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24th year

THE NEWSWEEKLY OF RADIO AND TV
MILES LABORATORIES, INC.
Alka-Seltzer®
BRAND

Traditionally in the Public Confidence...

For years millions of Americans have depended on ALKA-SELTZER for the relief of common ailments with complete confidence. Application of scientific quality controls, using only the best, purest medicinal ingredients, and continuing medical research by Miles Laboratories have earned public confidence. The Havens & Martin, Inc., Stations apply these same principles to the art of broadcasting. The best possible programming ingredients, controlled by skilled management, have earned a loyal and responsive audience throughout Virginia for Richmond's only complete broadcasting institution. Join with confidence the other advertisers using the First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV—serving one of the South's richest areas.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV
MAXIMUM POWER 100,000 WATTS  MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.
We're getting more people in growing San Diego!

38.1% more than in 1950!
For a County total of 769,200! (Calif. Taxpayers Assoc. estimate, Jan. 1, 1955)

Even in Jan. 1954, the city of San Diego alone had more people than Newark, Atlanta or Indianapolis! (Stls. Mgt. '54)

More people, making more, spending more and watching Channel 8 more than ever before!

KFMB TV
America's more market
NOW
complete coverage
PHILADELPHIA
trading area
WDEL-TV
WILMINGTON
316,000 watts
PHILADELPHIA OFFICE
1500 Walnut St., Suite 1205,
Kingsley 6-4020
CHANNEL 12

Represented by
MEEKER TV, Inc.
NO NEW FREEZE • Proposal that FCC maintain status quo on all tv allocations until definitive legislative course has been determined isn't making much impression on members of Senate Interstate & Foreign Commerce Committee. Feeling is that this would amount to imposition of “freeze” and would be injustice to those who have gone through hearing mill and are awaiting final opinions. Moreover, it's felt that in view of course already taken by committee, FCC would be disposed to move slowly on any allocation innovations anyway.

AMONG ATTORNEYS under consideration as special counsel for Democratic majority of Senate Interstate & Foreign Commerce Committee is Arthur Scheiner, former chief of FCC Broadcast Bureau's Rules and Standards Division. He resigned from FCC last July to join Benedict P. Cottone in private communications practice. Mr. Scheiner originally joined FCC in 1946, leaving following year and returned in 1948.

WHEELING & DEALING • One sale completed last week—KBTB (TV) Denver (ch. 9) to group headed by John Mullins, ex-KPHO-TV Phoenix, for $1 million-plus (story page 80). Buffalo Evening News last Tuesday reported WGR-TV (ch. 2) deal in negotiation and said Storer and Westinghouse were interested, but WGR board denied station on block ($6 million figure had been mentioned). As far as Westinghouse is concerned, deal whereby NBC would get KYW-WPTZ (TV) Philadelphia in return for WTAM-WNBK (TV) and several million to boot, is quiescent.

RADIO Advertising Bureau, pitching hard on campaign to maintain radio set sales at minimum 15 million level, will ask major set manufacturers at Feb. 17-18 meeting to pitch in at least $100,000 to get project underway in return for wholehearted merchandising and exploitation cooperation of RAB membership. Next year effort will be to evolve integrated campaign that might involve couple of million dollars.

UHF TAX RELIEF • In effort to find answers to uhf problem, FCC Chairman McConnaughey has talked with representatives of manufacturers, who are convinced that elimination of 10% excise tax on uhf and color receivers (most of which will tune both bands) would induce manufacturers to produce all-band receivers. Effort at last session of Congress to eliminate tax failed but it’s believed there is sufficient momentum now to accomplish this.

APROPOS UHF situation, Chairman Magnuson (D-Wash.) of Senate Commerce Committee has made up his mind to call in leading set manufacturers in hope of inducing them to produce all-band receivers only. He and certain of his colleagues are convinced that if top manufacturers produce all-band receivers and promote them, others will be forced in line (story page 68).

PARTIAL DE-INTERMIXTURE • Immediate approach of Senate Commerce Committee on uhf problem, in addition to planned session with manufacturers on all-band receivers (see above) may be move toward “selective de-intermixture” as proposed in Plotkin Memorandum.

CURRENT hearings by Federal Trade Commission on charge of “false and misleading” advertising against Bankers Life & Casualty Co. and other accident and health insurance firms are fraught with implications, according to authorities in know. In background are such explosive considerations as socialized medicine and government jurisdiction over firms licensed in various states. Radio-TV and printed media are caught in middle, according to informed observers.

GOOD AND BAD • Although Senate Juvenile Delinquency Subcommittee plans more hearings on “crime and horror” tv programming before making special tv report (see pages 9 and 70), subcommittee also expects to take “positive approach” in future. In other words, investigators would take testimony on “good” tv programs, such as Ding Dong School, to determine whether they have beneficial effect on conduct of children.

FCC is confronted with one of its toughest decisions—actions on protest of WINZ Hollywood-Miami against Storer Broadcasting Co. acquisition and operation of WGBS-TV on ch. 23 in Miami area. Question is whether 309 (c) protest rule requires Commission to stay WGBS-TV operation until hearing is held. Because of tremendous headway made by Storer operation, Commission is practically unanimous that operation should not be stopped but is haunted by explicit language of economic protest rule. There's some thought Commission may decide to permit operation to continue and let WINZ go to court.

CONVERSION • Concerted campaign to convert receivers in greater Miami area for uhf reception has been undertaken by Storer (WGBS-TV, ch. 23). Flat conversion price, capable of picking up chs. 17 and 23, of $29.95 has been made with local service men as against former price of around $60. Project is being exploited through large space advertisements in newspapers as well as spots on WGBS-TV, given free to cooperating service companies. It is estimated by Storer that 65% of sets in greater Miami have been converted. Conversion manager is J. C. Powell.

WITH NARTB convention planners anticipating all-time records at May meeting, association's staff is being augmented as date looms only three months away. Joining association in promotion role, with stunts on convention, is John Mullin, formerly of Pabst and Fairchild. He reports to Joseph M. Stieriek, manager of publicity and information services.

EXPENSIVE PROOF • Military, in some cases, is refusing to admit radio-tv signal interferences caused by armed forces installations—even when FCC monitors have identified sources. In those cases FCC has had to send engineer to scene—involving some trips of several hundred miles—to prove interference. Suggested solution: Send bill to military to cover FCC expenses when "proof" trip of engineer is involved.

CANADA DRY, New York, whose representatives for bottlers are currently meeting in New York and other cities to decide media plans, may increase its radio spot budget as result of company's decision to drop Annie Oakley on television. Canada Dry and bottlers decide on plans market by market. Campaign to be launched in early spring. J. M. Mathes Inc., New York, is agency.

FOOTLOOSE HOPE • As sequel to program from Thule Air Force Base in Alaska on NBC-TV last month, comedian Bob Hope is considering similar program from three U. S. naval bases in Mediterranean. Tentative date for airing filmed program is April 6. General Foods, through Young & Rubicam, sponsors Hope shows.
this is the way they cut up the radio audience in Kansas City ... and ... WHB

gives you the prime cut with 43.5%* of the all day audience

... more than twice its nearest competitor. Here in Beef Center, U.S.A., where more than a million beef cattle met their reward in 1954, the second biggest occupation is listening to WHB's brand of music, news and ideas. 10,000-watt WHB packs in 43.5% of the Kansas City audience (all-day average). The second station has only 17.4%, less than half as much.

Thus, WHB dominates this tremendous market with a decisiveness characteristic of the Mid-Continent formula. It happened first in Omaha, next in New Orleans—and now in Kansas City.

Discuss the stakes with John Blair, or WHB General Manager George W. Armstrong.

* HOOPER RADIO INDEX—7 a.m. to 6 p.m., Monday-Friday, Dec. 1954-Jan. 1955
Fee TV Advocates Approve FCC Request for Comment

GENERAL satisfaction voiced by subscription tv proponents at FCC's action Friday eliciting comments on proposed rule-making.

Comdr. E. F. McDonald, Zenith president, stated he was delighted with FCC decision.

"This proceeding," Comdr. McDonald said, "will enable those interested to show the Commission and the American public, with a minimum of delay, that subscription television can bring right into the American living room the great entertainment which is not now available except in the theaters or stadiums.

"If subscription tv is approved by the Commission, it will function as an addition to the regular broadcasting service now available. It will be operated as a part-time service by regular tv stations over existing channels, and will be received by the public over their present tv receivers at a cost which will be a fraction of today's boxoffice prices."

Artie Levey, Skiatron Electronics & Telecasting Corp., present so-called upon FCC to "look the facts in the face and make its own decision" on subscription tv. Coupled with a sharp barb at tv networks, Mr. Levey said FCC's decision "should be welcomed with relief and utmost enthusiasm by all those who have the true interests of the television industry at heart." Asserting "too much time has been lost" in pro-and-con discussion, Mr. Levey said stations and sponsors know of need for toll tv because of "spiralizing costs of programs."

Charging that "consistent devotion to the lowest common taste denominator has never paid off" and that broadcasters are losing a vast new audience. Mr. Levey said: "It is time the television networks came off their high horse and started looking at toll-television in the light of some elementary economics."

Paul McNamara, International Teletimer vice-president, said he welcomed the FCC notice which "opens the door for full discussion." "We at Teletimer," Mr. McNamara said, "have always favored this broad approach as the proper way of establishing a sound and practical method of pay-as-you-see tv."

PLATT ELEVATED BY KRAFT TO SENIOR VICE PRESIDENT

JOHN H. PLATT, advertising-public relations vice president of Kraft Foods Co., named senior vice president, broadening activities to overall operations of company, according to President G. C. Pound. Charles G. Wright, formerly sales vice president, becomes senior vice president in charge of sales and advertising.

In series of promotions, John B. McLaughlin, formerly advertising and sales promotion manager, becomes director of sales and advertising. Ted Jervis, former assistant to Mr. McLaughlin, becomes advertising manager.

Mr. Platt has been with company since 1919 and has been in charge of advertising since 1924. His experience has included introduction of new products, expansion of sales of established items and development of new advertising and promotion techniques. He was named to Kraft board in 1940 and became vice president and executive committee member in 1945. Mr. Wright joined company in 1929 when Kraft acquired Wright's mayonnaise.

SCHLITZ SEEKS A's

JOS. SCHLITZ BREWING Co. Friday was negotiating for lineup of stations in regional radio coverage of Kansas City Athletics 1955 home and road games. Earlier, Ervine C. Uhlehn, Schlitz president, and Arnold Johnson, A's president, announced purchase of exclusive radio rights, plus tv privileges, for about $300,000. It was indicated tv rights may not be exercised this season, though way left open Friday. All regular season and exhibition games will be aired live and direct from ball parks, according to plan. KMBC-TV Kansas City mentioned as possible outlet if tv arrangements should materialize.

Committee Control of TV Advocated by Rep. Meader

QUESTION of telecasting House committee hearings may become political issue if Demo- crat-controlled 84th Congress ignores this prob- lem and does not permit Rules Committee action and House vote, Rep. George Meader (R-Mich.) said Thursday.

Rep. Meader, who has submitted proposal (H Res 99) to allow telecasting of open hear- ings at discretion of committee concerned, said he believes that under current rules House speaker has authority to permit telecasting of both House chamber and committee pro- ceedings. He added:

"I think that radio and television are here to stay. We cannot turn back the clock, and I do not think we can stop the demand of the public for the knowledge of public business they can gain through these instrumentalities any more than King Canute could stop waves from rolling up on the shore."

Rep. Meader said he felt committee mem- bers could be trusted to regulate televising of hearings without becoming subject to charges of censoring information about activities.

STEEL REMOTES

U. S. STEEL Corp. plans to originate for first time live remote commercial out of New York with 56 cm. farm in Lake Geneva, Wis., on U. S. Steel Hour over 106 ABC-TV stations Feb. 15. Company spokesmen indicated it may be first in projected series of live remote commercials by firm, which heretofore has done studio live and film spots.

Crew of 21 technicians from New York, Chicago and Pittsburgh will handle remote, with BBDO, U. S. Steel and station officials, including Joseph Baich, WREX-TV Rockford, Ill., scheduled to attend. WREX-TV will carry show in Lake Geneva area. AT&T will relay telecast by microwave relay to farm to tower in Alden, Ill., then pipe it to Lake Zurich and Chicago and on to New York.

Winchell, ABC Not Liable

WALTER WINCHELL and ABC held not liable by New York Supreme Court jury Fri- day in $800,000 suit. Series of actions had been brought against news commentator and network in fall of 1952 by Sidney Greenberg and Joseph L. Brandt, associates to Cancer Welfare Fund, charging Mr. Winchell with airing false statement against organization.

Among charges was contention Mr. Winchell used word "racketeers" in October 1952 broad- cast. Mr. Winchell had contended before court that his references to fund consisted of "fair comment" and "not activated by malice." Trial ran eight days, with judge's charge to jury given Wednesday.

GUILD FILMS Friday was reported negoti- ating to buy 191 "Loony-Tunes" cartoon shorts from unidentified seller through William Mor- ris Agency. Deal would mark one of biggest buys of up-to-date movie properties for tv showing.

February 14, 1955 • Page 7
WKY-TV proudly hoists its record of CONTINUING DOMINANCE!

IN 30 OKLAHOMA COUNTIES (Nov. '54)

AREA PULSE reveals

DAYTIME

WKY-TV wins 41 of 44 average* daytime quarter-hours!

Sta. "B" wins 1 of 44 average* daytime quarter-hours.

(7 a.m.-5:45 p.m., Mon. thru Fri.)

Two quarter-hour ties

NIGHTTIME

WKY-TV wins 158 of 164 night-time** quarter-hours!

Sta. "B" wins 4 of 164 night-time** quarter-hours!

6 p.m.-11:45 p.m., Mon. thru Sat.; 6 p.m.-10:45 p.m. Sun.

Two quarter-hour ties

In 30 County Area PULSE* reveals

49 of top 50 shows are on WKY-TV
Nov. '54

In Oklahoma City PULSE* reveals

43 of top 50 shows are on WKY-TV
Oct. 8-14, '54

In Oklahoma City HOOPER* reveals

48 of top 50 shows are on WKY-TV
Oct. 13-19, '54

In Oklahoma City ARB* reveals

48 of top 50 shows are on WKY-TV
Oct. 21-27, '54

*DAYTIME average quarter-hour rating

7 a.m.-5:45 p.m., Mon. thru Fri.

**NIGHTTIME average quarter-hour rating

6 p.m.-11:45 p.m., Mon. thru Sat.; 6 p.m.-10:45 p.m. Sun.

WKY-TV

Sta. "B"

10.7

6.1

27.8

14.7

Owned and Operated by
The Oklahoma Publishing Co.
The Daily Oklahoman
Oklahoma City Times
The Farmer-Stockman
WKY Radio
Represented by The Katz Agency, Inc.

Channel 4

OKLAHOMA CITY

The Nation's FIRST COLOR TV STATION
New Haven Station Protests NBC WKNB-AM-TV Purchase

PROTEST against NBC's $600,000 purchase of WKNB-AM-TV New Britain, Conn., was filed with FCC Friday by ch. 8 WNHC-TV New Haven, Conn., presently affiliated with NBC and other tv networks. WNHC-TV charges transfer application, filed late January, is improper because move is proposed to meet NBC sale condition and not desire of present owners. Petition contends acquisition of WKNB-TV by NBC would reduce competition, violate duopoly rule through signal overlap with network's WRCA-TV New York and is not in public interest because combined areas include 17 million people, over 10% of U. S. Citing expected loss of NBC affiliation and new competition in New Haven for national spot advertising as result of purchase, WNHC-TV also pointed to RCA's "extensive history of anti-trust violations" as further reason why hearing should be designated on transfer bid.

Hastings, Neb., tv Grant Gets Final FCC Approval

FCC gave final approval Friday to tv grant for Hastings, Neb., ch. 5 to Seaton Publishing Co. (KHAS-Hastings Tribune), affirming recommendation of examiner last month [BT, Jan. 10]. Decision was made possible when competing applicant, Strand Amusement Co., withdrew, Seaton Publishing Co., owned by Fred A. and Richard M. Seaton, also owns Manhattan (Kan.) Mercury (KMAN), Coffeyville (Kan.) Journal (KKGF), Winfield (Kans.) Courier, Alliance (Neb.) Times-Herald, Deadwood (S. D.) Pioneer-Times, Lead (S. D.) Cell, Sheridan (Wy.) Press and magazine Western Farm Life (Denver).

Fred Seaton is administrative assistant-designate to President Eisenhower. He is Assistant Secretary of Defense, assistant to President Truman. Commission also invited comments by March 1 on rule-making proposal by ch. 45 WKST-TV New Castle, Pa., to move to Youngstown, Ohio. It proposed to exchange tv channels 45 and 73 between New Castle and Youngstown respectively, and ordered WKST-TV to show cause why its present grant should not be modified to accomplish this.

Petition by WTRI (TV) Albany, which ceased operation Feb. 1, to postpone from Feb. 14 to Feb. 17 oral argument on its objections to sale of WROW-AM-TV Albany to Lowell Thomas and associates was denied.

NCAA Plan Due Feb. 28

PLANS for 1955 football tv coverage under National Collegiate Athletic Assn. program expected to be disclosed Feb. 28, five days after NCAA's tv Committee meets in Chicago for last draft of program. College members will receive plan for three approval with final acceptance slated for March 10 announcement. NCAA tv Committee met last week in New York to hear network, agency and other recommendations (see story page 59).

SERVICE CLASSIC

SPECIAL one-time only basketball game between Harlem Globetrotters and Washington Generals will be presented from Great Lakes Naval Training Station March 12 on CBS-TV (3:45-45 p.m. EST) under co-sponsorship of Amana Refrigeration Co., through Maury, Lee & Marshall, New York, and Maytag Co., Newt., Iowa, through McCann-Erickson, Chicago. These advertisers are sponsors of weekly "Big Ten Basketball series," which ends March 5.

FCC to Explore Shift In Lamb Witness Testimony

COUNSEL for Edward Lamb in WICU (TV) Erie license renewal hearing Friday afternoon offered to stipulate entire testimony of Marie Natvig "is false"—including her retraction Wednesday of her previous story linking Mr. Lamb with communists (story page 62). Offer was rejected by Broadcast Bureau on grounds that since she had changed story and was FCC witness, matter must be properly explored.

Mrs. Natvig, who felt she had done Mr. Lamb "grievous wrong," reviewed circumstances in which she considered ex-FCC counsel Walter Powell had suggested false details of her testimony. Witness admitted typing large portions of her story in FCC offices for Commission guidance before turning last fall. She said part of typing was done alone and part in conference with Mr. Powell.

Mrs. Natvig said she turned typed notes over to Lamb counsel to prove sincerity of her Jan. 12 offer to recant. Broadcast Bureau asked that notes be produced today (Monday) when case resumes before Examiner Herbert Shafman.

Asked how she ever got idea she was once communist, Mrs. Natvig said Mr. Powell told her he had Cleveland police information to that effect and she had at one time attended party gatherings. She said if more attendance made her communist she guessed she had been one, but recalled expressing uncertainty during earlier appearance.

Witness related she told FBI in Miami during break in her testimony last fall that she wanted to recant. She said she was warned of "dire consequences" of not telling truth and told "think it over."
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BROADCASTING + TELECASTING

Page 10 • February 14, 1955
for the first time,

**VHF**

covering Florida's West Coast

on the air February 14th

**WFLA-TV**

NBC-TV BASIC (INTERCONNECTED)

Channel 8

TAMPA
ST. PETERSBURG
FLORIDA

Announces the appointment of

**BLAIR**

as exclusive National Representative
Effective immediately
Newest with 6 Majo

1. Bi-Level Modulation improves loudness and fidelity... saves power.

RCA Newest 5 kw AM transmitter, Type BTA-5H. The 10 kw Type BTA-10H is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.


**RCA 5-KW "AM"**

**Benefits, Including Bi-Level Modulation**

1. Bi-level modulation, accomplished by adding a controlled amount of audio to the r-f driver increases efficiency, reduces power consumption and reduces distortion. Linearity of the power amplifier is greatly improved by varying the drive in proportion to the modulation.

2. BTA-5H requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

3. BTA-5H is the only "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's."

4. It's the ONLY "5 kw" with "split-cycle" overload and voltage protection—using thyatron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. BTA-5H holds power bills to the LOWEST in the "5 kw" field through smaller power tubes, fewer stages, fewer tubes (only 23 tubes and 7 different types).

6. BTA-5H is equipped with horizontally-sliding doors front and back. Benefits:
   - Saves over 60 square feet of floor area
   - Provides more elbow room for operator
   - Makes it easier to get at transmitter.

For all the facts about this new 5 kw transmitter... call your nearest RCA Sales Representative. Also ask for bulletin B.6535 shown at right.
'Sucker Bait'
EDITOR:

... A few years ago the movie industry began to awake to the fact that "title song" recordings could bring a lot of free picture publicity through the nation’s disc jockeys. The success of this sucker bait has become so great that it is now an obvious fact that movie producers plan title or theme songs specifically designed to take advantage of free advertising via the broadcasting industry.

For example, it is said that the picture "Three Coins in the Fountain" grossed approximately $1,500,000 more than it ordinarily would have because of the popularity of the song. At present rates this would have bought a sizeable chunk of broadcast advertising . . .

Most stations carry some local movie advertising and appreciate getting it, but if they are to continue supporting the "title song" promotions it would behoove the movie producers to show their appreciation on a more equitable basis. Even a per-inquiry timebuyer offers to pay for results.

Verl Bratton
Manager
KVOR Colorado Springs, Colo.

Impact:

Everyone at Orkin was delighted by the wonderful spread you devoted to our story [BT, Jan. 26].

From the letters we have received from all over the country, we are certainly impressed with the impact your magazine achieves.

Leon R. Robbins Jr.
Advertising Manager
Orkin Exterminating Co.
Atlanta, Ga.

Telecasting Maps
EDITOR:

... I was able to put it to use right away . . .

Marjorie C. Scanlan
Kudner Agency Inc.
New York

EDITOR:

... I know it will be very useful in all my planning and buying.

Carol H. Sleeper
Geyer Advertising Inc.
New York

EDITOR:

... a well prepared and instructive research guide.

Edward A. Fonte, Mgr.
Media Time Buying Div.
Ruthrauff & Ryan Inc.
New York

[EDITOR’S NOTE: Telecasting maps, suitable for framing, show all tv stations in the U. S. and Canada, each marked with a symbol depicting the number of tv stations it has, and include a list of all tv stations on the air in both countries. The maps are available from the ABC Telecasting Division at $1 for single copies, at $4.50 for five, $8.25 for 10, $12.00 for 25, $17.50 for 50 and $70 for 100.]

A 'Beaut'
EDITOR:

The article on the WTVJ (TV) [Miami] network originations (BT, Jan. 24) was a "beaut.

I have had 3,000 reprints run off and I'm sending these out to our national mailing list. I can say a lot of things but it's always better said in BT.

Burt Toppan
Promotion Manager
WTVJ (TV) Miami, Fla.
THE CRITICS TALK

about that terrific new musical film show

"EDDY ARNOLD TIME"

says Billboard: "'Eddy Arnold Time' shapes up
to be one of the highest potential TV film
vehicles. There's no doubt that this show
will stack up as winner and possibly rank as
another Liberace.

'The show follows a definite format with a
unique utilization of a music base flavored
with a story line. It seems to this reviewer
that several innovations production-wise, will
prove standard operating procedure for this
as well as many other shows using songs and
music.

"All in all, the show rates as one of those
few which are ideally suited for a million and
one sponsors, and this probably is going to
be the least of the worries confronting the
property." — Steve Schickel

says Variety: "This series has a lot of
things going for it in the admittedly rugged musical telepix
sweepstakes. It marks the telefilm debut of
Eddy Arnold, whose name needs little pre-
selling what with his RCA Victor recording
sales now at the 30,000,000 level... And while
Arnold, and rightly so, is the kingpin, it's more
than a singleton effort, as he's aided and
abetted by a worthy supporting cast in the
person of Betty Johnson, a pert, telegenic lass
with pipes to match, the Gordonaires, a real
pro vocal quartet, and Hank Garland and
Roy Wiggins, guitar specialists...

"With host Arnold projecting potently
throughout, this project has a folksy appeal
that escapes the strict country and western
idiom without alienating the c'w fans. It
could well be the first big telepix winner bear-
ing the Windy City dateline." — Dave

says Janet Kern: "The producers will
have the show sponsored and on the air in time to cash in on the
mammoth January publicity drive which
RCA-Victor is planning in celebration of
Eddy's 10th year with them.

'The show may have a good chance to
make TV film history of the Liberace sort.

Arnold has sold over 30,000,000 records in
the 10 years (none of his discs has sold less
than 250,000 copies). When he replaced
Dinah Shore on TV last year, some of his
popularity ratings were higher than Dinah's
... in fact, there were times he outrated
Eddie Fisher, with whom he alternated." — Chicago American

"Eddy Arnold Time" ... a thrilling new half-hour musical film series...

featuring America's all-time singing favorite, Eddy Arnold... supported by a clever, talented cast.

We've Got 'em... Prices, brochures, audition prints, order blanks! 26 half-
hours now in production, ready for January release. Let's hear from you!

WALTER SCHWIMMER CO.

75 East Wacker Dr., Chicago 1, Ill.—FRanklin 2-4392
New York Office: Ted Bell, 16 E. 41st St.—LEXington 2-1791
Hollywood Office: Tom Carradine, 5746 Sunset Blvd.—HOLlywood 2-4448
A FIRST RUN, BRAND NEW SERIES OF 26 ONE HOUR FILMS (Shot Specifically for Television) featuring match elimination games between champions of the bowling world for major cash awards. America's top stars under our exclusive contract. This show will build a top rating overnight in any time slot regardless of competition—even the best feature films.

All-Star Bowlers in the "Championship Bowling" Lineup:

STEVE NAGY (1955 All-Star Singles Champion)
DON CARTER (1954 All-Star Singles Champion)
BILL LILLARD
ED KAWALICS
JUNIE McMAHON
BUZ FAZIO
JOE WILMAN
JOE KRISTOF
BUDDY BOMAR
CARMEN SALVINO
PAUL KRUMSKE
ROBBY ROBINSON
AND OTHERS
Scores Exceptional Ratings in Market after Market

Here's a typical Metropolitan market experience: After 3 weeks on the air in Cincinnati (WKRC-TV) at 1 to 2 P.M. Sundays, "Championship Bowling" comes up with a terrific ARB . . .

WKRC-TV 14.2
Second Station 3.6
Third Station 3.0

WSBT-TV 22.0
Second Station 6.0
Third Station 2.0

"Championship Bowling" also scoring rating "strikes" in 62 other markets including:

WPIX-TV—NEW YORK • WGN-TV—CHICAGO
WFBM-TV—INDIANAPOLIS • KHJ-TV—LOS ANGELES
WDAF-TV—KANSAS CITY • KTRK-TV—HOUSTON
KTVW-TV—SEATTLE-TACOMA • XETV—SAN DIEGO
KPEL-TV—DENVER • WHAM-TV—ROCHESTER
WMIN-TV—MINNEAPOLIS

For descriptive brochure, prices and audition film, write, wire or phone

WALTER SCHWIMMER CO.
75 East Wacker Dr., Chicago 1, Ill.—Franklin 2-4392
New York Office: Ted Beil, 16 E. 41st St.—Lexington 2-1791
Hollywood 2-4448
IN REVIEW

THE WOMEN

NBC-TV Monday night reached into its Producers Showcase to display a bejeweled, esthetically scented tv product that no woman could resist and which certainly must have been attractive to even the most cynical among the male audience.

Happily, "The Women," a 90-minute tv adaptation of Clare Boothe Luce's celebrated Broadway play (in 1936) and later a movie box-office hit, pretended to be nothing else but good entertainment. As a result, it's safe to say that more than 37 million (NBC-TV's estimate) attended this performance, that had the lilt of the legitimate theatre, without leaving their tv sets.

The ingratiating tv play, seen both in color and in black-and-white, was a neat production with no slips showing. An outstanding, all-woman cast was as stunning as the fur wraps, glittering jewelry and lovely gowns which provided the necessary sheen, rustle and swish to the "jungle warfare" of the feline socialites.

The tv storyline stayed close to the original play, a biting satire on the distaff side of high society which treats scandal and divorce as the favorite meat of the jungle cats. Thescratchiest and nastiest of the "cats" is Sylvia (Paullette Goddard). Her victim in the play is Mary (Ruth Hussey). Mary is Mrs. Stephen Haines, a happily married society matron who is nudged headlong into divorce by the gossip of her "friends," particularly by the dagger-tongued Sylvia.

By Act II we are well into the story: Mary has lost her husband to Crystal Allen (Shelley Winters) and is off to Reno for her divorce. So are a few of her friends. There's a bit of toasting around and a hair-pulling episode between Miriam Aarons (Valerie Bettis) and Miss Goddard that ought to keep viewers talking about tv's realism for a long while.

Act III, which brought into focus the tie-up of the plot—and Miss Winters in a bubble bath (the beginning of a parade of tv bathub beauties?)—simmers into the climactic conclusion in which the former Mrs. Stephen Haines, heretofore above the gal-scratch-gal technique, resorts to a bit of clawing herself to win back her husband and restore peace to the Haines' Park Ave. home.

The versatility of the camera was added to excellent staging and stunning performances of the cast to provide another feather to the bonnets of Ford Motor Co. and RCA as sponsors of standout tv program fare. Plaudits also are in order for the network and its producers and directors, and to Sumner Locke Elliott who adapted the play for video.

With such a combination, working with such a cast, one could guess that NBC-TV "couldn't miss." It didn't.

Production costs: Estimated at $125,000.
Sponsored by RCA and Ford Motor Co. through Kenyon & Eckhardt on NBC-TV.

Feb. 7, 8-9:30 p.m., EST as one of the Producers' Showcase series, colorcast every fourth Monday.

Adapted for tv by Sumner Locke Elliott from the stage play by Clare Boothe Luce; producers, Gerald C. M. Gordon; director: Vincent Donehue; executive producer: Jack Rayel; associate producer: Bill Nichols; settings: Paul Barnes; costumes: Guy Kent; technical director: Larry Ellikam; lighting: Jack Filtzpatrick; make-up: Dick Smith.

Cast: Shelley Winters, Paullette Goddard, Ruth Hussey, Mary Astor, Nancy Olson, Mary Boland, Valerie Bettis and Cathleen Nesbitt; also Bibi Osterwald, Pat Carroll, Nina Talbot, Paula Laurence and Jada Rowland.

PATTERNS

AT THE TURN of the century, the most popular melodramas dealt with the struggles of the downtrodden working girl, who had only heaven to protect her from the vicissitudes of poverty and the unwanted advances of lecherous employers.

In the past 50 years, more than times have changed and today the power of the unions is such that the working girl is more to be envied than pitied. The object of public compassion—and attention—in today's dramatic successes is the top echelon corporation executive, striving to retain his human decency (as the working girl once strove to retain her honor) in the dog-eat-dog battle of corporate politics.

It is significant that "Patterns," tv drama of executive intrigue which occupied the Jan. 12 Kraft Television Theatre hour (9-10 p.m. EST) on NBC-TV, brought such a spate of audience mail and such a unanimity of critical applause that the sponsor revoked the long-standing rule against repeats to bring "Patterns" back last Wednesday.

Significant, and understandable, for "Patterns" is a taut melodrama which pits ruthless strength, personified in Ramsey, head of the company, against faltering decency, exemplified by Sloan, the number three man of the organization. Add virile honesty in the form of young Staples, a newcomer to Executive Row, and the stage is set.

When Staples discovers that instead of being Sloan's assistant he had really been brought in as Sloan's replacement, the play is off at full p.m. And when Sloan dies of a heart attack after a tempestuous board meeting scene in which his attempt to defy Ramsey ends in groveling apology, the drama is really mellow. The final scene, when young Staples manages to keep both his honesty and his job, vibrates with excitement that brings intense viewer interest.

Rod Serling, author of the original tv drama, deserves the applause he has received, for his play is well conceived, his characters sharply drawn. Nonetheless, it must be said that it is far from a true picture of the working of big business. Any company with such management would have been bankrupt years ago, or more likely the stockholders would have ousted Ramsey and his gang before that. But if reality had been considered there'd have been no "Patterns" and an hour of good tv entertainment would have been missed.

Credit for the show's success is not the author's alone. Producer-director Fielder Cook moved the drama along at a pace which left the viewer no time to realize how fast-fetched it all was. Duane McKinney provided an appropriately over-ornate office background. Richard Kiley, Everett Sloane and Ed Begley brought to full-bodied life the somewhat one-dimensional characters of this modern morality play, and Elizabeth Wilson and Joanna Roos
expertly handled their subordinate feminine roles.

Production costs: Approximately $25,000
Sponsored by Kraft Foods Co. through J. Walter Thompson Co. on NBC-TV, Wed., 9-10 p.m. EST. "Patterns" was the Jan. 12 and Feb. 9 program of the weekly Kraft Television Theatre series.


***

BOOKS

CLEAR CHANNELS: TELEVISION AND THE AMERICAN PEOPLE, by Max Wylie. Funk & Wagnalls Co., N. Y. 408 pp. $4.75. THE CRITICS who so loudly and frequently attack television as corrupting the nation's youth, degrading the national taste, destroying the national pastime and being responsible for practically all of our national disorders are themselves the target of Mr. Wylie's provocative opus, Clear Channels.

Television, he declares, is what it is, not because of any dark, deep plot among tv programmers but simply because the American people are what they are. "Television," he says, "will start feeding nothing but programs for educated people just as soon as the people are ready for them. In the meantime, since we're not there yet, television is offering a number of choices which, in appeal, flavor and decibels, range somewhere between Bert Parks and the symphony."

In a book that ought to be not only read but studied by both the producers and the viewers of tv programs, Mr. Wylie makes an earnest plea to those who want to improve television that they think before they speak and act after they think.

STANDARDS FOR A STRONG AMERICA

American Standards Assn., N. Y. 100 pp. $3. FORTY PAPERS, including two on standards for color tv and their commercial practicability, are contained in this volume, the proceedings of the Fifth National Conference on Standards held last November in New York. Knox McIlwain, chief consulting engineer, Hazeltine Electronics Corp., and J. W. Wentworth, manager of RCA's Terminal Equipment Engineering Group, delivered the papers on color tv.

BBC 1955 HANDBOOK, British Broadcasting Corp., London. 224 pp. Five s. ($0.70). "AN AUTHORITATIVE work of reference...on all matters relating to the BBC and its activities" is how the BBC describes this book, and that appears to be an exact description.

The first half of the pocket-size volume is devoted to an explanation of what the BBC is, how it is organized and how it operates. Then comes a review of the past year's activities, including program lists and financial data. The final section contains other pertinent information, such as lists of radio and tv stations, coverage maps, number of radio and tv licenses from 1927 to 1934, etc., concluding with the text of the new BBC charter.

SINGLE SIDEBAND FOR THE RADIO AMATEUR. American Radio Relay League, West Hartford, Conn. 208 pp. $1.50.

IN THIS volume, American Radio Relay League's headquarters staff has digested more than 30 articles on the subject of single sideband transmission and reception first published in QST, monthly organ of AARL.

PROFIE OF A PROGRAM DIRECTOR

Perry Dickey joins KOMA

Perry Dickey comes to KOMA with an impressive background in radio and television. Perry started his career at a San Antonio radio station and his experience encompasses radio directorship for Grant Advertising, Inc., where he directed the "Dr. I.Q." network program, work with the National Broadcasting Company, the Texas State Network, and WFAA. He headed the program departments of WOAI and WOAI-TV prior to joining KOMA as program director. It's men like Perry Dickey who have made KOMA an outstanding radio station in the Southwest.

THE BEST RADIO BUY IN OKLAHOMA CITY IS:

50,000 WATTS • CBS-RADIO

AFFILIATED MANAGEMENT KWTV

REPRESENTED BY AVERY-KNODEL, INC.

Edgar T. Bell, General Manager
Gene Riesen, Sales Manager

February 14, 1955 • Page 19
Want Ad

Once upon a time there was a Brooks-Brothers type promotion manager working for a radio-television station in West Virginia. Late one Monday night in bed he let his copy of Broadcasting fall as he ran his fingers through his brush cut. He had a Big Thought. “Eureka,” he whispered. “Every ad in the book got more claims in it than a uranium range in Utah. We’re going to play it soft.”

“No claims?” asked his wife, a light sleeper.

“No claims!”

“What’ll you say? How’ll you get it past Top Management. What’ll the men at Branham say?”

“Won’t show it to ’em until it’s published.”

And that’s how it happens that

West Virginia’s
Charleston
Huntington
Stations, with exclusive CBS
tv programming for the 402,584 tv homes in its
coverage area (Channel 8) (national reps:
The Branham Company) (the only VHF station
which covers W. Va.’s 1st and 2nd markets
with a Grade A primary signal) is
looking for a new promotion
man. Know anybody?
IT TOOK Walt Tibbals only one month after joining BBDO to decide "this is where I want my roots." As vice president in charge of West Coast production, in 1932, he continued to meet each agency challenge with the same sure-footed enthusiasm.

Walter Allison Tibbals didn't fall out of the cradle and into BBDO, though. Born in Red Bank, N. J., August 2, 1912, he attended ("and was thrown out of") various prep schools. Instead of taking his scholarship to Rutgers U., he joined Standard Oil Co. of N. J. in 1929 as charter clerk in the marine department. During 1932-34 he worked for several brokerage firms, sold insurance and real estate, opened and closed a N. Y. model agency and sold classified advertising for the New York American.

In March 1934 he joined WNEW New York after a friend in his apartment building referred him to the late Martin Sheridan, then advertising manager of Philip Morris, who, in turn, convinced Milton Blow, then president of Biow Co. (now board chairman of Blow-Bein-Toigo), that young Mr. Tibbals was necessary to the operation of the newly-purchased station. During the hours between 9:30 p.m.-4 a.m. he ran the switchboard, did spot announcements and typed and sent out recipes for a cooking show. A year later he went on daytime, doing fan mail analysis, coverage maps, continuity, announcing, engineering plus sound effects and acting.

Blow used WNEW for talent auditions and Mr. Tibbals got to know Reggie Schuebel, head of the agency's radio department (now head of her own agency). In 1938 she asked him if he'd like to work for Biow. As this was what he had been planning, his answer was "yes."

That spring he joined the radio department and served as production man on Philip Morris programs. From NBC Radio Philip Morris Program he progressed to the similar one on CBS Radio and the added duties of timebuyer on such accounts as Postal Telegraph (now defunct), Hills Bros. (Dramedy programs) and Sweets Co. of America (Tootsie Rolls). By the end of 1939 he had chalked up service on MBS What's Your Name? and served as producer-director on the succeeding MBS Where Am I? and Name Three (Dunhill Cigarettes).

After the agency acquired Eversharp, they bought "a little piece of paper from a guy in Atlanta" out of which came CBS Radio Take It Or Leave It with Mr. Tibbals as producer-director.

Leaving Biow in July 1942, he joined BBDO the following month as director on CBS Radio Bright Horizons (Lever Bros.). He was then assigned to NBC Radio Phil Spitalny's Hour of Charm and, after producing and directing CBS Radio Fashions in Railways (Served), he got into spot announcements with Bob Foreman (now vice president in charge of radio-tv). During 1943-47 the pair made spot announcements for the 62 BBDO clients in new spot radio and out of this period came "Chiquita Banana" for United Fruit, "Wildroot Cream Oil Charlie" for Wildroot and "Smoke Kools, Smoke Kools."

As BBDO is the agency for the Republican National Committee, Mr. Tibbals was assigned to travel with candidate Thomas Dewey in the 1948 Presidential campaign. Back from the election war, he became agency producer on CBS-TV This Is Show Business (Lucky Strike) and Charlie Wild, Private Detective (Wildroot). Long enthusiastic about tv—he had done a closed-circuit tv sales meeting for Bulova in 1940 while at Biow—he was put in charge of the audio portion of NBC-TV Hit Parade from 1949-51 with time out to travel with Gov. Dewey's re-election retreat.

In the fall of 1952 he hit the road with the Eisenhower Presidential campaign to produce all radio and tv speeches until after the election was won. The end of that year found Mr. Tibbals on his way to California and by February he was settled in BBDO's Hollywood office with the new title of vice president in charge of West Coast production.

As such, he guides the destinies of CBS-TV General Electric Theatre (GE); CBS-TV Jack Benny Show, Private Secretary (Lucky Strike); CBS-TV Lasie, NBC-TV Dear Phoebe (Campbell Soup); CBS-TV George Burns and Gracie Allen (B. F. Goodrich, alternating); ABC-TV Cavalcade of America (Du-Pont); three-weekly CBS-TV Art Linkletter (Lever Bros.); CBS-TV Bob Crosby (General Mills); NBC-AM-TV You Bet Your Life (De Soto); West Coast regional tv This Is Your Music (Pacific Telephone & Telegraph); western regional tv Waterfront (Standard Oil Co. of Calif.); 12 western states tv Eddie Cantor Comedy Theatre (Burgermeister Beer); ABC Radio West Coast Burgie Music Box; and Ted Mack's Amateur Hour Bbros. for Royal Crown Cola on 195 tv stations.

Believing that programming, in which he is particularly concerned, has made the rounds in popularity from quiz to mysteries to situation comedy, Mr. Tibbals believes the next great category will be science fiction. He also looks for daytime tv to really come into its own within the next several years.

Walt and Marjorie Tibbals make their home in Beverly Hills with their 10-year-old daughter. Now that he is a Californian, he has substituted golf for polo and fox hunting. He can also stand up and be counted among the hi-fi addicts. Adhering to the formula, "if you lose your sense of humor, you're dead," he claims perfect health with nary a sign of an ulcer.
How to Snitch a Lady's Purse in Broad Daylight!

There’s no hitch... it’s all very legal... and the formula works perfectly.

Around these parts the lady of the house takes it easy at sometime during the afternoon. Pop’s at the salt mine, the kids are in school or taking naps, and it’s the one special time when she can drop down completely relaxed and become engrossed in her favorite WFAA-TV matinee.

In the middle of it all you aim that commercial at her. In her relaxed and receptive mood she’s a sitting duck. There goes her pocketbook... mark up another sale for you. It’s legalized larceny in broad daylight, and look...

You catch thousands just like her with Channel 8. Because EVERY DAY FROM 12 NOON UNTIL 6 P.M., MONDAY THRU SUNDAY, WFAA-TV HAS MORE AUDIENCE THAN THE OTHER TWO DALLAS-FORT WORTH STATIONS COMBINED. Check the December Dallas Telepulse and see for yourself. You’ll see, too, that WFAA-TV HAS SEVEN OF THE TOP TEN MULTI-WEEKLY SHOWS. You’ll also see sales start moving up if you’ll quickly call your Petryman for availabilities that let you reach this double size audience at daytime package rates that cut the cost in half.
GEORGE BELL BOGART
on all accounts

GEORGE BELL BOGART is a Chicago advertising agency executive who freely admits to an "implicit faith" in the effectiveness of radio. As account supervisor at Calkins & Holden, he has taken many opportunities to boost the medium to the agency's clients.

The Chicago advertising fraternity knows Mr. Bogart best as the creator of the catchy slogan, "What do you want to buy? What do you want to pay? State Street's got it every day." It has been running on Chicago radio stations for the past two and a half years as part of the State Street Council's projected campaign of radio spot announcements for which he made the original presentation in 1952.

In his present capacity Mr. Bogart consults on all accounts of Calkins & Holden's Chicago office, with emphasis on those radio and/or television, including Marshall Field & Co., Berlitz Schools of Languages of America and Stokely-Van Camp (canned foods).

A native of Albany, N. Y. (born June 29, 1904), Mr. Bogart was graduated from Williams College in Williamstown, Mass., in 1926 with a BA degree after attending New York public schools and St. Paul's School in Garden City, L. I.

He spent his early years in department stores (one and a half) with James R. McCrery and (six and a half years) with R. H. Macy & Co. in various merchandising capacities. Then he wanted to see what made advertising tick.

He joined Young & Rubicam in New York, holding successive positions in market research, merchandising and media and working on the account executive staff. After seven years with Y&R, Mr. Bogart engaged in management engineering work with Booz, Fry, Allen & Hamilton.

