were very interesting. The reason they weren't is that their creator-producer, Edmund Beloin, never got around to deciding what kind of a show he was making. As each episode passed across the TV screen it veered from satire to comedy to farce without ever settling into any of those styles, much the way the marble in a pinball machine will wobble down the full length of the board without a numbered hole. The result was the same: no score.

Production costs: approximately $30,000 per program.

Sponsored by Toni Co. through Weiss & Geller.

Produced on film by Arrowhead Productions. Telecast on NBC-TV, Sat., 8:30 p.m. EST.

Producer: Edmund Beloin; director: Richard Lowere.

Cast: Mitzi Green, Virginia Gibson, Jimmy Lydon, Gordon Jones.

Writers: Edmund Beloin, Dean Reimer.
Forbes magazine has listed Oklahoma City as one of the "Ten Best Cities" for seven consecutive months. Oklahoma City was the only city listed in the top ten every month for the seven months through November. Sales Management magazine listed Oklahoma as a "Preferred Sales City" for eight consecutive months!

To reach a bigger, more responsive audience at less cost in the prosperous Oklahoma City market, use KWTV—the top station in the top market for top sales! Call Avery-Knodel for availabilities . . . today!

WORLD'S TALLEST VIDEO TOWER

KWTV

OKLAHOMA'S NO. 1 TV STATION
Negro Market Radio
EDITOR:
Your report of the Negro radio seminar [B&T, Jan. 31] was most interesting. I'm very happy that Negro radio has grown to a point where Madison Avenue feels it is worthy of a special discussion.

WILY [Pittsburgh] has been broadcasting a formula of rhythm, blues and spirituals since Aug. 19, 1954, to the Pittsburgh market containing a Negro community of approximately 175,000. However, we have added to this formula a strong dose of vigorous community service. In six months our billings have increased 400%.

Ernie Tannen
V.P. & Gen. Mgr.
WILY Pittsburgh

Ambitious, Inexpensive Youth
EDITOR:
This uhf station suspended operations for one month, reviewed the situation, then returned to the air Dec. 10, 1954, determined that there is a way for uhf. The "u" no longer stands for "ulcer." Now it is "unorthodox," and successfully so.

Details of our revised operation are available to anyone in the trade on request... We have turned, to a degree, to ambitious, inexpensive youth as is testified by the accompanying photo...

... of my son Bill Blanford who at 14 [we think] is the youngest television control board operator in the business. This is a challenge!

Bill controls audio, video, switches slide and films and directs floor operations like a veteran. He's happy and so are we...

George Blanford
Business Manager
WPFA-TV Pensacola, Fla.

Your KEY To
$300,000,000.00
The Richest NEGRO Market in the U.S.A.
SELL the tremendous NEGRO MARKET
of DURHAM - RALEIGH
And Eastern North Carolina with
WSRC
DURHAM, N. C.
1410 Kc • 1000 watts
"Only Station in Eastern North Carolina Programming Exclusively to this great Negro Market."
0.5 MV/M 138,750 Negroes
0.1 MV/M 187,350 Negroes
"Negroes have highest income per capita than any area in U.S.A."
The only possible way to reach this market is through
WSRC
For Full Details
Write, Wire or call:
JOHN C. GREENE, JR.-MGR.
or Contact our Reps:
Nationally—RAMBEAU
Southeastern—DORA-CLAYTON

Number One
EDITOR:
Your article on "Coming in the Back Door to Cover a Major Market" [B&T, Jan. 17] should be Number One reading for all tv. You have, in a few paragraphs, explained the complete story on tv economics. You deserve an Oscar.

J. R. Poppele, Chief Telecasting Service
U. S. Information Agency
Washington, D. C.

Ten Seconds to Kill
EDITOR:
Yesterday I received the following TWX from ABC Hollywood:

FILM DIRECTOR, KBTY DENVER, COLO.
The READERS DIGEST SHOW PROD NR 107.03 "MRS. ROBERT LOUIS STEVENSON" RUNS 29-40.
IF THIS EXTENDED LENGTH OF SHOW CAUSES SCHEDULE DIFFICULTIES EDIT THE FILM ACCORDING TO THE FOLLOWING INSTRUCTIONS. IF YOU CYCLE YOUR PRINT ON TO ANOTHER STATION PLz INFORM STATION IF YOU EDIT THE PRINT. EDIT AS FOLLOWS IN ORDER TO MAKE FILM TIME 29 MINUTES 30 SECONDS STOP MEASURE DOWN FROM ACADEMY START MARK ON 16 MILLIMETER FOOTAGE COUNTER TO 687 FEET PLUS 35 FRAMES STOP THEN CUT OUT 2 1/2 16 MILLIMETER FEET OR 96 FRAMES STOP THIS CUT WILL ELIMINATE PART OF TWO SCENES THE REVERSE ANGLE OF A BOAT AND A MED. LONG SHOT ABOARDS BOAT DASH GIRL FIRES GUN STOP AFTER SPACING CONTINUE IN FOOTAGE COUNTER TO 795 FEET PLUS 28 FRAMES FROM START MARK AFTER DEPLETION STOP THEN CUT OUT 9 1/2 FEET OF 16 MM FOOTAGE OR 380 FRAMES STOP THIS CUT WILL ELIMINATE PART OF TWO SHOT INSIDE STATE-ROOM IN BOAT, A CLOSEUP OF SAILOR IN DOORWAY AND A PART OF A TWO SHOT INSIDE STATE-ROOM OF BOAT, REGARDS.

Hey, boy, Get me a bottle of aspirin, I gotta show to get on the air.

W. L. Murray
Film Manager
KBTV (TV) Denver, Colo.

Calling All Braggers
EDITOR:
From time to time, various correspondents write you to brag on their stations; the total age of the staff's experience, how many hams in the engineering department, etc.

I would herewith like to initiate a new brag contest: the station with the largest total number of televisioners per set.

Can anybody match this one; in a recent contest conducted by WROM-TV for finding the family with the most folks watching our Saturday Nite Jamboree, the winning entry, from Lyrely, Ga., showed a total of 32 people stacked in a living room, watching one tv receiver!

Before other station people hasten to their typewriters to top this figure, let me mention that the set penetration in the county in question is currently 51%, which makes this all the more interesting!

Ed McKay
Manager
WROM-TV Rome, Ga.

Telecasting Maps
EDITOR:
I am very pleased with the TELECASTING map of the U. S. and Canada. This is an exceptionally fine job and I am planning to have it framed and hung in my office...

Marlin C. Hansen
Assoc. Media Director
Compton Advertising Inc.
New York

EDITOR:
... a fine piece of work and will be very helpful to me...

Arthur S. Pardoll
Director, Broadcast Media
Foose, Cone & Belding
New York

EDITOR:
... It will be put to good use. As a matter of fact, I have had it mounted and already some other timebuyers have consulted it...

R. A. McClan Jr.
J. Walter Thompson Co.
New York

[EDITOR'S NOTE: TELECASTING maps, suitable for framing, show all tv cities in the U. S. and Canada, each marked with a symbol denoting the number of tv stations on the air in both countries. They are available from B-T at $1 for single copies, $4.50 for five, $8.50 for 10, $20 for 25, $37.50 for 50 and $75 for 100.]

Broadcasting - Telecasting
Even before their eyes are open, folks around Dallas tune in to WFAA's Early Birds, the oldest breakfast-type comedy-variety show in the nation. For 25 years, the Early Birds have given eye-opening performances with music... patter... audience participation.

The selling power of the Early Bird program is outstanding over the Southwest. One national food company has been a sponsor for 6 years; a drug firm for 7. Many others have found the Early Birds to be top-notch salesmen for a variety of products.

Latch on to the high-flying Early Birds of WFAA.
Then watch your sales go soaring!

See the Petry man for details.
All dressed up
to sell . . . your product!

WFMY-TV, Channel 2, Greensboro, now occupies its new million dollar facility . . . beaming tops in CBS shows, tops in local programming to some 2 million viewers in the prosperous Piedmont section of North Carolina and Virginia. WFMY-TV has had over five years experience telecasting to this great industrial area.

One of the most modern telecasting structures in the country now houses WFMY-TV's transmitters and studios. To help you sell your product, there are 39,000 square feet of production facilities.

Ample space has been provided for conference and client rooms. Other sound proof rooms allow clients and visitors to view and preview films and live productions.

Studio 1 — With over 2,600 square feet of floor space (42 ft. x 62 ft.), major productions can be handled with ease. There are four cameras, plus the most modern Kleig lighting available for commercial or dramatic productions. Seating arrangements can easily accommodate a studio audience of 300.

Studio 2—A modern, well equipped kitchen is the focal point of this acoustically perfect studio. In addition, there is 1,200 square feet of studio space (30 ft. x 40 ft.) for smaller studio production. A complete carpentry and paint shop is available for production of necessary props and sets.
The finest control and transmitting equipment has been installed in the new WFMY-TV. Now on maximum 100,000 watts power, WFMY-TV's 2-million viewers are assured of a brighter, clearer picture.

Now there's a brighter, clearer sales picture for your product in the Prosperous Piedmont section of North Carolina and Virginia... home of WFMY-TV.

Telecasting from its new million dollar facility, WFMY-TV completely covers this 46 county area of North Carolina and Virginia—a $2.3 billion market for you.

With WFMY-TV beaming to 2 million potential customers, with full 100,000 watts power, you can expect a brighter sales picture for your product.

Call or write your H-R-P man today for the story of this greatly expanded market.
ANY weekday morning along about 10:15, nearly 10 years ago, you might have walked into a small studio at WAAF Chicago and observed a dapper young man sorting out discs for his record program. Or, perhaps later, caught him busily preparing copy for a five-weekly news commentary on the same independent station.

If you were to seek him out today, you would head for a reconverted roller rink on Chicago's West Washington Blvd, where, likely as not, he'd be on the set of the new Eddie Arnold film show or a video commercial.

Fred Niles has come a long way in that span, and so has Kling Studios Inc. as a producer and distributor of tv programs and commercial spots.

Mr. Niles got in on the ground floor of television at Kling because, as he puts it, "I felt television would be the No. 1 industry and that film would become more important than radio transmissions." In a reminiscent mood, he acknowledges that he "gambled on film."

The gamble has proved a successful one—both for Kling, which now maintains a television and motion picture division, and for Mr. Niles, who is vice president in charge of these activities (Kling Film Productions).

Kling is unlike any film company of its kind in the country and has enjoyed steady growth (in terms of billings and facilities) in recent years. Part of the reason for its success is its highly-regarded diversification policy.

Another is Mr. Niles' own diversified background and his shrewd-sure appraisal of the film field in which Kling competes for the advertiser's film dollar. More and more, as Kling has emerged as a name to be contended with in Chicago advertising circles, so has Mr. Niles. His own background comprises elements of theatre, journalism, newscasting, information, education (and even disc jockey). A native of Milwaukee, where he was born Sept. 13, 1918, Frederick Adolph Niles might have followed his father's banking career. His early interests were news and drama, even at the U. of Wisconsin, although he majored in psychology and speech. A "best actor" award as a senior led momentarily to a dramatic tour after election to a men's drama club—but it didn't deter him from entering the radio field after his graduation with a BA in 1940.

Mr. Niles joined WMAM Marinette, Wis., in the late '30s writing news and handling commentary. He later became associated with KGLO Mason City and KVFD Fort Dodge, both Iowa, in similar capacities. Early in 1940 he was appointed news editor at WAAF Chicago, but his promising career was nipped by the war.

During wartime Army service he was responsible for instructing and training service-men, applying the mechanics of indoctrination and orientation. His duties consisted of lectures on the development of various media (radio, films, newspapers, etc.). He was stationed at Carlisle Barracks, Pa., and at Ft. Sill, Okla., where he also wrote and edited news.

In 1946, Mr. Niles returned to his original news post at WAAF.

For a spell, with television starting to blossom commercially, Mr. Niles thought about launching his own package program company. But word that Kling Studios Inc. was considering the formation of a separate division for sales activities led him to contact the firm.

He set up the division and went on to supervise the production of commercial spots for a number of clients including Motorola Inc., Elgin-American Div. of Illinois Watch Case Co., Admiral, Decorah Ice Corp. (Iowa) and a host of beer and soft drink accounts. In recent years Kling has expanded its production and program syndication activities to a point where television now accounts for perhaps 75% of all its business. (Within the past year its overall business, including that of its Hollywood facilities, has risen 75%, too.)

Mr. Niles also has supervised Kling's physical expansion in Chicago where the corporation bought a mammoth roller rink and fashioned it into an eye-catching plant with complete facilities and personnel, and in Hollywood, with the purchase of the one-time Charlie Chaplin movie lot.

He still feels there is a potential for the development and creation of daytime strip shows which he claims can be shot at Kling in Chicago at relatively expensive cost. He envisions programs filmed in cycles (say, five episodes per weekly series) and tailored for small and non-interconnected station operators.

Under Mr. Niles, Kling has already produced and syndicated such packages as Old American Barn Dance, Music with the Hormel Girls and Boxing from Rainbow, among others.

Mr. Niles tells you frankly he wants to make Kling the largest company of its kind in the country. He seems to be well on the way toward this ambition. (One example: the company recently announced it was going into the full-length motion picture field. Another: it plans to expand its other offices throughout the nation. A third: emphasis on industrial, sales training and other diversified film services with which Kling salesmen go into the field.)

Combining interests in photograph and painting, Mr. Niles lives with his wife, the former Jane Turner and two daughters—Stephanie Jan, and Deborah Susan, in suburban Winnetka. He is a member of Alpha Tau Omega fraternity.
and we'll tell you about
Country Music in Indiana

Call it hill-billy or call it folk music. Call it country music. Call it what you will. Here at WFBM (Radio and TV) we call it excellent for producing audiences.*

This is Charley Gore. These are Herb and Kay Adams. These are The Rangers.

Indiana Hoedown, featuring Gore, Herb & Kay, and The Rangers, is on WFBM-TV from 10:30 to 11:00 every Monday evening, and 10:00 to 10:30 Saturday evening.

The Herb & Kay Show
is on WFBM-Radio daily at
11:05-15 AM.

The Charley Gore Show
with The Rangers, is on WFBM-Radio
daily at 5:30-45 PM.

Hoosier Farm Circle,
Indiana's oldest farm program, features
the entire group for a half hour daily on
WFBM-Radio at 12:30 PM.

Participations or entire sponsorships are available, subject to prior sale. Check the Katz Agency or the stations.

*Data upon request

WFBM AM&TV
INDIANAPOLIS
Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids
For the right start in Color-TV...

you need this RCA Test and Measuring Equipment "Package!"

This indispensable package represents a basic "must" for a satisfactory color operation—network, film or live. You need it to check your station performance, maintain your broadcasting standards, assure the highest quality.

The various components of this vital "package" are pictured below. Charts at the right show how these units are used with relation to other station equipment as a means of providing complete testing facilities to meet various situations.

RCA engineers—the acknowledged pioneers in the development of compatible color television—have spent years developing this test equipment which takes the guesswork out of color broadcasting. Already, RCA color test equipment is proving itself in nearly 100 stations, assuring compliance with FCC standards of quality.

The "package" represents the minimum requirements for your station. For peak station performance each of these items should be included. In many stations the duplication of certain of the items will be desirable.

For experienced assistance in planning the installation of this equipment to meet your individual requirements, call on your RCA Broadcast Sales Representative. Or write RCA Engineering Products Division, Camden, N. J.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION

CAMDEN, N. J.

The 6 functions shown here represent the testing facilities required to attain and maintain the highest standards in color operation.

You will need all of these 5 instruments for color test and measurement...

LINEARITY CHECKER
WA-7B

COLOR SIGNAL ANALYZER
WA-6A
1. Linearity Checker and Oscilloscope test for differential gain.

2. Addition of Color Signal Analyzer makes it possible to check differential gain and differential phase.

3. Burst-Controlled Oscillator must be added to check differential gain and phase at remote locations where studio sub-carrier is not available.

4. Grating and Dot Generator checks convergence and deflection linearity of monitors. Its signal can also be used for checking house monitoring systems.

5. The Color Bar Generator shown is used with origination equipment for supplying test signal to system. The Color Bar Generator in conjunction with the Color Signal Analyzer is used for precise alignment of the Colorplexer.

6. Integrated Test Equipment System for color broadcasting. This includes all situations depicted above.
big frog
big pond

A combination you can’t beat... the booming voice of an established VHF station with maximum power, 1049 foot tower and CBS, ABC and Dumont programs in a pond that not only includes America’s 25th metropolitan market but the entire eastern half of Virginia (including Richmond) and all of northeastern North Carolina. Buy the granddaddy of them all — then watch your sales curve climb.

By Sidy
WTAR-TV
to Sell America’s Miracle Market
channel 3
NORFOLK

Represented by COWARD PETTY & CO. INC.

DORIS A. WATERS

on all accounts

OF DORIS A. WATERS, a transplanted Southerner now media director and timebuyer for Walter McCreery Inc., Beverly Hills, Mr. McCreery observes, “Here is a girl who came into the agency business untrained and inexperienced and who learned the business from the ground up. She started eight years ago as a typist, doing general office work, and now is our media director. She is an excellent example of the opportunities which are open to fine young women like Miss Waters in the advertising field.”

Born in New Orleans and educated in that city’s public school system, Miss Waters started her business career in 1943, when she joined the Federal Reserve Bank of that city. In 1946, she became a secretary with the Higgins Industries.

The following year she decided to see what California’s sunny slopes had to offer. She resigned and was interviewed by Smith, Bull & McCreery, predecessor of the present agency, the day after she arrived. The following day, she started her agency career.

When Smith, Bull & McCreery was dissolved in October 1949, she was engaged in promotional work. She elected to remain with Mr. McCreery and two years later joined the media department. The petite and capable Miss Waters assumed her present duties last November.

The McCreery agency has a number of amusement field clients, including The Ice Follies (radio-tv advertising in Los Angeles and several other areas) and the Los Angeles American Legion Council (annual July Fourth fireworks show). For those, as well as other McCreery clients, Miss Waters finds a combination of radio and tv works best. While tv has great impact, it is her observation that radio spot announcement saturation campaigns produce the best results for such clients.

With certain reservations, she feels disc m.c.’s with loyal followings are important in advertising campaigns. Her main reservation lies in the practice among some of overloading the programs with commercials. This, Miss Waters believes, causes her clients’ advertising to lose its effectiveness and her choice of stations and personalities is determined, in large part, by whether they use discretion in not accepting too much business.

Besides a “fair” game of tennis and bowling (averaging 125 a game), Miss Waters finds relaxation in her spare time by reading approximately three books a week.
Jack Jackson, Director of Agriculture for KCMO adds another laurel to his impressive list of achievements. The American Farm Bureau Federation has named Jack as the nation's "Radio Farm Editor doing the most outstanding work in interpreting agriculture to the American public in 1954..."

Intelligent handling of his responsibilities as KCMO's Director of Agriculture has brought Jack...and the station...national recognition. And many important sponsors recognize that this exceptional quality in KCMO's farm broadcasting and telecasting under Jack's direction, is an important part of their selling plans.

To reach more of rural Mid-America with the greatest impact, let an expert in the field tell your sales story via KCMO-Radio and KCMO-Television. Call today for further information.

KCMO TV-Channel 5
Radio-810 kc.

Affiliated with Meredith Publishing Company—Publishers of Better Homes and Gardens...and Successful Farming

Stars Sell on Alabama's greatest TV station

WABT

Mid-day movies attract a large audience of people who have finished the morning chores and are ready to relax. Dan Daniel, host of the show, has a casual, friendly manner that keeps viewers looking and listening. Consistently high quality films and well-known movie stars shown on "Star Studio" assure audiences that tune in every weekday.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy seeing

Represented by BLAIR-TV

---

IN PUBLIC INTEREST

Music for Youth

WGMS Washington, in collaboration with the District of Columbia Board of Education, is airing two series of music courses which have been adopted as part of the regular curriculum in the local elementary schools, the station reports. Series "A," A Musical Party, is aimed at children from kindergarten through the third grades. Exploring Music, series "B," is designed to be of interest to fourth, fifth and sixth graders. Each series is to be broadcast twice weekly locally and plans are being considered to make the programs available to stations in other cities. The programs are 15 minutes in length.

$175,900 for UCP

WAAM (TV) Baltimore collected $175,900 for United Cerebral Palsy during its 18-hour "Celebrity Parade for Cerebral Palsy." The total is 25% higher than that reached during the station's telethon the previous year, the station reported.

Penny Parade

AS A GESTURE of American friendship toward the people of Italy, WHOD Pittsburgh, through Tony Orsino and Nat Calabro of the station's Italian Hour, collected 16,892 pennies to buy an Italian flag to be presented to the mayor of Trieste, part of which has been returned to Italy by international agreement. The money, collected from Italian-American Pittsburghers, not only paid for the flag but left enough over so that candy could be purchased for orphaned Trieste children.

$30,000 for Food

OVER $30,000 has been pledged by listeners of ABC's Breakfast Club to the CARE overseas food-package program. Don McNeill, program host, made an appeal for the fund on the show which is on both radio and tv.

'McGees' for Easter Seals

A SPECIAL Fibber McGee and Molly program has been tape-recorded in Hollywood by NBC Radio personalities Jim and Marian Jordan for release shortly to all radio stations and featuring a plea to support the forthcoming Easter Seal campaign sponsored annually by the National Society for Crippled Children and Adults. The program was written by Phil Leslie and produced by Max Hutto, with Bill Thompson ("Old Timer") and Arthur Q. Bryan in the cast.

'Benefit for Polio'

WCOJ Coatesville, Pa., through a "Benefit for Polio" run in a local auditorium, raised $800 for the fight against the disease. Additional funds were raised by requesting pledges for the drive from listeners who called in during the broadcast day requesting dedications.

Sixty Prompt Volunteers

HALF AN HOUR after WNEB Worcester, Mass., broadcast an appeal for emergency blood donors, on behalf of the Worcester City Hospital, 60 people appeared at the hospital ready to donate, the station reports.

March in Muncie

WLBC-AM-TV Muncie, Ind., simulcast a six-hour Sertoma Club auction which netted $8,700 for the local March of Dimes drive. Two hundred auction items were donated.

CITATION for their part in raising a year's supply of food, other merchandise and gifts, and $2,000 in contributions for the 60 boys at Missouri's Boys' Town is presented to John Bayer (r), manager of the St. Louis Solas Div. of Magic Chef, and Phil Stevens of KHOX St. Louis, by Mory Glothric, executive secretary of Boys' Town. The pre-Christmas party was staged Dec. 18 at Magic Chef's showrooms in St. Louis [8T, Dec. 27, 1954].

Pooled Talent in Worcester

WTAG, WNEB, WAAB, WORC and WWOR-TV, all Worcester, Mass., are pooling their talent for daily shifts in a downtown March of Dimes booth where they play records and take contributions.

WBEX Aids Stranded Family

WBEX Chillicothe, Ohio, went to bat for a stranded family of six children and their mother, all hospitalized in Chillicothe in a traffic accident which resulted in the death of another child and the children's father, and collected over $2,100 in cash plus use of a car, volunteer drivers, and donations of gas and oil to get them back to their home in Michigan.

Charity Benefits From Competition

WHHH Warren, Ohio, disc jockeys John Peterson and Bill Burford are engaged in a contest to see which one can raise the most money for the polio campaign. The friendly competition is to be climaxd by a "Polio Ball" at which the winner will auction off the loser as a "slave" for a morning.

Another Phase of Polio Drive

COLLECTION BOXES have been placed at all Cincinnati bowling alleys, under the auspices of WKRC-TV there and the local Bowling Proprietors Assn., to help raise money for the campaign against polio. For one week bowlers "bowl for polio." Station talent paid $1 for each pin left standing during a special promotion boosting the bowling drive.

Housing Problems Highlighted

WOOD-TV Grand Rapids, Mich., in cooperation with local civic and municipal organizations, presented a filmed series on housing conditions in Grand Rapids which resulted in a number of sub-standard dwellings being condemned by the health department and revisions in the city's housing ordinance—a series of laws, according to the station, which had not been revised since 1922. Grand Rapids city manager gave the station direct credit for investigating the movement for housing reform.
WSAZ-TV by 3 to 1 in Hooper Night-time Average

Average 74% share of the HUNTINGTON-CHARLESTON television audience, Sunday through Saturday, 6:00 PM-12:00 Midnight, according to measurement by C. E. HOOPER, INC., October 1954.

HOOPER TELEVISION AUDIENCE INDEX
SHARE OF TELEVISION AUDIENCE OCTOBER 1954

<table>
<thead>
<tr>
<th>TIME</th>
<th>TV SETS IN USE</th>
<th>WSAZ-TV</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>MON. THRU FRI. 7:00 A.M.-12:00 Noon</td>
<td>17</td>
<td>71</td>
<td>50*</td>
<td>--</td>
</tr>
<tr>
<td>MON. THRU FRI. 12:00 Noon-5:00 P.M.</td>
<td>17</td>
<td>53</td>
<td>47</td>
<td>--</td>
</tr>
<tr>
<td>SUNDAY 12:00 Noon-6:00 P.M.</td>
<td>37</td>
<td>78</td>
<td>22</td>
<td>--</td>
</tr>
<tr>
<td>SATURDAY 7:00 A.M.-6:00 P.M.</td>
<td>21</td>
<td>70*</td>
<td>30*</td>
<td>--</td>
</tr>
<tr>
<td>MON. THRU FRI. EVE. 5:00 P.M.-6:30 P.M.</td>
<td>33</td>
<td>73</td>
<td>27</td>
<td>1*</td>
</tr>
<tr>
<td>SUN.-SAT. EVE. 6:30 P.M.-10:30 P.M.</td>
<td>56</td>
<td>71</td>
<td>27</td>
<td>2*</td>
</tr>
<tr>
<td>SUN.-SAT. EVE. 10:30 P.M.-12:00 Midnight</td>
<td>22</td>
<td>82</td>
<td>23*</td>
<td>1*</td>
</tr>
</tbody>
</table>

Individual Evenings 6:00 P.M.-12:00 Midnight Share of TV Audience

<table>
<thead>
<tr>
<th>TIME</th>
<th>TV SETS IN USE</th>
<th>WSAZ-TV</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNDAY</td>
<td>47</td>
<td>67</td>
<td>33*</td>
<td>2*</td>
</tr>
<tr>
<td>MONDAY</td>
<td>45</td>
<td>73</td>
<td>28*</td>
<td>1*</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>44</td>
<td>75</td>
<td>23*</td>
<td>2*</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>46</td>
<td>76</td>
<td>25*</td>
<td>1*</td>
</tr>
<tr>
<td>THURSDAY</td>
<td>46</td>
<td>80</td>
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<td>1*</td>
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<td>FRIDAY</td>
<td>47</td>
<td>74</td>
<td>26</td>
<td>1*</td>
</tr>
<tr>
<td>SATURDAY</td>
<td>47</td>
<td>70</td>
<td>28</td>
<td>2*</td>
</tr>
<tr>
<td>SUN. THRU SAT.</td>
<td>46</td>
<td>74</td>
<td>26*</td>
<td>1*</td>
</tr>
</tbody>
</table>

"Share of Television Audience" represents the proportion of the total television audience looking at a particular station. Base for "TV Sets-in-Use" is total TV-owning homes.

*The above measurements are adjusted to compensate for the fact that the noted Television Stations were not broadcasting all hours during day-part.

Huntington-Charleston, West Virginia

CHANNEL THREE
1253' Antenna Height

Basic NBC Network

Also affiliated with Radio Stations WSAZ, Huntington
WGKY, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.

Represented nationally by

KATZ
LOOK! The HOTTEST

ZIV’s GOT ’EM AND YOU CAN BUY ’EM
6 a day, 30 a week, 1560 a year!

In the happiest show on radio!

“THE
Eddie
Cantor
SHOW”

starring
EDDIE
CANTOR

with
JIMMY
WALLINGTON
Eddie’s favorite clowning partner!

Every week...
BIG, BRIGHT
HALF HOURS
SPOTS in Radio!

Wow MR. SPONSOR!
Put this big-time radio show to work for you now! Think of the merchandise you'll move, the money you'll make! The best spots in radio go the fastest, so call your local station today!

IF YOUR STATION HASN'T GOT CANTOR, TELL THE MANAGER TO GET IN TOUCH WITH ZIV QUICKLY!

HERE'S WHAT YOU GET!

★ You get COMEDY!
★ You get MUSIC!
★ You get SINGING!
★ You get the BIGGEST COMEDY SHOW ever offered to local sponsors!

WHOOPEE!
MR. SPONSOR!

Put this big-time radio show to work for you now! Think of the merchandise you'll move, the money you'll make! The best spots in radio go the fastest, so call your local station today!

WHOOPEE!
MR. STATION OPERATOR!
Don't be caught without this BIG-DEMAND SHOW. With it, you'll be selling people you've never sold before...you'll be pulling more business from your regular advertisers...you'll be taking over your competition's best customers!

6 1-minute spots every half-hour for single or participating sponsors!

YOUR MARKET MAY BE CLOSING SOON. MAKE SURE YOU'RE "THE STATION WITH CANTOR". ACT FAST! WIRE, PHONE OR WRITE, BUT DO IT NOW!

ZIV’S ANSWER TO LOCAL RADIO'S BIG NEED FOR BOLD, NEW PROGRAMS!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK • HOLLYWOOD
North Carolina is America's Biggest Buyer of Fertilizer

North Carolina farmers purchase more fertilizer than farmers in any other state. And as a result, North Carolina farmers rank 4th in the nation in receipts from farm crops. That's just one reason why North Carolina rates more firsts in recognized market surveys than any other Southern state.

Selling this rich, growing state is no mystery. More North Carolinians listen to WPTF than to any other station.

WPTF

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

North Carolina's Number One Salesman
In the South's Number One State

FREE & PETERS
National Representative

R. H. MASON, General Manager  GUS YOUNGSTEADT, Sales Manager

Page 30 • February 7, 1955
INDUSTRY'S TOUGHEST PROBE SET BY MAGNUSON COMMITTEE

Democrat-controlled Senate Commerce Committee releases the Plotkin memorandum calling for radical network restrictions and reduction of multiple ownerships. Sen. Magnuson sends the report to FCC and Justice Dept. and gives the agencies 30 days to tell what they plan to do about the recommendations, to be aired in public hearings.

THE toughest investigation of broadcasting in 21 years was officially begun last week by the Democrat-controlled Senate Interstate & Foreign Commerce Committee.

The scope and seriousness of the investigation became evident when the committee's chairman, Warren G. Magnuson (D-Wash.), said:

- Released the Plotkin Memorandum (see text page 39), which recommends, among other drastic measures, radical restrictions on networks and a reduction in multiple station ownership limits. (Principal points of the memorandum, which was prepared by Harry M. Plotkin, Democratic counsel to the committee, were reported in BT Jan. 24.)
- Sent the Plotkin Memorandum to the FCC and Dept. of Justice for action. Sen. Magnuson gave the two agencies 30 days to tell the Commerce Committee what they intend to do about putting Mr. Plotkin's suggestions into effect. He also asked the FCC to make a continuing investigation of the Plotkin recommendations, with a final report due within six months and with interim progress reports to be delivered at 60-day intervals.
- Set public hearings for FCC and Justice Dept. testimony. These will be held soon after the first reports from those agencies are delivered to the committee.

The Plotkin proposals on network TV promptly were labeled "impractical and unwise" by CBS Inc. (see text page 33). Other networks had no immediate comment.

Sen. Magnuson released the Plotkin Memorandum in conjunction with a news conference Wednesday morning, with Mr. Plotkin also on hand for questions. The senator said at least half of the committee's $200,000 investigating funds will go into probes of communications, with about $75,000 channeled into the TV network and uhf-vhf undertaking. In his budget request he had specified only some $60,000 for this purpose, listing such personnel as counsel, rate and technical consultants, an analyst and clerical help.

This staff would be in addition to Nicholas Zapple, the committee's professional communications counsel, who has been coordinating a preliminary investigation begun last summer under the committee chairmanship of Sen. John W. Bricker (R-Ohio).

Regarding counsel for the enlarged investigation, Sen. Magnuson said he had "nobody in mind" now for the job but would name special counsel within a fortnight. The committee's ranking minority member, Sen. Bricker, presumably also would name an opposite number.

Former Sen. Dill, now 70, said later in the day that he has not fully made up his mind to take the consulting job, since he has other interests he must look after as an attorney and is not sure of how much time he can spend in the Nation's Capital.

Sen. Magnuson said a report by Robert F. Jones, appointed last summer to head the probe by Sen. Bricker, was to be released along with the Plotkin paper but was not printed in time. He said the Jones report, expected to be released this week, will carry the same mandate as Mr. Plotkin's regarding replies from the FCC or other agencies—in accordance with an understanding between himself and Sen. Bricker.

Neither of the two reports have yet been under consideration by the committee member-
ship. Sen. Magnuson, in transmitting the Plotkin paper to members, described it as "pro-
vocative" and "an excellent basis for further study" (see page 32). Mr. Plotkin's tenure as committee counsel ended last Monday.

Sen. Magnuson said that, although Mr. Plotkin's document has not been seen nor approved by the committee membership, he is asking the FCC and the Justice Dept. to respond as if it were a full-fledged Senate "report."

Regarding one proposal made by Mr. Plotkin—suggesting legislation to promote the manu-
facture of uhf-equipped sets by removing the present 10% excise tax on all-channel sets or giving certain tax relief to manufacturers of only all-
channel tv sets—Sen. Magnuson said he would leave that to the discretion of former Sen. Dill.

**OMITS SUBSCRIPTION TV**

Mr. Plotkin made one point clear during the conference—why he omitted discussion of sub-
scription television in his report as a possible remedy for uhf ills. Pay-as-you-see television is a long way from maturity, he said, while his memorandum deals with only the more im-
mediate measures. He said he any formality

advanced system of subscription tv is "five or ten years" away.

Sen. Magnuson, asked whether he thought the investigation would conflict with Sen. Kilgore's proposed monopoly probe, replied that he had discussed the matter with the West Virgin-
ian and that Sen. Kilgore was concerned with the "purely legalistic monopoly features" of communications. He said he did not feel the Senate Rules Committee, which approves funds for such work by Senate committees, would approve money for a duplication of work by the committees.

The Kilgore probe, he said, would be concerned nor only with network aspects of monop-
oly, but also monopoly in ownership of radio and tv stations.

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**B•T COUNTS CONGRESSMEN WHO HAVE PERSONAL STAKES IN BROADCASTING**

MORE than two dozen congressmen, including the chairman of the Senate Commerce Commit-
tee, have personal stakes in radio and television, either through their own station ownership in-
terests or those of the members of their families, a BWT check of FCC records reveals.

The holdings range from small stockholdings to sole ownership of radio and tv operations.

Two senators are board members of educa-
tional stations.

The BWT survey shows the following (network affiliations, where they exist, are listed):

**Sen. J ohn W. Bricker** (R-Ohio), Columbus, former chairman of Senate Commerce Com-
mittee (83rd Congress)—member of board of trustees, Ohio State U., licensee of WOSU-AM-
FM-TV Columbus, educational outlets.

**Sen. Lyndon B. Johnson** (D-Texas), Senate majority leader—his wife Claudia T. (Lady Bird) Johnson is president and owns 500 of 535 sh. Class A common in KTBC-AM-
TV Austin and KANG-TV Waco.

**Sen. Robert S. Kerr** (D-Oklahoma), Oklahoma City—vice president, owns 188,791 sh. of
1,400 Class A voting stock of KVOO-TV Tulsa; president, owns 50,611 sh. of 100,000 common in WEEK-AM-TV Bay City, Ill.; Grayce R. Kerr (wife) owns 11,488 sh. in WEEK-AM-
TV. T. M. Kerr (brother) owns 11,141 and his wife Geraldine H. Kerr owns 3,235 in WEEK-
AM-TV. Aubrey M. Kerr (brother), Ada, Okla., owns 96 and 435 voting shares in KJHH Hugo, Okla.

**KVOO-TV: NBC; WEEK: NBC; WEEK-
TV: CBS; NBC.

**Sen. William F. Knowland** (R-Calif.), Pied-
mont, Senate majority leader—holds 400,000 sh. of 1,800 common in KLX-AM-FM Oakland as
voting trustee. Sen. Knowland, J. R. Knowland (father) and J. R. Knowland Jr. (brother) are voting trustees of 8 sh. common in KLX-
AM-FM, owned by the family.

**Sen. Warren G. Magnuson** (D-Wash.), Seat-
tle, chairman of Senate Commerce Committee—owns 3,168 sh. of 97,698 common in KIRO-
AM-FM Seattle.

**KIRO: CBS.

**Sen. Patrick V. McNamara** (D-Mich.), Det-
roit—member of Detroit Board of Education, operator of WDFT (FM) Detroit, educational
outlet.

**Sen. Joseph C. O'Mahoney** (D-Wyo.), Chey-
enne—his wife Agnes V. O'Mahoney owns 15 of 3,051 sh. common in Cheyenne Newspapers Inc., which in turn owns 1,870 of 4,250 sh. common in KFBC-AM-FM Cheyenne and KSTF-TV Scottsbluff, Neb.

**KFBC: ABC; KFBC-TV: ABC; CBS, NBC, DuM.

**Sen. W. Kerr Scott** (D-N.C.), Haw River—
his brother Ralph H. Scott is vice president and owns 40 of 473 sh. common in WBBB Bur-
lington, N. C.

**WBBB: MBS.

**Sen. John Sparkman** (D-Ala.), Huntsville—
his wife Ivo H. Sparkman owns 49% of WCR
Oconeal and WAVU Albertville.

**Rep. Alvin M. Bentley** (R-Mich.), Owosso—
owns 300 of 900 sh. common in WKNX-AM-
TV Saginaw.

**WKNX-TV: ABC, CBS.

**Rep. Alvin R. Bush** (R-Pa.), Muncy—owns
400 of 7,700 sh. common in WWPA Williams-
port.

**WWPA: CBS.

**Rep. Joel T. Brobyll** (R-Va.), Arlington—his
father T. Brobyll is principal in M. T. Brobyll & Sons, real estate firm which owns 5 of 484 sh. common in WFTR Front Royal.

**Rep. Harris Ewalt** (R-Ore.), Roseburg—
secretary, director and owns 125 of 500 sh. common in KRNK Roseburg.

**KRNK: CBS.

**Rep. Lawrence H. FOUNTAIN** (D-N.C.), Ter-
boro—is secretary-treasurer and director and owns 80 of 300 sh. common in WCPSC Ter-
boro. V. E. Fountain Sr. (brother) owns 200
of 1,000 sh. common in WBIA Augusta, Ga.

**Rep. Porter R. Hardy Jr.** (D-Va.), Church-
land—holds 150 of 8,107 sh. Class B common in a voting trust (15%) in voodoo shares in WAVY Portsmouth; owns 150 of 8,107 sh. Class B common voting in WAVY; owns 150 of 8,107 sh. Class A common non-voting in WAVY.

**WAVY: NBC.

**Rep. Richard W. Hoffman** (R-Ill.), Riverside—
president, treasurer and general manager and owns 302 of 400 sh. common in WHFC-AM-
TV and WEHS (FM) Chicago. Rose M. Hoffman (sister) is secretary of stations and owns 98 of 400 sh.

**Rep. Chet Holfi1d** (D-Calif.), Montebello—
with his wife Vernice Holfild jointly owns 10 of 525 sh. Class A preferred voting stock of
KXLA Pasadena.

**Rep. Paul C. Jones** (D-Mo.), Kennett—presi-

**Rep. Harold O. Lovre** (R-S.D.), Watertown—
holds 434 in voting trust of 25,536 sh. common of the total 50,000 sh. in KWAT Watertown.

**KWAT: MBS.

**Rep. Lee Metcalf** (D-Mont.), Helena—vice
president and owns 50 of 709 sh. common in
KCAP Helena.

**KCAP: MBS.

**Rep. Leo W. O'Brien** (D-N.Y.), Albany—di-
rector (no stockholdings) in WROW-AM-TV
Albany (see also Rep. Dean P. Taylor).

**WROW: ABC; WROW-TV: ABC, CBS, DuM.

**Rep. Alvin E. O'Konski** (R-Wis.), Wausau—
owner and general manager of WOSA Wausau and WLIN (FM) Merrill.

**WOSA: MBS.

**Rep. Albert Rains** (D-Ala.), Gadsden—vice
president, director and owns 36 of 120 sh. common in WGSU Guntersville.

**Rep. Dean P. Taylor** (R-N.Y.), Troy—board
county chairman and owns 252 of 3,197 sh. common in WROW-AM-TV Albany (see also Rep. Leo W. O'Brien).

**Rep. William M. Tuck** (D-Va.), South Boston——director and owns 150 of 2,000,000 sh.

**WBT: CBS; WBTB: ABC, CBS, NBC, DuM; WBTW: ABC, CBS; WBIG: CBS; WFMY-TV: ABC, CBS, DuM.**

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**BROADCASTING • TELECASTING**
PINKHAM, FOREMAN DISSECT COLOR TV, FIND IT COSTLY BUT WORTH THE MONEY

RTES meeting in New York hears predictions by NBC and BBDO top executives as to how color will be used, its advantages and drawbacks, and its eventual use as the top advertising medium because of its additional impact.

HOW WILL the advertiser and the agency fit into network color tv programming?

Answers to this question, which has kept prophets and practical experts busy ever since NBC-TV and CBS-TV started broadcasting programs in color, were brought up to date Tuesday by Richard A. R. Pinkham, NBC's vice president in charge of participating programs.

