The KMBC-KFRM radio Team adds another feather to its cap with the exclusive live play-by-play broadcasts of all games played by the Kansas City Athletics, at home and away, and during the Florida training season. KMBC of Kansas City will carry American league baseball to fans in 83 counties of western Missouri and eastern Kansas. KFRM, a bonus to KMBC, serves the state of Kansas carrying the play-by-play broadcasts into the rural and secondary markets of the nation’s sixth richest agricultural state.

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**Feature Section**

**IN THIS ISSUE:**

- NBC Radio Maps
- New Weekend Plan
- Starch Pre-Tests Ads
- In Altoona 'Lab'
- CC Takes First Step To De-Intermixture
- CC Seeks Comments On UHF Booster Plan

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**THE NEWSWEEKLY OF RADIO AND TV**

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**Feature Section**

**BROADCASTING**

**TELECASTING**

Big-league baseball coverage is typical of the high-powered programming that has made KMBC-KFRM the leading radio combination in the great Heart of America market. On the air 18½ hours a day, the Team carries a finely balanced program schedule that's nationally famous for building and holding a tremendous audience. Local-flavor news of regional importance, "live" entertainment and one of the most active farm departments in radio—together with CBS network programming—set the stage for advertising results that can't be equalled. For baseball adjacencies and choice run-of-the-log availabilities, see your Free & Peters Colonel.

**24TH YEAR**

**THE NEWSWEEKLY OF RADIO AND TV**

**The KMBC-KFRM radio TEAM**

**in the Heart of America**

**KMBC-KFRM**

One of America's great radio stations—6th Oldest CBS Affiliate

**...and for television, the Swing is to KMBC-TV...**

Kansas City's Most Powerful TV Station

**Primary Basic CBS Radio**

**Free & Peters, Inc.**

**Exclusive National Representatives**
Another thinly disguised WJR success story

You take the station break, I'll sell the milk

One of WJR's regular advertisers is a rapidly growing Detroit dairy. They sponsor a program twice weekly, and on Sundays, around noon.

Their commercials end with their telephone number, so people can order milk, and they report that no commercial ever goes unanswered.

Sundays were no different—except that the dairy was closed Sundays. All who called got "no answer."

What did they do? Easy. They called WJR, instead. There's no switchboard operator Sunday, so the announcers took down milk orders and we called them to the dairy on Monday.

The Sunday commercial doesn't have a phone number any more—it got too hard to make station breaks between 12:30 and 1 p.m. Sunday.

Which shows that WJR listeners are so anxious to own WJR-advertised products that a little thing like "no answer" doesn't stop them. They know they can count on WJR.

That's why so many smart advertisers—ones eager to sell the 16,000,000 people (10 per cent of U.S. buying power) in WJR's primary coverage area—are WJR advertisers. They know the best—and cheapest—way to move goods fast is to buy spot radio on key stations.

Your Henry I. Christal representative will tell you about WJR. It's quite a story.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 Watts CBS Radio Network

WJR'S primary coverage area: 16,000,000 people
ARE THEY THE

Funniest Pair on the Air?

By GEORGE SESSIONS PERRY

Scripts? Rehearsals? Bob and Ray use neither in adlibbing their way through more than 20 hours of nonsense a week

But MALEN has long been famed for his quick wit and his ability to interpret a script during performances. The Deucey effect is readily understood by the two principal characters and the audience. He too can transform a simple situation into a farce. The Pathé effect is idiosyncratic. He can transform a simple character into a farce. One of the most amusing things about Ray is his ability to pantomime the boating and boating, as the Marlin crooked promises to come and save the two men and save the show. There is no need for either one to be alone on the show. The

The clowns are back in Boston town. And all New England's laughing every weekday from 5 to 6 p.m. Women, tuned to the afternoon serials, stay for Bob and Ray. The youngsters dial a smile at 5 p.m., too. And during the 5 o'clock traffic rush you can follow Bob and Ray from car to car.

Give your commercials the fabulous Bob and Ray punch on New England's most powerful voice. Remember, you cover 51 counties, 6 states with WBZ+WBZA. For availabilities, call Bill Williamson, WBZ+WBZA Sales Manager at ALgonquin 4-5670. Or call Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.
WGAL-TV is a marvelous, rejuvenating sales elixir! This super-powered station gives your selling tremendous new impetus because it has a potent effect on the spending habits of more than three million people who have an effective annual buying income of $5 billion, who spend $3 billion every year. WGAL-TV is the one station that reaches this vast, responsive audience. Buy your Channel 8 spring sales tonic—now!
PARK AVENUE WHODUNIT • Dr. Frank Stanton in his own behalf as head of investment group (399 Park Avenue Corp.) and not as president of CBS Inc., has exercised option on 399 Park Avenue block for personal investment. (CBS, for its own expansion, reportedly is looking at property "north of city.") Option by Stanton group had been held since 1950 at $500,000 per year for 72-year lease (30-year original and two 21-year options) and was exercised last Wednesday just prior to March 31 expiration. Stanton group plans to tear down properties and build modern office structure after present tenants vacate. Site is opposite new Lever House.

LATEST name to hit list of candidates for Conn. Frieda B. Hennock's membership on FCC is that of Dr. Franklin Dunham, chief of radio and tv, U. S. Office of Education, and former NBC education and public affairs director. Dr. Dunham, 63, is widely traveled, has been decorated by France and holds Papal decoration as Knight of the Holy Sepulchre. Miss Hennock's term expires June 30.

'-monitor' Problems • There'll be serious time clearance problems facing NBC Radio's negotiating teams when they start dickering with affiliates on details of new Monitor program for weekends (see pages 7, 27), judging by first reactions to plan divulged on closed circuit Friday afternoon. With each station having own local programming and spot commitments, negotiations will be against problem of local vs. network payments for given facility. "It's just another attempt by NBC to get into the spot business," one affiliate manager said after hearing closed circuit.

First look at results of extensive field testing of remote control operation indicates high-power and directional equipment can be operated successfully, following pattern of low-power transmitters. Experiments at 17 stations will be unveiled at NARTB Engineering Conference May 25-26, during Washington convention week.

TUNE-UP • To ascertain cost factors and other intricacies of conversion of vhf tv sets to receive uhf range, Sen. Warren G. Magnussen (D-Wash.) has called in half-dozen leading tuner and strip manufacturers for private session April 20. This will precede April 25 meeting of receiving set manufacturers with Sen. Magnussen's Commerce Committee in effort to evolve voluntary agreement whereby all future sets would be all-band to alleviate circulation problem in uhf. Identities of companies called in not released, presumably because of antitrust aspects.

ONE TOP tuner maker, Sarkes Tarzian, operator of ch. 4 WTVT (TV) Bloomington, Ind., is expected to show "confidence" in future of uhf by applying soon for several uhf satellites in Indiana, Illinois and possibly Ohio. Mr. Tarzian estimates satellites could be built for about $600,000 each.

NETWORK SATELLITES • Major tv networks are understood to be showing considerable interest in affiliating with stations having uhf satellites in rural areas where present coverage is lacking. There is prospect of high-power uhf outlets with 2,000-ft. towers to fill in white areas between major markets.