Returning to the agency field, he became associated with the now defunct Sherman K. Ellis organization, handling McLaughlin's Manor House coffee and working on all phases of the Aunt Jemima account.

In December 1945 he helped organize the J. R. Pershall Co. agency as vice president and director. Working with Robert Pershall, he serviced the Commonwealth Edison account for eight and a half years (it no longer is with Pershall). He resigned from Pershall in June 1954 and joined Calkins & Holden.

Mr. Bogart is a founding governor of the AAAA Chicago chapter and current vice chairman of the Chicago AAAA Council. He belongs to the Chicago Federated Advertising Club and Broadcasting Advertising Club.

He married the former Louise Crossley. They have four children—Peter, 16, Jane, 14, Mary Louise, 12, and Elizabeth, 9.
WJNO-TV

“America’s Showcase Station”

100,000 watts

CHANNEL 5

South Florida’s VHF NBC Primary

for

10 Counties of the Palm Beach Area

200 Network Hours of NBC, CBS & DuMont Monthly!

Participations Available Now in “Today” & “Home”

Base $25.00 each—less discounts.

One of the Lowest Cost Per Thousand Buys in the South!

Call

VENARD, RINTOUL & McCONNELL, INC.

NEW YORK
MU 8-1088

CHICAGO
State 2-5260

LOS ANGELES
Dunhill 8-4151

SAN FRANCISCO
Garfield 7950
DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH'S HOOPERS!

Latest Hooper figures are eye-openers. Look how we're liked by the hometown folks in Metropolitan Shreveport—and they represent just 15% of the listeners in our total coverage!

<table>
<thead>
<tr>
<th>TIME</th>
<th>KWKH</th>
<th>STATION B</th>
<th>STATION C</th>
<th>STATION D</th>
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<td>MON. thru FRI. 8:00 A.M. - 12:00 Noon</td>
<td>38.1</td>
<td>19.5</td>
<td>6.2</td>
<td>16.0</td>
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<td>9.2</td>
<td>6.1</td>
<td>19.4</td>
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<td>11.2</td>
<td>8.5</td>
<td>24.0</td>
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LOOK AT KWKH'S SAMS AREA!

S.A.M.S. shows KWKH with 22.3% more daytime listeners than all the other Shreveport stations combined. But cost-per-thousand-homes is 46.4% less than the second Shreveport station!

KWKH 50,000 Watts • CBS Radio

A Shreveport Times Station

The Bronham Co.
Representatives
Henry Clay
General Manager
Fred Watkins
Commercial Manager

SHREVEPORT, LOUISIANA
ARKANSAS

TEXAS
THE WHOLE CONCEPT of the 34-year-old American system of broadcasting—programs broadcast free to the American public—was opened to what is sure to be a national and months-long debate Friday when the FCC took the long awaited step and issued a notice of proposed rule-making on subscription tv.

Potential revision of American broadcast practices, which would permit the broadcast of television signals that could not be received unless paid for by home viewers, is believed certain to involve not only broadcasters and networks, advertisers and agencies, but also theatre owners and producers, sports promoters, educators, radio-tv manufacturers and, undoubtedly, spokesmen for the public.

Here are some of the biggest questions which the Commission raised in its notice last week:

- Does the FCC have the power to permit, prohibit or regulate subscription tv?
- What impact would pay-see television have on advertiser-sponsored television?
- What would subscription tv cost the public for equipment, receiver modification and program fees?
- What would it cost stations for equipment and modification of existing gear?
- Who would produce and distribute subscription programs?
- How much time would subscription programs occupy in broadcast schedules?
- Should subscription tv be limited to uhf or small market stations?
- Who holds patents on subscription devices?
- What licensing plans do patent holders propose?
- Would pay-see create signal interference with the present system?
- Should one pay-see system or more than one be authorized?
- How would the public be protected against obsolescence of equipment?

Inclusion of the legal question came after what was understood to have been a prolonged and sharp internal FCC debate. Some commissioners felt that the FCC’s power to act on subscription tv, if in the public interest, was unquestioned.

The notice invited comments on the series of questions by May 9, with replies scheduled for June 9. It said that the FCC would then decide whether further proceedings—including oral hearings and demonstrations—are necessary.

FCC Comr. Frieda B. Hennock, in a separate comment, declared that since hearings would be necessary anyway, the Commission should move at once to designate the subject for oral hearings.

In addition to asking for a discussion of its power to authorize and regulate or prohibit pay-tv, the Commission also asked for positions on whether subscription tv meets the Communications Act’s definition of “broadcasting” and the extent, if any, the Act and rules would have to be amended to permit pay-tv.

Broadcasting is defined in the Communications Act as “the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.”

In the 83d Congress, Rep. Carl Hinshaw (R-Calif.) introduced HR 6431 and last month HR 524, which would place subscription tv in a common carrier category. This would authorize the FCC to regulate rates. Under the term of broadcasting in the Communications Act, the FCC is prohibited from regulating the rates charged by a radio or tv station.

The FCC, in submitting its views on this bill last year to the House Interstate & Foreign Commerce Committee, said it felt that subscription tv could be considered broadcasting if in the Commission’s view it was in the public interest to authorize it as such.

Last week’s notice would seem to indicate a change of heart by the FCC on this point. Although the California Republican is considered a foe of pay-tv, other congressmen have spoken up for it. Sen. Andrew F. Schoeppe-
pel (R-Kan.) has made his sympathetic views known on several occasions.

Leading the opposition is the theatre-exhibitor formed Joint Committee on Toll tv. It has presented itself as a rallying point for opponents of subscription tv.

Only others who have expressed their doubts as to pay-tv’s feasibility have been Brig. Gen. David Sarnoff, RCA board chairman, and H. W. Slavick, manager of the Scripps-Howard WMCT (TV) Memphis.

In asking for comments on the legal questions, the Commission requested that answers be submitted in brief or memorandum of law form, including clear specifications of provisions of law, rules and regulations and legal precedents relied upon.

Referring to Zenith’s substitute petition last November [BT, Dec. 6, 1954], asking for immediate authorization or a short “paper” hearing, the Commission failed to agree. It said:

“The Commission does not believe that it would be appropriate at this time to authorize subscription television operations on a case-to-case basis as requested. . . . The Commission feels that before it would adopt such a significant change as subscription television the matter purchase a coded-card (similar to an IBM card) which would be fitted into the decoding machine to unscramble the picture. Subscriber-Vision was originally developed by Skiatron Electronics & Television Corp. Skiatron Tv Inc. is headed by Matthew Fox, who also holds major interests in the motion picture and television film fields (Motion Pictures for Tve Inc.).

Telemeter: International Telemeter Inc. has been experimenting with subscription tv at Palm Springs, Calif. It has keyed its principal on the use of an actual cash box attached to the tv receiver to decode and collect the fee. Similar to the coin-operated gas meters of the early 20th century, Telemeter would have subscribers insert nickels, dimes, quarters and half dollars in the coin-box in order to clarify the picture.
should be considered in a general rule-making proceeding in which all phases of the problem may be addressed, careful consideration..." Zenith filed its first petition in 1952.

Last September, Skiatron Tv Inc. also filed a form 88, indicating that the Commission authorize its version of pay-tv [B&T, Sept. 20, 1954]. In the Skiatron petition, it was recom-

mended that subscription tv be limited to uhf stations, with three years pass between Zenith's first petition and the Skiatron proposal, a baker's dozen tv stations, mostly uhf, asked the FCC to institute rule-

making action on subscription tv. They claimed pay-tv might be the answer to their plight.

All subscription tv systems have certain com-

mon techniques. The picture is transmitted in scrambled form over the air and appears on the home screen as a jumble of distorted lines. Home subscribers, through various means of decoding and payment, can unscramble the abraded picture so that it is as clear and sharp as when receiving a regular teletext.

For scrambling the picture, an element of the signal is either deleted or added.

Proposed decoding devices, all attached to the home receiver, have been advanced.

Originally, Zenith proposed using telephone lines to feed the decoding impulse to the re-

ceiver and also to permit billing. This was called Zenith vision. More recently, Zenith pro-

posed the transmission of the decoding signal over the air, with coded IBM-type punchcards the means by which the home re-

ceiver jitters picture is cleared. It now calls its system the Aircode System.

Skiatron Uses Punchcards

The use of punchcards has been the method Skiatron proposed from its inception. It calls its system Subscriber-Vision. This was origi-

nally developed by Skiatron Electronics & Tele-

vision Corp. Skiatron Tv Inc., which bought the rights from the parent company, is headed by Matthew Fox (Motion Pictures for Televisi-

on and Motion pictures). Plans for the system.

How the punchcards are bought and paid for are different for each system, although there are similarities.

A Skiatron entry, which is not yet a formal participant before the FCC, is International Telecenter Corp., Hollywood, Calif., 57% owned by Paramount Pictures Corp. Its sys-

tem, which it calls Telecenter, envisages the use of a second tv channel assigned to the receiver. Payment of the required amount, using coins, activates a decoding apparatus which clarifies the distorted picture.

All three proponents have conducted experimen-
tal demonstrations of the technical feasibility of their individual systems. Zenith held a 200-family, 90-day test in Chicago in 1954. Skiatron experimented in recent years over WOR-TV New York. ITC tested its system on a closed-circuit basis early last year, using its owned community tv sys-
tem in Palm Springs, Calif..

Proponents of subscription tv hold that it is a supplement to regular, free tv and that it will be used to bring to the public major events, first run movies and other "quality" programs not now available on commercial tv. Origin-

ally, these programs are transmitted on the ground that tv could not be a commercial success solely under advertising sponsorship.

The FCC summed up the supporters' argu-

ments in these words in its notice last week:

"The petitions presently before the Com-
mmission urge the authorization of a subscrip-
tion television service. The petitioners submit

that subscription television would open new vistas of entertainment and information to the industry by making available to the viewing audience programs that could not otherwise be broadcast by the various stations in high of program restrictions. They urge that the quality of programs that would become available under subscription television would enable uhf stations and non-

network affiliates of commercial stations and network affiliates for a larger share of the television audience. The petitioners submit that uhf stations can present high quality programs, through the medium of subscription television, that would follow as a matter of course, thereby strengthening the status of the uhf. The petitioners allege that field tests of the various subscription television systems conducted during the past several years demonstrate that a subscription television serv-

ice is both technically feasible and practicable; that such a service would not conflict with the present system of television broadcasting, and that a majority of the public would be willing to make direct payments of reasonable charges for the privilege of receiving high quality tele-

vision programs of a type not currently avail-

able. In addition, some of the petitions pres-

ently before us urge that subscription television be limited for a time to uf stations, or that they be limited to the airmarks and frequencies, including complete information with respect to the plans and proposals of interested persons who intend to engage in subscription television operations.

The petitioners intend to engage in sub-

scription television.

D. What rules and regulations of the Com-

mission would have to be amended in order to

permit the Commission to authorize and regu-

late subscription television operations?

(Commenters will respect the following ques-

tions. If the issue should be submitted in the form of a brief or memorandum of law and should specify with clarity the provisions of law and legal precedents relied upon for author-

ity.)

II Questions of Fact

Information and data should be submitted with respect to the following matters:

A. Technical data relating to the operation of proposed subscription television systems, in-

cluding information as to the complexity and the dependability of the equipment to be em-

ployed in the systems proposed.

B. The extent, if any, of the degradation to the quality and character of the primary broad-

cast service, either monochrome or color, that would result from subscription television opera-

tions, as well as any interference that would be caused by such operations to other stations on the same channel, adjacent channels, or other pertinent frequencies. Information should be included relating to any adverse effect that would be caused to receivers now in the hands of the public by subscription television opera-

tions.

C. Data relating to the cost of equipment, in-

cluding the cost of necessary modification of existing transmitters and receivers for sub-

scription television operations.

D. Data with respect to the cost of the pro-

posed subscription television service to the viewing audience.

E. Information with respect to the means, methods and organization to be employed by the proponents of subscription television sys-

tems in their use of the television broadcast fre-

quencies, including complete information with respect to the plans and proposals of interested persons who intend to engage in subscription television operations.

F. Information with respect to the needs of the television broadcasting industry for addi-

tional revenue and program resources that would become available through the medium of subscription television.

G. Information relating to the extent that cer-

tain information, events and entertainment are now unavailable to the public over existing broadcast television, and indicating the cur-

rent trends in this respect, as well as the antici-

pated capacity of subscription television to in-

crease the use of television broadcast frequen-

cies as a medium for bringing such material to the public.

H. Information relating to the anticipated na-

ture and extent of the use of time on commercial television stations by subscription tele-

vision operators.

I. Information relating to the length of time anticipated to be required for establishing sub-

scription television in existing markets.

J. Information indicating who controls the patents on the devices to be used in transmitting and receiving equipment for subscription tele-

vision; and information with respect to the agreements that will be employed for the licensing of such patents for the competitive manufacture of subscription te equipment.

K. Information disclosing the role to be played by the motion picture industry in sub-

scription television.

L. Information disclosing the role to be played by the networks in subscription te-

vision.

M. Information indicating who will control the production and distribution of programs

BROADCASTING • TELECASTING
to be employed in subscription television operations.

N. Information indicating the types of programs that will be available for transmission on subscription television.

III

Questions and issues relating to public interest considerations to determine:

A. Whether the authorization of subscription television and its regulation by the Commission would "generally encourage the larger and more effective use of radio in the public interest" within the meaning of Section 303(g) of the Communications Act of 1934, as amended.

B. The impact that subscription television will have on advertiser-sponsored broadcasting.

C. The effect that subscription television will have on the broadcast of news and the dissemination of diverse views on controversial issues, as well as the safeguards, if any, that will be required in order to assure that the broadcast of such information will continue to be available to the public without charge.

D. The safeguards, if any, which would be necessary to assure that the public in all areas of the country will continue to be provided with well-balanced programming without charge.

E. The safeguards, if any, that would be necessary to prevent the possible monopolistic control of subscription television operations.

F. The means that should be provided, if any, to insure that subscription television service will be available to all stations on a non-discriminatory basis.

G. The nature and extent of regulation required in order to assure that the public interest would be served, both during the early stages of subscription television operations, and after the system has been established, particularly with respect to:

1. Whether subscription television operations should be limited to a single system, or whether general standards should be provided within which a number of systems can operate.

2. Whether subscription television transmissi ons should be limited as to the number of hours in the segment of the broadcast day; whether such operations should be permitted on more than one station in a community; whether such operations should be limited in communities with only one station in operation; etc.

3. Whether subscription television should be limited only to uhf stations, or to stations in small markets.

4. The totality, if any, that would be required to insure that the public would be protected from possible injury due to obsolescence of subscription television equipment.

5. Any other amendments of the rules and regulations that would be required to permit the operation of a subscription television service.

6. Any interested party desiring to file written comments with respect to the above matters should submit such comments on or before May 9, 1955. Comments in reply to the original comments should be filed on or before June 9, 1955. In accordance with the provisions of Section 1.764 of the Rules, an original and 14 copies of all comments shall be furnished to the Commission. The Commission will specify in subsequent notices such further proceedings as may be necessary, including oral hearing and the time and nature of any demonstrations or tests.

FEDERAL COMMUNICATIONS COMMISSION

Mary Jane Morris
Secretary

PAY-SEE TV: CURSE OR BLESSING

AGAINST . . .

IF FCC sanctions subscription tv, the control of all tv broadcasting and receiving will be turned over to a handful of patent holders. Harold Wolff, public relations counsel for The Joint Committee on Toll TV, charged Tuesday in his first address as JCTT spokesman.

Mr. Wolff, speaking at the Chase Hotel in St. Louis at the Allied States Theatre Assn.'s second annual drive-in convention, asserted that if FCC gives a green light to toll tv, "the stage would be set for a giant grab of the public domain which would lead to a $10 billion-a-year combine tying Hollywood, Broadway, sports and television together in a powerful monopoly."

This domination, Mr. Wolff declared, would allow "total and totalitarian control" of everything in the "tv-entertainment-sports fields."

Mr. Wolff warned that proponents of toll tv already have mustered powerful support in their favor. He scored "the campaign to sell the idea of subscription television to the American public, to Congress and to the FCC," as "one of the most successful public relations campaigns we have ever seen—well conceived, heavily financed and skillfully executed."

Mr. Wolff charged proponents of subscription tv with having "won over to their side" a list of prominent people in various fields, listing them in this manner:

"Important producers—Goldwyn and DeMille; top performers—Ralph Bellamy, president of Actors Equity; advertising agencies—William Lewis, president of Kenyon & Echardt; Congressmen—Sen. Schoeppel; college professors—John T. Rule of M.I.T.; technical organizations—Herbert Barnett, president of the Society of Motion Picture & Television Engineers, and sports leaders— Abe Green, commissioner of the National Boxing Assn., Branch Rickey and Walter O'Malley."

"They have enlisted the support of men likely to influence the FCC—James Landis, Telford Taylor and Wayne Coy, and are reported to have at least two members of the Commission converted to their case." (Mr. Wolff did not identify the two FCC members.)

He also asserted that toll tv proponents have influenced more in two years a wide segment of "prominent movie, radio and tv columnists, as well as feature and business writers on major papers and wire services" and various national magazines.

Mr. Wolff charged that the proponents have not presented all the facts before the public because it [pay-tv] would render obsolete every existing tv set.

Mr. Wolff said that the subscription tv argument that toll tv can exist with commercial tv in quality, particularly on the matter of reducing the costs to the advertiser:

"How can splitting the audience, which they [proponents] promise they can do, make the cost of a program any less? Can they answer that one in detail and on the nose?"

He also asked as to what plans the proponents would make to clear the "not easily arrived-at arrangements with the unions."

He said long-range agreements now exist, unless revised, would make impossible to deliver first-run Hollywood features on tv today. His questions: Do subscription tv proponents now have agreements with the various unions, particularly the musicians' union, and if not, will the "gadgets" be sold first and then efforts made to work out agreements with unions?

Mr. Wolff also said he was uncertain as to what toll tv adherents propose the "great electronics industry do while they are juggling gadgets and programming and financing."

FOR . . .

CITING the benefits to the public and the entire entertainment industry that will be created by home subscription television, the National Theatre Arts Council Friday urged the FCC to authorize commercial operation of subscription tv at the earliest possible moment.

Home subscription tv will add a new dimension to the entertainment scene which will double or triple productive activity in both Hollywood and New York," Byron Bentley, president of the National Theatre Arts Council, said in a letter to George C. Mitchell, chairman, FCC. "It will greatly expand the employment horizons of writers, composers, actors, directors, musicians, dancers, singers, designers and all those who contribute to the creative side of our entertainment."

"Moreover," he continued, "it will make available to millions of Americans entertainment which they have never before been able to see in their own homes—Broadway plays, the latest films, the nations great opera companies, etc.—and at only a fraction of the cost of seeing them outside their homes."

Mr. Bentley said that subscription tv will give Broadway producers, for the first time, an opportunity to benefit from the mechanical syndication of their own creative efforts.

"Instead of seeing their work given national distribution almost exclusively through movie theaters," he said, "they will be able to put their plays directly into the nation's homes for the enjoyment of millions who can never otherwise see a Broadway play."

Subscription tv will bring enormous benefits to film producers, he said, by creating a far greater demand for their product and vastly expanding their box office through an efficient system of distribution direct to the homes.

Mr. Bentley denounced the efforts of motion picture theatre exhibitors to throttle home subscription tv before the public has had an opportunity to sample it. He called movie exhibitors "the only ones concerned with the entertainment industry who create nothing, who live on the creativity of others." He charged that movie exhibitors are trying, for their own selfish benefit, to limit the creative potential of all stage and film producers, by permitting them no outlet but movie theatres.

"On the other hand," he said, "home subscription tv stands ready to play a revolutionary role in the economic health of the entertainment industry."

Mr. Bentley urged the FCC to see that the interests of the public, and of the varied creative talents on which our entertainment industry is based, be served rather than those of a "small FCC chairman."

The FCC is going to be asked to consider a new and larger concept of electronic communication, and to approve its use in a limited way only if it suits the small interest groups that now dominate the FCC," Mr. Bentley said. "I propose that the FCC authorize commercial operation of subscription television at the earliest possible moment, and allow the public the opportunity to judge whether or not a great and exciting industry can be created to serve the public by the early development of a medium that will provide the growing public with opportunity for cultural and educational experience that is now almost entirely denied to them."

"I believe," he said, "that the public's interest and the public's will will be best served by allowing the public to judge the creative potential of a new and very important medium, for I am sure that the public will be able to find a place for the use of this medium in their lives."

February 14, 1955
HOW MISS RHEINGOLD SELLS BEER

Advertising Women of New York hear of outstanding record compiled by brewery’s promotion over 15 years.

"SPECTACULAR success" was the theme of the Advertising Women of New York's luncheon held Thursday at the Sheraton-Astor. William C. Matthews, vice president and account executive, Foote, Cone & Belding, told the group that Rheingold and the "Miss Rheingold" 15-year record of successful salesmanship on behalf of Rheingold Extra Dry beer resulted in the firm’s sales record breaking the previous year’s sales records and that of each preceding year—ever since the beer was introduced in 1938.

He asserted there was only one election in the country that draws more ballots than the Miss Rheingold election—and that's the presidential. The recent election for Miss Rheingold polled over 23 million votes.

He said this "pretty girl" concept is brought home to the public by over 7 billion advertising impressions during the year through all means of advertising media.

In addition to the advertising method being a "spectacular advertising success," it also has changed the whole pattern of selling beer, Mr. Matthews said. Beer has moved from the tavern to the home and is purchased mostly in packages rather than as draft, as it had been in former years. Another factor is the rise of women in the role of family buying agent and consumer, he said.

Valentino Sarra, head of his own commercial photography firm, Sarra Inc., spoke about the cost of television advertising. He stated the television situation continues to cost more and more, partly because of increased union costs, and that subsequently his tv commercial products were increasing in cost also.

McKesson & Robbins Tie-in Plan Offered

PLAN was offered last week by NBC Radio to manufacturers of products sold in drug stores under which they could cooperate with McKesson & Robbins in sponsorship of two NBC shows and share in the M & R national merchandising services.

Details of the "Red Carpet Plan" were announced last week by Ted Cott, operating vice president of NBC Radio, who set up arrangements in conjunction with Herman Nolen, executive vice president of McKesson & Robbins.

The plan requires a manufacturer to cooperate with M & R in the sponsorship of two "low-cost" shows—The Doctor's Wife (Mon.-Fri., 10:30-11:05 a.m. EST) and The Great Gildersleeve (Sun-Thurs., 10:15-11:30 p.m. EST). The advertiser, Mr. Cott said, will benefit from merchandising and selling services of McKesson & Robbins. These will include cooperation from M & R's 1,200 salesmen, who will carry special promotional material detailing the plan and describing the manufacturer's participation; product tie-in and advertising with the wholesaler's institutional drug advertising; requests from McKesson's 300 telephone sales girls to deal with display and push the plan and the advertiser's products.

NBC will devote a minimum of two participations per week to the drugstores of America, emphasizing their vital services to the community and urging the public to patronize them. Of the 30 participations per week available under the plan, 18 will be offered to prospective "Red Carpet Plan" advertisers. In order to participate, the advertiser must purchase a minimum of three commercials per week for 13 weeks.

Cost of the "Red Carpet Plan," according to Mr. Cott, runs as low as $110 per 1,000 impressions, with a typical weekly schedule of two morning and one evening participation, averaging only $75 per week.

Four Companies Arrange Sponsorship on ABC Radio

COMPLETION of four sales by ABC Radio was announced last week by Charles P. Ayres, vice president in charge of ABC Radio.

The sales are: San Francisco Brewing Corp. (Burgermeister Beer), through BBDO, San Francisco, for "Burgermeister Music Box" (Mon.-Fri., 9-9:30 p.m.) on ABC Radio stations in the Mountain and Pacific Coast states, starting Feb. 14; Rexall Drug Co., Los Angeles, through BBDO, New York, for half-sponsored of Modern Romances (11-11:15 a.m. EST) on Feb. 15 and 17 only; Eugene Stevens Inc., New York, through Friend, Krieger & Rader Inc., New York, for "How to Save Money on Your Car" on March 6 only (6-6:15 p.m. and 9:15-9:30 p.m. EST), and Changing Times magazine, Washington, through Albert Frank-Guenther Law, New York, (6-6:15 p.m. and 9:15-9:30 p.m. EST) on Feb. 13, 20 and 27 and March 13, 20 and 27 only.

Nance Starts Adv. Week With 4 TV Network Speech

BENEFITS of advertising will be recounted by James J. Nance, president of Studebaker-Packard Corp., in an address on the four tv networks kicking off Advertising Week Feb. 13-19.

The industrial leader will keynote the television industry’s salute to advertising in activities being sponsored by the American Advertising Federation. J. L. Van Volkenburg, president of CBS-TV and chairman of Advertising Week, said Mr. Nance will trace the relationship between advertising and advertising media, including radio-tv, as forces in American life.

Salutes will be pinpointed locally in panel programs by individual stations, with industry leaders discussing advertising benefits to the community and area. Time and program makeup in each city were not announced as of early last week.

Falstaff Buys 'Game of Week' On CBS-TV for 1955 Season

FALSTAFF Brewing Corp. has announced its signing with CBS-TV for the 1955 series of Game of the Week baseball games beginning with the Giants-Indians spring-training contest April 2 in Dallas. This is the third year that Falstaff has sponsored the series which was previously seen on NBC-TV.

The series, featuring sportscaster Dizzy Dean and buddy Blattner, includes 26 Saturday afternoon games in both major leagues and is to be televised nationally excluding major league cities and those minor league cities where the local baseball team is playing at the same time.

Fifth Inside Adv. Week Slated for April 17-22

FIFTH annual Inside Advertising Week, sponsored by Assn. of Advertising Men and Women, New York, will be observed April 17-22, according to Edgar V. Hall, McGraw-Hill Publishing Co., general chairman for the event. Honorary chairman is Charles C. Green, managing director, Advertising Club of New York.

Hotel Biltmore, New York, will be headquarters for Inside Advertising Week.

The week is designed to introduce college advertising seniors to advertising’s behind-the-scenes operations. Leading companies, service organizations and advertising clubs cooperate with AAM&W in instructing and entertaining the students during the week of lectures, tours, lunches, dinners and conferences.
Movie Tie-In

OLYMPIC Radio & Television Inc., New York, set manufacturer, is ready to launch an advertising-promotion campaign on local radio-tv and in newspapers in 50 key markets, tying in with the premiere of Columbia Pictures' film, "The Long Gray Line," in each of the cities.

Dealers will utilize a cooperative advertising budget on radio and television and in newspapers in a promotion jointly sponsored by Olympic and Columbia Pictures, and centered on a contest on the moviegoer's favorite West Point hero. The contest also will be promoted in motion picture theater trailers, lobby displays and in dealers' stores. Contest winners in each area will receive an Olympic TV set and will appear on local radio stations.

Harper Says Sales Benefit Through Proper Agency Use

"ARE YOU getting full use of your advertising agency?" was discussed by Marion Harper Jr., president of McCann-Erickson Inc., at a Wednesday meeting of the American Management Assn. Marketing Conference held Monday through Wednesday at the Hotel Statler, New York. Mr. Harper's point was quite "in another way" when companies maximize their use of an agency and gain extra benefits in their selling programs.

Mr. Harper noted the increase of advertising in all media since 1940. Between 1940 and 1954 annual radio advertising expenditures have almost tripled, he said, and "television advertising—which was barely a gleam in the broadcaster's eye in 1940—will absorb an advertisers' investment of over $1 billion in 1955 alone."

Feb. 19 AAAA Test Date

MOST MIDWESTERN universities have set Feb. 19 for the 1955 advertising aptitude tests conducted by regional and local AAAA groups through the country, it was reported last week. Exceptions are U. of Iowa (Feb. 18) and Washington U., St. Louis (Feb. 5 and 12). Tests will be given students at the following universities: Indiana, Marquette, Northwestern, Illinois, Notre Dame, Wisconsin, Minnesota, Butler, and Loyola of The South (New Orleans).

Parliament Ads Planned

PARLIAMENT cigarettes, made by Philip Morris & Co., New York, has set an extensive national advertising support for 1955 which includes 25-second commercials at the close of each Public Defender telecast on CBS-TV in 67 retail sales markets, plus magazines, newspapers and ear cards. Benton & Bowles, New York, is the agency.

Broadcasting • Telecasting

'STAR' DEFENDS RIGHT TO SET AD STANDARDS

Kansas City paper fights monopoly charges, declares combination rates are common practice.

NEWSPAPERS are not public utilities and can set their own news and advertising standards, defense spokesmen for the Kansas City Star stated last week as the federal district court anti-trust case against the newspaper entered the fourth week. In opening the defense, Elton L. Marshall, Star attorney, conceded the Star had a combination rate, a prevailing newspaper practice, but said it had stopped back in 1937 the practice of giving a 25% discount to Star advertisers buying time on the commonly-owned WDAF.

The Star is being heard on criminal anti-trust charges of monopoly in the dissemination of news and advertising in its four-county home area. Answering a government statement that 96% of homes in metropolitan Kansas City receive the Times and/or Star, the defense pointed out that subscribers do this "voluntarily."

Newspapers have combination morning-evening rates in 188 large cities, according to the defense. Raymond A. Barrows, Star secretary and first defense witness, testified the local and national rates are among the lowest in the nation.

Government testimony by Tom L. Evans, chairman of the KCMO Kansas City executive committee and former president of Crown Drug Co., brought out that the late Earl McCollum, Star treasurer, had told them, "We are going to put you out of the radio business." Mr. Evans testified the Star gave less space to program listings of KCMO, but increased the space when he complained to the FCC.

Recalling alleged pressures against Crown's use of competitive newspaper space, Mr. Evans testified relations with the Star have been satisfactory since he discussed the problem with Roy A. Roberts, then Star managing editor.

In cross examination Wednesday Mr. Barrows was questioned about what the government termed forced combination subscription rates for home delivery of the Times and morning Times. Mr. Barrows explained the combination service gave subscribers 24-hour news coverage. He was cross-examined on the relation between both advertising and subscription rates and newspaper operating costs.

Ad Budgets Not Adequate For U. S. Progress, Says Foote

ADVERTISING budgets are too low on a national average, Emerson Foote, executive vice president of McCann-Erickson, New York, told a joint meeting of the Los Angeles Sales Executives Club and Food Industries Sales Managers Club. He described as "insufficient for industrial, economic and social progress" the ratio between the country's estimated gross national product of $537 billion this year and the expected $8.5 billion national advertising total.

"Underspending on advertising is far more likely to occur, and is far more dangerous, than overspending," he elaborated. "Management men who determine budgets should give more thought to how much they should spend for advertising, rather than how little. It has been my observation and experience that budget determination by advertisers, in general, is the least scientific of all the basic areas of advertising activities." Mr. Foote predicted the U. S. will not reach President Eisenhower's anticipated $500 billion level of gross national product unless the nation is willing to apply close to $15 billion to advertising.

Bell Buys Ill. Cage Playoffs

NINE-station regional network will be set up for coverage of the Illinois State High School Basketball Tournament finals in Champaign March 19, it has been announced by ABC Central Div. Illinois Bell Telephone Co. will sponsor the telecasts for the fourth consecutive year, with WBKB (TV) Chicago feeding these Illinois stations: WCIA (TV) Champaign, WDNV-DT Dixon, WHBF-TV Rock Island, WTVP (TV) Decatur, WICS (TV) Springfield, WGEM-TV Quincy, WTVO (TV) Rockford and WEEK-TV Peoria. Contract was placed through N. W. Ayer & Son Inc.

LATEST RATINGS

NIELSEN

Two Weeks Ending Jan. 8, 1955 (Radio)

| Rank | Program | Home Cities
|------|---------|------------------|
| 1    | Jack Benny Show (CBS) | 9,967
| 2    | Lux Radio Theatre (NBC) | 7,506
| 3    | People Are Funny (Mark) (NBC) | 7,476
| 4    | People Are Funny (NBC) | 7,476
| 5    | You Bet Your Life (NBC) | 7,476
| 6    | Dragnet (NBC) | 7,385
| 7    | Our Miss Brooks (Toni) (CBS) | 7,339
| 8    | Our Miss Brooks (Amer. Home) (CBS) | 7,242
| 9    | Bergen & McCarthy (CBS) | 7,155
| 10   | My Little Margie (CBS) | 7,110
| 11   | Bob Hope Revue (CBS) | 7,014
| 12   | The Sayre Sisters (CBS) | 6,968
| 13   | Jack Benny Show (CBS) | 6,968
| 14   | The Big Show (CBS) | 6,968
| 15   | The Best of the World (CBS) | 6,968
| 16   | Your Show of Shows (CBS) | 6,968
| 17   | The Big Sisters (CBS) | 6,968
| 18   | The Danny Thomas Show (CBS) | 6,968
| 19   | Your Show of Shows (CBS) | 6,968
| 20   | The Big Show (CBS) | 6,968
| 21   | The Bob Hope Revue (CBS) | 6,968
| 22   | The Big Show (CBS) | 6,968
| 23   | The Big Sisters (CBS) | 6,968
| 24   | The Best of the World (CBS) | 6,968
| 25   | The Danny Thomas Show (CBS) | 6,968
| 26   | The Big Sisters (CBS) | 6,968
| 27   | The Bob Hope Revue (CBS) | 6,968
| 28   | The Best of the World (CBS) | 6,968
| 29   | The Danny Thomas Show (CBS) | 6,968
| 30   | The Big Sisters (CBS) | 6,968
| 31   | The Bob Hope Revue (CBS) | 6,968
| 32   | The Best of the World (CBS) | 6,968

Note: Jackie Gleason on Vacation

Network Top 10 Programs

Jan. 3, 1955

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th># of Cities</th>
<th>% TV Homes</th>
</tr>
</thead>
</table>
| 1    | Dragnet (NBC) | 121 | 82.0%
| 2    | I Love Lucy (CBS) | 136 | 34.8%
| 3    | You Bet Your Life (NBC) | 138 | 31.1%
| 4    | George Gobel (NBC) | 100 | 31.1%
| 5    | The Man in the Message (all networks) | 175 | 30.6%
| 6    | Tom Miller of the Town (CBS) | 123 | 30.0%
| 7    | Disneyland (ABC) | 142 | 30.0%
| 8    | The Big Show (CBS) | 94 | 28.7%
| 9    | Stage Show (CBS) | 102 | 28.7%
| 10   | Variety Time (NBC) | 111 | 28.5%

Copyright 1955 by Videodex Inc.

Network Top 10 Programs

Jan. 3, 1955

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th># of Cities</th>
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</tr>
</thead>
</table>
| 1    | Dragnet (NBC) | 121 | 10.787%
| 2    | I Love Lucy (CBS) | 136 | 34.8%
| 3    | You Bet Your Life (NBC) | 138 | 31.1%
| 4    | The Man in the Message (all networks) | 175 | 30.6%
| 5    | Disneyland (ABC) | 142 | 30.0%
| 6    | The Big Show (CBS) | 94 | 28.7%
| 7    | Toast of the Town (CBS) | 104 | 28.7%
| 8    | Ford Theatre (CBS) | 77 | 28.5%
| 9    | Best of Broadway (CBS) | 77 | 28.5%
| 10   | TV Playhouse (Sunday) (NBC) | 107 | 16.6%

Note: Jackie Gleason on Vacation

Copyright 1955 by Videodex Inc.
LUCKY STRIKE (American Tobacco Co.) has ordered 15 CBS Extended Market Plan stations (whereby network TV is extended to small-market areas), effective immediately, for its alternating Sunday shows, Jack Benny and Private Secretary. Participating in the New York ceremonies are (1 to r): seated, Terrence McGuirk, sales manager, CBS-TV EMP unit; John Boor, assistant advertising manager, American Tobacco Co.; Herminio Traviases, BBDO vice president in charge of the Lucky Strike radio-TV account; standing, Ed Fleri, BBDO timebuyer; Frank Towers, American Tobacco Co. advertising dept.; Edward P. Shivick, CBS-TV station relations national director; Karl Schullinger, American Tobacco Co. director of radio-TV advertising, and Thomas H. Dawson, CBS-TV general manager of network sales.

Flanagan Hails Spot Radio As Challenge to Agency Men

SPOT RADIO, which can provide "mass" circulation, presents a challenge to agency men, T. J. Flanagan, managing director of Station Representatives Assn., said Saturday in a talk before the Southwestern Advertising Agencies Assn. in Oklahoma City.

Mr. Flanagan said that with spot radio, all people can be reached with the use of one medium, but he emphasized that the medium must be used skillfully. In this connection, he declared:

"Now the media man, the plans man, the account executive, the copy man must join in a new kind of advertising plan, a plan which matches county-by-county the best markets for your clients' products, which requires selection of the time of day for your advertising, whether men or housewives, or children, or the family, or the people in cars—an plan which is built on a sound medium instead of a sight medium—a medium which offers infinite variety of original unexplored uses closely adapted to the specific product and the mood of the buyer."

Survey Reveals Teen-Agers Use Radio More Than TV

VAST DIMENSIONS of the radio teen-age audience are underlined in a survey released last week by Teen-age Survey Service, New York, which indicates that teen-agers do more radio listening than television viewing.

The survey, conducted among 17,792 high school teen-age students in 31 major cities as part of a general study on teen-age habits, showed that 99.8% of the students polled listened to the radio every day. Another highlight was that 78% of the teen-agers listened to radio more than two hours a day, as compared with 18% for TV viewing more than two hours a day.

Other findings were: 17,763 had radios and 6,970 had television sets at home; 163 tuned in to the radio less than an hour a day, as compared with 816 for TV viewing; 3,412 listened to radio from 1 to 2 hours daily, as against 4,735 for TV; 11,300 hear radio for 2 to 3 hours a day, as compared with 1,094 for TV, and 2,487 listen to radio for more than 3 hours daily, as compared with 149 for TV.

In both radio and TV, many students expressed a preference for some programs slanted toward them. The survey also revealed, however, that teen-agers dislike other programs specifically devised for them, such as various youth forums.

Market Research Answers Should Be Factual—Simmons

MUCH of the value of market research is lost because of a tendency to come up with convenient answers instead of the "truth," W. R. Simmons, researcher and president of W. R. Simmons & Assoc. Research Inc., New York, warned in a talk at a joint meeting in Boston sponsored by the American Marketing Assn. and the American Statistical Assn.

Mr. Simmons said that few buyers of research have bothered to learn the rudiments of probability sampling and thus cannot judge between "true probability samples" and inferior substitutes. Despite these failings, Mr. Simmons took note of great progress in the field in the past 10 years.

Fire Sweeps D'Arcy Office

FIRE SWEEPED through the 19th floor offices of D'Arcy Adv. Co. in Chicago's Willoughby Tower Feb. 2, causing an estimated $50,000 damages. The blaze broke out in the early evening hours, tying up traffic at the intersection of Michigan Blvd. and Madison St., but no personnel were injured. It was brought under control within half an hour. D'Arcy services the regional Standard Oil Co. (of Indiana) account out of Chicago.

Burnett Promotes Greeley

APPOINTMENT of Joseph M. Greeley, account supervisor, as vice president in charge of marketing, was announced last Wednesday by Leo Burnett Co., Chicago. The position is a newly-created one. Mr. Greeley will assume his duties immediately.

Buy WHO and get Iowa’s METROPOLITAN AREAS, PLUS the Remainder of Iowa!

**APPAREL SALES PERCENTAGES**

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cedar Rapids</td>
<td>7.4%</td>
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<tr>
<td>Tri-City</td>
<td>5.7%</td>
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<tr>
<td>Des Moines</td>
<td>5.4%</td>
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<tr>
<td>Dubuque</td>
<td>2.7%</td>
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</tr>
<tr>
<td>REMAINDER OF STATE</td>
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</tr>
</tbody>
</table>

(1954 Consumer Market Figures)

Iowa has six Metropolitan Areas which, all combined, do 42.5% of the State’s Apparel Sales, as shown above.

Quite a number of radio stations can give you high Hoopers etc., in ONE Metropolitan Area. **WHO gives you high coverage in virtually ALL the State’s Metropolitan Areas, plus practically all the REMAINDER of Iowa, too!**

At 10 p.m., WHO gives you 77,699 Actual Listening Homes for only $85.50 (9.1 LISTENING HOMES per PENNY!)

According to the authoritative 1954 Iowa Radio-Television Audience Survey, 77,699 homes **all over Iowa** are actually tuned to WHO at 10 p.m., every average weekday. Figuring time costs at our 1-minute, 26-time rate, WHO gives you 9.1 actual listening homes, per penny!

That’s the result of ALL-STATE programming, ALL-STATE Public Service, ALL-STATE thinking, here at WHO. Ask Free & Peters for all details!

FREE & PETERS, INC., National Representatives

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Here's where successful live, local television programming pays off! Viewers come to know and trust the recommendations of our live, local salesmen. The Tip-Top Circus is the highest rated children's show in the area, including network shows. This is solid proof that locally produced tv shows are the best buy. With more live, local talent than any other television channel in New England, it's easy to see why WJAR-TV makes more sales for more advertisers!

**TIP-TOP BREAD**  
Telepulse: 25.5  
as of December, 1954

**Featured Thursdays, 6:00—6:30 p.m.**  
on TIP-TOP CIRCUS

Client: Ward Baking Company  
Agency: J. Walter Thompson

**Powerful 10**  
Providence,  
Rhode Island
There's a tired and worn chestnut that proclaims that "nothing succeeds like success." The highly imaginative creative forces at WSM Nashville and Flamingo Films, New York, ardent subscribers to this doctrine, have set out to re-assert its validity by capturing on film the 29-year-old radio show, Grand Ole Opry.

"Television need not come up with something new, something fresh, something bold to be successful," contends Sy Weintraub, executive vice president and general manager of Flamingo Films. "With Grand Ole Opry, we are bringing to television a radio property that has built up loyal audiences for 29 years. It has been continuously sponsored on WSM during that period and has been carried on NBC, sponsored continuously by Prince Albert tobacco, since 1939.

The confidence that Mr. Weintraub and Jack DeWitt Jr., general manager of WSM Inc., pin on the Opry will be tested this month when the program is launched as a half-hour tv film series, produced in color, but available in black-and-white.

For the past several months, Flamingo Films' production crew has been shooting the first four episodes of the series on location in Nashville. Mr. Weintraub has invited advertisers and agencies to view the first four prints and reports that their reaction has been "most enthusiastic." Less constrained, Mr. Weintraub insists that in less than six months, Grand Ole Opry will be among "the top one, two, three filmed programs."

It appears reasonable to believe that if the tv counterpart of Opry approaches the heights of the radio version, Mr. Weintraub's exuberant pronouncement is not at all exaggerated. These are some of the significant developments associated with Opry:

- It is said to be the oldest continuous commercial radio program on the air—29 years without missing a performance.
- More than 5,000 people each Saturday night view the 4½-hour program at the Ryman Auditorium in Nashville (from which the radio show originates) and pay 30 cents and 60 cents to sit in the unreserved and reserved sections, respectively. It is estimated that more than five million persons, drawn from all parts of the country, have come to Nashville to see the show.
- More than 20% of all records sold in this country are made by Opry stars. Roy Acuff alone is said to have sold 21 million.
- The stars of the show play before more than 15 million persons every year on personal appearance tours. They have sold out auditoriums in such cities as St. Louis, New York, Cleveland, Baltimore, Philadelphia, San Francisco and Houston, indicating that their appeal is not limited to rural areas.
- Twenty-five national magazines have written cover stories and major feature articles on the Opry. Recent stories have appeared in Saturday Evening Post, Good Housekeeping, Look, Collier's, Time, Newsweek and American Magazine.
- Many sponsors of the Opry on a regional basis point to numerous "success" stories following exposure on the show.

Mr. Weintraub told B&T he decided to produce the TV Opry because he long felt that television needed "a musical show that reaches the heart of America." He regards it as "the first TV film spectacular."

Despite all the "plus" factors associated with Opry, Mr. Weintraub recognized that a tv version could not achieve success by trading solely on the reputation of the radio show. Accordingly, he called on top Hollywood production men to produce the series. Hollywood-wise Al Gannaway is producer and Richard C. Kahn is director.

The format of the series is patterned after the radio show and features five of the top Opry personalities as emcees on a rotating basis. They are Roy Acuff, Ernest Tubb, Jimmy Dickens, Webb Pierce and Carl Smith. From a total of 125 acts, performers who are expected to be used most frequently are such regulars as Rod Brasfield, Cousin Minnie Pearl, June Carter, Cowboy Copas, Kitty Wells, Marty Robbins, Johnny Cash, Martha Carson and the Duke of Paducah.