Mr. Pinkham shared the speaker's rostrum with Robert Foreman, BBDO vice president in charge of tv, at the season's final Radio & Television Executives Society Timebuying and Selling Seminar in New York, which was devoted to a discussion of color tv and advertising relationships.

Briefly, his thoughts were along these lines:
- Advertiser budgets will adapt to color as they did first to radio and then to black-and-white. They will find new money for the medium or allocate it at the expense of other media.
- But the method of buying network color tv programming will be similar to the participating basis of tv timebuying, which in NBC-TV's language is the "magazine concept" of the Today, Tonight and Home pattern.
- Advertisers will be offered five-second color billboards (to compete with the 24-sheet outdoor billboards which, he said, get about five seconds' notice), and 10-second, 20-second and 30-second spots.
- More than any other advertising medium, color tv has an edge—electronically—toward becoming the "perfect advertising medium on the marketing pattern," if and when the "centercasting" technique (invented and tested by Dr. Alfred N. Goldsmith to enable large audience reaction to be defined quickly) is "ready and built into every tv set sold" (Bet. Dec. 13).
Mr. Pinkham said it is conceivable that not only would the device provide information as to how many viewers are watching and how the viewer likes it, but it also could make it possible for the viewer to "sign on the dotted electronic line and order the product advertised without moving from an easy chair." He said Ultrafax—in which a color-stripped "Quest With the Wind" in 90 seconds—would be able to take down all orders regardless of volume.
- In the color network programming of the future, advertisers will find available "all-night spectaculars and seasonal saturation campaigns."
- It is possible that tv may be able to offer a "standardized system of guaranteed circulation...just like the magazine." These circulations, he said, would be guaranteed within a 10% margin of error by the month, "not by the show."
- Affirmation by Mr. Pinkham in his RTES speech of remarks he made Jan. 17 before the Harvard Club in New York, that in five years the network may have a program schedule that is not predictable week-to-week, but on a basis where each evening would be assigned to a different, top producer. This is revisions as developing possibly as: "Every Monday night..."

COLOR TV highlighted Tuesday's Radio & Television Executives Society timebuying and selling seminar in New York. Speakers Richard A. R. Pinkham (l), NBC vice president in charge of participating programs, and Robert Foreman (c), BBDO vice president in charge of tv, met before the program starts with Claude Borrere, BMI, RTES planning committee chairman.

would be Leland Hayward Night; Tuesday—Max Lieberman Night; Wednesday—Josh Logan Night, etc.

According to Mr. Pinkham, "With a really free hand, free of client and clock, some really pretty wonderful things might appear." This could very well be that in one night, the Sadler's Wells Ballet would be programmed for an hour and a quarter, preceded by perhaps nine minutes of Milton Berle and followed by a prize fight. The next week the same night might have two hours of a bullfight in color "direct" from Madrid, followed by a visit to the Museum of Modern Art and a segment featuring George Gobel.

On "guaranteed circulation," Mr. Pinkham said he saw the time when an advertiser who pays his money for time will be guaranteed by the network that the buyer will have received "X million unduplicated homes or a rebate will be in order." Thus, he said, "the networks will, even more than today, be taking the brunt of the risk of this show business advertising medium."

Will Lessen Conflict
"And that will be a good thing for the advertising agencies, since nothing causes more conflict between agency and client than a show that the agency has produced which is a total flop. This was okay in radio when the costs were low. But in television, a flop is just too expensive for rapport to continue."

Mr. Pinkham said that articles in magazines which predict that color tv's future is indefinite or postponed are indulging in "wishful thinking." Noting that it took 17 years for radio to reach 30 million sets in U. S. homes and that tv took less time to reach the same number of monochrome receivers, Mr. Pinkham predicted that certainly it will take less time for color tv to reach 30 million sets in homes than it took radio.

Color tv programming, he said, will be (1) better than black-and-white, (2) better than theatrical film counterparts, (3) more expensive.
"54 Network Gross 18% Over '53

GROSS time sales of the nationwide broadcast networks, radio and tv combined, for 1954, tripled 54% to $3,154,274, a gain of 15.0% over the 1953 gross of $388,120,200, according to figures compiled by Publishers Information Bureau.

The four tv networks for the year grossed $315,349,774, a gain of 40.7% over 1953's gross of $227,585,656. PIB reported, while the four radio networks' 1954 total of $137,641,169 fell 14.3% short of the $160,344,544 total for the previous year. Gross figures are calculated on one-time rates, before discounts of any kind, and therefore are considerably larger than net time sales. National radio network net time sales, for example, were estimated at $650,000 for 1954 (BW, Jan. 31), roughly two-thirds of the gross as reported by PIB.

The network record for December 1954, as shown by PIB, corresponds to that for the whole year. The combined radio-tv network gross of $44,747,567 exceeded the December 1953 gross of $38,866,389 by 15.1%; radio's total was down 21.1% and tv's up 36.0%. Network-by-network tabulation follows:

<table>
<thead>
<tr>
<th>NETWORK RADIO</th>
<th>Network Revenue</th>
<th>Profit</th>
<th>Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>108,750,000</td>
<td>52,950,000</td>
<td>55,800,000</td>
<td>114,650,000</td>
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<tr>
<td>CBS</td>
<td>84,275,000</td>
<td>38,525,000</td>
<td>45,750,000</td>
<td>90,025,000</td>
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<tr>
<td>MBS</td>
<td>118,600,000</td>
<td>52,900,000</td>
<td>65,700,000</td>
<td>134,300,000</td>
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<tr>
<td>Total</td>
<td>312,625,000</td>
<td>144,375,000</td>
<td>166,250,000</td>
<td>180,525,000</td>
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<table>
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<tr>
<th>NETWORK TELEVISION</th>
<th>Network Revenue</th>
<th>Profit</th>
<th>Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1,125,000</td>
<td>1,525,000</td>
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<tr>
<td>CBS</td>
<td>2,200,000</td>
<td>900,000</td>
<td>1,300,000</td>
<td>2,500,000</td>
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<tr>
<td>MBS</td>
<td>2,900,000</td>
<td>1,225,000</td>
<td>1,675,000</td>
<td>3,575,000</td>
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<tr>
<td>Total</td>
<td>7,750,000</td>
<td>3,250,000</td>
<td>2,400,000</td>
<td>10,050,000</td>
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* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.177 has been applied to PIB in calculating gross time charges for those time periods where ABC Data Book No. 6 was in effect.

Network Radio Totals to Date

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<thead>
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<th>Network</th>
<th>Revenue</th>
<th>Profit</th>
<th>Cost</th>
<th>Total</th>
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</thead>
<tbody>
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<td>ABC</td>
<td>1,175,000,000</td>
<td>543,750,000</td>
<td>631,250,000</td>
<td>1,706,750,000</td>
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<tr>
<td>CBS</td>
<td>892,000,000</td>
<td>406,200,000</td>
<td>485,800,000</td>
<td>1,377,800,000</td>
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<td>653,000,000</td>
<td>777,000,000</td>
<td>2,200,000,000</td>
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<tr>
<td>Total</td>
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<td>1,503,950,000</td>
<td>1,914,050,000</td>
<td>3,422,000,000</td>
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Network Television Totals to Date

<table>
<thead>
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<th>Network</th>
<th>Revenue</th>
<th>Profit</th>
<th>Cost</th>
<th>Total</th>
</tr>
</thead>
<tbody>
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<td>431,500,000</td>
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<td>MBS</td>
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<td>531,500,000</td>
<td>643,500,000</td>
<td>1,809,500,000</td>
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<td>Total</td>
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<td>1,485,500,000</td>
<td>1,744,500,000</td>
<td>2,855,500,000</td>
</tr>
</tbody>
</table>

Mr. Foreman noted, "force the tv" to color faster than agencies, producers or publishers. Never, he concluded, have advertisers been offered so much to reach so great a mass audience.

Ratner Invited to Conduct Seminar U. of Chicago

U. OF CHICAGO'S School of Business has invited Victor M. Ratner, vice president of McCann-Erickson, New York, to conduct a seminar on communications, starting Feb. 21 at the school's downtown center in Chicago.

The seminar is called "Six Levels of Communications" and will make a basic exploration of the structure of communications in American business today.

Other sessions of the seminar will be conducted on March 21, April 18 and May 16. Ratner will deal with both small-group and large-group communications at the March 21 session and with the key individuals and "subcultures" problems at the April 18 meeting.

Linus Travers Takes Agency Executive Post

LINUS TRAVERS, former executive vice president and general manager of the Yankee Network, has joined the advertising staffs of John C. Dowd Inc., Boston, and Dowd, Redfield & Johnston, New York, as executive assistant to the president, John C. Dowd, it was announced last week by Edward D. Parent, executive vice president and general manager of John C. Dowd Inc.

Mr. Travers had been with Yankee for the past 10 years. In addition to his duties at Yankee, he was vice president of General Tele-Radio Inc. and a member of the board of MBS.

'Ridges' Renews Blair Plan

THE Reader's Digest, Pleasantville, N. Y., through Schwab & Beatty, has renewed its purchase, effective Feb. 20, of the "national saturation group" through John Blair & Co., station representative. The group consists of 24 one-minute participations weekly in local radio programs on a group of stations represented by Blair.

'20's'の意味が曖昧なため、正確な翻訳が難しいです。"'20's"と表現されているのは20世紀のことを指しているようです。この文脈をさらに詳しい背景情報で解釈することで、より具体的な翻訳ができるかもしれません。
Weintraub Agency Appoints Critten, 7 Others to Staff

WILLIAM H. WEINTRAUB Co., advertising agency, has added eight persons to its staff, Elkin Kaufman, president of the agency, announced last week.

Charles N. Critten, who had been with Colgate-Palmolive Co. for the past 15 years and prior to that was general sales manager of the Pepsodent Div. of Lever Bros., has joined Weintraub as an account and merchandising executive.

Robert Russell and Robert Chambers, both formerly with Foote, Cone & Belding; Richard Zahn of Procter & Gamble, and William Jack of Donahue & Coe have joined the contact staff.

Richard Dahl, formerly of Morey, Humm & Johnstone, was named export manager of the agency.

Dorothy Freedman of Saks Fifth Ave. joined the agency's copy staff, and Peggy Smith, formerly with Mademoiselle magazine, joined the agency as assistant to Kay Daly, vice president and fashion director.

Wine Jingle on 361 Stations

MANISCHEWITZ WINE Co.'samba version of its jingle, "Man Oh Manischewitz," has been placed on 230 radio stations and 131 television stations, effective Jan. 14. The commercial will be heard 10,000 times weekly. Meyer Robinson, general manager of the company, predicted last week that the jingle will be "number one on the commercial disc parade."

Emil Mogul Co., New York, is the advertising agency.

Compton Up 110% in Decade

COMPTON ADV., New York, announced last week that its estimated annual billing for 1954 was $42,000,000, an increase of approximately 110% since 1944.

Drive on Ad Myths

IN a campaign to explode the "myths and false beliefs" of advertising held by much of the public, the Advertising Club of New York has organized a bureau of 46 men, all of them prominent and experienced speakers. The bureau is sending speakers to associations, business and civic groups, parent teacher associations, social clubs, fraternal orders, church clubs, etc., upon inquiry to Charles C. Green, managing director of the club (23 Park Ave., New York 16). While designed to correct public misconceptions, the speeches also explain the role advertising plays in the U. S. economy.

Ballantine Names Esty Co.;
The Wine Board to Durstine

J. WALTER THOMPSON Co., New York, lost two large and long-associated accounts last week when P. Ballantine & Sons, Newark, N. J., with an estimated $5 million advertising budget, named William Esty Co., New York, to handle its advertising for the beer and ale and The Wine Advisory Board hired Roy S. Durstine Inc., San Francisco, to handle its advertising campaign.

The Ballantine firm has been with JWT for more than 15 years, and is heavily represented in television and radio. The firm sponsors The Eddie Cantor Show, a Ziv package, and Foreign Intrigue in television in addition to a number of sports events. Esty Co. takes over immediately.

The Wine Advisory Board had been with JWT since 1938. The Wine Board will be handled under Mr. Durstine's personal supervision with Robert L. Whithead transferred from New York to San Francisco as account coordinator. Account will be served by groups in San Francisco under Robert B. England, manager of that office, in Los Angeles under William D. Sloan, the Los Angeles manager, and in New York under the direction of Roy S. Durstine and vice president John Malone Jr.

Coast Guard Still Searching For Missing Wheelock Yacht

FORMER agency executive, Ward Wheelock, 58, his wife, and a son, Ian Wheelock, 22, with six or seven guests on board the Wheelocks' 60-foot schooner, missing between Bermuda and Antigua, were objects of a widening Coast Guard air search late last week.

The schooner, Home Sweet Home, bearing the Wheelocks and guests, set out on the 1,200-mile voyage Jan. 14. It last was heard from that night when a radio message reported the schooner in good condition and bearing up despite worsening weather conditions.

Mr. Wheelock, president since 1938 and board chairman since 1951 of the Ward Wheelock & Co. advertising agency in Philadelphia and New York, had purchased the agency in 1938 when it was the F. Wallace Armstrong agency. The Wheelock firm closed last spring after losing Campbell Soup's account of $8.5 million which made up the bulk of the agency's about $10 million annual billings.

BBD Opens Seattle Office

BBD, New York, opened a new West Coast office in Seattle, effective Feb. 1, Ben Duffy, president of the agency, announced last week. Walter G. Fitzsimmons, formerly in the agency's San Francisco office, will be manager of the Seattle office.

--- LATEST RATINGS ---

NIELSEN

Two Weeks Ending January 8, 1955 (Tv)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Number of Homes Reached</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Rose Bowl Game</td>
<td>17,072</td>
<td>44.9</td>
</tr>
<tr>
<td>2</td>
<td>I Love Lucy</td>
<td>16,213</td>
<td>44.9</td>
</tr>
<tr>
<td>3</td>
<td>I Love Lucy (F. &amp; G)</td>
<td>15,635</td>
<td>44.9</td>
</tr>
<tr>
<td>4</td>
<td>You Bet Your Life</td>
<td>14,283</td>
<td>44.9</td>
</tr>
<tr>
<td>5</td>
<td>Toast of the Town</td>
<td>14,229</td>
<td>44.9</td>
</tr>
<tr>
<td>6</td>
<td>Disneyland</td>
<td>13,670</td>
<td>44.9</td>
</tr>
<tr>
<td>7</td>
<td>Burlesque Show (Nbc)</td>
<td>13,548</td>
<td>44.9</td>
</tr>
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<td>8</td>
<td>Droopnet (Nbc)</td>
<td>13,188</td>
<td>44.9</td>
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<tr>
<td>9</td>
<td>George Gobel Show (Pet Milk) (Nbc)</td>
<td>13,154</td>
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</tr>
<tr>
<td>10</td>
<td>1955 Variety Show (Nbc)</td>
<td>13,160</td>
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Percent Tv Homes Reached Program Station Basis

<table>
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<th>Rank</th>
<th>Program</th>
<th>Number of Homes Reached</th>
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<tbody>
<tr>
<td>1</td>
<td>Rose Bowl Game</td>
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<td>I Love Lucy</td>
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<td>3</td>
<td>I Love Lucy (F. &amp; G)</td>
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<td>Disneyland (Abc)</td>
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<td>Toast of the Town</td>
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<td>9</td>
<td>1955 Variety Show (Nbc)</td>
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</tr>
<tr>
<td>10</td>
<td>George Gobel Show (Pet Milk) (Nbc)</td>
<td>13,750</td>
<td>45.6</td>
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ARB

Week of January 9 thru 15 (Tv)

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
</tr>
<tr>
<td>2</td>
<td>Jackie Gleason (CBS)</td>
</tr>
<tr>
<td>3</td>
<td>You Bet Your Life (Nbc)</td>
</tr>
<tr>
<td>4</td>
<td>Disneyland (ABC)</td>
</tr>
<tr>
<td>5</td>
<td>Toast of the Town (CBS)</td>
</tr>
<tr>
<td>6</td>
<td>Droopnet (Nbc)</td>
</tr>
<tr>
<td>7</td>
<td>Jack Benny (CBS)</td>
</tr>
<tr>
<td>8</td>
<td>Your Life's On (CBS)</td>
</tr>
<tr>
<td>9</td>
<td>Two for the Money (CBS)</td>
</tr>
<tr>
<td>10</td>
<td>This Is Your Life (Nbc)</td>
</tr>
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Program Viewers

<table>
<thead>
<tr>
<th>Program</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jackie Gleason (CBS)</td>
</tr>
<tr>
<td>2</td>
<td>Jack Benny (CBS)</td>
</tr>
<tr>
<td>3</td>
<td>Toast of the Town (CBS)</td>
</tr>
<tr>
<td>4</td>
<td>I Love Lucy (CBS)</td>
</tr>
<tr>
<td>5</td>
<td>You Bet Your Life (Nbc)</td>
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<tr>
<td>6</td>
<td>Disneyland (ABC)</td>
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<tr>
<td>7</td>
<td>Droopnet (Nbc)</td>
</tr>
<tr>
<td>8</td>
<td>Comedy Hour (Nbc)</td>
</tr>
<tr>
<td>9</td>
<td>Milton Berle (Nbc)</td>
</tr>
<tr>
<td>10</td>
<td>Two for the Money (CBS)</td>
</tr>
</tbody>
</table>

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February 7, 1955 • Page 35
Chicago Finance Company Charged With Radio Ad Fraud

A FEDERAL grand jury in Chicago last Wednesday indicted a finance company, three subsidiaries and six principals on charges of fraud by radio in one of the first applications of a law passed by Congress in 1952. The indictment, returned before Judge John P. Barnes, alleges that the principals named victimized clients with a so-called "family plan" for paying off debtors. The indictment contained 10 counts, one of them on radio under legislation adopted on Capitol Hill in the form of an amendment (the McFarland bill) to the Federal Communications Act. Another count charged conspiracy.

The plan provided for a package plan offered by a centralized collection agency to which clients would make payments and which in turn promised to pay off their creditors. Clients were advised the plan would "get them out of debt" and protect their credit ratings, and also provide life and health insurance benefits.

Named in the indictment were Family Plan Inc. and ECF Insurance Agency, both Chicago, and Midwest Mutual Insurance Co. of Illinois and Midwest Life Insurance Co., Joliet, Ill., and including as principals Nathan James, Elliott and Earl C. Raphael.

G. Kent Yowell, assistant U. S. Attorney, said the companies advertised on a local Chicago station (an independent), and estimated that more than 20 people allegedly had been victimized by radio and mail.

Ayer Names 5 to N.Y., Philo.

THREE MEMBERS have been added to the New York staff of two to the Philadelphia office of N. W. Ayer & Son. Joining the New York office as copywriters in the radio and television department are William Jackson, previously with Warwick & Legler, and Barbara Keating Peabody, formerly with Young & Rubicam. Jeanne A. Nolan, formerly of Paul H. Raymer Co., joins Ayer as a timebuyer in the radio-television timebuying department. Robert A. Falle, associate management consultant, and Donald P. Molony, consultant, joined the Philadelphia office.

Wade Adv. Names Officers

FORMAL ELECTION of Albert G. (Jeff) Wade II as president and Robert E. Dwyer as executive vice president of newly-formed Wade Adv. Inc. in Hollywood was announced last week by Geoffrey Wade Adv., Chicago [Feb. 16, Jan. 31]. Other officers named for the new corporation, which will handle Miles Labs. Baseline account, are Isabel Beasley, assistant to the executive vice president; Snowden M. Hunt Jr., vice president; Patricia W. Owen, secretary, and Laddie J. Francl, treasurer.

Nestle Buys 'Stage Show'

NESTLE Co. has concluded arrangements (CLOSED CIRCUS, Jan. 31) to sponsor the Dorsey Brothers' Stage Show for Nestle and other Nestle products, Donald Cadly, vice president in charge of advertising for the Nestle Co., announced last week. The program will appear on 100 CBS-TV stations, 8-9:30 p.m. Saturday nights immediately preceding the Jackie Gleason Honeymooners series effective next October. The show is a Jackie Gleason Enterprise production and will replace the segment of the Associated Management Consultants which Nestle broadcasts in co-sponsors this season with Schick Razor and W. A. Scheaffer Pen Co. Bryan Houston Inc. is the agency for Nestle Co.

HERMAN TALMADGE (seated), former governor of Georgia, discusses Georgia Spotlight, his new Monday evening WAGA-TV Atlanta show, in which he will give his views on local, national and international news. The program is scheduled to begin today (Monday) and will be sponsored by the Goryy Tire Co. Standing (I to r): Phil Denton, president, Denton Adv. Agency; George Boyd, general manager, Goryy Tire Co.; Clay Coe, WAGA-TV account executive, and Jock Collins, manager of WAGA-TV. Mr. Collins served on the former governor's staff.

SPOT NEW BUSINESS

Necchi-Elma Corp. (sewing machines), N. Y., will use radio-television spot campaign during year. No definite plans yet.

Standard Brands Inc. (Fleschman Yeast), N. Y., buying scattered number of TV markets for spot announcement campaign starting mid-February for four weeks. Agency: J. Walter Thompson, N. Y.

Lay's Potato Chips, Atlanta, sponsor of Ramar of the Jungle in 21 southern markets, planning extensive merchandising drive to back series, produced and distributed by Television Programs of America, N. Y.


SPOT RENEWALS

Lerner Shops, Denver, has renewed for 60 announcements per week for 52 weeks on KDYL Salt Lake City after successful 15-week test campaign.

Dundie Clothes, S. F., has renewed spot participation on Live Wrestling on KORV (TV) Stockton, Calif. Agency: Diamond & Sherwood Inc., S. F.

NETWORK NEW BUSINESS

Burton Dixie Corp. (mattresses, bed spreads), Chicago, will sponsor Les Paul and Mary Ford musical series on MBS (Wed., Fri., 7:45-7:55 p.m. EST). Agency: Robert B. Wesley & Asso., Chicago.

Texas Co. (Texaco petroleum products), N. Y., extends sponsorship of Metropolitan Opera on ABC Radio to include "La Boheme" on April 9, bringing total broadcasts to 19. Agency: Kudner Agency, N. Y.

Bristol-Myers Co., N. Y., will sponsor 39-film series, Alfred Hitchcock Presents on CBS-TV (Sundays, 9-10 p.m. EST) effective next fall, replacing present program, Stage Seven.

agency: Young & Rubicam, N. Y. Firm also will introduce Ban, new deodorant with roll-on method of application, on its portion of CBS Radio and CBS-TV Arthur Godfrey Show; agency: BBDO, N. Y.

Lever Bros., N. Y., will increase sponsorship of Uncle Johnny Coons children's program from 15 to 31 cities under CBS-TV's expansion of program effective Feb. 19. Show will be seen in N. Y., Chicago and elsewhere for first time. Agency: McCann-Erickson, N. Y.

NETWORK RENEWALS

Kevo Co. (Kevo-ettes), L. A., renews Phil Norman on 28 Columbia Pacific Radio Network stations (Sun., 3:45-4 p.m. PST) for 39 weeks. Agency: Dean Simmons, same city.

AGENCY APPOINTMENTS

Zenith Radio Corp., Chicago, appoints BBDO, same city, for radio and tv receivers and MacFarland, Aveyard & Co., that city, for hearing aids.

United Public Markets Inc., Pawtucket, R. I., appoints Bob Bernstein & Co., Providence, with Joseph M. Bernstein as account executive. Radio-television will be used.

Holllace Furnace Co. (heating, air conditioning equipment), Holland, Mich., appoints Henri, Hurst & McDonald Inc., Chicago. Radio will be used.

Dura-Flash Bulbs, div. of Dura Electric Co., Newark, N. J., names Albright Assoc., N. Y. Radio-television will be used starting February.

AGENCY RESIGNATION

E & J Gallo Winery, Modesto, Calif., has been resigned by Frederick E. Baker & Assoc., Seattle.

A&A PEOPLE

Hermilio Traviesas, radio-television account executive, BBDO, N. Y., elected vice president.

Harold H. Jaeger, vice president and general manager, Geyer Adv., N. Y., to Warwick & Legler, same city, as vice president and general executive.

James W. McCandless, director of Dodge news bureau (Dodge cars) and public relations, Grant Adv., Chicago, appointed vice president.

Donald A. Breyer, vice president, Doyle Dane Bernbach Inc., L. A., to Fairfax Inc., Hollywood, in same capacity; Norman Rose, Doyle Dane Bernbach copy chief, to Fairfax in same capacity.


W. J. Tormey, vice president and sales and advertising director, White King Soap Co., L. A., named to board of directors.

Harvey Mann, formerly with Weiss & Geller, (A&A continues on page 70)
Now First Million Watt Station in the Nation!

Serving 2,000,000 Population!

Verified Set Count 225,000!

Stop... and consider that now you can cover the entire Northeastern area of Pennsylvania with the Nation's most Powerful Station... WBRE-TV!!!

With a full schedule of NBC shows... outstanding local shows... news and sports coverage of local, regional and national interest, WBRE-TV is the "basic station buy" in this thickly populated industrial-agricultural market.

WBRE — TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!

February 7, 1955
It's Better when it's BIG!

The **BIG** Station in Eastern Michigan is **WTAC** Flint

Where SLEEPY HEAD TED wakes up the listeners and sales with the BIG early bird show, top rated among disc-jockeys throughout his time-period. Just one of the many BIG reasons for WTAC's reputation as the station that makes listening a pleasure.

The **BIG** Station in Hawaii is **KPOA** Honolulu

The SALLY SAMPLE SHOW, starring Barbara Bishop, has the biggest Hooper and Pulse ratings... the biggest list of both national and local accounts... and the biggest time segment on the air...of any woman's radio show in Hawaii.

Expect and get **BIG** sales results with the **BIG** Stations

**WTAC** Flint
1000 watts at 600
nationally represented by
The Bolling Company, Inc.

**KPOA** Honolulu
5000 watts at 630
nationally represented by
George P. Hollingbery Co.

**RADIO HAWAII, INC.**
420 LEXINGTON AVENUE,
NEW YORK 17, N.Y.
NETWORK DOMINATION DAMNED BY PLOTKIN

REPORT URGES FCC, JUSTICE DEPT. PROBE INDUSTRY PRACTICES

SPECIAL counsel of the Senate Interstate & Foreign Commerce Committee has submitted his evaluation of network relationships (story page 31). In excerpting the report, B&W has retained in virtually full text Mr. Plotkin's discussion of exclusivity, time options, networks acting as station representatives and his conclusions, confining most of the condemnation to historical background.

TELEVISION NETWORK REGULATION AND THE UHF PROBLEM

I. THE UHF PROBLEM

A. Economic Difficulties of UHF Operation

Each television station operates on a 6-megacycle channel or wave-length assigned to it by the Federal Communications Commission. There are 82 such channels, 12 of them numbered 2 through 13 are in the very-high-frequency (vhf) portion of the radio spectrum and 70 of them numbered 14 through 83 are in the ultra-high-frequency (uhf) band. Each band was assigned to television at a different stage of television's development and each has different technical qualities. These two facts are important for understanding the nature of the uhf problem.

Shortly before World War II the Federal Communications Commission allocated 18 channels for commercial television, all in the vhf portion of the radio spectrum. Following the close of the war, the Commission undertook a complete reallocation of all radio frequencies, the nonbroadcast and the broadcast services. Twelve vhf channels were allocated for commercial television.

In its report of May 25, 1945, making the television allocations, the Commission recognized that the vhf frequencies were not sufficient in number to provide a truly nationwide and competitive system of television. "There are two facets to this expression. The first refers to service. Television is one of the most important media yet developed for bringing news, education, culture, opinion, and entertainment to the American public. The Commission is under a statutory duty so far as possible to provide television service to all the people of the United States, those living in rural areas as well as those in cities. And in the interest of preserving competition and preventing monopoly the Commission is required to provide a choice of as many services as is feasible. It should be noted that from the point of view of service it is not crucial whether the source is a station in the community where the viewers live or one in a neighboring community. This is not the case so far as the second aspect is concerned. This one recognizes that a television station is an important local institution as a medium of local self-expression. When a station is located in a particular community, not only do its residents receive service from it, but in addition the station is an outlet for the citizenry in having local problems and issues aired. This is a function which can hardly be accomplished by an out-of-town station. The Commission has the difficult task of attempting to satisfy both of these objectives—objectives which at times are mutually exclusive.

So far as uhf is concerned, it is significant to note what happened in the period of the freeze, September 1948 to July 1952. In September 1948, there were 36 stations on the air in the United States, reaching approximately one-third of the population of the United States. There were fewer than 1 million sets in the hands of the public. By July 1952, there were 108 stations on the air in 63 cities having two-thirds of the total population of the United States, and there were more than 17 million television sets. All of these receivers were vhf only and were unable to receive uhf signals without the owners spending money to convert them.

The absence of uhf receivers has not had the same impact on all uhf stations. For example, the uhf operator in a city with no uhf service has faced the same task as did the vhf pioneers. He has had to persuade the public to buy sets with which to receive his programs. In one respect, however, his job has been somewhat easier than that of the vhf pioneer. The latter had to develop program schedules, new from scratch; even the television networks were relatively rudimentary organizations when vhf got started. By July 1952, when uhf was first getting started, the networks had well-developed program schedules and many good programs were available from other sources.

The fate of the uhf operator with vhf competition has been quite different. From the outset he has been confronted with the double problem that none of the sets sold during the freeze—and most of the sets sold since then—could not receive his picture, and, what is worse, every one of them could receive pictures from his vhf competitors. The much smaller viewing audience which the uhf station could thus deliver in contrast to that of the vhf station in the same market has placed the uhf station at a serious disadvantage in competing for the advertising revenue with which to support good programs. And without good programs available on uhf and uhf only, the public has no incentive to spend the extra money which is required to buy a uhf set, or to install a converter on an existing vhf set.

A second difficulty facing uhf stations competing with vhf stations is the difference in the technical characteristics of the two bands. The quality of the picture received over uhf is at least as good, if not better, than one received over vhf; many sources of interference which bother vhf pictures have much less noticeable effects on uhf pictures. In other technical respects, however, uhf has marked advantages. The service areas of vhf stations in the present stage of the television art are much more extensive than those of uhf stations. Vhf signals travel a greater distance than do uhf signals and accordingly many more people are within the service
area of a vhf station than of a uhf station. Moreover, uhf coverage is much more spotty than that of vhf. The uhf station is likely to find holes in its service area where the picture is not received at all or is received poorly. This is particularly true in rugged terrain. Vhf service areas also have some discontinuities but they are not nearly so marked as those of uhf. Finally, uhf has suffered from equipment limitations. When the Commission allocated uhf channels, it proceeded on assurances received from the industry that high power transmitting equipment and satisfactory receiving sets would be forthcoming at a reasonable date. The performance on this score has been disappointingly slow compared to promises and has been a substantial deterrent to the development of the uhf band.

The 2½ years that have elapsed since the Commission started licensing uhf stations have revealed the type of competitive situation in which it has been possible for uhf stations to be reasonably successful. Where a uhf station has no vhf competition, it has reasonable opportunity for success provided that the market is large enough to support the number of stations that are licensed in that market. Experience has shown that in many instances it is also possible for a uhf station to be successful if it has competition from only one vhf station.

The operator of a uhf station in a community which receives two or more vhf services has had a most difficult time. In most instances the uhf stations have had the benefit of affiliation with the two stronger networks, NBC and CBS, and have in addition carried many of the programs from the other two networks, ABC and DuMont. The few popular network programs thus left over for the uhf station and the programs available from other sources have in most instances not been sufficient to induce the public to convert at a sufficiently fast rate to enable the uhf station to compete effectively for advertising revenue. While there may be a limited number of exceptions, on the whole operating experience to date has demonstrated that uhf operation in the face of competition from two or more vhf services means extensive deficits for an indefinite period.

The economic difficulties of uhf operation have had a blighting effect on the growth of the uhf band. There have already been 118 cases where uhf permits have been canceled or operations have been suspended because of economic difficulties. Many of those still on the air are still losing money and some of these will undoubtedly find it extremely difficult to remain in business. Moreover, of the 84 uhf authorizations which are presently outstanding, it is doubtful whether more than a mere handful will eventuate into stations unless the picture changes radically.

**FAR-REACHING CONSEQUENCES**

The consequences of uhf's difficulties are far reaching. Of the 82 channels which the Commission has set aside for commercial television purposes, 70 of them are in the uhf portion of the band. Of the 1,875 commercial assignments which the Commission has made to the various communities of the United States, 1,319 of them are in the uhf portion of the band. Of the 252 assignments which have been made to television educational stations, 169 of them are in the uhf portion of the band. Of the 578 commercial construction permits which have been issued by the FCC since the freeze, 318 of them have been uhf. The potentialities of television's growth are thus largely dependent upon a healthy uhf system of television.

The development of an effective system of network television is also heavily dependent upon uhf. Advertisers are interested in using television networks in order to reach as large a portion of the country's population as is possible. This need on the part of the advertisers makes it necessary for a successful network to be able to deliver outlets in the largest markets; all of the experts attest to this fact. Generally outlets in most of the top 50 markets at least are considered necessary for successful network operation. Of the top 50 markets only seven have four or more vhf assignments, only 20 have three vhf assignments, only 16 have two vhf assignments, and two markets have one vhf assignment. This leaves five markets with uhf-only assignments. The above figures reveal that out of the top 50 markets, only 27 of them have three or more vhf outlets. Considering the top 100 markets, the figures are as follows:

<table>
<thead>
<tr>
<th>Markets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>4 or more vhf assignments</td>
<td>7</td>
</tr>
<tr>
<td>vhf assignments</td>
<td></td>
</tr>
<tr>
<td>2 vhf assignments</td>
<td>26</td>
</tr>
<tr>
<td>Only 1 vhf assignment</td>
<td>32</td>
</tr>
<tr>
<td>Uhf-only assignments</td>
<td>18</td>
</tr>
</tbody>
</table>

Thus, of the top 100 markets there are only 33 which have three or more vhf assignments.

The stifling effect on network development resulting from the above allocation is obvious. Too many of the important markets just do not have sufficient vhf outlets for more than two networks.

**B. Discussion of Proposals for Solution of Uhf Problems**

The problems of uhf were the subject of hearings held in May-June 1954 by a subcommittee of the Senate Committee on Interstate & Foreign Commerce under the chairmanship of Senator Charles E. Potter. The more important suggestions made to the subcommittee as to how the problems could be solved are:

1. Move all television stations to uhf.
2. Undertake a selective deintermixture on a case-to-case basis.
3. Remove the Federal excise tax from all-channel television receivers.

1. Move all television to uhf

The most far-reaching proposal advanced for solving the uhf problem is that all television allocations should be in the uhf portion of the band. The remedy has many attractive features. It would mean that all problems of intermixture of vhf and uhf in the same market would be automatically eliminated. In addition, all television stations in any market could eventually be on the same competitive footing so far as technical facilities are concerned. In these circumstances the success or failure of stations would depend on the quality of management and excellence of programs.

The removal of disparity between stations would also have a beneficial effect in the network field. As has already been pointed out, there are not enough facilities of equal desirability in many important markets to furnish outlets for more than two networks. If all television stations were to operate on uhf frequencies, the outlets in each community would be of equal desirability technically, and there could be enough facilities in most of the top 50 markets for more networks. Moving all television stations to the uhf band would also aid in making a nationwide television system possible.

Fundamentally, the choice as to whether to move all television to uhf comes down to this. In theory very significant gains would accrue to the public if this were to happen. And indeed if the decision on television allocations were being made for the first time, it would be difficult to conceive of a good argument against having all television in the uhf rather than part in the uhf and part in the vhf portion of the band. But decisions have to be based on something more than theory. We cannot overlook the fact that more than 30 million receivers are in the hands of the public and that they have been bought on the faith of a formal decision of an agency of the Federal Government. The public is entitled to rely upon decisions of the Federal Government. Once the precedent is established that decisions can be upset even though the public has made extensive investments on the faith of Government decisions, the way is open for constant pressure for changes. Today the pressure may be to move all television receivers to the uhf portion of the band. Tomorrow a new development may come along that theoretically has important advantages for television if the band could be moved again.

The ideal situation would be if it were possible to adopt any new worthwhile change, as is done, for example, in the automotive field. But in that field when such changes come along, the public is free to use them or not. And, if they decide not to buy the new improvement, the old vehicle still remains useful. In the radio field, however,
MT. WASHINGTON TV

"Best darn salesman I've ever seen!"

Talk about a good salesman! Mt. Washington TV makes the calls — plenty of them. Its territory is most of Maine, New Hampshire and Vermont which it covers at about half the cost of any other three TV stations in the area combined. The sponsors of Jack Benny, The Lone Ranger and Person to Person are among over 80 national advertisers who have put their money on one of the best salesmen in the business — Mt. Washington TV.

CBS-ABC WMTW Channel 8
whenever a new change is made resulting in an abolition of standards or an abandonment of a band of frequencies, all of the old receivers are automatically rendered either partially or totally useless. That is why standardization is necessary in the radio field. This fact also explains why the Commission is very careful to collect all of the best available data before making a final decision on standards. However, when a decision is made, no extensive changes should be ordered unless the most compelling reasons are made to appear.

2. Deintermixture

Many of uhf's difficulties can be eliminated or mitigated where the uhf station has no vhf competition or has competition from only one vhf station only. Deintermixture—that is changing the allocation table so as to accomplish this result—offers a hopeful solution. It had strong support at the Potter hearings. Obviously 100 percent deintermixture, where each market would be either uhf-only or vhf-only, would be the theoretically ideal solution. However, such a proposal would run into the same practical difficulties as confronts the suggestion that all television stations be moved to uhf. There are so many intermixed markets that complete deintermixture would mean that many vhf stations would have to be converted to uhf.

3. All-channel receivers

There is one other possibility which deserves serious consideration. The principal difficulty in which uhf finds itself is that all receivers made before July 1952 were vhf-only receivers and the great majority which have been manufactured since then are in the same category. If some means could be devised to insure that all television sets sold after a certain date were all-channel sets, it is entirely reasonable to believe that applicants would be willing to enter a mixed market with uhf stations. Although they would start out at a disadvantage, the gap would be closed daily, for every new set sold would increase their potential circulation by the same amount as it would that of their competitors.

The question arises as to how to achieve the objective. Two methods have been suggested. The first method is to enact a statute declaring that no television receiver should be shipped in interstate commerce unless it is equipped to receive signals from all uhf channels as well as all vhf channels. The proposal would be effective, but there is serious question concerning its constitutionality. A large portion of the United States is capable of receiving television from vhf stations only and there is no reason why people in such areas should be prohibited from purchasing sets capable of receiving those channels only, particularly if they are able to do so at a lower price than is charged for an all-channel receiver.

It is now more than two decades since the Communications Act of 1934 was enacted. No comprehensive study or analysis—no survey broad enough to appraise the developments in this field during the past 20 years—has, to my knowledge, taken place during that time.

Meanwhile, the American people have invested in more radio sets than there are families in the Nation. In their homes, in their automobiles, and at play, they have submitted their minds and their emotions to what they thus have been able to hear.

More than 30 million television sets have been sold—many of these are not yet fully paid for. I am certain that the investment of American families in receiving sets is far greater than that made by all the broadcasters who serve them. In this field, however, the American people have an even greater stake—they have opened their homes, their hearts, and their minds to the impact of whatever comes to their eyes and ears through the machines in which they have invested their money. There are more families in the United States with electronic receiving sets than with indoor plumbing, electric lights, telephones, or automobiles.

It seems to me obvious and compelling, therefore, that a decent and vigorous regard for the best interest of those who have most at stake, namely, the American people, must have the highest priority in our studies and deliberations. The public interest supersedes the interests of those who have been entrusted by the Government with the utilization and administration of this greatest of public assets—the airwaves.
film program. This program consists either of old-type film which was originally made by Hollywood for exhibition in motion-picture theaters or it may consist of films which have been made specifically for television. The third type of program is produced by the networks.

A television network operates in a dual capacity. First, it is a producer or originator of programs which it feeds to stations affiliated with it. Secondly, the network acts as agent for its affiliates in selling time to advertisers. The advertiser pays the network the talent and production field expenses for the programs being broadcast and the time charges for the stations carrying his program. The stations receive their compensation from the network.

The advertiser generally has the right to designate which markets he desires to purchase, but in the case of two of the television networks, at least, there is a basic network which he must purchase as a minimum. This basic network consists of the stations owned by the network and 40 to 45 additional ones, located for the most part in the top 50 markets of the country.

Although a majority of most television stations' revenue is derived from nonnetwork sources, station licensees regard their network affiliation as one of their most valuable assets. In the first place, when, in our American way, we decided that this terrifyingly great power of complete access to the human mind was too great for Government utilization we made no mistake. We have seen how dictators and tyrants have seized upon this power and used it to brainwash whole nations and subject human minds to their will and weird, self-serving doctrines.

But when a monopoly of this sort, too great for the Government to operate, is entrusted to those presumed to be best qualified—from among many—and who are willing to assume it, and to be held accountable for its use or abuse—there results a continuing responsibility upon both the Congress and its administrative arm, the FCC, to insure that private monopoly does not occur where Government monopoly is avoided. There results a continuing responsibility to insure that law and regulations are kept abreast of the growth of the industry and the needs of the American people; that procedures do not serve bureaucrats and lawyers first and the people second or last, thus opening the door to the very abuses our American system is in theory designed to prevent.

I, myself, have been distressed by the delays in getting decisions from regulatory bodies like the FCC. Some of the Commission's procedures seem to impair rather than improve its administrative and quasi-judicial functions. If there has been a codification of FCC regulations, it apparently has added as much to confusion as to enlightenment. I am informed that some Commission hearings have taken years to complete and that rules of evidence are followed which result in irrelevant and unnecessary testimony.

a Government agency should be required certifying that the all-channel set in question is in fact capable of receiving all television channels under normal home viewing conditions. Only such a procedure would guarantee that the receiver being offered for sale would in fact contribute to the building of uhf as well as vhf circulation.