Harold C. Stuart, former Assistant Secretary of Air Force, now practicing law in Washington and Tulsa, will move to Tulsa this fall to assume policy direction of KVOO-AM-TV. He plans to spend one-third to one-fourth of his time in Washington in his administrative law practice. Now vice president of Central Plains Enterprises Inc. (KVOO), he will supervise building of new plant to house both am and tv operations. KVOO-TV (ch. 2) goes to full 100 kw power next month. President and general manager of KVOO-AM is William B. Way. C. B. Akers is general manager of tv operations.

Still Baiting • Though most New York broadcasters are adhering to anti-"bait-switch" code they adopted a few weeks ago, violations persist. Sub-standard practices reported by New York's Better Business Bureau point to at least three tv stations. Most effective voluntary cleanup said to have been in radio. TV has been slower, particularly in copy modification. In general, facelifting of radio-tyv copy has been noticeable since code adopted, BBB sources say.

Swedish business interests are formulating project for commercial television as opposed to present government plan for government-owned system supported by receiving set taxes. With only limited experimental operation now underway in Stockholm, group has commissioned Per Norlin, vice chairman and director of Scandinavian Airlines System, to U. S. to explore American tv methods and develop project which would contemplate either private system or jointly owned system. Scandinavian Airlines is owned 50-50 by government and private interests.

BACK FOR MORE • Novexuma Chemical Co., which was dropped from Ed Murrell's Person to Person on CBS-TV because network wanted "institutional" advertiser on it, is unhappy about that experience, but is in market for another tv show. Sullivan, Stauffer, Colwell & Bayles, New York, is agency.

WALL STREET JOURNAL has been catching it from broadcasters as well as Station Representatives Assn. (see page 59) on its March 21 story carrying headline "Fading Radio." Complainants (among them Charles W. Baltrope, KITE San Antonio; Tim Elliot, WCUE Akron; Hugh K. Beice Jr., WEMP Milwaukee, and J. Milton Hall, KWBB Wichita) are in same vein: that story did not bear out headline which dealt only with network phase of radio.

EISENHOWER MYSTERY • Whether President Eisenhower will formally address NARTB Convention in Washington week of May 22 remains undecided last week. Prospect, however, was that if his schedule would not permit full-dress speech, he might make brief off-the-cuff appearance.

It's unlikely FCC will appeal either so-called Camden or Spartanburg cases wherein the Court of Appeals ordered hearings by the FCC under mandatory provisions of Sec. 309 (c). But Commission is hopeful it will get relief at this session of Congress along lines of its majority request to eliminate automatic hearings [B&T, March 28]. Rep. Oren Harris (D-Ark.), chairman of Subcommittee on Communications, House Interstate & Foreign Commerce Committee, is expected to introduce bill calling for this amendment sometime soon.

LOOKING FOR HOME • Longines Wittnauer Watch Co., New York, which had been notified by CBS-TV that as of May 13 its four-year program Longines Wittnauer Chronoscope will go off air, plans to continue to underwrite show, probably sometime next fall, and is looking for place on another network. Firm will continue sponsoring its radio program on CBS Radio. Victor A. Bennett Co., New York, is agency.

BIOW-BEIRN-TOIQ, New York, for undisclosed Procter & Gamble product is placing radio-television spot announcement campaign starting April 18 in about 25 television and 50 radio markets. Daytime minutes in radio and day and nighttime minutes, seven days weekly in tv, are being used.
WHEN you use 50,000-watt KTHS, you obviously expect a lot more than Metropolitan Little Rock. You expect extensive coverage of most of Arkansas.

KTHS delivers! De Queen (Ark.) for example, with a population of 3,015, is only one of scores of smaller cities, towns and villages served by KTHS throughout the State. Yet by itself, De Queen represents only about one tenth of one percent of the people in the KTHS interference-free daytime coverage area!

In Arkansas, use the BIG radio value — KTHS, Basic CBS.

The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other FM station. Our interference-free daytime coverage area has a population of 3,372,433.
Edward Lamb denies red affiliations, says never wrote 'worker' story

Edward Lamb took witness stand before FCC Examiner Herbert Sharfman Friday in 6V-month-old hearing on license renewal of his WICU (TV) Erie, Pa., and under detailed examination by FCC Broadcast Bureau he emphatically denied that he ever was legal advisor to International Labor Defense in 1930s, ever attended ILD meetings they use of his name by front organization, ever knew ILD had so used his name, ever wrote article appearing under his name in 1936 Sunday edition of Daily Worker, ever sent telegram in 1948 on behalf of Al Gates.

Mr. Lamb said article in Sunday Worker about "Two Women, Both Fearless Fighters for the People" (widows of Russian leader Nikolai Lenin and Sun Yat-Sen, first president of Chinese Republic, whom Mr. Lamb once interviewed on world tour) may have been picked up by someone at one of numerous chautauqua talks he delivered on "Five Famous Women Today," one of whom also included Mrs. Franklin D. Roosevelt. He said he often gave copies of talks to reporters.

Mr. Lamb related trips abroad in 1933 and 1935 as "tourist and observer," during both of which he visited Russia. He said he "tried to interview people in all walks of life everywhere I visited," but didn't consult any top Soviet officials. He submitted news stories to hometown papers, copies of which were introduced in FCC.

Mr. Lamb denied ever "attending school" in Russia, although he visited schools, hospitals, factories, etc. He recalled sitting behind Stalin at football game, speaking few words to him, "but three words nothing sinister about it.

WICU owner related legal work as defense counsel (appointed by American Civil Liberties Union) for striking employees and union at Electric Auto-Lite Corp. in Toledo in 1934. He said as lawyer he defended all employees regardless of their political, religious or racial background, but had difficult time arbitrateg wide factional stirrings up agitators such as Louis Budenz who were attempting to advance themselves politically and get publicity.

Mr. Lamb similarly recounted legal work for striking union workers at McGuffy, Ohio, later that year. He said AFL retained him. Upon protest of Broadcast Bureau, examiner refused to allow Mr. Lamb to read preliminary statement before testimony, Copies given press before taking stand he would have said "not I alone, but my government is on trial." He has called FCC hearing "political frameup." Hearing was to continue with further questioning of Mr. Lamb Saturday.

Business Briefly

Field buys radio • Saturation radio spot campaign calling for antenna "merchandising" at price items (apparel, luggage, other products) in competition with other floors in 60-second spots starting April 10. Contract hailed by agency, station and bureau executives as milestone in Chicago retail department store circles.

Parker changes agency • Parker Pen Co., Janesville, Wis. (Parker 51-21, Jotter ball point pen, pencils, desk sets), appoints Tatham-Laird Inc., Chicago, to handle advertising after 12-year association with J. Walter Thompson Co. F.I. already handles advertising for Parker's Flaminaire cigarette lighter. Firm has concentrated on printed media (about $1.5 million annually) but has used some television, including spot and sponsorship of CBS-TV's Four Star Playhouse (dropped last January). Drive to be launched early this summer to capitalize on back-to-school theme.

Eyeing kid show • Borden Co. and General Foods, both through Young & Rubicam, N. Y., understood to be considering CBS-TV's new weekly, 7:30-8 p.m. lineup of juvenile fare (story page 82) for possible sponsorship.