The series will be sold on a national, regional and local spot basis, according to Mr. Weintraub, and the sales effort will be backed by an extensive advertising, promotion and merchandising campaign. Many of the stars are available for commercial tie-ins and personal appearances in cities where the program series is carried.

For all practical purposes, Mr. Weintraub said, the series marks the debut of Grand Ole Opry stars on television. Many of them have made a few guest appearances on TV but the series signals their entry into the medium on a grand scale.

Though no prices on the show have been revealed, it is reported that each half-hour filmed show costs about $25,000, to which should be added the cost of Eastman Kodak color. Considering the talent he has at his beck and call, Mr. Weintraub said, the cost of the show is reasonable, adding:

"Remember, many of the stars of Opry earn more than $200,000 a year. One doesn't earn that kind of money year in, year out, unless he has outstanding ability to entertain. We know we are going to get our money's worth. We know the advertiser is going to get his money's worth. And more important, we know the public—in big cities and small—will agree that Opry is entertainment at its very best."

If the TV version is as successful as its radio counterpart, Mr. Weintraub has nothing to worry about until about 1984.
LOW COST-Per-Thousand make SANCTUM a great buy!

More than 120 markets have proved the power of this famous series of great half-hour syndicated TV film dramas. In city after city, INNER SANCTUM has boosted time-period ratings ...as much as 300%!

Now available for its second run in many markets, INNER SANCTUM will deliver that same audience-pulling power and at a cost-per-thousand that really pays off.

No mystery to it—39 INNER SANCTUM mood dramas have all it takes, including a name and fame that have been big box-office for sponsors all the way back to radio’s golden days! Call, wire, or write today for details on your markets.

NBC FILM DIVISION
SERVING ALL SPONSORS...SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, N. Y.
Merchandise Mart, Chicago, Ill. · Sunset & Vine Sta., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual St., Toronto 1551 Bishop St., Montreal
THE OTHER DAY, leaving a courtroom where I'd filmed a murder trial, I noted a newspaper with interest. A wire service reported more fuss about the rights of TV cameras to film trials and legislative meetings.

It understandably seemed odd to me. My camera has just focused on a man on trial for his life. The film would show the judge, jury, witnesses, attorneys and spectators. All the tragedy and the drama of a highly newsworthy murder trial.

So the national "camera-rights" fuss might well have been a bit academic to KPRC-TV Houston. We now have access to all of the criminal district courtrooms in this county, some of the civil courts. In those courts where we are welcome, our cameras are regarded merely as reporting tools. Our filming attracts little more attention than a newspaper reporter taking his notes. The reason?

We're allowed to do our camera reporting job there because we're not disturbing things. We're making very little noise and we're not blinding anyone. We're not using any artificial light. And thereby hangs our tale.

What do most people dislike about TV news coverage? Bright lights might well be the answer. That's why we have learned to shoot without them when necessary. We use what is variously called "natural" or "existing" light, the kind which has spawned new techniques in still photography, but which I feel has gone neglected too long in TV news photography.

The use of natural light has served to get our cameras into places which I gather have been denied to TV newsmen in some other cities. It has made the 16mm camera, to us, the true reporting tool we think it should be. But the use of natural light only for most indoor stories is pretty revolutionary talk to some of my colleagues, so a word of explanation.

In my photo career I've used a Speed Graphic for newspaper work and Contax for magazine free-lance assignments. Entering TV film work late in '52, I knew what powerful, story-telling drama could be captured on film with existing light. But I saw my new colleagues in the TV fraternity haul out their batteries of floodlights, and I dutifully followed suit. For weeks I fought the good fight. I brought every watt to bear on my subjects I could.

But judges in courtrooms wouldn't have all that light. The minute the floods went on anywhere, my target of the moment, blinded, turned his head. Often, by the time my lights were set up and meter readings taken the scene of the story had moved. Even battery-operated, portable light units could not solve for me the riddle of getting background detail in some scenes, while trying to expose for a brilliant foreground.

So it wasn't long before I realized that natural light might be an answer to about half the problems in this new and baffling medium. I've been a natural light "believer" ever since. Two years of results have shown me that, while natural light won't answer every situation, it'll mean the difference between a story and no story at all in a lot of cases. Photographically, the results are often more dramatic than a brilliantly lighted scene.

Examples: A man has just killed a Houston city health inspector for placarding his rent home as being unsafe. He then agrees to repeat his confession . . . and almost immediately starts talking. There's no time for lights, no time for light readings, only time to plug in the sound on our Auricon Cine-Voice. But I don't think any amount of artificial light could improve on the picture we got of the man confessing his crime, lighted by overhead fluorescents (pictures at top left). Having shot many hundreds of feet of natural-lighted film in that Police homicide office, I knew in advance what exposure was needed.

Grand juries, of necessity, hold secret sessions. So the Federal grand jury—which probed a sensational dope scandal in Houston this summer—was not easy to photograph entering and leaving their chamber by twos and threes. I asked the jury foreman for two minutes to shoot the jury as it began its second day's deliberations.

THIS FRAME from a firefighting sequence shows how reflected light from the fire is sufficient, with overdevelopment, to produce acceptable picture quality. It was made with a 2-in. telephoto lens at f/1.4.
IS LIGHT ENOUGH

KPRC-TV CAMERAMAN GETS DRAMATIC SHOTS WITHOUT THE USE OF ARTIFICIAL LIGHTING

ing. The absence of extra lights keeps the atmosphere natural, makes it possible to photograph subjects as they really are.

"Okay," he told me, "two minutes."

In the allotted time I got enough fluorescent-lighted film to "background" the continuing dope story for several months. Artificial lights were out of the question.

It's true also that people are considerably more at ease when they don't have light in their eyes. This is just as true of civic leaders as of criminals. People stiffen up enough when you point a camera at them. Switch on 1,000 watts of tungsten and they freeze completely.

When a new city council was elected in early 1953 in Houston, one of its first acts was to deny my formal request to film its weekly meetings. That might interfere with the conduct of meetings, they feared. We have now gone full cycle. The mayor and councilmen pay little attention to the camera now... and even occasionally rebuke me for failing to be on hand when they bring up some favorite piece of pressing legislation.

The same situation holds true at meetings of county commissioners, school board, and the like. Most particularly do we find natural light a downright must for those apprehended criminals who are not anxious to get their kisser on anybody's 21-inch screen. Throw a light at them and it's the old hat-over-the-face routine. It's comparatively simple to walk 20 feet away and use a tele-

THE PICTURES reproduced with this story were shot on DuPont 931 Reversal Blue Base film. KPRC-TV's equipment includes three 16mm Bell & Howell and two Aricon Cine-Voice film cameras.

DEFENSE ATTORNEY Gabe Nahos goes to his knees as he makes his final plea to a Houston jury. His client was accused of setting off a bomb under the home of a Negra living in a white neighborhood.

A SCAFFOLD broke during repairs to the Houston Coliseum, and five men fell 60 ft. to their deaths. There was almost no light, but these scenes—four minutes after the accident—came through with overdevelopment of fast film shot at f/1.4.

photo lens and natural light to get aandid 20 seconds of the culprit in custody.

Last we made all this sound a trifle too pat and pretty, let me hasten to add that natural light poses some serious technical problems and that Houston still has some Federal courtrooms and chambers to which I don't now have access.

When we use natural light, there's less of it and we must use a bigger lens opening. This increases our chances of getting fuzzy, out-of-focus pictures. Hence, we must use great caution to focus accurately. Too, without those bright floods, natural light may not be enough to give a bright, contrasty image. So we use the fastest reversal film we can get and the biggest, fastest (f/1.4) lenses. Then we overdevelop the film to the maximum. In fact, overdevelopment around our plant is now almost an art —it's a routine part of our technique.

If you're a photographer, you may well
cry out in anguish, "Yes, but won't that give you grainy results—all that overdevelopment?" Sure it will. But the grain doesn't come through when you telecast the film.

Natural light poses other problems, too. Fluorescent and indirect light can be tricky sometimes. Even a good light meter can fool you, and your subject may turn up with dark blobs for eyes. We always lean toward overexposure (if possible) to get any detail in the shadows. The best natural light—that from a large window—can be a real enemy too, if for various reasons you have to shoot toward that window.

But what you can get on film these days with almost no light is sometimes hard to believe. Through overdevelopment we have often photographed, with good results, people we could hardly see in the viewfinder when we shot the film. We have taken some rather effective mug shots by the use of two-cell flashlights, a 60-watt light bulb at 8 feet, reflected light from a theatre marquee.

We should add quickly that we do not consider this sort of thing highly desirable. I like to shoot my film under well-lighted conditions as well as anyone. But you don't always find your subjects posed conveniently before floodlights—at least, I surely don't. I don't know if I can prove it, but it seems to me that often the best stories—crime, politics, civic affairs, what-have you—seem to happen under the most difficult lighting conditions.

Unless you're ready to shoot—and right NOW—you're apt to miss the story. The story, I might add, is what we consider all-important around our place. The story on film, for my money, is good if it accurately portrays what happened. Naturally, we try to take the best possible picture to tell that story. But we're not trying to win any prizes here for Hollywood lighting or production.

On the other hand, there are many occasions when we do go to considerable trouble to set up lights for stories—feature stories, that is. Even on spot news stories, occasionally, we'll light a man's face in the accepted manner. But it's done when we have ample time to do it—and when it's a story over which we have a good degree of control.

I'm the first to admire a well-lighted, perfectly-composed picture. But experience has taught me that I must also be ready on an instant's notice to forget about any light except what I have around me, expose as best I can, and shoot the story as it's happening. I won't expect to win any pictorial awards with the result, but I will have done my job if the finished product tells our viewers the pictorial essence of that story.

ABOUT THE AUTHOR

TEXAN Robert Gray is head of the newsreel section of KPRC-TV. He was born in Beaumont, is a graduate of the U. of Houston's journalism school, has been a newspaper reporter and photographer and a freelance writer, spent four years with the Marines in World War II and joined KPRC Radio's news staff in 1946. He was recalled to service during the Korean war as a first lieutenant in charge of combat newscasts.
Camera crews play "automotive leapfrog" to cover every hill and thrill

A blizzard roared down on the tortuous California mountain road. Farther on in Nevada, the heat and desert dust were blinding. But still the Mobilgas Economy Run was accurately and brilliantly recorded on 16mm. movie film.

For the third year, Cate & McGlone, Hollywood producers, filmed this famous event for the makers of Mobilgas. To cover it fully, they assigned the various shots to five camera crews. Then speeding station wagons "leapfrogged" each other— with cameramen manning their Cine-Kodak Special Cameras.

The Cine-Kodak Specials get much of the credit for the film's success. As T. W. Cate says, "We have found it to be the best camera for a job of this kind. It is rugged and versatile, and the extra magazines are insurance that we will always have film when needed."

For your local news
For your own news coverage, you also want a camera that will go into action fast . . . and stay in action. And for commercial filming, you want a camera with the high precision and versatility needed for uniformly excellent results.

Whatever the job, the Cine-Kodak Special II Camera will film it superbly. It gives you everything you need for the widest variety of special cinematic effects. Fades, dissolves, mask shots, slow motion, and multiple exposures are just a few of the effects you can get through controls built into the basic camera. Famous Ektar Lenses assure clear, faithful pictures that telecast sharply.

To give extra sparkle and impact to your local news programs, equip your station with a Cine-Kodak Special II Camera. See your Kodak Audio-Visual Dealer for complete information, or just mail the coupon.
COLUMBUS DISCOVERS
WTVN-TV'S MOVIES

PROMOTION, GOOD FILMS MAKE A TOP-RATED SERIES

ANY UPSWING in ratings is cause for celebration, so when the rating of the Tuesday 9-11 p.m. period on WTVN-TV Columbus rose from a mediocre 6.0 to an overwhelming 35.0 in a single month—and stayed there—the local reaction was that this phenomenon merits nothing short of a packaged “New Year’s Eve in Times Square.”

And when a sponsor reported that the weekly telecast has been responsible for a sales increase of over 400%, a few Fourth of July fireworks have to be added to the celebration.

Cause for all the rejoicing in Columbus is Nine O’Clock Theater—WTVN-TV’s name for the General Teleradio package of 30 recent Hollywood films—including such theatrical successes as “Arch of Triumph” with Bergman and Boyer, “Double Life” with Ronald Colman and “Macbeth” with Orson Welles—with combined production costs of more than $45 million. And, what was of even more importance in Columbus, this was the first TV showing of these films in that city.

But the sponsors—Columbus & Southern Ohio Electric Co. and a group of cooperating appliance dealers—and the agency—McCann-Erickson’s Cleveland office—and the station realized that no matter how good the program series, it would not achieve its potential in either audience or sales unless the series itself was first sold to the Columbus viewers. Robert Boyd, advertising manager of the electric company, Melvin Weiss, account executive from the agency, and J. W. McGough, general manager of WTVN-TV, had no illusions as to their task. It was alarmingly simple:

This was the first time in the history of TV in Columbus that a locally-sponsored film series had been programmed in Class A time opposite strong live network program competition from the city’s other two TV stations. If the public considered the WTVN-TV series just another bunch of moth-eaten movies moved up from their usual late-night spots it was dead before it started. Sponsor, agency and station had to see to it that this did not happen but that the shows were recognized for the top-notch entertainment they really were.

The procedure decided on by the sponsor-agency-station trio was two-fold: First, they determined to make the program itself a prestige presentation. Only five commercials would be permitted during the two-hour program, plus pre-show and post-show institutional messages from the electric company. (The five commercials would be for appliances.) The commercials were tightly scripted, carefully rehearsed and scrupulously followed by the announcers, WTVN-TV staff members, one assigned to each participating appliance distributor.

Second, it was decided to support the series with an all-out promotion, merchandising, publicity and exploitation campaign that would be spectacular and sensational, but yet dignified, in view of the years (and dollars) that the Columbus & Southern Ohio Electric Co. had devoted to building a name of prestige and dignity.

The promotion campaign got underway the week before the opening program on Nov. 2 with the distribution of stage “million dollar bills,” paying the bearer $1 million of TV entertainment upon demand and listing films scheduled for showing on the Nine O’Clock Theater. Station personalities themselves passed out the stage bills to downtown Columbus crowds of business-men and shoppers who, for the most part, did not glance at them and throw them aside but seemed to enjoy them enough to take them home, converting the bills into $1 million worth of in-the-home promotion for the series. Radio-TV editors received metal cash boxes stuffed with the advertising currency.

Second step was placement of 1,000-line kick-off ads in the two evening newspapers, announcing the first picture of the series, “Magic Town,” and also displaying the stars of other coming attractions. These ads also introduced the eye-catching Nine O’Clock Theater design used in all visual media, and imparted a note of “social event” to the series, along with the “lavish attraction” appeal.

Film trailers and clips were purchased by WTVN-TV and used on the air in exactly the same way that theatres show “previews of coming attractions.” A saturation TV campaign of these 30-second film clips, plus 10-, 20- and 60-second announcements, was used, in addition to cross-plugs on the same organization’s radio station, WTVN.

It all added up to a large part of the Columbus population eagerly awaiting the first Nine O’Clock Theater showing. Many a
GUILD SCORES AGAIN WITH FILM SYNDICATION'S FIRST DAYTIME SERIES FOR ACROSS-THE-BOARD PROGRAMMING!

IT'S FUN TO REDUCE
5 quarter-hours per week

A PROVED WINNER!
IT'S FUN TO REDUCE has been tested and proved as a "live" show in Pittsburgh by one of the nation's largest retail chain operations!

Successful? Beyond the sponsor's wildest dreams—as a matter of fact, more than 350,000 women visited the sponsor's stores specifically to ask for a "FUN TO REDUCE" exercise chart... and the show has consistently outrated every other local daytime show in the Pittsburgh area!

LOADED WITH SALES-PRODUCING MERCHANDISING GIMMICKS:
- Exercise Chart Giveaways
- Premium Phonograph Records
- Dramatic Point-Of-Purchase Displays

GUILD FILMS
460 PARK AVENUE, NEW YORK 22, N. Y. • Murray Hill 8-5365
"a filmed version of 'Hit Parade' ... but it's got far more in terms of style and class which is saying a lot ... everything about the show spells quality ... a sure fire vehicle for any type of sponsor be it institutional, hard sell or any other."

VARIETY

Brand New but already snapped up in 20 markets by top quality advertisers like:

PACIFIC TELEPHONE
(California, Washington & Oregon),
UNION PACIFIC RAILROAD,
TOWN TALK BREAD,
KINGSBEER,
WORTHEN BANK & TRUST,
PEOPLES TRUST & SAVINGS.

OFFICIAL FILMS, INC.,

This is
26 Glorious First Run Half-Hour

Music to the ears of discriminating regional and local sponsors searching for a new TV show that spells

Magnificent Entertainment and SALES!

Starring Hollywood's most attractive, newest singing sensations JOAN WELDON and BYRON PALMER and one of the country's favorite recording groups — THE PIED PIPERS.

Produced by Jack Denove, who supervised the start of "Your Hit Parade" on TV, MUSICAL DIRECTOR—Nelson Riddle, CHOREOGRAPHER—David Lichine.

Each Song Fest of all-time favorites are spectacular production numbers inspired by a heartwarming theme, such as "SHOW BOAT DAYS" ... "ACADEMY AWARD WINNING SONGS" ... "THE ROARING TWENTIES" ... "SALUTE TO LATIN AMERICA".
"... probably the best musical show ever done either live or on film for television."
BILLBOARD

"... the brightest, most tuneful, most scenically imaginative half-hour of music yet brought to TV."
SAN FRANCISCO NEWS

"At last television is presenting a top quality musical show . . . you'll come away shouting."
SAN FRANCISCO CHRONICLE

TAKES GREAT PRIDE IN PRESENTING FOR TV

Your Music
Films of the Songs America Loves Best

Never before such...
Superlative Singing, Entrancing Dancing, Superb Staging.
IT'S THE FUN SHOW OF THE YEAR FOR THE WHOLE FAMILY!

Don't delay.
Strike it program-rich while YOUR area is still available.
WRITE! WIRE! PHONE!

OFFICIAL FILMS, INC.
25 WEST 45th ST., NEW YORK 36, N.Y. • PL 7-0100
Atlanta • Baltimore • Beverly Hills • Boston • Chicago • Dallas • Detroit • Minneapolis • St. Louis

America's leading distributor of Quality TV Films
THE STAR AND THE STORY • MY HERO • COLONEL MARCH OF SCOTLAND YARD
SECRET FILE U.S.A. • TERRY AND THE PIRATES • TUNE-O • TOWN AND COUNTRY TIME
promoter might have let it go at that. Not this group, however. They redoubled their efforts. On Saturday a captive audience of 82,000 at the Ohio State U. stadium was entertained by a charter plane which flew over the field trailing a streamer reading: “Nine O’Clock Theater . . . WTVN-TV . . . every Tuesday night.” Radio editors received baskets of crackers, cheese and cola drinks, with notes saying, “something for you to enjoy tonight while you watch Nine O’Clock Theater.”

The following week billboards throughout the city blossomed with injunctions to watch the program each Tuesday, contracted for jointly by WTVN-TV and the electric company. The billboard layout was then reduced to streamers for dealer windows and cards for dealer counters. On-the-air promotion continued at high level, with a minimum of five spots the day before each program and 10 that day. The 8 a.m. and 12 noon newscasts of Paul Frank (host of the tv series) promoted the show on WTVN radio. A Nine O’Clock Theater slide was used on another Columbus tv station.

Meanwhile, Mr. Boyd was conducting an intensive merchandising campaign for the program series. Each week a 1,000-line newspaper ad, run for a specific distributor, carried copy for the series and the upcoming show. Weekly letters told dealers what products were to be advertised on the next program and how they could tie in with it in their displays. Dealers also got letters from Ed Richer, WTVN-TV sales manager, with blowups of two big ads and a schedule of the films to be shown.

As Nine O’Clock Theater entered its fourth month WTVN-TV reported that the promotion campaign was still going strong. Full-page ads are being used once a month in regional tv program magazines and in the “This Week in Columbus” booklet. The newspaper ad continues in the two evening dailies every Tuesday and the saturation schedule of on-the-air spots serves as a constant reminder to tune right on Tuesday night.

The results of all this planning, promoting and publicizing are satisfactory all around. A 35.0 rating speaks for itself, with a pleasantly powerful voice so far as WTVN-TV is concerned. It pleases the sponsors, too, but they are less interested in the total number of people who see the Nine O’Clock Theater than in what those viewers do after seeing the program, especially the commercials.

C. J. Vondran, consumer products manager of Westinghouse Electric Supply Co. in Columbus, wrote Mr. Boyd that “in an effort to determine the pulling power of the show we offered the public a set of our Laundomat and dryer miniature salt and pepper shakers if they would stop at our dealers’ store for a live demonstration of our equipment. The following day our switchboard was jammed with calls from dealers requesting more salt and pepper shakers. Our supply was soon exhausted and it was necessary for us to expedite an additional quantity. During the period we were out of stock many customers contacted us direct and also called the tv station.”

John Fleming, sales promotion manager, Bard Inc., Columbus General Electric appliance distributor, reported that the program can produce sales as well as store traffic. Discussing the Mobile-Maid portable dishwasher introduced to the trade in June 1954, he said:

“Our first advertising effort on this dishwasher was a series of 200 radio spots in October which resulted in a slight increase in retail sales. In November our emphasis was switched to television, showing this product on Nine O’Clock Theater twice, supported by 20 one-minute spots on the same station in this month. We also used two spots in November on our regular Royal Playhouse.

“In December we continued our 20-spot package on WTVN-TV and one Nine

CHEESE, crackers and cola, combined into handy and attractive snack packages, were sent to radio-tv editors for consumption while watching Nine O’Clock Theater.
O'Clock Theater showing on the same station, plus two more Royal Playhouse spots on WBNS-TV. This television schedule has been responsible for an increase of over 400% in the sale of Mobile-Maid dishwashers.

"This can be accurately gauged as the only advertising other than that mentioned above was one ad of approximately 600 lines in the Columbus Dispatch by one dealer. It is interesting to note that this sale rate is being maintained even after the Christmas season."

Mr. Boyd, speaking for Columbus & Southern Ohio Electric Co., stated: "Needless to say, we're very enthusiastic about Nine O'Clock Theater and especially pleased to be able to help prove that a show produced on a local level can obtain audience results comparable to the network."

Mr. McGough added, "And that's putting it mildly."

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**LOST to the medical profession when he sold his first short story, Edmund Beloin left New York U. in 1931 to start his career as a writer. This paid off with book reviews for New Republic and short stories until 1936 when he became half the writing team for NBC Radio's Jack Benny Show. He also portrayed "Mr. Billingsley" on the program. After eight years he left radio in favor of motion pictures.**

In January 1953 Mr. Beloin was brought in by NBC-TV to provide a shot in the arm for My Hero series, starring Robert Cummings. It then had a Nielsen rating of 24 to the 36 of the opposing CBS-TV Jackie Gleason Show. When the program went off the air several months later the opposition led by only a fraction of a decimal point.

It wasn't enough to buck Mr. Gleason only once, so Ed Beloin now is slated opposite the comedian in the 8:30-9 p.m., Saturday spot with NBC-TV's So This Is Hollywood.

Asked by Weiss & Geller last mid-November if he would be interested in doing a TV show for Toni Co., he said he would do it only if it were on film. He was then in the midst of writing "Bad Company," the tentative title of a movie he will produce for Bob Hope this summer, but had been Mulling a comedy idea. So, little more than a month before the Jan. 1 premiere, the series was bought over breakfast without benefit of a pilot film or even a script.

As producer-writer of So This Is Hollywood, Mr. Beloin is trying a "new approach" to TV comedy which, he believes, "was getting to be merely the art of shooting interiors." His Arrowhead Productions operates at Hal Roach Studios, using the composer, offices, actual buildings, etc., for scenes, painting and refurbishing the lot's facilities when necessary. The money saved augments the supporting cast budget which is 15 times that of the usual one for TV.

He also wanted this series to be a co-starring deal, not a star vehicle, because it revolves around the "anonymous" people employed by the movie industry. Mitzi Green was his original choice for "Queenie" but NBC felt Cass Daley had more potential box office because of her many appearances with Bob Hope. Miss Daley, after being signed, begged off when Mr. Beloin would not build the series around one person and so Miss Green was signed to co-star with Virginia Gibson, Jimmy Lydon and Gordon Jones.

In order to be ready to succeed Place the Face by Jan. 1, Mr. Beloin had to shoot eight films in six weeks. He is now down to one weekly and by April will have completed his contract for 26 programs, 11 of which will be repeated this summer. His budget is somewhere in the $30,000 bracket for each film, and Toni, he declares, has given him a free hand, both creatively and artistically. In view of his current 16-hour day, he counts himself lucky to see his wife, Lynn, and five-year-old son, John.

Practically from the time of his birth, April 1, 1910, in Bristol, Conn., writing has been Ed Beloin's primary interest. His screen credits, after leaving radio in 1944, include "The Harvey Girls," "Road to Rio," "A Connecticut Yankee," "My Favorite Brunette" and "My Favorite Spy." He co-authored "In Any Language" which bowed on Broadway in 1952.
CAPTAIN GALLANT of the first show of its kind.

The first sales plan of its kind.

Starring Buster Crabbe.
By Allah! This program has everything!

The French Foreign Legion! The intriguing and mysterious desert. Native peoples and animals and customs. Unprecedented government cooperation for highest authenticity.

Add a name star like Buster Crabbe... and his son “Cuffy”, in a role children of all ages will envy... and scripts that weave them all into top TV viewing—and you get a glimmer of the tremendous appeal of this program.

FREE: A complete, integrated sales plan!

Included in the package is a built-in merchandising program featuring 36,000 free premiums for every market ordered: trading cards... autographed photos of Buster and Cuffy... comic books... membership cards and certificates. Plus free posters and special commercials, also free.

It's all absolutely free—and trouble free, when you buy the show.

“Captain Gallant” is a show whose performance in the living room and at the cash register will delight every sponsor. For full details and availabilities, call, write or wire—fast!
YOUR ADVANTAGE IN GPL PRODUCTS

GPL film equipment for television broadcasters is backed by more experience in motion picture equipment than any other supplier to the industry. GPL is part of the General Precision Equipment Corporation family, famous in motion picture equipment fields for Simplex commercial projectors and Ampro home projectors.

Through the GPE policy of coordinated precision technology, GPL's own capable staff is reinforced with the technical know-how and facilities of its affiliates. The results of this are known to the industry in the unique and widely accepted GPL 16 mm video recording camera, the GPL 16 mm and 35 mm monochrome telecine projectors, and now, superior color broadcast equipment.

As more program hours go to film, your station costs and profits will depend directly on your film equipment.

Right now — and the sooner the better — it will pay you to sit down with GPL engineers and discuss your film transmission problems. Here are the questions that confront you.

What are your maintenance costs? Operational efficiencies? Reliability? And, for your advertisers and audience — Quality?

And equally important — how does your present equipment fit into future plans? Color is coming. Will you be caught with your plans down?

GPL engineers will tell you about a new three-point long-range plan. It includes:

- Iconoscope conversion
- New Vidicon chains
- Build-up for color

Start your survey today, of future needs. And call, write, or wire GPL for engineering consultation.

As TV turns more to film . . .
and with color coming . . .

YOUR FILM CHAIN IS YOUR KEY TO

Quality

General Precision Laboratory

IN C OR P O R AT E D
PLEASANTVILLE NEW YORK

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Regional Offices: Chicago • Atlanta • Dallas • Pasadena
(A&A continues from page 32)
(Tues., 8-8:30 p.m. EST) for 26 weeks, effective April 5. Agency: Foote, Cone & Belding, L. A.

Regal Amber Brewing Co. (Regal Pale Beer), S. F., has bought half-hour of hour-long Ozark Jubilee on five ABC-TV regional California stations with additional markets being cleared. Stations: KABC-TV Los Angeles, KBAK-TV Bakersfield, KCCC-TV Sacramento, from Feb. 5; KGTV-San Francisco, from Feb. 12, and KJEO (TV) Fresno, from Feb. 19. Contracts for 13 weeks.

NETWORK RENEWALS
Texas Co. (petroleum products), N. Y., renews Texaco Sports Final on 30 CBS Radio Pacific and Mountain stations (Mon.-Sat., 5:30-5:45 p.m. PST and 9:45-10 p.m. MST) for 52 weeks effective Feb. 28. Agency: Kudner Agency, N. Y.


AGENCY APPOINTMENTS
Colvert’s (dairy), Ardmore, Okla., appoints Lowe Runkle Co., Oklahoma City, with Monty Mann, vice president, and Oscar Heusner, accounts executive, handling account. Radio-tv will be used.

Glazers Provisions Co. (foods), Omaha, appoints Allen & Reynolds, same city, with John Enis as account executive. Radio-tv will be used.

D. L. Clark Co. (Clark Bar, Coconut Bar, Zag Nut Bar candy), Pittsburgh, appoints Sullivan, Stauffer, Colwell & Baynes, N. Y.

S. B. Thomas Inc. (breads, muffins), Long Island City, N. Y., appoints David J. Mahoney Inc., N. Y., for Thomas Specialty Baked Products, effective April.

Ferber Corp. (Vu-Riter pens), Englewood, N. J., appoints Emil Mogul Co., N. Y.

Gibbs & Co. (foods), Baltimore, appoints Joseph Katz Co., same city, for Gibbs Pork & Beans, Catsup and canned vegetables.

Studebaker Dealers Assn. of Greater Boston appoints Oscar E. Rudsten & Assoc., same city.

Simplicity Pattern Co., N. Y., appoints Franklin Bruck Adv., same city.

Maitland Coffee Co., N. Y., names Anderson & Cairns, same city, for Abron’s coffees and teas. Victor Seydel is account executive.


Metal Foil Products Mfg. Co., Newark, N. J., appoints Storm & Klein Inc., N. Y.


Ohio-Matheson Chemical Corp., Baltimore, appoints VanSant, Duplade & Co., same city, for automotive products, industrial chemicals div., for anti-freezers and radiator chemicals.

Coamar Products Corp. (slide fasteners), Newark, N. J., has appointed Dowd, Redfield & Johnstone, N. Y., and John C. Dowd Inc., Boston.

Lake Murray Development Co. (housing development), Lake Park, Calif., has named Vignolle & Powell, L. A.

Closing of a contract by North American Airlines and WBBM Chicago calling for 40 one-minute spot announcements weekly for 52 weeks occasions this gathering.

L to r: front, Arthur A. Fischer, president of Van Wood-Fischer, North American agency; Ross Hart and Jack Lewin, part-owners of NAA; Jack Boswell, eastern representative for WBBM; rear, Stan Weiss and Jim Fischgrund, part-owners of NAA, and John McCorkle, account executive for CBS Radio Spot Sales, WBBM national sales representative.

N. Y., to Wexton Adv., same city, as vice president in charge of fashion and textile division.

M. A. Reilly, vice president, Thomas J. Lipton Inc. (foods), Hoboken, N. J., appointed vice president in charge of marketing, supervising sales and advertising; Harold L. Suttle, general sales manager, appointed vice president in charge of sales; William B. Smith, advertising director, appointed vice president in charge of advertising.

John C. Cornelius, retired executive vice president in charge of western office, BBDO, N. Y., named director, Rexall Drug Co., L. A.


Eldon E. Fox, advertising manager, Minneapolis-Honeywell Regulator Co. (automatic controls), Minneapolis, promoted to newly-created position, director of advertising and sales promotion.


Alan S. Lee, formerly writer-director, King Studios Inc., Chicago, appointed to newly-created post, radio-tv production supervisor, Russel M. Seeds Co., same city.

February 14, 1955 • Page 51
| SUNDAY | MONDAY - FRIDAY | SATURDAY | ABC | CBS | DuMont | NBC | ABC | CBS | DuMont | NBC | ABC | CBS | DuMont | NBC | ABC | CBS | DuMont | NBC | ABC | CBS | DuMont | NBC |
|--------|-----------------|----------|-----|-----|-------|----|-----|-----|-------|----|-----|-----|-------|----|-----|-----|-------|----|-----|-----|-------|----|-----|-----|-------|----|
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**Notes:**
- **SUNDAY:**
  - ABC: Breakfast Club, Lamp Light, Look Up and Live, Captain Dink and You, Voice of Prophetic Faith for Today
  - CBS: The Morning Show M-F 7-9 a.m., Participating Sponsors
  - DuMont: Quaker Oats (Tu & Th)
  - NBC: General Mills, Fri, Dining School, Wagon Train, Thursday

- **MONDAY - FRIDAY:**
  - ABC: Oklahoma, P&G,大酒店
  - CBS: ABC, Olympics, Search for Tomorrow, Weather Forecast
  - DuMont: The Last Hurger
  - NBC: The Last Hurger

- **SATURDAY:**
  - ABC: The Last Hurger
  - CBS: The Last Hurger
  - DuMont: The Last Hurger
  - NBC: The Last Hurger
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Nu-Trischus Products Corp. (foods), Chicago, has appointed Schwimmer & Scott, same city. Radio-TV plans being formulated.

Aisol Auto Wax, Newark, N. J., has named Hal Tunis Assoc., N. Y. Eric Bernay is merchandising executive; Hal Tunis supervising overall account. Radio-TV will be used.

AGENCY SHORTS

Womaek, Craig & Webster Adv. Agency, Odessa, Tex., has become Womaek Adv. Agency, effected by purchase by Kenneth Esmond, engineering firm operator and county surveyor of Ector County, of interests of T. Bruce Craig and Rex Webster. Mr. Esmond will devote only portion of time to agency.

McCury-Gunn, Norfolk, Va., formed at Suite 121, Franklin Bldg., 702 Duke St., with Court-tenay E. McCurry, formerly manager, Norfolk branch, Cabell-Eanes Inc., Richmond, Va., president; John L. Gunn Jr., formerly with Cabell-Eanes Norfolk branch, vice president in charge of production, and June Hopkins, formerly with Cabell-Eanes Norfolk branch, secretary-treasurer.

A&A PEOPLE

William W. Kight, vice president, Kight Adv. Inc., Columbus, Ohio, elected president, succeeding W. H. Kight, deceased.


John L. McQuigg to J. Walter Thompson Co., Detroit, as vice president and account supervisor effective tomorrow (Tues.).

MR. SMITH

George W. Stokes, account executive and planning board member, MacFarland, Aveyard & Co., Chicago, elected vice president.

Al Frances, formerly with Nathan Fein Adv., N. Y., to Wexton Adv., same city, as vice president in charge of fashion and textile division.

M. A. Reilly, vice president, Thomas J. Lipton Inc. (foods), Hoboken, N. J., appointed vice president in charge of marketing, supervising sales and advertising; Harold L. Suttle, general sales manager, appointed vice president in charge of sales; William B. Smith, advertising director, appointed vice president in charge of advertising.

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<table>
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<tr>
<th>Time</th>
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<td>Omnibus Mmb.</td>
<td>7:45</td>
<td>ABC</td>
<td>Goodnight</td>
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<td>ABC</td>
<td>Dr. Kildare &amp; Son</td>
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<td>6:15 PM</td>
<td>CBS</td>
<td>The Kibitz</td>
<td>7:50</td>
<td>CBS</td>
<td>Time Out</td>
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<td>CBS</td>
<td>Perry and the Bee</td>
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<td>NBC</td>
<td>Meet the Press L</td>
<td>8:00</td>
<td>NBC</td>
<td>Yes, My Darling</td>
<td>6:45</td>
<td>NBC</td>
<td>The Big Picture N</td>
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<td>6:45 PM</td>
<td>DuMont</td>
<td>Subway L</td>
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<td>DuMont</td>
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<td>DuMont</td>
<td>The Time of Your Life L</td>
<td>7:15</td>
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**Notes:**
- The schedule includes programs from the major television networks of the time: ABC, CBS, NBC, and DuMont.
- Programs are listed by time slot, with each slot containing one or more shows.
- The schedule is divided into three sections: Sunday, Monday-Friday, and Saturday.
- Each section contains a list of shows with their respective start times.
- The schedule reflects the programming line-up for a specific week, likely from a mid-20th-century publication.
- The shows include a variety of genres, such as comedies, dramas, and game shows.
- The schedule is designed to provide viewers with a guide to the available programs on each network.

**Columns:**
- **Time:** Indicates the start time of the program.
- **Station:** Lists the network (ABC, CBS, NBC, DuMont) broadcasting the show.
- **Show Title:** Describes the name of the show.

**Additional Notes:**
- The schedule is presented in a grid format, with each row representing a specific time slot and each column a different network.
- The shows are categorized by their type, with comedies, dramas, and variety shows clearly distinguished.
- The schedule is likely intended for use by fans and planners to keep track of their favorite shows and plan their viewing schedule.

**Image:**
- The image shows a page from a publication, possibly a television guide or a network schedule from the mid-20th century.
- The text is in a bold, clear font, with each program and its details clearly visible.
- The layout is designed for easy reading and navigation, with each time slot and network clearly separated.
- The image includes other elements such as advertisements and branding, typical of television guides from that era.
### Week of February 15, 1955

#### Programs

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<th>DAY</th>
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#### Notes

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So There You Are

And there he is, right where he belongs, in the TOP TEN and getting bigger every week.

The George Gobel Show on the evening of January 8 was seen in 13,184,000 homes, according to the latest Nielsen Reports.

You can’t very well call him Lonesome George, either—he’s surrounded by friends from NBC. Of the ten evening programs that drew the greatest audiences, NBC has six—twice as many as the second network. One of them was the Max Liebman Spectacular “Good Times,” which reached 12,596,000 homes to maintain the consistent Top Ten ratings that the NBC 90-minute color shows are achieving.

And the highest rated show of all during the two week period was an NBC Special Event—the Rose Bowl Game. This New Year’s Day feature won a rating of 55.5 and was seen in 17,072,000 homes—the largest audience ever to witness a sports event.

In the daytime the pattern was the same... impressive new achievements by NBC shows. Pinky Lee’s latest rating is 15.6, highest in its history; World of Mr. Sweeney scored 11.3, in its first Nielsen rating; Modern Romances reached 10.9, another peak mark. In all, 6 NBC daytime programs vaulted to new highs.

And “Tonight” wrapped up each broadcast day by delivering advertisers an average of more than a million homes for each half-hour segment.

So There You Are!

Exciting Things Are Happening On

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<th>NBC Shows in the Top Ten</th>
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<tr>
<td>Groucho Marx—You Bet Your Life</td>
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<td>The Buick-Berle Show</td>
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<tr>
<td>Dragnet</td>
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<tr>
<td>The George Gobel Show</td>
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<tr>
<td>1955 Variety Show</td>
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<tr>
<td>Max Liebman Presents “Good Times”</td>
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An NBC Special

Rosebowl Game 17,072,000 homes

All data verified by A. C. Nielsen Co.
ADVERTISERS & AGENCIES

Alan B. Miller Jr., formerly creative director, Weiss & Geller Inc., Chicago, to Groves Labs Inc. (hair preparations), St. Louis, as manager, newly-created new products department.

Lee-Murro Roseau appointed public relations manager in charge of publicity, advertising and news releases, Jersey Specialty Co., Little Falls, N. J., headquarters in N. Y.

Louis Menna, Foote, Cone & Belding, N. Y., and James Clark, Cecil & Presbrey (now defunct), same city, to Benton & Bowles, N. Y., as art directors.

Robertie Hooley, formerly principal in own Rockford, Ill., agency, to Strand, Moore & Strand, Kankakee, Ill., as account executive.


Robert Wintenritz, Robert Wintenritz Adv., N. Y., to J. Walter Thompson Co., same city, as account representative.

Joseph A. Larkin, copywriter, Arndt, Preston, Chapin, Lamb & Keen Inc., Phila., promoted to assistant account manager.

Herbert W. Julien, advertising manager of four J. C. Penney Co. department stores in Minneapolis, to Northrop, King & Co. (seed wholesalers), same city, as assistant to marketing-advertising director.

Neal O'Connor, plans-merchandising dept., N. W. Ayer & Son, Phila., to N. Y. office service staff.

Burt Schultz returns to publicity-promotion dept., Benton & Bowles, N. Y.


Jeanne A. Doyle, formerly with WGY Schenectady, N. Y., to tv-radio writing staff, Betteridge & Co., Detroit.

Bruce P. Mattison, research dept. and media analysis assistant, Wilson, Haight, Welch & Grover Inc., Hartford, Conn., promoted to spacebuyer.

Margie Shields, assistant art coordinator, Foote, Cone & Belding, N. Y., is retiring.


Oscar Heuser, account executive, Lowe Runkle Co., Oklahoma City, named Oklahoma City's "Outstanding Young Man of 1954" by Oklahoma City Junior Chamber of Commerce.

Howard G. Sawyer, vice president in charge of plans and marketing, James Thomas Chirurg Co., Boston, will address Toronto chapter, National Industrial Advertisers Assn. Feb. 17 at Royal York Hotel on "How to Use Readership Rating Studies to Improve Industrial Advertising."

Edwin Wirsing, advertising director, Union Bank & Trust Co., L. A., and Mrs. Cecelia Harden were married Jan. 27.

Fred Willson, account executive, Russel M. Seeds Co., Chicago, father of boy, Peter James; Dick Tenleigh, copywriter, father of girl, Linda Lou.

FILM

6 STATIONS ADDED TO VITAPIX GROUP

ADDITION of six new station clients to the Vitapix Corp. lineup was announced Thursday by John D. Fetzer, chairman of the board, at a general stockholders meeting in New York. Total number of Vitapix stations now is 53.

New station clients are: WGN-TV Chicago, WJRT-TV Lansing, WMCT (TV) Memphis, WSPD-TV Toledo, WXEL (TV) Cleveland and WGBS-TV Miami.

The stockholders meeting, the first since completion of a working arrangement with Guild Films Co. [BWT, Oct. 25, 1954], also was marked by the election of officers and members of the board of directors to serve for a one-year period. Officers re-elected were Mr. Fetzer, Fetzer Stations, chairman of the board; Kenyon Brown, KWFT-TV Wichita Falls, Tex., president, and Joseph E. Baudino, Westhousnghouse Broadcasting Co., vice president. Paul A. O'Bryan, of the law firm of Dow, Lohnes & Albertson, Washington, D. C., was elected secretary-treasurer. The election of Edward E. Hall as executive vice president and general manager was confirmed by the board.

The new board consists of Messrs. Fetzer, Brown, R. J. Cady, Robert O. Huth, J. B. Seay, Richard A. Borel, William E. Dow, William F. Seay and Charles E. Baudino. The board of directors consists of Mr. Fetzer, Messrs. Seay, Borel and Dow, and the fund, treasurer, Mr. O'Bryan. The election of Edward E. Hall as executive vice president and general manager was confirmed by the board.

Reports were made to the meeting by Messrs. Fetzer, Brown, Hall, O'Bryan and Kaufman, and Temple Scay of Dow, Lohnes & Albertson.

Guild Films held a cocktail party for Vitapix stockholders at the conclusion of the meeting. In attendance were several Guild Films personalities, including Molly Berg of The Goldbergs; Ina Ray Hutton, who will launch a new tv show, and George Libearce.

Vitapix Corp. is owned solely by its station members. Under its agreement with Guild Films, Vitapix has jurisdiction over station relations, time and time clearance, and Guild handles firm production, sales, distribution and service functions.

Six Exhibitor Groups Named In Suit to Free Films for TV

MOTION by U. S. Justice Dept. to add six exhibitor organizations as co-conspirators in the Los Angeles U. S. District Court anti-trust suit to force release of films for TV [BWT, Jan. 31], last week was granted by District Judge Harry C. Westover, over the objection of Homer J. Mitchell, attorney for Warners, 20th Century-Fox and Universal-International, three previously named defendants.

Entered as co-conspirators with 11 theatrical motion picture production and distribution firm defendants are Allied States Assn. of Motion Picture Exhibitors, Independent Theatre Owners Assn., Metropolitan Motion Picture Theatre Assn., Southern California Theatre Owners Assn., Pacific Coast Conference of Independent Theatre Owners and the Council of Motion Picture Organizations. Theatre Owners of America was named in this category when the suit was filed July 1952 [BWT, July 28, 1952].