II. THE NETWORK PROBLEM

A. Brief Description of Economic Structure of Broadcasting

Television stations are licensed by the Federal Communications Commission to operate in the public interest, but in carrying out this obligation they are permitted also to serve their private interests by selling time on their facilities. Under our system of broadcasting it is the sale of time which enables the station operator to carry out his obligation to serve the public interest.

Selling time takes two forms. The first is the sale of spot announcements and the second is the sale of program sponsorship to advertisers.

Television programs fall into three categories. The first is locally produced programs. These are conceived by the station and are executed by its staff. A second type of program origination is the

the network compensates the station for the network commercial programs carried by the station. In the second place, the network organizations have developed the know-how of producing programs which are in great demand by the viewers. A third advantage which a station derives from a network affiliation is that the programs which the station accepts from the network spare the station the expense of producing its own programs. The future development of television may make it possible for many television stations to operate successfully without a network affiliation but that stage of development is not yet here.

B. Description of Network Organizations

In the era of network field, NBC and CBS occupy a dominant position. The extent of this dominance has been fully documented in a report on Chain Broadcasting issued by the Commission in May 1941. In the important markets of the United States the most desirable outlets are almost invariably affiliated with either NBC or CBS. This was the situation at the time that the Chain Broadcasting Report was issued and remains so today.

The same situation prevails in television. Reference has already been made to the superior position which vhf stations possess over

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Some of this may or may not be due to the present state of the law. We should find out.

The power to regulate is not unlike the power to tax. It is, or can be made, the power to destroy, to discriminate, and to unjustly and wantonly abuse. Insofar as any such situation may have occurred, it will be our duty to correct it.

Nothing I have said should be assumed as specifically condemning anybody or anything at this time. It is certain that the licensees in the communications field have done many things of which we and they can be justly proud. It is equally certain, in my mind, that some things have occurred—and are occurring—which must compel our attention and our best efforts to correct.

Some of the more outstanding of these problems and some approaches to their solutions are contained in the memorandum transmitted herewith, bearing the signature of Harry M. Plotkin. Mr. Plotkin was employed by the committee in September 1954 as special counsel in connection with our uhf and network study. I have found this memorandum provocative, and commend it to you as an excellent basis for further inquiry.

The memorandum delineates problems and raises questions which should be of concern to FCC and the Department of Justice. Accordingly, I am transmitting copies to those agencies, with the request that they make a first report to us within 30 days. Our committee will determine the action necessary as our study and deliberations proceed.

WARREN G. MAGNUSON, U. S. S.
WFIL-TV is proud to announce the of “The WFIL-TV University of the Air” begins its fifth year of telecasting in the interest of the people of Delaware Valley, U.S.A.

Honored in its brief history by the Alfred I. duPont Award, the Variety Show Management Award, and the critical acclaim of viewers and press alike, “The WFIL-TV University of the Air” has selected its curricula with ever-increasing care. The original goal of the series remains unchanged: to provide diversified adult education at the college level for the 7,000,000 people within the WFIL-TV coverage area.
CURRICULUM  FEBRUARY-MAY, 1955  / 11:15 AM TO 12:00 NOON

MONDAYS:  "The Child in Health and Disease"—JEFFERSON MEDICAL COLLEGE
          "American Literature One Hundred Years Ago"—BRYN MAWR COLLEGE
TUESDAYS:  "Family Food Fare"—RUTGERS UNIVERSITY
          "The World Behind The News"—UNIVERSITY OF PENNSYLVANIA
WEDNESDAYS:  "Spanish Is Fun"—THE PENNSYLVANIA STATE UNIVERSITY
           "Psychology of the Adolescent"—DREXEL INSTITUTE OF TECHNOLOGY
THURSDAYS:  "Green Thumb Chemistry"—PENNSYLVANIA MILITARY COLLEGE
           "Shakespeare"—TEMPLE UNIVERSITY
FRIDAYS:    "The Greatest Book In The World"—PRINCETON THEOLOGICAL SEMINARY
           "Your Health and Your Happiness"—PHILADELPHIA COLLEGE OF
           PHARMACY AND SCIENCE

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PHILADELPHIA BOARD OF EDUCATION  •  ABLRIGHT COLLEGE  •  BEAVER COLLEGE
LA SALLE COLLEGE  •  HAVERFORD COLLEGE  •  LEHIGH UNIVERSITY  •  LINCOLN
UNIVERSITY  •  RIDER COLLEGE  •  VILLANOVA UNIVERSITY  •  FRANKLIN & MARSHALL
COLLEGE  •  GLASSBORO STATE TEACHERS COLLEGE

"The WFIL-TV University of the Air"

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WFIL-TV
The Philadelphia Inquirer Station
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uum stations in intermixed markets. With only rare exceptions, uhf stations in intermixed markets are primarily the affiliates of NBC or CBS, with ABC and DuMont occupying a secondary position on those stations. The superiority in facilities which NBC and CBS have in the television field is linked to their similar superiority in the am field because with only occasional exceptions has the NBC or CBS television affiliation gone to a different ownership group where the NBC or CBS am affiliate owns a uhf television station. Indeed, when ownership groups other than the am affiliate have acquired a uhf facility ahead of the NBC or CBS affiliate, their tenure as an NBC or CBS affiliate has often been temporary only, yielding to the am affiliate as soon as it acquired a uhf facility. The dominant position which NBC and CBS enjoy has been a matter of concern both to Congress and the Commission. During the 1930's a series of resolutions and bills were introduced in Congress calling for corrective action. Spurred on in large measure by these congressional efforts, the Commission in 1938 finally instituted an investigation into network broadcasting practices. A lengthy hearing was held, culminating in the issuance in May 1941 of the Commission's Report on Chain Broadcasting. At the same time the Commission adopted specific regulations governing contractual relations between the stations and the networks. The networks immediately appealed the Commission's action to the courts and procured a stay order against the effectiveness of the regulations pending the outcome of the litigation. It was not until 1943 that the litigation was disposed of when the Supreme Court upheld the Commission's authority to promulgate the regulations. The regulations went into effect that year.

The original Chain Broadcasting Regulations were transposed to the new services [fm and tv] virtually and change with little or no investigation by the Commission. Our study of the network situation, with particular reference to television, shows that there is no basis for the complacency with which the Commission has carried forward its Chain Broadcasting Regulations with no real changes.

C. Problems of Exclusivity

1. History of exclusivity provisions

Prior to the Commission's chain broadcasting investigation, affiliation agreements between stations and NBC and CBS were for the most part exclusive in nature. The stations agreed to take programs from NBC or CBS alone, as the case might be, and the network in turn agreed that its programs would not be made available to any other station within a given radius. The former type of exclusivity is referred to as exclusivity of affiliation and the latter as territorial exclusivity.

Exclusive affiliations were of obvious economic advantage to the networks. They assured the networks of a sure outlet in the market and deprived competitive networks of any opportunity to compete for the particular stations. Territorial exclusivity was advantageous to the station in that the station was assured of a source of programs and prevented other stations from carrying the same program.

When the Commission adopted its Chain Broadcasting Report, it outlawed both forms of exclusivity. It found that exclusive affiliations were not in the public interest because they unduly hindered the affiliate in his choice of program sources. The exclusivity provisions prevented a station from taking programs from any other network no matter how desirable such programs might appear to be and no matter how much in the affiliate's opinion the carrying of such programs would be in the public interest.

Moreover, they unduly restricted the opportunity of other networks to have their programs presented in a given market. A station with an exclusive affiliation with NBC or CBS was not available at all to any other network even though NBC or CBS might not utilize all of its time on the station. This practice was found to be particularly deleterious in those markets which did not have enough outlets to accommodate all the networks. Exclusive affiliation in those markets tended to freeze out network competition entirely.

Territorial exclusivity like exclusivity of affiliation also arbitrarily restricted free competitive enterprise. As practiced, territorial-exclusivity provisions prevented the networks from furnishing a program to any other station in the same market as that of their regular affiliate even though the affiliate did not carry the particular program. Moreover, in many situations the area of protection accorded the affiliate was so extensive that cities at a relatively great distance from the market in which the regular affiliate was located were not eligible for programs of the particular network.

The territorial-exclusivity provisions also had a direct and adverse effect on the public. Many popular programs are carried by NBC and CBS. Where the area of territorial exclusivity was unduly wide, the station might or might not be able to carry the particular portion of the program being carried that was of particular interest. Where the regular affiliate decided not to carry a particular network program, no other station could bring the program in question to the people in the area no matter how desirable the program might be and no matter how capricious might be the reason why the regular affiliate decided not to carry the program.

The Commission's Chain Broadcasting Regulations purport to strike at both aspects of exclusivity. So far as exclusivity of affiliation is concerned the regulations forbid any contract, arrangement, or understanding, express or implied, which prevents or hinders a station affiliated with a network from carrying programs of another network or which penalizes the stations for doing so. The station is not compelled by this regulation to take programs from all of the networks. The regulation simply means that the licensee of a station must retain freedom of choice as to affiliation and the decision whether to take programs from more than one network must be his own and cannot be influenced in any way by any contract, arrangement, or understanding with any of the networks.

With respect to territorial exclusivity, the Commission's regulations prohibit all contracts, arrangements, or understanding, express or implied, pursuant to which (1) a station serving a substantial area different from that served by the network's regular affiliate is prevented or hindered from carrying the programs of the network in question, or (2) which prevents or hinders a station serving substantially the same area as that served by the regular affiliate from carrying programs of the network which may be rejected by the regular affiliate. The regulation does permit the network to give its regular affiliate the right of first refusal with respect to its programs. As in the case of the exclusive-affiliation regulation no compulsion is put on the network to furnish its programs to any particular station. The regulation simply requires the network to make its own decision and this decision may not in any way be based upon any arrangement with its regular affiliate.

PROHIBIT EXCLUSIVE ARRANGEMENTS

The Chain Broadcasting Regulations prohibit exclusive arrangements. The question is: Have they prohibited exclusivity in practice? Turning first to exclusivity of affiliation, it can be safely said that the formal contracts between the networks and the stations contain no provisions limiting the station to one network. All affiliation contracts must be filed with the Commission and if any of them were to contain any such provision, the parties would be forthwith advised of their illegality and the offending provisions would immediately be removed from the contract.

In practice the situation varies from city to city. Where there are as many as four stations in a given community, each network has a regular affiliate which normally takes programs from that network alone. This has been the situation in almost every market. In television it is true only where no intermittence is involved. Where there are four or more uhf stations in a market each one is a regular affiliate of one of the networks and generally takes programs from that network only. Where there are fewer than four outlets in a market, or where some of the outlets are uhf and some are vhf, the uhf outlets are almost invariably the affiliate primarily of NBC or CBS but generally take some programs from the other networks.

Far as territorial exclusivity is concerned, again it is safe to say that none of the formal affiliation contracts contains any provision violative of the Chain Broadcasting Regulations. However,
only
RAYTHEON KTR-100 series

Color TV microwave relay

PROVIDES ALL
THOSE EXTRAS AT
NO EXTRA COST

Engineered especially for television, Raytheon KTR-100 Microwave provides a simplified, integrated system for highest quality color or monochrome transmission. Adaptable by interchangeable RF plumbing for broadcast, common carrier or government bands . . . easily tuneable in the field to exact frequencies . . . packaged for simplified installation, control and servicing . . . with built-in multiplexed audio — in brief, one basic system for all applications all at no extra cost. Bulletin 3-110 gives complete information. Write for it. Address Dept. 6130 BtT

FLEXIBLE . . . operates at any desired frequency within the Broadcast, Common Carrier, or lower portion of the Government bands.

MAXIMUM VIDEO INTELLIGENCE . . . meets or exceeds FCC and RETMA color specifications.

LOWEST COST . . . in first cost, installation cost, operating cost and servicing cost.

CONVENIENT . . . only four compact, luggage-type packages with all parts easily accessible.

DEPENDABLE . . . with long-life tubes and simplified circuitry. Waterproof, weatherproof, shock resistant.

PERFORMANCE PROVED . . . by leading television stations across the nation (names on request).

SIMPLIFIED, RUGGEDIZED, MINIATURIZED . . . backed by the Raytheon reputation for Excellence in Electronics.

VERSATILE . . . for STL, remotes, network or common carrier interconnection; intercity or intracity links; industrial, educational or community television; radar relaying.

RAYTHEON
Specialists in Microwave for Television
RAYTHEON MANUFACTURING COMPANY
Equipment Marketing Division
WALTHAM 54, MASSACHUSETTS
Does he really listen to his car radio?

...or is it simply a pleasant...
Now that America is listening to radio in 26 million automobiles, advertisers have become increasingly interested in the amount of attention these sets command.

Here's what a pilot study recently showed:

**75 per cent of all motorists not only know the sponsors of the programs they're hearing—they can “play back” substantial parts of the commercials.**

Actually it's not too surprising. With cars so easy to drive these days, there's not much to do but steer. And when the motorist's eye is fixed on the road, his ear hasn't much else to do. Except to take in the most popular programs. And news of the products they sell... on The CBS Radio Network.
this does not necessarily mean that the regulations have been effective in making available to nonaffiliates on an extensive scale such network programs as may be rejected by the regular affiliate. In the am field the pattern of regular affiliation is pretty well established and such a pattern discourages any extensive carrying of network programs by stations not regularly affiliated with the network in question. In television the situation is somewhat complicated by the fact that in some intermixed markets the networks have affiliation agreements with two or more stations in the same city, the primary one with the vhf station and a secondary one with a uhf station. In this type of situation, where the primary affiliate rejects a network program, such program becomes available to the secondary affiliate.

So far as the second aspect of territorial exclusivity—areas of protection—is concerned, it is not possible on the basis of the data thus far available to draw hard and fast conclusions. The criteria which seem to be followed appear to vary depending upon whether vhf or uhf stations are involved, and the number of sets capable of receiving each set of signals. It is apparent that there is no consistent pattern which is followed by the networks in determining who does or does not receive a network affiliation.

PUBLIC HAS INTEREST

The public has a legitimate interest in the manner by which such affiliations are granted. In the first place, a network affiliation is a most valuable asset for all television stations, and is the difference between success and failure for many stations. Secondly, uhf stations have had great difficulty in securing network service and unless they are able to secure such service on a fairly extensive scale, successful uhf operation is very difficult and there is a good prospect that a large part of the radio spectrum will go unused. Thirdly, the dependence which so many television stations have on the networks for their success, and the necessity which this imposes upon stations to stay on good terms with the networks lest they lose their affiliation, make it essential that serious consideration be given to methods for insuring that such affiliations are awarded in a reasonable manner so that the fullest competition is assured.

2. Methods for dealing with problems of exclusivity

(a) Common carrier method

The most far-reaching solution advanced for dealing with problems of exclusivity is that the Communications Act should be amended so as to provide that the networks be classified as common carriers, at least so far as the question of awarding affiliations is concerned. There are several possible meanings of the concept "common carrier" and it is not entirely clear just what definition is meant by those who advocate this solution. The broadest concept is that the networks should be required to offer affiliations to all stations desiring same. The objections to this concept are fundamental. Aside from the obvious discrimination involved in saddling the networks with a common-carrier status of this type while non-network suppliers of programs remain unregulated, there are such serious economic obstacles in the path of such a proposal that it is most doubtful whether network operation could survive such regulation.

It must be remembered that the base of network operations as of all other broadcast operations is advertising revenue. When an advertiser buys time, he is generally not interested in paying for duplicate coverage. If the network is required to accept affiliation requests from all stations, it could well be faced with the necessity of feeding its program to two, three, or four stations in the same market. There is no way to make the advertiser pay for the coverage of more than one station in that market. If such an attempt were made, the cost of advertising over television could become so prohibitively expensive that the advertiser would take his business elsewhere.

Since no way can be devised to make the advertiser pay for duplicate coverage, can other methods be devised which are not economically ruinous? Forcing the station to split the revenue would be no solution. At the present time an affiliate is able to secure only a small percentage of his rate card for carrying network programs. If he were compelled to share the same programs with three or four other stations, his return would be correspondingly smaller and network affiliation could become quite unattractive. If, on the other hand, the network were compelled to compensate each station carrying the programs on the same basis as is presently utilized for one station, the network would soon be out of business.

A most compelling objection to treating networks as a common carrier as the term is utilized above is that it would involve a wasteful use of television facilities and could restrict the development of new networks. As we have already noted, frequency space is very limited and there are not nearly enough frequencies to provide a television station for all qualified applicants. Moreover, there is only a limited number of hours that each station can broadcast. It may be a truism, but the fact remains that when a station is broadcasting one program it cannot at the same time broadcast another program. If two or more television stations in the same community carry the same program at the same time, one or more programs are effectively denied to the citizens of that community. The public interest demands that there be a maximum number of program sources available to the public so that the public taste and viewpoint may be molded as a result of being exposed to as many points of view as is possible.

(b) Associated Press case approach

In concluding that availability of network affiliation to all stations on a compulsory basis is not warranted, we must nevertheless recognize that the public does have a legitimate interest in the manner in which such affiliations are awarded. A network affiliation is a most valuable asset. We are not suggesting that machinery should be established whereby the Government would supervise the award of each and every affiliation. As we see the problem, it can be said that where no conspiracy is involved and where no unduly restrictive practices are being followed in the awarding of affiliations—and where such factors are present the Commission and Department of Justice have ample authority under present law to deal with the matter—it is of no governmental concern whether a given network awards an affiliation to station A or station B where they are both located in the same community, and where they serve approximately the same service area.

An entirely different situation is presented, however, where two or more stations serving different areas desire an affiliation. Under the Commission's rules a network may deny an affiliation to a station that serves substantially the same area as that of another station already affiliated with that network. The Commission has never issued rules and regulations defining what it meant by "substantially the same service areas," and it does not appear that the networks have developed a consistent policy on that score.

NETWORK STANDARDS NOT CLEAR

It is not clear just what standards are followed by the networks in making the judgment as to what constitutes excessive duplication. Apparently at least the question of whether vhf or uhf facilities are involved influences the outcome. It is also apparent that the identity of the applicant can play a disproportionately important part in determining who is to be granted the affiliation. Thus where a single group owns more than one television station which is already affiliated with a network, that same group has a tremendous advantage in acquiring an affiliation from the same network when it acquires a new station. Indeed, existing affiliations have been changed in order, to award a network affiliation to such multiple owners upon their acquiring a new station. Another illustration of the important part played by the identity of the applicant is found in the situation where an existing am affiliate of the network is competing against a newcomer for a television network affiliation. In the great majority of cases the am affiliate is granted the television affiliation as against the newcomer. This has taken place even when it was necessary for the network to cancel or fail to renew an affiliation previously granted to another station that may have received its authorization before the regular am affiliate was awarded its permit.

The importance of a network affiliation to successful operation of
WSUN-TV has been the only station serving the Tampa Bay Market for over a year and a half. UHF was first and is established as the Number One Channel. WSUN-TV is truly regional with an audience in more than ten counties and more than 134,000 receivers, increasing every month. Studios are on the Million Dollar Pier.
WHY use a scanner system for your color film?

A flying spot scanning system radically reduces operating and maintenance costs... is simple to operate... and achieves for you the finest picture quality — completely banishing registration and shading problems.

It does this despite the fact that color equipment requires more tubes, more circuitry, and a more complicated optical system to accommodate three times the electrical information that monochrome requires. A scanner system does it by making use of two simple tube types—the cathode ray tube, and the electronic photo-tube. These mass-produced tubes are relatively inexpensive, have a record of proved-in-service dependability, and are available almost anywhere.

Finest color picture quality requires that color registration and shading problems be eliminated. A scanner system does just that, and has fewer and simpler controls than any other color film system on the market today.

These considerations — low operating and maintenance cost, simplicity of operation, availability of standard, relatively inexpensive tubes, and — above all — quality pictures — are the reasons why you should use a scanner system for your color film.

The success of any scanner system is based on the proper design of the continuous motion projector. Working with General Electric engineers, Eastman Kodak Company perfected a simple “long-life” projector. High light output of this projector permits use of films of varying densities. So existing color films of all varieties can be shown on this premium-quality projector.

Now’s the time to check the savings in color equipment, operation and maintenance. Do it before you commit yourself to an inferior equipment program that will affect your profits in color for years to come! Before you make a decision get the details on G-E PYRAMID PLAN PROJECTION PACKAGE. And, at the same time ask your G-E representative to timetable your entry in color with the famous G-E PYRAMID PLAN. Why not phone him today, or write: General Electric Company, Broadcast Equipment, Section X225-7, Electronics Park, Syracuse, New York. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.
The G-E Color Film Center...

consists of 2"x2" Slide Scanner, CM 16 mm Film Scanner, and Channel Pickup which is common to both other units.

Purchase the General Electric Slide Scanner separately for initial commercial venture into color. Then add one or two projectors (as illustrated) ... the entire combination occupies just 32½ square feet of floor space.

WHY USE THE G-E SCANNER SYSTEM FOR YOUR COLOR FILM?

1. Occupies less floor space, brings lower power costs, lower tube costs, and the lowest overall operating cost of any color film equipment available today!

2. Simple, accessible controls.


5. No smear, shading, or color registration problems.

6. Quiet mechanical operation. No eccentric or reciprocating parts to become noisy through wear.

7. Each projector has its own scanner tube. Reduced lost air time in event of tube failure.
a television station is sufficiently great that the Government is war-
geranting to see that no arbitrarily discriminatory practices are
followed by the network in the awarding of such affiliations. It
cannot be gainsaid that a network affiliation is at least as important
to a television station as is the Associated Press service to a met-
ropolitan daily newspaper. Since the Supreme Court has held in
Associated Press v. United States, 336 U. S. 1, that Associated Press
service must be made available to all newspapers on a nondiscrim-
inatory basis, the same reasoning would compel the conclusion that
network television service should likewise be made available to all
applicants on a nondiscriminatory basis, subject only to the excep-
tion already mentioned that the network need not make an affiliation
available where to do so would be to create a substantial duplica-
tion of that network’s service.

In order to carry out this objective certain changes in existing
practices are necessary. First, the networks should be required to
publish and file with the Commission the standards they purport to
follow in determining what is excessive duplication in the awarding
of affiliations. The Commission should approve, disapprove or
modify the standards so submitted. Any station complying with
the published standards would be entitled to an affiliation on a non-
discriminatory basis so far as compensation and other terms of the
affiliation are concerned.

**USING THE UNUSED SHOWS**

Secondly, the Commission should set up a procedure to insure
that network programs not carried by a regular affiliate should be
made available to other stations. The following steps are sug-
gested: (1) When a regular network affiliate or a station owned by
the network rejects a particular network program, the network
shall give appropriate notice of the fact; (2) upon request from any
other station serving an area which is substantially different from
that served by a station carrying the program, the network shall
furnish the program to such station on a nondiscriminatory basis
so far as compensation and other terms are concerned. It should
be emphasized that the offer must be on a nondiscriminatory basis
and not on the same terms and conditions as for the regular
affiliate. Differences in circulation of various stations would, of
course, have to be given appropriate consideration. If the network
program is spotty in the station’s market, the station should be
informed when the program is carried on a delayed basis. The
question arises as to whether the obligation of the networks to
offer programs to other stations should arise in this type of situation. This
is a most difficult question and a categorical answer is not possible.

Obviously the necessity of good programming requires that the
station licensee should have flexibility in scheduling his network
programs. If a rule is adopted providing that he loses his right
of first refusal as to a network program unless he carries the program
live—that is, at the time the network feeds it to him—the tempta-
tion is to carry such programs when offered. If by carrying the
program on a delayed basis, he does not lose the right of first
refusal, he may have the incentive to carry a desirable local program
in that period and schedule the network program for a different
period. On the other hand, if he offers to carry the network pro-
gram on a delayed basis in order to broadcast the program of an-
other network in that time slot—which is fairly common in
broadcasting in intermixed markets—the right of first refusal is in
effect utilized to tie up desirable network programs at the expense
of competitors.

It is apparent that further and detailed study of the problem is
required by the Commission. In order to stimulate thinking on the
subject it is suggested that where a network program is carried on
a delayed basis, the right of first refusal shall be applicable only if—

- 1. The program substituted for the network program not
carried live is not a program of another network; and
- 2. The delayed program is broadcast not later than two

3. The time at which the delayed program is broadcast is
at least as desirable, in terms of class A, class B, etc., as the
time period would have been if it were broadcast live.

Obviously detailed regulations would be needed to carry out this
proposal.

Thirdly, serious consideration should be given to making changes
in those rules and regulations of the Commission which accord a
qualified confidential status to some of the reports and information
which are filed with the Commission by licensees and networks.
The success of the recommendations depends in large measure
upon the establishment of a policing system to insure that the
obligations are carried out in a nondiscriminatory manner. In
order to achieve this, the Government agencies must of necessity
rely upon the self-interest of members of the industry to ferret out
violations and to report them to the appropriate agencies. But in-
terested persons are in no position to know whether they have been
discriminated against unless they know what treatment is accorded
to others in the same situation. This type of information is difficult
for them to obtain at the present time. The provisions of affiliation
agreements are not open for public inspection and no public infor-
mation is available concerning the amount of network programs
broadcast by stations and the compensation received.

It is difficult to understand the reasons for the Commission’s
policy. When a person applies for a station license, he must make
the most complete disclosure of his financial and personal affairs.
All of this information is available for public inspection. However,
when a certain license is granted, the licensee is permitted to file on
a confidential basis reports relating to the manner in which he is
discharging his stewardship.

The present policy as to confidentiality impairs the bargaining
ability of affiliates in their dealings with the networks. Each affiliate
in negotiating with the networks knows only the terms of his own
contract. The networks on the other hand know the terms of all
contracts with their affiliates. The networks also have a great deal of
financial information about their affiliates which they acquire
when they discuss with them the question of the card rate and other
business matters. If the ban on disclosure of information filed with
the Commission were removed so as to open for inspection the
provisions of network-affiliation contracts and if provision were
made for reporting on a public basis information concerning avail-
ability of network programs, the number of programs carried by
each station, and the method of compensation utilized, the stations
would be in a much stronger position in bargaining with the net-
works because not all the information would be on their side. In-
terested persons would also be in a position to ascertain whether
the obligations as to nondiscrimination were being fully carried out.

(c) Restrictions applicable to stations

Thus far we have been discussing problems arising out of the
duty of networks to make their program service available to stations.
The obligation, however, is not all in one direction. A correlative
duty exists on the part of television stations in those markets where
the number of outlets is fewer than the number of networks. We
have already adverted to the fact that a network is severely handi-
capped unless it has vhf outlets in at least the top 50 markets.
The majority of these markets do not have four vhf outlets. While
uhf outlets may someday be equal to vhf outlets if and when the number
of uhf receivers substantially equals that of vhf-only sets, the fact
remains that at the present time a uhf channel in an intermixed
market is not the equivalent of a vhf channel, and that network
which must rely for its outlets on such uhf channels is at a serious
competitive disadvantage compared with networks which have vhf
affiliates in those markets.

Experience has shown that when stations have a free and un-
trammeled choice as to network affiliation, they will almost invariably
choose NBC or CBS, the two dominant networks. In those
intermixed cities where there are four or more vhf stations, this
creates no problem for the other networks since such action does
not deprive any network of an opportunity of airing its programs

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Broadcasting • Telecasting
The figures tell WOWO’s story. They’re in the latest Pulse, October-November, 1954. They cover twenty-six counties in prosperous Indiana, Ohio and Michigan. They show that WOWO leads in every quarter hour surveyed—from 6 AM to 11 PM on week days and from noon to 11 PM on Sundays. Make you want to know more about WOWO? Then consider this—

The WOWO market is a well-defined, high-income, important market. Its 3,896,400 people listen more to WOWO than to any other station. They spend over $3,952,201,000 annually. You don’t want to nibble at a market like this. You want to cover it in one swoop. You want WOWO. Call Tommy Longsworth at Anthony 2136, Ft. Wayne, or Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York.

WOWO
FORT WAYNE

WESTINGHOUSE BROADCASTING COMPANY, INC.
WOWO, Fort Wayne; WBZ-WBZA-WBZ-TV, Boston; KYW-WPTZ, Philadelphia; KDKA-KDKA-TV, Pittsburgh; KEX, Portland; KPIX, San Francisco
KPIX represented by THE KATZ AGENCY, INC.;
All other WBC stations represented by FREE & PETERS, INC.
THE BIGGEST STEP IN TELEVISION
At 9:00 P.M. on December 18th a little toy soldier stepped in front of a TV camera. Ninety minutes later he walked off...and "Babes in Toyland" had become the number one-rated program.*

A Max Liebman color Spectacular, "Toyland" was seen in over 14,500,000 homes with a rating of 50.5.

Our toy soldier was joined in the Nielsen Top Ten by "Dateline", a Producers' Showcase Spectacular.

Thus far this season eleven Spectaculars have appeared on NBC. Here is the record.

- Eight of the eleven won Nielsen Top Ten rating honors
- Average rating — 40.3
- An average of more than 11,400,000 homes reached by each Spectacular

In addition to "Babes in Toyland" and "Dateline," four other NBC programs were in the Top Ten, bringing the total to six for the latest Report. That's twice as many as the second network. Such program leadership as this over the last fourteen weeks has enabled NBC evening shows to deliver an average of 576,000 more homes than the next network,

All of which puts our advertisers a big step ahead, too.

**Exciting things are happening on**

<table>
<thead>
<tr>
<th>NBC PROGRAMS IN THE TOP TEN</th>
<th>RATING</th>
<th>HOMES REACHED</th>
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<tr>
<td>Babes in Toyland</td>
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<td>Dragnet</td>
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<td>Groucho Marx — You Bet Your Life</td>
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<tr>
<td>Dateline</td>
<td>40.3</td>
<td>11,506,000</td>
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</tbody>
</table>

*Nielsen second December Report. All data verified by A. C. Nielsen Co.
in that market. However, in intermixed markets with only one, two, or three vhf outlets, a different situation is presented. Here, the preference which outlets have for NBC and CBS affiliations results in the great bulk of the station's time being devoted to NBC or CBS programs; ABC and DuMont occupy a secondary position on these stations. The nonavailability of outlet time in one- and two-station communities severely curtails the opportunity of ABC and DuMont to compete for national accounts and tends to perpetuate the dominant positions which CBS and NBC occupy in the field.

Licenses of vhf stations in intermixed markets containing fewer than four vhf stations enjoy a quasi-monopolistic position conferred upon them by the Government. The manner in which they exercise their choice as to network programs has an important bearing upon the number of networks that can have an opportunity to succeed. Network service is an important ingredient in television broadcasting as we know it today. The public interest is not served by having two dominant networks who by virtue of their dominance enjoy positions of enormous power in the industry. Affiliation with these two networks is so important that most stations live in fear lest they lose their affiliation. Moreover the networks exert a tremendous influence in molding the tastes and views of the American people. The principal officers of the networks in New York are in a position to determine the type of programs that are presented or not presented in the various communities throughout the country. The public would be better protected if there were many networks performing this function in a vigorous manner rather than a mere handful.

As long as television facilities remain scarce and as long as vhf stations in intermixed markets are free to exercise their choice of network source with no restrictions whatsoever, it is safe to say that the present situation where two networks dominate the scene is likely to continue for an extensive period of time. Some reasonable restriction on station choice as to network programs must be devised if we are to have the maximum utilization of television in the public interest. These restrictions, of course, will not guarantee that any particular network or networks can prosper. We have no way of knowing how many television networks the economy can support. The only function which the Government can perform is to remove artificial competitive restrictions so that the forces of economics and the ability of management will control.

It is not possible to state in specific details just what particular remedies should be adopted in order to achieve this result. Further study is obviously needed. However, it is possible to outline in fairly definite form what these provisions should cover. In the first place, the Commission should undertake to enumerate those markets in the United States with fewer than four facilities of relatively equal desirability, whose availability are important for network operation. At the present time, a vhf facility in an intermixed market would obviously not be included as one of the four. But if and when conversion should reach a high enough point, e.g., 85 or 90 percent, vhf stations in such communities could then be included. The Commission should specify the particular percentage of conversion that would be required in order for vhf stations to be considered eligible for consideration as a relatively equal facility.

Secondly, provision should be made that not more than a certain percentage of the station's time in each of the segments of the broadcast day as defined by the Commission may be made available to the two dominant networks, NBC and CBS, for the purpose of carrying their programs. Obviously, the exact percentage will vary depending on whether the number of stations is three, two, or one. Nor is there any suggestion that the time be divided equally. It is appropriate that the time be divided so that all of the networks to that none of them is frozen out of a substantial number of markets. But competition should still be permitted to play its part in enabling one or more of the networks to attract as much business as possible within the formula. Equality should be earned and not arbitrarily imposed.

FIGURES TO ILLUSTRATE

The following percentage figures are suggested for illustrative purposes only. Where there is only one station, it should not be permitted to make available to NBC and CBS combined more than two-thirds of its time within each segment. Where there are two stations, each one shall be restricted to no more than three-fourths of its time within each segment for NBC and CBS combined. Where there are three stations each one shall be restricted to no more than 85 percent of its time for NBC and CBS combined.

In order to make the plan work and in order to assure that time does not lie fallow, it would be reasonable to provide that where any time required under the above formula to be reserved from the two dominant networks remains unused by the other networks for a given period of time, the station may then make such time available to the two dominant networks. However, in order to preserve the opportunity for the other networks to utilize the time at a later date, any reserved time made available to NBC or CBS under the above exception must be subject to recapture on reasonable notice—e.g., 13 weeks—upon request of other networks.

Thirdly, in order to make sure that the station retains latitude with respect to its programming, and in order to negate specifically any suggestion that the station is affirmatively required to carry a program which it does not desire to carry, the regulations should provide that any time which the station is required to reserve from use by NBC and CBS and any time which the station...
WGAN-TV, in only a few months, has become one of the most potent influences in the lives of the people of the Greater Portland Area, the largest wholesale and retail center north of Boston.

By May 16, 1955, one year from the date WGAN established its television operations, its studios and offices will occupy the complete fourth floor of the Gannett Building.

To expand its service area WGAN-TV as of January 1, 1955 increased its power to 316,000 watts, the maximum power for Channel 13.

And in color, WGAN-TV is equipped to transmit network origination and has viewing facilities available for listeners and sponsors.

The management and staff of the Guy Gannett Broadcasting Services look forward with optimism to ever increasing the quality of the radio and television services it offers to the public and advertisers.
may be required to recapture from NBC or CBS pursuant to the formula described above, need not actually be turned over to any particular network. The station should be entitled to refuse to turn such programs over to such networks for any reason whatsoever—other than as a result of a conspiracy with third persons—and should be free to carry any other type of program during that period except the programs of NBC or CBS.

Throughout the discussion in this report it has been made that there are only four networks. It is possible that other networks may arise in the future. If they do, the Commission can modify its formula so as to take care of the newcomer situation. The guiding principles will remain the same but the specific percentages will vary. The flexibility of the administrative process was created for the very purpose of taking care of this changing type of situation.

D. Time Options

There are two different kinds of time periods which are available for sale by the networks on behalf of their affiliates; option time and nonoption time. The name "option time" derives from the fact that time so denominated is subject to preemption by the network. The network attempts to secure options on the same periods of time on all of their affiliated stations. The advantage of options is that the network is able to negotiate with advertisers for the purchase of a program secure in the knowledge that if the time bought is in option time the network can exercise its option, thus clearing the time for the program. The Commission's Chain Broadcasting Regulations impose certain limitations on option time. First, no more than three hours can be subject to option time in each of the following time segments—8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; and 11 p.m. to 8 a.m. Second, the option cannot be exercised on less than 56 days' notice, although the station can voluntarily take the program on less than 56 days' notice. Third, the option cannot be used to clear programs of either network. With these exceptions the option can be exercised to remove any other type of program, commercial or sustaining, no matter how long that program may have been carried over the station in that particular period of time.

The network is free under the Commission's regulations to negotiate with its affiliates to carry programs during nonoption time. The network cannot by exercising a unilateral option compel the station to carry such programs and it cannot compel the station to cancel any program that is being carried in such nonoption time. But the station is free to take such programs. Indeed since local and national spot business is quite commonly sold with the right of either party to cancel before the termination of the contract, the station is free in such instances to cancel a commercial program in order to carry a network program offered to it in nonoption time.

Cancellation privileges are quite different for network programs. The network cannot by exercising a unilateral option compel the Broadcasting Regulations provide that the station must retain the right: (1) to reject network programs which the station reasonably believes to be unsatisfactory or unsuitable, (2) to cancel a network program which in its opinion is contrary to the public interest, and (3) to substitute a program of outstanding local or national importance for a network program. Aside from these limited cancellation privileges, the affiliates possess no cancellation rights, or virtually none, as to network commercial programs which are carried in option time. The stations are obligated to carry the programs for the entire period that they are carried by the network itself.

Cancellation practices seem to vary so far as network programs in nonoption time are concerned. In some cases the station's obligation is to carry the program for as long as the program is on the network. In other cases the station has the right to terminate only after a rather extended period.

The significance of time clearances and cancellation provisions cannot be minimized. It is believed that they create an artificial and competitive advantage for the networks which helps to explain the dominant position they occupy in the industry.

The importance of networks for television operations is that a high percentage of the popular programs are supplied by the networks. Audience is built by popular programs and audience is what television stations sell. Popular programs also come from non-network sources. Production of films designed for television is becoming an important factor in the television industry. The economic wherewithal to support these programs is primarily national spot business. However, as a result largely of present network practices the bulk of national and regional advertisers' budgets which support programs go to build network rather than nonnetwork programs.

The reason for this can be traced back in large measure to option time. When the licensee of a television station makes a nonoption spot representative competes with the networks for the business of national advertisers, he must advise the advertiser that any program he may sponsor in option time can be moved on 56 days or less notice. The effectiveness of programs from a sales point of view is continuity. The full effect of a program in stimulating sales is in many instances not reached for weeks or even months. Hence a national advertiser has no incentive to invest much money in a program that is carried at a time which is subject to network preemption. The station or spot representative thus finds that his effort to secure national advertiser sponsorship of programs is effectively thwarted so far as time on network affiliates subject to option is concerned. And option time constitutes a good part of the program day and much of the desirable hours thereof.

Aside from nonoption time the station or national spot representative is at a serious disadvantage. If a program is sold to a station it is sold to an advertiser on a national spot basis, the sales contract quite generally provides for cancellation by either the station or the advertiser before the end of the term. When the advertiser deals with the network, he knows that the station has very limited or no cancellation privilege. The network can assure the advertiser that there is very little likelihood that individual stations will cancel his program so long as the program is on the network. If on the other hand, the advertiser buys time on network-affiliated stations on a spot basis, his program can be canceled out by any station. And if enough stations cancel out, the effectiveness on a national scale of the entire program may be adversely affected. Because of this factor a major part of national spot business is confined to spot announcements.

Many of the foregoing it is not difficult to see why the networks are today the principal source of popular programming and why affiliation with a network is so important for stations. If a station is affiliated with a network, it has the assurance of a steady source of good programs that are appealing to the public.

SUCCESS OR DEFICIT

A good network affiliation is the difference between financial success and deficit operation for most stations. Affiliated stations cannot afford to run the risk of losing their affiliations. Only those relatively few licensees who own stations in large cities where the total number of stations in that city is fewer than the existing networks approach anywhere near equality in bargaining position with the networks. And even they lose their position as more stations are authorized. We thus have a major anomalous situation.

The Commission is enjoined by dictates of public interest to provide as many outlets per community as is technically possible in order to promote competition and diversification of viewpoint. Yet this very act of multiplying stations increases the supply of potential affiliates and thus reduces the bargaining power of each station in its dealings with the network. The very act which promotes diversification of viewpoint at the local level increases the number of stations also accentuates their dependence on the networks.

The solution to the problem is to remove the subordination of stations to networks by expanding program sources. For as long as the networks remain the principal source of good programming material, the stations are bound to occupy a subordinate position with respect to them and there cannot be equal bargaining between stations and networks. There is no disposition to eliminate the networks or to curtail their legitimate functions. They play an extremely important function in our system of broadcasting. Nevertheless, it cannot be denied that we would have a healthier situation if some means could be devised whereby the sources of good programming could be expanded so that the dependence which television stations now have on the networks could be mitigated.

The source to look to for additional program material is
Even a line
won't "blow"... on film!

Another good reason why more and more advertisers are switching to film! Then action is rehearsed. Should an actor "blow" a line—or have an accident like this—the scene can be re-shot. No red faces! No product kidded! Besides, it's easy, economical, to produce and co-ordinate showings when you USE EASTMAN FILM.

For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd
Hollywood 38, California

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to film your show IN COLOR. You'll be needing it... soon.
national and regional advertising revenue channeled through national spot business. A very large part of such business has been limited to spot announcements since national spot programs can be displaced on short notice. If the national spot advertiser could be assured that once his program was placed on a station it could not be displaced to make way for a network program, it is entirely possible that more time, money, and effort would be expended by national advertisers in developing good programs that would be available on a national spot basis. It may be that the network form of program presentation is so superior from an advertiser's point of view that these advertisers would prefer to continue to devote their advertising budgets to sponsoring programs over networks and not substantially increase program sponsorship on a national spot basis. However, there is no way of knowing whether this is so unless all artificial restrictions are removed. And the advantages of creating new program sources are so great that every reasonable effort should be resorted to which can make the objective come true. The function of the Government should not be to aid one form of doing business at the expense of another. It is the function of the Government to see to it that there are no artificial restrictions on one group and artificial advantages favoring another. Present time-clearance arrangements give the network artificial advantage.