Maxwell house radio • General Foods, for Maxwell House coffee (regular), starts radio spot announcement campaign April 6 to run through May 27 in 10 markets in three western states plus Chicago, Dallas and Fort Worth. Benton & Bowles, N. Y., is agency.

National expansion • Harriet Andre Inc. (Trend-Kit, plastic cap, and Wonder Jim, exerciser), N. Y., which has been using television in East, is expanding nationally during April with plans to cover about 200 markets in all. Product Service, N. Y., is placing campaign.

Take tea • Tea Council, N. Y., through Leo Burnett Co., Chicago, will place heavy tv spot campaign in 11 markets for iced tea, May through August.

Stout fellows • Goetz Country Club Stock, through Compton Adv., N. Y., is placing combined radio-tv spot announcement campaign using minutes in availability near male appeal programs. Schedule starts April 4 and May 1 and runs from 13 to 26 weeks.

F&P starts sales series

Lloyd Griffin, vice president for television at Free & Peters, New York, has announced introduction of seven-week sales development series covering major aspects of tv spot business for representation firm's tv personnel. Guests from stations represented by Free & Peters in addition to firm's employees will be present at seven Wednesday night sessions in series called "Spot Basics.

In outlining primary objective of series, Mr. Griffin said, "An informed salesman who knows his prospects, knows his prospect's requirements, knows what selling tools are at his disposal and how to use them is a successful salesman."

April 4, 1955 • Page 7

At deadline

NBC's 'Operation redesign for radio described by weaver in closed circuit

First disclosure of NBC radio's revolutionary plan to revitalize network radio through new type of weekend programming was made Friday afternoon in private closed-circuit talk by NBC President Sylvester L. (Pat) Weaver Jr. He spoke to affiliates over nationwide loop, describing details of new continuous Saturday morning-Sunday night Monitor program (see story page 27).

NBC is shooting for 50% cumulative weekend audience when it opens Monitor June 12, Mr. Weaver said. He added that advertisers using flexible "pattern of positions" during 40-hour program can take advantage of this 50% rating. Third of people are driving on weekends and using auto radios, he said.

"This is not a retreat," Mr. Weaver insisted, describing details of "new and effective program patterns" that will work for advertisers. "This is what we have to do to get the money," he explained, predicting advertisers will "be back in the medium to stay."

"For the first time radio looks at the whole field, with no rules," he said. "Soon people will again be saying, 'Did you hear...? ?'

Opening his closed-circuit talk with a cheery "Hello, fellows," Mr. Weaver described affiliate committee negotiations and told of what he said was unanimous committee support of Monitor. He said some commercial details of Monitor were too confidential for nationwide closed-circuit talk and would be explained in person by station relations personnel.

Jim Fleming, creator of Today and other programs, told how NBC Radio is setting up communications desk in Radio City to keep in touch with world. He introduced excerpts of Monitor, with such typical features as Morgan Beatty commentary, sports events, music from foreign city and broadcast from jet plane. Dramatic, comedy and biographical sketches will be offered and such features as housewife complaints, weekly accolades, gags by prominent personalities and many types of vignettes.

Mr. Weaver said radio, with tape, can do many things tv can't do. He reminded affiliates that radio must face facts and not pretend television isn't here.
WBRE-TV Serves a 17 County Area in a Matter of Minutes

WBRE-TV's Regional News Coverage is produced by a 10-man news staff, with cameramen strategically located at vantage points over the vast area served by WBRE-TV. By use of bus and air service, news is received, developed (in minutes with high speed equipment) and aired the same day it happens.... often while the news is still being made. Thus, WBRE-TV renders a personal, community service unmatched by any other medium. This up-to-the minute news service to the 2,000,000 population in WBRE-TV's viewing area, has gained for this station an audience vastly superior to any TV station reaching any part of this great Northeastern Pennsylvania industrial and agricultural market. Consider WBRE-TV for news. We invite you to make inquiry, because you can profit by advertising in the one medium which covers these 17 counties whose combined retail sales equal America's 12th largest market.

November, 1954 Wilkes-Barre-Scranton
Telepulse - Evening News Ratings were as follows:
WBRE-TV 17.4
Station B 5.8
Station C —
Station D 2.4
Set Count as of March 1, 1955..... . 245,000
PEOPLE

JAMES C. ZEDER JR., assistant to Bruce E. Miller, director of advertising and merchandising of Plymouth Div. of Chrysler Corp., appointed Plymouth's radio-television advertising manager. Mr. Zeder formerly was with McCann-Erickson, N. Y., and Grant Advertising, Detroit.

PETER FINNEY, former vice president in charge of radio-tv, Harry B. Cohen Adv., N. Y., to Vidicam Pictures Corp., N. Y., as partner and executive vice president in charge of creative production.

JOHN F. HENRY, account executive on American Motors and Nash Motors division account, elected vice president of Geyer Adv., N. Y.

RAY H. KREMER, former radio-tv director of Rutledge & Lilienfield, Chicago, appointed account executive at CBS Radio Spot Sales, Chicago. He was formerly radio-tv director at Lambert & Peasley, N. Y. At one time, Mr. Kremer was with CBS Radio as director of Grand Central Station and also has directed radio programs for NBC.

LEWIS G. GREEN, head of Green Assoc., Chicago radio-tv package firm, appointed head of radio-tv division of Reinecke, Meyer & Finn Inc., same city.

CHARLES D. KASHER, president of Charles Antell Inc., announced Friday that he has sold his interest in company and has acquired title to advertising agency, TAA Inc., which formerly handled Antell account [B&T, March 28]. Mr. Kascher plans to act as advertising consultant specializing in mail order and "hard sell" copy.

PAUL B. MOWREY, t.v. consultant, formerly with ABC in production, program and marketing capacities, retained by Zenith Radio Corp. for "special activities" in connection with company's subscription television program.

ALBERT W. OBERHOFER, formerly with retail sales department of Chicago Tribune, appointed account executive at Bolling Co., Chicago, station representative firm.

RCA TV Set Sales Run High

PREDICTING "continued high industry-wide sales of television set sales," Robert A. Selid, executive vice president, consumer products, RCA, reported last Friday that sales of RCA Victor television receivers are running ahead of 1954 record highs. Mr. Seidl talked before home furnishing conference of National Retail Dry Goods Assn. in Washington. He said television will be responsible for "the greatest opportunity for increases in home furnishing sales and profits this year, next year, or perhaps any year during our lifetime."

Junius Fishburn Dies at 89

JUNIUS BLAIR FISHBURN, 89, Roanoke, Va., publisher-broadcaster (Times and World-News and WDBI-AM-FM), died Friday, day after FCC made final grant of Roanoke ch. 7 to WDBI. Mr. Fishburn was board chairman of publishing company. His son, Junius P. Fishburn, then president, died March 24, 1954, after being stricken during t.v. hearings in Washington. Mr. Fishburn's death Friday brought to three number of publisher-broadcasters who died last week. Others: Col. Robert McCormick (Chicago Tribune-WGN-AM-TV and New York News-WPIX TV), and Joseph Pulitzer (St. Louis Post-Dispatch-KSD-AM-TV) (see story page 78).