Judge Westover told Mr. Mitchell he could make a plea for a later trial date on March 10 when the Justice Dept. presents its documentary evidence.

Turnabout

A FILM prepared by WPTZ (TV) Philadelphi," "Miracle on the Delaware," is scheduled to be shown at a downtown Philadelphia movie theater and in the neighborhood movies of the Stanley-Warner Circuit. The 16-minute film, available for national distribution through WPTZ and Free & Peters, describes the greater Philadelphia trading area and is the station's "contribution to the advancement of the greater Philadelphia area through greater knowledge and understanding," according to Rolland V. Tooke, station general manager.

3 Al Capp Pilot Films Commissioned by Ford Group

THREE 15-minute pilot films starring cartoonist Al Capp have been commissioned by the Fund for the Republic, New York, a civil liberties organization. The election of 1952 through a $15 million grant from the Ford Foundation. The films are a phase of an experiment now underway to determine ways in which television can be used, W. H. Ferry, vice president of the fund, said.

It has not yet been decided whether or not the Capp films will be released to tv, according to Mr. Ferry, who stated that a number of ideas for use of the medium are being considered.

An hour film version of Dr. Robert Oppenheimer's appearance with Edward R. Murrin on Mr. Murrin's Person to Person, CBS-TV, is currently being distributed free to colleges and organizations by the fund, Mr. Ferry said.

Four Star to Produce Three Series in Hollywood

FOUR STAR Productions Inc. has allotted $3.3 million for the production of three tv filmed series in Hollywood, it was announced last week by the board of directors. The 1955 schedule will include 110 half-hour film programs, divided into three series, consisting of Four Star Playhouse, The Star and the Story and Stage 7.

The production organization, formed three years ago with headquarters in the KKO Pathé Studios in Culver City, Calif., is a partnership of actors Dick Powell, David Niven, Charles Boyer and executive producer Don W. Sharpe. In the cast of Four Star Playhouse, Messers. Boyer, Niven and Powell function as the producers of those programs in which they star.

Lewis & Martin Films Inc. Holds Agency Film Seminars

SEMINAR of tv film commercial production has been started for Midwest advertising agencies by Lewis & Martin Films Inc., Chicago.

The first agency to take advantage of the sessions was Ruthrauff & Ryan. Herschell Lewis, partner in the film firm, discussed fundamental problems using representative films and slides. A booklet prepared by Mr. Lewis citing questions and answers on commercial film production was distributed to about 30 agency tv account executives.

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BROADCASTING • TELECASTING
Let's see who's

**DOMINANT**

in the PORTLAND-MAINE-MARKET

During the 7-day period November 15-21, 1954 PULSE measured the television audience in the 14-county (*) service area of WCSH-TV, producing comparative ratings as shown on the graph below. Hours indicated are within period when all three vhf stations in the area were telecasting.

**IN ADDITION:**

10 of the top 15 once-a-week shows are on WCSH-TV.

8 of the top 10 multi-weekly shows are on WCSH-TV.

**NBC - DuMont Affiliate**


New Hampshire counties: Belknap, Carroll, Coos, Strafford.

**REPRESENTED NATIONALLY BY WEED-TELEVISION**
RANDOM SHOTS

Association Films Inc., N. Y., is offering tv stations booklet, "Free Films for TV," describing 92 public service films available free, obtainable from firm's Tele-Div., 374 Madison Ave., or from company's regional film exchanges in Chicago, Dallas, S. F. and Ridgefield, N. J.

Parsonnet-Wheeler Inc. (production), N. Y., has opened new offices at 32 W. 53d St.; telephone: Plaza 3-6658.

CBS-TV announces sales of Winky Dink Kits in conjunction with Winky Dink and You to have reached two million mark. Kits enable children at home to participate actively in program.

Sereectraft Pictures Inc., N. Y., moves to 15 W. 44th St.; telephone: Murray Hill 7-5011. Film shipments still should be directed to firm at Rm. 1000 A, 630 9th Ave.

Telecast Films Inc., N. Y., has moved to 247 W. 46th St.; telephone remains Judson 6-5480.

Gothic Films Inc., N. Y., changes name to Gothic Corp. and adds public relations and sales relations department.

FILM PEOPLE

Lynn Marks Alper, publicity staff, Screen Gems Inc., N. Y., to Atlas Television Corp., same city, in charge of publicity and promotion on Captain Z-Ro and as assistant to president.

Barney MacKall, Rocky Mountain area manager, Official Films Inc., N. Y., transfers to Denver as head of newly-opened office.

Bruce Collier, formerly with Motion Pictures for Television, N. Y., to Guild Films Co., same city, as Louisiana, Texas and New Mexico sales representative.

Herb Miller, formerly with Television Programs of America, N. Y., to Sportvision Inc., S. F., as southern Illinois, Missouri and Nebraska sales representative, headquarters in St. Louis.

Robert Berger, formerly vice president and general sales manager, Standard Television (distribution), Beverly Hills, Calif., has purchased Standard interests of former partner, Marcus Low II.

Thomas A. Beemer, salesmanager, Ziv Television Programs Inc., N. Y., and Howard M. Lloyd to sales staff, NBC Film Div., Hollywood.

Burt Lambert, assistant sales director, NNEW York, to sales staff, Ziv Television Programs Inc., N. Y., in executive capacity.

Earl Bennett to cutting and editing dept., United Productions of America, Burbank, Calif.

Osmund Evans, animator, Raphael Wolff Studios, Hollywood, to United Productions of America, Burbank, Calif., in same capacity.

Dave Savage, station relations director, Guild Films Co., N. Y., conducting "Motion Pictures for Television" course, School of General Education, New York U.

TRADE ASSNS.

NARTB Planning School Association

New group will seek to better college training for the broadcast profession. Formation is set for NARTB Washington convention in May.

A NEW organization to promote college training for the broadcast profession will be set up at the NARTB Washington convention during the week of May 22. Plans for the unit, to be known as Assn. for Professional Broadcasting Education, were drawn up after a two-day meeting held last week in Washington.

Taking part in the project are NARTB, through its new Educational Committee [B+T, Jan. 31], and organized educators. Objectives are:

"To enhance the quality and service of broadcasting to the American public.

"To improve, continually, the capabilities and understanding of those entering the broadcasting profession.

"To provide adequate facilities for exchanging information and for bringing together those in the industry and those in education for their mutual benefit.

"To facilitate employment for those who meet the standards of the educational institutions and of the industry."

NARTB, representing stations and networks, and colleges offering broadcast education courses will be members of ABPE. A board of directors representing each group equally is to be formed.

Previously the NARTB board had authorized discussions with the University Assn. for Professional Radio Education, granting $5,000 for the project. The latter organization's members will consider the plan during the next three months.

At the Washington meeting last week were: NARTB-Herbert L. Kruget, WTAG Worcester, Mass., chairman, and Lee Rawrigh, WTVJ (TV) Miami, and Rex Howell, KFXX-AM-TV Grand Junction, Col., for the Education Committee.

"This is a tribute to an ideal, not a man," said John E. Fetzer (c) head of Fetzer stations, as he received a bound copy of the first NARTB TCv Code from President Harold E. Fellows. Mr. Fetzer retired from the NARTB TCv Code Review Board after serving as chairman since its organization in 1952. The presentation was made Jan. 28 following the NARTB board meet in Hollywood Beach, Fla. [B+T, Jan. 31].
Radio Still 'Best Buy,'
Hollywood Ad Club Told

FLEXIBILITY is one of the most important things radio has to offer, Guy della-Cioppa, CBS Radio vice president in charge of network programs in Hollywood, told the Hollywood Ad Club last Monday. "If you have belief in radio and take time to study it, it will continue to be the best buy in the country," he declared.

William D. Shaw, general manager of the Columbia Pacific Radio Network and KNX Hollywood, previously quoted from the scheduled talk of John Karol, CBS Radio vice president in charge of network sales [B*ST, Feb. 7]. Mr. Karol's plane was grounded by stormy weather in Florida.

In a summary of Mr. Karol's scheduled talk, Mr. Shaw declared both national and local radio will prosper in 1955, because the medium makes possible frequency at low cost. And more and more, he said, the marketing of goods and service demands repetition of "reason why" advertising. Repetition, he emphasized, is still a hallmark of good, sound advertising.

Industry Groups Present
Recommendations to NCAA

NATIONAL Collegiate Athletic Assn. Television Committee was presented with recommendations Thursday from representatives of tv networks, agencies and athletic organizations for inclusion in the 1955 NCAA television plan. They appeared at a hearing in New York to which the officials had been invited.

The committee is expected to analyze these recommendations, in addition to those voiced by NCAA delegates at the last convention [B*ST, Jan. 10], and draft the 1955 plan. It is anticipated the plan will be forwarded to the NCAA membership for approval in a mail referendum within two months.

South Carolina Broadcasters
Elect Frank Best President

FRANK B. BEST, WDIX Orangeburg, has been elected president of South Carolina Radio & TV Broadcasters Assn., succeeding C. Wallace Martin, WMSC Columbia. Other officers elected were Ennis Bray, WIAN Spartanburg, vice president, and T. Doug Youngblood, WFIG Sumter, re-elected secretary-treasurer. Charles A. Batson, WIS-TV Columbia, was appointed legislative chairman.

The South Carolina group will name sports and freedom of information committees to cooperate with NARTB's activities in these fields. A resolution was adopted in tribute to Horace L. Lohnes, of the law firm of Dow, Lohnes & Albertson, who died Dec. 23, 1954.

NBA Annual Meeting April 15

ANNUAL meeting of Nebraska Broadcasters Assn. will be held April 15 at Hotel Madison, Norfolk, Neb. The association is now in its 21st year, having been formed in 1934 as Missouri Valley Broadcasters Assn. Harry Burke, KFAB Omaha, is president, with Max Young, KSID Sidney, vice president, and Gordon C. Pette, KWBE Beatrice, secretary-treasurer.
Cheverton Heads News Assn.

DICK CHEVERTON, news and public affairs director, WMT-AM-TV Cedar Rapids, Iowa, was elected president of the Northwest Radio-Television News Assn. at its meeting held concurrently with the U. of Minnesota Radio-TV News Short Course. Other officers named were: William McGivern, KSTP Minneapolis, vice president; George Brooks, news director, KSUM Fairmont, Minn., secretary-treasurer; Arthur J. Smith, manager of KVTV (TV) Sioux City, Iowa, director, and Jim Bormann, news director of WCCO Minneapolis, director.

NRTNA awarded WCCO a trophy for excellence of news and public service programs. KSTP Stuart Falls, S. D., was the second place winner and KLPM Minot, N. D., was third. Jerry Uhrhammer, senior in the U. of Minnesota School of Journalism, was awarded the association's annual scholarship.

New York NAACP Backs
Tv Blackout by Negroes

FEB. 26 BLACKOUT of "television by colored people [BT, Feb. 7]" is being conducted by the New York branch of National Assn. for the Advancement of Colored People, according to Henry Lee Moon, public relations director at the national NAACP headquarters in New York.

Scheduled 8:30-10:30 p.m., the blackout is designed to be a "dramatic demonstration of protest" against inability of Negro artists to obtain their share of roles in tv shows and to display the importance of the Negro market.

NAACP feels few programs show the normal ratio of colored people in incidental roles such as police, cab drivers, nurses, bus drivers and others.

TRADE ASSN. SHORTS

Academy of Television Arts & Sciences' seventh annual "Emmy" awards dinner will be held March 7 at Moulin Rouge, Hollywood. Steve Allen, NBC-TV Tonight, set to emcee 90-minute event on NBC-TV, 8:30-10 p.m. PST.

BMI RADIO CLINICS TO BEGIN FEB. 23

Many sessions will coincide with meetings of state broadcaster associations. Clinics will run through April 22 and then reconvene June 13, allowing broadcasters time to attend the NARTB convention in May.

BMI is set to launch its 1955 series of radio program clinics on Feb. 23, on which date sessions will be held simultaneously in Seattle and Little Rock.

Glenn Dolberg, vice president in charge of station relations, reported that about 118 broadcasters from all parts of the country have volunteered their services as speakers for the clinics. He noted that the dates of many of the sessions coincide with meetings of state broadcaster associations in the respective states.

Sets of two traveling teams will serve as BMI speakers, joined by other speakers in states as booked. The clinics will continue uninterrupted until April 22, when all dates will have been covered except for the Rocky Mountain states, where sessions will begin on June 13. The hiatus will be during the period when many broadcasters will be attending the NARTB convention in Washington in late May, according to Mr. Dolberg.

The clinics will cover all areas of radio programming. Some of the topics to be explored by speakers and executives in attendance will be the use of local news; daytime and nighttime programming; public service and special events and sports programming; service to rural audiences, and the importance of commercial copy.

"Drawing upon the past four years of clinic experience," Mr. Dolberg stated, "we are doing everything possible to make the 1955 series of BMI clinics even better than previous years. Since clinic agenda and subject matter are planned to provide helpful information to management and station personnel alike, we urge advance planning so that many from each station may avail themselves of the opportunity of one full day of clinic talks and discussions. It is now history and fact that radio management and employees help themselves by broad exchange of ideas, imaginative thinking and radio know-how."

SCHEDULE OF BMI CLINICS

Alabama, Birmingham, Feb. 28 (Tutwiler Hotel)
Arizona, Tucson, Feb. 23 (Sierra Hotel)
Arkansas, Little Rock, Feb. 23 (Marion Hotel)
California, San Francisco, Feb. 28 (Citron Hotel)
Colorado, Denver, March 20 (Ambassador Hotel)
Connecticut, New Haven, Feb. 28 (Citron Hotel)
Florida, Tampa, April 1 (Florida Hotel)
Georgia, Atlanta, March 2 (Dinsker-Plaza Hotel)
Idaho, Pocatello, June 13 (Turf Club)
Illinois, Chicago, Feb. 28 (Citron Hotel)
Indiana, Indianapolis, Feb. 28 (Hotel)
Kansas, Salina, April 17 (Hotel Lamor)
Kentucky, Louisville, March 30 (Brown Hotel)
Louisiana, New Orleans, March 11 (Roosevelt Hotel)
Maine, Bangor, April 22 (Bangor House)
Michigan, Grand Rapids, Feb. 28 (Charlevoix Hotel)
Missouri, Missouri, Feb. 28 (Hotel)
Montana, Missoula, April 20 (Frontier Hotel)
Nebraska, Omaha, June 13 (Turf Club)
New Jersey, Atlantic City, March 7 (Washington Duke Hotel)
New York, New York, Feb. 28 (Hotel)
Ohio, Cincinnati, March 18 (Netherland Plaza Hotel)
Oklahoma, Oklahoma City, April 15 (Skirt Hill Hotel)
Pennsylvania, Pittsburgh, Feb. 25 (Multnomah Hotel)
South Dakota, Rapid City, June 13 (Hotel)
South Carolina, Columbia, March 4 (Columbia Hotel)
Tennessee, Nashville, March 28 (Andrew Jackson Hotel)
Texas, Dallas, March 10 (Hotel Adolphus)
Utah, Salt Lake City, June 13 (Hotel Utah)
Virginia, Roanoke, March 9 (Patrick Henry Hotel)
Washington, Seattle, Feb. 23 (Benjamin Franklinton Hotel)
West Virginia, Clarksburg, March 11 (Stone wall Jackson Hotel)
Wisconsin, Milwaukee, March 23 (Plankinton Hotel)

'Eddie Cantor Radio Show' Sold to Five More Stations

NEW sales of The Eddie Cantor Radio Show to five major market stations were announced last week by Alvin Alcove, BMI's vice president in charge of sales, Federic W. Ziv Co.

The five-day-a-week, half-hour variety program was sold to WCAU Philadelphia, WHEC Rochester, N. Y., WSB Atlanta, WGBS Miami and WMAL Washington. According to Mr. Unger, a wide classification of advertisers is sponsoring the Ziv program in these markets.

Rochester Gas & Electric Co. is sponsoring three half-hours a week on WHEC; Star Seat Cover Co. and Miami Lock & Hardware Co. are co-sponsoring two half-hours a week on WGBS and Puritan Mills is on a spot participation basis with the program on WSB. Earlier sales of the Cantor radio show included WAIT Chicago, CKLW Detroit and KOOL Phoenix, Mr. Unger said.

Bay Area TV Service Offered

SAN FRANCISCO Bay area advertising agencies are being offered by E. Reek Associates, telecasting services to the advertising trade, part or fulltime services of tv technicians to supervise in-the-studio commercial operations or other services for which the agency does not feel that it needs its own personnel. The firm is at 1467 Clayton St., San Francisco.

'BROADCASTING • TELECASTING •'}
New Program Packaging Firm Started by Martin Stone

MARTIN STONE, president of Kagran Inc., who sold the controlling interest of the company to NBC-TV (including the Howdy Doody show) for a reported half-million dollars, has formed a new firm to be known as Stone Assoc. with offices located at the Plaza Hotel in New York.

The new firm will be a program package and merchandising organization. The company will handle merchandise (apparel, games, etc.) for TV comic Jackie Gleason, its first client. Other clients are to be named soon.

Alan Stone, brother of Martin Stone and former vice president of Kagran Inc., has resigned to join Stone Assoc. Eddie Keen, script writer on the Howdy Doody show, will also be associated with the new firm.

Tv Fashion Service Formed As All-Modern Dress Agency

A NEW television rental organization, TV Fashion Service, was formed last Monday, claimed to be the first all-modern dress rental company for shows and commercials featuring women performers.

The new firm rents its products—ranging from daytime dresses to name-designers originals—without requiring air credit of any kind. The rental fee structure at the new rental house parallels the rates at costume outlets.

TV Fashion Service already is serving several shows and commercials on the networks and its stock includes high fashion creations of designers such as Dior, Mainbocher, Charles James, Oleg Cassini, Grigere, Rentner, Ben Reig and Carolyn Schnurer.

The company is headed by fashion authorities Elaine Perkins, Ruth Lee and Vivian Perkins.

TelePrompTer Names Blair As Assistant Sales Manager

APPOINTMENT of Jimmy Blair as assistant national sales manager of TelePrompTer National Sales Corp., New York, was announced last week by Herbert W. Hobler, vice president. He has been regional manager of TelePrompTer's Philadelphia office. Before joining the company, Mr. Blair had been a director at WRET-TV Baltimore, production manager at WTOP-TV Washington and executive producer at WPTZ (TV) Philadelphia. He was formerly tv director at Lamb & Kean, Philadelphia.

Paul Blair Joins Ziv

APPOINTMENT of Paul Blair as an account executive in the Chicago office of Frederic W. Ziv Co. was announced last week by Alvin E. Unger, vice president in charge of sales for the radio transcription firm. Mr. Blair formerly was with General Mills Inc., where he served successively as salesman, northeast sales manager and assistant to the eastern sales manager. From 1948 to 1953 he was sales manager for Ziv Television programs, a position he resigned in 1953 to join Economic Trend Line Studies, a private research organization.

PROGRAM SERVICE PEOPLE

Albert W. Ham appointed to newly-created post, coordinator of recording operations, Columbia Records Inc., N. Y.
KEY FCC WITNESS RECANTS RED CHARGES AGAINST LAMB

Marie Natvig says she was 'brainwashed' by FCC lawyers into 'manufacturing' her earlier testimony that linked Edward Lamb with the Communist Party. Another Broadcast Bureau witness says his statements, too, may have been in error.

CHARGE that former FCC counsel Walter R. Powell Jr. "coerced" her to give false testimony linking Edward Lamb with the Communist Party, Mrs. M. O. Natvig, a key witness in the Commission's hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

Charging she had been "brainwashed" by the FCC staff and threatened with prosecution for perjury if she didn't stick to the "manufactured" story, Mrs. Natvig recanted her previous statements identifying Mr. Lamb with communism and plans for world revolution, including seizure of communication facilities in the U.S. [B*T, Nov. 1, Oct. 18, 11, 1954].

She alleged that Mr. Powell, during conferences to prepare her "script" in the Lamb case, said to her: "All right, kid, let's murder the bum."

Mrs. Natvig charged Mr. Powell told her Mr. Lamb was "a greater menace to the United States than Alger Hiss" and cited the strategic occupation of the FBI.

The WICU renewal hearing, which resumed Wednesday before Examiner Herbert Sharfman, also saw another Broadcast Bureau witness, Clark Wideman of Columbus, Ohio, admit under further cross examination that it was "possible" his memory could be in error about a 1934 meeting at Marion, Ohio, in which he said Mr. Lamb suggested formation of youth groups for which leadership or other aid might be obtained from the Communist Party [B*T, Sept, 27, 1954]. He agreed the statements instead could have been made by a local publisher whose ambition was known to have been to acquire Communist Party members.

Concerning his experience with Mr. Powell and the other FCC lawyers, Mr. Wideman said, "They did not make suggestions to me to change my testimony."

Powell Suffers Attack

Mr. Powell, who resigned last month as chief of the FCC Broadcast Bureau's Renewal and Transfer Division, 51, and join the legal staff of NARTB, suffered a heart attack a fortnight ago and is confined to his home. He had been principal FCC counsel in the WICU case.

On Wednesday, after Mrs. Natvig made her charge of coercion, the integrity and public service record of Mr. Powell was defended by the new leading FCC counsel in the case, Joseph M. Kittner, assistant chief of the Broadcast Bureau. Mr. Kittner asserted that if Mrs. Natvig had testified falsely she did so "on her own volition" and accused Russell M. Brown, counsel for Mr. Lamb, of "making a play for the press."

"She is obviously and falsely maligning the reputation of a very decent, honorable government official [Powell]," Mr. Kittner said.

"We don't need this eulogy. It isn't even dead yet," Mr. Brown retorted. The Lamb attorney repeatedly pointed out he was not vouching for the "credibility" of the witness, noting Mr. Kittner was the FCC's witness and not Mr. Lamb.

During cross examination of Mrs. Natvig last fall, Mr. Brown described her as a "pathological liar" and "lunatic." During that earlier examination, which Mr. Brown admitted last week had been "brutal," Mrs. Natvig twice threatened to "kill" Mr. Brown if he contacted her children and at one point she grabbed a water pitcher and attempted to strike him.

Basic issues in the WICU renewal hearing include whether or not Mr. Lamb lied when he told the Commission he never had Communist associations. The formal hearing began last September [B*T, Sept 20, 1954, et seq.] and some 20 FCC witnesses were heard, four of whom now are appearing for further cross examination, including Mrs. Natvig and Mr. Wideman. Also scheduled to appear for further cross examination are William Garfield Cummings and Lowell Watson.

The proceeding has yet to hear Mr. Lamb's defense witnesses as well as his evidence purporting to show that Commission employees caused at least one bribe to be offered to secure false testimony against him.

Mr. Lamb vigorously has denied the Commission charges, contending political motives are behind FCC's action. Last summer, when Republican Comr. John C. Doerfer appeared before the Senate Interstate & Foreign Commerce Committee for confirmation of his reappointment to the Commission, Mr. Lamb testified before the committee that Comr. Doerfer was responsible. The allegation was denied by the Commissioner and he was confirmed by the committee [B*T, June 28, 1954].

Mr. Lamb, who at the time of the 1934 Marion, Ohio, meeting recalled by Mr. Wide- man was running for Republican Senator, more recently was considered for the post of treasurer of the Democratic National Committee.

Mr. Lamb is protecting damage suits in Nashville against former Congressman Pat Sutton (D-Tenn.) and certain local stations on the ground the Congressman falsely branded him a communist during a political talkathon early last summer. Mr. Lamb has warned he will sue anyone who falsely accuses him.

Besides WICU, Mr. Lamb is chief owner of WIKK Erie and the Erie Dispatch, WTDQ Toledo, Ohio, and WHOO Orlando, Fla. A lawyer, he has other wide business and industrial interests, the combined value of which is estimated to total $10 million. He considered his business ventures have been put in jeopardy by the FCC hearing.

When Mrs. Natvig resumed the stand last week, Mr. Brown asked her if it is true—contrary to her earlier testimony—that (1) she never was a member of the Communist Party; (2) she never attended a party convention in Columbus, Ohio, in 1936; (3) she never saw Mr. Lamb there in possession of a map depicting the communist plan for world revolution; (4) she never was introduced to Mr. Lamb by a person who said Mr. Lamb was doing good work for the Communist Party, and (5) she never had any information that Mr. Lamb was connected with or in sympathy with the Communist Party.

"That is right," Mrs. Natvig admitted following each statement by Mr. Brown.

"A mistake," she replied, "I was coerced."

Asked by whom, Mrs. Natvig claimed it was Mr. Powell and related that several times during her earlier appearance she wanted to change her testimony, but Mr. Powell—and on one occasion Mr. Kittner—said she would be prosecuted for perjury if she did.

Mrs. Natvig said she told Mr. Powell she wanted to talk to J. Howard McGrath, ex-U. S. Attorney General and also counsel for Mr. Lamb, but was informed it was "against the law."

"I think you should have asked him," Mrs. Natvig said.

The witness said that on Jan. 12 while driving to Tallahassee and reflecting on her earlier testimony from transcripts newly received, she suddenly felt as though she were "awakening from a nightmare" and thought "I must be crazy, that's not true. It was not me who was speaking."

A Call From Florida

She said she stopped at Hollywood, Fla., and telephoned Mr. McGrath and then went to see him at his home in Palm Beach. She related she voluntarily visited Mr. McGrath a week later when Mr. Brown also was present and told them she wished to retract her earlier testimony. Mrs. Natvig felt she had done Mr. Lamb a "guilty wrong."

Under questioning by Mr. Kittner, Mrs. Natvig reconstructed events leading up to her appearance in the case. She said early on the morning of Sept. 15, 1954, she found at her door in Miami Beach a newspaper clipping of a column by Drew Pearson on the Lamb hearing, with an anonymous note attached for her to call the FBI. His column stated Mrs. Natvig, see notes, she said she finally called the FBI at Miami and related she only casually had known Mr. Lamb as a Toledo attorney some 18 years previous. She said she told the FBI that "under no circumstances" would she testify. However, Mrs. Natvig said, after repeated calls by FCC investigator Robert Leahy, on Sept. 17 she consented to go to Washington and talk with the Commission staff.

Mr. Kittner related that she met Mr. Powell, Mr. Leahy and Thomas B. Fitzpatrick on Sept. 19 at FCC offices in Washington. Most of the several hours she was there, she recalled, she talked alone with Mr. Powell who described the WICU renewal hearing as the most important case the Broadcast Bureau ever handled.

Mrs. Natvig said she told FCC she had only
The tale of the cat

13 is your lucky number

Houston first saw her on these billboards:
... and after the tease, on these:

She came to life in a grand debut November 20, assisted by James Melton, Marguerite Piazza, the Houston Symphony Orchestra — and an all-star variety show that included Senor Wences, Kyle McDonald, and Raye & Naldi.

Then Houston wore buttons and redeemed 13¢ pieces and saw what we meant on the boards:

Her CHANNEL 13 was The Chronicle Station, and Texas' greatest newspaper gave her a boost with a special section and color pages and editorial help: the works. Contests galore: Why 13's my lucky number ... and so on ... with big prizes ... ending with an all-out Name-The-Cat contest to which more than 9,000 different names were submitted.

The people named her KiTiRiK.

She's a cat that bears watching
— and they do it every day.
A 45 KW Klystron-equipped transmitter and a contoured 24.2 gain helical antenna gives this Wilkes-Barre, Pennsylvania station the maximum power allowed by the FCC. WILK-TV is the first to operate such a combination to attain a full megawatt and provide more integrated signal strength than any other UHF station. G.E. salutes its foresight and pioneering spirit in taking this momentous step to high power.

Thomas P. Shelburne, WILK-TV Treasurer and Managing Director, decided that a 45 KW transmitter and 24.2 gain antenna, rather than a 23 KW transmitter and 50 gain antenna, was best suited for the terrain in the Wilkes-Barre area. Why not take a tip from WILK-TV and get into the million-watt class with the equipment combination that’s best for you?
transmitter in the world...

WATTS ERP

NOW YOU CAN GET THE POWER EDGE ON YOUR COMPETITION
G.E. OFFERS 2 WAYS TO REACH A MILLION WATTS IN UHF

1. 45 KW transmitter with a 25-gain helical antenna. Check the calculated coverage curve below for the field intensity pattern you get with this combination.

2. 23 KW transmitter with a 50-gain antenna. Compare the coverage curve for this equipment combination, with the needs of your terrain.

EITHER power package is available. Let your Consultant recommend which is best for you. Facts and figures will be placed in the hands of your Engineer or Consultant. Check the advantages you get with either package. Then make a note to call your local G-E District Manager today... or write direct to: General Electric Company, Broadcast Equipment, Section X225-14, Electronics Park, Syracuse, N. Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

GET THESE ADVANTAGES WITH EITHER POWER PACKAGE

1. Demonstrated dependability. Components of the G-E 12 KW transmitter, proved in use in 38 operating stations, have been incorporated in both the 23 and 45 amplifiers.

2. Adaptable to existing space—cubicles may be arranged in practically any manner.

3. Can be installed in existing UHF stations without loss of air time.

4. Personnel safety provided by door-operated high-voltage interlocks and grounding switches.

5. Automatic protection against loss of air time—overload protection—high-speed AC and DC relays shut down transmitter in event of power surges. Two-shot plate recloser puts transmitter back on air when overload has cleared.

6. Capable of transmitting NTSC color.

7. Known tube costs. Klystrons are leased by G.E. to the user at a standard rate that decreases with number of hours used. No capital investment for Klystrons.

8. Simple antenna design. Maximum reliability—the G-E UHF helical antenna needs only one feed point per bay. Standard antenna can be contoured or directionalized to meet your specific requirements.

Progress Is Our Most Important Product

GENERAL ELECTRIC
Matusov's Visit

MEMORANDUM concerning a visit in April 1954 by Henry Marshall Matusov to the law office of McGrath & Brown, counsel for Edward Lamb in the WICU (TV) civil case, was given to the press Thursday by Russell M. Brown.

The memo, originally given J. Howard McGrath, said Mr. Matusov "brought with him voluminous files, containing records which he said had been accumulated during his work (investigator for Ohio Commission on Un-American Activities) in Ohio. Some of these documents appear to be compilations of people suspected of communist activities or affiliation or sympathy. Edward Lamb's name was nowhere listed.

"In response to a direct inquiry as to whether Matusov ever heard any personal detail any association, membership or affiliation by Mr. Lamb, Matusov said, 'No, I never did, because such a person doesn't exist.'

"He showed us an outline in very rough form for a book he was writing called 'Blacklisting (or Blackmailing) Was My Business.' He said he needed $1,500 to complete this book and asked us to lend him that amount. I explained that this was not financially possible, whereupon he asked if he could have $200 to complete arrangements for an apartment in New York. In New York he explained further that we were not in a position to make such a loan...

"I strongly recommend no further contact with this man. He considers himself a great intellectual - is perfectly willing to work both sides of any street provided only that it has financial reward for him."

"Mr. Matusov currently is in the news for his recantation of testimony before Congressional investigating committees and in federal courts regarding alleged communist activities."

fore she took the stand, "when we were writing the script of my testimony." She said Mr. Powell claimed to have data from the Cleveland police identifying her as a communist. In early October a day or two before taking the stand a FCC attorney called appearing before a grand jury in Washington and said she "probably" testified the same as before the Commission but didn't remember specifically.

"Relating instances last fall when she wanted to change her testimony, Mrs. Natvig said she told Mr. Powell in the corridor during a recess in her cross examination by Mr. Brown that she was "scared" and felt she had been "brainwashed." She said Mrs. Powell and Fitzpatrick "took me upstairs and said, 'We'll call Joe Kittner.'" Mr. Kittner, she said, told her she would be prosecuted for perjury if she changed her story.

Here Mr. Kittner asked Mrs. Natvig if it wasn't true she had been told repeatedly her only obligation was to tell the truth and to complete the cross examination.

"By the time I got on the stand I couldn't tell fact from fiction," she answered.

"Didn't the attorneys for the Broadcast Bureau tell you to tell the truth?" They told me what the truth was and then told me to tell lies," he answered to Mr. Kittner, "set dates and gave her names of hotels and details of meetings. "I was reciting a prepared speech... I was scared to death. I thought I was getting immunity..."

At another time last week Mrs. Natvig told Mr. Kittner that in her effort to evade testifying in the case she "went to somebody in Washington" to try to get out of her subpoena and even lied to Mr. Powell that a "threat" had been made on her life.

Mrs. Natvig said she was not necessarily upset by Mr. Brown's sharp cross examination because he "earily saw I knew nothing about communism." She recalled, though, she was "furious at the attorneys of the Broadcast Bureau for putting me on the stand when I was not contributing anything to the case."

On Thursday, Mr. Wideman recalled, Mr. Leaby first told him FCC was interested in determining whether Mr. Lamb was "or was not a security risk." The witness said the FCC investigator pointed out "there was a possibility of using radio equipment to aid the enemy in case of war." He then asked say he or FCC considered Mr. Lamb dangerous to the country.

"Mr. Wideman related that in 1948 as a reporter for the Columbus Citizen he made a study of Mr. Lamb's background and found no red ties. He told this to FCC, he said. Recalling the 1934 meeting in Marion, Ohio, at the home of a local editor, Mr. Wideman said Mr. Lamb was asked if he was a "card-carrying communist" and replied, "Do communists carry cards?" Mr. Wideman said he then asked Mr. Lamb if he was a member of the Communist Party and Mr. Lamb replied "very definitely that he was not."

"Only 10 or 12 people were at the meeting, Mr. Wideman said, and Mr. Lamb discussed his book, "Planned Economy" (or two before taking the stand)."

"Mr. Wideman said that he was not present at the meeting in Marion, but he was on hand at the home of the editor. He was asked if he or FCC considered Mr. Lamb "dangerous to the country."

"Mr. Wideman related that in 1948 as a reporter for the Columbus Citizen he made a study of Mr. Lamb's background and found no red ties. He told this to FCC, he said. Recalling the 1934 meeting in Marion, Ohio, at the home of a local editor, Mr. Wideman said Mr. Lamb was asked if he was a "card-carrying communist" and replied, "Do communists carry cards?" Mr. Wideman said he then asked Mr. Lamb if he was a member of the Communist Party and Mr. Lamb replied "very definitely that he was not."

"Only 10 or 12 people were at the meeting, Mr. Wideman said, and Mr. Lamb discussed his book, "Planned Economy" (or "Philosophy of Soviet Russia."

"Asked by Mr. Brown if someone else other than Mr. Lamb could have suggested formation of youth study groups which might receive leadership or other aid from the Communist Party, Mr. Wideman admitted, "It's possible my recollection was wrong."

Concerning FCC's question-answer outline for his testimony, Mr. Wideman was asked by Mr. Brown what the Commission staff said when errors were pointed out. Mr. Wideman said that when he pointed out mistakes, the FCC representatives said, "Let's get it right."

EXAMINING the script for "Flash of Darkness," film of a theoretical H-bomb attack on America's major cities which will be shown Feb. 14 on NBC-TV's "The Best of the Week" (9 p.m. EST), are (l to r) Val Peterson, Federal Civil Defense Administrator; James Moser, creator of the Medics series; and Dr. Stafford Warren, head of the UCLA medical school and an authority on nuclear radiation. FCC officials gave technical assistance to writers and producers of the program. Medics is produced under the technical supervision of the Los Angeles County Medical Assn.

Civil Defense Chief Urges Widespread Use of Radio

GREATER USE of radio, especially amateur radio, in civil defense was urged last week by Federal Civil Defense Administrator Val Peterson. Mr. Peterson spoke at the presentation ceremony of the 1954 Edison Radio Amateur Award sponsored by General Electric, held at the Mayflower Hotel, Washington, last Thursday.

He said that FCC is pressing to have additional radio frequencies assigned for national-to-regional and regional-to-state civil defense communications use. The telephone, Mr. Peterson said, has the "disadvantage of being vulnerable to attack." Pre-attack evacuation, he continued, demands point-to-point communications in a constantly changing situation which may be handled by radio.

Mr. Peterson congratulated American radio amateurs for their preparedness and assistance in civil defense and said that more than $3.6 million in federal and state funds was available for amateur radio equipment for civil defense in 1954.

Winner of the 1954 Edison Radio Amateur Award was Benjamin S. Hamilton of La Mesa, Calif., who last year devoted 20 hours a week providing San Diego County with what was described as an outstanding civil defense radio system.

Butler on Campaigning

DEMOCRATIC National Chairman Paul M. Butler has said he believes there should be a "realistic" boost in the $3 million ceiling on political campaign spending. He said the boost should take into account the higher cost of running a campaign, including radio and telecasting time.
IN ONE WEEK . . . 22.2 RATING!
2/3 SOLD OUT!

"FUN HOUSE" the hottest television show in Philadelphia!

"FUN HOUSE" is giving laughs to the WHOLE FAMILY every WEEKDAY at 6:00—6:30 p.m. over WPTZ.
A 22.2 ARB rating after just one week on the air!
A viewer-per-set average of 2.9!
"Fun House" reaches a total of more than a million and a quarter people every day at a cost-per-thousand of only 21s!
"FUN HOUSE" appeals to the ENTIRE FAMILY. It has the ideal audience composition of 45% adults (22% men, 23% women) and 55% children.
Little wonder that in just one week "FUN HOUSE" is 2/3 sold out!

"Fun House" combines three of the most audience-attracting elements in television today. "The Little Rascals," formerly "Our Gang," appealing to the whole family, with a phenomenal rating history . . . and the best first-run cartoons in television, with a proven record of building big all-family audiences.

To pull these powerful audience-winning elements together, "FUN HOUSE" features Pete Boyle, a veteran of five years of successful Philadelphia TV entertaining and product selling. Commercials are integrated into show for top effectiveness.

"FUN HOUSE" is beamed to 6½ million people over a wider area with a clearer, stronger picture than any other television station in Pennsylvania. Best of all, there are still a few availabilities. Get in touch now with Alexander W. Dannenbaum, Jr., WPTZ Sales Manager, LOCust 4-5500, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

WPTZ CHANNEL 3
First in Television in Philadelphia

WESTINGHOUSE BROADCASTING COMPANY, INC.
WPTZ-KYW, Philadelphia; WBZ-WBZA-WBZ-TV, Boston; KDKA-KDKA-TV, Pittsburgh; WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco
KPIX represented by THE KATZ AGENCY, INC.
All other WBC Stations represented by FREE & PETERS, INC.
CBS PROMISES MAJOR FIGHT AGAINST SENATE GROUP'S PLOTKIN MEMORANDUM

CBS affiliates meeting advocates aggressive battle to counteract plan outlined in report submitted to Senate committee. ABC and NBC are not publicly contemplating any action on the matter.

A PROMISE that a grim, fighting campaign will be waged in forthcoming months by broadcasters against the Plotkin Memorandum, in the halls of Congress and in government offices as well as in the forum of public opinion, was made in New York last week by a formidable group of CBS-TV affiliates.

The broadcast industry's 27 CBS-TV affiliates in 22 states, met at New York's Waldorf-Astoria Wednesday with nearly two dozen top officials of both CBS Inc. and CBS-TV, in an extraordinary, "emergency" session to plan strategy in the face of a proposal in the Senate to drastically restrict network activities [B&T, Feb. 7].

After the meeting, which was conducted behind closed doors, a statement was released by the broadcasters. It followed the Plotkin Memorandum: "The proposals of Mr. Plotkin, if adopted, would jeopardize television's most popular live entertainment and public service programs as they are presented today, and seriously interfere with future program planning."

"Every television set owner should be most concerned with the possible consequences of these proposals," it said.

The statement concluded with this carefully worded sentence: "The stations plan to inform the public of this threat to their television enjoyment and to discuss the matter with the appropriate government officials." 

Report Interpreted

According to reports, CBS President Frank Stanton, CBS Vice President Richard S. Salant and CBS-TV President J. L. Van Volkenburg jointly outlined the ramifications of the Plotkin report and explained to what extent they would affect network operations.

In the discussion period that followed, various plans were considered for revealing this threat to the public.

At the request of affiliates, a closed circuit to the emergency session reached Wednesday afternoon at 5:45 p.m., during which Dr. Stanton reviewed the events surrounding the earlier session and expounded his views on the Plotkin Memorandum. Mr. Van Volkenburg introduced the CBS Inc. president. Clyde Rembert, president of KRLD Inc., Dallas, and a member of the CBS Affiliates Advisory Board, who initially had suggested the closed circuit, wound up the session with an accounting of the reaction of the affiliates in attendance and pledged support in combatting the Plotkin proposals.

From all indications, stations represented at the meeting were accorded cordial and enthusiastic in battling the Plotkin Memorandum out in the open as well as in congressional and governmental quarters. But the methods for implementing this decision proved to be difficult.

Thus, what specific outlets—whether radio and TV will be used in this campaign, or perhaps other media—had not been definitely decided upon. Meanwhile, there were no indications that other networks were following the CBS-TV pattern of holding affiliate pow-wows. ABC-TV was studiously digesting the contents of the Plotkin Memorandum. NBC-TV spokesmen had nothing on the sweeping document prepared by Harry M. Plotkin, Democratic counsel to the Senate Interstate & Foreign Commerce Committee until Jan. 1.

An NBC official the committee meets in New York Tuesday and Wednesday of this week to prepare plans for a full affiliate committee meeting in the spring. However, as of last week, the Plotkin Memorandum reportedly was not on the agenda.

Lending weight to the seriousness in which CBS holds the "strategy" meeting with its affiliates, was a report that Dr. Stanton had given "orders" to his executives attending the conference to maintain the utmost secrecy on deliberations, particularly in view of the fact that it was an affiliate meeting.

Both uhf and vhf stations were represented at the meeting, which was dubbed as comprising "a cross-section of the largest, medium and smaller television cities in the United States."

The affiliates, in referring to the Plotkin Memorandum, described it as proposing "sweeping changes in network operations, both radio and television, and the relationships of affiliated stations with their networks."

CBS has been the subject of criticism thus far to publicly denounce the report prepared by the Senate committee's special counsel. Dr. Stanton has labeled it as "mishapen, impractical and unwise."

Station people and network officials attending the conference follow:


Representing the station association, Leonard Alexander, executive vice-president, Julius P. Brauneit, secretary; Leonard, vice-president, Washington, No.; C. L. Merchant, vice-president and executive director; Howard S. Menghan, vice-president; John M. Leem, vice-president and vice chairman; Robert S. Van Devel, vice president and CBS director; Richard S. Watson, vice-president; Frank Stanton, president.

Attending for CBS Television: H. V. Akervall, vice-president; E. S. Salant, vice-president; John P. Cowden, operations director, advertising and promotional services, Washington; Walter P. Bouam, vice-president in charge of legal and business affairs; Robert G. Nornet, vice-president, network operations; Charles J. M. W. Sales, Merle J. S. S., vice-president in charge of network operations; Earl E. Frechette, vice-president; W. J. Russell, director of research; William J. Lodge, vice-president in charge of press information; Hubbard Robinson, vice-president; Richard L. Nelson, vice-president, in charge of news; Elmer A. Knight, director of personnel; D. F. Slewitt, director; station relations; J. L. Van Volkenburg, president; Robert Wood, manager, station relations.

JONES BROADSIDE DUE THIS THURSDAY

Republican counsel to the Senate Commerce Committee will release his report on networks, uhf-vhf just two weeks after Plotkin Memorandum.

REVERBERATIONS from the Plotkin bombshell on networks and uhf-vhf still are echoing on Capitol Hill last week as the broadcasting industry braced itself for the second broadside—the Jones report—due to be released this Thursday.

Reaction from the sweeping suggestions made by the Senate Commerce Committee's recent Democratic counsel, Harry M. Plotkin, took at least three directions last week. As broadcasters awaited a report by Robert F. Jones, until lately Republican counsel for the committee's probe of networks and uhf-vhf troubles:

* The committee's investigating staff began planning for a meeting with television set manufacturers in a move to help the cause of uhf television by trying to persuade the set-makers to agree on building only all-channel sets.
* Committee Chairman Warren G. Magnu-

son (D-Wash.) sent out a letter to all tv networks asking for comments on the Plotkin pro-

posals. Although three networks have issued no statements, there was no doubt about where the fourth—CBS—stood on the question: A group from the network, holding an emergency meeting with network officials, promised to fight Mr. Plotkin's suggestions (see story, this page). They echoed sentiment expressed by the previous week by CBS President Frank Stanton [B&T, Feb. 7].