However, the vulnerability of national spot business were removed and if time available to such national advertisers if they choose to make a program as firm as it is now for advertisers using the networks, an incentive would be created for advertisers, the advertising agencies, the national spot representatives, the producers of film for television and others to develop good programs for presentation on a national spot basis as well as for network purposes. If that should occur, the sources of good program material would become much more diversified and stations could be relieved in great part of the present dependence on the national networks.

**MODIFY OR ABOLISH**

In order to make this objective possible, the option-rule time should be modified or abolished. It is difficult to see any justification for maintaining network option time to oust the program of a national spot advertiser. The Commission's rules and regulations provide that the option of one network cannot be utilized to oust the programs of another network, but may oust any other type of program. We fail to see why there is such solicitude for the advertiser who places his program over a network as against the advertiser who places the same program on a national spot basis. It is perfectly clear why the Commission felt it necessary to provide that the option of one network should not be permitted to displace the programs of another network. Otherwise one network could enjoy a competitive advantage over another. But it is difficult to see why the network should be given this advantage over the national spot representative or the film company furnishing programs to television stations. The national spot representative or film company, working with the basic licensees, should have for the broadcasting industry and having prevailed, should not find this successful effort thwarted by the device of the network exercising its option and displacing the program.

The discrimination inherent in the ability of the network to displace national spot programs is twofold. First, it gives to the networks an important competitive advantage as against the network who desires to place his program on a national spot basis. No reason exists for permitting this discrimination to continue. Therefore, as a minimum, options, if permitted, should be modified to provide that a network option should not be allowed to oust a national spot program any more than it is able to oust the program of another network. However, serious doubt exists as to whether network options should be permitted at all. In reason and logic there is no basis for saying that an advertiser who uses one form of television advertising, e.g., network, should be given an advantage over another one, e.g., national spot. The former cannot be displaced by the exercise of an option; the latter can. There may be good reason why a station licensee should desire to retain a right of cancellation in order to preserve flexibility in his programming structure. However, retaining the flexibility for himself is one thing. To permit a third person to compel him to cancel whether he chooses to do so or not is an entirely different matter. The responsibility should be that of the licensee and the licensee alone. An advertiser whether he be a local, regional, or national advertiser should be free to buy time on a station secure in the knowledge that his program will continue to be carried on the station at the appointed hour unless and until the station licensee decides pursuant to a contract that a change in the program should be made. The program should not be delegated to a company supplying programs for a group of stations out of New York whose decision cannot be related to its affiliates' local needs.

The networks may argue that the existence of the option is necessary for the survival of the network. There are two answers to this contention. In the first place, this is like the cry of "Wolf, Wolf" of the fable. Once before the networks argued vehemently and earnestly that network operations would be hopelessly crippled if the Commission's Chain Broadcasting Regulations were permitted to go into effect. The regulations did go into effect, and the networks survived; indeed they have prospered under the regulations. Moreover, the networks already are engaged in syndicating many of their programs on a film basis. Apparently they have been successful in this effort without the benefit of option time.

The second answer is that the Government is not justified in giving one advantage to the business that is fully as good, as the advantage over other segments. If the networks are able to produce better programs they will prosper because advertisers will seek to utilize their facilities and stations will be anxious to affiliate with them. If the programs are not good, the Government should not step in to help them. It cannot be gainsaid, for example, that the business of the national spot representatives would be materially aided if they were permitted to use option time to move established network programs. No one would seriously urge such an innovation. The networks should no more be insulated against competition than should the other elements of the industry.

One of the basic defects of the option-time system is that it results in giving the networks an inordinate amount of control over broadcast time the country over. The Commission grants licenses to individuals or companies because it finds that they are qualified to operate stations in the public interest. The licensee invests money to build stations. When they affiliate with the networks, they must as a matter of practice give options to the networks for a substantial portion of their broadcast time.

If such time is not sold, the stations suffer the losses. If the time is sold, the networks secure a large part of the proceeds. Moreover, the exercise of the options enables networks to impose their judgment on the networks and the public. The Commission has limited ownership of stations by networks in order to preserve competition and to minimize the networks' dominance. However, such objectives are largely defeated by permitting the networks to have option time. For, through the device of exercising options, the networks can control what is seen and heard over most of the stations of the United States for a good portion of the broadcast day. By eliminating options the networks will have to make the stations the idea of carrying particular programs and will have to do their selling job in competition with all other suppliers of programs. With option time, compulsion and not competition can compel the stations to take many network programs.

In addition to changing the option time rule, some modifications seem to be required with respect to the provisions governing the right of stations to cancel advertising contracts before the terminations. Consideration should be given to the station's right to cancel a program that the station should not discriminate as between advertisers with respect to the right to cancel programs. In other words, if a licensee sells time to a national spot account on a 28-day cancellation basis, his sale of time to the networks should also be on the same basis. If, on the other hand, he sells time to the network with no right of cancellation prior to the expiration of the term thereof, he should be permitted to sell time to national spot advertisers on the same basis. In that way both the networks and the national spot advertisers could compete on the same terms.

E. Networks Acting as National Spot Representatives

The networks not only attempt to sell network programs to na-
INDEPENDENT WNEB

THE ONLY WORCESTER STATION TO INCREASE AUDIENCE IN ALL THREE TIME PERIODS—Mornings, Afternoons, Evenings

Now more than ever, WNEB is your best buy in Worcester—with these higher ratings—with a huge out-of-home audience—with new volume discounts!

1st afternoons
1st evenings
1st saturdays

MORNINGS—WNEB has more audience—almost double the audience—of 3 competing network stations combined!

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<th>TIME</th>
<th>WNEB</th>
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<th>Network Station B</th>
<th>Network Station C</th>
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Hooper Audience Index
Nov.-Dec. 1954

WORCESTER
MASSACHUSETTS

Represented by: THE BOLLING COMPANY, INC.
tional advertisers but since each of the networks also owns stations they are interested in national spot business on their own stations. The networks act as their own national sales representatives in whole or in part for the purpose of securing national spot business for the stations owned by them. In addition, CBS and NBC also act as national spot representatives for some of their affiliates.

The propriety of this practice was investigated by the Commission in connection with a complaint filed in 1947 by the National Association of Radio Station Representatives. The Commission held lengthy hearings on the subject in 1948 and briefs were filed by interested parties in 1949. No formal report was ever issued by the Commission. In July 1950 the Commission issued a statement in which it stated that the practice of networks representing their affiliates in the sale of time for national spot business did not violate any existing Chain Broadcasting Regulations. The Commission left open the question as to whether the practice was otherwise against the public interest and whether the Commission should adopt rules and regulations to abolish or limit the practice. No further action has been taken by the Commission with respect to this matter.

Upon analysis, it would appear to be difficult to justify the practice of NBC and CBS acting as national spot representatives for the stations affiliated with them. The national advertiser trying to reach the network may have to place his program on a network or national-spot basis finds himself faced in many markets with a single organization that is promoting the network's interest and at the same time is attempting to sell his program on a national spot basis. The amount of revenue which the network derives from its network business is many times greater than the revenue which it receives from acting as national spot representative. While the respective sales departments of the networks which deal with network sales and with national spot sales may be separate, the fact remains that all of these departments are under the supervision of the operating head of the entire company whose responsibility to the stockholders and directors of the company is to insure that the operation of the organization results in a maximum return to the company. It is difficult to believe that the networks can seriously urge that in the long run they are able to pursue national spot business as vigorously as do the national spot representatives who have no conflict of interest on this score.

**SPOT AT A DISADVANTAGE**

National spot representatives find themselves at a serious disadvantage in competing with the networks for national spot business. When an advertiser buys time on a national spot basis, he has no assurance that his program will be placed upon the network or national-spot basis. The amount of revenue which the network derives from its network business is many times greater than the revenue which it receives from acting as national spot representative. While the respective sales departments of the networks which deal with network sales and with national spot sales may be separate, the fact remains that all of these departments are under the supervision of the operating head of the entire company whose responsibility to the stockholders and directors of the company is to insure that the operation of the organization results in a maximum return to the company. It is difficult to believe that the networks can seriously urge that in the long run they are able to pursue national spot business as vigorously as do the national spot representatives who have no conflict of interest on this score.

Such gain, however, tends to be enjoyed at the expense of independent elements in the industry.

There may be some justification in NBC and CBS acting as national sales representatives for some of their affiliates but on the basis of the data thus far available such conclusion does not appear to be warranted. The practice effectively denies to national advertisers in many markets opportunity of dealing with two vigorous competitors each seeking business for his medium—network or national spot—and limits the advertisers' choice to one organization representing both media. Moreover, the practice places national spot representatives at a serious competitive disadvantage in their solicitation of national spot business. Finally, the practice plays a role in subordinating the function of national spot business to a potential support of network programs, thus impeding the development of more sources of good programming as a development that is important if television stations are to be relieved of their dependence on network affiliation.

**F. Other Network Problems**

There are many other aspects of the network situation which require attention. The basic elements of these problems are clear and a brief discussion of them is set forth below.

1. **Coaxial cable and microwave charges**

The complaint is made that the charges which the telephone company makes for transmitting network television programs over its coaxial cable or microwave relay system and for local connection purposes are so high that stations located in many areas of the country are effectively denied the opportunity of carrying network programs. The point is made that even if such stations were otherwise able to receive network programs, the costs of bringing the programs live from the nearest interconnection point are so high as to be prohibitive for many stations. The prospect of even higher rates for color programs complicates the problem even more for the future. It has been a long time since the Commission has given consideration in a formal proceeding to the rates of the telephone company affecting broadcast operations. The Commission's awareness of a portion of the problem is shown in the pending proposals relating to private operation of relay facilities. The proceeding is important but it is no substitute for the more formal rate proceeding referred to.

The Commission should undertake at the earliest practicable date an examination of the reasonableness of the telephone company charges relating to broadcast operations and of the proposals for cheaper services to sparsely settled areas. The matter is important because if these charges can be reduced without placing an unfair burden upon other communications users, the availability of network programs could be expanded throughout the country, particularly in the communities distant from interconnection points which are most in need of such program service.

2. **Ownership of am and tv networks by same organization**

At the present time, three of the tv networks are owned by organizations which also own am networks; only DuMont of the four networks has no am counterpart. It will be recalled that at the time of the chain broadcasting investigation NBC owned two am networks, the Red and the Blue networks. The Commission found that the Blue was used as a buffer to protect the Red against competition and operated as an undesirable restraint on competition. Accordingly NBC was required to divest itself of one network. There is a potentiality of the same thing happening in television. On the other hand, it may be too early to consider ordering a separation of am and tv network operations. The Commission should give continuing consideration to this matter.

3. **Ownership of stations by the networks**

At the present time each of the networks is permitted to own five vhf and two uhf television stations. In the Chain Broadcasting Report the Commission stated that if it were treating with the subject as an original matter it might well reach the conclusion that networks should not be permitted to own any stations. However, considering the fact that the Commission had permitted the networks to acquire their stations and also considering the fact that
IF you need only Basic Equipment for Remote Control

Yes ... you can buy the basic system from Gates too and at no greater cost than straight D.C. operated systems. Includes transmitter and studio equipment plus motor tuned power control, transmitter control relay, tower light indicator, plate contactor, meter pick-up kits and diode rectifier for remote antenna metering—all ready to mount in your racks and using the famous Gates tone oscillator system for major control functions—the system that uses tubes to provide reliability—the system used by air lines, the military, and all leading communications companies for dependable multiplexing services.

OR if you want the Complete System for Remote Control

Here is the famous RCM-14 system, ready to move in your station. Equipped with R.F. amplifier for remote monitoring, dual rack cabinets, completely wired, supplied with transmitter meter extension kit, tower light indicator, antenna kit, heavy main contactor, diode rectifier for remote antenna metering—or the complete system, ready to use.—In short, you get it all on the first order. Broadcasting's most used remote control system.

GATES USES TUBES

Actually 18 in all plus rectifiers when compared to other D.C. operated systems. Basic control functions are handled at audio frequencies—admittedly a slightly more expensive way—but the complete way. Your transmitter will not turn off or on with static or lightning bursts, in fact there is no way to operate it except by the operator. Ask the nearly 200 that use them.
ownership of stations in certain areas is useful for origination of programs, program experimentation, etc., the Commission determined that it would not require the divestment of all station ownership by the networks. Certain limitations were imposed on network ownership of stations in particular markets.

There can be no doubt that the ownership of stations by networks does limit competition, for in those markets no other person has any opportunity to compete for the network's affiliation. However, the networks insist that ownership of stations is essential because the income from station operation furnishes the economic well being to support the network which does not make money. The difficulty with this argument is twofold. In the first place, CBS owns only three television stations—and has owned minority interests in two additional stations—and yet has managed to do very well in the television business. In the second place, the argument ineluctably leads to the question as to how large a return the networks should be allowed to earn in this business. If the networks are correct in insisting that ownership of stations is essential in order to support the operation of networks, there is no substitute for injecting the Government into the role of specifying the rate of return the networks are entitled to earn. We believe that this is not the basis upon which network ownership of stations should be considered. Ownership of stations in talent centers like New York, Chicago, and Los Angeles has historical justification. Most careful consideration should be given as to whether the ownership of additional television stations by the networks is justifiable.

4. Multiple ownership of stations by nonnetworks

The Commission's rules impose the same limitation on nonnetwork multiple owners as in the case of networks—five vhf and two uhf stations. The ownership of a large number of stations by a single owner makes many restrictive effective Single station owners find themselves at a substantial disadvantage in competing with the multiple owner of a group of stations possessing superior economic power. In competing for network affiliations, this disadvantage is most marked. The multiple owner tends to affiliate with the same network in each market. Thus there is one group of stations owned by the same organization that is able consistently to secure CBS affiliations. Another multiple owner is able to secure NBC affiliations. It is apparent that the superior bargaining position which such multiple owners possess makes competition by a single station owner for an NBC or CBS affiliation a pretty meaningless game. The multiple ownership of stations by these groups does not even have the justification found in the case of the networks owning more than one station. In the latter case such ownership is valuable as training ground for the development and presentation of programs which are then made available to affiliated stations throughout the country. No such comparable service is performed by other multiple owners. Serious consideration should be given by the Commission to a re-examination of its policy with respect to ownership of stations so as to determine whether three television stations are the maximum which any one group should be permitted to own. In addition, a careful study should be undertaken as to whether multiple owners have abused the power inherent in the ownership of multiple stations by securing desirable affiliations by methods which constitute violations of the antitrust laws.

5. Duration of network contracts

The present regulations of the Commission permit a maximum of two years for network affiliation contracts—although the license period is three years. It is quite common for the networks to use a form of contract which binds the affiliate for the maximum period, but which permits the network to cancel before the end of the term. It is difficult to see how such lack of mutuality can be justified.

G. Procedure for Implementing Recommendations

In the preceding portions of this memorandum we have examined many aspects of the relationships between television stations and the television networks and have attempted to suggest some solutions for some of the problems which exist in the field. We now turn to a consideration of what procedure should be adopted to implement these suggestions.

At the outset, consideration has been given to whether additional legislation is required. It is our present opinion that legislation is not needed since the agencies of the Government have ample authority under present statutes to deal with the problems. So far as the Commission is concerned, it is specifically authorized "to make special regulations applicable to radio stations engaged in chain broadcasting." (See sec. 303 (i) of the Communications Act.) Further, section 303 (g) empowers the Commission to "encourage and promote the fullest utilization of radio in the public interest." In addition, section 303 (r) confers on it authority to make such rules and regulations as may be necessary to carry out the provisions of the Communications Act. One of the stated purposes of the Act is to preserve free competition and to remove artificial restrictions on competition in the field of communications (cf. sec. 313 of the Communications Act; see Federal Communications Commission v. Pottsville Broadcasting Company, 309 U. S. 134; Federal Communications Commission v. Sanders Bros. Radio Station, 309 U. S. 470).

FCC AUTHORITY 'EXTENSIVE'

The Supreme Court has made it crystal clear that the Commission's authority in this field is extensive and far reaching. The Commission's authority to proceed against network practices which prevent the fullest utilization of radio in the public interest was confirmed by the Court whether or not such practices are, in addition, violations of the antitrust laws.

In addition to the Commission, the Department of Justice has broad authority in this field. The broadcasting industry is not like the railroads and other industries which are exempted from the operation of the antitrust laws. On the contrary section 313 of the Communications Act explicitly makes the antitrust laws applicable to broadcasting. Many of the practices which have been described in this memorandum may well constitute restraints of trade within the meaning of the antitrust laws—see United States v. Paramount Pictures, Inc., 334 U. S. 131; Associated Press Inc. v. United States, 326 U. S. 1; Lorain Journal Co. v. United States, 342 U. S. 143.

In view of the fact that ample authority already exists under existing law to deal with the subject, we believe that the matter should be referred to the Federal Communications Commission and Department of Justice for appropriate action. This conclusion is reinforced by the fact that the implementation of the solutions suggested here requires large trained staffs. Both the Commission and the Department of Justice have such staffs which are accustomed to dealing with these problems. The Senate Committee on Interstate and Foreign Commerce does have such a facility.

In referring the matter to the Commission the committee is mindful of the fact that the Commission has been declaring for years that the network situation requires attention, but no action has been forthcoming from the Commission on this score. No doubt inaction has been due for the most part to the fact that the Commission has been unable to secure sufficient appropriations to finance a large-scale investigation of the matter. But there can be no doubt that inaction is also due to the fact that most of the pressures on the Commission are for action on applications. As a result the Commission becomes so engrossed in the day-to-day activities of processing applications that it has no time for the regulatory problems of a continuing nature.

The time has come when the Commission should no longer postpone action on this matter. Much of the truly hard work and commendable industry on the Commission's part which has gone into processing of television applications and getting stations on the air can very well be dissipated if the present situation is permitted to continue—a situation where many stations cannot continue in operation largely because they are unable to obtain network service and where those who have secured network affiliations are in constant fear that the networks may decide to change affiliates. The Commission should have concern for what comes out of its feverish application-processing activity. It must be induced and aided to address itself to the regulatory job described here.

In order to get matters started, it is recommended that a report describing the situation and setting forth appropriate recommenda-
ONLY WNHC-TV REACHES ALL SOUTHERN NEW ENGLAND

Population .................. 3,484,400
Households ................ 1,006,400
Retail Sales .... $4,260,662,000
Drug Sales ........ $118,571,000
Food Sales .... $1,157,867,000
Spendable Income ...... $6,178 (Per Family)
Only VHF in Connecticut
TV Families ................ 899,957

SOURCES:
1954 SRDS Consumer Markets
CBS—Nielson Survey Updated with RETMA
Set Sales—November 1954
Mail map (Black Dots) based on 10,000
letter response, completed December 1954
Contour map accepted by FCC December 1954

Serving the Hartford - New Haven Areas

Represented by Katz

WNHC-TV

316,000 Watts

Connecticut's Channel 8
tions be published by the committee and transmitted to the Commission with instructions that it study the matter and report back within six months as follows:

1. Does the Commission agree with the facts and matters set forth in the report? If not, please indicate any corrections or additions that should be made.
2. Does the Commission agree that it has authority under present statutes to carry out the recommendations set forth in the report? If so, please state what measures have already been taken to carry out these recommendations. Also please furnish a detailed schedule showing specifically what further steps are planned for the future.
3. If the Commission believes that it does not have sufficient authority to deal with the matter, please submit specific recommendations as to what legislation should be adopted to deal with the matter.

Interim reports at 60-day intervals should be required so as to keep the committee advised of developments.

It is also recommended that a copy of the report should be sent to the Department of Justice. We are aware of the fact that the Department of Justice has taken a role subordinate to that of the Commission in dealing with problems relating to restraint of trade and monopoly in the broadcasting field. At the time the Commission adopted its Chain Broadcasting Report, the Department of Justice brought an antitrust suit against NBC and CBS but dropped it when the Supreme Court sustained the validity of the Chain Broadcasting Regulations. However, the fact remains that the Department of Justice has an independent responsibility with regard to the enforcement of the antitrust laws in the broadcasting field, and the Department cannot assume that the Commission is taking all necessary and appropriate action. Quite the opposite conclusion might well be drawn.

It is recommended that the Department of Justice be requested to study the report and to report back to the committee whether there are any corrections or additions that it cares to make in the report. The Department's views should also be solicited on the question whether more effective regulation and promotion of free competition would result if the Chain Broadcasting Regulations as presently written were abolished and the networks were held to the standards of accountability as defined by the courts in applying the antitrust laws. Finally, the Department of Justice should be requested to determine whether proceedings under the antitrust laws are warranted.

III. CONCLUSION

It is not mere accident or sheer coincidence which has led to the joining together into one study of two such apparently different subjects as uhf and network-affiliate relationships. They are both facets of a common problem—(1) how to provide for the maximum number of television stations so that all the people of the United States may enjoy television service and so that the various communities will have an opportunity of having their own television stations to serve as media of local self-expression; and (2) how to insure that public taste and opinion may be molded by being exposed to a multitude of programs and viewpoints coming to it from many stations and owned by as many different groups as possible, each one bringing its own individualistic approach to the task of programming stations in the public interest.

Our study has revealed that great danger exists that these objectives may be frustrated. The uhf portion of the band shows alarming signs of going the way of failure upon which fm preceded it. If uhf fails, 70 out of 82 channels assigned to television may be wiped out. If uhf fails, 1,319 out of a total of 1,875 commercial assignments made by the Commission's rules which may be canceled out and many communities will be deprived of their only outlets and many more will be restricted to but one or two. If uhf fails, all hope for the creation of additional healthy networks must be largely abandoned and we must resign ourselves to the real possibility that two networks will continue to dominate the field. Finally if uhf fails, 169 of the 252 assignments which have been reserved for educational use may be erased, thus crippling prospects for the use of television as a medium of public education.

The prospects are equally alarming on the network-affiliate phase of the problem. A network affiliation is vitally important for a television station. At the present time a good network affiliation is a powerful assist toward profitable operation. On the other hand, operation at the present time without network programs requires for most stations the ability to finance large deficits for an extensive period. This dependence upon networks derives in large part from existing practices which make it extremely difficult for any group other than the networks to be able to produce a sufficient number of popular programs to support profitable operation by stations operating on a nonnetwork basis. If a television station licensee hopes to secure enough popular programs for profitable operation, he has little choice at the present time but to look to his network affiliation. Next to his license it is his most valuable possession.

It is this dependence of station licensees upon network affiliations which underlies the dominant position which the networks occupy in the television broadcasting field. There are 411 television stations operating throughout the country. However, because so many of these stations are dependent upon networks for their success, and because the networks through their option time power can compel stations to broadcast network programs, the dependence of power is in the principal officers of two or three or at the most four network organizations located in New York who have the power to determine what is seen and heard in most homes in the United States during a large part of the broadcast day.

Television is probably the most important medium thus far developed for bringing entertainment, news, education, and opinion to the American people. It is imperative that the persons who own these stations have unfettered freedom in presenting programs in their own individualistic way of meeting their obligation to operate in the public interest. The Constitution and the Communications Act of 1934 specifically forbid the Government to exercise any power of censorship over broadcast operations. The Government has denied to itself the power of censorship in the interest of promoting the fullest and freest self-expression by broadcast licensees. It would be ironic if by Government sanctioning of scarcity of channels and restrictive network practices these worthwhile objectives were to be largely frustrated by lodging in the networks inordinate control of television broadcasting.

There is no intention to minimize the importance which networks represent in the American system of broadcasting nor to overlook the most substantial contributions to the broadcasting art which have been made by the networks. It is only fair to say that radio and television would be far poorer and less exciting media if it were not for the important role played by network broadcasting. Nevertheless, many of the benefits may be lost if the very success of networks results in the subordination of station licenses to the network organizations. There is too much evidence that this situation already exists or may soon exist to sanction complacency. The purpose of this study is to devise measures which retain the benefits of networks while reducing the dependence of stations upon their network affiliations.

The problem is serious and warrants the most earnest consideration by the Congress and the agencies of Government. We are not so vain as to believe that the measures set forth in this memorandum are a complete answer to the problem. It is believed, however, that the measures are a good starting point in an endeavor to find a solution. The solution we suggest here is to devise means of increasing the number of television stations in the various communities through a reinvigoration of uhf operations and to promote full, free, and individualistic self-expression of television station licensees by amending the economic dependence of station licensees upon a few network organizations. The objective is vital. The price of failure as a result of inaction would be enormous.
ALL G-E EQUIPPED, WMVT IS VERMONT'S FIRST TELEVISION STATION

New Channel 3 TV Outlet Opened Sept. 26 Offers Tri-State Plus Canadian Coverage

 Completely equipped by General Electric, WMVT, Vermont's first television station is serving a huge northeastern territory comprising a three-state area of New York, Vermont and New Hampshire and a two-province area of Ontario and Quebec in Canada.

In the first two months of operation more than 10,000 letters, postcards, telegrams, and phone calls indicated excellent reception throughout their widespread coverage area. A G-E 5 kw transmitter and 4-bay antenna combine to radiate this strong signal.

With the transmitter located atop Mt. Mansfield and the antenna 4,176 feet above sea level (2,729 feet above average terrain), WMVT management reports primary coverage more than 50 miles north of Montreal, northeast beyond Sherbrooke in the eastern townships of Quebec, northwest to Cornwall in the province of Ontario and to Massena in upstate New York. Southern extremities of primary coverage are Saratoga in New York and a point just north of Bennington in Vermont. While the coverage contour containing the Connecticut Valley runs to the east along the White Mountains, fringe area reports of excellent reception came from points in Maine and Massachusetts as far as 150 miles from Mt. Mansfield.

"LOOKED AT THEM ALL ... PICKED G-E!"

C. P. Hasbrouck, president of Mt. Mansfield Television, Inc., which operates Television Station WMVT, selected G-E equipment for performance and dependability. Here are his comments:

"We know that General Electric equipment is tops in the business and we decided to settle for nothing less than the best. At certain times of the year it is difficult to get to the transmitter on Mt. Mansfield, so it was essential that we use equipment with a recognized reputation for minimum maintenance and servicing. G-E equipment was the answer and we are very pleased with the results."

By the end of November the transmitter operation was snowed in and the four-man crew stationed there on Vermont's highest mountain peak had begun their first winter routine. Each man works two days and is off two days. They have already become adept with snowshoes and skis going up and down the mountain and from work.

The transmitter station has its own power and water supply. There are two 60 kw diesel generators, each of which can provide necessary power. Drilling to a depth of 185 feet at the site established the water supply with a well producing three gallons a minute.

PRODUCTION MANAGER Dick Huntley takes over studio control. From this point microwave carries programs to the powerhouse on Mt. Mansfield.

TWO GENERAL ELECTRIC 16mm PROJECTORS are readied by Paul Theriault for a WMVT commercial film telecast.
GUILD TO HANDLE TV FILMS OF MPTV

New subsidiary, MPTV Films Inc., is established to handle the $13 million in exhibition contracts. Erwin Ezzes is named vice president of the new subsidiary unit.

AGREEMENT was signed last week by Guild Films Co. and Motion Pictures for Television under which a newly-organized subsidiary of Guild Films, called MPTV Films Inc., has acquired $13 million in tv exhibition contracts of MPTV feature-length films [B&T, Jan. 31].

Terms of the agreement, signed by Reub Kaufman, president of Guild Films, and Matty Fox, head of MPTV, provides for the continued sale and distribution of more than 700 MPTV feature films by the Guild subsidiary, which also will handle all service operations on behalf of present MPTV clients. All other rights remain with MPTV.

The move is said to be in line with a policy laid down by Mr. Fox several months ago to decentralize his operations in order to devote more time to his Skiatron interests. Last September MPTV turned over the sale and distribution of its syndicated tv film series to UM&M Corp. In the future, MPTV will confine itself to the development and financing of tv program productions, according to Mr. Fox. Edward Maddox, vice president of MPTV, will continue to supervise its relationship with UM&M. It was said that the agreement with Guild does not affect or curtail the earlier arrangement with UM&M.

Erwin Ezzes, formerly vice president in charge of sales at MPTV, has been named vice president of MPTV Films Inc. According to Mr. Kaufman, the entire personnel of MPTV, including salesmen, bookers, accounting and clerical help, will be absorbed into the new Guild Films organization. Office space will be provided for them when Guild moves into its newly enlarged headquarters at 460 Park Ave. about March 1.

Manny Reiner, vice president in charge of sales for Guild Films, announced that six new offices have been established throughout the country for the distribution of company properties. They are located in Buffalo, Philadelphia, Atlanta, New Orleans, St. Louis and Minneapolis. In addition to headquarters in New York and Hollywood, Guild maintains offices in Cleveland, Baltimore, Dallas, Kansas City, Chicago, Detroit and Portland, Ore.

ABC FILM SETS SYNDICATION PACT

EXCLUSIVE distribution rights for at least $5 million worth of new tv film shows were acquired last week by ABC Film Syndication Inc., New York. Announcement was made by George T. Shupert, president of the syndication company, after a series of conferences in Hollywood and New York.

Included in the agreement are distribution rights to Douglas Fairbanks Presents; Sheena, Queen of the Jungle; Life Can Be Beautiful, and two other as yet untitled film series which ABC Film Syndication will produce and distribute in conjunction with Hal Roach Jr.

Also in the planning stages is a joint production venture with John Gibbs, co-producer of Robert Montgomery Presents and Schlitz Playhouse of Stars.

Each of the new shows will be offered on a first-come, first-served basis. The contract provides for ABC taking over exclusive distribution of Douglas Fairbanks Presents by assumption of contracts for 39 of the films now distributed by Interstate Television Corp. through acquisition of the distribution rights to the upcoming 39 shows currently in production, the company will have a total of 79 half-hour film shows available.

Sheena, Queen of the Jungle is about to go into production with jungle footage film in Africa and the rest shot in Hollywood. Within two months five quarter-hour segments of Life Can Be Beautiful will be completed.

In announcing the film acquisition, Mr. Shupert pointed out that "within two years we will have quadrupled the number of properties we are selling and are confident that our sales will reflect the same spectacular rise."

NEW 26-week contract for the sponsorship of Foreign Intrigue on KRCA (TV) Hollywood by Necchi-Elmo Sewing Machine Distributors of Los Angeles Inc. has been negotiated by (l to r) James Wemple, KRCA account executive; Thomas C. McCray, station general manager; Ted H. Factor, vice president, Doyle Dane Bernbach agency, Los Angeles, and Alfred Metzler of Necchi-Elmo Sewing Machine Co.
Harrington, Righter and Parsons, Inc.
National Representatives for
WAAM - Baltimore
WBEN-TV - Buffalo
WFMY-TV - Greensboro
WDAF-TV - Kansas City
WHAS-TV - Louisville
WTMJ-TV - Milwaukee
WMTW - Mt. Washington
WTPA - Harrisburg
WSYR-TV - Syracuse

two more of the best...
Bartley Takes Film Post

APPOINTMENT of Anthony C. Bartley, head of Jersey Productions, London, England, as foreign sales-production representative for CBS Television Film Sales Inc. was announced last week by Leslie Harris, vice president and general manager of the film organization. Mr. Bartley will handle negotiations and sales on all properties overseas and will produce special series for syndication in the Antipodean - American - Continental markets.

Most of Mr. Bartley's sales efforts will be concentrated in England, where commercial tv will get underway this year. His sales territory, however, will include France, Spain and Africa.

During the past five years, Jersey Productions has been producing tv films for American consumption, particularly programs for Douglas Fairbanks, MCA-TV and Fireide Theatre. The firm's initial production effort for CBS Television Film Sales is a 39 half-hour tv series, The Kiddie Show, offering western and adventure subjects.

FILM DISTRIBUTION

Associated Artists Productions, N. Y., is re- leasing 39 half-hour tv series, The Kiddie Show at Broodo Studios with William F. Bridy Productions handling physical production. Eli Schif is executive producer and Jean Yar- brough, director.


FILM PEOPLE

William J. Papp, appointed vice president and account executive, newly-formed public relations dept., Gotham Corp., N. Y.

Don Mack, vice president and Chicago tv sales director, Fillmack Studios (production), ap- pointed head of tv sales department in newly- expanded N. Y. office; Lou Kravitz, vice presi- dent in charge of sales, succeeds Mr. Mack.

J. Peter Whitehead, sales director, Jerry Fair- banks Productions, Hollywood, to Hal Roech Studios Inc., Culver City, Calif., as West Coast sales representative of commercial division.

Ted Fogelman, manager, Kodachrome dept., Consolidated Film Industries, Hollywood, pro- moted to supervisor of 16mm division.

Sidney Dash, formerly traffic and billing man- ager, United Artists Television, N. Y., to sales staff, tv dept., Rapid Films Technique Inc., same city.

James Neilson, director of 34 NBC-TV Ford Theatre films for Screen Gems, Hollywood, signed to direct 20 films from eight series films will produce during 1955; William D. Russell signed by Screen Gems to direct first two half- hour films in new Damon Runyon Theatre.


Don Starling, in charge of insert and montage dept., Columbia Pictures, Hollywood, shifts to Screen Gems, Hollywood, as assistant in production.

Larry P. Moinine, vice president and general manager, Eastern Corp., Oak Park, Ill., to Orlando, Fla., working with Air Force on up- coming film projects.

N. Jay Norman, account executive, Kling Film Productions, Chicago, elected to Chicago Assn. of Commerce & Industry and serving on its membership committee.

UPA Re- elects Officers

STEPHEN BOSUSTOW, just re-elected for his 10th term as United Productions of America president and board chairman, has announced that Columbia Pictures and UPA have agreed to permit the use of UPA characters in tv advertising and that 1955 might mark UPA's entrance into tv programming with a five-times weekly children's show.

Other officers re-elected by the board are Robert Cannon, vice president; Don Corcor- nick, vice president in charge of UPA New York; T. Edward Hambleton, treasurer; Melvin Geizler, assistant treasurer, and M. Davis, secretary.

White Joins Screen Gems

HENRY S. WHITE, manager of radio-tv for Biow-Bien-Toigo, has joined Screen Gems, tv subsidiary of Columbia Pictures Corp., as director of advertising and promotion. Ralph M. Cohn, vice president and general manager, announced today (Monday). He succeeds Elihu E. Harris, who remains with Screen Gems in an executive capacity not yet announced.

Frank Young, for- merly press manager reporting to Mr. Har- ris, has been promoted to director of press and now will report directly to Mr. Cohn. Bob Wechsler, sales promotion manager, and Joyce Selznick, merchandising manager, continue to report to the director of advertising.
HIGH ATOP A TOWER OR A MOUNTAIN IN WIND, RAIN, SNOW AND ICE

...this new Houston-Fearless Microwave Parabola operates completely by REMOTE CONTROL!

There's no need to climb an icy tower in zero weather, wind or rain to position this new Houston-Fearless Remote Control Microwave Parabola. It's all done from the remote control panel (shown below) right in the station.

This Houston-Fearless Parabola can be mounted anywhere within 1500 ft. (or more, if required) of the transmitter. It rotates 370° in azimuth and tilts 15° up and 30° down. Large dials on the remote control panel, calibrated in degrees, show the exact position. It is driven by 1/6 HP motors producing a torque of 10,500 inch pounds @ 1 RPM, sufficient to operate under severe icing conditions. Magnetic brakes prevent override when Parabola is stopped at any exact position. Designed to operate in the open without protection, it will withstand a wind velocity of 120 mph. Motors and rotating shafts run on sealed, anti-friction bearings and require no lubrication during the life of the unit. Here is complete dependability and freedom from servicing where it really counts. Send for catalog and complete information.

Write for information on specially-built equipment for your specific needs.

- DEVELOPING MACHINES • COLOR PRINTERS • FRICTION HEADS
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"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
100 STATIONS SIGN AS TVb MEMBERS

Cross-section of industry joins trade organization along with CBS-TV and Blair-Tv Inc.

MORE THAN 100 tv stations representing a cross-section of stations from across the country and including affiliates, group-owned outlets and independents, have joined Television Bureau of Advertising as charter members, TVb’s board of directors is announcing today (Monday).

According to Oliver Treyz, president of the all-industry sales and promotion organization, TVb now is “in a position to proceed at full steam toward the objective for which the bureau was conceived and that is to secure a larger share of the advertiser’s expenditures.”

In addition to the stations, TVb has signed CBS-TV and Blair-Tv Inc. as charter members.

Mr. Treyz noted that agencies and advertisers will have more information about tv “through sound research and documentation.”

Said Mr. Treyz, “Some of the major agencies,” Mr. Treyz asserted, “have already enthusiastically welcomed and endorsed TVb. The continuing support of the charter members, and those whom we hope to be included selling front, will make that job more effective. Every dollar for membership becomes a fighting dollar for the growth and economic health of all segments of the industry.”

Mr. Treyz said nearly all station applications have been accepted formally but that a few applications from stations in group ownership cannot be acted upon until remaining stations in the group apply, as provided by TVb’s by-laws. Mr. Treyz said, however, that these applications are expected at an early date.

TVb membership applications received include the following stations:

KOB-TV Albuquerque; KGCN-TV Amarillo; WADA-TV and, WLWA (TV) Athens; WAAAM (TV) Baltimore; WMAR-TV Baltimore; WNET-TV Bay City; WEYI-TV Battle Creek; WJTV (TV) and WHBC (TV) Birmingham; KFFT-TV Billings; KTVG (TV) Bloomington; KKLY-TV Bluff, Mont.; WCHS-TV Charleston, W. Va.; WBBN-TV Chicago; WFLD-TV Cincinnati; WMCL (TV) Cleveland; WVTB-AM (TV) Columbus, Ohio; WFAA-TV Dallas; WIVD-TV Dayton; WJW (TV) Cleveland; WJBR (TV) Detroit; WNDT (TV) Greenville, N. C.; WBBG (TV) Green Bay; WJIC (TV) Fort Wayne; WHAP-TV Fort Worth; KMBC (TV) Kansas City; WJZ (TV) Baltimore; WSPA (TV) Rochester; KPRC-Houston; WSAV-TV Huntington, W. Va.; KOKQ (TV) Jefferson City, Mo.; WJAC-TV Johnstown, Pa.; WKZO-TV Kalamazoo, Mich.; KCMO-TV Kansas City; WTVG Toledo; WOAI (TV) San Antonio; KLZ (TV) Salt Lake City; KOMT (TV) Kalamazoo; KSNV-TV Las Vegas; WBKB (TV) Los Angeles; WAFF-TV Montgomery; WTVH (TV) New York; WJIT-TV New Orleans; WSB-TV and WSBT (TV) South Bend, Ind.; WSRU-TV Norfolk, Va.; KTVO (TV) and WKYK (TV) Oklahoma City; WTVK (TV) and WTVJ (TV) Palm Beach, Fla.; WKBW-TV and WKBW (TV) Buffalo, N. Y.; WLTN (TV) and WPTV (TV) Palm Beach, Fla.; WIBF-TV Pasco, Wash.; WFIL-TV Philadelphia; KPHO (TV) Phoenix; WMTV (TV) Portland, Ore.; WCBS-TV Pittsburgh, Pa.; KRVN-TV and KTVF (TV) Port Angeles; WMAQ-TV (TV) Portland, Ore.; WDAY-TV Rochester; WJW (TV) and WJW-FM (TV) Columbus, Ohio; WDKR-TV Rochester; WMEN (TV) and WMEN-FM (TV) Providence, R. I.; WPXI (TV) Pittsburgh; WJET (TV) Philadelphia; WOBJ (TV) Palm Springs; WBBJ (TV) Roanoke; WFLA-TV Tampa; WDRB (TV) Louisville; WJZ (TV) Baltimore; WABC-TV and WABC (TV) New York; WKEF-TV and WKBK-TV Springfield, Ohio; WKTV (TV) and WTVI (TV) Huntington, W. Va.; WJAR (TV) Providence, R. I.; WJZ (TV) and WJZ-FM (TV) Baltimore; WPGC (TV) Washington, D. C.; WJPC (TV) Miami; WJW (TV) and WJW-FM (TV) Columbus, Ohio; WSB (TV) and WSB-FM (TV) Chicago; WOR (TV) and WOR-FM (TV) New York; WNYO-TV New York; WACC-TV New Orleans; WAXL-TV New Orleans; WOR (TV) and WOR-FM (TV) New York; WGN (TV) and WGN-FM (TV) Chicago; WOR (TV) and WOR-FM (TV) New York; WJZ (TV) and WJZ-FM (TV) Baltimore; WPLR (TV) New London; WJLK (TV) New York; WICC (TV) Des Moines; WJXM-TV(\r

Film Directors Group Names Regional Chairmen

REGIONAL CHAIRMEN were named and policy plans discussed at a Boston meeting of the National Assn. of Telvision Directors. Chairmen named were: Region 1, Ernest Oliviari, WNHC-TV New Haven; Region 2, Dick Dreyfus, KDKA-TV Pittsburgh; Region 3, Hillard Brown, WRBL-TV Columbus, Ga.; and Region 9, Robert Kroepel, WEEK-TV Peoria, Ill.

Community TV Committee For Business Practice Code

APPOINTMENT of a special committee to draw up a code of good business practices for community tv operators has been announced by Martin Malarkey, president, National Community Television Assn.


H. M. Diambr, Entrom Inc.; Milton J. Shap, Jerrold, and Fitzroy Kennedy, Spencer-Kennedy, represent associate NCTA members on the committee.

Glen McDaniel, president of RETMA and counsel to Fox, Wells & Co., operators of several community tv systems, and E. Stratford Smith, executive secretary and general counsel, will serve as advisers.