UPCOMING

April 6-7: Senate Juvenile Delinquency subcommittee hearings on effect of television, Old Supreme Court Room, U. S. Capitol.

April 8-9: Oklahoma Broadcasters Assn., Whitney Hotel, Montgomery.

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A radio success that sells its advertisers' products to 15 million families each week. 38

A UNIVERSITY ON FILM?
Max Wylie reports negotiations between Columbia U. and DaMont network for credit courses on TV. 56

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will be the theme of NARTB's engineering exhibit at the May convention. 59

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FCC asks comments on proposal to make four markets all uhf. 64

ANOTHER AID TO UHF
The Commission comes up with a plan for low-power uhf boosters. 66

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He tells Tennessee broadcasters industry must clean up bad practices to avoid government intervention. 74

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AB-PT REPORTS EARNINGS UP
Although the network division lost money, Goldenson says it is reaching competitive stage and should show gains now. 82

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KTLA covers the rich Southern California Television Market

97% of all the television families in the eight Southern California counties live where they can watch Channel Five.

7% of the nation's television homes can be reached by KTLA

Represented Nationally by PAUL H. RAYMER COMPANY
FROM THE
WJIM COUNTRY

Come with us
FOR A TOUR OF OUR NEW HOME.....
Frankly, we're bubbling over with pride here at the Country House... a pride we'd like to share with you, the members of our industry. Since the official opening on October 31st, thirty-five thousand people have visited our new home. If we were to condense the collective reaction into one word, it would be... "fabulous!" Having been in the advertising business for 20 years, we're a bit cautious about the word fabulous... but we do think that our new Country House, with its flowing ranch-type exterior and graceful French Provincial interior, rates as one of the nation's finest plants. Certainly, it has no peer for styling, comfort, convenience and utilization. We'd like you to see it. If your travels this year bring you within shouting distance of central Michigan, give us a call. We can promise you a personal tour and the most gracious hospitality.

JIM - WJIM-TV

Coverage that counts!

- Lansing
- Flint
- Saginaw
- Grand Rapids
- Battle Creek
- Jackson

NBC... CBS... ABC
greater
Nashville
watches
channel 5

- for family entertainment
- for weather reports
- for news
- for top-notch, top-rated shows
- for advertising results
- for availabilities, check our national reps, The Katz Agency

the CBS station for 62 Tennessee and Kentucky counties—a billion dollar market reached by Nashville's highest towered, maximum powered station

WLAC-TV

100,000 watts Channel 5
CBS Basic Affiliate
Nashville, Tennessee
No Question Now

EDITOR:

... Any question I might have had as to the power of B&T was certainly cleared up by the large number of letters and calls I received after the article was published [On All Accounts, Jan. 31].

The response was particularly gratifying, since I heard from many old friends whom I had not been in touch with in recent years.

Jerome Feniger
Cunningham & Walsh Inc.
New York City

The Carolinas

EDITOR:

I have just received and read with great interest the story on "The Carolinas" [B&T, March 21]. It is apparent that you found plenty of grit for the mill. You have treated it well and I know the story will be well received ... F. Clifton Toto, Asst. V. P.
Southern Railway System
Washington, D. C.

EDITOR:

YOU HAVE TOLD THE CAROLINA STORY THOROUGHLY AND ABLY. FAVORABLE COMMENTS RECEIVED FROM MANY OVER THE STATE.

Joseph M. Bryan
First Vice President
Greensboro, N. C.

EDITOR:

A 21-gun salute to Frank Beatty for the Carolinas story ... the whole story was completely excellent; you not only got the facts but the spirit of the community, and the skillful recognition of the three natural divisions should cause the state lines to be changed and bring about 49 states instead of the present 48. Please give me the price for 1,000 reprints ...

B. T. Whitmire, Manager
WFBC-TV Greenville, S. C.

EDITOR:

Congratulations on your fine presentation on the Carolinas. I'm a Yankee who has found that opportunity in radio went hand in hand with tremendous expansion taking place industrially and agriculturally.

Consequently, WHVH, a new station, will make its debut in Henderson very shortly. We are naturally optimistic, but your article has bolstered my confidence 1,000 fold.

If it is possible, I should like very much to obtain several hundred reprints ...

George A. Corkum, Gen. Mgr.
WHVH Henderson, N. C.

[EDITOR'S NOTE: Reprints of "The Carolinas" are available at $2.50 per 100 copies, with a 10% discount for orders of 1,000 or more.]

National VHF TV Plan

EDITOR:

... There is no question in my mind but that we will soon have small community television. The only way that the present vhf channels can apparently be utilized to accomplish nationwide television is through making all such channels available in all communities of these United States.

If you will check the six local am frequencies (1230, 1420, 1340, 1400, 1450 and 1490) I believe you will find that about 40% of the stations are operating on these frequencies and that there is a current move underway for all of these stations to be allowed to increase their power to 1,000 watts.

Twelve such local channels or frequencies can apparently handle as many television stations as radio stations, or as there are radio stations presently in existence. The 12 vhf channels are presently being handled somewhat like the clear am frequencies, which is a situation where the best frequencies are actually of least value to our people. It is wrong. It will be wrong if television is handled in this same manner.

L. C. McKenney, Gen. Mgr.
KICK Springfield, Mo.;
KMDO Fort Scott, Kan.;
KLRS Mountain Grove, Mo.;
KRMO Monett, Mo.

No Second Chance

EDITOR:

If the title, "Coriolis: No Second Chance," rings a bell, it well should. It's the same title that appeared on a B&T editorial in the Nov. 29, 1954, issue. In fact, your editorial inspired the enclosed script [explaining Coriolis and its vital significance to every listener] and resulted in WJR launching a public service project that we consider both educational and newsworthy.

We plan to run this program on WJR each day for seven days at different time segments so as to cover all components of the WJR audience [B&T, March 28]. At the end of this first week, tape-recordings of the program will be offered to Michigan Civil Defense ...

Worth Kramer, Vice President
WJR Detroit

Sweeney Exposition

EDITOR:

Just read the Key Sweeney interview [B&T, March 28]. It's a fine exposition of radio today. I'd like five additional copies if you have them handy.

Jim Lucer, Chief Timebuyer
J. Walter Thompson Co.
New York

High-Definition Clarification

EDITOR:

Thank you very much for the very nice article on a British high-definition system of electronic film recording, [B&T, March 21]. Due to a misunderstanding, it was referred to as the BBC high-definition system. It also referred to Norman Collins as a scientist. I would like to clarify this portion.

(a) The system is owned by High-Definition Films Ltd., London, and the BBC uses it.

(b) Norman Collins is a very well-known writer and former boss of BBC [television and now head of Associated Broadcasting Development Co., one of the four companies authorized to produce programs for commercial television in Britain]. ...

Allan A. Buckhantz,
Exec. V. P.
High Definition Electronic
Picture Recording System
Hollywood, Calif.

Buyer's Book

EDITOR:

... The Broadcasting Yearbook & Marketbook will remain on my desk as a reference for those facts and figures which a buyer must have handy at all times.