* Unsolicited comments "from tv stations and individuals" on the Plotkin document by Thurs-

day were reaching an "indicative" figure which was "rapidly mounting," according to a committee spokesman. A majority favored the Plotkin report, although some questioned some of the proposals, the spokesman said.

Meanwhile, the Jones report, held up last week by a delay in printing, was scheduled to be released at 10:30 a.m. this Thursday, simul-

taneously with a news conference by Sen. John W. Bricker (R-Ohio), ranking committee Re-

publican who initiated a preliminary probe last summer as committee chairman.

Committee planning for the meeting with tv set manufacturers appeared to follow from Mr. Plotkin's suggestions on how to improve the lot of uhf television. The Senate group, it was understood, for its part will offer legislation to eliminate the 10% excise on all-all channel sets in certain tax relief to makers of all-channel sets. If set manufacturers are not receptive to the idea, it also was understood, the Senate committee might seek legislation to ban shipment of sets (i.e., vhf only) sets in inter-

state commerce.

Meanwhile, it appeared that committee hear-

ings planned for FCC and the Justice Dept. may not take place until mid-March or there-

after. Sen. Magnuson late last week had not named
180 HOURS PER MONTH
NETWORK COMMERCIAL PROGRAMS

beamed to the huge ARK–LA–TEX AREA

—a Billion Dollar Market—

103,760 TV HOMES (TELEVISION MAGAZINE) January, 1955

KCMC-TV
TEXARKANA, TEXAS—ARKANSAS

from all 4 networks

I LOVE LUCY
DECEMBER BRIDE
FORD THEATRE
MEET MILLIE
U. S. STEEL HOUR
ELGIN HOUR
SEE IT NOW
I MARRIED JOAN
GODFREY & FRIENDS
RED SKELTEN
THE MILLIONAIRE
'IVE GOT A SECRET
MILTON BERLE
RAY MILLAND
CLIMAX
GROUCHO MARX
BISHOP SHEEN
PLAYHOUSE OF STARS
PERSON TO PERSON
BOB CUMMINGS
JACKIE GLEASON
DOLLAR A SECOND
HIT PARADE
SO THIS IS HOLLYWOOD
JACK BENNY
TOAST OF THE TOWN
STAGE SEVEN
LORETTA YOUNG
HAPPY FELTON

STRIKE IT RICH
VALIANT LADY
LOVE OF LIFE
SEARCH FOR TOMORROW
PORTIA FACES LIFE
ROAD OF LIFE
WELCOME TRAVELERS
THE BIG PAYOFF
BOB CROSBY SHOW
A BRIGHTER DAY
THE SECRET STORM
ON YOUR ACCOUNT
DOUGLAS EDWARDS
BURNS & ALLEN
SHOWER OF STARS
LIFE OF RILEY
BREAK THE BANK
THE LINEUP
YOU ARE THERE
MR. PEEPERS
TWO FOR THE MONEY
PROFESSIONAL FATHER
PEOPLE ARE FUNNY
IT'S A GREAT LIFE
PRIVATE SECRETARY
G. E. THEATRE
FATHER KNOWS BEST
TOPPER

100,000 WATTS ON CHANNEL 6
the only maximum power station between Memphis and Dallas

affiliated with
CBS—interconnected
ABC—interconnected
DuMont

Represented by
VENARD, RINTOUL & McCONNELL, Inc.
Walter M. Windsor, General Manager

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a special counsel to succeed Mr. Plotkin, whose official duties in the investigation ended Jan. 31. Since such a counsel necessarily must have some time to wind up his present connections and acquaint himself with the investigation, the hearings, "as a practical matter," may be held a month after the Jones report is released, a spokesman for Sen. Magnuson said.

Sen. Bricker, as ranking minority member of the committee can and presumably will ask for a preliminary report within 30 days on Mr. Jones' suggestions. The FCC and the Justice Dept. have been asked to make initial reports within 30 days on Mr. Plotkin's proposals, with interval reports every 60 days and a final report in six months.

Langer Introduces Bill To Halt Liquor Advertising

THE SENATE equivalent of the 83d Congress' controversial Bryson Bill prohibiting liquor advertising—introduced during the 83d by Sen. William Langer (R-N. D.)—has been introduced again by the North Dakotan in the 84th.

The bill (S 923) prohibits advertising of all alcoholic beverages on radio and tv stations and in most other media, including newspapers and periodicals in interstate commerce.

The Langer proposal of the 83d Congress was the subject of hearings by the Senate Commerce Committee [B&T, June 28, 1954], but was never reported out of the committee.

The Bryson Bill received more extensive hearings by the House Commerce Committee and similarly was not reported, although the House group requested and received a report from the industry on the extent of beer and wine advertising on radio and tv [B&T, Jan. 3].

Although the Langer Bill does not specifically name television broadcasting, that medium is included in the bill's scope since its use of the word "radio" employs the same definition as that in the Communications Act, i.e., includes television.

Report on Tv, Delinquency Expected From Senate Group

THE Senate Juvenile Delinquency Subcommittee has not closed the book on television programming, it was indicated last week. The group is scheduled to release a special report on tv programming as a possible factor in juvenile delinquency.

The committee expects to probe the motion picture field, including the producers and distributors of movies and films made for or released to television. The unit is expected to request about $175,000 for the coming year.

James H. Bobo, assistant counsel, has been made chief counsel succeeding Herbert Beaser, who resigned last week, Sen. Estes Kefauver (D-Tenn.), new chairman of the subcommittee, has announced.

Mr. Beaser and Richard Clendenen, the unit's executive director, resigned after subcommittee disapproval of a series of articles on juvenile delinquency, authored by the two staff members, in the Saturday Evening Post.

The subcommittee during the 83d Congress conducted an investigation of tv programs as a possible factor in juvenile delinquency, culminating in a two-day hearing last fall at which industry spokesmen testified [B&T, Oct. 25, 1954].

Commerce Committee To Hear McConnaughey

PUBLIC HEARING on the nomination of FCC Chairman George C. McConnaughey for regular membership on the Commission has been set for Feb. 23 in Washington by the Senate Commerce Committee. Mr. McConnaughey has served since Oct. 4 under temporary appointment by the President.

The hearing will start at 10 a.m. in the committee's meeting room in the Capitol. The McConnaughey nomination—for the vacancy created by the resignation of Comr. George E. Sterling—is for the unexpired term of seven years from July 1, 1950.

It was the second time the FCC chairman had been nominated for the post by the President. Nomination of Mr. McConnaughey was sent to the Senate during its special session last fall and was reported out by the Commerce Committee over Democratic protests, but was blocked on the Senate floor by Senate Democrats [B&T, Nov. 15, 1954].

Mr. McConnaughey's nomination was championed by Sen. John W. Bricker (R-Ohio), fellow Ohioan and "life-long" friend, was questioned closely by Democrats at the hearing by the committee last November while Sen. Bricker was chairman of the group.

Sen. Warren G. Magnuson (D-Wash.), now committee chairman, has said the FCC chairman is in for more questioning by Democrats at the upcoming hearing [B&T, Feb. 7]. At the November hearing Sens. A. S. Mike Monroney (D-Okl.), John O. Pastore (D-R.I.) and former Sen. Ed C. Johnson (D-Colo.) asked Mr. McConnaughey his views on uhf-vhf deintermix and whether he was connected with an alleged GOP patronage group said to be clearing applicants for civil service and other government jobs.

New Gambling Bill Offered

A SECOND anti-gambling bill has been introduced in the Senate by Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee.

Sen. Magnuson's bill (S 950) is identical with one introduced earlier by Sen. Price Daniel (D-Tex.), also a member of the committee [B&T, Jan. 31]. Sen. Magnuson said his proposal is aimed specifically at "one aspect of the book-making racket—the wire service."

Kilgore Becomes Chairman Of Anti-Monopoly Group

CHAIRMAN Harley M. Kilgore (D-W. Va.) of the Senate Judiciary Committee last week assumed chairmanship of the group's Anti-Monopoly Subcommittee. He had been expected to take over the subcommittee for some time [CLOSED CIRCUIT, Jan. 24].

Other members of the anti-monopoly unit are Sens. Estes Kefauver (D-Tenn.), Thomas C. Hennings (D-Mo.), Joseph C. O'Mahoney (D-Wyo.), William Langer (R-N.D.), Everett M. Dirksen (R-Ill.) and Alexander Wiley (R-Wis.).

Sen. Kilgore has proposed an investigation by the anti-monopoly group of "monopolistic practices" in the communications field.

The Judiciary Committee's Juvenile Delinquency Subcommittee, formerly a four-man unit with two Republicans and two Democrats, was increased to a five-member, Democrat-controlled group with Sen. Kefauver as chair-

The juvenile delinquency unit is scheduled to issue a special report on results of its hearings and investigations of tv programming as a possible factor in child delinquency.

The Senate has approved a resolution (S Res 49) authorizing the Judiciary Committee to use unspent funds to carry on various activities through this month.

Kilgore to Ask $175,000
CHAIRMAN Harley M. Kilgore (D-W. Va.) of the Senate Judiciary Committee said last week he will ask for $175,000 for the activities of the Anti-Monopoly Subcommittee of which he also is chairman. Sen. Kilgore has proposed a probe of "monopolistic practices" in the communications field by the subcommittee.

Military to Have 10 Tvs
In Operation by Next Year
THE DEFENSE Dept. estimates it will have 10 low-power television stations in operation at military bases here and overseas by this time next year.

A tv station will be in operation by March 1 at Keflavik Airport, Iceland, and another in Greenland as soon as it is "daylight" there, according to the Defense Dept.'s Office of Armed Forces Information & Education. Negotiations are being carried on with French authorities for a station at Sidi Slimane, French Morocco. Other stations are planned in Pacific areas.

Stations already on the air are at Lajes Field in the Azores (Oct. 17, 1954); Wheelus Field, Tripolitania, Libya (Dec. 15, 1954), and at Limestone (now Loring) Air Force Base, Me. (Dec. 24, 1953). None of the stations cost more than $55,000.

The stations are furnished kinescoped and filmed programs by the networks with the consent of sponsors and agencies. These are augmented with "industrial," Armed Forces information and other films furnished by the motion picture and tv film industries. The kinescopes are run with commercials intact. Local commanders also exploit each station's limited "live" capabilities.

The Defense Dept. during a typical week (Dec. 10) shipped 41 CBS shows, 29 NBC, 3 DuMont, 11 ABC and 5 Guild Films shows. They are circulated to all stations.

About five towns, none of more than 4,500 population, are in the Limestone, Me. area, with the nearest commercial station 150 miles away at Bangor, from whose reception is limited, the Defense Dept. said. Some civilians in the area nearby the Limestone base "can and probably do receive tv signals from the base transmitter," the Defense Dept. said.

Baseball Suit Formally Ends
CHICAGO Federal District Court last Tuesday formally dismissed the $12 million suit brought by defunct Liberty Broadcasting System against 13 major league baseball clubs. Decision by Judge Julius J. Hoffman was in line with his recommendation for a settlement of the three-year-old suit announced last month (B&T, Jan. 17). Terms provide that Liberty trustees will receive $200,000, with each side paying its own court costs. LBS filed the action Feb. 21, 1952, charging the teams with violation of the Sherman and Clayton anti-trust acts. Settlement was urged in view of baseball's removal in 1951 of its restrictive baseball rule (1 d) covering major league broadcasts into minor league areas.

"This merchandising is the MOST!"

"Man, this is a real cool promotion! When KATV does something . . . it's big!"

"Son, it's bigger than big! KATV is really on the ball when it comes to merchandising an advertiser's product . . . dealer aids, display materials, reminders, letters, etc. . . . they flood 'em!"

"KATV merchandising programs are handled by real promotion people . . . no part-time squares . . . hup merchandisers only."

"Man, you're in . . . when you advertise with KATV. You get the most, because KATV's got the most."

For the most in Arkansas see:
BRUCE B. COMPTON
National Sales Manager

For the most in Arkansas see:
avery-knode, inc.
National Reps

KATV
Channel 7
Studios in Pine Bluff & Little Rock
John Fugate, Manager
620 Beech Street
LITTLE ROCK, ARKANSAS

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CH. 54 WTVI (TV) SEeks CH. 36, ONCE KSTM-TV's

Belleville station would take over lower uhf facilities of St.
Louis outlet, save $50,000 yearly in operating expenses.

WTVI (TV) Belleville, Ill. (St. Louis area), last week asked the FCC for permission to change its call letters to KSTM-TV. The station was vacated by KSTM-TV St. Louis when it surrendered its grant in March in order to participate in the St. Louis ch. 11 hearing.

At the same time, it informed the Commission that if the channel switch is approved, WTVI will take over all of the now-defunct KSTM-TV facilities. The request was made in an application for a construction permit "to revive and operate" the facilities of KSTM-TV.

If granted, WTVI said, it would begin operating within one week from approval. It said it would double its present power to 500 kw on ch. 36 and change its call letters to KSTM-AM -FM.

The present ch. 54 would be surrendered, WTVI said.

WTVI, affiliated with ABC, CBS and DuMont, said the move to the lower uhf channel would permit it to better serve the St. Louis area and save it approximately $50,000 a year in operating expenses. WTVI now serves 300,000 families in the St. Louis area, the application said. With higher power and lower frequency, the remaining 435,000 families could receive the ch. 36 signal much more easily—with inside antennas. UHF transmitters are better and simpler for ch. 36 than for ch. 54, WTVI said. The $50,000 savings would be accomplished by consolidating its two sales and business offices (it maintains sales offices in St. Louis as well as Belleville). Telephone charges alone would be reduced by $500 a month by this move, WTVI said.

WTVI Advantages Outlined

The use of KSTM-TV facilities would permit WTVI to centrally cover the St. Louis area. WTVI said. It also pointed out that Belleville would still receive a Grade A signal.

Arrangements contemplate a 15-year lease with option to buy the KSTM-TV facilities, it said. WTVI would pay $700 a month, plus taxes and insurance. GE, which equipped both stations, has agreed to take back the WTVI transmitter, the station said. The note on the KSTM-TV properties—tower and antenna, transmitter building and studio building—is held by the Bank of St. Louis.

Balance sheet for Dec. 31, 1954, showed that WTVI had total assets of $661,701, with $73,712 as current assets. Its current liabilities totaled $149,936, long-term obligations $810,709, deficit $521,944. WTVI lost $163,000 in 1954, the application reported.

St. Louis is also served by the St. Louis Post-Dispatch, the Kansas City Star, 5 affiliated with ABC, CBS and NBC; KWK-TV, ch. 4, affiliated with CBS, and educational station KETC (TV) on ch. 9.

Gran Seeks to Block Action On WTVW (TV) Sale to Hearst

REQUEST for an injunction forbidding the FCC from taking any action on the $2 million purchase of ch. 12 WTVW (TV) Milwaukee by Hearst Corp. was asked last week of the U. S. Court of Appeals in Washington by Gran Enterprises Co.

Gran Enterprises' application for Milwaukee's ch. 12 was returned by the FCC two weeks

ago on the ground that it violated an FCC rule prohibiting the same interests from having more than one application involving the same facility [B+T, Feb. 7].

In its appeal to the appellate court, filed the same day, Gran Enterprises claimed that its application cannot be returned without a hearing. It asked the court to direct the FCC to hold a hearing.

Argument on the request for a stay was tentatively scheduled for Feb. 17. The FCC informed the court that it did not plan to take any action on the Hearst application before Feb. 23.

Gran Enterprises is owned by L. F. Gran and family. Mr. Gran is 38.5% stockholder and, until Jan. 26, was chairman of WTVW. The application for ch. 12 was filed after Mr. Gran failed to persuade the Commission to sell WTVW stockholders to the ABC-affiliated station to him.

WTVW was sold to Hearst Corp., which operates WINS Milwaukee, for $900,000 plus assumption of up to $1.1 million in obligations. Application for FCC approval was filed late last month (B+T, Jan. 24). Grant of ch. 12 in Milwaukee was made after merger agreements were reached with three competing applicants, they said.

WTVW now hold options to purchase varying amounts of stock in WTVW, which began operating last November.

Com. Hennock Questions WBTV (TV) License Renewal

REGULAR RENEWAL of the license of WBTV (TV) Charlotte, N. C., was granted without hearing Thursday by FCC to Jefferson Standard Broadcasting Co., subsidiary of Jefferson Standard Life Insurance Co.

Com. Frieda Hennock, dissenting, contending that Jefferson Standard wholly or partially owns two other stations within a 130-mile triangle—WBTW (TV) Florence, S. C., and WMPY (TV) Greensboro, N. C. She argued there is an appreciable overlap of the Grade B contours of the stations. This amounts to what she called "triplyopony.

Miss Hennock also noted that WHTH (TV) Wilmington, N. C., had alleged that Jefferson Standard has utilized CBS not to grant an affiliation to WHTH, claiming the allegations raised questions about the character qualifications of Jefferson Standard. Finally she reminded that Jefferson Standard owns a substantial share of the St. Louis radio and CBS TV networks.

(Notes are underway by the St. Louis interests to finance purchase of these preferred shares through a stock issue [B+T, Feb. 7].)

AFI Protest Voted

THE AFL Executive Council voted at Miami Beach Thursday a protest to FCC and Congress against newspapers being licensed to operate radio and tv stations in the same area. The executive group voted to join a protest petition made by the Dade County (Fla.) Central Labor Union ( AFL) against the bid of Biscayne TV Corp. for ch. 7 there, already favored in an examiner's initial decision (B+T, Jan. 24). Biscayne represents merger of the Cox and Knight newspaper and radio interests there with Niles Trammell, ex-NBC president, as president and part owner of the applicant firm.

WTVW Sale to Sunbury, New Bern and Lewiston

THREE new tv stations at New Bern, N. C., Sunbury and Lewiston, Idaho, were granted the FCC last week.

• At New Bern, new tv station on ch. 13 was granted to Nathan Frank, president and 99.1% stockholder of WHNC-AM-FM Henderson, N. C. Grant is subject to the condition that construction of the station be completed within 90 days of the grant.

• At Sunbury, new tv station on ch. 38 was granted to WKOK-AM-FM there. Grant is subject to conditions that the station not start until an application to modify the antenna of WKOK-FM is granted.

• At Lewiston, new tv station on ch. 3 was granted to Lewiston Co. Lewiston TV is subsidiary of Cascade Broadcasting Co., owner of KIMA-AM -TV Yakima, KEPR-TV Pasco, 40% owner of KWIE Kennewick, and applicant for satellite station on ch. 8 at Walla Walla, all Washington.

Uhf WKNV (TV) Suspends; KTVE (TV) Returns Permit

UHF ch. 49 WKNV (TV) Charleston, W. Va., advised the FCC that it would suspend televising of broadcst Sunday, Jan. 28, but not to challenge the FCC's decision by petition for reconsideration. This decision by the FCC left WKNV a single uhf channel in the Charleston area.

Owner Joe L. Smith Jr. said that he is forced to suspend because of the complexity and poor sensitivities of uhf receivers. Mr. Smith also noted that "there can be little argument but that television as it is now . . . basically is television produced by two, or at the outside, three companies. These companies, naturally, are the television networks, the ownership without network programs, tv stations as they are known today, would starve."

Mr. Smith said he wishes to re-evaluate the situation and hopes to resume televising. Mr. Smith also noted that he was initially interested in the proposed fee-tv service.

Meanwhile, ch. 28 KTVE (TV) Los Angeles, the second U. S. educational tv and the first Los Angeles area uhf station, returned its permit to the FCC for cancellation January 17.

KTVE is the first noncommercial educational tv station to return its authorization to the Commission. This reduces the total number of existing noncommercial educational tv stations to 31. Of these, 16 are in uhf.

KTVE began operation in August of 1953, but was forced to suspend Sept. 15, 1954, for lack of funds [B+T, Sept. 6].

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A farmer near Scotch Grove, Iowa, wanted to sell his 500 English Yorkshires—fine meat-type hogs but not so well known as Poland Chinas or Durocs, which are like Fords and Chevvs only better eating.

He called on WMT Radio.

We suggested two 30-second spots, not exactly a saturation campaign but enough, we figured, to bring home some of the bacon.

Four hundred buyers from all over the state turned up and grabbed off the entire offering. When the oinks cleared away we held a critique to isolate the element that gave the spots their whoosh. One of the more sentimental staffers recalled mentioning that an English Yorkshire makes a wonderful mother.

That must have been the motivating factor, everyone agreed.

But the theory fell apart when a Research Analyst (watch out for those guys) pointed out that Mother’s Day is in May and this happened in September.
Seven Station Transfers Approved by FCC Last Week

TRANSFERS of KXEL Waterloo, Iowa, WJWJ Niagara Falls, N. Y., and KTRN Wichita Falls, Tex., were among seven receiving FCC approval last week.

Joe DuMond and associates sold 75% interest in KXEL for a gross figure of $312,000 to WOPA Inc., owner of WOAP Oak Park, Ill., and WOPT (TV) Chicago.

Purchase was of 85,000 shares of stock for $187,000, plus $125,000 for the rights to the name "Josh Higgins," Mr. DuMond's "nom de radio," and a 10-year consultant's retainer for Mr. DuMond.

WJWJ Niagara Falls was sold by John J. Laux for $85,000. Purchaser is the Niagara Frontier Broadcasting Corp., composed of James T. Sandidonato (74.8%) and Thomas W. Talbot (25%), general manager of WJWJ.

KTRN Wichita Falls, was sold by the Texoma Broadcasting Co. for $80,000 to Texoma Broadcasting Co. of Wichita Falls, composed of A. Boyd Kelley (94.5%), 45% owner of KPLT Paris, Tex., and Robert A. Harmon (5%), chief engineer at KTRN.

Other transfers which received FCC approval were:

WBUE Beaufort, S. C.—Sale of 45% interest by John M. Trask to Harold E. Trask and associates for $97,100.

KDMS El Dorado, Ark.—Sale of 1% interest by Paul E. Norton for $8,000 to remaining stockholders James A. West Sr. and James A. West Jr.

KHNZ La Junta, Colo.—Acquisition of negative control by A. B. Cribbs Jr. and Myron R. Morrison through purchase of 1/3 interest from estate of R. D. Greshen for $8,100.

KBHS Hot Springs, Ark.—Transfer of negative control from G. L. Bayless and associates to WALT Y. Cleveland and J. Eric Taylor through stock transaction involving merger with KCRK there.

Medina Frowns on Radio-Tv 'Emotion' in Court Coverage

WRITTEN description of what takes place in a courtroom is all right, but tv, radio, tape recordings or film coverage conveys the emotion, one of a trial and should be forbidden, Federal District Judge Harold R. Medina, famous as the presiding judge in the 1949 trial of the 11 top U. S. Communists, said last week in an interview in Richmond, Va.

Defending the American Bar Ass'n's Canon 35—of which forbids picture taking, tape recording or microphones as offending "the dignity of the court"—Judge Medina advocated continued exclusion of radio, tv and cameras from courtrooms.

Present methods of trial reporting, by newspapers, radio and tv, is all right, Judge Medina said, and inform the public of what happens in their courts.

But, he said, it is a different matter when a trial's "emotional part—the tone of a witness' voice, the various hesitations he makes when he is giving testimony . . . his facial expressions" are shown on tv and in pictures.

The witness comes to expect "theatrical" proceedings, the New York jurist declared, and begins to anticipate them in his testimony. That affects what he says, Judge Medina said.

He added that it did not make any difference that radio, tv and motion picture equipment can be operated without distracting the decorum of a courtroom. "The effect is the same," he said, "because a witness' voice comes out the next day on the radio and his picture in the paper."

FTC Holds First Hearing Into Insurance Ads Case

THE FEDERAL TRADE Commission last week held its first hearing to test the merits of its case against 23 accident and health insurance companies it has charged with "false and misleading" advertising in various media including radio and television.

The government opened hearings in Chicago before Examiner Loren Laughlin. The sessions were described as part of "an examination of the whole insurance industry" on the basis of findings the past few months.

FTC made its initial presentation against Bankers Life & Casualty Co., a heavy radio-tv advertiser and station owner. Three days of hearings (Feb. 6-8) were consumed with the introduction into the record of exhibits, including radio-tv and other advertising copy and company policies. As of late Thursday, it seemed the government would need at least another week to present policyholders and other witnesses.

Bankers Life & Casualty was cited for five alleged violations in connection with its White Cross Plan. The Commission brought its original charges against Bankers Life & Casualty and 16 other firms last fall (BT, Oct. 25, 1954, et seq.). Similar charges later were brought against six more health and accident insurance firms (BT, Jan. 10). Several firms have denied the charges and a majority has requested dismissal of the proceedings on grounds the FTC has no jurisdiction over their activities since they are state-licensed.

Bankers Life & Casualty currently sponsors Paul Harvey on ABC Radio each Sunday, Gabriel Heatter on MBS alternate Tuesdays, and maintains a limited tv spot campaign.

Bankers Life & Casualty reportedly allocated about $75,000 to radio and $10,000 to television last year, but more recent allocations were not ascertainable. It was understood, however, that the sum for radio is higher than earlier estimates. The company also owns KGA Spokane and KCJS-AM-TV Pueblo, Colo.

Protest Procedure Change Requested

SEN. STROM THURMOND (D.-S.C.) last week asked the Senate Commerce Committee to consider amending the FCC's protest procedure (Sec. 309 [c]) to enable television service to be brought to areas where tv now is being held up as a result of protests.

Sen. Thurmond cited ch. 7 WSPA-TV Spartanburg's delay in going on the air because of litigation resulting from economic injury protests by WAIM-TV Anderson and WGVL (TV) Greenville, both uhf outlets.

11 FCC Decisions

The South Carolina Democrat, a member of the committee, said the FCC has "rendered 11 decisions in its effort to establish a television service in Spartanburg." The case now is pending in the U. S. Circuit Court of Appeals of D. C. Sen Thurmond said WAIM-TV and WGVL, "already enjoying a franchise from the government to bring television service to their respective communities," have "delayed Spartanburg from having its own tv service for over a year."

In his letter, dated last Monday, Sen. Thurmond said he was unable to find any discussion in the Plotkin Memorandum of the FCC's recommendations in its current Annual Report to amend protest procedure to "retain the intended advantages of the protest procedure, but . . . reduce the anticipated ease with which the 309 (c) amendment is being used to delay the introduction of a new service to a community."

WSPA-TV has never gone on the air. It received a construction permit in 1953 and in early 1954 was authorized by FCC to locate its transmitter on Paris Mt., 534 miles from Greenville on an interim basis. The two uhf stations protested and received a court stay of the WSPA-TV CP. WSPA-TV later asked and received a CP for a permanent transmitter on Paris Mt. The two uhf stations protested and received a second court stay pending a court decision, following argument of the case for merit a fortnight ago.

United Insurance Plea Fails, Must Stand California Trial

THE SUPREME COURT last week refused to interfere with the California Insurance Commission's action charging the United Insurance Co. of Chicago with misleading advertising. A Supreme Court review was denied United in its efforts to halt the California proceeding.

The firm is one of 17 health and accident insurance firms against which the Federal Trade Commission brought charges of false and misleading advertising last October (BT, Oct. 25, 1954). United Insurance a fortnight ago asked the FTC to dismiss the charges for lack of jurisdiction, claiming it "is adequately regulated by the state where it is licensed."

(Also see story this page.)

Chicago Fm Grant Issued

FCC last week granted a new class B fm station in Chicago to Northern Illinois Broadcasting Co. Grant is for ch. 246, (97.1 mc), with an effective radiated power of 11 kw and antenna height of 185 ft. above average terrain.
YOU MIGHT SKATE 100 YARDS IN 11.4 SECONDS*—

BUT . . . YOU NEED WKZO RADIO TO SET RECORDS IN WESTERN MICHIGAN!

You just can’t cover Western Michigan without WKZO. Pulse figures, left, prove that WKZO gets the lion’s share of the audience, 18 hours per day! In the afternoon, for example, WKZO delivers 321.4% more listeners than Station B, for only 35.3% more money.

Pulse isn’t the only yardstick. Nielsen, too, credits WKZO—with 177.7% more average daily daytime families than Station B!

* Loretta Neitzel set this world’s record for women at Detroit in January, 1929.
Rayburn Tv Ban Supported
By Congressman-Broadcaster

A DEMOCRATIC congressman who also is a broadcaster has backed up House Speaker Sam Rayburn’s ban against television House committee meetings, saying the time is "not yet" for cameras to cover congressional proceedings.

He was promptly challenged by a Republican colleague who saw it the other way.

Rep. Leo W. O’Brien (D-N.Y.), a radio-tv commentator and a director of WROU-AM-TV Troy, N. Y., was making a talk on the floor against televised hearings.

About the time the New York congressman was concluding his remarks Rep. Clare E. Hoffman (R-Mich.) walked into the chamber.


Rep. O'Brien said television would turn committee hearings "into a show" and that congressional hearings would have to compete with Dragone, because tv "is still primarily an entertainment medium." Of his own experience as a radio-tee commentator, Rep. O'Brien said: "While I do not claim to be a great network personality, I have received a number of awards."

Rep. Hoffman said that even if some congressmen were "seeking the limelight," he was sure that congressional sessions would never compare with wrestling matches shown on television.

A 9:45 telephone call to Rep. O'Brien's office caught the congressman not immediately available for comment. "He's busy reading his radio commentator broadcast over another phone," an assistant said.

Oregon Legislature Accords Coverage Rights to Radio-Tv

RADIO-TV newsman covering the Oregon Legislature now enjoy full equality with newspapermen, following adoption of new rules petitioned for by the Oregon State Broadcasters Association, asking that broadcasters have access to the floor and committee rooms of both Oregon houses.

Under the new rules, both live and tape broadcasts of committee hearings will be permitted, with the chairman's approval.

Additionally, a special radio press room has been established in the Senate Gallery for exclusive use of accredited radio-te reporters at OSBA request.

During the current session, a Senate bill was introduced requiring that all state administrative agencies open their meetings to the public, and that radio and tv stations and the press be notified at least five days prior to scheduled hearings.

Edict Upheld Making KPOA Liable for Hawaii Tax

THE Supreme Court has refused to review a San Francisco Circuit Court ruling that KPOA Honolulu was subject to a gross income tax imposed by Hawaii on all businesses [B&T, Dec. 6, 1954]. This makes the 5 kw, MBS-affiliated station (call letters KPOA) liable for $15,000 in back taxes. The station, owned by J. Elrey McCaw and John D. Keating at the time of the tax suit, contended it was exempt from the tax because it was engaged in interstate commerce.

Both the Hawaiian courts and the San Francisco federal court refused to accept this stand. It was held that KPOA could segregate its internal and interstate income so that the Hawaiian tax could be properly applied.

In 1936, the Supreme Court exempted KOMO Seattle, Wash., from payment of a state tax because it was a clear-channel station serving eleven western and northwestern states, plus Alaska and Hawaii. Thus, KOMO could not segregate its income for the purpose of paying the state tax in question.

KPOA is now owned by Radio Hawaii Inc., a subsidiary of Tele-Trip Policy Co., aviation insurance firm, which also owns WTAC Flint, Mich.

Ruling in limit on Antenna Height Draws NARTB Opposition

LEGALISATION (H J Res 138-139) proposing to limit heights of certain radio and tv towers is unnecessary, Ralph W. Hardy, NARTB vice president for government relations, said last night in a letter to Rep. Percy Priest (D-Tenn.), chairman, House Interstate & Foreign Commerce Committee. The first measure was introduced by Rep. Curi Hinshaw (R-Calif.); the second by Rep. Oren Harris (D-Ark.).

Expressing NARTB’s "conviction that any such legislation is unnecessary," Mr. Hardy said in part: "We believe it unnecessary because properly established regulatory procedures are adequate to cope with any problem that may exist in this area. Also, I am sure you are familiar with the fact that there is in the process of being established a joint Aviation and Broadcasting Industry and Government Committee to study this matter and to report within a 60 to 90-day period."

FTC Gives Frigid Treatment To Ads From Freezer Firms

AFTER the Federal Trade Commission gave the cold shoulder to their advertising, two firms have agreed to stop representing that the purchase of a food freezer will result in unreasonable savings in food costs.

The advertising of the Deepfreeze Appliances Div., Motor Products Corp., Detroit, formerly made such statements as "The Deepfreeze home freezer pays for itself in a surprise fully short time" and "You will cut your food bills 10 to 25%.

Rich Plan Corp., Dallas, Tex., under the terms of the agreement with the FTC, will not advertise "tremendous" or "unreasonable" savings in food costs. The company supervises arrangements by local food freezer dealers with frozen food outlets to supply food to purchasers of the plan. Rich Plan prepares the advertising. One of the ads objected to was that the food prices under the plan are consistently well below retail prices for the same or like items.

La Rosa Ads Cited by FTC

A COMPLAINT charging V. La Rosa & Sons (macaroni and spaghetti), New York, with false and misleading advertising was issued by the Federal Trade Commission last fortnight. The questioned advertising appeared on radio, in newspapers and other media.

The complaint cited advertising that claimed a four-ounce serving of La Rosa spaghetti or macaroni contains only 103 calories. The FTC said that "in truth" such a portion prepared in a palatable manner provides considerably more than 103 calories. The complaint also said that the firm's advertisement states what it says its spaghetti is low in calories at the same time a fattening sauce is recommended for it.

Indianapolis Ch. 13 Record Is Restored

RULING in the Indianapolis ch. 13 tv contest to physically remove from the record certain evidence tested over by FCC Examiner Basil P. Cooper and the record was restored [B&T, Jan. 31]. The examiner, however, indicated that the evidence would be stricken in the sense he would not consider it in his ultimate determination.

The record restored included testimony by George Saddler, president and 34.55% owner of Mid-West T. V. Corp., that he did not file incriminating return for the years in the early 1940s and ultimately paid penalties imposed by Internal Revenue. The examiner struck the testimony on the ground he had ruled in error when he required the witness, under protest, to divulge the information. Other contests in the ch. 13 hearing are Wire and WIBC, both Indianapolis, and Crosley Broadcasting Corp.

WNYC Protests FCC Denial Of 5 Kw Transmitter Use

THE FCC has shown "no necessity, no reason and no justification" for its action in forbidding New York City-owned WNYC from using a 5 kw transmitter, to be used at capacity for Connelrad operations and at 1 kw for regular operations. This is the contention of the municipal station in its brief filed with the U. S. Court of Appeals last night.

WNYC, operating on 830 kHz, last year, appealed an FCC decision refusing to allow it to use a 5 kw transmitter. The Commission said that the necessity for a waiver of the rule which prohibits a 5 kw transmission using a transmitter with a higher-rated power than that had not been shown. It also dismissed WNYC's application. The New York station appealed this decision last year [B&T, Nov. 8, 1954]. It claimed that the Commission denied its application and refused its request for a waiver without a hearing. The station claimed that the Commission action penalized New York City taxpayers by forcing the purchase of two transmitters instead of one.

Subversive's Air Rights Hit

A BILL introduced in the House last week would withdraw from individuals convicted of subversive activities and members of certain subversive organizations the right of equal opportunity for the use of broadcasting facilities in political campaigns. The bill (HR 3789) was introduced by Rep. Edward T. Miller (R-Md.) and would amend Sec. 315 (a) of the Communications Act. A similar measure was introduced to the Senate last month by Sen. John M. Butler (R-Md.) [B&T, Jan. 31].

GOVERNMENT

Raymond Asserson Sr., 64, retired Navy commander and one of the Federal Radio Commission, died Feb. 4 in St. Thomas, Virgin Islands. He was a pioneer in the mathematics of the radio-te engineering fields and joined FRC in 1930. Before he had become part of WNYC New York. He retired as FCC engineer in 1948, Commission records show.

William G. Dauch, film, radio and tv writer, to Radio Free Europe, Munich, Germany, as deputy program manager for Hungarian section.

"After 9,493 hours' service in the aural section of our 12½-KW UHF, this air-cooled RCA-6181 power tetrode is still delivering peak performance! In fact, the performance of this tube compares very favorably with routine proof-of-performance measurements taken on a brand new tube!" So states B. T. Wilkins, Chief Engineer at UHF station WKBN-TV, CBS affiliate in Youngstown, Ohio.

Performance records such as this are no accident! RCA power tubes are engineered for top performance. They're conservatively rated and have great reserve of filament emission. RCA power tubes enjoy the reputation of paying off in lower capital investment per hour of tube performance—lower operating cost—minimum down time.

Ask your local RCA Tube Distributor about the complete line of RCA power tubes he carries for Radio and TV broadcast operations.
A Pretty "Snappy" Menu

Cuff Taylor had a near riot in his hen yard last week. Seems the hens were scratching around the cold ground when they found a piece of rubber band frozen in the ice.

"One hen pecked at it," says Cuff, "and it snapped right back. She backed off clucking while another hen tried it, and another. And the 'worm' kept right on snapping back. They all got their feathers ruffled. You never heard such a ruckus!"

"I finally had to break up the ice with an ax before those hens would get back to business and start laying eggs for me again."

From where I sit, some people raise a pretty big fuss over nothing, too. Take the fellow who would deny me a temperate glass of beer with my game of checkers. Maybe he'd rather have coffee! Well, that's all right. He has a right to his own preference. But so do I. And there's no point in his "snapping" at me just because his choice isn't the same as mine.

Joe Marsh
POLITICAL TIME EARNs CHI. STATIONS $100,000

Tough mayoralty campaign brings heavy concentration of pre-primary business.

WITH Chicago's political primary little more than a fortnight away, the city's four mayoralty candidates are buying about $100,000 worth of radio-tv time in an attempt to turn the tide of Chicago's most controverted election in years.

Present Mayor Martin H. Kennelly, running for re-election against the regular Democratic Party organization, is concentrating heavily on television with "very, very little radio save on foreign language stations," it was reported. Mayor Kennelly's advisors are said to be guided by the concept that radio is effective only in certain radio-only areas on the basis of a survey by A. C. Nielsen during the 1952 presidential election year, it was explained.

Mr. Kennelly has purchased a series of 15 programs, plus spots, on WGN-TV, and is seeking time on WBKB (TV). His time purchases on WGN-TV are said to run over $20,000 in programs and spots.

Richard Daley, the regular Democratic candidate, was pegged at about $20,000 for TV and not over $5,000 in radio. His advisors have bought a radio spot saturation campaign on WMAQ and most independent stations, running $3,000 on WMAQ alone, and including newscasts and other shows on WCFL. The Daley forces sponsor These Are the Issues on WBKB Sundays, and spots on WBKB (50-60), WNBQ (TV) (20-25) and WGN-TV (30).

Robert Merriam, Republican mayoralty candidate, who used a public service TV series last year to gain public prominence in the tradition of the late Fiorello La Guardia, is turning to TV again. Like Mr. Kennelly, he has a series current on WGN-TV (Time for Merriam) and is buying spots on WBKB.

Benjamin Adamowski, another Democratic candidate, has ordered about 10 program segments from WGN-TV, spending less than half of the amount tabbed by either Messrs. Kennelly or Merriam on trial station. About $600 has been spent for WMAQ and $6,000 for 40 spots per week on WGN.

The stations reported varying breakdowns, with more timebuys still to come. WBKB said the TV take will exceed the reported $10,000, reaching probably $30,000 by election time. WGN placed the figure at $6,000 (mostly all Adamowski) and WGN-TV at $48,000. WMAQ has about $3,600 committed and WNBQ roughly $20,000.

Bitner Interests Announce '54 Profit at $1 1/4 Million

NET PROFIT after taxes of more than $1 1/4 million for the fiscal year ending Nov. 30, 1954, was announced last week by Harry M. Bitner Jr., president of Consolidated Television & Radio Broadcasters Inc. This amount includes $2.02 per share, after $25,300 preferred stock payments, Mr. Bitner said.

The Bitner-controlled corporation owns WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WFDF Flint and WEOA Evansville. The family company was changed into a publicly-owned corporation late last year with the issuance of 160,000 shares of common stock [B&T, Nov. 29, 1954].

The Consolidated annual report indicated that 500 new stockholders joined the owners of the company.

The report refers to the $3.35 million pur-
chase of Minneapolis-St. Paul sharetime Ch. 11 stations WTCN-TV and WMIN-TV and WTCN [B+T, Jan. 31].

Balance sheet for fiscal year ending Nov. 30, 1954, showed total assets of $6,869,505, of which $2,122,852 was current assets. It showed current liabilities as $2,019,570; long term debt of $637,500 and retained earnings as $4,137,728. Net profit after taxes was set at $1,253,661.

S. C. Judge Permits WBTV (TV) TV Filming in Superior Court

TELEVISION coverage of a session of Superior Court was permitted last Monday in Mecklenburg County Court House, Charlotte. N. C. Judge George B. Patton permitted Nelson Benton, Carolinas news editor of WBTV (TV) Charlotte to shoot footage silently and without bright lights during a case involving racial segregation on a public golf course.

WBZ-TV Fetes Cameraman In 'Dateline Video' Event

ADAPTABLECY of the independent tv cameraman of WBZ-TV Boston was demonstrated last week when 32 members of the 35-man crew filmed a 30-minute documentary of the station's operations in 2½ minutes.

The occasion for this fast film-work was "Dateline Video," during which W. C. Swartley, station manager, and his staff paid tribute to the men who provide the Westinghouse station with filmed news coverage of five New England states.

The purpose was twofold, according to Mr. Swartley: "To produce an educational film which we will show on the air and make available to schools and civic groups, and to dramatize the size and flexibility of our news operation. . . ." Each cameraman was provided with 90 ft. of film, allowed 15 minutes to study a part of the station and 2½ hours to photograph it. For the final scene, all the correspondents centered their cameras on Sue Bennett, former network singing star and now hostess of the WBZ-TV Wednesday night Sue Bennett Show (see photo below).

The station activities were followed by a dinner at Boston's Hotel 1200 Beacon where William Rivers of the Eastman Kodak Co. discussed Kodak's new Tri-X film, with which the WBZ-TV documentary was shot, and William Thurlow of Ansco discussed the use of color in making motion pictures.

WBBM Sales Staff Undergoes Changes

APPOINTMENTS involving naming of James P. Hensley as sales manager of WBBM Chicago and others to the staff of CBS Radio Spot Sales in New York were announced Wednesday day by H. Leslie Atliss, WBBM general manager and vice president of CBS Central Div. Mr. Hensley succeeds William F. Miller, who has moved to the New York office as an account executive.

Appointed special sales representatives in New York for WBBM and KMOX St. Louis, Mr. Atliss announced, were George Drase, WBBM account executive; Buck Hurst, former national representative of KMOX, and Jack Boswell, now WBBM eastern sales representative. They will represent the two CBS oxide outlets at CBS Radio Spot Sales New York headquarters.

Mr. Hensley, who has been an account executive with the organization in Chicago, joined KNX Los Angeles in 1950 as a sales representative, becoming an account executive with KNX-Columbia Pacific Radio Network Sales Dept. two years later. He joined the San Francisco office of CBS Radio Spot Sales in August 1953 and was transferred to Chicago last May.

Logs Still at Issue In Spartanburg, S. C.

SPARTANBURG, S. C., radio stations and the two local newspapers, Herald and Journal, have made counter offers to end an impasse over non-publication of daily logs, but the offers have been received with skepticism by both sides.

Last Dec. 31 the newspapers stopped running radio station logs under time-exchange arrangements. This occurred after publication of an article in the Oct. 18, 1954, B+C showing how the leading department store in the area, The Aug. W. Smith Co., had enjoyed improved sales after dropping much of its newspaper ad budget in favor of radio time. However, the newspapers carry logs of four tv stations whose signals enter the area.

The newspaper, over a page editorial signed by publisher Phil Buchheit, offered Feb. 1 to run the radio logs "free of charge" if each of the three stations (WSFA, WORD, WIAN) would broadcast "each hour a rundown of the programs coming up on each of the other two stations."

In turn, the three stations offered to pay for publication of their schedules in the two newspapers.

TWO NEW Red Cross recordings, promoting the annual drive for members and funds, starting March 1, are presented to John Cohan (r), president of KSBW-AM-TV Salinas, Calif., by Stanley Allyn (l), National Red Cross Fund Campaign chairman, and E. Roland Harriman, chairman of the Red Cross. Mr. Cohan is fund vice chairman for California and Nevada and heads the annual campaign in that area.

papers "but not until the Spartanburg Herald and Journal justify to us their rates with circulation." This offer was signed by W. Ennis Bray, WJAN; Paul von Hagel, WORD, and Roger Shafer, WSPA.