Advertising Code Adopted At Annual NADA Convention

A CODE of ethics governing "accuracy in advertising" and other proposals was contained in a resolution adopted by the National Association of Broadcast Dealers Assn. at its 38th annual convention in Chicago last week. The code recommends prudent advertising claims in radio, tv and other media (on-trade-ins, other aspects), particularly in co-op and non-factory money copy.

For the first time in three years, NADA abandoned its customary advertising clinic.
36 - 24 - 36
WOW!

KRON-TV has some impressive statistics too. Look at the way the station stacks up—

- **Antenna Height**: 1441 feet above sea level, the highest in San Francisco
- **Power**: 100 KW, the top power authorized for Channel 4
- **Audience**: 1,382,000 families in KRON-TV's 23 county coverage area.

It all means this: You can count on KRON-TV to give you the best and most complete coverage over the widest area of the Northern California market.
Loughren of Hazeltine Corp.

To Address IRE Convention

A. V. LOUGHREN, director of research, Hazeltine Corp., is among the speakers slated to address the annual meeting of the Institute of Radio Engineers at the 1955 IRE national convention, to be held March 21-24 in New York. Technical sessions for the four-day convention will be held at the Waldorf-Astoria Hotel and the Belmont-Plaza Hotel and the Kingsbridge Armory.

Gen. Matthew B. Ridgway, chief of staff, U.S. Army, will be principal speaker at the annual IRE banquet March 23.

The IRE program will cover such subjects as spurious radiation, remote control of space stations and designing of machines to stimulate the behavior of the human brain. Special IRE busses will provide registrants with free transportation between the armory and the hotels.

Radio Club Elects Officers


'Blue Ox' AWRT Organizes

ORGANIZATIONAL meeting of the Minnesota "Blue Ox" chapter of the American Women in Radio & Television was held a fortnight ago. Robin Lord, KSTP-AM, radio-TV news director, was moderator; Ruth J. Odorizzi, executive director of the Public Relations Agency, was elected president; Judy Bryson, KEYD-TV Minneapolis, vice president, and Meg Kingbay, WCCO Minneapolis, secretary-treasurer. Elected to the board of directors were Bee Baxter, KSTP-TV St. Paul; Ken McKenzie, General Mills, and Sharlene Agter, KSTP-TV.

NATIONAL WINNERS of Eighth Annual Voice of Democracy Contest, including an 18-year-old New Zealand girl representing the state of Minnesota, were announced Friday. The winners (l to r): Judy Abramson, 17, Yuba City, Calif.; Dwight Walker, 17, Oskaloosa, Iowa; Catherine Esther Styles, 18, Minneapolis, Minn., and Avron Joseph Maletsky, 16, Schenectady, N. Y. Miss Styles, who comes from Auckland, New Zealand, is an exchange student. Winners will be feted in Washington and Colonial Williamsburg Feb. 18-25, with $500 college scholarships and other awards to be presented in Washington Feb. 23. The VOD contest is sponsored jointly by NARTB, RETMA and the U. S. Junior Chamber of Commerce.

Broadcast Club to Hear Deckinger on ARF Report

CHICAGO radio-tv executives will get a first-hand look at the implications behind Advertising Research Foundation's controversial report on proposed standards for program audience measurement at the opening meeting of the new Broadcast Advertising Club there Feb. 23.

Dr. E. L. Deckinger, vice president in charge of research at Boisw-Beir-Toigo and chairman of ARF's Radio-Tv Ratings Review Committee, is scheduled to address BAC's first luncheon at the Sheraton Hotel. Title of his talk will be that of the ARF report itself (B.T., Dec. 27).

The club will convene under presidency of Peter A. Cavallio Jr., radio-TV director, J. Walter Thompson Co., Chicago, who was elected following a merger of the old Chicago Television Council and the Broadcast Executives Club of Chicago.

William McGuinness, commercial manager of WGN Chicago, is program chairman of BAC.

Standards Committee to Meet

NARTB's Standards of Practice Committee will meet Feb. 14 at New York's Waldorf-Astoria Hotel, Walter E. Wagsstaft, KIDO Boise, chairman, has announced.

TRADE ASSNS.

Ednah Forester, publicity director, KPRC-TV Houstou, Tex., elected foreman, Deep in the Heart Chapter, American Women in Radio & Television; Mary Kay Mansell, radio-TV director and office manager, Ruthrauff & Ryan, Houston, elected vice chairman; Martha Brown, KPRC-TV traffic dept., elected chief brander; Marge Crumbraker, musical director, KGUL-TV Galveston, Tex., elected paymaster.

Prof. Donald E. Brown, School of Journalism & Communications, U. of Illinois, Champaign-Urbana, elected chairman, Council on Radio-Television Journalism, group to "advance professional standards in career training" in that field.

Helen K. Stephens appointed national radio-TV chairman, National Federation of Business & Professional Women's Clubs Inc., N. Y.

RCA Victor Awards

Go to 20 Employees

RCA VICTOR Award of Merit citations were presented to 20 employees of RCA on Jan. 22 in ceremonies in New York. Among the winners, selected from 20,000 salaried employees in the manufacturing and service divisions and the corporate staff, were Robert A. Seidel, executive vice president, RCA Consumer Products, and Emanuel Sacks, RCA staff vice president and general manager, RCA Victor Records Div.

Mr. Seidel was cited for his guidance of the reorganization of the RCA Victor Home Instrument Div. into two separate activities—the Television Div. and the Radio & 'Victrola' Div. He also was honored for broad managerial contributions, including RCA's achievement in the home appliance field.

Mr. Sacks was cited for his ability to "sensitize potential musical hits and for sponsoring such succeeding as "Hound Dog" for the music-loving public as the Glen Miller Limited Edition albums, as well as for a broad range of activities, involving his unique knowledge of the entertainment field."

Other RCA employees honored were: Louis A. Connelly, manager of the government department, Engineering Products Div.; Huev N. Curtis, manager of the RCA Engineering Products Div. Department, Radio Tubes; J. H. Wege, manager of radar engineering, Moors- ton, N. J.; Sidney J. Jackson, consumer product service, western area, RCA Serv- ice Div.; Joseph E. Hildebrand, manager, RCA Victor Television Div.; E. Gerald Brown, administration, Robins Air Force Base; John E. Jappendley, general marketing manager, RCA Tube Div.; E. A. S. Johnson, RCA Victor Record Div.; Leon R. Balla- rah, general marketing manager, RCA Tube Sales; Allan L. Wolfington, engineering Administrator, RCA Electronics Div., Indianapolis; Charles M. Odorizzi, RCA corporate staff, was named principal speaker at the annual IRE banquet here March 23.

'The Voice' grayscale voice talker went into production at RCA Victor Division, 111 W. 57th St., New York. Among the win- ners (l to r): Mr. Sacks, Mr. Seidel, Mrs. Stephen, Dr. Deckinger, Mr. Connelly, Mr. Curtis, Mr. Wege, Mr. Jackson, Mr. Jappendley, Mr. Brown, Mr. Jependley, Mr. Ballah, and Mr. Wolfington.

Among the winners (l to r): Mr. Sacks, Mr. Seidel, Mrs. Stephen, Dr. Deckinger, Mr. Connelly, Mr. Curtis, Mr. Wege, Mr. Jackson, Mr. Jappendley, Mr. Brown, Mr. Jependley, Mr. Ballah, and Mr. Wolfington.

AWARDS

BROADCASTING • TELECASTING

NATL. SAFETY COUNCIL REFELS AWARDS PLANS

PLANS for the seventh annual Public Interest Awards citations for exceptional service to safety in radio-television and other media were announced last week by the National Safety Council.

Ralph Hardy, NARTB vice president in charge of government relations, has been selec- ted as the principal speaker at the annual IRE banquet, and he declared that the strength of an organization such as RCA was in the "inner resources of people, a vital asset, which doesn't appear on a balance sheet."

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ALBERT PULLEY, Chief Recording Engineer, RCA Victor Record Division, holds an enviable position in the field of audio engineering. His contributions to the development of high fidelity sound over a period of years have helped establish the United States as a leader in recorded sound. In addition, his brilliant and sensitive supervision of recordings by such masters as Toscanini, Stokowski and Koussevitsky have won him the warm praise of critics and technicians alike.

To meet the exacting standards demanded for RCA Victor “Red Seal” Stereophonic recordings requires the finest recording material available. That is why RCA uses new "Scotch" Brand No. 120A High Output Tape for their original recordings. With no increase in noise or harmonic distortion... 133% more output, new "Scotch" Brand No. 120A High Output Tape assures audio engineers clearer, greater dynamic range recordings. Have you tried it?

The term "SCOTCH" and the plaid design are registered trademarks for Magnetic Tape made in U.S.A. by MINNESOTA MINING AND MFG. CO., St. Paul 6, Minn. Export Sales Office: 99 Park Avenue, New York 17, N. Y. In Canada: Minnesota Mining and Manufacturing of Canada, Ltd., P.O. Box 757, London, Ontario.
NAM COMMITTEE PETITION REQUESTS USE OF SHARED FM BAND FOR INDUSTRY

National Assn. of Manufacturers’ plan would allow industrial application of frequencies now assigned for commercial broadcasting without jeopardizing fm broadcasting, petition to FCC claims.

SHARED USE of large portions of the unsigned channels in the commercial fm broadcast band (92-108 mc) is requested for industrial mobile stations in the petition filed with FCC last week by the Committee on Manufacturers Radio Use of the National Assn. of Manufacturers.

NAM seeks to establish a new “manufacturers radio service” and stresses the public service function of such stations in heavy-industry plants. Particular emphasis is placed on the need for effective communication in the event of another defense crisis.

Although involving a substantial “sharing” of fm frequencies whereby more than 700 50-kc mobile channels would be provided, the proposal is conditioned upon causing no interference with fm broadcasting. “The plan destroys the myth current in many quarters that there is a shortage of frequencies,” FCC is told.

Paves Way for Expansion

“The proposal, while primarily designed to satisfy the increasing need for radio use by manufacturers,” NAM says, “paves the way for expansion of industry and industrial "fourth service." A large portion of the special industrial stations now operate in the 152-162 mc band.

The petition notes that while fm broadcast stations have increased 25% during the past five years leaving many unused channels, the special industrial stations have multiplied some 800% during the same period on their 166 channels. By adding the 700-plus channels in the fm band, the NAM petition explains, the industrial radio growth for the next 25 years would be accommodated.

This is how the NAM proposal would work:

1. Divide the U. S. into the nine geographic divisions, or "belt areas," i.e., New England States, Mountain States, Pacific States, etc. Divisor the 700 frequencies assigned and unsigned within the boundaries of each division.

2. Select a solution for four or more unsigned frequencies that are in sequence and set aside these frequencies in each sequence as "guard" bands for existing fm stations.

3. The two inside fm channels per division are then available for use by NAM fm manufacturers.

4. Convert the frequencies so operable, into a multiple number of communications channels—two frequencies (44 kc) or four communications channels of 50 kc band width, three frequencies eight channels, four frequencies 12 channels, etc. These frequencies then are allocated for shared use in the division by the fm service, the manufacturers radio service and other mobile services designated by FCC, such as use on condition on non-interference with fm.

5. Reserve for each standard metropolitan area of 50,000 or more population a specified number of frequencies for shared use by the fm service and the manufacturers radio service.

According to Jeremiah Courtney, Washington communication counsel for NAM, “the NAM plan puts on paper what has been mentioned in many quarters as a solution for congestion in the mobile radio field. The facts brought to light suggest another look at the basic validity of the new restrictions proposed for the special industrial service [on which oral argument before FCC will be held Feb. 24-25] and the inherent burdens placed on users by the Commission’s proposal for splitting the 152 mc channels” [B*T., Jan. 17].

NAM’s petition notes there are 621 fm frequencies within the one division. Under the proposal, 235 frequencies would remain after establishment of guard bands and permit 732 50-kc channels to be assigned for mobile. The petition says 293 fm frequencies would remain unsigned for any new fm stations that might develop at a later date.

In a specific example, NAM explains that in the division embracing Delaware, Florida, Georgia, Maryland, North and South Carolina, Virginia, West Virginia and the District of Columbia, there are 23 of the microphones or about one-fourth of the total U. S. fm outlets. NAM says 350 additional fm stations could develop in that area “without using any of the fm frequencies which have not been assigned in that area and which could be used for mobile purposes.”

“No one will deprecate the interest of the public in the good music and other cultural commodities afforded by the broadcasters,” NAM states. “On the other hand, no one can deny the public interest in the protection of life and property extended by our police and fire groups and other categories in the public service services. Industrial and transportation services, the indispensable activities they serve are the very fabric of our national life; they maintain life, first of all, and then provide the foundation and the means for growth and development in other directions.”

‘Bait-Switch’ Target

Of Probe Resolution

THE House Commerce Committee would hold an investigation of “bait-switch” and other deceptive advertising on radio and television under provisions of a resolution (H Res 127) introduced last week by Rep. Isadore Dollinger (D-N. Y.).

In a statement Wednesday accompanying his resolution, Rep. Dollinger, a member of the Commerce Committee, said “millions of dollars are stolen annually from the pockets of those who fall prey to fraudulent advertising.”

He said the “electronic hucksters” thrive largely through sales of vacuum cleaners, sewing machines, tv sets, radios and refrigerators in bait-and-switch techniques “being perpetrated in every state.” He referred to a current grand jury investigation in Brooklyn [B*T., Jan. 31; At Deadline, Jan. 24].

The House committee would conduct a “full and complete” investigation to (1) find the extent to which the public is being exposed to such undesirable advertising on radio and tv; (2) determine what steps stations have taken to protect the public from such advertising; (3) find what practice the FCC uses in renewing licenses of stations which have engaged in deceptive advertising; (4) report results to Congress for remedial legislation and other action to prevent continuation “of this injustice to the public.”

House Anti-Gambling Bill

THE House equivalent of a Senate bill prohibiting broadcasting of certain gambling information (horse and dog races) was introduced last week by Rep. MacDripping (D-Tex.). The bill (HR 3461) was identical to one introduced the previous week by Sen. Price Daniel (D-Tex.) [B*T., Jan. 31].

AWARDS

THE OUTSTANDING radio farm award of the Breeder’s Gazette, national livestock farm magazine, has been presented to Sam Block for his Sam Block Show on WEEU Reading, Pa. The presentation was made at the Pennsylvania Farm Show Jan. 9 by Gov. John S. Fine. L to r Mr. Black; Thomas E. Mortin, WEEU executive vice president and general manager; Willard S. Hager, Secretary of Agriculture of Pennsylvania, and Gov. Fine.

AWARD SHORTS

Ben Grauer, moderator, Where Have You Been?, NBC Radio, to receive Pace College annual radio-tv award on behalf of show “for exceptional merit in providing educational entertainment.”


Elmer Davis, commentator, ABC, presented award from Federation of Jewish Philanthropies of N. Y. for “achievements as a news commentator.”

KVTI (TV) Salt Lake City presented public service citation from U. S. Marine Corps and certificate of appreciation from U. S. Navy Recruiting Service.

KNBC San Francisco presented citation of appreciation from U. S. Marine Corps.

Mitchell Wolfson, president, WTVJ (TV) Miami, presented Nathan W. Collier Award on behalf of station from Florida Normal & Industrial College of St. Augustine for “meritorious civic achievement” for conducting public service series to raise operating funds for school.
Is This "COVERAGE"?

KOLN-TV GIVES YOU UNDUPPLICATED COVERAGE IN MOST OF NEBRASKA!

You’re half naked in Nebraska coverage if you don’t reach Lincoln-Land—42 double-cream counties of Central Nebraska and Northern Kansas—642,250 people with a buying income of $900,000,000. KOLN-TV reaches over 125,000 families unduplicated by any other station!

The KOLN-TV tower is 75 miles from Omaha! This Lincoln-Land location is farther removed from the Omaha market than is Cincinnati from Dayton, Buffalo from Rochester or Lancaster from Philadelphia.

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

CHANNEL 10  •  316,000 WATTS  •  LINCOLN, NEBRASKA

Avery-Knodel, Inc., Exclusive National Representatives
NARTB Did ‘Good Job’
On Beer Report—Priest

NARTB “apparently did a good job” in compiling its report on beer and wine advertising on radio and television, House Commerce Committee Chairman J. Percy Priest (D-Tenn.) said last week.

The NARTB document indicates the association complied with the committee’s request and made a “serious study on the whole question,” Chairman Priest said. He said he had only “looked over” the report and had not studied its contents, especially the data presented on charts.

The NARTB report was made Jan. 1 [B*T, Jan. 3] in compliance with a mandate to the radio-tv and beer and wine industries from the committee during the 83d Congress asking for the amount of time and money used in beer and wine advertising on radio and tv. The committee made this request in lieu of reporting favorably on the Bryson Bill to prohibit alcohol beverage advertising.

FCC Legislation Held Up

The setting of a date for a customary one-day hearing by the House Commerce Committee on a legislative program for the FCC is being held up pending confirmation of a regular FCC chairman, Chairman Priest said. Although the House committee could go ahead and set a session with the present FCC membership, including FCC Chairman George C. McConnaughey, now serving under temporary appointment, Chairman Priest indicated it would be preferable to wait awhile for Senate action on the McConnaughey nomination (see story page 86). “We don’t want to embarrass anybody,” Chairman Priest said.

The House committee’s opposite number, the Senate Commerce Committee, does not customarily hold such hearings on legislative programs for agencies under its jurisdiction.

ANTI-TRUST LAWS
APPLY TO BOXING

Supreme Court finds that its 1953 ruling exempting baseball does not apply to boxing.

REVENUES from tv and radio rights played a significant part in persuading the Supreme Court that boxing is an interstate business and thus subject to the anti-trust laws.

Chief Justice Earl Warren, in an opinion delivered Monday, said that the court’s 1953 baseball ruling exempting organized professional baseball from the anti-trust laws [B*T, Nov. 16, 1953] did not apply to pro boxing.

The majority opinion was criticized by Associate Justices Felix Frankfurter and Sherman Minton in dissents.

On the same day, the high court held that legitimate stage plays also do not fall under the exception to anti-trust actions ruled in the baseball decision. This involved the Schubert theatre chain.

Last week’s Supreme Court decision permits the Justice Department to continue its anti-trust suit against International Boxing Club and Madison Square Garden. This was begun in 1952. Following the 1953 Supreme Court baseball decision, the New York District Court dismissed the complaint against IBC and Madison Square Garden on the assumption that organized boxing was also exempt from the restraint of trade laws.

The Justice Department appealed to the Supreme Court [B*T, Nov. 15, 1954]. Last week’s decision permits the government to move forward in its prosecution. A Justice Department spokesman said he thought the boxing trial would be re-started “before July 1.”

The government claims that since 1949, IBC and others have monopolized professional baseball.

Norris Keeps Punching

JAMES D. NORRIS, president of the International Boxing Club, said, following the Supreme Court’s decision last week, that he was confident that the court "will vindicate our position that, in presenting seven or eight championship fights a year, we do not operate an illegal monopoly within the meaning of the Sherman Act."

Mr. Norris also said:

"The effect of today’s Supreme Court decision is that the televising of championship boxing contests now comes within the purview of the Sherman Act. . . . The government’s claims [of monopoly] do not affect the regular weekly offerings of the IBC on Wednesday and Friday nights, which according to independent rating surveys are among the most popular television attractions now offered free to the American public.

Pabst sponsors Blue Ribbon Bouts on CBS Wednesdays (10-10:45 p.m.), and Gillette sponsors Cavalcade of Sports Friday on NBC (10-10:30 p.m.).

A New Orleans street named Desire—but where is everybody?

If the time is between 6 and 9 a.m., they’re very likely listening to Louisiana ‘Larm Clock. This sprightly WDSU program acts as eye opener to a large and loyal following. And it has been an eye opener to sponsors to see how well ‘Larm Clock’s Harry Wood can sell their products.

WDSU RADIO—NEW ORLEANS—VITAL TO THE SOUTH’S BIGGEST MARKET
Proudly created to Outperform!

Mitchell Cameras

The matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

Mitchell Camera Corporation

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
boxing in the U. S. From 1949 to 1952, the government said, all but two of the 21 championship boxing bouts in the U. S. have been under the aegis of IBC. In arguing that boxing is interstate in character, the Justice Department said that the total income for all bouts in the three years amounted to $15 million, of which $4.5 million came from the sale of tv, radio and motion picture rights. This is more than 25% of the total income, the Justice Department said. It also pointed to the revenue from the 1953 Marcianno-Walcott fight: from sale of admission tickets, $253,462.32; from sale of tv, radio and motion picture rights, $300,000.

Reference also was made by the Justice Department that the scale of income from tv was constantly growing as more and more tv stations went on the air.

Three Station Sales Approved by FCC

SALES of WJTN-AM-FM Jamestown, N. Y., KMBY-AM-TV Monterey, Calif., and KOLD Yuma, Ariz., received FCC approval last week.

The WJTN transfer was in two stages. Control of the stations was first transferred to Simon Goldman through purchase of 80.3% interest of Jay E. and Mabel Mason for $309,385. Mr. Goldman in turn sells 45.6% interest to Reginal A. Lenna for $34,574. Mr. Lenna deals in appliances and automotive equipment. Mr. Goldman retains 45.6% interest in the stations.

At Monterey, KMBY-AM-TV was sold to the owners of KSBW-AM-TV Salinas, Calif., for $230,000 plus assumption of $117,000 in liabilities. Purchaser is the newly-organized Salinas Valley Broadcasting Corp., headed by John Cohen (25%), W. M. Oates (25%), plus a group of local businessmen who own the remaining 50%.

KMBY-TV and KSBW-TV share ch. 8 in the Salinas-Monterey area. The transfer enables KSBW-TV to become a fulltime operation.

In order to stay within the FCC's duopoly rule forbidding one person or company from owning more than one station in a single market, Salinas Valley is selling KMBY for $70,000 to Frederick A. Gwynn, NBC Los Angeles engineer [B&T, Jan. 24].

At Yuma, KOLD was sold by the Gene Autry interests for $50,000. Purchasing group consists of Jim Hawthorne (25.6%), half-owner of K Productions, Hollywood tv film firm; Van C. Newkirk (23.1%), 30% stockholder of KSDA Redding, Calif.; Norman H. Rogers (15%), one-third owner of KRNO San Bernardino; Lyle L. Perkins (20.5%), technician at KFBK Sacramento, and George W. Brock (15.4%), 30% owner of KRNO.

Democrat's Site Committee Favors Chicago Convention

THE Democratic National Committee's Site Subcommittee has recommended Chicago as the site of the party's 1956 presidential nominating convention and has mailed out ballots to national committee members asking their approval. The committee met in Washington Thursday.

National Chairman Paul M. Butler has recommended the week of Aug. 13 as a date for the convention.

On Wednesday representatives of radio-tv outlined to the site group its anticipated needs for coverage, asking that the GOP and Democratic conventions be held in the same city to facilitate problems on moving personnel and equipment. The group also asked for more floor space and hotel accommodations for 750 people, 150 more than in 1952, because of the requirements of televising in color.

Radio-tv representatives present were: William McAndrew, news and special events manager, and George McElrath, technical operations director, NBC-TV; Werner Michel, executive producer, DuMont Network; Thomas Velotta, ABC news vice president; Elmer Lower, CBS Inc. special projects director; and Willard Shadel (CBS), Joe McCaffrey (McCaffrey Reports) and Julian Goodman (NBC), representing Radio-Tv Correspondents Assn.

Anderson, San Juan Tvs Granted by Commission

TWO new tv stations at Anderson, Ind., and San Juan, P. R., were granted by the FCC last week.

Ch. 61 at Anderson was granted to Great Commission Schools Inc., owner of Civic Broadcasting Co., licensee of WCB Anderson, Great Commission, a non-profit organization, plans to buy all the equipment, antenna and tower of the now defunct ch. 64 WBKZ-TV Battle Creek, Mich., for $46,000. It will operate with 24.5 kw visual and 13.2 kw aural, with an antenna 340 ft. above average terrain.

At San Juan, a new station on noncommercial educational ch. 6 was granted to the Dept. of Education of Puerto Rico. The station will operate with 100 kw visual and 50 kw aural, with an antenna 1,120 ft. above average terrain.
OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an excellent opportunity for training and experience with color TV transmitters.

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You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

Enjoy RCA advantages:

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Mr. John R. Weld, Employment Manager
Dept. Y-3B, Radio Corporation of America
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RCA SERVICE COMPANY, INC.
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COURT HEARS 3 ‘PROTEST RULE’ CASES

U. S. Court of Appeals has under examination protests from broadcasters who, according to the FCC, had no standing as objectors or who were not specific enough in their protests.

FCC’s ATTITUDE toward the protest rule— which permits anyone with standing to object to a Commission grant made without a hearing up to 30 days after the grant is made—was put onto the balance scale last week when the U. S. Court of Appeals in Washington heard three broadcast cases.

Involved was Sec. 309(c) of the Communications Act, added by the 1952 McFarland Act. Its provisions have been a matter of contention between broadcast attorneys and FCC lawyers ever since. It provides that if a protest is filed by a party in interest and the objections are set forth with “specificity” and “particularity,” the grant must be stayed and a hearing held.

The question of standing as a party in interest was put to the test in two of last week’s three cases—involving WSFA-TV Spartanburg, S. C., and KOAT Albuquerque, N. M. The question of whether a protestant who has standing has made his charges with sufficient details to warrant a hearing was involved in the case concerning share-time tv stations WHEC-TV and WVT- TV Rochester, N. Y.

The FCC, in the first two cases, dismissed the protests on the ground that the objectors had no standing. In the third case, the Commission held that the objectors’ allegations were not detailed with sufficient “specificity” and “particularity.”

Stations which protested and appealed the FCC’s actions were:

* WGVL (TV) Greenville and WAIM-TV Anderson, both South Carolina. Both uhf stations, they are opposing the FCC’s grant to WSPA-TV to build its ch. 7 transmitter on Paris Mt., near Greenville. WSPA originally received its permit to construct a tv adjunct on Hogback Mt., closer to Spartanburg. The FCC and WSPA-TV maintained that the move meets all FCC requirements regarding Spartanburg signal intensity and the mileage factors regarding co-channel and adjacent channel separation. It also insisted that the Paris Mt. site does not give WSPA-TV greater coverage of the Greenville-Anderson area than it had from Hogback Mt.

The uhf stations say the move was undertaken in order to avoid overlap with CBS-affiliated WBT-TV (TV) Charlotte, N. C. WSFA-TV has announced it will be a CBS-TV affiliate. The station is not yet on the air.

Last week’s argument, which is the latest move in a year’s litigation, was before Circuit Judges Henry W. Edgerton, David L. Bazelon and Charles Fahy. Ben C. Fisher represented WGVL; Benedict P. Cottle, WAIM-TV; J. Smith Henley, FCC, and William C. Koplovitz, WSPA-TV.

* KOA Denver. The 50 kw, clear channel NBC-affiliated Rocky Mt. area station (on 850 kc) claims that the FCC’s grant to local, ABC-affiliated KOAT to move from 1240 kc with 250 w to 860 kc with 1 kw day, 500 w night obliterates its signal to listeners in sections of New Mexico. KOA operates on 850 kc. The FCC and KOAT claim the Albuquerque station’s change and boost in power does not injure KOA since the listeners involved are not within the Denver station’s normally protected contours. The case was heard by Circuit Judges Edgerton, Bazelon and John A. Danaher. Vernon L. Wilkinson argued in behalf of KOA, Daniel R. Ohlbaum for the FCC, and Leonard H. Marks for KOAT.

* WSYR Rochester, N. Y. This station is objecting to the grant of Rochester ch. 10 on a share-time basis to WHEC and WVT, made in 1953. WSYR claimed the grant was made illegally, that the FCC should have accepted its own application for ch. 10—filed six days after the grant was made—and held a comparative hearing. It claimed it had no notice of the agreement to share ch. 10 by the then two paper applicants, WHEC and WVT. It also claimed that its protest was denied without a hearing.

Both the Commission and the two stations opposed these contentions. They also claim that the FCC acted properly in denying the WSYR protest without a hearing since it lacked the required bill of particulars.

Circuit Judges E. Barrett Prettyman, Charles Fahy and George Thomas Washington heard the Rochester argument. William A. Roberts was counsel for WSYR; FCC General Counsel Warren E. Baker represented the FCC, and Thomas H. Wall, WHEC-TV and WVT-TV.

WNDR Plea Denied
PLEA of WNDR Syracuse for revocation of WSYR-AM-FM-TV there was turned down by FCC last week on the ground the WNDR complaint already is in court as a civil suit-trust suit and the Commission does not wish to proceed until that action is settled. WNDR charged that Samuel I. Newhouse, through his ownership of WSYR and the only local daily paper, was seeking to restrain trade [B*T, Nov. 8, 1954].
You can see and examine all types of Truscon Towers in full operation in Youngstown.

A tower is one piece of equipment no salesman can bring to you. He can't demonstrate its features in your office. Fortunately, you can get all the advantages of on-the-job demonstration simply by visiting Youngstown. You can get the facts to help you buy on proof. And, you can inspect Truscon's design and fabricating facilities at the same time.

You'll be able to see and examine:
1. A 150-foot self-supporting tower for AM broadcasting.
2. Four 400-foot self-supporting towers in directional array for AM broadcasting.
4. A 539-foot self-supporting tower sustaining both an FM and a TV antenna.
5. A 1000-foot guyed tower with TV antenna.

Next time business takes you near Youngstown, make it a point to see all these Truscon Towers. Contact the Radio Tower Sales Department to let us know when you're coming.
Gran Files Application For Milwaukee's Ch. 12

APPLICATION for Milwaukee's ch. 12—now occupied by WTVV (TV), which has been bought by Hearst Corp. for $2 million with the purchase pending FCC approval—was filed last week by Gran Enterprises Co. [B+T, Jan. 31].

Gran Enterprises is owned by L. F. Gran, 38.5% stockholder and until Jan. 26 board chairman of WTVV. In a statement with the application, Mr. Gran repeated what he had notified the FCC two weeks ago: that he had offered to meet the Hearst offer to buy the station and that he was opposed to the sale of the 10-week old station (it began commercial operation Nov. 15, 1954) although he said he had voted to accept the Hearst offer "under protest."

The ABC-affiliated WTVV received its grant after the four competing applicants agreed to a merger. Options, still not consummated, are held by WFOX, WEMP and Kolero Telecasting Inc. Milwaukee Area Telecasting Corp. is the present permittee of WTVV. When the options are exercised, Mr. Gran's stockholding would be reduced to about 12%.

Hearst, which owns WISN Milwaukee, had been an applicant for ch. 6 in Whitefish Bay, Wis., a suburb of Milwaukee. Following its purchase agreement with WTVV, it withdrew from that contest.

Proposing 251 kw and an ABC affiliation, the Gran application indicated it would spend $796,679 on construction, and $1,340,000 on the first year's operation. Loan of $308,000 also was disclosed by the application. This would be $150,000 from L. E. Caster (WREX-TV); $100,000 from Theodore R. Gamble (KOIN-AM-FM-TV Portland, Ore.), and $50,000 from Dr. Franklin K. Wagner.

Gran Enterprises' balance sheet as of Jan. 26 showed total assets of $631,286, with current assets amounting to $109,386. Total liabilities are listed at $199,644. Combined income after taxes of the company and Mr. Gran was $18,000 for 1953 and $30,000 for 1954.

Wiley Urges Network Series To Fight Juvenile Delinquency

SEN. ALEXANDER WILEY (R-Wis.) last week expressed hope that the television industry would inaugurate a show fighting juvenile delinquency—not as a one-shot documentary but as a continued (and I hope) high-rating series.

He made the proposal in introducing a bill (S 894) on behalf of himself and Sen. Edward J. Thye (R-Minn.) to "strengthen and improve" state and local juvenile delinquency programs.

He said the tv industry is "increasingly demonstrating its awareness of the significance of getting across the right type of programs for youngsters, and avoiding the wrong type." Sen. Wiley felt the tv industry has "more than enough talent" for the show he proposed and that there are "ample sponsors who would underwrite this type of network project."

Patent Report Proposal Hit

GENERAL opposition to FCC's proposal to require annual patent reports by all licensees was expressed in oral argument Tuesday before the Commission en banc. Contending the plan would be an administrative burden for both FCC and its licensees and duplicate information already on file in the U. S. Patent Office, the plan was protested by American Telephone & Telegraph Corp., Allen B. DuMont Labs, Sylvania Electric Products Inc., Aircraft Industries Assn. and Collins Radio Co.

Warren Baker, FCC general counsel, refuted the arguments by pointing out that several major communication firms apparently felt there would be no burden involved since they failed to appear. He cited RCA, GE and Westinghouse, all major patent holders, and explained that FCC only wants general data as to the effect of patent holdings on development of the art. Meanwhile, FCC has extended until Feb. 18 its deadline for comments on its proposal for disclosure of patent interests in rule-making proceedings [B+T, Dec. 13, 1954].

Committee to Set Date To Consider McConnaughy

DATE for a hearing on the nomination of George C. McConnaughy, now FCC chairman under interim appointment, for regular membership on the Commission will be brought up at a regular meeting of the Senate Commerce Committee this Wednesday. Sen. Warren G. Magnuson, committee chairman, has announced.

Chairman Magnuson at a news conference late last week said he would give some questions ready for the FCC chairman at the hearing. So will fellow Democratic Sen. A. S. Mike Monroney (Okla.) and possibly others, he said.

Present indications are that the McConnaughy hearing may be held around Feb. 24, or thereafter. Sen. Magnuson's office has said he will want to give 10 days notice for the hearing, which would throw the hearing into the week of Feb. 21. But around that time many senators are busy traveling to make Washington's Birthday speeches (Feb. 22). Feb. 23 is regular committee meeting day.

Mr. McConnaughy, son of Sen. C. F. McConnaughy (D-Tenn.), is not a member of the committee, has indicated he may have some questions ready for Mr. McConnaughy [B+T, Nov. 25, 1954], which he presumably would turn over to a Democrat on the committee.

Mr. McConnaughy's nomination was submitted to a special session of the Senate last November and was reported favorably from the Commerce Committee under the chairmanship of Sen. John W. Bricker (R-Ohio), after Democratic protests [B+T, Nov. 15, 1954]. Democrats later blocked confirmation on the floor.

White House Denies 'Censorship' Film Coverage

IF ANY broadcaster is concerned about "censorship" of the sound films of the Presidential news conferences, which are edited by White House news secretary James C. Hagerty before being released for broadcast use, he has not let the White House know it, President Eisenhower said Wednesday at his second televised news conference.

When the subject was pursued, the President said: "No head of any broadcasting company has yet protested to me and I can't very well make any answer until I get their protests and their reasons for it."

Mr. Hagerty, to whom the President referred the question of editing procedure, denied the censorship charge implicitly. "It is not applicable at all to this procedure," he said. "All news-gathering media—newspapers, magazines, radio, television and theatre newssheets—have complete access to the entire transcript of the Presidential press conference. All media also have complete use of the sound film of the conference, released in the spoken word and film of the President and have a perfect right to point out what was and what was not released for direct quotation."
COMR. LEE BLASTS HAGGLING, 'RED TAPE'

FCC member says excessive regulation stems from people themselves seeking government assistance in resolving private problems.

PLACING responsibility for the "seemingly endless chain of governmental red tape" upon the people themselves, FCC Comr. Robert E. Lee in an off-the-cuff talk last Wednesday before the Minnesota Employers Assn. at St. Paul suggested that arbitrary legislation and added regulation—"dictated by pressure groups to cure temporary business reversals"—are not the way of progress.

"As a member of a regulatory body," he said, "I have seen technical developments delayed not only by prescribed government procedure popularly called 'red tape,' but also by the wrangling of proponents, the jockeying for position of competitors, the delaying tactics of parties who claim their interests may be hurt, and the time it takes to study voluminous records and make a judicial decision in controversial matters."

"How much better it would be, if, by eliminating unnecessary man-made delays, we could bring more of these modern accomplishments...

Joint Unit to Study 1,000-ft. Tower Limit

ORGANIZATION of a joint government-industry committee to determine whether tv towers that are 1,000 ft. or higher above ground are dangerous to aircraft was announced last week.

The committee will hold its first meeting Feb. 11 in Room 1510, Tempo T-4, Washington.

It is expected that FCC Comr. Edward M. Webster and CAA Administrator F. B. Lee will be co-chairmen of the committee as they were in the 1952 tall tower study.

The present group was established following a recommendation of the Air Coordinating Committee in order to search out the pros and cons of a proposal by military members that any tower over 1,000 ft., unless shielded by existing structures, be considered an air threat.

The ACC acted after its Technical Div. and Washington Airspace Subcommittee referred the proposal to it. The matter arose when regional and Washington airspace subcommittees began receiving applications for 1,000-2,000-ft. tv towers. Military members objected to such heights and when their objections failed to prevent approval, proposed the 1,000-ft. limitation. Resolutions to accomplish this ceiling (H J Res 138 and 139) have been introduced in Congress by Reps. Carl Hinshaw (R-Calif.) and Oren Harris (D-Ark.).

In addition to Messrs. Webster and Lee, other government members of the study group are: Joseph Adams, CBA; Brig. Gen. Louis V. Hightower, Army; Rear Admiral W. L. Rees, Navy; Maj. Gen. W. D. Galtney, Air Force.

Broadcast industry representatives are: Robert E. Kennedy, Assn. of Federal Communication Consulting Engineers; A. Prose Walker, NABTE; Robert M. Booth Jr., Federal Communications Bar Assn., and Cyril M. Baum, Joint Committee on Educational TV.

Aviation representatives, not yet announced, will represent: Air Transport Assn.; National Businessmen's Aircraft Assn.; National Assn. of State Aviation Officials; Airline Operators Council; Aircraft Owners & Pilots Assn., and Air Line Pilots Assn.

Roanoke Decision in Prospect

PROSPECT for an early initial decision in the Roanoke ch. 7 case appeared last week as WROV there petitioned for dismissal of its application. The move would leave uncontested the bid of Times-World Corp.'s WDBJ. Under the dismissal agreement between the two applicants, WDBJ buys the television assets of WROV for $245,000 (CLOSED CIRCUIT, Jan. 31). Assets include tower, studios, equipment and site of defunct ch. 7 WROV-TV and would allow WDBJ, upon receipt of final grant for ch. 7, to expedite commencement of operation.
of science within the life span of the average person.

Reviewing public indulgence of red tape, Comr. Lee noted that "during the past two decades the people of this nation when facing an emergency, real or imagined, have acquired the habit of turning to the Federal government for a solution of the . . . problem."

He said that "if the pressure on the government is sufficiently well organized, it invariably results in the enactment of new laws or the adoption of additional regulations by the government agency involved. This, without fail, results in some form of additional control, direct or indirect, being fastened on our everyday lives."

Comr. Lee pointed out that the pressure groups appear "whenever the particular branch of industry in which they are engaged is threatened with a temporary set-back or recession which may be due to any one or a number of causes such as over-production, poor planning or an attempt to control the variations of the business cycle."

He considered the people's recourse to arbitrary controls to solve temporary economic problems as a "dangerous step toward destruction of freedom and the creation of a police state in one of its many forms."

He concluded that "the distance between regulation and strangulation is very short indeed, and the distance between strangulation and government ownership and operation is still shorter."

At WLAU, 250 watts, Laurel, Mississippi

"EVERYONE IS SOLD ON THE AMPLEX 600"

Every week WLAU pays an "Amplex visit" to a different county school for a program called "Salute to Jones County Schools."

"If the Ampex 600 were paid a salary, the figure would run into the over-time column every week. It is used by the salesman, announcers and the sports man. Everyone is sold on its performance and it's especially popular because it is so light and easy to handle. Since the success of a small station greatly depends on good local programs with the personal touch, we feel the Ampex 600 is the practical and economical answer to a real need."

Mrs. Norma H. Leggett, Manager Radio Station WLAU, Laurel, Mississippi

For the grand opening of Sears Roebuck's newest and finest store in Mississippi (in Laurel), the Ampex 600 taped an interview with every department head.

Our program director interviewing the manager of Jones County Auto Sales at the showing of the new 1955 Mercury. We taped every new car showing in Laurel.

Broadcast stations of 250 and 1000 watts are today discovering that for them too the Ampex Standard of Excellence pays for itself.

**AMPLEX 600 portable tape recorder**
- Weight just 26 pounds and has the Ampex standard of quality, reliability and durability throughout. Prices are $498 unarnanted or $545 in portable case.

**AMPLEX 620 portable amplifier-speaker**
- The perfect monitoring and demonstration unit, matches the 600 in quality, size and appearance, costs $149.50 in portable case.

**AMPLEX 350 studio tape recorder**
- "The big Ampex" — versatile, adaptable and durable, uses large or small reels, 7½ and 15 in/sec. tape speeds and connections for remote controls. Prices are $700 to $1350.

**Signature of Perfection in Sound**

**AMPLEX CORPORATION**

For full performance specifications on these machines, write Dept. D-1882

**Location**

**DISTRIBUTION IN PRINCIPAL U.S. CITIES**

**CANADIAN DISTRIBUTION BY CANADIAN GENERAL ELECTRIC COMPANY**

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**Examiner Favors WCYB For Bristol, Va., TV**

INITIAL decision proposing to grant a new tv station on ch. 3 at Bristol, Va., to WCYB there was issued last week by FCC to Harlen E. Honig. The ruling would deny the competitive bid of Tri-Cities Television Corp., whose ownership includes principals in WOPF Bristol, Tenn., and WKPT Kingsport, Tenn.

The examiner found WCYB "superior to Tri-Cities" in respect to size, financial ability and number of local owners. He favored Tri-Cities, however, on factors of participation in local civic activities, proposed programming service, and equipment available to WKPT and WOPF.