T. E. Malone, Timebuyer
William Esty Co.
New York

OPEN MIKE
Measured any way you want

WFBR IS FIRST IN BALTIMORE

AVERAGE RATINGS*
6 A.M. to Midnight
Monday thru Saturday

AND FIRST IN SIX MAJOR TIME AND PROGRAM CLASSIFICATIONS
Here are the 6 major time and program classifications... in which WFBR ranks FIRST in Baltimore:

**AVERAGE RATINGS—ALL LOCAL PROGRAMS**
6:00 A.M.—MIDNIGHT—MONDAY thru SATURDAY
WFBR, long known as the Baltimore station famous for its high-rated locally produced shows, now takes a commanding lead in this department! These are personality shows — designed to carry hard-selling minute announcements!

**AVERAGE RATINGS—EARLY MORNING PROGRAMS**
6:00 A.M.—9:00 A.M.—MONDAY thru SATURDAY
WFBR continues to hold its leadership in the "Wake-Up" department—the most sought-after time segment in radio! The name is "Morning in Maryland".

**AVERAGE RATINGS—ALL PROGRAMS—MID-TO-LATE AFTERNOON**
3:00 P.M.—6:30 P.M.—MONDAY thru SATURDAY
WFBR's musical pattern in this important time segment delivers the largest radio audience in town—nearly twice that of soap opera competition! We call this one "Melody Ballroom".

**WOMEN'S PROGRAMS**
WFBR's "EVERY WOMAN'S HOUR" is the top women's program in Baltimore. It delivers 33-1/3% more audience than its nearest competitor!

**NEWSCASTS**
WFBR's average rating, in quarter hours containing locally produced newscasts, is 45% higher than competitive local newscasts!

**SPORTS PROGRAMS**
WFBR carries the highest rated sports commentary on any Baltimore radio station—and this show has been on the air less than 6 months!

WFBR is hot. How'd you like to have us build a fire under your sales in Baltimore?

*Ask any John Blair man about*

**WFBR**
5,000 WATT IN BALTIMORE

P.S. Our president plays banjo. Rates on request.

**IN REVIEW**

**ENTERTAINMENT 1955**

DEDICATORY programs, as such, are not often inherently entertaining. To offset this, NBC-TV assembled a disparate crew of top entertainers at a cost of some $350,000 to launch its $3,700,000 color facilities in Burbank, Calif. Unfortunately Entertainment 1955 proved to be a misnomer.

Accustomed to the network's usual high excellence in previous spectaculars, this particular effort was disappointing. Even the color, the physical transmission of which was steady, failed to be exciting. Fred Allen, surprisingly enough, looked far healthier than anywhere else on camera with a consistently human flesh tone. Dinah Shore, on the other hand, sported a warm, golden tan in person, but looked downright sickly. Either by filter or design, there was little use made of the color possibilities in costumes and sets.

The outstanding portion, entertainment-wise, was a boy-meets-girl skit starring Pat Carroll and Buddy Hackett. It's no mean feat for two comparative newcomers to outshine their peers, and they were truly delightful. But, then the fine hand of Max Liebman guided them in New York. It might have been well if Mr. Liebman and his showmanship had handed the whole show from beginning to end. Something was sorely needed to mark such an auspicious event, NBC-TV's first color telecast to emanate live from the West Coast.

Helen Hayes, charming as always, presented the Antoinette Perry Award for the best Broadway play to "The Desperate Hours," followed by an excellently staged and acted scene from the play.

Fred Allen, seemingly quite subdued, was the overall host and also took part in a sketch with Jimmy Durante, saved only by the latter's personality.

Opera's contribution to entertainment was represented by Leontyne Price and Josh Wheeler in a scene from "Tosca," which was colorless and not up to the version seen previously on the network.

In a simulated recording session, Dinah Shore previewed her latest RCA Victor record. A rather dismal song titled "Whatever Lola Wants," it nevertheless seems destined to become a hit in the fashion of the day.

Home viewers and live audience alike were cheated of the finale, billed as a singing and dancing tour of the new Burbank plant. Whether or not it could have proved the saving grace of the 90-minute "extravaganza" shall be forever left to speculation.

Production cost: $350,000 for time and talent.

Sponsored by Sunbeam Corp., through Perrin-Puas Co., and Hazel Bishop Inc., through Raymond Spector Co., on NBC-TV, March 27, 7:30-9 p.m. EST, for one time only.

Starring Fred Allen, Jimmy Durante, Ralph Edwards, Adolph Zukor, Bob Hope, John Derek, Dinah Shore, Judy Holliday, Cesar Romero, the Double-Daters (from Hollywood); Karl Malden, Nancy Coleman, Helen Hayes, Buddy Hackett, Pat Carroll, Leontyne Price (from N. Y.).

Producer-Director: Jack Rayel; Associate Producer: Bob Henry; Directors: Dick McDonough, Bob Banner (Hollywood); Max Liebman, Kirk Browning (N. Y.); N. Y. Producers: Max Liebman, NBC Opera Theatre; Associate Director: Roy Montgomery.

Writer: Charles Isser: Musical Director: Gordon Jenkins; Technical Director: Ross Miller; Costumes: Grady Hunt; Art Director: Jay Krause; Lighting: Al Scarlett; Choreography: Nick Castle, Miriam Nelson.
channel 2 Baton Rouge now offers its advertisers the Greatest Coverage in Louisiana!

Now on the Air with Test Pattern

MAXIMUM POWER: 100,000 WATTS

1,001 FT. TOWER COVERING 150,000 TV HOMES

Commercial Operation April 14

wbrz

NBC and ABC

LOUISIANA TELEVISION BROADCASTING CORP.

represented by HOLLINGBERY CO.
RCA’s Superior

For
MULTIPLEXING, or direct use!

RCA’s TK-21 Vidicon Film Camera can be used with RCA’s Multiplexer, TP-11, for multiple picture inputs (see illustration opposite page). Or, it can be mounted directly on any of the RCA TV Projectors—such as the TP-16, TP-35, or TP-6A (see above).
DEVELOPED HAND IN HAND with the new RCA-6326 VIDICON tube, RCA’s TK-21 Film Camera does for film picture quality what the RCA Image Orthicon Camera has done for “live” picture quality.

“Live” picture sharpness!
For unsurpassed picture detail, choose the RCA Vidicon film camera! It’s the only film pick-up system with enough signal output (and low enough noise in the signal) to use aperture response correction. Aperture response correction brings picture detail to maximum sharpness (detail resolution, 100% at 350 lines) while holding a high signal-to-noise ratio. Benefit: You produce finer film pictures... with a quality you get from your studio camera.

“Live” picture contrast!
The RCA Vidicon adds “studio” realism to your film pictures. The gamma characteristic of the Vidicon tube is ideal for film reproduction...0.65, constant over a dynamic range of 150 to 1. Benefit: You get more realistic film pictures than ever before possible.

Low light source requirements!
The high light sensitivity of the RCA VIDICON film camera enables you to reduce projection lamp voltage, reduce heating, increase lamp life substantially.

Edge-lighting, shading eliminated!
The RCA VIDICON operates entirely without edge-lighting, electrical shading, and any other form of supplemental lighting. Benefit: You adjust "wall focus" and "beam" from day to day...then this camera virtually runs by itself.