C a joint statement the stations listed comparable rates of other newspapers in the South Carolina area. This statement said the Herald and Journal had 39,617 circulation in a county with 150,349 population, charging $2.10 per inch. The Greenville News and Piedmont, with a rate of $2.75 per inch, deliver 98,218 newspapers in a county with 168,152, it was stated. The Spartanburg newspapers carry out-of-town tv station logs "as a public service" and this same public service is denied local radio schedules, according to the joint statement.

A Spartanburg weekly, Shoppers Guide & Textile Tribune, is carrying the local radio schedules free of charge.

KBTW (TV) Denver Sold To Mullins, Leu for $1 Million

SALE OF ABC-affiliated, ch. 9 KBTW (TV) Denver by W. D. Pyle and associates to Ty Denver Inc., principally owned by John C. Mullins, formerly the principal owner of KPHO-AM-TV Phoenix, and Nashville insurance broker Frank Leu for $900,000 plus the assumption of more than $100,000 in obligations, was announced last week. The sale is subject to the usual FCC approval.

Mr. Mullins said in announcing the purchase that he was negotiating for a second tv station and that he planned to acquire five. KPHO stations were sold to Meredith Pub. Co. for $1.5 million in 1952. At one time Mr. Mullins had an option to acquire 51% of KONA (TV) Honolulu. He has been active in the amusement park and real estate development business in Tulsa.

KBTW began operating Oct. 12, 1952—the second post-freeze tv station on the air. KFEL-TV Denver, on ch. 2, began in July of that year. KBTW is owned by a group of Colorado businessmen and is represented by Free & Peters Inc.

Present personnel of KBTW will be retained, Mr. Mullins said. Joseph Herold is manager. This is the second tv transfer in Denver. Last year Time Inc. bought CBS-affiliated KLZ-AM-FM-TV Denver for $3.5 million. The other Denver tv stations are KOA-TV, affiliated with NBC, and KFEL-TV, with DuMont.
WSYR-TV is Central New York's only maximum-power television station. WSYR Radio is the area's only low-frequency station operating day and night with five kilowatts of power.

Such clear superiority of facilities takes on important significance when you consider that the programming services of the WSYR Stations are produced by management personnel who have spent an average of 14½ years in the broadcasting business right here in Central New York.

It's that combination of topnotch facilities, plus topnotch local programming, plus the full NBC television and radio network services, that gives the WSYR Stations distinct leadership in one of the nation's important markets.
in the land where radio reigns

It won't be easy, even for Big Aggie Land (our alter ego) to count all the money in Big Aggie Land. For this vast and prosperous land is inhabited by more than 2½ million people with effective buying income of better than $2.8 billion annually.

MONEY, MONEY, MONEY, all over the place

The citizens of Big Aggie Land come by their money through agriculture and the great industries that derive from it. And WNAX-570, the Big Aggie Station, strides the length and breadth of Big Aggie Land telling them how to spend it. They listen, too, as our fabulous mail count proves year after year.*

So just remember this — whatever media you buy in other lands, there is only one low-cost, high-return way to sell the 670,000 families in the Great Upper Missouri Valley. WNAX-570.

*Ask your Katz man for data on that fabulous mail count.

WRCA-TV's New Sales Plan Allows Discounts on Breaks

DETAILS of a new WRCA-TV sales plan were announced last week by Jay Heitlin, sales manager, calling for an advertiser who purchases fourteen 10- or 20-second station break announcements during a Saturday through Sunday week to receive a 50% discount on those breaks in "d" or "e" time. The plan became effective yesterday (Sunday).

Called 'The 14-50 Plan," it applies essentially to station breaks prior to 5:59 p.m. daily and after 11:15 p.m. daily for one-minute participations in designated programs between 9 a.m. and 5:30 p.m. daily. All station breaks in all time classes may contribute to the total of 14, but the 50% discount will apply only to those in "d" or "e" time. Those in "a" or "b" time will receive only those discounts earned according to the current rate card (No. 14).

The plan also provides that if the advertiser employs at least one 10- or 20-second announcement on a seven-day-a-week basis in "d" and/or "e" time, he earns an additional 10% discount on 10- or 20-second announcements he may be running in "a" or "b" time. His total discount may never exceed 50%.

New Corporation Takes Over Operation of KOMO-TV

NEWLY-FORMED corporation, Fisher's Television Co., Feb. 1 took over operation of KOMO-TV Seattle, according to W. W. Warren, executive vice president and general manager of the new company.

Mr. Warren said that the new corporation was formed to include Theodore R. Gamble and C. Howard Lane as owners of one-third of the stock in Fisher's Television Co. Fisher's Blend Station Inc., owner-operator of KOMO, hold two-thirds interest. Mr. Warren continues as vice president-general manager of Fisher's Blend Station Inc.

KOMO-TV is a NBC-TV affiliate. No changes in policy or operating personnel are involved in either operation, it was stated.

WJR Sets Nighttime Rates Nearer to Network Charge

AN ADJUSTMENT in nighttime rates has been announced by WJR Detroit, effective Feb. 14, closing the gap between the rates charged for its facilities by CBS and those charged by the station on a local and national spot basis. The announcement coincides with WJR's renewal of its agreement with CBS.

The new structure establishes a single rate of $550 for all time periods with the exception of the 6 to 8 p.m. period Monday through Saturday, which has a premium time base rate of $750. Other adjustments made are: Monday through Friday, 8 to 11 p.m., $550; Sunday, 12 noon to 11 p.m., $550. Daytime rates remain unchanged: 7 a.m. to 6 p.m., Monday through Saturday, $550.

Freede-Miller Buys WBOY

WBOY Tarpon Springs, Fla., 5 kw daytimer on 1470 kc, has been sold to Freede-Miller Broadcasting Co., for $76,000 subject to FCC approval. Principals in the purchasing firm are Hal Freede, network program and Boston audio consultant, and J. McCarthy Miller, commercial manager of WSPB Sarasota, Fla. Paul H. Chapman, Atlanta broker, handled the sale.
To a new TV station that's caught in the middle

If the need for both good shows and low costs has got you coming and going, Studio Telescriptions are your answer to economical, top quality programming.

With the new combined* Studio Telescription Library, you have the country's leading musical artists featured in hundreds of short, gala production films. This unique library includes a complete programming service—scripts, program ideas, and background material—so that in just minutes you can build a variety of fine shows that will win audiences and sponsors for your station.

Studio Telescriptions are basic to profitable TV operation, yet their cost is only a small monthly fee. Find out today what they can do for you.

*Consisting of Studio Musi-Films and Snader Telescriptions

Put scores of top name artists on your regular staff

TERESA BREWER  LES BROWN  TONI ARDEN  BURL IVES  PEGGY LEE

STUDIO FILMS, INC.
380 MADISON AVENUE • NEW YORK 17, N. Y. • OXFORD 7-2590

IN CANADA: ALL-CANADA TELEVISION, 80 RICHMOND ST. WEST, TORONTO, ONT., EMPIRE 6-9236

February 14, 1955 • Page 83
KRCG (TV) Begins Operations, WFLA-TV, WLEX-TV Ready

KRCG (TV) Jefferson City, Mo., was scheduled to begin commercial programming yesterday (Sunday) as a primary, interconnected CBS affiliate. The ch. 13 station will be represented by Hoag-Blair Co. KRCG is located in the state capital, the first tv there, and is owned by Jefferson Television Co. Mrs. Frank G. Handy is president and general manager.

Reports from upcoming stations:

WFLA-TV Tampa, Fla., on test patterns for more than a week, has reported it will telemcast its first test program today (Monday). Start of commercial programming on a regular basis is expected before March 1. The ch. 8 station will be affiliated with NBC and represented by Blair TV Inc.

WLEX-TV Lexington, Ky., has announced it will commence commercial programming on or about March 1, depending on completion of the microwave relay from Louisville. WLEX-TV, on ch. 18, will be a basic NBC affiliate and also will affiliate with ABC and DuMont. The antenna is 1,773 feet above sea level which WLEX-TV claims is the highest in the state. E. L. Boyles is vice president and general manager.

WFIL-AM-TV Names Koehler To New Station Manager Post

GEORGE A. KOEHLER has been named to the newly-created post of station manager for WFIL-AM-TV Philadelphia, Roger W. Clipp, general manager of the station has announced. Mr. Koehler has been with WFIL since 1945. He has served in the news and special events department, as publicity director, director of advertising and promotion, radio sales manager, and for the past two years has been Mr. Clipp's executive assistant.

CBS-TV Spot Promotes Foley To Sales Promotion Director

JOHN DONALD FOLEY, director of CBS-owned television stations promotion service, has been appointed to a newly-created post, director of sales promotion for CBS Television Spot Sales.

Mr. Foley has been with CBS-TV promotion for the past year after having been promotion manager of WCBS New York from 1951 to 1954. Previously, he was associated with NBC Radio.

Mohler Named to CBS-TV Post

APPOINTMENT of Jack L. Mohler as director of sales development for CBS Television Spot Sales was announced last week by Clark George, general sales manager. Mr. Mohler moves to his new assignment from WOR New York where he was a sales executive.

Except for service with the U. S. Army, Mr. Mohler has been with WOR since 1943, first in promotion and research and later in sales.
Some people are born leaders

...like WCAU, Philadelphia

In 1954, more advertisers spent more money on WCAU-Radio than at any other time in the station's 32-year history.

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales
CBS TV Spot Names Two

APPOINTMENT of Lamont L. Thompson and Ted O'Connell as account executives of CBS Television Spot Sales, New York, was announced last week by Edward A. Larkin, eastern sales manager. Mr. Thompson moves to New York from the organization's Chicago office where he has been an account executive for 18 months. Mr. O'Connell was formerly an account executive at WBBM-TV Chicago.

Castelman to Free & Peters

GEORGE C. CASTELMAN, formerly manager of CBS Spot Sales sales development, has joined Free & Peters, as television account executive, according to Lloyd Griffin, vice president in charge of TV for the national representative firm.

MR. BAKER—

OF BREAD, BUNS, COOKIES AND CRACKERS—

If you sold just one loaf of your bread per week to the homes which listen to WGN each month during the day—that would mean 10,618,480 loaves! At 10¢ a loaf, that's $1,061,848 in sales in one month!

WGN reaches more homes than any other advertising medium in Chicago, and our Complete Market Saturation Plan has proven it can sell your products to these homes.

* Nielsen Coverage Service

A Clear Channel Station
Serving the Middle West

WGN

Chicago 11
Illinois

50,000 Watts

720
On Your Dial

Mr. Ewing

Mr. Howard

STATION PEOPLE

Max G. Falkenstien, WREN Topeka, Kan., appointed general manager; Gerald K. Barker promoted to assistant manager; Robert L. Richmond named program director; Fred L. Conger, business manager, resigns.

Jack Grant, local sales manager, KROW San Francisco, appointed general manager, KVSM San Mateo, Calif.

Oscar Huff Jr., program director, WTAC Flint, Mich., appointed assistant manager, in charge of all sales and programs.

Arnold Fort, formerly with WTTG (TV) Washington, to WKDA Nashville, as program director and assistant to vice president and general manager; Robert T. Anderson, manager of supervision and operations, WISE-TV Asheville, N. C., and Baye Hawkins to WKDA as account executives; Jack Hatcher, formerly with WABB Mobile, Ala., and Bill Morgan, country columnist, Downbeat magazine, to announcing staff.

William S. Ewing, sales manager, WAMS Wilmington, Del., to WTUX there as vice president and sales manager.

Stan Simpson, former manager, KFTG (TV) Tulare, Calif., appointed general manager, KONG Visalia, Calif.; Dick Scudder, formerly program manager, KCOK Tulare, to KONG in same capacity; Fred Allen Jr., former KCOK account executive, to KONG as sales director; Bob Lee, former KVVG news and sports director, to KONG in same capacity; Dale Weldon, former KCOK assistant manager, to station in same capacity.


J. Daniel O'Connell appointed promotion director, WPTR Albany, N. Y.

Frank Annand, announcing staff, WCHS Charleston, W. Va., appointed WCHS-TV production manager; Carl Osborne, WADC Akron, Ohio, and Bill Richards, program director, WGKV Charleston, to WCHS-TV announcing staff; Nilo Olin, photography director, WKNA-TV Charleston, to WCHS-TV as chief photographer.

Vic Grumper, WTTM Trenton, N. J., appointed director of public service; Howard J. Tedder appointed director of publicity and promotion.

Jack DeMello, KROW San Francisco, appointed local sales manager, succeeding Jack Grant, resigned; Charles W. Johnson, sales manager, to assistant general manager, promoted to assistant national sales manager.

William McCormick, regional sales manager, WOR-AM-TV New York, promoted to WOR assistant sales manager; Robert J. Kolb, WOR account executive, promoted to WOR-AM-TV regional sales manager.

Merle Forland, former radio sales manager, WPBC Minneapolis, named general manager of WPBC Stamps, merchandising subsidiary, and to WPBC advertising executive board; Jack I. Moore appointed WPBC sales promotion manager and to advertising executive board; D. Mylo Beam, WPBC sales and advertising manager, named to advertising executive board.

Ernest Lees appointed acting supervisor of news, WP7Z (TV) Philadelphia, succeeding Dick McCutchen, news director, resigned.

Raymond J. Shea, formerly tv technician, 135th Video Production Squadron, U. S. Air Force,
IT TAKES TIME
TO SHIFT THE SANDS
IN AN HOURGLASS...
...and it takes time to make a good recording disc

Not the speed-up...but the slow-down...is the tempo of production in PRESTO's Recording Disc Division. PRESTO's engineers insist on time-consuming operations for the best reason in the world...it's the only way to make the best recording discs in the world!

Surprisingly, PRESTO superior quality discs are competitively priced...offer far more value for the money. See for yourself!

PRESTO Green • Orange • Brown and White label discs are used throughout the world wherever fine recording is done

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N.Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard St., Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
to engineering staff, WICS (TV) Springfield, Ill.

Ken A. Weaver, former salesman, WCPO Cincinnati, to WCKY there as account executive.

Martin Polins, account executive, World Broadcasting System, N. Y., to WOR-TV there in same capacity.

Tom Hawley, account executive, CBS Radio, to WATV (TV) Newark, in same capacity.

Richard L. Beesemyer, account executive, KHF-TV Hollywood, to KNXT (TV) there in same capacity.

Bob Whately, promotion director, KPOJ Portland Ore., to national advertising dept., KOIN there.

Bernard Covit to sales staff, WATV (TV) Newark, N. J.

Wayne L. King, formerly with WMIN Minneapolis-St. Paul, to radio sales staff, KSTP there; Byron Anderson, KSTP radio sales staff, transfers to KSTP-TV as account executive.

Royal E. Penny, formerly with WPTF Raleigh, N. C., to sales dept., KGMB Honolulu; Kay Yee, traffic dept., and Lorraine Miller, copy dept., resign.

Murray Karmiller, on-the-air promotion writer, WCBS New York, transfers to WCBS-TV in same capacity.

Harin Morsch, society reporter, DeKalb (Ill.) Chronicle, to WLKB there as home economist.

John Lanzieri to art staff, WJAR-TV Providence.

Jack Rowzie, disc m.c., WWDC Washington, recipient of $500, Mercury Records contract to record "Why Do I Love You" poem to "Melody of Love" music and gold record plaque as winner of nationwide radio personality contest; Russ Norman, KING Seattle, and Robin Seymore, WKMH Dearborn, Mich., recipients of $200 each in tie for second; Arty Kay, WLKV Lexington, Ky., recipient of $100 for third place.

Del Donahoo, special events reporter, WHO-AM-TV Des Moines, currently on 38-day tour of Egypt, Holy Land, Italy, France and other countries, covering trip for stations.

W. O. Pape, owner, WALA-AM-TV Mobile, Ala., named director, newly-formed Citizens Bank, same city.

Jimmy Kilgo, personality, WIST Charlotte, N. C., featured in March issue, Tv-Radio Mirror.

Cal Jones, executive producer, WPTZ (TV) Philadelphia, elected vice president, Penn-Ryn, Pa., FTA.

Alan Freed, Jack Lacy and Brad Phillips, disc m.c.'s, WINS New York, among top five in New York metropolitan area teenage survey poll.

Hank Weaver, newscaster, KABC-TV Los Angeles, named first president, newly-formed "Boxing For Youth" charity designed to combat juvenile delinquency.

Marcellus M. Murdock, publisher, Wichita Eagle (KFH-AM-FM), scored highest mark ever recorded in radio navigation section of Civil Aeronautics Administration on instrument rating examination.

Barney Keep, disc m.c., KEX Portland, Ore., named annual "Banquet of Champions" of Oregon Sportscasters & Sportswriters Feb. 10 in Portland.

The Midwesterners, square-dance group, WLW-TV Cincinnati, to Hollywood March 1-6 to appear in Universal-International movie tentatively titled "Second Greatest Sex."

Reginald P. Merridew, director of operations, WGAR Cleveland, elected to board of trustees, Cuyahoga County Library; Charles R. Day, news director, elected to program committee, Cleveland Y.M.C.A.


James F. Murray, manager, KQV Pittsburgh, elected to board of directors, Golden Triangle Assn., businessman group to promote shopping in downtown Pittsburgh.

Carl Glade, account executive, WTVN Columbus, Ohio, appointed chairman, National Adv. Week committee, Adv. Club of Columbus.

Jim Farr, announcer and account executive, KSTV Stephenville, Tex., elected president for 1955, Stephenville Kiwanis Club.

Gordon Davis, program manager, KYW Philadelphia, named to head radio-tv committee in Phila. Junior Chamber of Commerce drive against sales of "horror" comic books.

Joseph Gillespie, station relations director, WSIV (TV) Elkhart, Ind., appointed special

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IT'S "WINDY" IN CHICAGO, TOO!

Yes, WINDY's just as welcome as could be on Michigan Avenue! And this popularity is his just due—because as WINDY says, "Time buyers from far and near, now know—KTVH is the advertiser's delight."

Let successful folks lead the way and KTVH will reach more people per TV dollar—for you!

Covers Central Kansas

---

KTVH
HUTCHINSON

VHF 240,000 WATTS

CBS BASIC—DUMONT

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.
Ford Pyle

HE'S HAPPY THE WAY THINGS HAPPENED

"I've heard it said that in this country everybody has a chance to become President.

"Me, I don't think I'll make it. I retired last December after 36 years on the job. Started with Union Oil as a rooustabout back in 1918. Had no real training, mind you. Just a feeling for machinery I'd picked up on my Dad's ranch. So I shoveled - 9 hours a day, 6 days a week. Made $24.

"I ended up a Senior Mechanic in charge of Union Oil's Rosecrans Plant - working 8 hours a day, 5 days a week, and getting lots more done. Making over 5 times more, too.

"Put my two boys through college. Got my house all paid for and a tidy sum set aside. And Union Oil's giving me 70% pay long as I live.

"President? Nope, not Ford Pyle. But that's not important. The big thing is I'm plenty happy just the way things happened. After all, where else but in this country could I get so much back just for doing the job well?"

Ford Pyle's hard work is the first reason for his success, obviously. But better tools did help.

And in the 36 years since Ford joined Union Oil, our investment in tools has increased from $17,000 to $77,000 per worker. That's why he was able to produce more in less time and make more money.

Because America's free competitive economy forces better tools and new techniques every year, people like Ford Pyle — people like you — enjoy a constantly improving standard of living.

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California
NBC PROMOTES McAVITY, FOUR OTHERS

McAvity elected vice president in charge of the NBC Television Network. Pinkham replaces him as vice president of tv network programs. Rettig elected vice president of tv network services. Others promoted: Werner and Sargent.

ELECTION of Thomas A. McAvity as vice president in charge of the NBC Television Network was announced last week by Sylvester L. Weaver Jr., NBC president. He was promoted from vice president of television network programs and in his new assignment will report to Robert W. Samoff, executive vice president of NBC.

Four other promotions were also announced by Mr. Weaver. Richard A. R. Pinkham replaces Mr. McAvity as vice president of tv network programs; Earl Rettig has been named vice president in charge of tv network services, and Mort Werner and William V. Sargent are now director of programming and director of television network business affairs, respectively.

Mr. McAvity first joined the network in 1929 as a producer. He left in 1932 and for several years supervised production of radio programs as head of the radio department for Lord & Thomas, later going into freelance production and packaging. In 1951 he returned to NBC as director of talent and program procurement for tv and was appointed national program director in 1952. In 1954 he was elected a vice president.

Mr. Pinkham, who succeeds Mr. McAvity, joined NBC in 1951 as manager of planning. He was later named executive producer of Today and last fall was promoted to vice president of participating programs.

Mr. Rettig, now vice president in charge of tv network services, was promoted from his assignment as vice president in charge of production and business affairs. He has held the latter position since February 1954. Mr. Rettig came to the network in 1950 after more than 20 years in the broadcasting and motion picture industries.

In 1951, Mr. Werner came to NBC as a producer on Today. At the time of his promotion, he was executive producer on Today, Home and Tonight. Mr. Sargent has been with the network since 1949. In 1953 he was appointed manager of business affairs for the television network, the position he held until now.

Intermountain Network Adds Seven Radio Outlets

ADDITION of seven new Colorado and Wyoming radio stations to the Intermountain Network has been announced by Jack Paige, Intermountain executive vice president, from the network's home office at Salt Lake City.

KOWB Laramie, Wyo., became the 45th affiliate of the Intermountain Network Jan. 1, Mr. Paige announced, and six Colorado stations have been incorporated as part of Intermountain as the Colorado State Network. The Colorado stations: KLMR Lamar; KIUP Durango; KVRH Salida; KGW Alamosa; KLVC Leadville, and KEKX Grand Junction.

Mr. Paige also said that newly-authorized KOLR Sterling, Colo., will be added to the Colorado group when it is in operation.

NBC's Denning to Talent Post

APPOINTMENT of James E. Denning, senior attorney in NBC's legal department, as manager of talent and program contract operations was announced last week by Gustav B. Margraf, NBC vice president for talent. Mr. Denning joined NBC in 1951 after serving as director of industrial relations with RCA Communications Inc. He was with the law firm of Townley, Updike & Carter, New York, from 1939-44, and was secretary and general counsel for Press Wireless Inc. and affiliated companies from 1944-47.
ANDREW...

your complete source for
broadcast antenna equipment

The oldest in the field—still a pioneer—designing, engineering and producing a complete broadcast antenna equipment line for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced and complete line available today.

For complete electrical and mechanical specifications on rigid, semi-flexible and flexible transmission lines, tuning, phasing and tower lighting equipment, write us today.

Andrew Corporation
363 East 75th Street - Chicago 19
WELCOME is extended to Edwin R. Borroff (r) on the occasion of his new association with NBC Central Div. radio network sales as an account executive [B*T, Feb. 7] by George Diefenderfer, manager of the department. Mr. Borroff was associated with NBC back in 1929.

Five ABC-TV Outlets Increase to 316 Kw

WBKB (TV) Chicago, along with four other ABC-TV outlets, last week started operation with full 316 kw power. The WBKB power boost involved purchase and installation cost of about $250,000.

WBKB increased its signal from 200 kw to 316 along with WABC-TV New York, WXYZ-TV Detroit, KABC-TV Los Angeles, and KGO-TV San Francisco. ABC-TV, which claimed to be the first network in the country to provide “super power” for its owned stations, reported an investment of about $2 million on a program designed to provide better and wider tv service to its national audience.

WBKB claimed an enlarged fringe area (Class C) extending 80 miles, new Grade A to a radius of 9 miles and Grade B with an outer edge of 56 miles. The station completed installation of a new 50 kw transmitter a fortnight ago.

Vallee Replaces Bergen

NEW CBS Radio series, starring Rudy Vallee as host and moderator, will start Feb. 27, with Mr. Vallee replacing Edgar Bergen, who leaves the series to concentrate on his tv plans for the fall when he expects to introduce new comedy characters.

As host-moderator on the series, Mr. Vallee will interview celebrities from the entertainment world with particular emphasis on music. Sponsor of the 9-10 p.m. program will be Kraft Food Co., which currently presents Edgar Bergen Show with Charlie McCarthy.

Pinch-Hitting Executive

LESTER GOTTLEIB will produce this Wednesday’s Arthur Godfrey and His Friends on CBS-TV while Mr. Godfrey is on a week’s vacation. Network spokesmen made plain, however, that this in no way affects Mr. Gottlieb’s status as vice president in charge of network programs for CBS Radio. The morning show, Arthur Godfrey Time, will be taken over during Mr. Godfrey’s absence by Peter Lind Hayes.

Dry Buys Network Time To Urge Liquor Ad Ban

ONCE again, one of the U. S. most vocal prohibitionists—Dr. Sam Morris, lecturer, radio speaker, Baptist minister and president of an insurance firm which writes auto insurance for non-drinkers only—was to have spoken on a nationwide hookup on the evils of drink. Dr. Morris was to have made his broadcast yesterday (Sunday, 5-5:25 p.m. EST). He made his network debut last fall on some 70 NBC radio stations [B*T, Oct. 18, 1954].

Dr. Morris’ advertising and the superintendence of the program would speak on “Five Reasons Why Liquor Advertising Should Be Outlawed.”

ABC Radio, which had referred to Dr. Morris’ program as being in the controversial classification in orders to stations, reported only that the speaker would discuss “Prohibition.”

As of late last week, it was expected that as many as 200 radio stations would accept the broadcast by Dr. Morris which was on a live-only basis (as opposed to delayed broadcast). Originally, Dr. Morris had ordered 350 stations to carry his broadcast. As of last Tuesday, station clearances totaled 161, but the total was expected to go much higher. There were no indications that any stations had refused outright to carry the program.

A memorandum circulated by the Preferred Risk Mutual Insurance Co., Des Moines, which Dr. Morris operates, claimed that the speaker was “personally purchasing” the time on any and all stations carrying the broadcast in 36 states. The insurance firm, itself, was buying the time in 12 states in which it operates through local agents. The letter invited contributions for the time purchase from listeners. The time was placed through McDonald Advertising, Des Moines.

Joan Davis, Bob Hope Plan T.V. Layoffs, Cite Fatigue

TWO NBC-TV stars have announced their television retirements because they are “tired.” Joan Davis, desirous of a rest, by “mutual agreement” will make no more I Married Joan films for General Electric after having completed 98 half-hour episodes in the three years.

Bob Hope has announced plans to retire from tv for a one-year period, according to his agent, James Sapier. The comedian, whose contract with General Electric is for a year to year basis, cited fatigue, declared he is in “great health,” but desires to make occasional tv guest appearances and independent motion pictures for his own company. His retirement reportedly will not curtail his radio activity.

Final film of the I Married Joan series will be telecast April 6. GE plans for filling that 8-9:30 p.m. EST, Wednesday time slot are yet to be announced.

WORZ Signs With Mutual

AFFILIATION contract with MBS has been signed by WORZ Orlando, Fla., Naomi T. Murrell, president of Central Florida Broadcasting Co., announced last week. The station has been carrying NBC programs. The addition of MBS is part of a program extension plan to bring listeners a varied service. WORZ presently is celebrating its eighth anniversary.
Bigger CAKES for longer COILS

COPPER CAKES HAVE PUT ON WEIGHT

at the Raritan Copper Works of International Smelting and Refining Company, a subsidiary of Anaconda. Heretofore, the maximum weight was 840 pounds. But now, with the recent completion of a new casting plant, parallel-sided copper cakes ranging in weight from 1,800 to 3,000 pounds are regularly produced on the casting wheel illustrated above.

This means that The American Brass Company, an Anaconda fabricating subsidiary, is able to supply its customers with larger and heavier copper plates; also with longer unjointed coils of strip copper in very thin gages. These longer coils, in demand by industry, enable users to operate their machines more economically — with fewer interruptions.

This new casting plant, the largest of its kind, is another example of Anaconda’s continuing program to meet industry’s evermore exacting requirements for copper and copper alloy products.

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Canyon Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company
ABC's WBKB (TV), NBC Shows in Legal Snarl

Chicago man, described as Capone's paymaster, seeks to prevent station using his biography, while convicted murderer sues for using a story about him.

RIGHT of privacy—a question which has been mostly academic in television law—was raised in two instances last week.

Jack Guzik, more commonly known as Jake (Greasy Thumb) Guzik, who was described by the 1951 Kefauver Committee as paymaster of the old Capone gang, asked the FCC to forbid WBKB (TV) Chicago from telecasting a series of "biographies" of six Ili- noisans compiled by the Chicago Crime Commission. Mr. Guzik said he understood he was to be the subject of one of the programs and that it will be "directed solely to a false and malicious demonstration that said victims are 'gangsters' and criminals."

Mr. Guzik also asked the Chicago Federal District Court to issue an injunction against ABC to stop the proposed telecast. He claimed the program would subject him to defamation.

Motion for summary judgment in a $500,000 suit against NBC was heard by U. S. District Judge Raymond B. Keech in Washington beginning Thursday. Suing is Charles Bern- stein, pardoned Washington convict, convicted in the mid-30s of murder.

Mr. Guzik said the proposed WBKB "crime" programs—which he said were scheduled to begin Feb. 16—"will purport to delve into the intimate personal, family and business affairs of Mr. Guzik and [that] the format will embrace hearsay, rumor, gossip, falsehood and coarse and malicious distortions." Mr. Guzik said he is "not a criminal, not charged with a crime, not a figure in the world of entertainment or sport, not a candidate for public office and not a public figure."

If the program is telecast, he said, he will be exposed to public abuse, hatred, contempt and ridicule and financial injury.

He asked the FCC to (1) inspect the material, (2) issue a cease and desist order enjoining the station and ABC-TV from carrying the programs and (3) issue a show cause order why WBKB's license should not be revoked.

In Chicago, Sterling C. Quinlan, ABC vice president in charge of WBKB, said his station and the network "are not going to alter any programming plans on behalf of Guzik. We stand firm on our commitment with the Chicago Crime Commission."

No firm date has been set for the proposed series of telecasts which would deal with six Illinois citizens on the basis of data compiled by the Crime Commission. Virgil Peterson, managing director of the Crime Commission, noted that no program format has been worked out. He added:

"Unless Mr. Guzik is assuming that he would be a natural subject for treatment in a series about Chicago gangsters, how can we know in advance that his record will come up?"

Mr. Peterson added that while the series has been discussed with ABC-TV for some time, there is no material for the FCC to examine.

The Crime Commission series originally was slated to debut Feb. 16 but the time was purchased for a Junior Achievement tv series.

The suit against NBC began with a showing of the 1952 kinescope of one of the Big Story programs. This, Mr. Bernstein alleged, was his story, although the names used were fictitious. The story was sold by Martha Strayer, then of the Washington Daily News, who covered the conviction and subsequent pardon. Mr. Bernstein charged that this was an invasion of his privacy—he claimed that since 1940 his past has been unknown to his neighbors, friends and working fellows—and that he has suffered mental and other harm.

Suit for damages has been filed in 30 states—every state in which the telecast was shown. It is understood to be the first clear-cut privacy suit involving television. Also significant is this, is whether the use of fictitious names absolves the producers of liability for defamation.

Mr. Bernstein is represented by Harry Warner, Washington radio attorney.

ABC-TV Promotes Knox

APPOINTMENT of James H. Knox as manager of ABC-TV sales service dept. at the network's Chicago office was announced Wednes- day by Gerald Vernon, director of the ABC Television network Central Div. Mr. Knox will retain his present duties as division tv program and production coordinator. He joined ABC last fall after Marine Corps service and previously was a radio producer.

ABC to Drop Tv Portion Of Don McNeill Program

ABC last week officially notified Don McNeill Enterprises and the network's Central Div. it will drop the televised version of Breakfast Club on some 64 stations effective Feb. 25. The show will continue on the radio network.

The program, which debuted as a simulcast a year ago after a score of years as a successful radio series, has admittedly encountered difficulty in obtaining sponsors for the tv portion. Quaker Oats was the last sponsor to drop out. Total cost of a quarter-hour segment across the board on tv was pegged at about $10,300 for 13 weeks.

In connection with the ABC announcement, Mr. McNeill, m.c. of the early morning show, claimed that studio audiences, fan mail and
Special TV Tower
designed by BLAW-KNOX
houses automatic elevator

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower... in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower... 14 feet on each side, 1063 feet high and weighing 265 tons... with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you... to meet your specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA
1954 TV Set Sales Top Seven Million

RETMA reports that nearly a million more sets were sold in 1954 than in 1953 thus setting a new all-time record in this department.

SALES of tv sets at retail level totaled 7,317,034 last year, setting a new record and far surpassing the 6,370,571 sets sold in 1953, according to Radio-Electronics-Tv Mfrs. Assn.

Retail radio sales, not including auto sets, totaled 6,430,743 sets compared to 7,031,293 in 1953. These included home, clock and portable models. Another 4.1 million auto sets were manufactured during the year but RETMA has no retail data since most of the production moves direct to auto factories.

RETMAd found 1,093,702 tv sets were sold at retail in December compared to 779,105 in November and 774,836 the year before. Retail radio sales in December totaled 1,158,588 sets compared to 669,166 in November and 1,456,008 in December 1953.

Cathode ray tube manufacturers sold 9,913-504 picture tubes last year compared to 9,839-138 in 1953. December sales totaled 1,009,398 tubes compared to 1,157,866 in November and 644,287 in December 1953.

Receiving tube sales totaled 385,089,458 units in 1954 compared to 437,091,555 in 1953.

Toney Predicts 1.5 Million Portable Radio Sales in '55

PREDICTION that the sale of portable radios would reach 1.5 million this year was made last week by James M. Toney, general manager, RCA Victor Radio and "Victrola" Div. Mr. Toney said: "We have designed the 1955 RCA Victor portable to provide our distributors and dealers with what we firmly expect to be the industry's hottest-selling merchandise."

Highlighting the new RCA line are seven all-portable radios packaged in non-breakable cases. The cases are insured against breakage for five years. Suggested list prices for the new portable ranges from $24.95 to $49.95, Mr. Toney said.

Tv Travail

KUTV (TV) Salt Lake City (ch. 2) reportedly installed a 25-kw visual Dumont transmitter in 7½ hours during a blizzard on top of the transmitter site on "Pix Peak" in Oquirrh Mountains. Equipment shipment was made during bad driving conditions with a bulldozer preceding a truck traveling up the mountain. According to reports on the return trip, the truck skidded off a cliff and dropped 600 ft. The truck driver, who was thrown clear, is recovering.

Curtiss-Wright Announces New Industrial Tv System

A SIMPLE, compact, high-fidelity industrial tv system, employing a picture tube which its sponsors say can be produced at about 15% of the cost of those now used in studio tv equipment, was shown last fortnight by Curtiss-Wright Corp., Woodridge, N. J., in New York's Hotel Biltmore.

C-W reported that the resistron tube not only is relatively insensitive to high temperatures but also has great clarity of detail and is small enough that standard lenses for 35mm cameras can be used. It also has longer service life, spokesmen claimed.

RCA Announces Kinescope

PRODUCTION of a new RCA five-inch projection kinescope which produces black-and-white tv pictures up to 8x8 ft. when used with a suitable reflective optical system was announced last week by RCA's Tube Division. The kinescope, designated RCA-SAZP4, is intended mainly for closed-circuit-type of large-screen tv projectors employed in demonstrations, training and educational applications.

An aluminized white fluorescent screen with color stability under varying conditions of screen current and a maximum operating ulterior voltage of 40,000 volts contribute to the brightness of the projected pictures.

Elgin Buys Microphone Co.

PURCHASE of American Microphone Co. (microphones, other communications products), Pasadena, for an undisclosed sum was announced last Monday by the Elgin National Watch Co., Elgin, Ill. The newly-acquired company will operate as a division of Elgin-Necromatic Inc. The purchase was part of Elgin's product diversification program launched in 1953. Elgin manufactures Elgin and Wadsworth watches, Hadley watch bands and precision instruments.

GPL Plans Ire Exhibits

FEATURES of the General Precision Labs exhibit at the 1955 Institute of Radio Engineers show March 21-24 will be a television pictures system for groups of as many as 300 persons in addition to a new type of industrial tv camera chain. The showing will be held at the Kingsbridge Armory, New York City.

The new GPL system known as Model PB-610j projects a picture up to 9 x 12 feet. First models were used for closed circuit showings by General Motors in marking the production of its 50 millionth automobile. The new tv camera chain consists of a 5-pound camera and a 26-pound case containing power supply and controls. The monitor can be any standard tv receiver.

Retail radio sales, not including auto sets, totaled 6,430,743 sets compared to 7,031,293 in 1953.
Radio's Charles Pannill Dies,
Was First Licensed Operator

CHARLES JACKSON PANNILL, 75, former president of Radiomarine Corp. of America and of RCA Institutes Inc., died last Monday in New York.

Mr. Pannill held the first Certificate of Skill in Radio Communications and the first radio operator's license ever issued by the U. S. government. He was awarded his license in 1912. In association with Professor Reginald A. Fessenden, Mr. Pannill conducted the first demonstration of long-range radiotelephony from Brant Rock, Mass., in 1906, proving that wireless could carry the spoken word.

Mr. Pannill gained much of his communications experience in the U. S. Navy during the Spanish-American War and World War I. He joined Marconi Wireless Telegraph Co. of America in 1912, serving until 1914 when he rejoined the U. S. Navy. He later became assistant to the director of Naval Communications.

In 1919, Mr. Pannill returned to commercial radio. He became affiliated with Radiomarine Corp. in 1928 as vice president and general manager. He was president of the company from 1935 until his retirement in 1947. He also served as president of RCA Institutes from 1932 to 1947.

He is survived by his wife, the former Ethel McMaster Worrell.

Studio TV Products Corp.
Uses New Selling Technique

NEW TECHNIQUE in the merchandising of heavy tv equipment, underway since last August, was announced a fortnight ago by John Newton, eastern representative of Studio Television Products Sales Corp., New York.

The firm currently is making visits to stations throughout the East to provide "in studio" demonstrations of its equipment, in what the firm believes is the first time that "heavy" accessories, e.g., camera dollies and mike booms, have been merchandised in this manner.

Studio TV Products carries by station wagon four varieties of camera pedestals, a mike hanger and tripod, swivel viewfinder hood, cam balance pan head, "oversize" kine recorder magazine, a three-speed turntable and Studio Zoom lens for actual use and evaluation by station engineers.

The success of the campaign has been indicated in a doubling of sales volume in the fourth quarter of 1954, according to Mr. Newton.

RCA LP Record Sales Up

WHEN THE PRICE came down, sales went up on classical LP records of the RCA Victor Record Division. Emanuel Sacks, vice president and general manager of the division, has announced that since the price reduction of the company's records went into effect early in 1955, sales have increased 100%. Mr. Sacks said that the firm anticipates even greater sales increases "as a result of our recently-launched national advertising campaign which is built around the theme that Victor now is offering the world's greatest music at the lowest prices in history."

MANUFACTURING PEOPLE


Richard P. Matthews, formerly with RCA Victor, Camden, N. J., appointed director of sales and engineering, Andrew Antenna Corp. Ltd., Whitby, Ont.

Leonard J. Cordt, appointed manager of contract administration, government and industrial operations, CBS-Columbia, Long Island City, N. Y.

Joseph Rice and William Lipson appointed assistant chief engineer and coordinating engineer, respectively, Mark Simpson Mfg. Co., Long Island City, N. Y.

John Lafferty appointed Midwest district sales representative, Zenith Radio Corp., Chicago.


William D. Feuston, formerly financial and general news reporter, New York Times, and Donald G. Robertson, former educational program lecturing supervisor, Atomic Energy Commission, Washington, to information dept., RCA, N. Y.

Gilbert Hoffman, comptroller, N. Y. factory distributing branch, CBS-Columbia, Long Island City, N. Y., appointed comptroller, branch distributing operations.

Watkins Davis, formerly with Scranton Radio & TV Supply Co., Scranton, Pa., to distributor sales div., W. Bert Knight Co. (radio-tv electronics distributors), L. A.

"Those KRIZ Phoenix personalities make me feel so—dangerous!"
Requests Canadian Copyright Changes

The Musical Protective Society of Canada, in brief filed with the Royal Commission on Copyright, asks changes in levying copyright and performing rights fees as well as to alter the copyright term.

Changes in the methods of levying copyright and performing rights fees for music, and changes in the term of copyright were advanced by the Musical Protective Society of Canada today (Monday) in a brief presented before the Royal Commission on Copyright at Ottawa. Included in the membership of the Musical Protective Society is the Canadian Assn. of Radio & Television Broadcasters, one of the major users of music in Canada.

In presenting its brief the society outlined the history of copyright and performing rights fees collecting in Canada, with special emphasis on the increases levied in recent years and the rights given by the Canadian Copyright Appeal Board for music performing rights societies to inspect books of music users to assess correct payment of performing rights fees.

The society proposed to the Royal Commission that a method be devised whereby the copyright and performing rights societies receive their fees from the music publishers and recording companies, rather than from the music users. Recording companies now pay the copyright owners through their societies for each playing surface of a recording. Music users, the society pointed out, have become promoters of copyright music, boosting the sales of recordings and sheet music.

An Alternate Method

The society proposed as an alternative method of collecting fees that the term of the copyright be changed to the 25-year period under UNESCO, or to coincide with the term of copyright in the United States, or the term of a patent in Canada.

The MPSC brief asked: that identification by publishers or manufacturers as to ownership of performing rights be clearly marked on sheet music and records; that performing rights should be allowed after such mandatory marking of music and the registration of the works in question with the Canadian Secretary of State; that a new copyright board be established to include members of the judiciary not associated with copyright litigation, as well as representatives of the copyright owners and music users; that changes be made in the present tariff requirements for performing rights; that the copyright societies (Composers, Authors & Publishers Assn. of Canada and Broadcast Music Inc. of Canada Ltd.) be required to...

A NEW ADDRESS

For a Most Important Service

The S. JAY REINER CO., INC.
(formerly The Schepp-Reiner Co., Inc.)
an established nation-wide merchandising and consultation service furnishing prizes to advertising agencies and Television and Radio Stations for GIVE-AWAY PROGRAMS & CONTESTS

The S. JAY REINER CO. INC.
Garden City, N. Y. 5-5300
publish actual distribution of monies collected in Canada and that income tax be deducted on all payments sent outside Canada; that fees be set for a basic two-year period, and that the board be required to give reasons for its orders in varying the fees from time to time.

One of the major points made by the Musical Protective Society of Canada was that neither of the music copyright societies had furthered greatly the development of Canadian music, and that most of the money collected for fees went out of the country. The society also pointed out that at no hearings before the Canadian Copyright Appeal Board had copyright owners of music appeared in person, nor had the copyright societies been required to show why their fees should be upped.

In an appendix to the brief the society showed the increase in record sales over the years from 1938 to 1953, from one million to over ten million. It was pointed out that at no hearings before the Canadian Copyright Appeal Board had copyright owners of music appeared in person, nor had the copyright societies been required to show why their fees should be upped.

COMMERCIAL TV FORESEEN FOR FRANCE: BLONDEAU

Partner in French radio-tv program production firm thinks commercial outlets around France beaming their shows into the country will force France to change its policy.

ADVENT of commercial television in the nearby Saar, Luxembourg and Monte Carlo areas may "pressure" France into adopting commercial television within the next five years.

This opinion was voiced by Jean Paul Blondeau, partner in the radio and television production firm of Jean Paul Blondeau-Jean Jacques Vital, Paris, in an interview with RFT in New York. Mr. Blondeau said his estimate of the commercial tv timetable was "conservative," pointing out that the three tv operations of France will blanket most of the country with commercial television within the next six to eight months.

Mr. Blondeau reported that the Telesaar operation began on Feb. 1 and is expected to penetrate central and northeastern France for an area up to 150 miles including Paris and Lyons. Radio-Television Luxembourg, he said, is scheduled to go on the air in March and will saturate the northern part of the country with commercial tv. The Monte Carlo operation, which will cover the southern part of France, is reported to be in the development stages but probably will be launched before the end of the year.

"It does not sound reasonable to me," Mr. Blondeau said, "that France can resist commercial television once the entire country is covered by commercial tv from the outside."

Mr. Blondeau's company is among the largest radio and tv program producers in France, and is said to be the only firm that has sold a foreign property to a U. S. sponsor (Dollar a Second to Mogen David Wine, ABC-TV). The company supplies more than 40 programs to Radio Luxembourg, Radio Monte Carlo and Radio Andorre, which are carried commercially in France, as well as tv programs to the government-owned operation in France.