Charge by WCYB that certain Tri-Cities' principals had been involved in filing of a strike application "was not sustained in the hearing," the initial decision declared.

Citing the precedent of FCC's decision in the grant of ch. 8 at Tampa, Fla., to the Tampa Tribune's WFLA, the examiner noted an applicant having the majority of decisional factors may not be the most preferred since the factors have individual weight.

WCYB is owned 25% each by Robert H. Smith and J. Foy Rogers and 15% by Charles W. Gore, Harry M. Daniel and Frank W. DeFrisce Jr.

Tri-Cities is owned 19% each by WCYB and WKPT. Officers include: R. Vance Stone, Bristol TVV lumberman, president and 66% owner; W. A. Wilson Sr., owner WOPF, executive vice president; C. P. Edwards Jr., owner WKPT, vice president and 14.47%; Howard Long, co-founder and vice-president; and L. Jr. owner Kingsport Pub. Co. secretary and 7.6%; C. Bollinger, treasurer of Bollinger Radio Co., operator WCBM Cumberland, Ky.; WSAV Norton Va., and WNLN Harlen, Ky., treasurer and 53.4%.

**WSAV Granted Ch. 3 Outlet Despite Prior Construction**

FINAL decision granting a new tv station on ch. 3 to WSAV Savannah, Ga., notwithstanding its unauthorized prior construction, was issued last week by the FCC.

The decision upheld the initial decision proposing to grant the ch. 3 facility to WSAV and denial of the competing application of WJIV [B&T, April 12, 1954].

The final decision concluded that WSAV must be prefereed as there exists a greater likelihood that satisfactory programming will be carried out in the public interest in view of its past performance, local residence and participation in community affairs, and integration of ownership and management.

The decision is subject to the condition that the station does not utilize its proposed tower base, consisting of three steel sleeves installed on the penthouse-floor of the Liberty National Bank Building in Savannah.

**FCC Denies WICU Motion**

ACTING on proceedings pending since the start of its hearing on the license renewal of Edward Lamb's WICU (TV) Erie, Pa., last fall, FCC Thursday denied a motion by WICU to strike certain allegations by the Broadcast Bureau and dismissed as premature a Broadcast Bureau motion to enlarge and modify the hearing issues. Case resumes Wednesday before Examiner Herbert Sharman with WICU directed to proceed with cross examination of certain FCC witnesses [B&T, Jan. 31].
FCC Dismisses Order
On CBS Station Ownership

SHOW CAUSE order issued by FCC in late 1953 to require CBS to divest part of its AM station holdings was formally dismissed by the Commission last week upon recognition that the network now owned only six radio outlets, one less than the seven station maximum prescribed in the revised multiple ownership rules [B&T, Nov. 30, 1953].

Noting CBS has sold its minority holdings in KQV Pittsburgh, WTOP Washington and WCCO Minneapolis, the FCC order found the show cause proceeding to be moot. CBS owns WCBS New York, WEEI Boston, WBBM Chicago, KMOX St. Louis, KNX Los Angeles and KCBS San Francisco.

Meanwhile, Westinghouse Broadcasting Co. petitioned FCC to permit Dillon Anderson, one of 20 directors of parent Westinghouse Electric Corp., to retain his 2.8% interest in KTRK-TV Houston on the ground it is inconsequential and not within the intent of the Commission's multiple ownership rules. The petition, reviewing history of the rule and noting two other Westinghouse Electric directors already have given up their personal broadcast interests to comply with FCC's multiple ownership inquiry [B&T, Feb. 15, 1954], suggested 5% interest would be a more equitable limit than the 1% now in the rule.

Court Hears Objection
On FCC Fort Wayne Grant

STRENUIOUS objection to the FCC's attitude toward newspaper ownership in granting Fort Wayne ch. 9 to WANE that city was filed with the U.S. Court of Appeals in Washington last week. Brief was on behalf of unsuccessful applicants James R. Fleming and Paul V. McNutt, who constitute Anthony Wayne Broadcasting [B&T, Nov. 8, 1954].

Both WANE and Anthony Wayne were competitors for Fort Wayne's ch. 9. The examiner proposed to grant the frequency to Anthony Wayne. The FCC, however, reversed the examiner and issued the permit to WANE. Basically, the Commission found that Mr. Fleming and Mr. McNutt were controlling trustees of the Fort Wayne Journal Gazette. The Journal Gazette and the Fort Wayne News-Sentinel (WGL) maintain joint medical and business facilities. The publishing company, the FCC averred, requires joint national and classified advertising in both newspapers. This, the FCC held, imputed the qualifications of Messrs. Fleming and McNutt.

Gist of the Anthony Wayne objection is that neither of the Anthony Wayne principals can reverse this condition without breaching the contract between the two newspapers. It also claimed that the practice is not illegal.

"It is therefore submitted that the Commission is acting with decision to weight to appellants' failure to object to the joint rate practices of a corporation which they admittedly could not control was clearly erroneous and arbitrary," the Anthony Wayne brief said.

The practice of joint rates is not illegal, the brief continued. It cited the Supreme Court decision in the New Orleans Times-Picayune case as upholding this view.

Mr. McNutt is a former Indiana governor and national Democratic official. Anthony Wayne also claimed that the Commission took no note of its superiority in engineering matters.

WANE is owned by the same interests which own WISH-AM-TV Indianapolis and WITBU Anderson, Ind.
WTRI (TV) SUSPENDS AMID PROTESTS

After almost a year of operation, the Albany uhf suspends following the loss of its CBS-TV affiliation. It claims that all the networks in the tri-city area are tied up.

THE TV PICTURE in the upper New York state tri-city area of Albany-Schenectady-Troy remained somewhat unsettled last week as:

- WTRI (TV) Albany, operating for almost a year on ch. 35, ceased operations.
- CBS-TV limited affiliation changed Feb. 1 from WTRI to ch. 41 WROW-TV.
- An "angry" public protest at the closing down of WTRI, directed at the FCC, began to reach major proportions, Col. Harry Wilder, president of WTRI, informed B&T.
- GE told WTRI that it is up to the FCC to decide whether WRGB (TV) Schenectady, which GE owns, should change from its present ch. 6 to ch. 17 as proposed by WTRI.
- WTRI formally opposed the allocation of ch. 10 to Vail Mills, N. Y., as proposed by WROW-TV.

In announcing the closing of WTRI, Richard B. Wheeler, general manager, said that the move was forced by the inability of the ch. 35 station to secure a network affiliation. He placed the blame on the GE-owned WRGB, which, he said, had affiliation contracts with all four tv networks. Other stations used only what WRGB could not fit into its schedule, Mr. Wheeler averred. Since WROW-TV had secondary affiliations with ABC and DuMont, which it retained even after it secured the CBS-TV affiliation, this left WTRI with no network to affiliate with, Mr. Wheeler declared. Sale of WROW stations to the Lowell Thomas group sparked the present Albany-Schenectady-Troy quarrel. Mr. Thomas and others bought the WROW stations for $298,800. The FCC approved the sale last November. WTRI protested the approval. It claimed that Mr. Thomas was a high ranking employe of CBS and that this violated Commission policy on ownership of stations by network employes. It also claimed that there was a secret agreement between Mr. Thomas and CBS regarding the tri-city network affiliation, and that Mr. Thomas had not entirely divulged his connection with CBS.

The Commission allowed the protest by agreeing to hold an oral argument on some of the questions (this is scheduled for Feb. 14) and promising that a regular hearing before an examiner would be scheduled on other allega- tions. It refused, however, to stay the effectiveness of its approval of the sale.

WTRI appealed to the U. S. Court of Appeals in Washington, again asking for a stay order. This the court refused.

The spontaneous public outcry against the FCC began, Col. Wilder said, after a 45-minute final broadcast on WTRI Jan. 31. Announcement of the station's demise was read and all employes appeared on camera to relate their background and hopes for the future.

Col. Wilder reported that public protest meetings had been held in adjacent communities of Glens Falls and Hudson Falls, among others, and petitions to the FCC protesting the closing down of WTRI were being circulated by tv service and dealer organizations, manufactur- ing plants and supermarkets. He also said one local newspaper editorially chided the FCC for giving the lone uhf station in the area (WRGB) a monopoly and called it a "betrayal of public trust."

Profits Ahead Seen

An investment of $900,000 has been made in WTRI, Col. Wilder said. Weekly losses had been reduced from $7,000 to $4,000 by the time the station ceased operations, Col. Wilder said. "The idea was to see profitable days ahead," he said. The station employed 40 people, he added, and a skeleton force will be maintained in case litigation is successful. It opened new studios last December.

WTRI figured 180,000 uhf sets in the area, Col. Wilder said. There are about 425,000 tv sets in the whole area.

The GE reply to WTRI's suggestion that WRGB should be allocated from ch. 6 to ch. 17 [B&T, Jan. 24] was made by Robert E. Hanna, GE broadcast station department manager. Mr. Hanna said he was not aware of any new developments or changes to warrant a reappraisal of WRGB.

"The FCC is, of course, the authorized body to decide whether WRGB should be placed on a uhf allocation. . . . Such a change is obviously not in the public interest since it would adversely affect three-fourths of the more than 400,000 tv families in the WRGB coverage area," Mr. Hanna said.

The WTRI proposal to change WRGB to ch. 17 and make it an educational assignment in lieu of ch. 17 was combined with the WROW proposal to assign ch. 10 to Vail Mills by the FCC in a rule-making proposal [B&T, Dec. 20, 1954].

Three More Tv Permittees
Set Starting Target Dates

PLANS for the start of commercial programming were reported last week by three new tv stations.

WTFT (TV) Tampa, Fla., on ch. 13, expects to begin test programs March 15 and programming April 1. Equipment will be RCA with an Idecoscope. Avery-Knodel is representative and affiliation is "expected to be with CBS."

Great Commission Schools Inc. (WCBC),

WHLM Bloomsburg, Pa., has gone to full-time operation with 500 w on 550 kc after seven years as a day-night program on 690 kc. Harry L. Magee (f.), owner and licensee, and Robert R. Williams, station manager, examine equipment in the station's new transmitter building.

Anderson, Ind., which last week received a grant for ch. 61 there, has set May 1 as starting target date. RCA equipment will be used. The station plans to originate programs as well as carry live network shows. Negotiations for network affiliations and a national representative are underway. Worth S. Rough, manager of WCBC, will be general manager of the tv station. Fred M. Mullin, former director of film operations for WAVE-TV Louisville, is tv director.

KTR-2-Lufkin, Tex., will begin telecast Sept. 1, according to Richman Lewin, vice president and general manager. The ch. 9 station will operate with 27 kw. KTR-2-TV will be independently owned and operated in Lufkin but will have a program affiliation with ch. 2 KPRTC-TV Houston, NBC affiliate. First contract for tv time has been signed with the O. L. Finley Tire Co., a present radio advertiser on KTR-2.

Three tv stations are scheduled to begin commercial programming by mid-February [B&T, Jan. 31]. KDEC (TV) Jefferson City, Mo. (ch. 13), Feb. 15. WPLA-TV-Tampa, Fla. (ch. 8), Feb. 14, and KCVF (TV) Fairbanks, Alaska (ch. 13), Feb. 15.

ROLLISON TAKES QRG SALES POST

AS PART of plans of the Quality Radio Group to develop a strong network of stations and establish a new program development organization, William B. Ryan, executive vice president, last week announced the appointment of R. H. (Reg) Rollinson as eastern sales manager.

Prior to joining Quality Radio Group, Mr. Rollinson served as general manager for the Crusade for Spot Radio, sponsored by 300 radio stations through the Station Representatives Assn. Mr. Rollinson has had wide experience in various phases of advertising, having been an account executive with the John A. Cairns Advertising Agency, predecessor firm to Anderson & Cairns.

Mr. Ryan also announced that QRG has completed its first six weeks preliminary circulation studies, and is prepared to present the

4 Reasons Why

The foremost national and local advertisers use WEDV year after year to reach the vast

Jewish Market

of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEDV" by Henry Greenfield, Managing Director WEDV 117-119 West 48th St., New York 19

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Group to national advertisers and agencies as a national circulation medium.

The appointment of Mr. Rollinson, Mr. Ryan said, marks the start of the second phase of Quality's campaign to form a powerful sales and program development organization. He added that "all conceivable sources of talent and programs are being explored for future quality programming."

**Oklahoma City Papers Drop Free Log Ban**

THE PAGES of the Daily Oklahoman and Times, Oklahoma City, are once more open to free publication of radio-tv logs, following a period of almost 18 months in which logs could be printed only on a paid advertising basis.

The station listings, beginning with the Jan. 22 issue, are now published every Sunday in the magazine section. They include the programming for the entire week of all tv stations in Oklahoma and the radio stations in Oklahoma City.

The Oklahoman and Times, owned by the Oklahoma Publishing Co. which owns WKY-AM-TV Oklahoma City, banned free publication of logs Aug. 16, 1953, claiming that radio stations were "commercial institutions and as such should pay for those facilities which they employ to promote their services."

The stations and reported public reaction argued that the listing of program logs was of news value. Following the discontinuance, the Oklahoma City Advertiser, a weekly, agreed to carry the logs. It was joined by other publications in the state, which finally included 16 dailies, 43 weeklies, a half-dozen magazines and a group of grocery chain listings. At least one of the newspapers reported that publication of logs brought an increase in circulation. According to a survey made by Norman F. Hall, of the Erwin, Wasey & Co. Oklahoma City office, logs distributed in publications and stores had a total circulation of 398,851 (B&T, June 7, 1954).

**Lucky Lager Signs With KNBC For 153/4 Hours Per Week**

LUCKY LAGER BREWING Co. has signed a 52-week contract for Lucky Lager Dance Time, to be shown 15 3/4 hours per week over KNBC San Francisco, in what is described as the largest time sale by dollar volume in San Francisco radio history. The program, which will be broadcast seven nights a week on KNBC, is now sponsored on stations in nine western states, Alaska and Hawaii.

The sale was handled by William K. McDonald, KNBC sales manager, and Martin H. Percival, San Francisco manager of NBC Spot Sales for radio. McCann-Erickson is agency for Lucky Lager.

**NBC Central Sets Record**

RECORD SALES levels were recorded in 1954 by NBC omo radio and tv stations in Chicago, the network's Central Div., Jules Herbuveaux, general manager of WMAQ and WNBQ (TV), has reported. WNBQ reported a sales increase of 33-50% in local and national spot sales, while WMAQ revealed a 7% boost over 1953. The WNBQ roster included 175-200 local and national spot clients each week during the past year, according to Floydie Reaston, sales manager, while Rudi Neubauer, WMAQ sales manager, attributed the radio sales surge to more emphasis on merchandising and a "year of reawakening" to radio's advertising advantages.

**WFLY-TV Boosts to 100 Kw; Dedicates $1 Million Home**

TO FORMALLY DEDICATE its new $1 million home on Jan. 30, and celebrate its power increase to 100 kw, WFLY-TV Greensboro, N. C., staged a two-hour televised talent show with entertainers representing a dozen North Carolina and Virginia cities in the station's coverage area.

Called The Channel 2 Revue, the program featured the music of Hal McIntyre and his orchestra and included an appearance of Betty Jo Ring, Miss North Carolina. Over 3,000 people jammed the station to see the show, the station said. Talent was introduced by the mayor of each of the 12 communities represented.

Ch. 2 WFLY-TV now claims two million people in its coverage area.

**Holloway Gets WSBT Post**

APPOINTMENT of Dick Holloway as national sales manager of the South Bend, Ind., Tribune stations, WSBT-AM-TV, was announced last week. He succeeds Robert H. Elrod, who has resigned to join the network advertising and promotion department of NBC Chicago. Prior to joining the WSBT-AM-TV sales staff, Mr. Holloway was general manager of WTRC Ekhart, Ind.

**Jensen Suffers Attack**

RAY V. JENSEN, manager of KSAL Salina, Kan., is reported convalescing at St. John's Hospital there from a severe heart attack suffered while in his office Jan. 10. His condition is said to be satisfactory.

**WARL Elects Armand, Crump**

ELECTION of Ray Armand as vice president and George Crump as secretary of WARL-AM-FM Arlington, Va., was announced last week by Northern Virginia Broadcasters Inc., licensee. They also were elected directors. Mr. Armand, in radio 17 years, is assistant manager of WARL and executive manager of WCMS Norfolk. Mr. Crump, in radio 10 years, is commercial manager of WARL and executive commercial manager of WCMS. Both are partners in a new application for 1 kw/daytime on 1050 kc at Roanoke, Va.
Bankers Life & Casualty Co. Names Baylor Gen. Executive

DAVID M. BAYLOR, a 20-year broadcasting veteran, has been appointed general executive of Bankers Life & Casualty Co., Chicago, owner and operator of KCSI-AM-TV Pueblo, Colo., the company has announced.

Mr. Baylor began his radio career as an announcer at WWJ Detroit, and served 12 years—from 1935 to 1947—with WGAR Cleveland. In 1947 he built, organized and put on the air WJMO Cleveland where he became vice president-general manager. He moved to WEWS-TV Cleveland in 1952 as general executive in charge of program and production operations.

In 1948 Mr. Baylor helped to organize the Assn. of Independent Metropolitan Stations in Cleveland and served on NARTB’s first Independent Stations Committee.

WRCA Spot-Local Business Shows January Gain Over ’54

COMBINED national spot and local business in January on NBC-owned WRCA New York increased 10% over the same month of 1954, according to George Stevens, sales manager.

Mr. Stevens said that the following sponsors had signed 52-week contracts on WRCA during January: Metropolitan Life Insurance Co., Horn & Hardart Co., The Bank for Savings, The Bayer Co., Bulova Watch Co., Costa’s Ice Cream Co. and Piel Bros.

KXOK Issues New Rate Card

RATE CARD No. 10, effective Jan. 1, 1955, has been issued by KXOK St. Louis, Mo. Information on rates appears on one side and a coverage map is on the reverse side. Rates are the same all hours, Sun.-Sat., with the one-time, one-hour rate listed at $2.00. Additional feature of the card is an “Interim Agreement,” which is used primarily as a firm reservation of station time. An advertiser or his representative is assured by the agreement that his proposed schedule is mutually agreed upon and the salesman is backed up with a signed agreement until such time as the formal contract is signed, according to the station. The “Interim Agreement” was conceived by V. N. Springgate, KXOK manager of sales.

Miller Succeeds Hughes

DON MILLER, CBS Radio Spot Sales account executive, has been appointed director of special presentations in the sales promotion department of the sales organization. Mr. Miller, who will report to Sherrill Taylor, sales promotion manager, succeeds Allan Hughes, now manager of sales development for the CBS Radio Spot Sales Central Division. Mr. Miller was sales manager of WCBS New York before joining CBS Radio Spot Sales in 1952.

Neuwirth to Katz Agency

H. D. NEUWIRTH, account executive with H-R Representatives since 1953, has been appointed to the New York radio sales staff of the Katz Agency Inc., national advertising representatives, effective today (Monday). Prior to serving with H-R Representatives, Mr. Neuwirth was for three years with the Worth Assoc., radio station representatives, as vice president in charge of sales.

The Tv Switch

PUERTO RICO claims at least one record in television. Jose Ramon Quinones, president of WAPA-TV San Juan, reports that there are 45,190 telephones on the entire island. There are 56,681 tv receivers, aside from those imported by the Army and the Navy. And tv on the island is only eight months old.
KKTV (TV) Colorado Springs, Colo., to KGHP as announcer-engineer.

Francis A. Ciccone, formerly with synchrocyclotron lab staff, U. of Rochester, to WKB-TAM-FM Cortland, N. Y., as chief engineer.


Burt Lambert, assistant sales director, WNEW New York, resigned effective Jan. 31 with future plans to be announced shortly.

Jim Adams, WSTV Steubenville, Ohio, promoted to chief announcer. Fred Peterson, formerly with WAND Canton, Ohio, to WSTV announcing staff.

Glenn Lackey, teacher, Pickerington (Ohio) High School, adds duties as farm editor, WTVN Columbus, Ohio.

Elizabeth McCarthy, formerly with WGST Atlanta, Ga., to WSB there as sales representative.

Robert Beal, sales dept., KOAT-TV Albuquerque, to KOB-TV there as account executive; Robert W. Duncan, KOAT sales dept., to KOB as account executive; George Mahoney, formerly with WSJS Winston-Salem, N. C., and John Boothby, formerly with WFTL-TV Fort Lauderdale, Fla., to KOB production staff.

Eugenio de la Pena to KOB conducting Spanish series; Bob Martin, formerly with KOAT-TV, to KOB-TV as personality.

Charles Hartman, formerly with WCAU Philadelphia, to engineering staff, WFLA-TV Tampa, Fla.; William Miller, formerly with WVEC-TV Hampton, Va., to WFLA-TV sales staff; Robin Bright, announcer, WISH-TV Indianapolis, to WFLA-TV in same capacity; Ruth Bender to station as secretary to general manager; Eleanor Andrews, to WFLA-AM as assistant bookkeeper; Evelyn Peterson, former WFLA vocalist, to WFLA-TV as secretary to sales manager.

Robert Edouart to engineering staff, KGMB-TV Honolulu.

Patrick O’Riley, radio-television personality, CBS Chicago, assigned to commercial duties, WBBM-TV Chicago’s Gene Autry Time.

Hamilton Swain to WBML Macon, Ga., as disc m.c.

Roy Morris, disc m.c., WAPO Chattanooga, Tenn., to WSRS Cleveland in same capacity.

Heck Harper, personality, KPTV (TV) Portland, Ore., and KGW Portland, adds duties as disc m.c., KVAN Vancouver, Wash.

Hal Murray, former disc m.c., WEEK Peoria, Ill., to WOXY Milwaukee conducting Murray-Go-Round.

Jack Sheridan, formerly with KXEL Waterloo, Iowa, to WRG Indianapolis as announcer.

Lynn Taylor, KOVR (TV) Stockton, Calif., to KFSD-TV San Diego as hostess, Pantry Playhouse.

Ron Richards, former chief announcer, KGVO Missoula, Mont., to KGVO-TV as announcer-writer; Evelyn Davis to KGVO-TV as receptionist-typist.

Henry Charnell, graduate, Northwest Radio & Television School, Portland, Ore., to KCOY Corvallis, Ore., as announcer-salesman.

Norma Corten to sales promotion staff, WDBR-TV Jacksonville, Fl.; Barbara Acree named copywriter.

Jack Lynch, formerly with Seattle Post-Intelligencer, to publicity and promotion dept., KING-AM-FM-TV Seattle.

Peter D. Schachte to copy dept., WICC Bridgeport, Conn.

Marcia Mary Morgan, Bennington College (Vt.) student, spending non-resident term at WSYR-TV Syracuse, N. Y.

John M. Rivers, president, WSCC Inc. (WSCC-AM-FM-TV Charleston, S. C.), appointed state chairman, Crusade for Freedom.

A. Boyd Siegel, chairman of board and managing director, WPA-AM-FM Washington, Pa., elected vice president, Washington Chamber of Commerce.

Stoddard Johnston, president, Channel Two Inc., applicant for ch. 2 at San Francisco-Oakland, Calif., named “Outstanding Young Man of 1954” by Oakland Junior Chamber of Commerce.


Thomas F. O’Leary, sales staff, WXYZ-TV Detroit, died Jan. 21.

William F. Coleman, chief transmitter supervisor, WTC Hartford, Conn., died Jan. 17.


“Nothing very serious—just another overworked KRIZ Phoenix advertiser.”
GOLDENSON SEES HOLDOUTS JOINING TV
AB-PT head, discussing tv and his own network's plans, reports that MGM and Warner Bros., will set up television units within the next six months.

FILMS for television will be in production by every major studio in Hollywood within the next two years, according to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc. During a visit to the West Coast last week, he said that Metro-Goldwyn-Mayer and Warner Bros., long holdouts in video filming, will set up such subsidiaries within six months. KTAL (TV) Holly-wood, licensed to Paramount Television Productions Inc., is reported to be considering tv film production for its new Sunset Blvd. studios, he declared.

Augmenting the interest generated by tv itself is the fact that tv will benefit the studio's theatrical product by supplying a source of new talent and doing away with the necessity of "B" features as a training ground, Mr. Goldenson stated. "Not only players but writers, directors and producers, who can be apprenticed to tv filming and create their own demand for "B" features," he said.

While the potential of tv as a means of theatrical film exploitation has not been fully realized, Mr. Goldenson cited the promotion of "20,000 Leagues Under the Sea" on ABC. He added: Disneyland as an example that "pre-selling the public on a picture to intrigue its interest can be turned to tremendous capital if done right."

Subscription Tv Hurdles

Subscription tv, according to Mr. Goldenson, has to clear insurmountable obstacles, such as the cost factor. "Pictures would have to be made expressly for cable transmission, because home and theatre audiences are two different types. Distractions at home sets are disruptive to continuity. In theatres there are no such diversions of interest. The cost of putting such a project into operation is even staggering to the producer," he said, and he added, "I don't think it will work."

In discussing Disneyland, the series, and "Disneyland," the park, described as the "pet of the president," Mr. Goldenson confirmed the upcoming five times weekly hour-long Mickey Mouse Theatre, to emanate from the amusement center. Series is aimed at the 3 to 13 age group, which controls the set 5-6 p.m., he said. The program is expected to be sold out before the program starts this fall, the AB-PT president declared.

Again looking into the future, Mr. Goldenson predicted a new strength for radio. "It's the old story of guts and leadership, and, like any other medium, it has its own vitality to stay actively competitive. Water seeks its own level and there'll always be audience for radio."

In discussing ABC's operation, Mr. Goldenson disclosed that "by next quarter we will be in the black."

COLOR COMMERCIAL COST CUT BY 25% AT NBC-TV

Barry Wood, executive producer in charge of color tv, says the network since the inception of the 'spectaculars' has found ways of saving costs, thus not 'scaring off' potential sponsors.

WHEN the NBC-TV color "spectaculars" and accompanying resident commercials were launched last fall, one wag's quip cut to the heart of the matter: "The commercials are becoming so big we should be able to find sponsors for the sponsors."

Though NBC-TV appreciated this inciteful witticism, it realized that ways had to be found to reduce the cost of color commercials or potential advertisers might be "scared off." It dumped the problem into the lap of the NBC Color Corps, which virtually had "lived" with color since its inception.

Five months after the first color commercial, Barry Wood, NBC executive producer in charge of color television and director of special events, told B&T last week: "We have reduced the costs of color commercials anywhere from 25 to 50%.

The saga of "Cutting Costs in Color Commercials," according to Mr. Wood, is essentially one of closer cooperation between the sponsor's agency and the network, extensive pre-planning and utilization of "know-how" acquired during the preliminary year of color tv.

Mr. Wood decided as a first step to appoint two members of the Color Corps as color production supervisors for all NBC-TV commercials. It has been their task to work closely with the agencies' producers and point out methods of reducing costs.

Another move was to set up a production procedure to be used as a blueprint prior to actual on-the-show production. It calls for a production meeting to be held two weeks prior to show date, with copies of all commercials in the hands of the production supervisor at least a day before the meeting. This is followed by a cost control meeting at which a schedule is determined through which the commercials can be presented with a minimum of studio usage, and personnel and staging discussed with an eye to economy.

Mr. Wood and his colleagues point out that the higher costs of color commercials can be attributed, other than color itself, to: the large casts and the numerous sets; the more complex lighting problem, and the necessity for "shooting" the commercials from a different location than the show.

The pre-planning of commercials by supervisory personnel has led to the reducing of rehearsal time by three to four hours; prerecording of sound in an am studio, which is cheaper, and the use of fewer pieces of equipment.

Though "know-how" has been applied generally to help reduce costs, it has come directly into play in cutting the number of staff members required in producing a color commercial. Mr. Wood explained that originally three or four persons became involved with the details of a certain set, but currently these details are left to one designer.

Another area in which "know-how" has exerted its influence is in the technical end. One outstanding example, Mr. Wood said, is the development of the White Clipper, an electronic device that has reduced considerably the retouching of products and the spraying down of highly reflective surfaces.

For the foreseeable future, Mr. Wood envisions a progressive reduction in color commercial costs as experience accumulates and the staples of the business, like scenery and accessories, begin to stockpile.

KTVK (TV) Phoenix, Ariz., on March 1 will become affiliated with ABC, of which time it will begin commercial programming. Ralph A. Watkins (seated), KTVK general manager, signs the affiliation agreement. With him is Sean Dillon, KTVK operations and program manager. KTVK will operate with 100 kw on ch. 3.

KTVK (TV) Phoenix, Ariz., on March 1 will become affiliated with ABC, of which time it will begin commercial programming. Ralph A. Watkins (seated), KTVK general manager, signs the affiliation agreement. With him is Sean Dillon, KTVK operations and program manager. KTVK will operate with 100 kw on ch. 3.
Radio Will Prosper
More in '55—Karol

Both network and local radio are headed for a more prosperous year in 1955 than in 1954. This evaluation was offered by John Karol, CBS Radio vice president in charge of network sales in a speech prepared for delivery today (Monday) before the Hollywood Ad Club. Mr. Karol based his optimistic outlook on such factors as a larger population and expanding economy with income more evenly distributed among larger numbers of people; increasing use of radios in locations other than the living room, and changes in nighttime radio programming designed to facilitate listening and add advertising impact.

Mr. Karol stressed the point that radio offers "basic bigness," which is required to match a growing America. He claimed that no other medium compares with network radio, which reaches 98% of all American homes and 111 million working sets. Network radio, he continued, is geared to reach a growing America with a growing middle class because it makes possible frequency at low cost.

Another phenomenon cited by Mr. Karol as contributing to the resurgence of radio in 1955 is the change in listening habits. He pointed out that in 1948 radio was primarily a living room form of entertainment and news, but since that time has moved largely to other locations. He said there are still 25 million sets in living rooms, but radios are "in great abundance" in other places—the kitchen, 16 million; bedrooms, 21 million; dining rooms, more than 4 million.

"Beyond all this, Mr. Karol explained, "just one facet of radio makes it the largest outdoor advertising medium in the world; there are more than 26 million radios in working order in automobiles."

Mr. Karol indicated that radio continues to be "shortchanged by existing inadequate measurements." He asserted that if all the listening to radio could be "truly measured," the job of selling radio would be "a breeze."

The third major consideration noted by Mr. Karol as assisting in radio's prosperity this year is the change in nighttime programming structure and the methods of buying nighttime space. He reported that CBS has developed a Monday through Friday evening strip programs, which, he contended, are easier to listen to as they are on at a fixed time at a fixed place on the dial, and give advertisers the same combination of frequency, audience accumulation and low-cost per thousand as in the daytime.

Boroff and Thompson Slated to Join NBC Sales

Addition of Edwin R. Boroff, veteran broadcaster, and William L. Thompson, MBS Chicago account executive, to NBC Central Division's radio network sales staff were revealed last Thursday. Announcement of their appointments is expected by NBC this week.

They fill the vacancies created by the departure of R. L. (Bud) Swatts to Detroit as manager of NBC Radio network sales there last month [BTN, Jan. 10] and the recent resignation of William Yonan to enter the manufacturers' representative field.

Mr. Boroff, who assumed his duties last week, was formerly with the Blue Network in sales, program and other capacities, and vice president of ABC Central Division until he left in 1948 to become a partner in Taylor-Boroff, station representative firm. He later was general sales manager for Westinghouse Radio Inc. and more recently has been associated with Broadcast Advertisers Report, air check monitoring service for advertisers and stations.

Mr. Thompson has been a member of Mutual's midwest operations sales staff for nearly four years. Previously he was Chicago bureau manager for Broadcasting Telecasting from December 1947 to April 1951.

CBS-TV Names Eliasberg

Appointment of Jay Eliasberg as research projects supervisor for CBS Television was announced last week by Oscar Katz, director of research. Mr. Eliasberg, who was with CBS research for two years until 1949, returns to the network after holding positions as director of media research and statistical analysis for Kenyon & Eckhardt, director of advertising research for Foote, Cone & Belding, and director of research for ABC Radio.

He is a member of the radio-television ratings review committee of the Advertising Research Foundation. In the newly-created post at CBS-TV, Mr. Eliasberg will be responsible for over-all coordination and supervision of major surveys and analyses.

CBS-TV Reassigns Three

Shifts in CBS-TV production assignments for Bretaigne Windust, Martin Manulis, and Felix Jackson were announced last week by Hubbell Robinson Jr., vice president in charge of network programs for CBS-TV. Their new assignments take effect immediately.

Mr. Windust, who has been producing the hour-long dramatic series, Climax (Thurs., 8:30-9:30 p.m. EST.), will assume responsibility for a new CBS-TV series titled The Townspeople, which will be launched in the fall. Mr. Manulis, the producer of Best of Broadway (fourth Wed., 10-11 p.m. EST.), will produce Climax from Television City in Hollywood. Mr. Jackson, who produces Studio One (Mon., 10-11 p.m., EST.), will take on the additional assignment of producing the once-monthly color program, Best of Broadway.

Red Barber Resigns

RED BARBER, CBS counselor on sports, last week said that he will resign from the network, effective March 1, but will continue to be active as a radio and TV sports commentator. Mr. Barber has a television contract with the New York Yankees, and he said he will conduct a TV program before and after each game at Yankee Stadium over WPIX (TV) New York, as he did last season. He joined CBS as director of sports in 1946 and was appointed counselor on sports in 1951.
AFFILIATION agreement making KROR (TV) Jefferson City, Mo., a primary interconnected CBS-TV affiliate is agreed to by Ed Shorrick, CBS-TV national director of station relations; Ed Scofill, mid-west manager of CBS-TV station relations, and Betty Handy, general manager of the ch. 13 station, which expects to begin regular programming Feb. 13.

WTVT (TV), KROR-TV
Affiliate With CBS-TV

ADDITION of WTVT (TV) Tampa and KROR-TV Jefferson City, Mo., as affiliates of CBS-TV was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WTVT (ch. 3), which joins CBS-TV on April 1 as a basic, inter-connected affiliate, is owned and operated by the Tampa Television Co. Walter Tison is vice president and general manager.

KROR (TV) (ch. 13) has become a primary, interconnected affiliate. The station is owned and operated by the Jefferson Television Co., of which Mrs. Betty Handy is general manager.

KLOR (TV) Interconnected

KLOR (TV) Portland, Ore. (ch. 12.), is scheduled to be linked to AT&T's nationwide inter-city relay facilities March 1, telephone company authorities said last week. They said that some 419 tv stations operating in 275 cities, about 338 stations in 233 cities are interconnected. They also reported that KHQ-TV Spokane had been equipped to handle network colorcasts as of Jan. 30.

KBIZ Joins ABC Radio
KBIZ Ottumwa, Iowa, has joined ABC Radio as an affiliate, it was announced last week by Charles W. Godwin, director of station relations of ABC Radio. The station, which operates on 1290 kc and 250 w, is owned and operated by KBIZ Inc., of which James J. Conroy is general manager.

NETWORK PEOPLE

Harold A. Dorschug, chief engineer, WEEI Boston, to CBS-TV as engineer in charge of studio operations.
John P. Tallcott, account executive, MBS, to NBC Radio in same capacity.
Addison Amor, program sales director, ABC Radio, appointed account executive.
Charles Kiser appointed technical director of ABC Radio and ABC-TV Breakfast Club.
Leo Solomon, writer, NBC-TV Jack Carson Show, resigns to write format for new Alan Young program.
Syvester L. Weaver Jr., president, NBC, addressed Detroit Economics Club at luncheon Jan. 31 on "What's Ahead in Color Television for the Public and the Advertiser."
Max E. Buck, advertising, promotion and merchandising director, NBC odo stations, will speak on "Don't Crush the Cream Cheese" before Operations Inc. (food group) Feb. 14 at Hotel Hilton, Chicago.
Jack Webb, star of NBC Radio and NBC-TV Dragnet, to emcee "Nominations of the Academy of Motion Picture Arts and Sciences" on NBC-TV, Feb. 12.
Dorothy Melick, CBS-TV color consultant, and George Cleveland, "Gramps" in CBS-TV Lassie film series, are to be married March 12.
Milton Beech, retired newscaster, ABC and NBC, died Jan. 24.
Frank Galen, 44, writer-producer, CBS-TV Meet Millie, died Jan. 23.

CONELRAD ALARM
Complete—Ready to use—
CONELRAD ELECTRONIC ALARM SYSTEM

Designed to be triggered by carrier break of key station, pilot light blinks, and alarm sounds if desired from ordinary receiver.

1. Muting relay and additional control relay contacts provided.
2. Can be used also as carrier interruption indicator for remote control operation.
3. All parts, including clock, mounted and wired to panel, ready to insert in your cabinet or place on shelf, with cord and plug attached, all ready to plug in to go.

F.O.B. Ware $5.00

Other items available from
Ware Electronics:
Remote Control Unit (Custom Built—for Directional, too), $35.00
Automatic Transmitter Reset
Radio Frequency Amplifier for Modulation and Frequency Monitoring
Audiocontrol, (Automatic Audio Gain Control and Limiter)

Write for further particulars
WARE ELECTRONICS
Wore Coupling & Nipple Co.—Ware, Mass.
D. W. Howe, Jr.—ENGINEER

NABET May Walk Out Against CBC Feb. 16

RADIO and television technicians of CBC will go on strike Feb. 16 if current wage negotiations fail. Last Thursday, a majority of the National Assn. of Broadcast Employees & Technicians voted 83.5% in favor of a walkout.

The NABET members are asking wage increases of about 30%. Negotiations have been going on since last May. Earlier in the week a labor conciliation board had reported against the wage increase.

About 770 CBC technicians at 22 radio and seven tv stations would be affected. CBC General Manager Al Ouimet said the national system is making plans to continue operations in case a strike occurs.

Permanent London-Continent Two-Way TV Relay Planned

SIR GEORGE BARNE, director of BBC Television, announced in London that a permanent two-way television link between London and the Continent is being planned and will be partially completed before the end of this year.

In the initial step the temporary equipment now used between London and St. Margaret's Bay for the occasional Eurovision hook-ups will be replaced by a coaxial cable.

Next step, which will not come before 1956, will include construction of a two-way relay line across the English Channel. Link will be jointly operated by the French Television Service and the BBC. As construction of this link will take about three years to completion a temporary coaxial cable from St. Margaret's Bay to Swingate, near Dover, and a two-way cross-channel relay system between Swingate and Cassel, Northern France, jointly operated by Britain and France, is being contemplated.

Government Ups CBC Subsidy

CANADIAN BROADCASTING Corp. will receive more money from the Canadian government in the forthcoming fiscal year (starting April 1) than in the current fiscal year. The estimates for government expenditures, tabulated in the Canadian Parliament on Jan. 28, showed CBC to receive $26,057,000 in the 1955-56 fiscal year, compared with $23,714,000 in the 1954-55 fiscal year.

Biggest Year in Set Sales

MORE than half of the total number of television sets in Canada were sold in 1954, according to sales figures of the Radio-Television Manufacturers Assn., of Canada. Of the total 912,764 tv sets sold in 1954 total shows 619,428 sets sold, compared with 365,400 in 1953, 146,373 sets in 1952 and 78,438 in the 1949-51 period. Value of 1954 set sales was $214,951,315.

INTERNATIONAL PEOPLE

J. J. McGill, vice president, Tuckett Ltd. (Tobacco), Hamilton, Ont., appointed director, Bureau of Broadcast Measurement, Toronto.
Mrs. M. C. McQuarrie to CJCB-TV Sydney as commercial manager; R. J. Norton to station as chief engineer; Ted Bowles to station as assistant engineer.
F. R. Thibodeau appointed to sales office, Canadian Assn. of Radio & Television Assns., Toronto, in charge of research, statistics and sales for French-language station members.
**AFM to Film Activities**

AMERICAN Federation of Musicians' executive board has voted to authorize the production of a 30-minute film about music and the union in which AFM President James C. Petrillo will appear. The film, according to a union spokesman, is expected to be made available for showings on television and in theatres and other auditoriums.

The board has directed Mr. Petrillo's executive staff to draft a report on the steps to be taken, including preparation of a script and the hiring of technical help. Production on the film is expected to begin in the spring or summer.

**SAG, Filmmakers Inc. Settle**

DIFFERENCES over the release to tv of the 1950 theatrical film "The Young Lovers" have been resolved by Screen Actors Guild and Filmmakers Inc., according to a joint statement. SAG has withdrawn its previously-served 60-day notice of contract cancellation. Filmmakers, in payment for the actors' tv rights in the film for a seven-year period, has agreed to pay the cast 15% of the actors' total original salaries. Half of the amount due the actors is to be paid not later than April 1 and the balance not later than Sept. 1. Contract cancellation notice was served on the production firm, headed by Ida Lupino and Collier Young, several weeks ago when it failed to make additional payments to actors in the film.

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**PROGRAM FOR PATRIOTS**

salute the coming holidays with the stirring patriotic music from the SESAC repertory

the repertory that brings you

"the best music in America"

---

America on Guard
American Defender
Call to Victory
Champions of Liberty
Democracy in Action
Emblem of Victory
Father of Victory
Hail to America

March On, America
National Defense
Spirit of Democracy
Statesman
Trumpets of Victory
Washington's Grand March

... and many many more

**SESAC, INC.**

475 Fifth Avenue

New York 17, N. Y.
NEW RCA ELECTRONIC DEVICES UNVEILED
BY GEN. SARNOFF AT AIEE CONVENTION

Noiseless cooling system and ‘Electronic Music Synthesizer’ described by RCA’s board chairman. Tv tape recorder and light amplification system also discussed.