RCA VIDICON Film-Camera Chain TK-21 includes:

1. VIDICON Camera MI-26021
2. RCA-6326 VIDICON Tube MI-26671
3. Control Chassis MI-26061
4. Deflection Chassis MI-26031
5. Remote Control Panel MI-26241
6. WP-336 Power Supplies MI-26015-B
7. TM-4B Master Monitor MI-26136-A
8. Master Monitor Controller MI-26645
9. Master Monitor CRT Tube MI-26665
10. Blower MI-26579-B
11. Canada Housing MI-26266-B
12. Camera Cable & Connectors MI-26725-A10

For the finest TV film reproduction you’ve ever seen, specify an RCA VIDICON film-camera system. Ask your RCA Broadcast Sales Representative for technical details. In Canada, write RCA-Victor Ltd., Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION

CAMDEN, N.J.
More North Carolinians Listen to WPTF Than to Any Other Station*

* SOURCE: NEILSEN COVERAGE SERVICE

WPTF 680 KC 50,000 WATTS
NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

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

R.H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager
National Representative FREE & PETERS
A NEW technique of selling network radio—to advertisers and to the public—was unveiled last week as NBC lifted the wraps off its radio "magazine concept," or "Monitor." The plan is to be sold to affiliated radio stations.

Although details of the plan were not revealed officially, they were said to have drawn the approval of both the Radio Affiliates Executive Committee and the Affiliates Study Committee.

They dealt with the "Monitor" plan sketched in broad outline by Executive Vice President Robert W. Sarnoff early last month [March 7], and although the network decided to withhold all the specifics until details could be laid before affiliates personally in the next few weeks, it was learned that highlights included:

- A program, currently called "Monitor," to run from 8 a.m. Saturday to midnight Sunday night, and to start—tentatively—at 6 p.m. Sunday, June 12.
- "Monitor" is to be a continuous program of music, news, weather reports, interviews, debates, audio tapes of TV shows, simulcasts, drama, vignettes, etc.
- Sales to be made on the "magazine concept" in lengths of one minute, 30 seconds and "billboards" of six seconds.
- Although not confirmed, prices were reported by one source to be pegged at approximately $3,000 for 10 six-second "billboards," $1,000 for one 1-minute announcement and about $700 for one 30-second announcement.
- Compensation to stations to be altered somewhat but to follow generally the present pattern on clock-hour basis. Unofficially, one source estimated that a major market station would receive about $2.50 for a minute announcement and 75 cents to $1 for a "billboard."

The plan is subject to clearance by affiliates in each case, because of the departure from current sales and compensation methods. But both network and affiliate spokesmen, while declining to divulge details, maintained that no "rate cut" was involved and that compensation would be comparable to that paid on today's basis.

NBC President Sylvester L. (Pat) Weaver Jr. headed the NBC group which presented the plan to the affiliates' representatives last Thursday evening. Weaver received a copy of the following telegram sent Thursday by Robert D. Swezey, WDSU New Orleans, chairman of the NBC Radio Affiliates Executive Committee and of the Study Committee:

"Your executive and study committee today went over NBC's new weekend program plan. The committees believe the proposal represents a forward-looking plan of affirmative action and recommends favorable consideration by all affiliates.

"Because of the magnitude of the proposal and the need for its immediate implementation, a general meeting of affiliates, referred to in my memo of March 4, does not appear to be desirable at this time.

"So that you may have full and accurate information as promptly as possible, we have asked NBC to explain the plan over closed circuit tomorrow [Fri.] and follow up with a thoroughly detailed report."

The "follow-up" mentioned by Mr. Swezey was understood to mean that NBC plans to send men into the field to discuss "Monitor" personally with each affiliate within the next few weeks.

The discussion with the affiliates committees, reports said, did not touch upon NBC's plans for "Operation Redesign" as it relates to any part of the week except Saturday and Sunday.

But there appeared to be no doubt that plans for the other days would be forthcoming sooner or later. One affiliate present at the meeting observed: "I'm not naive enough to think they won't be coming back with something else if this goes."

Separate negotiations with each affiliate,

**MOTORMEN ON "MONITOR"**

PAT WEAVER  CHARLES DENNY  JAMES FLEMING

NBC RADIO'S radical weekend programming plan, outlined to affiliates last Thursday by Mr. Weaver, will be in the operational charge of Mr. Denny and under the production supervision of Mr. Fleming.
STARCH PLANS TO TEST TV COMMERCIALS WITH WFBG-TV IN ALTOONA 'LABORATORY'

New service will get immediate reactions to television commercials from viewer test group in area. Telephone interviews will be used.

IN A MOVE to test viewer-reaction to television commercials under conditions approaching those in the average home, Daniel Starch & Co., Mamaroneck, N. Y., has set up a copy-testing "laboratory" in Altoona, Pa., in cooperation with WFBG-TV Altoona.

Details of Starch's new copy-testing service, under which commercials will be placed on the air over WFBG-TV, are being announced today (Monday) by Jack Boyle, director of tv research for Starch. Mr. Boyle said he believes that the new service, which ascents reaction to commercials from a group of telephone subscribers in the Altoona area, represents "a truer cross-section sample than is possible in a tunnel group gathered in a single large market." In addition he contends it is more economical.

As outlined by Mr. Boyle, the technique is as follows:

Three commercials to be tested are scheduled within a half-hour segment of a local program on WFBG-TV. Commercials may be of one client or three different clients. Shortly before the program is to be presented, Starch's interviewers in the Altoona area phone at random selected respondents to listen to the program and to agree to answer questions by phone at the conclusion of the show. These individuals are offered a choice of premiums for their cooperation. The sample is 100 men and 100 women, or 200 women.

The interviewing procedure, according to Mr. Boyle, is an adaptation of Starch's regular network "immediate recall" studies. In this connection, the respondent is asked if he saw the commercial, and if not, why not. Those who respond affirmatively are questioned (sided recall-style): "What was brought out about the beverage (toothpaste) (automobile)?" If a productive answer is elicited, the interviewers ask the respondents for further comment. All responses are reported verbatim, including "don't know" and "don't remember.

The report, which is delivered to a client about 10 days later, covers such pertinent points as the percent of those who saw the commercial; the percent who recalled one or more sales points; percent of those who did not see the commercial; a breakdown of the reasons for non-viewing of the commercial; exact transcript of verbatim responses to questions, divided as to men and women, and the script of the audio and video of the commercials.

Mr. Boyle said field work on a single commercial can be started only when two others have been ordered by other clients. Various cost arrangements have been established by Starch. For instance, $300 will cover the cost of 200 interviews on a single commercial, including time on WFBG-TV; $750 for 200 interviews on a half-hour program regularly on the station, including cost of local cut-ins, and $850 for 250 interviews on a half-hour program carried on film or kinescope for test purposes, including cost of time. Starch is not able to arrange variable cost tests, depending on the clients' requirements.

Starch already has conducted tests for several advertisers and agencies in its Altoona "laboratory." For one client with a product of women's interest, Starch interviewed 200 women, of whom 88.8% recalled the commercial, 65.9% responding with one or more statements about the commercial. Those who could not give details of the commercials offered reasons including: "Left the room" . . . "distracted" . . . "not tuned" . . . "don't remember" . . .