Though France itself, since 1945, has not had commercial radio, the nation is covered by the outside radio interests. Among the U. S. sponsors of commercial radio are Coca-Cola, Esso, Palmolive, Colgate, Schenley, Ford and Studebaker.

Mr. Blondeau estimated there are about a half-million tv sets in France today and said that the number of receivers, within the next 12 months, will "increase considerably" because of the availability of commercial programming from outside tv interests. It was because of these circumstances, Mr. Blondeau said, that he was on an extended visit in New York, conferring with network and agency officials on the possibility of procuring rights to American tv shows. Mr. Blondeau said he already has rights to such programs as What's My Line? and Beat the Clock and he was negotiating for Today, Home and Tonight, among others.

COMMONS HEARS NABET STRIKE PLAN

Revenue minister, responsible for the CBC in Parliament, assures that every effort will be made to keep some national service should threatened Feb. 16 strike take place.

DECISIVE strike vote on Feb. 3 by 770 technical employees of the Canadian Broadcasting Corp. in 20 centers across Canada had its echoes in the Canadian House of Commons at Ottawa, Revenue Minister J. J. McCann, responsible for the CBC in the Canadian Parliament, said that all would be done to keep some national service in operation in case the threatened strike took place on February 16 by the employee members of the National Assn. of Broadcast Employees & Technicians.

New meetings between NABET and CBC executives were called for early last week to try and settle the wage negotiations. NABET has been demanding pay commensurate with network employees on U. S. networks. Wages under present NABET contract with CBC start at $44.25 a week to $96.40 a week for top technicians. NABET asked increases from a starting wage of $53.77 to a maximum of $161.54.

In recommendations for higher wage rates, made to Canadian Labor Minister M. Gregg, NABET representatives pointed out that CBC claimed it paid wages commensurate with those paid on privately-owned radio stations. These were termed "pitless" by NABET representatives, which said Ontario independent privately-owned stations last year paid transmitter operators an average $109 a month, studio operators $129.28, announcers $137.36, announcer-operators $181.80 and chief announcers $250.48 a month.

NABET recommended to the labor minister...
E D U C A T I O N

Minnesota Completes Radio-TV News Course

U. OF MINNESOTA School of Journalism has completed its Ninth Annual Radio-TV News Short Course which included talks by distinguished newsmen and educators and was attended by over 100 people, the school has reported.

Eric Sevareid, CBS commentator, discussed presidential news conferences and warned that care must be taken in judging film released for use because it is liable to White House censorship. Mr. Sevareid, an alumnus of Minnesota U., was presented with his alma mater's Achievement Award by the president of the university.

Jim Bormann, WCCO Minneapolis news director, called the group's attention to the hardening opinion by judges and lawyers that curbs be put on radio and tv. He noted, however, that newsmen are becoming more aware that concerted action is needed to make successful the fight for free access to information.

Mayo Simon, producer of the Soap Box educational, educational KETC (TV) St. Louis, and Martin Quigley, former acting manager of the station, related their experiences with educational programming and suggested greater use of panel shows as a means toward its improvement.

Expressing their various views of the news industry to the group were:

John Scott, assistant to the publisher of Time; Mitchell V. Charnley, Minnesota U. professor of journalism; George Brooks, news director, KSUM Fairmont, Minn.; Harry Reasoner, KEYD-TV Minneapolis, and Tres Goetting, Campbell-Mithun Adv. agency, Minneapolis.

WELM Sets Up Scholarship For Elmira College Students

WELM Elmira, N. Y., in conjunction with Dr. Joseph Golden of the Elmira College Dept. of Speech, has set up a $100 per semester award-scholarship for a student enrolled in the radio training course at that women's college.

In making the announcement, Phil Cameron, WELM vice president of broadcasts, said the purpose of the award was to encourage the study of radio techniques and also provide on-the-job training.

As part of the radio course, the class will visit the station and study various radio jobs with the people who perform them. Additionally, students will be required to work at the...
station and complete at least one project in each of the following departments: 1) air work; 2) program department; 3) sales department; and 4) general office. Awards will be determined by the management of WELM and will be made in the form of future tuition payments, except to graduating seniors, who will receive $100 cash.

Long Island U. Scholarship
A FULL-TUITION scholarship, the George Polk journalism scholarship, will be offered this year by Long Island U.'s Dept. of Journalism to a young man or woman currently employed on a radio or television station or newspaper. The scholarship will be granted to a person who has had not more than one year of college, and will be made on the basis of the applicant's high school or college academic record, recommendation of his present employer and personal interview by a faculty committee. Further details may be obtained from Professor Theodore E. Kruglak, Dept. of Journalism, Long Island U., 385 Flatbush Ave. Extension, Brooklyn 1, N.Y. March 15 is deadline. The scholarship is in commemoration of George Polk, CBS newsmen who lost his life in pursuit of a story in 1948.

Rutgers U. WATV (TV) Series
EXPERIMENT in education by tv has started under sponsorship of Rutgers U., New Brunswick, N. J. The experiment is being telecast over WATV (TV) Newark. Each viewer in the television class pays a $1 fee, registers, follows a course outline, takes a final examination and receives a certificate of completion.

The course being offered, "Understanding Labrador Management Relations," is the latest segment of "Tv Reports From Rutgers," Mondays on WATV. In the 13-week series, Dr. Monroe Berkowitz, assistant professor of economics at Rutgers' College of Arts and Sciences, will conduct the class. He also will have a studio class of nine men and women who are scheduled to participate in each program.

Oppenheimer Interview for TV
A SPECIAL filmed version of Edward R. Murrow's interview with Dr. J. Robert Oppenheimer on Mr. Murrow's "See It Now" program (CBS-TV) will be distributed to all educational tv stations by the Educational Television & Radio Center, Ann Arbor, Mich., according to Dr. H. K. Newburn, center president. The hour-long film will contain most of the material used in the Jan. 4 telecast plus some supplementary information from the two-and-a-half hours originally filmed by Mr. Murrow. The program will be made available to all 11 operating educational tv stations through the cooperation of the Fund for the Republic and CBS, the announcement said.

AWARDS

14 RADIO-TV SHOWS GET NCCJ AWARDS
National Conference of Christians and Jews cited media for promoting good will and better understanding.

FOURTEEN radio and television programs were cited last week by the National Conference of Christians and Jews for "outstanding contributions promoting the cause of good will and understanding among the peoples of our nation" during 1954. Formal presentation of the awards, along with 21 others to be made in other divisions of media communications, will be made in special ceremonies during Brotherhood Week, Feb. 20-27.

Two tv shows and one radio program were designated for three of the 10 National Brotherhood Awards. The tv programs cited were CBS-TV's "Studio One" for its production "Thunder on Sycamore Street," for showing "how prejudice and bigotry grow from the seeds of fear and misunderstanding," and CBS-TV's "The American Week," described as "a most significant example of on-the-spot reporting of an incident of intergroup tension." WHAS Louisville's "Moral Side of the News" radio show also was chosen for a top award because of its "inspirational value" in showing that "clergymen of three different faiths can get together in a non-sectarian setting and be united in their mutual concern.

Three radio programs chosen to receive certificates of recognition are:

Church World News, a radio transmission series produced by the United Lutheran Church in America for "providing impartially the significant and interesting news of all faiths around the world." WRCA New York's "The Sable Horizons" for stressing that "racial prejudice and discrimination and religious bigotry are essential factors in the deterioration of any area into a slum," and KCBS San Francisco's "Democracy Freeway" for its programs on "problems and progress in the field of intergroup relations as they occur in the San Francisco Bay area, the nation, and abroad."

The eight tv citations are for:

Romer Circle on WNBC-TV New Haven for "highlighting a single contributing factor to intergroup tension, rumor," NBC-TV's Background series for the episode titled "Kenya: Land of Hope and Terror" for "some remarkable contributions to the understanding of events and trends in Europe, Asia, Africa and our own country." NBC-TV's "Frontiers of Faith" for "accomplishing an [excellent] project in understanding among the faiths in America." CBS-TV's "Adventure" series for its episode on "The Way of the Navajo," for its "sensitive and sincere treatment of a minority group.

WABD (TV) New York's "Sixth Sense: The Power of Our Imagination," the first of its "Sixth Sense" series, "a considered contribution to better understanding among all races and creeds in America."

ABC-TV, CBS Radio Programs Win Top NABFRAT Awards
ABC-TV's Disneyland and CBS Radio's Man's Right to Know won "program of the year" honors for tv and radio in the third annual national awards of the National Assn. for Better Radio & Television. Other award winners, selected by NABFRAT membership vote, were:

1. Television—ABC-TV's United States Steel Hour and Eight Hour (drama); CBS-TV's Father Knows Best (family situation); CBS-TV's Home and Then (education and information); CBS-TV's Hall of Fame (concerts);
2. Radio—CBS-TV's "See It Now" (news interpretation); CBS-TV's "Passport to Person" (interviews); NBC-TV's "Your Hit

BIG-TIME BREWERS SNAPPED UP THIS SHOW FAST... WHY?

Powerful format—swiftly paced adventures of a daring diplomatic courier in the hot spots of the world.

Great star appeal—CESAR ROMERO delivers a ready-made audience of millions, even before the first telecast.

Terror promotion "plus"—big opportunity to build an entire promotion around a big-name, big-time, big-box-office attraction. Romero's available for commercials, too.

Such brewers as Blitz, Griesedieck and Pearl, just to name a few, have already hitched their sales story to Romero and "Passport to Danger." How about you?

CESAR ROMERO, starring in...

PASSPORT TO DANGER

ABC FILM SYNDICATION, INC.
7 West 60th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

February 14, 1955 • Page 101
Alden, Roth, Nestingen
Awards

Bob Alden, account executive at WOR New York, has been named "best radio salesman of the month" for December by Radio Advertising Bureau, New York. The award is presented monthly by RAB for a sale reported from among its member stations throughout the country. The December award winners included Ted Olson of Chicago; Mr. Nestingen, winner, was honored for sales in the midwestern states and Wisconsin; two winners were listed in the service classifieds program; RAB's Burt Morgan honored Mr. Nestingen; RAB's Duke Robbins, director, honored Mr. Nestingen with the award.

Southern California Assn.
WINS COMMUNITY CREST AWARD

COOPERATION of CBS, NBC and ABC Hollywood radio operations won for the Southern California Broadcasters Assn., a plaque from the Los Angeles Community Chest Assn., honoring SCBA and its public service committee for "generous year-around efforts in our behalf."

The plaque was presented to David Showalter, public affairs director, Columbia Pacific Radio Network and SCBA public service chairman, at the Broadcasters' January meeting. It especially noted the industry cooperation in the production of Alas Bill Casidy, a program transcribed for the 1954 chest fund drive. The program was produced by Mr. Showalter, written and directed by Dwight Hauser, ABC, and recorded in studios provided by NBC.

Also cooperating in the project were the Hollywood locals of the American Federation of TV & Radio Artists and the American Federation of Musicians.

Chicago Stations Honored
CHICAGO stations will be honored this week by the Church Federation of Greater Chicago for their coverage of the Second Assembly of the World Council of Churches held in Evanston, Ill., last August.

The stations will receive awards during the fourth annual Protestant Churchmen's Dinner at the Conrad Hilton Hotel Tuesday. The event will launch the 1955 United Protestant Appeal. Newspapers and magazines also will be honored.

Listed for presentations are WMQW and WNBO (TV), WBBM-AM-Tv, WGN-AM-Tv, WLS, and WAIT, WRMN, WEAW and WSEL (FM).

CONELRAD ALARM

COMPLETE—READY TO USE—
CONELRAD ELECTRONIC ALARM SYSTEM

Designed to be triggered by carrier break of key station.

Clock stops at time of break, bulb's are housed when carrier goes off. Push button to reset.

Adjustable time delay to prevent false indication.

State red light to prevent false condition.

Ignite relays and additional control relay contacts provided.

Can be used as a carrier interruption indicator for remote control operation.

All parts are mounted and wired to panel, ready to install in your cabinet or place on shelf, with cord and plug attached, all ready to plug in to go.

F.O.B. Ware $74.00

Write for further particulars

WAVE ELECTRONICS

Ware Coupling & Hippe Co.—Ware, Mass.
D. W. Howe, Jr.,—ENGINEER

Ed Furgol, U. S. Open golf champion, awarded yearly Harry Wimper Hats Off Award from MBS General Sports Time.

WJAR-TV Providence, R. I., presented certificate of award from Providence Recreation Dept. for public service work; Russ Emery, WJAR-TV personality, awarded special citation from National Foundation for Infantile Paralysis for work in March of Dimes; Hum & Strum, WJAR-TV harmony team, presented achievement award for brotherhood from Winthrop (Mass.) Brotherhood of Christians & Jews for setting example in aims of brotherhood in daily life.

Robert Montgomery, host, NBC-TV Robert Montgomery Presents, presented award from National Multiple Sclerosis Society for distinguished public service to victims of multiple sclerosis.

Frank S. Hoy, owner-general manager, WLAM-AM-TV Lewiston, Me., presented Outstanding Service Award Plaque from Lewiston Chamber of Commerce for work in civic affairs.


CBS-TV General Electric Theatre to receive award "for outstanding contributions to human relations" from National Assn. for Advance- ment of Colored People, Feb. 15. The program deals with Negro-German child born during World War II.

WABD (TV) New York will be presented award for religious programming Feb. 21 from Protestant Council of City of New York.

Car Storey, vice president and general manager, Bezell & Jacobs, Houston, presented engagement ring to news director of Thomas Mitchell, mayor of the Town tv series, naming him Houstonian "Honorary Mayor of Springdale, U.S.A.," fictional town in series.

WKNE Keene, N. H., presented plaque from Keene post of Veterans of Foreign Wars "in sincere appreciation of your fine cooperation...

WSTC Stamford, Conn., awarded certificate of appreciation from Stamford Junior Chamber of Commerce in recognition of active association in community affairs and support of Jaycees.

Lewis Seibert, general manager, KGKL San Angelo, Tex., presented Citizenship of Year award to San Angelo Chamber of Commerce.

Glen Snyder, vice president and general manager, WLS Chicago, presented special scroll from McCaul's magazine in connection with publication of presentation of golden "Mike" to Josephine Wetzler, WLS director of education [B&7, Dec. 27, 1954].

Roger W. Clipp, general manager, WFIL-AM-FM-TV Philadelphia, to receive 1954 Award of Service, Federation of Community Councils of Phila., on behalf of WFIL-TV at dinner tonight (Mon.) for public service programs, WFIL-TV University of the Air and Tell It to the Mayor.

KNXT (TV) Hollywood presented Second Annual Award Scroll from Adult Education Assn. of L. A. for Psychology on TV, weekly 45-minute college credit course.

Stuart Wilson, public service director, KBIG Avalon, Calif., presented plaque from Cecil B. DeMille, campaign director, American Cancer Society, for "outstanding contribution" in fight against cancer.
THE GOVERNOR'S REPORT

KLZ-AM-TV Denver has launched The Governor's Report, a weekly series featuring Gov. Edwin C. Johnson as he explains to the people of Colorado the problems of state government and steps taken to remedy them. The program is in the nature of an interview, with Sheldon Peterson, news director, posing questions. Occasionally Gov. Johnson will ask members of his official family to sit in on the discussions and explain the activities of their various departments. Gov. Johnson was formerly a Democratic U. S. senator and was a member of the Interstate & Foreign Commerce Committee, its chairman under the Democratic regime. The quarter-hour program is on KLZ-TV 9:15-9:30 p.m. (MST) Wednesdays and is heard an hour later on radio.

FOOD NEWS WORKSHOP

PENNSYLVANIA'S Third Food News Workshop was staged Feb. 9 in the auditorium of WPTZ (TV) Philadelphia under the co-sponsorship of the Pennsylvania Assn. of Broadcasters and the Pennsylvania Newspaper Publishers Assn. Farmers of the state told their story to Pennsylvania's consumers at the event. A luncheon at $3.45 per plate and featuring Dr. William L. Henning, Pennsylvania's newly-appointed secretary of agriculture, as speaker was held at the Warwick Hotel commencing at 12 noon. The workshop sessions included: a group of leading women in radio-tv, among others, who questioned a panel of experts on what consumers want to know; a showing of WPTZ's "Miracle of the Delaware" film (BWT, Dec. 13, 1954), describing the greater Philadelphia market; a special Television Kitchen tv show demonstrating usages of Pennsylvania foods.

RABBI ON KTTV (TV)

KTTV (TV) Hollywood has started a weekly half-hour Sunday afternoon series, Rabbi Mag-nin—The Richer and Fuller Life, featuring Rabbi Edgar F. Magnin, of Los Angeles' Wil-shire Blvd. Temple, discussing topics of interest to the general public and designed to appeal to people of all faiths.

WLIR NEGRO MUSIC FESTIVAL

SECOND Annual Festival of Negro Music and Drama on WLIR New York was conducted from Jan. 30 to Feb. 12. The festival presented 125 special programs devoted to Negro music, literature, theatre, art and related subjects.

Look, Ma, No Audio!

PICTURES were worth a good many words to Paul Williams, newscaster for WWJ-TV Detroit, when technical diffi-culty silenced that station's audio. Mr. Williams took a piece of chalk and wrote news headlines and sports results on a studio board, supplementing his presen-tation with film and occasional sign language, in what he describes as "the fastest 15 minutes of my career."

For the commercial, Mr. Williams held up a card which read: "Norge speaks for itself." The station reports many favor-able comments from viewers.

INTERNATIONAL response was received by WWL New Orleans in its 'Toys for Tots' campaign for the children at the local Charity Hospital. Richard Jones (r), vice president and general manager of the Jackson Brewing Co., which sponsors WWL's World of Sports, presents to Bill Bregel, host of the program, a Canadian dollar bill received from a listener in Quebec. The plea for donations was made at the end of the sports show.

ST. CYR PROMOTES WBZ-WBZA

LIFE-SIZED CALENDAR of scantily-clad Lili St. Cyr has been distributed by WBZ-WBZA Boston-Springfield, Mass., as a follow-up to its successful promotion of a similar calendar of Marilyn Monroe last year. Miss St. Cyr's picture is five feet tall with the actual cal-endar about three inches high. With a com-bination power of 51 kw, the stations be-lieve they are the best buy in New England's six state area. New advertisers buying WBZ- WBZA last year numbered 177, of which 85 could trace daily cash register results from their advertising, the Westinghouse stations re-port.

RADIO ON TV

TELEVIEWERS are being taken behind the scenes of radio in a new program launched by WKZO-TV Kalamazoo, Mich. Titled Inside WKZO Radio, the alternate-week, quarter-hour program takes viewers into the radio control room, studios, news and record rooms and the offices of executives. The tour is con ducted by Tony Gaston, WKZO administrative assistant, and the station claims the program commands a greater share of the Western Michigan audience than its nearest competitor on the basis of a survey. Mr. Gaston reports he has had hundreds of requests for further information on WKZO operations.

GOLD-COVERED CHOCOLATES

A MONEY BAG filled with gold-covered chocolates was sent to newsmen to dramatize the new filmed dramatic program, The Millionaire, sponsored by Colgate-Palmolive Co. on CBS-TV, Wed., 9-9:30 p.m. The series started Jan. 19. Agency is Ted Bates & Co., New York.

PUPPETS FOR TV STATIONS

ASSOCIATED ARTISTS PRODUCTIONS, New York, has announced the original puppets on which the Johnny Jupiter tv film series was based are being made available on loan to tv stations for exploitation purposes. The puppets are the actual three-foot-high models used in the filming of the program and represent both Johnny Jupiter and Reject the Robot.
DAYTON LIKES STEVE ALLEN

WHEN Steve Allen of NBC-TV Tonight announced during his Jan. 21 program that he would be visiting Dayton, Ohio, Feb. 11 to originate his program, WLWD (TV) Dayton, NBC-TV outlet, was deluged with phone calls and before the program was completed, all 2,400 seats available for the Feb. 11 show were taken. The program was only the second origination of Tonight outside of New York.

‘HI-FI CONCERT’

WSOC-FM Charlotte, N. C., currently is carrying Hi-Fi Concert Fridays, 8:30-10 p.m., airing the best in long-playing and high-fidelity recordings of the classics, light operas and musical comedy. The program is sponsored by Brodt Music Inc. and is used to promote to the sale of hi-fi equipment and recordings. Re-action has been favorable and enthusiastic, WSOC-FM reports, with response coming from as far away as 175 miles.

CAROLINAS WELL COVERED

WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., Jefferson Standard Broadcasting Co. stations, are distributing a brochure titled “Dominance Doubled in the Carolinas.” The 12-page booklet carries market information and describes the growth of the stations’ area, which combined is comparable to the nation’s eighth largest market, according to the brochure. A section on industry is included, as well as a map showing the combined coverage area of WBTV-WBTW. The booklet also includes photos of the staffs of the stations.

WIKY-AM-FM PROMOTES HI-FI

MAJOR CAMPAIGN has been launched by WIKY-AM-FM Evansville, Ind., to promote the stations’ newly-installed high fidelity equipment. More than $1,000 in portable radios, an FM station, clock radios and hi-fi phonographs will be given away in a special “Hi-Fi WIKY” contest which was scheduled to close last fortnight. Prizes will be awarded to entries who have best completed in 30 words or less why “I Like WIKY Music Best.” In addition to conducting a spot announcement and newspaper campaign, WIKY-AM-FM have received the support of the Evansville Chamber of Commerce. The stations report, “The installation of high fidelity equipment is proving to be one of WIKY’s best expenditures.”

WRC-TV FIGHTS RIVER SEWAGE

COMMEMNATION to WRC-TV Washington is expressed in an article in the February issue of Nature Magazine titled “Tv and Potomac Pollution” in which is described the station’s efforts to clean up the river through its Our Beautiful Potomac series. The magazine explains the details of the sewage problem in the Potomac and how WRC-TV took up the cause and created a great deal of public response through its programs. Nature quotes Bernie Harrison of the Washington Daily News as termsiing WRC-TV’s campaign as “the best public service series ever done locally.”

WDVA Helps Kids Swing and Sway

YOUTHFUL hearts beat happier in Danville, Va., because of the Moose, the Elks and, especially, WDVA, which got them all together.

It all started about a year and a half ago, when a group of teen-agers asked Stover Morris Jr., sales director of WDVA, to help them find a place to meet, to dance and to have fun. Mr. Morris looked around, saw that the Danville chapter of the Loyal Order of Moose was not using its lodge hall on Friday nights and persuaded the organization to turn the place over to the kids for a weekly party.

Earl Stogner, WDVA disc m.c., signed on as music man for the Friday night affairs, spinning dance records on turntables provided by the station. WDVA broadcast announcements to promote new members for the group which adopted the name of Moose Teen-Age Club, and soon began airing a two-hour segment of the weekly parties.

Last June the club staged its “First Annual Fashion Show and Beauty Contest.” Emerson J. Pryor, vice president and general manager of WDVA, arranged for the contest’s winner to spend an expense-free week at Carolina Beach. At the show, the Moose Teen-Age Club showed their appreciation by presenting a plaque to the station.

The following month, Ralph Hess Jr., WDVA promotion manager, received a letter from Carl A. Weiss, director of civic affairs for the Loyal Order of Moose at national headquarters, which read in part: this is the “...first example of a radio station’s cooperation in a community service project which has been brought to our attention.”

The Elks of Danville organized a similar project under BPOE auspices and named Mr. Morris chairman. As a result, this fall saw the inauguration of The Drop-In Club, which meets each Thursday afternoon at the Elks Club, under the joint sponsorship of the Elks Youth Committee and the City Recreation Department.

There’s an old saying in which the Moose, the Elks, WDVA and especially the Danville teen-agers all enthusiastically agree: “You can’t have too much of a good thing.”

MEMPHIS MAYOR Frank Tobey turns disc m.c. for WMPS there to inaugurate a new weekly salute to the service hospitals in the area. Aubrey Guy takes time out from his Guytime program so the mayor can do his half-hour stint. Song requests and dedications are furnished through public relations offices of the hospitals.
WFUA'S STORY

ESSENTIAL MARKET statistics of the Dallas area are detailed in a double brochure which has been published by WFUA there. The presentation includes, among other things, the principal cities served by WFUA and a breakdown of population, number of families, number of employed, consumer spendable income, retail trade, retail sales and agricultural data. It was prepared by the WFUA research staff. WFUA is a full-time station, but divides its time between 820 kc clear channel and 570 kc regional channel. NBC rides 820 and ABC 570. Audience coverage statistics are provided by Nielsen Coverage Service and Standard Audience Measurement Service.

KHQ PROMOTES AD AGENCIES

SPECIAL CAMPAIGN, "The Advertising Agency—A Professional Service," is being conducted by KHQ-AM-TV Spokane, Wash., to acquaint businessmen with the special services of advertising agencies and firmly cement relations between the various media and agencies. The campaign, scheduled to run indefinitely, consists of a series of radio-tv spots, a mailing list of Spokane's advertising agencies, plus an American Assn. of Adv. Agencies booklet, "How Advertising Agencies Serve Small Businesses," given to each person responding to the announcements. The stations report excellent reaction from both businessmen and agencies.

'BAPTIST HOUR' AVAILABLE

DURING National Brotherhood Week, Feb. 20-27, Baptist Hour will be offered to all am stations in the country through the regional offices of the National Conference of Christians & Jews, sponsors of Brotherhood Week. The program, regularly carried on 375 stations weekly, is produced by the Radio & Television Commission of the Southern Baptist Convention, Atlanta, Ga. The program during that week will feature Dr. Roy O. McClain, pastor of the First Baptist Church of Atlanta, delivering a special message, "One Nation Under God."

PARENT EDUCATION WORKSHOP

KDAL-TV Duluth, Minn., is conducting a weekly 15-minute parent education series in which a panel of four parents, which changes each week, and a permanent moderator discuss child development. Parent groups are organized in homes and they carry on the discussion of the subjects at each program's conclusion. At the end of the home discussions, the participants send in postcards with comments and suggestions. The first program elicited cards from approximately 1,000 viewers.

GUARANTEED AUDIENCE

MOTHERS of Portland Oregonian delivery boys provide an almost guaranteed home audience during KOIN-TV Portland's weekly half-hour Showtime for Mom, produced by the newspaper. The youngsters appear on the variety show and their mothers participate via telephone. After their respective offspring un-

MILLIONTH barrel of Jax beer is the reason for this celebration of WDSU New Orleans and Jackson Brewing Co. executives at a brewing company buffet. L to r: Edgar B. Stern Jr., president of WDSU; Richard G. Jones, Jackson Brewing Co. vice president-general manager, holding silver cigar box which was a gift from the station; Robert Swezey, WDSU vice president-general manager, and A. Louis Read, station vice president and commercial manager.

RIN TIN TIN CONTEST

IN CONJUNCTION with its sponsorship of Adventures of Rin Tin Tin over ABC-TV and MBS, National Biscuit Co. will launch a contest Feb. 18 to name Rin Tin Tin's puppy. First prize is a ten-day vacation for the winning child, two friends and his parents.

Especially for People in Love with good music

SESAC

"the best music in America"

475 Fifth Avenue New York
Station Authorizations, Applications
(As Compiled by B & T)

February 3 through February 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards change and routine roundup.

Abbreviations:
CP—construction permit
DA—directional antenna
ERP—effective radiated power
STL—studio-transmitter link
sync.—synchronized
aural.—aural
VHF—very high frequency
UHF—ultra high frequency
R—radio
TV—television
AM—amplitude modulation
FM—frequency modulation
kw—kilowatt
cp—channel
a.m.—after midnight
p.m.—after noon
Oct.—October
Nov.—November
Dec.—December
St.—street
ch.—channel
FCC—Federal Communications Commission
KIMA—KIMA, Inc.
KLTV—KLTV, Inc.
WTVY—WTVY, Inc.

FCC Commercial Station Authorizations
As of Jan. 31, 1955

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,054</td>
</tr>
<tr>
<td>CPs on air</td>
<td>13</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,067</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,381</td>
</tr>
</tbody>
</table>

Applications in hearing
137

New station requests
20

New station bids in hearing
76

Facilities change requests
24

Total applications pending
695

Licenses in effect
320

* Does not include noncommercial educational FM and TV station authorization.
  * * *

Am and FM Summary through Feb. 9

| On | Licensed CPs
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Am</td>
<td>2,483</td>
</tr>
<tr>
<td>FM</td>
<td>545</td>
</tr>
</tbody>
</table>

Television Station Grants and Applications
Since April 14, 1952

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants since July 11, 1952</td>
<td></td>
</tr>
<tr>
<td>vhf</td>
<td>uhf</td>
</tr>
<tr>
<td>Commercial</td>
<td>273</td>
</tr>
<tr>
<td>Educational</td>
<td>16</td>
</tr>
<tr>
<td>Total Operating Stations in U. S.</td>
<td></td>
</tr>
<tr>
<td>Commercial on air</td>
<td>229</td>
</tr>
<tr>
<td>Total</td>
<td>1,005</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Amend. uhf total</td>
<td>337</td>
</tr>
<tr>
<td>Educational</td>
<td>77</td>
</tr>
<tr>
<td>Total</td>
<td>1,068</td>
</tr>
</tbody>
</table>

** ALLEN KANDER
Negotiator
FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. · Washington 6, D. C., NA. 8-3233
Lincoln Building · New York 17, N. Y., 7-4242

C. Davis, Washington. Principals include Pres. H. A. Madden, H. B. St. Jumper, W. J. Snoddy, Sunbury Daily Item; Treas. H. C. A. Beck (475 E. 9th St., Newark 2, N. J.); Exec. Vice Pres. George S. Beck (545 E. 9th St., Newark 2, N. J.); electric contractor and appliance dealer Leo B. Meyer (85 E. 9th St., Newark 2, N. J.); model owner, and Homer R. Smith (151 W. W. Broad, Newark 1, N. J.); general manager WJIK. Granted Feb. 9.

APPLICATIONS


APPLICATION DISMISSED

Whitefish Bay, Wis.—The Hearth Corp. FCC Comm., Rosel H. Hyde granted petition to dismiss application for new TV station on ch. 6. Dismissed Feb. 1.

Existing TV Stations

ACTIONS BY FCC

WTVY (TV) Dothan, Ala.—Ala-Ala-Fla-Ga TV Inc. Granted to comm. commercial to comm. on ch. 4 until July 6. Granted Jan. 28; announced Feb. 8.

KBW-TV Salinas, Calif.—Salinas Valley Besttg. Corp. Granted modal of CP for change from ch. 2 to ch. 6; ERP $1,000 kw visual and 501.2 kw audio. Granted Feb. 6; announced Feb. 9.

WJME-TV New Orleans, La.—Supreme Besttg. Co. Granted modal of CP for change from ch. 4 to ch. 1; ERP $1,000 kw visual and 501.2 kw audio. Granted Feb. 6; announced Feb. 9.

WIBI (TV) North Pole, N. Y.—Great Northern TV Inc. Granted modal of CP for change from ch. 7 to ch. 6, main studio location to Plattsburg, N. Y. Granted Feb. 4; announced Feb. 10.

WCPO-TV Cincinnati, Ohio.—Scripps-Howard Radio Inc. Granted modal of CP for change from ch. 6 to ch. 11 for new visual and 158 kw visual. Granted Feb. 2; announced Feb. 8.


CALL LETTERS ASSIGNED


APPLICATIONS

Ksan-TV San Francisco, Calif.—S. H. Patterson seeks modal of CP for comm. station on ch. 3 to change ERP to 90 kw visual, 116 kw audio; antenna height above average terrain 1,080 ft. Filed Feb. 7.

WTVY (TV) Washington, Ga.—WTVY, Inc. Granted modal of CP to change from ch. 7 to ch. 6; ERP 100 kw visual, 30.3 kw audio. Granted Feb. 4; announced Feb. 8.

WJMS-TV Miami, Fla.—Lindsey Hopkins Vocational Technical School seeks change in CP from ch. 2 to ERP 9.5 kw visual, 5.7 kw audio; antenna height above average terrain 247.4 ft. Filed Feb. 3.

KONA (TV) Honolulu, Hawaii.—Hawaii Radio Honolulu Ltd. seeks modal of CP to change from ch. 2 to ch. 7; ERP 27 kw visual, 14 kw audio; antenna height above average terrain 1,212 ft. Filed Feb. 3.

BROADCASTING · TELECASTING
NEW AM STATIONS

APPLICATIONS

Selma, Ala.—Roland Jordan Jr. tv/central Ala. Bostg. seeks personal to 1,000 kw daytime. Post office address 1500 Spring St. Estimated construction cost $12,500, first year operating cost $8,000, revenue $38,200. Owners include Nell W. Turner and Helen C. Owen (50%), library. 1.3333. Filed Feb. 1.

Arcadia, Fla.—R. E. Hughes, 1320 kc w daytime. Post office address Box 440, Plant City, Fla. Estimated construction cost $10,700, first year operating cost $5,400, revenue $20,500. Hughes is employee at Duplex Mils & Mfg. Co. of Tangerine for new station at Plant City. Filed Jan. 31.


Great Falls, Mont.—Community Bostg., 1450 kc 250 w unlimited. Post office address 3 Dan Snyder, Box 1405, Great Falls. Estimated construction cost $27,400, first year operating cost $32,200, revenue $84,000. Principals include Pres.—Gen., Dan Snyder (9%), Gen. Mgr., Joe Kopp (5%), Ed, Collin (16%), Pres.—Gen., Joe Kopp (16%), Gen. Mgr., Joe Kopp (16%), Gen. Mgr., Joe Kopp (16%).

Billings, Mont.—D. Gene Williams & Delbert Berck, 1290 kc 1 kw daytime. Post office address Realty Building, Spokane. Estimated construction cost $45,000, first year operating cost $40,000. Principals include D. Gene Williams (51%), clipboard KSPD, and 25% owner KUTI Yakima, and Delbert Berck (49%), 25% owner KSPD and 25% owner KUTI. Filed Feb. 1.

Oak Harbor, Ohio.—News On the Air Inc., 1290 kc 500 w daytime, directional, Post office address 1480 Spring St. Estimated construction cost $10,000, first year operating cost $6,000, revenue $20,000. Principals include Pres. Robert W. Binder (50%), publisher of Ottawa County News, Chillicothe, Ohio; Vice Pres. John E. Halliday (10%), pres.-treas. 40% stockholder WBMX Chillicothe, Ohio; 10% stockholder and treasurer WBMX Chillicothe, Ohio; 10% stockholder WBSR Spencer, W. Va.; Sec.-Treas. Truman A. Moyer (10%), om and Pres. Moyer L. Moyer (10%), stockholder WBMX Chillicothe, Ohio; Marianne B. Campbell (10%), sec.-treas.-15% owner 1270 kc, 10-kw daytime. Post office address 705 W. Hill, Don W. Hughes (16%), manager WLMJ. Filed Feb. 4.

KYTV (TV) Springfield, Mo.—Springfield TV Inc. seeks mod. of CP for ch 1 to change ERP to 10 kw, estimated construction cost $24,500, first year operating cost $10,000, revenue $35,000. Principals include Robert V. Dunn (50%), president; and_vc.—Gen., Bill Lay, 10-kw daytime. Post office address 577 Fairbanks Ave., Springfield. Estimated construction cost $12,500, first year operating cost $6,000, revenue $25,000.(Filed Feb. 3.)

KUTI Yakima, Wash.—W. L. H. Pippin & Associates (100%), owner. Filed Feb. 1.

KEKW Seattle, Wash.—J. W. Williams (50%), partner. Filed Feb. 1.
KENN Kennedy, Tex.—Charles F. Martin, Stanley F. Nelson & Charles W. Hathorne d/b/a as Kennedy Bestg. Co. seeks assignment of license to Charles W. Hathorne for $520 plus all expenses for getting on the air. Mr. Hathorne is presently operator of W-COYV-AM, Columerà-Sinton, and 4% owner K-DUB-AM-TV Lubbock, all in Lubbock, Tex. The station is valued at $50,000, and real estate purchased from W-AVY, Portland, Me. ktv Inc. is the transmitter, and his wife Anna C. Bright (4.7%). Filed Feb. 4.

Routine Roundup

February 3 Decisions

**ACTIONS ON MOTIONS**

By Commissioner Robert E. Lee on Jan. 28

By Hearing Examiner William G. Hutton on Feb. 2

**Hearing Cases . . . FINAL DECISION**

Savannah, Ga.—New tv, ch. 3. The Commission announced its decision granting the application of WSAV Inc. for a new tv station on ch. 3 in Savannah, Ga., subject to the condition that it does not utilize its presently proposed tower base, consisting of three steel sleeves installed on the penthouse-roof of the Liberty National Bank Bldg., in Savannah, and denying the competing application of WTVY Inc. denied motion by WSAV Inc., to strike exceptions and brief of WTVY Inc. Chairman McCoubrey & Commissioner Doerner not voting. Action Feb. 3.

**OTHER ACTIONS**

CBS—By Memorandum Opinion and Order, the Commission denied the new tv station application of WTVY Inc., concluding that there is no cause proceeding against the Columbia Bestg. System Inc. in connection with the tv station application, and the statement of the applicants was declared in the Commission’s rules, since CBS now has interest in only six am stations. CBS was not party to the proceeding against the Washington Bestg. Inc., and the hearing examiner dismissed the petition for lack of the evidence necessary for decision. Action Feb. 2.

By Hearing Examiner William G. Hutton on Feb. 2

**February 4 Applications**

**ACCEP TED FOR FILING**

License for CP

WPRP Ponce, P. R., Voice of Porto Rico Inc.—License to cover CP (BR-1171), an auxiliary station to WPRI, for change of band to 108 (to be transmitted from the same location). Application filed Feb. 2.

Renewal of License

WCON Cornelia, Ga., Habersham Bestg.—Resubmitted (BR-3811).

WDMG Douglas, Ga., WDMG Inc.—(BR-1709).

**Modification of CP**

UNLC-AM-TV Albany, N. Y.—For modification of the Commission’s order of Jan. 15, 1968, extending the expiration date of the construction permit for a new tv station in Albany, N. Y., to July 1, 1968. The hearing examiner granted an extension of time to file a brief in support of anew tv station application to be filed in Albany, N. Y., for a non-commercial service, but the application was not filed. Application filed Feb. 2.

Latrahe, Pa.—By Order the Commission denied a motion by the Swift & Co. to have its tv station removed from the list of competing applicants. The station is located in the city of Latrobe, Pa., and its service area includes the city of Pittsburgh, Pa. Application filed Feb. 2.

Latrahe, Pa.—By Order the Commission denied a motion by the Commissioners of the State of Pennsylvania for the suppression of a new tv station in Latrobe, Pa. Application filed Feb. 2.

WJCA, They.—For modification of CP (BMPCT-2301), an auxiliary station to WJCA, the principal station, for an extension of time to file a brief in support of anew tv station application. Application filed Feb. 2.

WJCA, They.—For modification of CP (BMPCT-2301), an auxiliary station to WJCA, the principal station, for an extension of time to file a brief in support of anew tv station application. Application filed Feb. 2.

**February 7 Applications**

**ACCEP TED FOR FILING**

Renewal of License

WMMJ Abington, Mass., General Bestg.—(BR-2325).

WEDE Birmingham, Al., Magic City Bestg.—(BR-2323).

WJFJ Gulf, Fla., Cullman, Ala., The Voice of Cullman.—(BR-2461).

WJDA Jacksonville, Ala., Alabama Bestg.—(BR-2419).

WJLQ Jacksonville, Fla., Marble City Bestg.—(BR-2487).

WKJQ Jacksonville, Fla., Jacksonville Beach Bestg.—(BR-337).

WJLA Washington, D. C., Radio Station WJAZ.—(BR-2070).

WDCS Atlanta, Ga., DeKalb Bestg.—(BR-325).

WWGO Gainesville, Ga., Blue Ridge Bestg.—(BR-1151).

WJEX Macon, Ga., Macon Bestg.—(BR-1235).

WTOC Savannah, Ga., Savannah Bestg.—(BR-325).

WFGT Thomasville, Ga., Southern Bestg. System Inc.—(BR-1709).

Renewal of License Returned

WJBB Halesville, Ala., Halesville Bestg.—(BR-347), by Section I dated Feb. 1.

WPAX Toms River, N. J., Wimp’y.—(Section II dated after Section I).

Remote Control Returned

WDBQ Dubuque, Iowa, Dubuque Bestg.—Not Notarized.

Modification of CP

WAVA Baltimore, Md., Pioneers Gulf Television, Inc.—Modification of CP (BR-2324), an auxiliary station to WPXW, the principal station, for extension of time to file a brief in support of anew tv station application. Application filed Feb. 2.
JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington, D. C.
Adams 4-2414
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL
1735 De Sales St., N. W.
WASHINGTON, D. C.
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg., Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
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Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING
DISTRICT 7-8115
WASHINGTON 4, D. C.
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FRANK H. MCINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Member AFCCE

RUSSELL P. MAY
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Sharston Bldg.
Washington 5, D. C.
Republic 7-3984
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Consulting Radio & Television Engineers
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Dallas, Texas
1001 Cons. Ave., 4212 S. Buckner Blvd.
Member AFCCE

PAGES, CREUTZ,
GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W.
Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 20th St., N. W.
EX 2-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television—Electronics-Communications
1312 3rd St., N. W., Wash. 6, D. C.
Executive 3-7229—Executive 3-5435
(Member AFCCE)
Buckner Blvd.
Dallas, Texas
1201 Cons. Ave., 4212 S. Buckner Blvd.
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-3545

VANDIVERE,
COHEN & WEARN
Consulting Electronic Engineers
612 Evans Bldg., NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Handerson 3-3177
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WILLIAM E. BENNS, JR.
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Box 2468, Birmingham, Ala.
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JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for fm, tv and facsimile facilities.
* 1953 ABB Projected Readership Survey

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer a party all night every night
JACKSON 5302
P. O. Box 7027 Kansas City, Mo.

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2334 14th St., N. W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics enginering home study and residence courses. Write for Free Catalog, specify course.

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Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

Broadcasting • Telecasting
February 14, 1955 • Page 109
HELP!

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They are not 'specialists', but have been thoroughly trained by professionals for a combination of jobs, using standard commercial equipment in our studios.

- **Announcers** (TV & Radio)
- **Camera Men**
- **Continuity Writers** (TV & Radio)
- **Floor Men**
- **Salesmen**
- **Sales Service Men**
- **Traffic Assistants** (TV & Radio)
- **Film Editors**
- **Projectionists**
- **Artists** (Comm. lettering & Design)

Remember, our service is **FREE**. We are not an employment agency. We simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write, wire, or call John Irble, Placement Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1211 N.W. 21st Avenue
Portland 6, Oregon
with schools in
Hollywood • Chicago • Portland
ANNOUNCERS

Experienced announcer with permit, presently employed, wishes to relocate in the north—preferably near New York City. Singer, instrumentalist, sportscaster, experienced. Sober, dependable family man. Some TV experience. Tape or personal interview on request. Box 2862, B-T.

Sportscaster—7 years am radio experience. Seeks year-round job with major league, am-tv combo or radio with TV. C.P.R. included. A or AA baseball. Consider only medium to large market, salary plus larger advertising, travel. Reduced. Phone or tape. Box 2727, B-T.

Announcer—seeking job with major league, veteran, will travel. Tape or personal interview on request. Box 1129, B-T.

Experienced announcer wants permanent job with future. Presently employed. Primarily interested in sports (play-by-play), also DJ, board, continuity & selling. Write Box 1860, B-T.

Very good Negro staff man. Experience light, future bright. Ambitious, smooth, good reference. HIC. Box 2324, B-T.

Successful major market "morning man" wants change. In major market. Has quadrupled ratings and tripled billings, but no future. Fifteen years experience at three stations. If you have loco, vacancy, and will pay percentage write Box 2589, B-T.

Say there mister broadcaster! Hundreds of thousands of GIs were informed and entertained while they were "doing their job" in Korea. Perhaps you were one of those who listened and took up to drool over "line whenever the action quieted down. Our mail pull was tremendous. We have big station in sophisticated market. We need experienced sports and authoritative news— rewrite. Don't know anything about news. Box 2579, B-T.

Baseball announcer, 7 years experience, excellent voice, list of references. Box 2862, B-T.

Staff announcer, 2 years solid experience with small midwest radio station, desires to relocate anywhere in native New England. 25, vet. single. Box 2589, B-T.