RCA’s newest electronic developments were unveiled Monday by Brig. Gen. David Sarnoff, RCA board chairman and speaker at the opening session of the week-long annual winter meeting of the American Institute of Electrical Engineers.

Speaking at the Hotel Statler in New York, Gen. Sarnoff described RCA’s development of a new cooling system, a light amplifier and its magnetic tape recorder and disclosed for the first time, RCA’s “Electronic Music Synthesizer.” Three of the developments were “anniversary presents” which, in Sept. 1951, Gen. Sarnoff had asked his research men at the David Sarnoff Research Center in Princeton, N. J., to produce by Sept. 1956, the date when the General marks 50 years of service in radio. True to science’s ability to outstrip predictions the gifts are ahead of schedule. The “Electronic Music Synthesizer” was a bonus.

The devices were being announced, although in their experimental stages and not yet ready for commercial application, to stimulate competition and help the electronics industry to grow and prosper, Gen. Sarnoff said. It was not as important for RCA to be first as it was to create new products or services, he said.

Gen. Sarnoff, who is an AIEE fellow, revealed that RCA has installed the tv magnetic tape recorder for field testing at NBC studios in New York.

The recorder already has been demonstrated in both color and black-and-white at RCA’s Princeton Labs. The NBC field testing, Gen. Sarnoff said, “will help us to determine the commercial design of the apparatus best suited to meet the needs of television broadcasting.”

The tape recorder, Gen. Sarnoff said, also will provide useful services in the motion picture and theatre industry, in home entertainment and education, and industry in general. It will permit an “unlimited” number of copies of tape recordings to be made quickly and economically with tapes preserved indefinitely or electronically “wiped off” and reused, Gen. Sarnoff explained.

Gen. Sarnoff said tv tape recorders for home use are certain to be developed in the future, enabling the set owner to set up a library of favorite tv programs which could be seen at any time.

Gen. Sarnoff dwelt mostly on the music synthesizer which, in effect, applies a scientific development to music.

As described by Dr. Harry F. Olson, director of RCA’s acoustical and electro-mechanical research laboratory, who directed research and development of the new invention, the synthesizer: “... is an electronic system capable of generating any tone produced by the human voice or any musical instrument, as well as any musical tone which is beyond the capabilities of a voice or conventional instrument.

“The ‘RCA Electronic Music Synthesizer’ is a means for producing electronically, an infinity of new musical complexes employing the sound of human voices and conventional instruments, or tones that may never before have been heard, either in solo performance or blended in any desired orchestral arrangement. The synthesizer system permits us to perform electronically the translation of the composer’s score into sound and to create any sounds that may have musical significance.”

Gen. Sarnoff said the “new system of making music” should encourage musical composers, offer new opportunities for production of phonograph records and boost the rejuvenation of old recordings into new records free from distortion and noise. A motion picture of the invention was shown and a magnetic tape recording of synthesized music was played for the audience.

The electronic cooling system, without moving parts, motors or compressors—and noiseless—has been progressing in the laboratory, Gen. Sarnoff said. He showed the audience a film of a small, electronic refrigerator to illustrate the progress.

Coming: Mural Tv

Of the electronic light amplifier, Gen. Sarnoff said that he already has seen an experimental model that gives light amplification in ratios of more than 20 to 1. When it reaches 100 to 1, the general said, a practical light amplifier will be on hand. Among its future uses, is tv picture reproduction and it is considered as one of the steps toward eventual “mural television” (wall screen tv).

A tv highlight of the meeting, which drew more than 5,000 persons, was a paper which described details of a proposed transatlantic telephone cable that is 2,000 nautical miles long. It will be set up between Newfoundland and Scotland.

According to the four internationally known engineers who prepared the paper, the cable may be a tip-off to the future of international tv. As expressed by the authors of the report—M. J. Kelly, G. W. Gilman, both of Bell Telephone Labs; Sir W. Gordon Radley, R. J. Hal- sely, both with United Kingdom’s post office—a transatlantic submarine television cable is a long-range goal worthy of serious study and by no means to be dismissed as impractical or eventual attainment.

Barring unexpected delays, the cable will be completed in 1956.

Other papers before AIEE [B*T, Jan. 31]
 included a discussion of allocation principles by Curtis B. Plummer, chief of FCC’s Broadcast Bureau. Pointing out how different allocation techniques are used to best advantage in the nonbroadcast, am and tv fields, he explained how the assignment table in tv permits a spread of some service to all the U. S while still reserving some assignments for local communities. The allocation table technique also is economical to administer, he said, since there is no serious problem of individual computations for each tv application. “Such applications must be examined only for compliance with the boundaries established in the rules, such as power, height, coverage of the city to be served and separation from other stations. The other methods require detailed and laborious calculations of interference, resulting in long and drawn-out hearings when stations complain of interference,” he noted.

The Bureau has decided that “a technically perfected combination television and motion picture camera has vast implications” for the television industry as well as for the movie industry, said, “We are vigorously pursuing this problem in our own DuMont Labs, and we believe we have the problem licked. When we complete our work, it will be possible for motion picture companies to operate with the technical efficiency of television studios—reducing picture costs by a fantastic amount.” Other troubles the “combination camera,” as he termed it, will solve, according to Dr. DuMont, are “serious registration and equipment problems today in the live televising of color shows. That problem [registration] is quickly licked when a motion picture camera works with the television camera. Color film is used, and the full color show is recorded on film for subsequent showing.”

Full unveiling of DuMont’s new telecasting technique has been held up, reportedly because of the need to protect patent and other rights (CLOSED CIRCUIT, Jan. 31).

Dr. DuMont said that it seemed to him “inevitable” that motion picture production would be re-worked with casts and shooting schedules cut “drastically” while quality was improved. “Motion picture production is still working in the dark ages, as far as equipment is concerned, by contrast with the electronic cameras and superior equipment of tv,” he said.

Along this line, he referred to DuMont Labs’ development of a piggy-back miniature tv camera which is mounted alongside a motion picture camera to permit director and motion picture technicians to view instantaneously on tv monitors exactly what is being filmed. Also discussed by Dr. DuMont:

- DuMont is building a sales force to “tell the story” of what industrial tv (closed-circuit tv) can do in commerce, education, industry and medicine.
- Use of electronic control—patterned after

**SOLVE YOUR 45 rpm CUEING PROBLEMS**

**with the New REK-O-KUT 45 rpm CUEING ADAPTER**

The Rek-O-Kut 45 rpm cueing adapter is an amazingly simple and effective device. It consists of a machined cast aluminum disc with a built-in hub for 45 rpm records. Fits any turntable.

The record extends beyond the rim of the adapter thus permitting easy cueing by simply placing a finger against the record edge. The label area of the adapter is recessed so that the 45 rpm record lies perfectly flat with no tendency to wobble while in play.

For convenient speed checking, the label is imprinted with 45 rpm strobe patterns for 60 and 50 cycle operation.

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REK-O-KUT COMPANY

Manufacturers of Fine Recording and Playback Equipment and Specialized Sound Systems. 38-01 Queens Blvd., Long Island City 1, N.Y.
SUCCESSFUL transmission of a 50,000 mc carrier in a waveguide for a distance representing 40 miles was announced last week by Bell Telephone Labs. Possibility that waveguides might be used for high frequency, long distance transmission was expressed in the announcement, which also declared that Bell scientists believe the new waveguide may some day simultaneously carry tens of thousands of cross-country telephone conversations along with hundreds of tv programs. This is compared with top capacity of 1,860 two-way telephone conversations, or 600 such telephone conversations and two tv programs simultaneously on a pair of coaxial cables. Coaxial cables have eight copper tubes, two of which are spares.

New Bell waveguide—solid metal tubing waveguides have been used for many years for short distances (transmitter-antenna links, etc.)—is made of tightly coiled copper wire, wrapped inside a flexible outer covering. It is two inches in diameter. Tests showed that this "helical" type waveguide can carry high frequencies around corners over long distances. This is not possible in the solid tubing waveguides.

Waveguides are necessary for the higher frequencies because of the extreme losses which occur using conventional transmission lines.

In the Bell tests, signals were bounced back and forth in a 500-ft. copper pipe, for distances of 40 miles. Bell engineers calculated that the same waves would have traveled only 12 miles in a coaxial cable with the same loss in strength.

1954 Tv Set Production High, But Below Record '50

BANNER YEAR for tv set production in 1954—when 7,346,715 units were manufactured, including 1,383,486 tv receivers equipped to receive uhf and 21,500 color sets—was reported by Radio-Electronics-Television Manufacturers Assn. yesterday (Sunday).

Tv set production in 1954 was the second highest in video's eight years of commercial history. Highest production was in 1950 when 7,463,800 sets were manufactured. In 1953, 7,215,827 tv receivers were made.

Radio production in 1954 fell to 10,400,530 units, compared to 13,568,556 sets manufactured in 1953. Part of the decline was attributed to a 1 million reduction in orders for automobile radios.

Of the 1954 radio production, 188,685 sets were made with fm tuning facilities. An additional 19,316 tv receivers were so equipped.

Tv and radio set production by months for 1954 is shown below:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Sets</th>
<th>Portables</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>400,571</td>
<td>271,026</td>
<td>46,571</td>
</tr>
<tr>
<td>February</td>
<td>396,440</td>
<td>233,053</td>
<td>49,729</td>
</tr>
<tr>
<td>March (5 wks.)</td>
<td>289,880</td>
<td>284,110</td>
<td>70,210</td>
</tr>
<tr>
<td>April</td>
<td>396,287</td>
<td>173,480</td>
<td>174,733</td>
</tr>
<tr>
<td>May</td>
<td>244,142</td>
<td>282,040</td>
<td>143,905</td>
</tr>
<tr>
<td>June (5 wks.)</td>
<td>306,985</td>
<td>190,902</td>
<td>35,447</td>
</tr>
<tr>
<td>July</td>
<td>302,778</td>
<td>232,499</td>
<td>76,271</td>
</tr>
<tr>
<td>August</td>
<td>397,796</td>
<td>323,499</td>
<td>97,321</td>
</tr>
<tr>
<td>Sept. (5 wks.)</td>
<td>971,476</td>
<td>343,289</td>
<td>97,321</td>
</tr>
<tr>
<td>October</td>
<td>358,351</td>
<td>327,973</td>
<td>93,716</td>
</tr>
<tr>
<td>November</td>
<td>383,830</td>
<td>299,023</td>
<td>109,001</td>
</tr>
<tr>
<td>Dec. (5 wks.)</td>
<td>7,346,715</td>
<td>3,067,644</td>
<td>1,333,518</td>
</tr>
</tbody>
</table>

Expand Color Shows, Sets, Sarnoff Urges Manufacturers

TELEVISION SET manufacturers were urged last Thursday by Robert W. Sarnoff, executive vice president of NBC, to fulfill their responsibility to color television by sponsoring color shows and starting the production now of color tv sets.

In a speech before the Transportation Club of Rochester, N. Y., Mr. Sarnoff said, that about four and one-half million people have already seen at least one color program on the 15,000 color sets now in use.

In his suggestion that set manufacturers sponsor color tv shows, Mr. Sarnoff pointed out that when radio was starting as a national service, set manufacturers became radio's first sponsors. The same pattern was followed in the early days of black-and-white tv, he said. However, of the 10 top manufacturing concerns, only RCA and Westinghouse are sponsoring colorcasts, he added.

Services Held for Zimmer, Sylvania Electric President

FUNERAL services were held last Monday in Emporium, Pa., for H. Ward Zimmer, 57, president of Sylvania Electric Products Inc., who died on Jan. 28 at New York Hospital [at Deadline, Jan. 31].

Mr. Zimmer, who maintained his headquarters at the company's corporate offices in New York, served Sylvania for 36 years, having joined one of the company's predecessors organizations in Emporium in 1919. Mr. Zimmer was credited with having developed new manufacturing techniques and processes, especially in the mass production of electron tubes, which led to Sylvania becoming one of the top producers of receiving tube and television picture tubes.

In 1919 Mr. Zimmer joined the Noveltiy Incandescent Co., Emporium, which, following mergers with other companies, formed the nucleus of Sylvania as it is today. In 1924 he was named in charge of purchasing for Sylvania Products Co. and in 1928 was appointed manager of the radio tube plant in Emporium. From 1933 through 1943 he served successively as manager of the electronics plant of Sylvania in Clifton, N. J., general purchasing agent of the company, assistant general manufacturing manager and general manager of operations of the radio tube division.

He was elevated to vice president in charge of the radio tube division in 1945, vice president in charge of operations in 1947 and executive vice president in 1950.

He was elected president in 1953. Mr. Zimmer is survived by his wife, the former Ethel May Dandois; a daughter, Kath-ry; a son, Henry W. Zimmer Jr.; his mother, and two sisters.
RCA Has ‘Automated’ Punch For General Industrial Use

DEVELOPMENT of an “automated” production machine capable of effecting time and cost savings in electronics manufacturing was announced last Thursday by T. A. Smith, vice president and general manager, RCA Engineering Products Div. The machine is for sale to the general industry as well as for RCA’s use, Mr. Smith said.

The unit is designed to “trigger” punches of virtually any pattern of holes for components in electronic printed-circuit panels. These panels, Mr. Smith said, are being used in increasing quantities in a wide range of electronic products, including radio-tv sets and broadcasting equipment.

The machine is expected to sell for $14,500. In addition to the standard product, RCA will also make custom versions to customer specifications. The machine has been in operation at RCA’s Camden production plant for several months.

Mr. Smith described the machine as simple and economical to install, operate and maintain. It is delivered ready for use and requires only one operator, who can be “trained” in the operating procedure in a matter of minutes, he said.

Zenith-RCA Suit To Resume Feb. 14

TESTIMONY is slated to resume in New York Feb. 14 on the prolonged and controverted anti-trust patent dispute involving RCA and Zenith Radio Corp.

At the same time Zenith is filing a motion in Wilmington (Del.) District Court to continue until this fall a similar action against 14 other parties.

A legal spokesman for Zenith said last week his firm is filing in Wilmington in support of its position that litigation should not proceed until more progress is made in the Chicago trial, and on the basis that action would not be necessary before Judge Paul Leahy in the Delaware Court. It hopes to obtain a continuance to the fall calendar. Hearings in Wilmington on the first of a series of eight patent issues, originally scheduled for January, were postponed.

In its original suit RCA charged Zenith with patent infringements. In its counter-claim, Zenith and Rauland Corp., its tube-making subsidiary, claimed that RCA and other parties have engaged in a conspiracy to monopolize the electronics field and that they have been frozen out of competition in Canada and elsewhere.

Complete Transistor Radio To Be Marketed by Emerson

COMPLETELY transistorized radio receiver will be placed on the market by the Emerson Radio & Phonograph Corp., New York, within 60 days, Benjamin Abrams, president, reported at the company’s annual stockholders meeting in New York last Wednesday. He estimated the price of the set at “below $75.”

Mr. Abrams predicted that within two or three years, transistorized television sets will be placed on the market.

Mr. Abrams also said that automation has taken over “a good part” of Emerson’s production of radios and eventually will be extended to tv sets. Automation refers to the elimination of human direction and hand operations in assembly-line production.

Six members of the board of directors were re-elected. They are Mr. Abrams, Louis Abrams, Max Abrams, F. Eberstadt, Dorman D. Israel and George H. Saylor. Simon H. Rifkind, former federal judge and now a member of the law firm of Paul, Weiss, Rifkind, Wharton & Garrison, New York, was elected a director to succeed Richard C. Hunt, who died last December.

MANUFACTURING PEOPLE

Philip J. Wood, formerly distributor sales manager, Stewart-Warner Electric, div. of Stewart-Warner Corp., Chicago, to Zenith Radio Corp., same city, as assistant to vice president in charge of radio-tv sales.


Alfred A. Medica, sales manager of national accounts, Admiral Corp., Chicago, adds duties as radio division sales manager.

Harold L. Blom, sales policy and program specialist, General Electric Co., Syracuse, N. Y., appointed manager of marketing administration for communication equipment.


Transmitting Equipment

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Band</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTVT (TV)</td>
<td>50 kw</td>
<td>tv (ch. 13)</td>
<td>new station</td>
</tr>
<tr>
<td>K-DIX (TV)</td>
<td>10 kw</td>
<td>tv (ch. 16)</td>
<td>new station</td>
</tr>
</tbody>
</table>

Mr. Rice

Latest Telepulse indicates 63.5% of the Viewers in the Wheeling-Steubenville Market between noon and midnight prefer WTRF-TV. You get 3 times the audience for the price of 1 on—

WTVT TV

WHEELING W. VA.

316,000 Watts

Broadcasting • Telecasting

New low monthly payments purchase your own

Transcription Library

more than 5,000 best music selections plus approximately 400 sparkling jingles and commercial aids. All new high quality lateral pressings

TV Stations:

ask about STANDARD’S New TV Library-Package. ...including mood music, production aids and sound effects.

STANDARD RADIO TRANSCRIPTION SERVICES, INC.
300 N. Michigan Ave., Chicago 1, Ill.

ROCK ISLAND is chosen for All-America City Award

WHBF is proud to have as its audience the active, progressive citizens of Rock Island—fine people in an outstanding American city.

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

February 7, 1955 • Page 101
PROGRAMS AND PROMOTION

NRC SALUTE-BIOGRAPHY SERIES

SALUTE-BIOGRAPHY series started by the news department of NBC Radio last fall will continue on a monthly basis this spring with 55-minute programs honoring Carl Sandburg, George Bernard Shaw and Franklin D. Roosevelt. Mr. Sandburg's life and works will be dramatized Feb. 20 and on March 20 the high-lights of the career of Mr. Shaw will be broad-cast. The Roosevelt story will be told April 10, a decade after his death.

TOUR THE NATION'S PARKS

INFORMATION on touring the nation's parks is available to radio and television newsmen as well as other radio-tv personnel by writing Sinclair Oil Corp., 800 5th Ave., New York. The firm is initiating a public relations cam-paign for the preservation and conservation of such shrines as Yellowstone and other na-tional parks.

WPPA RE-CREATES FOOTBALL

RE-CREATIONS of two football games 30 years past have been broadcast by Ed Ro-mance, sports director of WPPA Pottsville, Pa., over the station. After spending six months checking data and interviewing ath-letes and sports fans, Mr. Romance aired the play-by-play of the Pottsville Maroon-Chicago Cardinal game played December 1925 at Comiskey Park in Chicago, billed as the World's Pro Football Championship. The other game was the Pottsville Maroon-Four Horsemens of Notre Dame match, which the station describes as the first all-star game in history. Response to both programs, which were sponsored, was excellent with the station reporting receiving thousands of calls from fans who had attended the games or who en-joyed hearing the re-creations.

GOVERNOR ON WMT-AM-TV

MONTHLY PROGRAM featuring Iowa Gov-ernor Leo Hoegh is being aired by WMT-AM-TV Cedar Rapids. The program is described by the stations as the first of its type in the history of the state. Gov. Hoegh comes to Cedar Rapids once a month to appear on WMT-TV and the program is recorded and broadcast on WMT the following evening. The first part of the program is devoted to Gov. Hoegh reporting to the people of Iowa the progress and goals of his administration. The balance is taken up by a panel interview with questions coming from WMT-AM-TV news-men and other invited guests.

STORY OF AN AGENCY

EXPLANATION of an advertising agency and its functions was carried in an article in the Saturday supplement of the Aurora (Ill.) Beacon-News using Connor Assoc., Inc. of that city as a model. The article tells why agencies were started and their purpose, functions and benefits. A photograph in the story shows the production manager and an artist of Connor Assoc. at work and the front of the supplement itself carries a picture of Roy Connor, presi-dent, and Al Sager, vice president. Since 1951 when the agency began, Connor Assoc.'s ac-counts have grown from three to 30 with a similar number of promotion accounts.

WWJ-TV BROCHURE

WWJ-TV Detroit has released its latest bro-chure to advertisers and agencies describing the station's facilities and coverage area. Illustra-tions of the booklet show the station in opera-tion and a cutaway view of the three floors of the WWJ-TV building. Extensive market sta-tistics, including coverage maps, population fig-ures, buying income and set counts, are in-cluded in the brochure.

KCOR'S SPANISH PROGRAMS

KCOR San Antonio, Tex., a Spanish-language station, currently is producing and airing 40 15-minute Spanish programs a month, distribut-ing them to as many as 10 other Spanish-language stations. Actors for the programs, which are produced, directed and broadcast live in KCOR's studios, are Spanish stars of radio, stage and television who also are em-ployed for the station's local programming. A master tape recording of the programs is made, from which copies are duplicated for distribution. To handle the volume of recording, pro-duction and duplication, KCOR uses five Mag-record and three Ampex tape recorders. The tapes are recorded and duplicated on "Scotch" brand No. 111 magnetic tape, manufactured by Minnesota Mining & Mfg. Co., St. Paul, Minn.

Liberace's $15 Million

LIBERACE is credited by the Society for Savings in Cleveland with having brought to the bank more than $15 million in deposits during 1954. The bank, which sponsors the Liberace tv and radio pro-grams in Cleveland, participated in the campaign in which a special Liberace record was presented to each person opening a new account of $25 or more, or adding $25 to his current account. The record was provided by Guild Films Co., producers of Liberace radio and tv programs, and could not be purchased at retail outlets. Mervin France, president of the Society for Savings, reports the bank has distributed 5,817 records and Clevelanders had banked $15,200,000 in less than a year, "directly attributable to the Liberace record campaign."

KPTV (TV)-STORER BROCHURE

TO HERALD its entrance into the Storer family, KPTV (TV) Portland, Ore., has dis tributed a folding picture-packet containing photographs of Portland and the other cities in which there are Storer stations. As the packet unfolds, the reverse side of the pictures states, "Channel 27, Oregon's most powerful tv station is now a member of the Storer Broad-casting Co." The brochure, with a drawing of the station's giant lumberjack symbol, also says, "Nearly two-thirds of the state's popula-tion live in the area covered by Oregon's first ... and MOST POWERFUL tv station, KPTV Portland. Get the exciting story that goes with this picture now!"
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B•T)

January 27 through February 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
set. Mod.—modification. Trans.—transmitter. UUL—unlimited hours. KE—kilocycles. SSA—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>Total</td>
<td>2,689</td>
<td>933</td>
</tr>
<tr>
<td>CPs on air</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>CPs not on air</td>
<td>105</td>
<td>7</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,689</td>
<td>933</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,774</td>
<td>556</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>137</td>
<td>2</td>
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<tr>
<td>New station permits</td>
<td>194</td>
<td>97</td>
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<tr>
<td>New station bids in hearing</td>
<td>76</td>
<td>6</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>241</td>
<td>179</td>
</tr>
<tr>
<td>Licensed in Dec.</td>
<td>16</td>
<td>1</td>
</tr>
<tr>
<td>CPs deleted in Dec.</td>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.
* Authorized to operate commercially.

Am and Fm Summary through Feb. 2

<table>
<thead>
<tr>
<th>AM</th>
<th>Fm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,689</td>
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<tr>
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<td>2,689</td>
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<td>Licensed</td>
<td>20</td>
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<tr>
<td>Authorized</td>
<td>2,774</td>
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<tr>
<td>Total</td>
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<tr>
<td>Applications in hearing</td>
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<td>New station permits</td>
<td>194</td>
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<td>New station bids in hearing</td>
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<tr>
<td>Total applications pending</td>
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<tr>
<td>Licensed in Dec.</td>
<td>16</td>
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<tr>
<td>CPs deleted in Dec.</td>
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Television Station Grants and Applications
Since April 14, 1952

<table>
<thead>
<tr>
<th>Grants since July 11, 1952:</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Educational</td>
</tr>
<tr>
<td>Total Operating Stations in U. S.:</td>
</tr>
<tr>
<td>VHF</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Noncommercial on air</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>On Air</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>947</td>
<td>337</td>
<td>722</td>
</tr>
<tr>
<td>Educational</td>
<td>36</td>
<td>28</td>
<td>28</td>
</tr>
</tbody>
</table>

Total 1,002 377 766 541 1,324

* One hundred-twenty-five CPs (24 vhf, 101 uhf) have been deleted.
* One applicant did not specify channel.
* Includes 34 already granted.
* Includes 624 already granted.

In the past 10 months WTRF-TV won 5 Awards in 5 national merchandising-promotion contests entered. This "know-how" goes to work for you when you use—

WHEELING W. VA.

316,000 Watts on the air

Treas. Jenny Billheimer, and Edwin D. Messerschmidt, Applicant is owner of Civic Bestg. Corp., licensee of WCHC Anderson, is a nonprofit organization. Applicant proposes to buy all the equipment antenna and tower of WBKZ-TV Battle Creek, Mich., for $44,000. Subject to condition that construction does not adversely affect WBHU there. Granted Feb. 2.

Mayaguez, Puerto Rico—Radio Americas Corp. (WORA) granted vhf ch. 5 (76-82 mc); ERP 1.48 kw visual. 0.95 kw aurural; antenna height above average terrain 1,950 ft., above ground 141 ft. Estimated construction cost $104,403, first year operating cost $85,000, revenue $90,500. Post office address Box 43, Mayaguez. Studio location at 1150 Guanajuto Ave. Transmitter location 212 mi. S. of Maricao on Isurial Rd. No. 81. Geographic coordinates 18° 9' 2" N. Lat. 66° 59' 10" W. Long. Transmitter and antenna RCA. Consulting engineer A. R. Bitter, Toledo, Ohio. Principals include Pres. Paul E. Billheimer; Sec-

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO

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SOUTHEAST

February 7, 1955 • Page 103
Hearing Cases

**INITIAL DECISIONS**

**Lawton, Okla.**—New sm. 1050 kc. FCC Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of Progressive Bestc. Co. for construction permit for new tv station on ch. 6 in Beaumont, Tex., and denying competing application of KTRM. Examiner issued its order of Dec. 3 and denied or dismissed related petitions in this proceeding. Action Jan. 27.

**Bristol, N. J.**—New tv, ch. 5 FCC Hearing Examiner Iasadore A. Hong issued initial decision looking toward grant of application of Appalachian Bestc. Co. for construction permit for new tv station, and denial of competing application of Tri-Cities Television Corp., Bristol, Tenn. Action Feb. 1.

**KXLY-TV and KRLD-AM**

**San Antonio, Tex.**—Westex Bestc. Co. granted voluntary transfer of control to Hugh A. L. Half and others through trust of 49% interest under will of Mrs. Half, deceased. Mr. Hugh half will now own 16% and trustee for Hugh A. L. Half, deceased, will hold the other 33%. Five other stockholders will each own 7.8% interest. Action Jan. 25.

**KXTL-AM San Angelo, Tex.**—Westex Bestc. Co. granted voluntary acquisition of negative control by WHEE, which will purchase 50 shares of stock from Marshall Forbmy and others for $3,000.25. Minimum Bludworth will own each now own 50% interest. Action Feb. 1.

**KTVM-AM Kansas City, Mo.**—Medlock Bestc. Co. received approval of notice of withdrawal of WHEE, which has withdrew through purchase of 50 shares of stock from Marshall Forbmy and others for $3,000.25. Minimum Bludworth will own each now own 50% interest. Action Feb. 1.

**KXLY-TV San Angelo, Tex.**—Westex TV Co. granted monopoly of negative control to D. A. Rust and B. P. Bludworth through purchase of 50 shares of stock from Marshall Forbmy and others for $3,000.25. Messrs. Rust and Bludworth will own each now own 50% interest. Action Feb. 1.

**WHERE Martinsville, Va.**—Mecklenburg Bestc. Corp. granted relinquishment of negative control by Shultz and Hedrick family groups through issuance of 100 shares of stock to Tom W. Patterson (7%) for $6,716. Shultz and Hedrick will each now own 49% interest. Action Feb. 2.

**APPLICATIONS**

**KBMY Monterey, Calif.—Salinas Valley Bestc. Corp.** seeks assignment of license to Frederick A. Gwyer for $1,050.00 in Monterey, Calif. Action Jan. 25.

**KU-AM-FM Wilmington, Del.**—Delaware Bestc. Co. seeks voluntary assignment of license to James E. Lewis, in Delmar, Del. for $7,500.00. Principals include James E. Longe (16%), and Lewis B. Sarlaw (1%). Physician. Action Jan. 25.


**K ولاي Green Bay, Wis.**—Medlock Bestc. Co. granted monopoly of negative control to WTMG, who will purchase 50 shares of stock from Charles W. Cole (85%), and Howard Martinez (15%), for $2,500. Mr. Charles W. Cole is owner of bid for new am station at Auburn, Calif. Action Jan. 26.

**WXNB-AM-FM New Britain, Conn.**—New Britain Bestc. Co. seeks transfer of control to NBC through issuance of 100,000 shares of stock for $1,000,000. Action Jan. 25.


**WMWF-AM Greenfield, Mass.**—John W. Halifey seeks voluntary assignment of license to wholly owned corporation Halifey Bestc. Corp. for $200,000.00. Action Jan. 25.


**WLDD-AM-LD Laurel, Miss.**—Westex Bestc. Co. granted monopoly of negative control to Tom W. Patterson for $2,500.00. Mr. Patterson is owner of bid for new tv station at Laurel, Miss. Action Jan. 26.


**WJNY Green Bay, Wis.**—Local Bestc. Co. granted monopoly of negative control to WTMG, who will purchase 50 shares of stock from W. S. and Edward Schon for $45,000. Mr. Laird will now own 49% interest. Action Jan. 27.

**WYWW (TV) Milwaukee, Wis.—Milwaukee Area Telecasting Corp. seeks assignment of CP to The Heartst Corp., for $2,000,000. Action Jan. 25.**
January 28 Applications

ACCEPTED FOR FILING

Modification of License

WHRB Radio, Ga., Parcell O’Quin — Modification of license to change name of licensee to Faron O’Quinn t/a Tri-City Broadcast System (BLCM-1616).

WKMH Dearborn, Mich., WKMI Inc. — Modification of license to change name of licensee to Knorr Broadcast Corp. (BLCM-1617).

WFMT Film, Mich., WKMI Inc. — Modification of license to change name of licensee to Knorr Broadcast Corp. (BLCM-1617).

WBAJ Saginaw, Mich., WKMI Inc. — Modification of license to change name of licensee to Knorr Broadcast Corp. (BLCM-1617).

Modification of CP

WOTR Corry, Pa., Olivia T. Rennekamp — Modification of construction permit to extend completion date to March 15, 1956 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to March 31, 1956 (BMPCT-6861).

WPIM Dallington, S. C., Franklin & A. Hall — Modification of construction permit to extend completion date to March 15, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to March 31, 1956 (BMPCT-6861).

WTVY (TV) Thomassville, Ga., E. D. Rivers Sr. — Modification of construction permit to extend completion date to March 15, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

KEYD-TV Minneapolis, Minn., Family Bcstrs. Corp. — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

WESTIC Sacramento, Calif., KPRD Inc. — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

KBVR Evansville, Ind., On The Air Inc. — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

KBBI Auburn, Neb., Broadcast Control — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

KBTV (TV) Decatur, Ill., Prairie Television Co. — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

W3TV (TV) Towaco, N. J., WGBF Rochester, N. Y., WGBF New York City, WGBF Newark, N. J. — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

WKBW-TV (TV) Buffalo, N. Y. — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

WKBW (TV) Buffalo, N. Y., WD Wyler R. B. — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

Renewal of License

W3TV (TV) Towaco, N. J., WGBF Rochester, N. Y., WGBF New York City, WGBF Newark, N. J. — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

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Renewal of License

WKJZ (TV) Wilmington, Del., WJZ (TV) — Modification of construction permit to extend completion date to April 18, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

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SAN FRANCISCO
William T. Shubbfeldt
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San Francisco 2-5871-2

February 1 Decisions

BROADCAST ACTIONS

By Commissioner Robert E. Lee on Jan. 27

Docket 11045 (250 kHz) Case for Continuance

WLKR, Flint, Mich., Licensee — Modification of construction permit to extend completion date to March 15, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to March 15, 1955 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861), as modified, which authorized new standard broadcast station to extend completion date to April 18, 1956 (BMPCT-6861).

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Broadcasting • Telecasting

The Sprague Electric Co., traverse the entire country with dependable broadcast equipment manufactured by the Sprague Electric Co. — Sprague Electric Co., 133 S. Main St., Elgin, Ill. 60120.
Remote Control

The following stations were granted authority to operate transmitters by remote control:

KFTV North Bend, Ore.; WGBK Evanville, Ind.; WORF Middletown, Conn.; and WQMO Anchorage, Alaska.

CP

WBRI Brockton, Mass., Enterprise Pub. Co.—Granted CP to replace expired CP (BP-9072) which authorized change in frequency of auxiliary transmitter and addition of directional antenna; KENI Anchorage, Alaska.

Modification of CP

The following were granted extensions of completion dates as shown: WTVT (TV) Decatur, Ill., to 3-0-55; WOKV Jacksonville, Fla., to 3-3-55; KEVD-TV Minneapolis, Minn., to 8-10-55; WJZD Honolulu, Hawaii, to 6-15-55.

Actions of Jan. 27

Modification of CP

WHP-FM Harrisburg, Pa., WHP Inc.—Granted Mod. of CP for extension completion date to 4-10-55.

WCLN-FM Olney, Ill., Olney Beeg Co.—Granted Mod. of CP for extension completion date to 3-31-55.

Actions of Jan. 28

Modification of CP

The following were granted extensions of completion dates as shown: WGMY-TV Rome, Ga., to 8-5-55; WWSY-TV Terre Haute, Ind., to 8-12-55; WTVI (TV) Ft. Lauderdale, Fla., to 7-15-55; WAGA-TV (TV) Atlanta, Ga., to 8-5-55; WAFB-AM, Baton Rouge, La., to 8-15-55; WITN-AM (FM) Greenville, N. C., to 8-10-55; WNET (TV) Providence, R. I., to 8-15-55; KTVK (TV) Phoenix, Ariz., to 8-10-55.

Actions of Jan. 29

Grant of License

WEBM Emporium, Pa., Eth-Cameron Beeg Co.—Granted license for fm broadcast station; 1340 kc, 100 w, U. (BL-5311).

WNES Central City, Ky., McMullen Beeg Co.—Granted license for am broadcast station and specify location; 1600 kc, 500 w, D (BL-5500).

WARP Burb, Ind., Wabash-Peru Beeg Co.—Granted license for am broadcast station; 1600 kc, D (BL-5500).

KSON-FM San Diego, Calif., KSON Beegs.—Granted license for fm broadcast station; condition (BLH-1021).

Remote Control

WAOK Atlana, Ga., WAOK Beeg Co.—Granted authority to operate transmitter by remote control.

Modification of CP

KQON Honolulu, Hawaii, The U. of, Hawaii.—Granted Mod. of CP for extension completion date to 3-6-55.

The following were granted extensions of completion dates as shown: WDEF Oxford, Ohio, to 5-1-55; WLAC-TV Nashville, Tenn., to 7-21-55; WVER (TV) Dayton, Ohio, to 6-15-55; WTVG (TV) Stockton, Calif., to 6-5-55; WLOS-TV Asheville, N. C.; WTV (TV) Dayton, Ohio, to 8-5-55; WTVW (TV) Milwaukee, Wis., to 8-5-55; KMET (FM) Monticello, to 8-17-55; KHET-TV Sacramento, Calif., to 9-15-55.

Actions of Jan. 30

Remote Control

The following stations were granted authority to operate transmitters by remote control: KWBX (KWBX (WKBX ( nltk. Springs, Colo.); KOB Pliasanton, Tex.; WOTR Corry, Pa.

Modification of CP

The following were granted extensions of completion dates as shown: WHSB TV. Lauderdale, Fla., to 4-24-55, conditions; WSJZ Eckhart, Ind., to 4-24-55; WTAF (AM) New Haven, Conn., to 4-1-55; WTVG (TV) Massena, Ohio, to 8-3-55.

Action of Dec. 17

WBW Ulitsa, N. Y. — Granted authority to transmit hockey games to Station CINED Peoria, Ill. under a leased telephone radio line, beginning Dec. 18, 1954, and ending April 1, 1955.

February 1 Applications

Accepted for Filing

Renewal of License

WMSL Detour, Ala., Tennessee Valley Radio and Television Co.—License to operate construction permit (BP-9455) as modified which authorized change transmitter and studio location (BL-5615).

KSPR Casper, Wyo., Donald Lewis Hathaway—License to construct construction permit (BP-9581) as modified which authorized increase daytime power, which authorized construction and transmitter location and make changes in the antenna system (BL-5611).

Renewal of License

WBT Birmingham, Ala., Pilot Beeg Co.—(BP-9018).

WALA Mobile, Ala., Pape Beeg Co.—(BP-770).

WKBW Mobile, Ala., Purley Beeg Service Inc.—(BP-8984).

WBRG Mobile, Ala., Giddens and Restler Radio—(BP-1296).

WJJS Montgomery, Ala., Southern Beeg Co.—(BP-9127).

WSFA Montgomery, Ala., Montgomery Beeg Co.—(BP-796).


WCRL Owensboro, Ky., Blount County Beeg Service Inc.—(BP-2724).

WTFL Talladega, Ala., Voice of Talladega Inc.—(BP-1250).

WAGA Atlanta, Ga., Storer Beeg Co.—(BP-797).

WXAT Atlanta, Ga., Robert W. Roundseveral—(BP-974).

WERD Atlanta, Ga., Radio Atlanta Inc.—(BP-1254).

WMGC Brunswick, Ga., Cestal Beeg Co.—(BP-1036).

WJDL Dalton, Ga., Dalton Beeg Corp.—(BP-2053).

WFFM Ft. Valley, Ga., Peach Belt Beeg Co.—(BP-856).

WMML Macon, Ga., Middle Georgia Beeg Co.—(BP-1309).

WMVG Milledgeville, Ga., Jere N. Moore—(BP-1365).

WJY Savannah, Ga., Dixie Beeg Co.—(BP-1053).

WFRP Savannah, Ga., Georgia Beeg Co.—(BP-1385).

WJYI Savannah, Ga., WJY Inc.—(BP-2563).

WNWS Statesboro, Ga., Statesboro Beeg System—(BP-1376).

WGWG Tifton, Ga., Tifton Beeg Corp.—(BP-1097).

WLET Teccoa, Ga., R. G. LeTourneau—(BP-2841).

WACL Waycross, Ga., Tele纶ics Inc.—(BP-1376).

WHMA-FM Anniston, Ala., Anniston Beeg Co.—(BP-611).


Remote Control

WAPL Appleton, Wis., Bartel Beegs.—(BHC-546).

Renewal of License Returned

WBCO Bessemer, Ala., The Bessemer Beeg Co.—(BP-9902) which authorized increase daytime power and without disturbing existing facilities.

WDDG Dothan, Ala., Houston Beegs.—(Section II dated after receipt of application). Application Returned

Argentina, Conn., The Valley Beeg Co. (Box 1320, Honesdale, Conn.)—Construction permit for new standard broadcast station on 696 kc, 1 kw, daytime hours only.

Modification of License

WMMH-FM Dearborn, Mich., WMMH Inc.—Mod. of license to change name to Knorr Beeg Corp. (BLM-83).

WBBQ Saginaw, Mich., WBBQ Inc.—Mod. of license to change name to Knorr Beeg Corp. (BLM-84).

Routine Roundup...

February 2 Decisions

BROADCAST ACTIONS

The Commission in banc

Renewal of License

The following were granted renewal of licenses for the regular period:

BP-9103: BP-9418: which authorized new standard broadcast station construction permit (BP-9455) as modified which authorized change and transmitter and studio location (BL-5615).

KSPR Casper, Wyo., Donald Lewis Hathaway—License to construct construction permit (BP-9581) as modified which authorized increase daytime power, which authorized construction and transmitter location and make changes in the antenna system (BL-5611).

Renewal of License

WBT Birmingham, Ala., Pilot Beeg Co.—(BP-9018).

WALA Mobile, Ala., Pape Beeg Co.—(BP-770).

WKBW Mobile, Ala., Purley Beeg Service Inc.—(BP-8984).

WBRG Mobile, Ala., Giddens and Restler Radio—(BP-1296).

WJJS Montgomery, Ala., Southern Beeg Co.—(BP-9127).

WSFA Montgomery, Ala., Montgomery Beeg Co.—(BP-796).


WCRL Owensboro, Ky., Blount County Beeg Service Inc.—(BP-2724).

WTFL Talladega, Ala., Voice of Talladega Inc.—(BP-1250).

WAGA Atlanta, Ga., Storer Beeg Co.—(BP-797).

WXAT Atlanta, Ga., Robert W. Roundseveral—(BP-974).

WERD Atlanta, Ga., Radio Atlanta Inc.—(BP-1254).

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Manager with experience in all phases of broadcasting.

Commercial manager, county seat population 12,000. Good drinking competition. Guarantee plus percentage. Box 190G, B-T.

Manager with experience in all phases of radio and ample experience in general station operation and running a station on a lease with an option to buy. This is a full-time, network station, well established in southwestern Ohio. Lives out of state. Box 189G, B-T.

Salsmen

Florida—experienced man, draws against 15%. Box 816F, B-T.

Wanted: Salesman or woman. Big pay, large percentage. Write Box 816F, B-T.

Florida—Want qualified salesman—announcer. Want’s make money guarantee will not right man, three openings, two pop and one hillbilly show. Must be good, past employment record. Full information first letter. Box 19G, B-T.


Opportunity for two top salesmen, above average earnings, liberal salary plus commission, good metropolitan market, necessary. Call, write or wire Radio Station KJET, Beaumont, Texas.

Announcers

1st combo, announcing, management new 500 watt DT OKLAHOMA. Box 849, B-T.

Florida—DJ personality. Send tape and resume. Box 698F, B-T.