The reasons for selecting Altoona as a test market by Starch, Mr. Boyle said, were varied, but one paramount consideration was that the city ranked fourth in a recent independent analysis among 20 leading test markets on the item television. The 20 selected self-defined factor, Mr. Boyle added, was "the progressive and cooperative attitude" of George P. Gable, president of WFBG-TV.

Mr. Boyle reported that Starch is working on a blueprint of a half-hour, which a top half-hour filmed program would be placed on the station in prime time on a 52-week basis, and be supported by vigorous station promotion. Under these circumstances, he said, the program should build a rating of 20 to 30 and could be used for testing without enlisting the audience. He said that agencies which have heard of the plan have been "uniformly enthusiastic about the possibilities of reproducing a completely normal viewing situation for copy testing purposes."

American Chicle, Whirlpool To Buy Some Berle-Ray Shows

AMERICAN Chicle Co. and Whirlpool Corp. are expected to join Sunbeam Corp. in a three-way sponsorship of the Milton Berle-Martha Raye show, Tuesdays, 8:30 p.m. on NBC-TV, effective next fall.

American Chicle had been sponsoring the Sid Caesar Show but moves to Berle-Raye. Dorothy Fitzgerald, New York, is the agency for American Chicle. Whirlpool Corp.'s agency is Beaumont & Hohman, Chicago. Sunbeam announced its sponsorship of one-third of the program through Perlman-Paus, New York, last week. (B&T, March 28)
TED BATES & CO. CHANGES TO CORP.

Realignment of officers announced. T. L. Bates takes two new posts.

TED BATES & CO., converted from a partnership to a corporation effective Friday (April 1), T. L. Bates, honorary chairman of the newly created board of directors and chairman of the executive committee, announced last week. The name of the agency will be Ted Bates & Co. Inc. Thomas F. Harrington becomes chairman of the board; Rosser Reeves, vice chairman of the board, and William H. Kearns, president.

The agency was founded by Theodore L. Bates in 1940 with two accounts. It has developed into one of the nation's leading agencies, ranking 10th in radio and television billing during 1954 with an estimated $27.5 million.

Other officers of the company are D. Robert Parmar and Clifford N. Parris, senior vice presidents; Rudolph Montgelas, vice president and treasurer; Thomas J. Carnes, vice president and general manager; Alman J. Taranton, vice president and secretary; Allen M. Whitlock, vice president and assistant secretary, and William A. O. Gross, vice president and assistant treasurer.


Named assistant vice presidents were Howard O. Anderson, Courtland P. Dixon, William E. Hatch, John H. Haight, and C. E. Midgett.

Mr. Harrington joined the Bates Agency in 1944 as account supervisor and member of its plans board. Rosser Reeves started with the firm in 1940 as one of the original copy supervisors in the agency. William H. Kearns joined in 1942 as a vice president and has been chairman of the executive committee.

BELTONE BUYS ON 'BREAKFAST'

TWO 15-minute segments of Breakfast Club on ABC Radio will be sponsored by Beltone Hearing Aid Co., Chicago, April 18 and April 25. The firm will sponsor the 9-9:15 a.m. segment of the 9-10 a.m. show. The Breakfast Club, starring Don McNeill, originates from Chicago. Beltone business was placed through Ollan & Bronner, Chicago.

Beltone Buys on 'Breakfast'
THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G, 1954'S RADIO-TV KINGPIN, QUICKENS PACE IN JANUARY

PROCTER & GAMBLE, which spent $36 million for radio-tv network time in 1954 (B+T, March 14), started 1955 at a time-buying pace that could shatter its own previous year's record.

According to Publishers Information Bureau compilations of radio-tv gross billings, P & G spent $3,355,856 for radio-tv network time last January. For network tv alone, P & G paid $2,517,324 and for radio, $838,532. The combined figure was topped P & G's total for December 1954 by $200,000 and its January 1953 radio-tv expenditure by some $650,000.

Although P & G last January shaved $87,295 from its monthly expenditure in network radio compared to December 1954, it fattened by $288,933 its network television ad budget spending for that month.

Comparing the two Januaries, Chrysler Corp. (spending $1 million) and Lever Bros. (with $708,344) were new to the top 10 advertiser listing for tv, replacing P. Lorillard Co. and General Electric.

Added to radio's top 10 listing were General Motors Corp., General Mills and National Dairy Products. Replaced were Gen-

ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JANUARY OF 1955 AND 1954 BY PRODUCT CLASSIFICATION

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS
FOR JANUARY 1955 & JANUARY 1954

<table>
<thead>
<tr>
<th>Product Group</th>
<th>January 1955</th>
<th>January 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$265,276</td>
<td>$343,918</td>
</tr>
<tr>
<td>Automotive, Auto Access. &amp; Equip.</td>
<td>3,505,780</td>
<td>2,270,074</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>501,234</td>
<td>522,194</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
<td>57,634</td>
<td>67,523</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>875,566</td>
<td>725,186</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>177,246</td>
<td>100,008</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1,953,835</td>
<td>1,266,398</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>6,864,934</td>
<td>4,760,619</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>416,141</td>
<td>499,380</td>
</tr>
<tr>
<td>Horticulture</td>
<td>4,746</td>
<td></td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>2,888,403</td>
<td>2,175,314</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>245,290</td>
<td>427,701</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>518,938</td>
<td>453,695</td>
</tr>
<tr>
<td>Insurance</td>
<td>221,329</td>
<td>126,966</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>466,737</td>
<td>256,983</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Materials</td>
<td>588,573</td>
<td>395,931</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>58,356</td>
<td>19,514</td>
</tr>
<tr>
<td>Radios, Tv Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>876,456</td>
<td>761,411</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>3,387,749</td>
<td>3,426,300</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>3,433,302</td>
<td>2,412,734</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>13,392</td>
<td>16,480</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>5,817,012</td>
<td>3,543,830</td>
</tr>
<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>51,885</td>
<td>157,781</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>318,460</td>
<td>284,163</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$33,528,274</td>
<td>$25,056,448</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau.

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1955

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>Brown Shoe Co.</td>
<td>$64,613</td>
</tr>
<tr>
<td>Automotive, Auto Equip. &amp; Access.</td>
<td>Chrysler Corp.</td>
<td>1,187,988</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Pabst Brewing Co.</td>
<td>175,812</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
<td>Johns-Manville Corp.</td>
<td>48,555</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>Coca-Cola Co.</td>
<td>273,520</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Electric Cos. Adv.</td>
<td>123,396</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>American Home Prod. Corp.</td>
<td>601,057</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods Corp.</td>
<td>1,039,428</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Texas Co.</td>
<td>170,034</td>
</tr>
<tr>
<td>Horticulture</td>
<td>Noma Lites Inc.</td>
<td>4,746</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>General Electric Co.</td>
<td>515,528</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Armstrong Co.</td>
<td>142,320</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>U. S. Steel Corp.</td>
<td>122,050</td>
</tr>
<tr>
<td>Insurance</td>
<td>Prudential Ins. Co. of Am.</td>
<td>96,444</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Eastman Kodak Co.</td>
<td>145,050</td>
</tr>
<tr>
<td>Office Equipment, Stationery &amp; Writing Materials</td>
<td>Hallmark Cards Inc.</td>
<td>165,180</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>Curtis Publishing Co.</td>
<td>53,914</td>
</tr>
<tr>
<td>Radios, Tv Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>Admiral Corp.</td>
<td>190,350</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>819,037</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Procter &amp; Gamble Co.</td>
<td>2,137,535</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>Parker Brothers Inc.</td>
<td>13,392</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>Gillette Co.</td>
<td>1,461,245</td>
</tr>
<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td>Pan Am, World Airways</td>
<td>51,885</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Quaker Oats Co.</td>
<td>120,998</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau.
The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of January 1955.

eral Foods, Sterling Drugs and P. Lorillard Co.