Outstanding news and sports personally seeking job with opportunity. Commercial voice and wide experience by ample experience. College graduate presently employed. Tape and resume upon request. Box 2710, B-T.


Announcer—no tux, will travel. Energy unbounded. Strong commercials and news. Recent graduate. Tape, photo, resume on request. Box 2833, B-T.

Deejay—two years present location—enced network show. Strong on play-by-play—special events—third ticket. Prefer eastern location. Box 2846, B-T.

Announcer, first class license. Good voice. Experienced. Box 2840, D-T.

Announcer—5 years experience, all phases except sports. Pay must be good. Any North Carolina area preferred. Box 2599, B-T.

Experienced, reliable, sober, draft exempt, married, car. Available after notice. Box 3008, B-T.

Staffed announcer, friendly deejay, singer, strong news, good commercials, single, veteran, license. Tape and resume available. Box 3848, B-T.

Station managers: I'm 33, single, light experience, have a fine DJ and news delivery. Just the man you've been looking for. Yours if you act fast. Tux will travel. Box 3066, B-T.

RADIO
Situations Wanted—(Cont'd)

ANNOUNCERS

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 3093, B-T.


Brighten up your weekends. Top-flight New York commercial announcer, newscaster and writer with several exclusive successfully tested network radio programs, wants Saturday and Sunday work out of town. Tapes and interview upon request. Box 3112, B-T.

Top-rated announcer in 5-station western market desires permanent position with program confidential prestige station. Now doing top music shows, formerly air news director. 7 1/2 years experience, radio, tv. No gimmicks, just sound, polished technique. No quickie deals. Position must offer security, advancement. Write Box 3153, B-T.

Announcer: Desire network in eastern U. S. A. Young, 21 years experience, currently employed as staff and sports director. College grad. Box 2565, B-T.

Wide-awake announcer, strong on news, excellent pop DJ, can write commercial copy. Capable of handling sales installation, etc. Single. Married, family, veteran, have all. Reliable tape on request. Act quickly on this one. Box 3366, B-T.


Experienced sportscaster. Two seasons "Hoosier" basketball, football. Like permanent possible position including baseball. Reliable with references. Box 3025, B-T.


RADIO
Situations Wanted—(Cont'd)

RADIO
Situations Wanted—(Cont'd)

Play-by-play, six years experience all sports. Veteran, married. Top references, production and tape available. Bob Junkert, 5124 Fountain Street, Eau Claire, Wisconsin.

Staff—capable. Good voice, light experience. Wishes to settle. Tape tells tale. Robert Miller, 136 West 46th Street, New York City, N. Y.


Staff announcer: Strong on commercials, DJ, news. Prefer midwest: will travel. Tape, resume. Write: John Schneider, 2720 W. Folk, Chicago.

Announcer, staff employed, veteran, married, will travel, tape—Mark Shor, 701 E. 178th Street, Bronx 7, New York.

Experienced announcer, versatile Midwestern Broadcasting School graduate. Will work anywhere for opportunity. Box 2106, B-T.

Technical

Broken down tv chief presently employed desires chief's job in radio again to regain sanity. Box 2862, B-T.

Technician 12 years experience am-tv desires permanent position with progressive station. Prefer transmitter but will work studio. Box 2956, B-T.

1st class engineer. Married, serious-minded, excellent references. South preferred. Box 2959, B-T.

Am engineer. Experienced all phases including directional. Box 2976, B-T.

Versatile—engineer, first. Will also write commercials and script. Some announcing, 30 years electronics. 2 years broadcasting. Box 3065, B-T.

Fifteen years in experience, ten years this station. Maintenance operation, tapes and studio. No, am-tv advertising. Will interview. Phone home 5205, Beacon, W. Va. Box 3120, B-T.

Engineer—1st phone. One year experience in am and fm. Available immediately for am, fm or tv operation. Charles Curzon, 5202 N. Clark Street, Chicago, Illinois. Phone Ravenswood 6-9795.


MAJOR MARKET UHF STATION
Over 40 percent penetration
FOR SALE
for less than liabilities
for details
Write or wire collect
Box 324 G, B-T
RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

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 experience plus. Proven record, well recommended. Desire to write permanently. Excellent reference. Will supply further info and material. Will go anywhere. Box 292C, B-T.

Newman. Ten years with 50,000 watt station, newspaper background. Some tv experience in advertising. Prefer midwest or southeast. Available now. Write only, no air work. Box 262G, B-T.

Newscaster—reporter, movie photographer; 2½ years tv newsman experience in Chicago. Currently in Journalism, University of Iowa. Ben Silver, 104 Westlawn Park, Iowa City, Iowa.

TELEVISION

Help Wanted

Salesmen

Florida vhf offering young salesman opportunity to learn television. Should have an ambition. Preference given Florida salesman. Our staff advise this ad. Box 386G, B-T.

Announcer

Announcer—wanted by pre-freeze vhf station in southeast. Prefer or opportunity for steady man who is capable of effective on-camera selling. Write fully, explaining experience, ambitions, salary requirements. Our people know of this advertisement. Address Box 75G, B-T.

Announcer who can sell with conviction, for vhf transmitting station in southeast. Send photo, tape, background and references. Box 317G, B-T.

Technical

Transmitter engineer—New York State am and tv—vhf has opening. Box 631G, B-T.

Wanted: Engineer with experience in am and tv transmitters and tv studio equipment for chief engineer of am-vhf station in north central United States. Write giving qualifications to Box 266G, B-T.

Production-Programming, Others

Program director to plan, supervise aggressive live newscast schedule for growing Great Lakes area vhf. Box 308G, B-T.

Film director for growing vhf in southeast. Send references, photo, experience. Box 316G, B-T.

Combination tv-newman-announcer wanted by Great Lakes area vhf. Send complete details first letter. Box 351G, B-T.

Promotion manager. Are you the second man in the promotion-merchandising department of a leading radio and tv station? Do you think you are smarter than the first man? Are you waiting to give the nation's advertisers a look at your new fresh promotion-merchandising ideas? Friend, this is your chance. Contact today and we'll make you the "First" man in our promotion department. We are a leading basic CBS tv and radio affiliate in the southeastern U. S. We would also like to see from smart promotion gals too. Send us your presentation today. Box 255G, B-T.

Situations Wanted

Managerial

Program director, now production manager large midwest vhf station. 4½ years by experience and production, college grad, family oriented, capable of going anywhere, will send details. Box 169G, B-T.

National sales or commercial manager—approximately 14 years radio-television sales experience, both local and sales. Experience includes branch manager of representative and station's national advertising. Persistent, determined. References from stations, agencies and representatives. Box 242G, B-T.

TELEVISION

Situations Wanted—(Cont'd)
GENERAL MANAGER AM-FM INDIE

If you are an experienced and proven radio station manager with a sales background, this may be the opportunity you have been hoping for.

We want a take-charge manager who will be paid a substantial salary, participate in the profits and will have the opportunity to acquire an interest in the station.

This newspaper-owned station is in a prosperous, growing city of 40,000 with an excellent market, good cultural area, live retail outlets and a large average audience.

We prefer a family man capable of assuming an active place in the business, civic and social life of the community.

Give complete personal and business background, including references and photographs in first letter.

CHRONICLE PUBLISHING COMPANY
WMRI & WMRI-FM
Marion, Ind. Phone 4059

TELEVISION

Help Wanted

HOLLYWOOD, CALIFORNIA

Opening for TV Director of our Hollywood Studios. Duties include instruction in all phases of TV Production. Prefer TV Production person with well rounded secondary market experience. Send complete information including starting salary expected.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N. W. 21st Avenue
Portland 9, Oregon

RESEARCH and PRESENTATION WRITER

One of the top television stations in the Eastern market needs aggressive research and sales presentation writer. Must have wide knowledge of television research techniques and be able to turn out hard-hitting sales presentations. Would prefer someone now in the industry. Unusual opportunity for right person.

Box 333G, B.T.

Situation Wanted

ATTENTION NEW TV STATIONS

Experienced: 24 years total
3 Directors
3 Camera men
2 Announcers—Talent
All in 3 men. Expert ability
Can and have installed TV Stations
Production-wise

Box 280G, B.T.

RADIO

Help Wanted

FOR SALE

TELEVISION STATION

Fully equipped UHF TV station available at advantageous price. Equipment all in excellent condition, and, except for two items, may be used on VHF channels. May be purchased as presently installed or shipped elsewhere.

Box 289G, B.T.

446-ft. TV TOWER

Self-Supporting 40-lb. Wind Loading
FOR 12 BAY HIGH BAND ANTENNA
NEW—READY TO SHIP

Contact:
Joseph B. Haigh
TEXAS STATE NETWORK
Fort Worth, Texas

WANTED TO BUY

RCA 1 KW FM TRANSMITTER,
Type BTF.1C. Please state price, condition and availability.

Box 271G, B.T.

FOR THE RECORD

(CONTINUED FROM PAGE 108)

WTVN-TV Peoria, II. Hilltop Besty Co.—Mod. of CP (BPCT-1025) as mod. which authorized new tv station to extend completion date to 8-23-55 (BPCT-2835).

WICK (TV) Springfield, Ill. Plains Television Corp.—Mod. of CP (BPCT-1101) as mod. which authorized new tv station to extend completion date to 9-25-55 (BPCT-2836).

KXIV (TV) Sioux City, Iowa. KCOM Besty Co.—Mod. of CP (BPCT-894) as mod. which authorized new tv station to extend completion date to 6-30-55 (BPCT-2835).

EWM-MTV Joujlin, Mo. Air Time Inc.—Mod. of CP (BPCT-1263) as mod. which authorized new tv station to extend completion date to Sept., 1955 (BPCT-2831).

WGLV (TV) Easton, Pa. WGLV Inc.—Mod. of CP (BPCT-2841) as mod. which authorized new tv station to extend completion date to 8-23-55 (BPCT-2835).

WCMQB-TV Harrisburg, Pa. Rossmoyne Corp.—Mod. of CP (BPCT-969) as mod. which authorized new tv station to extend completion date to 6-30-55 (BPCT-2835).

WLBR-TV Lebanon, Pa. Lebanon Television Corp.—Mod. of CP (BPCT-1011) as mod. which authorized new tv station to extend completion date to 5-25-55 (BPCT-2835).

KELO-TV Sioux City, S. D. Midcontinent Besty Co.—Mod. of CP (BPCT-2861) as mod. which authorized new tv station to extend completion date to 9-18-55 (BPCT-2835).

Remote Control

WCTT Corbin, Ky. The Corbin Times-Tribune (BCT-340).

Yankton, S. D., Yankton Besty Co.—(BCT-900).

Application Returned


February 8 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde on Feb. 4

KWKW, Minneapolis, Minn. Minnesota Valley Besty Co.—Granted petition for an extension of time to Feb. 28 within which to file exceptions to initial decision re exhibition of application (Docket 10992).

Actions of Feb. 3

Chief Broadcast Bureau—Granted petition for an extension of time to and including Feb. 21 within which exceptions may be filed to Initial Decision in Case 157-9, ch. 7 filed Feb. 8, 1955 (Docket 10824 et al.).

Radio Roanoke Inc.—Granted petition of Radio Roanoke to dismiss its application for tv ch. 7 (Docket 10656; BPCT-1743), retained in hearing application of Times World (Docket 11204). In re Application of Times World (Docket 11204).

Paterson, Ohio. Somerset Besty Co.—Granted petition for an extension of time to and including Feb. 21 within which reply to a petition by Miners Besty to dismiss the application of Somerset for a new tv station (Docket 11200 et al.).

By Hearing Examiner Anne Neal Huntting on Feb. 4

Paterson, Ohio. Somerset Besty Co.— Granted petition for leave to amend its application for new am station (Docket 11204) in order to submit certain revised data.

Parmelee, Mich. Jackson Besty & TV Corp.— Granted petition for leave to amend its applica-
GRANTED

KCBX, Rohnert Park, Calif.

KCBA, San Antonio, Tex.

KADB, Denver, Colo.

KCLH, Tucson, Ariz.

KXMA, McAlester, Okla.

KXRV, San Antonio, Tex.

KSOB, Idaho Falls, Idaho.

KQHK, Huntsville, Ala.

KVON, Kinston, N.C.

KCMO, Kansas City, Mo.

KMUS, Upper Eureka, S.D.

KMYF, Green Bay, Wis.

KGBA, Fort Worth, Texas.

KQMN, McLeansboro, Ill.

KZTA, Tampa, Fla.

KUNA, Kuna, Idaho.

KXV, Boise, Idaho.

KXQ, Dallas, Texas.

KTVK, Phoenix, Ariz.

KUSA, Denver, Colo.

KTVN, Bend, Oreg.

KTVL, Jacksboro, Ark.

KTVB, Boise, Idaho.

KTVN, Bend, Oreg.

KTVL, Jacksboro, Ark.

KTVB, Boise, Idaho.

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KTVN, Bend, Oreg.

KTVL, Jacksboro, Ark.

KTVB, Boise, Idaho.

KTVN, Bend, Oreg.

KTVL, Jacksboro, Ark.
TELESTATUS

February 14, 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 (e) stations that are operating as commercial and educational outlets and (g) grantees. Triangle (•) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report separately under city of coverage area. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B.T. estimate. Stations not preceded by triangle (•) are grantees, not yet operating.

ALABAMA

Birmingham-
- WAAT (15) NBC, ABC, DuM; Blare: 163,318
- WRCB-TV (10) ABC, CBS, DuM; Katz: 184,250
- WJLN-TV (40) 12/10/52-Unknown
- WDH (18) 10/15/54-Unknown

Mobile-
- WTVG (9) Rollaingby: 7/15/54-Unknown
- WTVY (18) ABC, NFL; Rayner: 30,000
- WBTY (4) ABC, CBS; Headley-Red: 62,000
- WJSW (18) Br W; Rayner: 30,000

ARIZONA

Phoenix-
- KPHO-TV (10) ABC, KITV (3) DuM; Katz: 114,630
- KTVK (3) 4/10/54-Unknown
- KTVV (3) 6/10/54-Unknown

Tucson-
- KUFO-TV (10) DuM; Headley-Red: 36,013
- KMVT (4) ABC; Headley-Red: 36,013
- KMAT (3) for Pine Bluff
- KATV (7) ABC, CBS; Avery-Knodel: 9,133
- KCCM (6) Texarkana, Tex.

ARKANSAS

El Dorado-
- KDKR (10) 2/24/54-Unknown

Fort Smith-
- KVAI (22) ABC, CBS, DuM; Pearson: 25,000
- KNAC-TV (5) Ramboe: 8/3/49-Unknown

JONESBORO-
- KTVM (3) 1/12/55-Unknown
- KRAK (6) DuM; Petrey: 97,581
- KJY (3) 11/4/54-Unknown
- KATV (7) (See Pine Bluff)
- KATY (7) ABC, CBS; Avery-Knodel: 9,133
- RCFCM (6) Texarkana, Tex.

CALIFORNIA

Bakersfield-
- KBAK (30) ABC, DuM; Weid: 87,000

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations, list of grant and commencement target dates for grantees.

Total stations on air in U. S. and possessions: 425; total stations on air: 580. Both totals include KXJ-XJ Uxarez and KETV (TV) 7Jutah, Meadoe, as well as educational outlets that are operating. Total sets in use 35,425,576.

Indicates educational stations.

Cities NOT interconnected to receive network services:

(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverages in Canada: WHW-VF, 421,917; WGRY-VF, 384,403.

(b) Number of sets not currently reported by WRPA TV Louisville, Ky.; Last report was 265, 544 on July 10, 1952.

(c) Some stations have suspended regular operations but have not turned in figures: WRPA TV, Fresno, Calif.; KTVI (TV) Los Angeles; WRAY TV, Denver, Ind.; WPKO-TV Louisville, Ky.; WPMT TV, Portland, Me.; WENT-TV, Waco, Tex.; WWSM-TV, Memphis, Miss.; KDY (TV) Fort Worth, Tex.; KOPR-TV Butte, Mont.; WCF-TV Atlantic City, N. J.; WDBI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WIPF (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEE (TV) Tulsa, Okla.; WLBB-TV, Lebanon, Pa.; WFRV-TV New Castle, Pa.; WKFJ-TV Pittsburgh, Pa.; KFNU-TV Houston, Tex.; WCMG (TV) Tex.; WJSM-TV Danville, Va.; WTAT TV Norfolk, Va.

(d) Shreveport Te Co. has received initial election grant for Ch. 12, which is currently operated by Interim TV Corp. (KSLA (TV)).

(e) WNAM-TV Neonah, Wis., has suspended operations pending merger with WFRV-VF Green Bay.

<table>
<thead>
<tr>
<th>Station</th>
<th>Network</th>
<th>City</th>
<th>Sets</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPHO-TV</td>
<td>ABC/CBS</td>
<td>Phoenix</td>
<td>114,630</td>
<td>11/4/54</td>
</tr>
<tr>
<td>KTVK</td>
<td>ABC/CBS</td>
<td>Phoenix</td>
<td>114,530</td>
<td>12/10/52</td>
</tr>
<tr>
<td>KTVY</td>
<td>ABC/CBS</td>
<td>Montgomery</td>
<td>30,000</td>
<td>7/15/54</td>
</tr>
<tr>
<td>WBI (TV)</td>
<td>ABC/CBS</td>
<td>Metairie, La.</td>
<td>97,581</td>
<td>11/4/54</td>
</tr>
<tr>
<td>KATV</td>
<td>ABC/CBS</td>
<td>Little Rock</td>
<td>9,133</td>
<td>1/12/55</td>
</tr>
</tbody>
</table>

SOLD

Eating and Drinking Places Sales

![In Population and Retail Sales](image)

now 44th

EATING AND DRINKING PLACES SALES

Sales are high, and going higher, in local eating and drinking establishments. The cheerful jingle of cash register is constant proof that Phoenicians like to "eat out" — like to enjoy a friendly glass with congenial companions.

Is YOUR product profiting by this appetizing market? Let KPHO and KPHO-TV take your sales story to the most potent pocketbooks in the Phoenix area! You'll get gratifying results for your advertising dollars.

BROADCASTING • TELECASTING

February 14, 1955 • Page 115
Salina—
  KSHW-TV (8) ABC, CBS, NBC, DuM; Hollinger;
  509.271
San Diego—
  KFMB-TV (8) ABC, CBS, Petry; 290,000
  KFSD-TV (10) NBC; Katz: 283,553
  KGTV (12) 1/25/53-Unknown
San Francisco—
  KBAY-TV (20) 5/31/53.UNKNOWN (granted STA)
  KGO-TV (1) ABC, Petry; 1,044,914
  KPIX (5) CBS, DuM, Peter, Petry; 1,044,914
San Jose—
  KQXI (11) 4/15/54-Unknown
San Luis Obispo—
  KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018
Santa Barbara—
  KEVT (5) ABC, CBS, NBC, DuM; Hollinger;
  384,058
Stockton—
  KTXL (13) DuM; Blair: 1,054,049
  KBSE (4) NBC; Hollinger; 92,055
Tulare (Fresno)—
  KXVF (27) DuM; Foroe; 150,000
Visalia—
  KAKU (42) 10/54-Unknown
COLOrado—
  Colorado Springs—
    KKC (11) ABC, CBS, DuM; Hollinger;
    63,064
    KRDO-TV (13) NBC; McGilla; 38,000
Denver—
    KBTV (9) ABC; Free & Peters; 273,069
    KPEL (2) DuM: Hoag-Blair, Blair TV:
    272,098
    KLZ (7) CBS; Katz: 275,098
    KIAD (3) NBC; Petry, 273,069
    KRMA (4*): 7/1/53-Unknown
  Colorado Junction—
    KPFX-TV (5) NBC, ABC, CBS, DuM; Holman;
    41,040
  Pueblo—
    KCSJ (5) NBC; Avery-Knodel: 50,806
CONNECTICUT—
  Bridgeport—
    WCBS-R (1) 1/20/53-Unknown
    WITC-TV (43) ABC, DuM, Young; 72,340
  Hartford—
    WCMP (24*): 2/13/53-Unknown
    WGH (18) ABC, DuM; H: 241,238
  New Haven—
    WNBN (30) CBS; Bolling; 219,422
    WNEI (59) H: 8/5/53-Unknown
  New London—
    WNBD (6) ABC, CBS, NBC, DuM; Katz;
    369,257

THE SPOTLIGHT’S ON WEHT
IN THE EVANSVILLE MARKET

FIRST—Anyway you figure it!

CIS-TV
unobstructed coverage reality
pay-off—our Channel’s
ARS and November’s Con¬
sumer. And with a realistic cost
per thousand, you can’t go wrong— Interconnected with network color.

REPRESENTED
Nationwide by
MEEKER TV, Inc.
ADAM YOUNG
St. Louis, Mo.

FOR THE RECORD

Page 116 • February 14, 1955

BLOOMINGDON—
  WBN (15) McGilla; 113,243
Champaigon—
  WCHS (9) CBS, NBC, DuM; Hollinger;
  307,000
  WTLC (13*): 11/4/53-Unknown
Chicago—
  WBBM (2) CBS; Spot Sla.; 1,171,800
  WBBH (1) ABC; Blair: 2,674,200
  WGN (9) DuM; Hollinger; 2,008,000
  WEMP (36) CBS, DuM; Hollinger;
  171,000
  WNDK (10) NBC, DuM; Hollinger;
  2,043,000
  WQT (14) 1/30/53-Unknown
  WTTV (11) 11/5/53-Unknown

DANVILLE—
  WDAN-TV (24) ABC; Everett-McKeaney;
  35,000

Decatur—
  WTVP (17) ABC, DuM; Bolling; 151,534

Evansvillc—
  WTLE (32) 8/12/53-Unknown
  WHBF (5) ABC, DuM; Blirt: 170,000
  WSIL (22) ABC; Walker; 30,000

Ft. Wayne—
  WEIP (43) CBS, NBC; Headley-Reed;
  228,130

GEORGIA—
  WVTYH (19) CBS, DuM; Petry; 214,000
  WTVL (C) (4) Initial Decision 11/5/54
    Quincy (Hollingbery, NBC; Avery-Knodel;
    15,000
  WGMN (10) ABC, NBC; Avery-Knodel;
  125,000
  WHQA- TV (7) See Hollingbery, Mo.
  WREX (13) ABC, DuM, H: 246,024
  WDDY (9) NBC, DuM; Weid: 100,000
  KROK (11) ABC, DuM; Hollinger;
  129,000
  WKBW (19) NBC; Headley-Reed; 227,600

INDIANA—
  Bloomington—
    WTV (4) NBC, DuM; Meeker; 606,450 (also
    Indianapolis—
    WESB (15) ABC, NBC, DuM; H: 204,103
  Evansvillc—
    WTV (6) ABC, NBC, DuM; Venard: 94,315
    WEHT (90) See Henderson, Ky.
    24,750
  Fort Wayne—
    WVTYH (19) CBS, DuM; Raymon: 112,188
  Lafayette—
    WFTV (15) See Waterford
    WTYY (80) Bolling; 8/28/54-Unknown
  Indianapolis—
    WIP (15) ABC, NBC, CBS, Katz: 605,000
    WISH (8) ABC, CBS, DuM; Bolling;
    524,710
    WTVP (4) See Bloomington
  WFGM (10) ABC, DuM; DuM;
    101,000
  Notre Dame (South Bend)—
    WSMR (10) NBC, DuM; Venard;
    237,000
  Princeton—
    WTVP (32) See footnotes (c)
  South Bend—
    WSO (34) CBS, DuM; Rayner: 106,473
  Terre Haute—
    WTVP (10) ABC, DuM; Bolling; 147,267
    Waterloo (Fort Wayne)—
    WINT (15) ABC, CBS, DuM; H: 133,478

IOWA—
  Ames—
    WOIT (5) ABC, CBS; DuM; Weed: 289,940
  Cedar Rapids—
    KCRG- TV (9) ABC, DuM; Venard: 116,333
  WMT (10) CBS; Katz: 259,200
    Waterloo (Davenport, Rock Island) —
    WOC (5) ABC, DuM; Free & Peters; 202,000
    Cowles Broadcasting Co. (8) Initial
    Decision 10/4/54
  Fort Dodge—
    WEK (3) ABC, Pearson: 42,100
  Mason City—
    KEJO (3) CBS, DuM; Weed: 127,156
  Sioux City—
    KEIT (4) NBC, ABC, DuM; Hollinger;
    152,835
    KEKT (9) ABC, CBS, DuM; Katz;
    137,865
  Waterloo—
    KXWL-TV (7) NBC, DuM; Headley-Reed;
    140,765

KANSAS—

Great Bend—
  KCKT (2) NBC; Bolling: 128,258
  Hutchinson—
  KTVH (11) CBS, DuM; H: 158,578

MANHATTAN—
  KMAG (8*): 1/26/53-Unknown
  Pittsburgh—
  KOAM-TV (7) NBC, DuM; Katz: 86,387

Directory information is in following order: call letters, channel, network affiliation, national rep¬resentative; market set count for operating sta¬tions: date of grant and commencement target date for grantees.
BROADCASTING

Battle Ann
Worcester
Springfield-
Brockton-
Salisbury-
KSLA
New
Monroe-
Lafayette-
Baton Rouge-
Laxington-
Topeka-
WWOR-TV
WBZ-TV
WAAM
WUOM-TV
WHEF-TV
WGBH-TV
WITH-TV
WMTW
WABI-TV
WJMR-TV
WAFB-TV
WHAS-TV
KAKE
WCNO
46,400
75,600
300,890
Sls.;
Arbor-

Kentucky
Ashland
WPTV (29) Petry; 8/14/52-Unknown
Herndon (Evansville, Ind.)
WEHT (60) CBS; Meecker; 65,007
Lexington-
WKYT-TV (27) 1/26/51-Unknown
WLKY-TV (18) NBC, ABC, DuM; Forjoe; 1/26/51-1/26/55 (granted STA Jan. 20)
Louisville-
WFIE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 43,612
WKY-TV (18) CBS, Harrison, Righter & Parsons. See footnote (b)
WKY-TV (11) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport-
WKPG-TV (74) 12/24/53-Unknown
Louisiana
Alexandria-
KLNB-TV (5) Weed
Baton Rouge-
WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBZ (2) Hollingsbery; 1/28/54-March '55
Lafayette-
KLKY-TV (10) 9/16/52-7/1/55
Lake Charles-
KEKU-TV (7) ABC, NBC; Weed; 55,035
KTAG (25) CBS, ABC, DuM; Young; 37,000
Monroe-
KNLO-TV (8) CBS, NBC, ABC, DuM; H-R: 169,000
New Orleans-
WCKG (35) Gull-Perna; 4/2/53-Unknown
WCNO-TV (35) Forjoe; 4/2/53-Unknown
WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 290,465
WJMR-TV (61) ABC, CBS, DuM; Bolling; 106,892
Shreveport-
KSLA (12) ABC, CBS, NBC, DuM; Raymer; 75,960
Shreveport TV Co. (12) Initial Decision 6/7/54
See footnote (c)
KTBS Inc. (3) Initial Decision 6/11/54
Maine
Bangor-
WBAT-TV (5) ABC, NBC, CBS, DuM; Hollingsberry; 78,100
WTOO (2) CBS; Venard
Lewiston-
WLAM-TV (17) DuM; Everett-McKinney; 24,000
Poland Spring-
WPTA (3) ABC, CBS, DuM; Harrington, Righter & Parsons; 209,533
Portland-
WCSH-TV (9) NBC, DuM; Weed; 156,004
WGDN-TV (15) ABC, CBS; Avery-Knodel
WPMT (53) See footnote (c)
Maryland
Baltimore-
WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 588,336
WBAL-TV (11) NBC; Petry; 588,336
WITI-TV (21) Forjoe; 12/12/53-Unknown
WMAR-TV (13) CBS, NBC, DuM; 588,336
WTLM (18) 12/53-Unknown
Cumberland-
WTBO-TV (17) 11/12/53-Unknown
Salisbury-
WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 46,400
Massachusetts
Adams (Pittsfield)-
WMGT (19) DuM; Walker; 169,015
Boston-
WGBH-TV (4) NBC, Free & Peters; 1,267,235
WBZ-TV (24) 7/16/54-April '55
WJW (6) 11/12/53-Unknown
WNAC-TV (7) ABC, CBS, DuM; H-R: 1,267,235
Brockton-
WHRF-TV (62) 7/30/Unknown
Cambridge (Boston)—
WZAA-TV (56) DuM; Everett-McKinney; 178,000
Springfield-
WAGR-TV (55) CBS, DuM; Branham; 165,000
WWLP (61) ABC, NBC; Hollingsbery; 165,000
Worcester-
WAKA-TV (30) Forjoe; 8/12/53-Unknown
WWOR-TV (14) ABC, DuM; Raymer; 71,674
Michigan
Ann Arbor-
WCAV (20) DuM; Everett-McKinney; 24,000
WJAM-TV (13) 11/4/53-Unknown
Battle Creek-
WBCX (58) Headley-Reed; 11/20/52-Unknown
For the Long Haul or the Short Haul

No matter how you use television, WIBW-TV delivers your sales message to 135,364 TV homes in 44 counties in 3 states.

And what a market! (The construction of transportation equipment alone puts more than $36 million into the pockets of our viewers) . . . and that's only 2.7% of total income in WIBW-TV Land.

Put in your reservation for space on this non-stop express to big buying-power. Get aboard Topeka's only TV station—WIBW-TV.
Someone has captured Amber's heart at last. It's the end of love and leave — Amber doesn't ramble anymore.

WHEN-TV is the successful suitor who has won Amber's affections. No croquet romance, either. This was love at first sight, just the way it was with more than 250 communities in upstate New York (Amber is only one of them.) They've opened their loving hearts to Channel B... and opened their purses, too, ready to spend at the slightest word from the object of their affections. Want a private line to Amber's heart (and pocketbook)? Try Channel B.

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DU MONT

A MEREDITH STATION

CHANNEL 8
SYRACUSE, N.Y.

EVERYBODY WATCHES
TENNESSEE

- WDEF-TV (12) ABC, CBS, NBC, DuM; Branson, 121,200
- WMCT (11) ABC, CBS, NBC, DuM; Pear-son; 122,360
- WMC (16) ABC, CBS, NBC, DuM; Memphis; 98,370
- WATE (5) ABC, NBC, IBM; Knoxville; 370,900
- WHRM-TV (7) ABC, CBS, NBC, DuM; 103,970
- WOR-TV (10) Initial Decision 1/5/55
- WTSK-TV (19) ABC, CBS, NBC, DuM; Pearl-son; 163,050
- WMBB (13) CBS; Blair; 250,647
- WMCT (4) ABC, NBC, DuM; Branson; 330,647
- WREC Broadcasting Service (3) Initial Decision 6/7/54

Nashville

- WMLV-TV (8) ABC, DuM; Nashville; 120,130
- WSM-TV (4) ABC, DuM; Nashville; 208,885
- Old Hickory (Nashville)
- WLAC (3) CBS; Kats; 242,519

TEXAS

- Abilen-
- KBBC-TV (9) ABC, NBC, DuM; Fortworth; 42,540
- Amarillo
- KFYV-TV (10) ABC, CBS, H-B; 66,551
- KXGC-TV (4) ABC, DuM; Kats; 96,597
- Austin-
- KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 102,661
- Beaumont
- KIBM (31) ABC, NBC, DuM; Forjoe; 40,000
- KCOH (8) CBS; Free & Peters; 8/4/52-
- Big Spring
- KBST-TV (4) CBS; Pearson; 7/12/54-
- Corpus Christi-
- KWTX-TV (20) ABC, NBC, DuM; Young; 73,360
- KTCL (43) 12/8/53-Unknown
- KAUT-TV (30) Initial Decision 6/17/54
- K-SIX TV Inc. (16) Initial Decision 1/20/55

Dallas
- KXTV (23) 1/15/53-Unknown
- KKLH-TV (11) 2/15/53-Unknown
- KKLH-TV (11) 8/28/53-Unknown
- KTVT (19) CBS, NBC, DuM; 440,000
- WFAA-TV (8) ABC, NBC, DuM; 446,000
- KTVK (4) ABC, CBS, DuM; 44,423
- KOKX (13) Forjoe; 3/18/54-Unknown
- WFAA-TV (8) ABC, NBC, DuM; Branson; 64,423
- KTVI-TV (9) NBC; Hollingbery; 82,623

FT. WORTH
- WBAF-TV (5) ABC, NBC; Free & Peters; 460,000
- KJTV (11) H-R; 9/17/54-Spring '55
- KGTV (11) ABC, NBC; 491,728
- KGTV (11) NBC, CBS, DuM; 370,000
- KWGT-TV (23) H-R, DuM; 64,423
- KTVI (8) ABC, DuM; H-R; 87,000
- KTVN (23) See footnote (c)
- KXRF (12) ABC, NBC; Petry; 387,000
- KXTV (12) ABC, CBS, DuM; Blair; 387,000
- KWHO-TV (23) 6/15-Unknown
- KTVU (28) 300,000
- KXLY-TV (29) 6/15-Unknown

HOUSTON
- KENS-TV (11) ABC, NBC; Raymer; 67,878
- KOPV (12) CBS, DuM; 67,878
- KFKE-TV (8) Kats; 5/7/53-Unknown

Lufkin
- KKFV (19) Venard; 11/17/54-
- KIME-TV (12) CBS; DuM; 8/15/53-Unknown

Longview
- KCMU (9) ABC, CBS, NBC, DuM; Raymer; 28,230
- KOGT (9) DuM; 64,623
- Odessa
- Odessa Co. (7) Initial Decision 11/18/54

San Angelo
- KJAB (33) 9/5/54-Unknown
- KOCO-TV (4) Krets; 5/12/54-April '55
- KENS-TV (5) ABC, CBS, DuM; Free & Peters; 36,000
- WACO-TV (4) ABC, DuM; Petry; 320,912
- Sweetwater
- KPAR-TV (12) ABC; DuM; Nashville; 8/28/53-

Temple
- KCCC-TV (9) NBC; Hollingbery; 103,144
- Texarkana (also Texarkana, Ark.)
- KCMC-TV (6) ABC, DuM; Vanard; 103,700
- KTEX
- KTXV (19) See footnote (c)
- KLTV (17) ABC, CBS, NBC, DuM; Pearson; 49,094

Waco
- KANG-TV (34) CBS, ABC, DuM; Raymer; 49,075
- KOKY-TV (10) 12/1/54-Unknown

Wacolet (Brownsville, Harlingen, McAllen)
- KRGV-TV (5) NBC; Raymer; 47,073

Wichita Falls
- KFRA-TV (3) ABC, CBS; Branson; 41,169

Wichita Falls
- KFDF-TV (5) ABC, NBC; Raymer; 80,010
- KWFT-TV (8) CBS, DuM; Blair; 66,890

FOR THE RECORD

WASHINGTON

Bellingham
- KVOU-TV (12) CBS, DuM; Forjoe; 155,153
- KEPR-TV (19) 39,200
- Seattle (Tacoma)
- KING-TV (5) ABC; Blair; 408,109
- KAPL (4) ABC, DuM; Hollingbery; 408,109
- KOMO (8) 7/15/53

Everett
- KOMO-TV (8) 7/15/53-Unknown
- Spokane
- KFSN (6) ABC; Katz; 109,416
- KXLY-TV (11) ABC, DuM; DuM; 89,883
- Tacoma (Seattle)
- KTWW (13) Barry, N. Y.; Clark, Chicago; 40,109
- KTVW

Vancouver
- KVAN-TV (21) Belling; 8/26/53-Unknown

Yakima
- KIMA-TV (29) ABC, CBS, NBC, DuM; Wead; 35,500

WEST VIRGINIA

Bluefield
- WHIS-TV (6) Kets; 10/29/54-Unknown
- Charleston
- WCHS-TV (8) ABC, CBS, DuM; Branson; 102,664
- WQNY-TV (49) ABC; Wead; 51,130
- Charleston
- WBLK-TV (12) Branson; 2/17/54-Spring '55
- Fairmont
- WPVN-TV (25) ABC, NBC, DuM; Gill-Penna; 52,600
- Huntington
- WSHA-TV (3) ABC, NBC; Katz; 431,728
- WHTN-TV (19) 9/2/54-Spring '55

Oak Hill (Beech)  

Wheeling
- WTVY-TV (4) ABC; Wead

Parkersburg
- WTPA (13) ABC, NBC, DuM; Forjoe; 39,502
- WVUH-TV (21) 7/1/53-Unknown
- WTVY (19) 7/1/53-Unknown
- Wheeling
- Wheeling

Wisconsin

Eau Claire
- WBEU-TV (12) ABC, NBC, DuM; Hollingbery; 75,500

Green Bay
- WGBV-TV (2) ABC, CBS, DuM; Wead; 210,000
- WFRV-TV (5) ABC; Headley-Read; 3/10/54-
- WMBV-TV (11) See Marinette

La Crosse
- WSLC (8) ABC, CBS, NBC, DuM; Raymer; 52,000
- WTLJ (58) 12/16/53-Unknown

Madison
- WHA-TV (31)
- WWDM-TV (27) ABC, Headley-Read; 103,000
- WMVT (53) ABC, NBC, DuM; Belling; 72,000

Bader Television (3) Initial Decision 7/31/54

Marquette (Green Bay)

- WMBV-TV (11) ABC, NBC; 175,000

Directory information is in following order: call letters, channel, network affiliation, national representative, market set count for operating stations; date of grant and commencement target date for grantees.
ON THE DOTTED LINE . . .

HOLSUM BREAD Co. contracts with KJJB-TV Valley City, N. D., for full season showing of the Gene Autry Show. L to r: John Boles, president of the North Dakota Broadcasting Co., KJJB-TV licensees; Rex Holly, manager of Holsum’s Fargo, N. D., branch; E. R. Booth, vice president-general manager, Holsum Bread Co., and Jack Rieger of Holsum New York office.

FINALIZING an agreement for 52-week sponsorship by Mrs. Wagner’s Pies of the Cisco Kid on WIP Philadelphia are (1 to r): Carle E. Rollins, account executive and secretary of the J. M. Mathes Adv. Agency; F. W. Birkenhauer, president of the Wagner Baking Co. of Newark, N. J., and Ralf Brent, vice president and director of sales for WIP.

WITNESSING Sam Alexander (l), Butter Krust Bakers, and Henry Bubb, president, Capital Federal Savings, review contracts for the co-sponsorship of all Kansas U. and Kansas State basketball games over WREN Topeka, Kan., are Gerald Barker (l), WREN sales manager, and Max Falkenstein, WREN sports director, who is in charge of producing the shows.

FREDERICK S. HOYWINK (c), general manager of WMAL Washington, contracts with the Frederic W. Ziv Co. for that firm’s Eddie Cantor Show, to be heard Monday through Friday beginning Feb. 14. With Mr. Hawink are Perry P. Walders (r), Ziv’s district representative, and Robert Jonscher, station radio manager.

BROADCASTING subscription order blank

Please start my subscription with the next issue.
I’ve checked service desired.

☐ 52 weekly issues of BROADCASTING & TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed  ☐ Bill

Name ____________________________
Title/Position ____________________________
Company Name ____________________________
Address ____________________________
City ____________________________ State ________

February 14, 1955 • Page 121
The Outlook

NOW THAT the broadcasting fat is in the Congressional fire anyone identified with any aspect of the art and industry will be fair game for committees of Congress. The so-called “Plotkin Memorandum,” to be augmented this week by the release of the “Jones Report,” will be used as the sources of inquisitionary supply, even though they merely constitute the opinions of the individual authors.

First at bat will be George C. McConnaughey, to be heard Feb. 23 by the Senate Interstate & Foreign Commerce Committee on his nomination by President Eisenhower as chairman of the FCC. Since last October he has been serving on an interim basis.

Ordinarily, Mr. McConnaughey (or any other new appointee) would be queried merely on his qualifications and on his overall views on regulation. Now that he has served for several months, it’s a sure bet that some members of the Committee will expect him to know as much about allocations as the head of the Institute of Radio Engineers, along with an expert knowledge of the economics of television and a pat answer for the plight of the uhf stations in secondary markets.

We have no doubt that both the Plotkin and Jones reports will be used as source material for the McConnaughey hearing. Mr. McConnaughey can’t conceivably know the answers after so short a tenure on the FCC. Since Chairman Warren G. Magnuson (D-Wash.) of the Committee has already requested the FCC to come forward with its views on the Plotkin comments “in thirty days,” or sometime next month, it seems to us Mr. McConnaughey might be spared this line of questioning next week.

Sen. Magnuson also has asked the Dept. of Justice to report to the Committee “within 30 days” on the Plotkin Memorandum. To date, however, there has been no inking as to when spokesmen for the networks and others affected might be heard by the Committee.

There should be no undue lapse between the testimony of the Government witnesses and those representing the business of broadcasting. There are at least two sides, and Congress and the public should be apprised of them at the same sitting. Otherwise, half-truths and innuendos may go unchallenged for too long, and become accepted as facts.

The Man Who Remembered

THE vital role played by radio and television in molding opinions and influencing the outcome of political contests across the nation was emphasized at a luncheon meeting a fortnight ago in New York where representatives of all metropolitan area stations were guests of New York Mayor Robert F. Wagner.

The event marked the first anniversary of Mayor Wagner’s career as a broadcaster, appearing monthly before radio microphones and tv cameras in unrehearsed interview broadcasts which, he stated, put him in close touch with constituents, their civic problems and their opinions on how effectively his administration is coping with them.

The purpose of the luncheon meeting was to express gratitude to all New York radio and tv stations for making it possible for Mayor Wagner to reach the people through the broadcasting media, which proved their efficiency and power to him a little over a year ago.

For it was radio and television that literally won the election which made Mr. Wagner mayor of New York City in November 1953. At the outset of his campaign all seven New York newspapers opposed him, although midway through the contest two of them mellowed somewhat. To combat the damaging effects of a hostile press, radio-tv schedules were purchased in the metropolitan area.

The Wagner administration won in a walk. Of the 2,151,358 ballots cast for the three leading contestants, Mr. Wagner pulled 1,022,622 votes, 361,071 more than the final count recorded for the second place candidate.

It would appear that the politicians’ faith in the broadcasting media is on a constant upward swing as they continue to discover the political persuasiveness of the spoken word of radio and the personal touch of television.
The **BIG** News in Detroit...

**complete coverage on every newscast—**

on **WWJ** ... *of course!*

There's **depth** in WWJ's day-long schedule of 15-minute newscasts: depth of coverage, of facilities, of personnel. This combination makes WWJ the Number One news buy in Detroit, the market whose total retail sales per family are 25% above the national average.

**Shown here** is one platoon of the team—the men behind the mike who give listeners more news per broadcast, more facts per news story. Each is a full-time specialist in his field. Each is rich in radio reporting experience. All are established favorites you can count on for listener loyalty.

Put **WWJ's** unsurpassed news depth to work for you—under complete sponsorship or participation. Phone, wire, or write your nearest Hollingbery office for further information.

**WWJ**

Associate Television Station WWJ-TV
Basic NBC Affiliate

AM—950 Kilocycles—5000 Watts
FM—Channel 246—97.1 Megacycles

**WORLD'S FIRST RADIO STATION** • **National Representatives:** The **GEORGE P. HOLLINGBERY CO.**
Just how much advertising ground is covered by Kansas City's most powerful television signal? Here's a sample:

Two weeks after going full power with its "tall tower," KMBC-TV began a promotion to distribute 5,000 free copies of "Wee Wisdom," a character-building magazine for children. The giveaway was presented "live" on three local shows—Bea Johnson's "Happy Home," "Comicub" and "Commander 9."

The predicted KMBC-TV 0.1 millivolt coverage map (as plotted by the engineers) had a radius of 75 to 85 miles in all directions from Kansas City—to include 24 counties in Missouri and 19 counties in Kansas. There are 466,136 TV sets in this area. Actual coverage was proved to be 53 counties in Missouri and 40 counties in Kansas, double the expected number—from which came 10,459 requests for "Wee Wisdom"—twice the expected response! Consistent returns came from 25 miles beyond the 0.1 millivolt contour, and, in some cases, as far as 75 miles. Scattered returns were from 100 to 300 miles—some were from 700 miles away!

Your Free & Peters Colonel has a copy of this proof-of-mail-pull map. It's worth studying.

KMBC-TV
Kansas City's Most Powerful TV Station