Florida—morning personality—1st combo preferred, however not essential. Send tape and full information. Box 125G, B-T.

$18,000 year firm contract for talented deejay on large station major market. Don’t apply if merely better than average. Must have top air salesman, clever on lead-ins and tags. Impressive voice in short takes without oversharing. Be pliable and cooperative to fit within advertising and personnel group and follow policies. Good telephone, community minded, needs immediate. Box 247G, B-T.

Announcer wanted: Man with light experience but good potential considered. Man interested in learning play-by-play or news preferred. Strict professional. Must get along with staff and take job seriously. Outstanding midwest independent. Send tape, resume, photo to WHFB, Benton Harbor, Michigan.

1st phone combo. Emphasis announcing. 1 kw, top pay. Send complete personal data, references, and background. WHIC Richlands, Virginia.

1 kw daytimer needs a combo man, heavy on engineering; also salesman-announcer. We’re ready to start operations. Send complete details. WSWW Platteville, Wisconsin.

Wanted—Combination announcer and chief engineer. Broadcast experience. Send particulars, salary expected. WTBR Ripley, Tennessee.


Technical

Kentucky daytimer needs first class engineer—announcer. Write details to Box 184G, B-T.


Wanted: Engineer with first class ticket. Good salary, good working conditions. Car necessary. KSCB, Liberal, Kansas.

Production-Programming, Others

Girl able to write letters, rapid typist, bookkeeper, family type house work. Ideal opportunity. Box 38G, B-T.

Immediate opening for experienced staff announcer. Aggressive low independent going 50 kw. Excellent working conditions require personal interview if possible. Contact Manager, WCOJ, Coatesville, Pa.

Listings Established

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RADIO

Help Wanted

Managerial

Commercial manager for daytime station 1/4 million upper middle market audience who will have background and ambition to earn full management responsibility. Only man with proven, solid record need apply. The man possibly has reached the ceiling over several years in small city and seeks wider opportunity. Send full story on yourself and recent pictures. Box 172G, B-T.

Commercial manager, county seat population 12,000. Excellent drinking competition. Guarantee plus percentage. Box 190G, B-T.

Manager with experience in all phases of radio and enough experience to run a station on a lease with an option to buy. This is a full-time, network station, well established in southwestern Ohio. Lives out of state. Box 189G, B-T.

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Florida—DJ personality. Send tape and resume. Box 698F, B-T.

Florida—morning personality—1st combo preferred, however not essential. Send tape and full information. Box 125G, B-T.

$18,000 year firm contract for talented deejay on large station major market. Don’t apply if merely better than average. Must have top air salesman, clever on lead-ins and tags. Impressive voice in short takes without oversharing. Be pliable and cooperative to fit within advertising and personnel group and follow policies. Good telephone, community minded, needs immediate. Box 247G, B-T.

Announcer wanted: Man with light experience but good potential considered. Man interested in learning play-by-play or news preferred. Strict professional. Must get along with staff and take job seriously. Outstanding midwest independent. Send tape, resume, photo to WHFB, Benton Harbor, Michigan.

1st phone combo. Emphasis announcing. 1 kw, top pay. Send complete personal data, references, and background. WHIC Richlands, Virginia.

1 kw daytimer needs a combo man, heavy on engineering; also salesman-announcer. We’re ready to start operations. Send complete details. WSWW Platteville, Wisconsin.

Wanted—Combination announcer and chief engineer. Broadcast experience. Send particulars, salary expected. WTBR Ripley, Tennessee.


Technical

Kentucky daytimer needs first class engineer—announcer. Write details to Box 184G, B-T.


Wanted: Engineer with first class ticket. Good salary, good working conditions. Car necessary. KSCB, Liberal, Kansas.

Production-Programming, Others

Girl able to write letters, rapid typist, bookkeeper, family type house work. Ideal opportunity. Box 38G, B-T.

Immediate opening for experienced staff announcer. Aggressive low independent going 50 kw. Excellent working conditions require personal interview if possible. Contact Manager, WCOJ, Coatesville, Pa.

LOOKING AROUND?

EXECUTIVE & STAFF LEVELS CONFIDENTIAL CONTACT NATiONWIdE SERVICE

It’s simple prudence to utilize a skilled personnel specialist when selecting employees or when seeking a new position.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio . . . Howard S. Frazier. It is a confidential service . . . identities of principals always withheld until preliminaries are completed.

Whether you are looking for a top executive, or want to change jobs, investigate with complete confidence our service for managerial, sales, engineering, and all staff positions.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.
### Situations Wanted (Cont'd)

#### Announcers

<table>
<thead>
<tr>
<th>Position</th>
<th>Experience</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sportscaster</td>
<td>7 years am radio experience. Seeks year-round sports deal. Sm-tv combo or radio with tv C.P. Including B, A or AA baseball. Consider only medium to large market, salary plus talent arrangement. Can purchase minority interest if desired. Air-check tape, references. Box 113G, B-T.</td>
<td></td>
</tr>
<tr>
<td>Announcer-deejay</td>
<td>employed, seeking job with future, married, veteran, will travel, tape. Box 113G, B-T.</td>
<td></td>
</tr>
<tr>
<td>Experienced announcer</td>
<td>wants permanent job with future. Presently employed. Primarily interested in sports (play-by-play), also DJ, board, continuity &amp; selling. Write Box 180G, B-T.</td>
<td></td>
</tr>
<tr>
<td>Announcer</td>
<td>presently employed 5000 w desires relocation. Versatile—strong commercials and news. Box 167, B-T.</td>
<td></td>
</tr>
<tr>
<td>Seeking position with progressive radio or tv station. Six years radio, 1 year tv. Available immediately. Box 175G, B-T.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcer, salesman, newscaster</td>
<td>1st ticket . . . experienced radio-tv . . . prefer southwest. Box 175G, B-T.</td>
<td></td>
</tr>
<tr>
<td>Very good negro staff man. Experience light, future bright. Ambitious, smooth, good references. Box 181G, B-T.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Music

<table>
<thead>
<tr>
<th>Musician</th>
<th>Qualifications</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced staff man with first phone; pleasant persuasive voice; authoritative news delivery; college graduate; $50 minimum; photo, tape. Box 191G, B-T.</td>
<td>12 years experience offered in radio and electronics in announcing, chief engineer and management. Experience covers all equipment, including design, telemetering and construction. Would like permanent position with progressive organization, 35 years old with family. Available immediately. Box 194G, B-T.</td>
<td></td>
</tr>
<tr>
<td>Sportscaster, staff (tv). Available June 6th. Willing to start low. Box 199G, B-T.</td>
<td>Experienced, reliable announcer presently employed seeks position with progressive organization. Tape on request. Background and ability will please you. Box 200G, B-T.</td>
<td></td>
</tr>
<tr>
<td>Staff announcer, presently working, single, 26, veteran, college graduate, travel. Box 212G, B-T.</td>
<td>Staff announcer, negro. Strong on news and can sell. Good B and B show also pop. Good references but light experience. Tape, resume, photo. Box 215G, B-T.</td>
<td></td>
</tr>
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### Radio & Television

#### Situations Wanted (Cont'd)

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<th>Notes</th>
</tr>
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<tr>
<td>SPORTSCASTER, 7 years radio experience. Seeks year-round sports deal. Sm-tv combo or radio with tv C.P. Including B, A or AA baseball. Consider only medium to large market, salary plus talent arrangement. Can purchase minority interest if desired. Air-check tape, references. Box 113G, B-T.</td>
<td>Experienced announcer! Reorganization makes experienced DJ and sports man available. Reliable, efficient, married. Wants future in sports will consider good DJ offer. Will forward tape, resume, photo, references. Box 180G, B-T.</td>
<td></td>
</tr>
<tr>
<td>Experienced announcer wants permanent job with future. Presently employed. Primarily interested in sports (play-by-play), also DJ, board, continuity &amp; selling. Write Box 180G, B-T.</td>
<td>Experience, talented young woman. Background includes woman's commentary and DJ shows—terrific ad-lib, can switch traffic. C.B.O., 1085, excellent voice, desires air work or tv—or will travel—excellent references. Box 189G, B-T.</td>
<td></td>
</tr>
<tr>
<td>Announcer—very good deejay, news, commercials. Veteran. Will travel. Light experience. Tape. Box 198G, B-T.</td>
<td>Experienced, reliable announcer presently employed seeks position with progressive organization. Tape on request. Background and ability will please you. Box 200G, B-T.</td>
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#### News

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<tr>
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<th>Experience</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff announcer, 9 years experience at three stations, is Brooklyn Dodgers announcer, tellable, no floaters. Married, one child Prefer northwest. Contact Phil Spencer, 5 Curtis Street, Gloversville, N. Y.</td>
<td>Experienced staff announcer, authoritative newscaster. Relaxed commercial delivery. Korean veteran. Will travel. Mel Toper, 1189 43rd Street, Brooklyn 18, New York.</td>
<td></td>
</tr>
<tr>
<td>Sports—staff announcer, 9 years experience at three stations, is Brooklyn Dodgers announcer, tellable, no floaters. Married, one child Prefer north-east. Contact Phil Spencer, 5 Curtis Street, Gloversville, N. Y.</td>
<td>Experienced staff announcer, authoritative newscaster. Relaxed commercial delivery. Korean veteran. Will travel. Mel Toper, 1189 43rd Street, Brooklyn 18, New York.</td>
<td></td>
</tr>
<tr>
<td>Announcer-console operators. General Staff, Midwestern, 228 S. Wabash Ave., Chicago, Wabash 2-0121.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Technical

<table>
<thead>
<tr>
<th>Position</th>
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<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production—cost conscious chief. Long experience all phases am and fm operations. Design and construct equipment. Consider staff tv. Not an announcer. Box 151G, B-T.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
RADIO

Situations Wanted—(Cont'd)

Technical

1st class engineer. 2 years experience on all phases of radio broadcasting desires position in east or midwest. Box 196G, B.T.

Chief engineer with experience in all phases of radio broadcasting desires position in east or midwest. Box 176G, B.T.

Radio telephone operator, first class license. Two years experience, studio and transmitter. Box 175G, B.T.

First phone, 30, single, 3% years am, xmtr experience. Available immediately. South preferred. Box 196G, B.T.

First class radio-telephone engineer, about two years experience, prefers midwest. Box 225G, B.T.

Ten years am, one year tv, first phone, ca, 30, single. Will travel $60 minimum. Available immediately. Box 246G, B.T.

Engineer: B.T. Box 176G, B.T.

Production-Programming, Others

Newscaster, special events, panel moderator with experience in large or small market, small or medium station. Hard worker, years of experience. Box 134G, B.T.

Eight years radio as PD, news announcer-writer. DJ, copy, public relations, sales. Genuinely interested in selling your productions. Dependable, with both references. Box 199G, B.T.

Seek tv future of 5 kw over. Northeast preferred. Previously employed. Started at $85.00. Box 193G, B.T.

Looking for a hostess who's really on the ball. Single gal, experienced writing, producing, conducting radio and tv shows desires good position. Experience on interviews and public relations. Box 210G, B.T.

Program director-salesman for CBS or NBC station (radio or tv) in keenly competitive market. 14 years experience programming, announcing, selling, including 3 years television. College graduate. 30, am mind, spotless, conscientious. Know how to select and supervise competent personnel on limited budget. Excellent references. Seeking larger market which will offer better opportunities for earning financial advancement. Box 211G, B.T.

Program director—Radio is not dead, it only sounds that way. Want new ideas and production to build sales and audience? Give me the job. Over eight years in radio, some tv. Excellent public relations, sales, management experience. Will supply further info and material. Will go anywhere. Box 215G, B.T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Want to sell vhf in New England? Real opportunity for salesman with vision who can close. Our personnel know of this ad. Resume and photo to Box 207G, B.T.

Tv film salesman. Experience. Must have car. New York area, 10, & 11 p.m. vacation. Drawing account $60 weekly. Box 228G, B.T.

Announcer

Announcer—wanted by pre-freeze vhf station in major market. Excellent opportunity for steady man with experience in effective on-air selling. Write fully, explaining experience, ambition, salary requirements. Our personnel know of this advertisement. Address Box 75G, B.T.

TELEVISION

Help Wanted—(Cont’d)

Announcer

Iowa vhf NBC affiliate needs experienced announcer. Must meet all phases on camera. Excellent opportunity for right man. Submit expected salary, background, references, photo, audition (first letter—Program Director, KTVX, 16th and Grandview, Sioux City, Iowa.

Technical

Chief engineer for uhf-tv, small market in south. Must have television experience. Box 96G, B.T.

Transmitter engineer—New York State am and tv-vhf has opening. Box 131G, B.T.

Tv studio technician with some experience. First class license not necessary, but preferred. Contact Frank A. Dieringer, WFMJ-TV Youngstown, Ohio.

Production-Programming, Others

Traffic, continuity—Sid for immediate opening. Wire, write or phone Jack Rathbun, WEAT-TV, West Palm Beach, Fla.

Situations Wanted

Managerial

Wish to relocate, preferably managerial, production background. NBC-TV, local experience. Box 964G, B.T.

Program director, now production manager large midwest prestige station, 4 1/2 years tv experience programming and production, college grad, family man, relocate anywhere, will send details. Box 180G, B.T.

General manager: Due to death of major stockholder, my sub-television property purchased by competing station. Am thoroughly experienced general manager with successful record directing local and national sales. Have wide agency contacts. Working knowledge FCC procedure. Age, mid-thirties. Married; two children. References include network, agency, representatives, national advertiser and industry law figures. Box 182G, B.T.

Assistant to tv manager—can supervise your programming department, coordinate sales and programs on the air personnel to create more new ideas. Now with leading midwest vhf station. Looking for opportunity to become part of growing tv company. Age 31. References, Box 197G, B.T.

Experience. Ability. Proven success—a two-man team—presently employed in one of the nation’s most successful tv operations. Ready now to guide, produce and operate your property successfully. Box 228G, B.T.

Bob Barker, Station Manager, available soon for your station. More information? 1830 Fifth Avenue, Yuma, Arizona.

Announcer

Attention tv talent hunters. Married man, loaded with radio experience, in all phases, wants same opportunity. Tape, picture, all information on request. $100 weekly base. Box 196G, B.T.

Tv announcer, relocating, on camera personality, news, sports, authoritative, punch commercials, production background, degree, married, 21, desire responsible position. Box 215G, B.T.

Technical

Experienced chief engineer of radio station desires a permanent position in television. Box 174G, B.T.

Engineer, studio, tv, am or fm, married, career man, 21% years experience, 1st phone, prefer California. Box 224G, B.T.

Engineer: 2 1/2 years tech, school 2 1/2 years radio, 1 year tv, 14 Oxford Street, Providence, R. I. 1-5719.

NEW IDEAS

IF YOU HAVE, OR KNOW OF A NEW, EXCLUSIVE, COPY-RIGHTED, PATENT-ED, OR UNUSUAL TYPE OF-

Product

Machine

Formula

Service

Merchandising Plan or Advertising Idea

it is quite possible that it will be to your advantage to let our new DEVELOPMENT DIVISION look it over.

The Development Division comprises a working group of market research, manufacturing, advertising, sales and public relations people who can readily assess a new product or process and aid in its promotion and development through our nationwide contacts in many fields.
TV STAFF AVAILABLE!

In an era of superlatives, we say the following without qualification!

Our entire TV staff, a unique group of individuals, are available due to the enforced closing of our operation in a major market.

It’s our considered opinion, based on long years of broadcasting experience, that this group, in whole or part, will prove a valued addition to any station in the country, bar none!

Please inform us of your needs. We emphatically seek the opportunity to tell you about our staff!

THE MANAGEMENT
Box 239G, B-T
RADIO
Situations Wanted—(Cont’d)

Announcers

I MADE $12,000 in 1954!
Successful major market morning man wants top market job with T.V. opportunity. Want percentage. Will discuss capital gains deal.
Box 183G, B*T

CHICAGO, ST. LOUIS, MIDWEST
Looking for a top AM morning man and TV Announcer? 10 years experience all phases radio and TV. Excellent references. Box 218G, B*T

ATTENTION ADVERTISING AGENCIES
TALENT AGENTS
One of New York's best known AM and TV personalities 1931-1951 desires return talent fields as TV commercial announcer, newscaster, m.c. Powerful selling abilities. Very high past talent earnings. Successful broadcast selling career since then. Now employed as AM-TV Sales Manager. Dependable family man. Top industry references. Personal interviews New York, Boston, or Washington arranged in confidence.
BOX 233G, B*T

TELEVISION
Situations Wanted

Managerial

TOP TV MAN AVAILABLE
More than 17 years of solid advertising and administrative experience. 8 years in two New York 4A agencies. 5 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

Salesman

CAN YOU USE THIS PACKAGE?
1 HAVE-
3 Years—TV Sales Staff experience
2 Years—Ad Agency TV—A.E.
3 Years—Motion Picture Producer (Sports)
Own $3000.00 camera equipment
36 years old—good sales contacts
Box 284G, B*T

Programming-Production, Others

TV SPORTS DIRECTOR
Developed full sports program structure in major market that merited local and national recognition. Air personality.
Box 240G, B*T

For Sale

STATION FOR SALE
Independent Class III, Unlimited Time Station located in good Midwest Market. Price considerably under $100,000.00. Excellent terms.
Box 241G, B*T

Equipment

TV EQUIPMENT FOR SALE
RCA STUDIO I.O. CAMERA CHAIN AND RCA IKE FILM CAMERA CHAIN. Used only a few months, condition like new, offered at substantial discount.
WRITE
Box 242G, B*T

For Sale—(Cont’d)

Equipment

446-ft. TV TOWER
Self-Supporting
40-lb. WIND LOADING
FOR
12 BAY HIGH BAND ANTENNA
NEW—READY TO SHIP
Contact: Joseph B. Haigh
TEXASSTATENETWORK
Fort Worth, Texas

TOWERS
RADIO—TELEVISION
Antennas—Cable
Tower Sales & Erecting Co.
5100 N. E. Columbia Blvd.
Portland 11, Oregon

Employment Services

OVER 100 NEEDED

That's what J. T. Snowden, Jr., Secretary-Treasurer of the North Carolina Association of Broadcasters, said when he ordered three ads in our Classified Section.

In less than three weeks Mr. Snowden reported the response "Overwhelming" . . . In fact . . . "We have been able to place dozens of good experienced broadcasters throughout the radio and television industry of North Carolina".

Week after week, B*T has consistently produced top results for classified advertisers.

So, whether it's personnel or equipment you need, let B*T help you solve your problems through a classified ad.
FOREIGN POLICY ASSOCIATION INCORPORATED

New York December 6, 1954

THE CHASE NATIONAL BANK
14-74 210
OF THE CITY OF NEW YORK
UNITED NATIONS PLAZA BRANCH, 40TH STREET AT UNITED NATIONS PLAZA

PAY TO THE ORDER OF
DAYTON COUNCIL ON WORLD AFFAIRS

$1,000.00

One Thousand and no/100-

DOLLARS

FOREIGN POLICY ASSOCIATION, INCORPORATED
LUNCHEON ACCOUNT

Authorized Signature

FOR PUBLIC SERVICE PROGRAMMING

Here's the thousand dollar payoff! The Dayton Council on World Affairs received the one thousand dollar first prize from the Foreign Policy Association for the most significant contribution in citizen education in world affairs through their television efforts.

DCWA has aired their half hour "It's Your World" panel show and "World Headliner" on WHIO-TV for more than four years. It has been an outstanding public service program—one of the many offered by WHIO-TV. Public education and service is a responsibility of the station—and it pays off—in audience loyalty and audience surveys. For the audience—the loyal audience—ask George P. Hollingbery, national representative to give you the facts on WHIO-TV.


Channel 7 Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

whio-tv
CBS • DUMONT
TELESTATUS

February 7, 1955
Tv Stations on the Air With Market Set Counts 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) grants. Triangle (△) indicates station now on air with regular programming. Each is listed in the city where it is licensed. Stations, VHF or UHF, report respective city and major coverage areas. Separate figures are given for each as claimed. Total U. S. sets in use is unduplicated B-T estimate. Stations not preceded by triangle (△) are not operating.

ALABAMA

Birmingham—
- WABT (12) NBC, ABC, DuB, Blair; 306,318
- WBRC-TV (6) CBS; Katz; 306,318
- WJTC (5) ABC, DuB; N/A-Unknown
- WEDR (10) 10/13-54-Unknown

Decatur—
- WMSL-TV (23) CBS, NBC; N/A; 25,122

Dothan—
- WTVM (9) Hollingerby; 7/2/54-Unknown

Moody—
- WALA-TV (10) ABC, CBS, NBC; Headley-Headley; 92,000

Visalia—
- WCKA-TV (43) See footnote (c)

The Mobile TV Corp. (5) Initial Decision 2/12/54
Montgomery—
- WTVG (20) ABC, CBS, DuB, Rayner; 45,200

Tuscaloosa—
- WSFA-TV (12) NBC, Headley-Headley; 92,000

Selma—
- WSLA (2) 2/24/54-Unknown

ARIZONA

Mesa—
- KVAR (12) NBC, DuB; Rayner; 101,523
Phoenix—
- KCOO-TV (10) ABC, Hollingerby; 109,204
- KPHO (5) CBS, DuB; Katz; 114,000
- KTVK (3) ABC; Weed; 5/10/44-5/3/55

Tucson—
- KOPD-TV (11) CBS, DuB, Hollingerby; 36,013
- KVOA-TV (4) ABC, NBC; Rayner; 20,013
- YMAM (1) 2/10-54-Unknown

KIVA (11) NBC, DuB; Grant; 20,078

ARKANSAS

El Dorado—
- KRBB (10) 2/24/54-Unknown
- Fort Smith—
- KPSA-TV (22) ABC, CBS, NBC, DuB; Pearson; 20,000

Kansas City—
- KNAC-TV (3) Rambeau; 6/3/4-Unknown

Jonesboro—
- KGTM-AM (8) 1/12/55-Unknown

Littlerock—
- KARB-TV (4) ABC, DuB; Petry; 97,561
- KYBY (11) Branson; 11/4/54-Unknown
- KATF (1) See Pine Bluff

Pine Bluff—
- KATV (7) ABC, CBS; Avery-Knoedel; 91,389

Texarkana—
- KCOR-TV (6) See Texarkana, Tex.

Total stations on air in U. S. and possessions: 422, total cities with stations on air: 278. Both totals include stations of Service Corporation's TV-Jaunmaraa, Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use is 35,714,663.

* Indicates educational stations.
* Cities not interconnected to network service.

CALIFORNIA

Bakersfield—
- KBAB-TV (29) ABC, DuB; Weed; 84,000

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 423,013; WGR- TV, 288,881
(b) Number of sets not currently reported by WHEG-TV, Lyonsville, N. Y. Last report was 300- 544 on July 18, 1952.

(c) The following stations have suspended regular operations but have not turned on CPs: WABAT-NF, Alhambra; KHD-TX Foote, Calif.; KTHE (TV) Los Angeles; WFRX-PR Princeton, Ind.; WKLOR-LT, Louisviile, Ky.; WPMF (TV) Portland, Me.; WADD-LT, Atlantic City, N. J.; WTHI (TV) Albion, N. Y.; WTVF-E (TV) Elmira, N. Y., WAW-AM; WKCO-FM, Sedalia, Mo.; WQBW (TV) Tuba, Okla.; WLMR-LT Lebanon, Pa.; WSAT-TV, New Castle, Pa.; WNFN-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WERF-CT, New Orleans, La.; WTVN (TV) Columbus, Ohio; WTVK (TV) Petersburg, Va.; WTVY (TV) Meridian, Miss.

(d) Repertory Co. has received initial decision favoring it for ch. 12, which is currently operated by WFRF-TV, Visalia, Calif.

(e) WMMN-TV Neenah, Wis., has suspended operations pending merger with WFRF-TV, Green Bay.

Directionary is in following order: call letters, city and station affiliation, call letters, major coverage areas, representative market set count for operating stations; date of grant and commencement target date for franchises.

FOR THE RECORD

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

Now more than 422,000

TELEVISION HOMES

IN KRLD-TV'S EFFECTIVE COVERAGE

AREA

EXCLUSIVE CBS

TELEVISION OUTLET

FOR DALLAS-FORT WORTH AREAS

DALLAS-FORT WORTH

This is why

KRLD-TV

Is your best buy

Channel 4 Represented by the BRANHAM Company

February 7, 1955
Page 115
a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

- One of the Mid-west's most prosperous industrial and agricultural markets
- $714,500,000 Retail Sales in year '53-'54
- Blanketed ONLY by WTHI-TV's 316,000 watt signal
- 227,000 Homes (147,000 TV homes)

118,000 UNDUPPLICATED: WTHI-CBS TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

Represented nationally by:
The Bolling Co. New York & Chicago

Broadcasting • Telecasting

February 7, 1955 • Page 117
**FIGHT COMMUNISM with "TRUTH DOLLARS"**

**Reading**
- WEEK-TV (33) ABC, NBC; Headley-Reed; 86,000
- WSHA-TV (61) CBS; H-R; 212,270

**Scranton**
- WRFR-TV (18) ABC; Hollingsby; 200,000
- WQVL-TV (22) CBS; Blair; 215,000
- WNEP (12) Everett-McKinney; 146,424
- Wilkes-Barre

**Columbia**
- WLTQ (24) ABC, DuM; Avery-Knodel; 220,000

**Williamsport**
- WRAX-TV (38) Everett-McKinney; 11/13/52-Pal Fall '55
- WNOW-TV (49) DuM; Forje; 87,400
- WSBA-TV (43) ABC; Young; 89,000

**Rhode Island**
- WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,382,652
- WPRO-TV (18) ABC, CBS, DuM; Raymer; 80,000
- WPRO-TV (12) Blair; 8/5/52-Unknown (granted STA 8/20/52)

**South Carolina**
- Anderson
- WAGA-TV (15) 6/5/52-Unknown

**Charleston**
- WCCS-TV (5) ABC, CBS; Free & Peters; 144,121
- WUSN-TV (2) NBC; H-R; 138,500

**Columbia**
- WCCS-TV (19) ABC, DuM; Headley-Reed; 12,500

**Greenville**
- WBCF-TV (18) ABC, CBS, NBC, DuM; Free & Peters; 128,902

**Florence**
- WFFS (18) CBS, NBC, ABC, DuM; CBS Spot Sl.; 111,360

**Greenville**
- WBFJ (18) ABC, DuM; Raymer; 60,300

** Spartanburg**
- WSBA-TV (7) CBS; Hollingsby; 11/25/53-Unknown

**South Dakota**
- Rapid City
  - KOTA-TV (3) 12/15/54-6/3/55
- Sioux Falls
  - WSKT-TV (11) ABC, CBS, NBC, DuM; Raymond; 110,362

**Tennessee**
- Chattanooga
  - WAVY (12) ABC, CBS, NBC, DuM; Branhm; 121,109
  - Mountain City TV Inc. (3) Initial Decision 7/15/54

**Jackson**
- WDXI-TV (7) Burtn-Smith; 12/15/33-3/1/55

**Johnson City**
- WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 120,156

**Knoxville**
- WATE (6) ABC, NBC, Avery-Knodel; 103,570
- WRIR-TV (10) Initial Decision 3/4/55
- WUTC-TV (26) ABC, CBS, DuM; Pearson; 80,000

**Little Rock**
- Wljbc (13) CBS; Blair; 329,647
- WMCT (18) ABC, NBC, DuM; Branhm; 396,947
- Wrob (13) Initial Decision 8/27/54

**Nashville**
- WSIX-TV (6) ABC, DuM; Hollingsby; 330,130
- WSM-TV (4) NBC; Petry; 208,365
- Old Hickory (Nashville)
- WlAc-TV (3) CBS; Katz; 216,317

**Texas**
- Ablenete
  - KABC-TV (9) ABC, NBC, DuM; Pearson; 39,983
  - KMBG
  - KTVK (10) ABC, CBS; H-R; 65,644
  - KCNC (4) NBC; DuM; 65,944
  - Austin
  - KDBC-TV (7) ABC, CBS, NBC, DuM; Raymond; 102,401

**Big Spring**
  - KFBT-TV (4) 7/22/54-Unknown
  - Corpus Christi
  - KYTX-TV (22) ABC, NBC, DuM; Young; 37,200
- KTLS (43) 12/30/53-Unknown
  - Galveston
  - KDKR-TV (21) 1/18/53-Unknown
  - KPFT (4) ABC, NBC, DuM; Petry; 42,000
  - KEPE (4) ABC, CBS; DuM; 110,262
  - KHOE-TV (4) ABC, CBS; DuM; Branhm; 147,850
  - WKYS-TV (2) ABC, NBC; Hollingsby; 62,423
  - WFTV (2) ABC, NBC; Free & Peters; 440,000
  - KJTV (11) H-R; 8/15/54-Spring '55

**Galveston**
- KOUL-TV (11) CBS; CBS Spot Sl.; 260,000

**Huntington**
- KTVM (2) ABC, NBC; Raymer; 87,900
- KTVF (3) 8/5/52-Unknown
- KWVY (45) 300,000
- KYX2 (26) 8/18/53-Unknown
- KVE (36) Forje; 40,000

**Lubbock**
- KYTV (2) ABC, NBC; Raymer; 67,878
- KFYO-TV (6) Kats; 57/3/53-Unknown

**Los Angeles**
- KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,230

**Odessa**
- KFAB-TV (11) CBS; CBS Spot Sl.; 280,000

**San Antonio**
- KTXI-TV (8) CBS; Melville; 38,598

**San Francisco**
- KAL (25) 7/26/52-Unknown
- KCOR (41) O'Connell; 5/12/54-April '55
- KONE (5) ABC, CBS, DuM; Raymond; 223,593
- KFOG (41) NBC; Petry; 225,953

**Swatte wears**
- KPAR-TV (12) CBS; Avery-Knodel; 8/28/53-Unknown

**Tampa**
- KCEM (6) ABC, NBC, Hollingsby; 103,144
- Texascar (also Texascar, Ark.)
  - KCNC-TV (6) ABC, CBS, DuM; Raymond; 103,700

**Tyriff**
- KLTV (12) See footnote (e)

**Provo**
- KOV (11) 12/2/13-Unknown

**Salt Lake City**
- KYTV (9) CBS, NBC, DuM; CBS Spot Sl.; 187,200
- KRC (4) NBC; Katz; 187,200
- KVTA (2) ABC; Hollingsby; 181,250

**Montpelier**
- WMVT (5) ABC, CBS, NBC; Weed; 106,000

**Virginia**
- Bristoll
  - Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
  - Dandridge
  - WSRT (16) See footnote (e)

**Hampton (Norfolk)**
- WVEC-TV (15) NBC, DuM; Avery-Knodel; 125,900

**Harrisonburg**
- WSBA (18) ABC, CBS, NBC, DuM; Pearlson; 180,575

**Lyonsburg**
- WLOP (13) ABC, CBS, DuM; Hollingsby; 173,000

**Newport News**
- WACI (53) Walker

**Norfolk**
- WTAR-TV (3) ABC, CBS, DuM; Petry; 346,007
- WTVY-TV (27) See footnote (e)

**Petersburg**
- WPTV (30) 8/9/54-Unknown

**Richmond**
- WTVY (29) 12/2/52-Unknown
- WTVY (6) NBC; Blair; 477,318
- ROANOKE
  - WSLS-TV (10) ABC, NBC; Avery-Knodel; 330,130

Directory information is in following order: call letters, channel, network affiliation, national representativess, market set count for operating stations; date of grant and commencement target date for grantees.
THE ALLIED Grocers of California has signed a year’s contract with KNBC San Francisco to acquaint the public with its operation and that of 800 independent member merchants. As part of the agreement, food products advertised on KNBC will be promoted by the organization’s stores. Dave Engles (l), KNBC merchandising supervisor, displays one of the point-of-sale posters to Charles Hoerkorn (seated), Allied secretary-manager, and (l to r) Charles Greb, Allied sales representative; Bill McDaniel, KNBC sales manager, and John Cattermole, Allied advertising manager.

FIESTONE, for its service and three lines of tubeless tires, expands its southern California coverage with a saturation spot announcement campaign over KMPC Hollywood. W. S. McGilvray, seated (c), Firestone Los Angeles district manager, signs the contract with (l to r) Dallas Williams, Dallas Williams & Sons agency; Byron Teft, advertising manager, Firestone Western Div., and Ed Nelson, KMPC account executive.

AGREEING to a 52-week spot campaign over KOA Denver, to be comprised of 156 nighttime 60-second announcements promoting Pennzoil motor oil and greases, are (l to r) Herbert Rupp, vice president of B. F. Bennett Oil Co., Hark Spensley, KOA salesman, and Roger McDonald, secretary-treasurer of the Denver oil company, which is sponsoring the campaign.

CONTRACT at KGMB Honolulu calling for five quarter-hour newscasts a week and 1,500 participations during 1955 under sponsorship of the Joseph Schlitz Brewing Co. (beer), is agreed to by John D. Allison (l), commercial manager, Hawaiian Broadcasting Co. (KGMB, KHBC), and George M. Shay, export manager of the brewing company.

THE Million Dollar Movies film series will be sponsored on WOW-TV Omaha by Watson Brothers Transportation Co. beginning yesterday (Sunday). At the signing are (l to r): seated, Bill McBride, WOW-TV program director; William M. Wolfe, Watson executive vice president; standing, J. Maynard Wilson, WOW-TV local sales manager, and James Lipssey, partner in Universal Advertising Agency, which handles the Watson Brothers Transportation Co. account.

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Meeting the Meeting Overdose

GOOD NEWS for the harried broadcasters of the nation is the decision of the NARHB directorate to reduce the number of district meetings to be held this year from 17 to 8.

First, it’s good news because it represents a cash saving to the management of U. S. radio and tv stations of about $1 million which now will not be spent for transportation, hotel rooms and the other items on the expense accounts turned in by station executives on their return from district meetings. And if the salaries of these executives for the time away from their desks to discuss industry matters were also charged to the meetings, that $1 million figure might easily be doubled.

A survey of broadcast station managers made by this magazine last fall [B*T, Dec. 13] revealed that attendance at all industry meetings, national as well as regional, was costing broadcasters a minimum total of $3.5 million a year and probably a lot more than that. While endorsing the need for such meetings and appreciating their value, the vast majority of the station executives expressed the feeling that fewer meetings would accomplish just about as much with a lot less expenditure in time and money.

The second way in which the curtailment of district meetings is good news is its demonstration of the responsiveness of the NARHB radio and tv board members to the will of the stations they represent.

B*T, pleased to have served as the catalyst in bringing about this reorganization of broadcaster meetings on a more efficient basis, congratulates the NARHB directors on their prompt, decisive action, and the NARHB members on the quality of their directors.

The Plotkin Indictment

THE BIG story in broadcasting hit the fan last week. The “Plotkin Memorandum” was released by Chairman Magnuson of the Senate Interstate & Foreign Commerce Committee, and while labeled merely a “basis for further inquiry,” nevertheless packed the heaviest wallop thrown against networks and the FCC since the advent of television.

The formal release came as no great surprise, since the substance had been published a fortnight earlier [B*T, Jan. 24]. The mere act of releasing it, even without Committee consideration, gives it a status that cannot be treated lightly. The formality of a pre-scheduled news conference imparted to it an aura of importance, backed by the statement of Chairman Magnuson that $75,000 is budgeted for the Committee’s study and that a staff, including former Sen. Clarence C. Dill of Washington, one of the architects of the existing law two decades ago, would-be appointed.

It should be made abundantly clear that the “Committee Print” released by Chairman Magnuson does not constitute the judgment of the Committee, nor even of its chairman. That which will eventually emanate from the FCC, the Dept. of Justice or the Committee, may not have even remote resemblance to the “Plotkin Memorandum.” In the words of Sen. Magnuson, it simply provides “an excellent basis for further inquiry.”

The significance of the events last week, nevertheless, should not be minimized. The Plotkin Memorandum covers the broadcasting waterfront, with emphasis on tv. It invades business practices, heretofore forbidden territory. It insists the leading networks as quasi-monopolistic or worse, and invites the Dept. of Justice to invoke the anti-trust laws against them.

The document constitutes the views of one man—Harry M. Plotkin, until last week the special counsel for the Democratic side of the Committee. In drafting his report Mr. Plotkin drew upon his extensive background as an assistant general counsel of the FCC for eight stormy years (1943-1951) and his experience as a private practitioner since. He had been the FCC’s most controversial staff executive—and perhaps its brightest.

Some will view the report as brilliant; others as Machiavellian. It is largely an ex-parte treatise. CBS President Frank Stanton contends it was not based on any investigation which included the tv networks. (To date the questionnaires sent the networks under Republican committee control by former Comr. Robert F. Jones, haven’t been released. Presumably these will be released in the next installment due this week when the Jones report is released as his swan song as special counsel.)

If implemented, the Plotkin views would spell the end of the networks as we know them. Not even the most militant network opponent wants to kill the networks. Yet, there’s little doubt that some reforms in existing methods and practices are indicated, if restrictive legislation or litigation is to be avoided.

The FCC is rebuked. There may be justification for criticism, but Mr. Plotkin passes lightly over the fact that the FCC’s big mission has been to expedite tv service in compliance with consistent public demand. This demand came through pressures from Congress. Errors were bound to be made. Does the good overshadow the evil?

This is as good a time as any to ventilate the broadcasting house. Otherwise the day will only be postponed. It is because broadcasting is closer to the people than any other pursuit that Congress has moved in. Moreover, broadcasting, notably since the advent of tv, has become big business, too—a sure-fire combination in enticing Congressional scrutiny.

There are practices that need explanation, in connection with network contracts, option time clearances, territorial exclusivity, station representation and the FCC’s stewardship. Members of Congress have received complaints from broadcasters who would not risk public condemnation of the FCC or their networks. Mr. Plotkin may over-extend and overdramatize, but there’s smoke enough for Congress to call out the fire brigade.

Now that the die is cast, it is to be hoped that the course will be orderly and with a minimum of acrimony. Chairman Magnuson, by his act last Wednesday, has assumed full jurisdiction over the FCC and the network questions. He has asked for reports from the FCC and the Dept. of Justice. To that extent only does he adopt the Plotkin recommendations. He proposes to look into military use of the spectrum and the threats to low-band (ch. 2-6) tv allocations. He proposes to give full opportunity for presentation of their cases to the networks, the FCC and others affected.

Until the Magnuson Committee completes its work, there is no logical reason why the so-called Monopoly Subcommittee of the Senate Judiciary Committee, under Chairman Harley Kilgore of West Virginia, should spend time on networks, stations or the FCC. To do so would obviously confuse the issues, duplicate the work of the Magnuson Committee, dissipate taxpayers’ time and money, and place onerous burdens upon the nation’s broadcasters and the FCC.
AUDIENCE! That's the reason so many advertisers choose WBAL-TV for these great syndicated film shows.

AUDIENCE—built by the strong line-up of WBAL-TV and NBC shows—backed by extra heavy newspaper and on-the-air promotion. Join the bandwagon of hit shows. See WBAL-TV first!


A BLUE RIBBON RADIO BUY — You go first class when you go into the great Heart of America market with KMBC-KFRM, the Midwest's leading radio combination. One of the nation's foremost broadcasting institutions, the Team is famous for programming that draws listeners and holds them throughout each day's 18 1/2-hour schedule. Local-flavor news, entertainment and information (part of the Team's vigorous programming) balance CBS network programs to appeal directly to every interest level!

IN A BLUE CHIP MARKET — Populous and prosperous, the Heart of America derives its vast economic strength from many sources. Agriculture, manufacturing, mining, retail and wholesale selling, transportation, oil, insurance and a multitude of other sound enterprises make the Heart of America one of the country's richest, most stable markets. KMBC-KFRM advertising reaches the people who hold the purse strings in the area's high-average-income families. So when you ante up your radio budget, make sure you're backing a sure bet. See your Free & Peters Colonel for the Team's choicest availabilities.

DON DAVIS, Vice President
JOHN SCHILLING, Vice President and General Manager
GEORGE HIGGINS, Vice President and Sales Manager

PLUS
BASIC CBS Radio NETWORK FEATURE

PERSONALITIES THE HEART OF AMERICA LISTENS
Claude Dorse, News Director, and the KMBC News Bureau Staff: Bill Griffith, Rev. Mr. Lionel Schwan, Neal Johnson, John Thompson, Jim Burke.
Phil Evans, Director of KMBC Service Farm and area-famous farm experts Bob Riley, Jim Leathers.
Sam Malen, Sports Director.
Merle Harmon, Assistant Sports Director.
Bing Crosby, Guiding Light, Robert Q. Lewis, Larry LeSueur, Perry McCall, Magazine's "GOLDEN MIKE" awardees for other broadcasting honors.
And for Television, it's KMBC, Kansas City's Most Powerful TV Station

OUR REGULARS -
Bill Griffith, Guiding Light, Arthur Godfrey, Guiding Light, Bing Crosby, Guiding Light, Robert Q. Lewis, Larry LeSueur, Perry McCall, Magazine's "GOLDEN MIKE" awardees for other broadcasting honors.

PLUS
CBS features: Amos 'n Andy, Gene Autry, Jack Benny, Edgar Bergen, Perry Como, Bing Crosby, Xavier Cugat, Gable & St. John, Robert Q. Lewis, Larry LeSueur, Perry McCall, Magazine's "GOLDEN MIKE" awardees for other broadcasting honors.

OUR LOCALS -
Kelly and Freddy, Kay and Fran, The Texas Rangers, The Brush Creek Gang, Tune Chasers.

PLUS
BASIC CBS Radio NETWORK FEATURE