In comparing the top 10 listings of January 1955 with December 1954, the reappearance of General Mills in the TV leaders was significant.

Another interesting development noted in the January 1955 listings of the leading national advertisers, was a reshuffle in the ranking of the top cigarette companies when comparing that month with December 1954. Although not necessarily a trend toward lower radio-TV spending among the tobacco firms, it was apparent that none of the top tobacco companies had budgeted noticeable increases at least for the first month of 1955.

P. Lorillard Co., for example, slipped out of the radio listing and Liggett & Myers, which was 10th in the December TV listing, did not appear in January. R. J. Reynolds, still placed among the top 10 in TV, but in the one month slipped a notch with some $300,000 less in TV network gross billing. American Tobacco Co.'s monthly TV expenditure was steady and L & M's figure in network radio was down only slightly.

### ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JANUARY OF 1955 AND 1954 BY PRODUCT CLASSIFICATION

<table>
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<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$48,740</td>
<td>$92,280</td>
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<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>22,334</td>
<td>61,010</td>
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<td>Automotive, Auto Equip. &amp; Access.</td>
<td>822,438</td>
<td>771,578</td>
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<td>Beer, Wine &amp; Liquor</td>
<td>73,114</td>
<td>169,019</td>
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<tr>
<td>Building Material, Equip. &amp; Fixtures</td>
<td>7,959</td>
<td>127,719</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>185,836</td>
<td>233,458</td>
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<tr>
<td>Consumer Services</td>
<td>85,257</td>
<td>165,810</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>1,374,556</td>
<td>1,780,167</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>2,192,890</td>
<td>2,758,564</td>
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<tr>
<td>Freight, Industrial &amp; Agricultural Development</td>
<td>123,775</td>
<td>123,775</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>460,728</td>
<td>640,665</td>
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<tr>
<td>Household Equipment &amp; Supplies</td>
<td>259,362</td>
<td>334,874</td>
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<td>Household Furnishings</td>
<td>60,192</td>
<td>55,213</td>
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<td>Industrial Materials</td>
<td>309,433</td>
<td>92,475</td>
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<td>Insurance</td>
<td>183,650</td>
<td>183,650</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>193,084</td>
<td>100,721</td>
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<tr>
<td>Office Equipment, Stationery &amp; Writing Supplies</td>
<td>136,049</td>
<td>83,250</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>140,822</td>
<td>68,804</td>
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<tr>
<td>Radios, TV Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>124,071</td>
<td>251,497</td>
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<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>957,268</td>
<td>1,181,980</td>
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<td>Smoking Materials</td>
<td>1,067,086</td>
<td>1,292,283</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>1,198,905</td>
<td>1,040,669</td>
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<td>Sporting Goods &amp; Toys</td>
<td>31,500</td>
<td>63,228</td>
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<td>Miscellaneous</td>
<td>909,782</td>
<td>788,491</td>
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<td><strong>TOTALS</strong></td>
<td><strong>$10,785,181</strong></td>
<td><strong>$13,221,205</strong></td>
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Source: Publishers Information Bureau.

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<tr>
<th>LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1955</th>
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<tr>
<td>Tissues &amp; Toilet Goods</td>
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<tr>
<td>Travel, Hotels &amp; Resorts</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau
CBS Signs Woolworth for First Network Radio

Dime store chain will sponsor hour of music on Sunday afternoons, may sell time to manufacturers.

In its first use of network radio as an advertising medium, the F. W. Woolworth Co. has signed to present The Woolworth Hour, an hour-long musical series starring the Percy Faith orchestra and chorus, over CBS Radio (Sun., 1-2 p.m. EDT), starting June 5 (Cloezo Circum, March 28).

Details of the new program were announced last Tuesday at a news reception in New York by Rae C. McLaren, vice president of F. W. Woolworth Co., and Adrian Murphy, president of CBS Radio.

It was pointed out by CBS officials that The Woolworth Hour represents a departure from recent trends in network radio in that it will be essentially a one-hour show and is a sale of a one-hour show to a single sponsor.

A spokesman for Woolworth told BtT that although its contract is with CBS Radio, the company will attempt to sell additional radio time with the show to manufacturers displaying wares in Woolworth stores. He expressed the belief that a one-minute announcement would cost a participating manufacturer about $1,000.

The program, with McDonald Carey as host, will include both popular and classical music. It will be produced and directed by Howard G. Barnes and broadcast by 202 stations of the network.

Mr. Murphy expressed the view that the program "will be a large and appreciative audience and that this, in turn, will be reflected in its sales returns." He added that The Woolworth Hour will capitalize on the million listeners, at car radios, portables at beaches and summer resorts and many other areas of listening.

Texaco Buys 726 Newscasts To Run April-Nov. on ABC

Purchase by the Texas Co. of 726 five-minute week-end newscasts to run over a 33 consecutive week period was announced last week by Charles T. Ayres, vice president in charge of ABC Radio. The account was placed by the Kudner Agency, New York.

The 33-week order was placed under ABC Radio's "Week-End News Package" plan and will consist of 22 Texaco News Reporter broadcasts every weekend from April 16 through Nov. 27 over the full network. The newscasts will be handled by such newscasters as Milton J. Cross, Charley Good, Arthur Van Horn, Bill Spargrove and Don Gardiner.

The Texas Co., an ABC Radio spokesmen said, plans to launch a special nationwide promotion campaign to call attention to the Texaco News Reporter broadcasts. The campaign will include three-color stand-up cardboard signs, measuring 30 by 40 inches, to be distributed to Texaco stations; full-size posters for use in window and lobby displays at ABC Radio stations, and on-the-air announcements, newspaper aids, publicity stories and photographs.

Deere Likes Tv

TELEVISION has proved so satisfactory in reaching rural audiences that Deere & Co., makers of tractors and farm implements, has authorized the production of a schedule of 27 one-minute tv films for its dealers.

Release of the commercials was announced by Reid H. Ray Film Industries Inc., which has produced Deere sales and advertising films for the past 19 years. The spots cover the full Deere line.

Matthews, Nielsen V. P., Defends Radio Ratings

Chief of research firm's west coast radio operation says radio is still a vibrant medium.

Radio is still a vibrant medium, as proved by the fact that it still moves merchandise, Joseph R. Matthews, vice president in charge of the west coast radio operation, A. C. Nielsen Co., said last week.

Mr. Matthews, who is based at Menlo Park, Calif., was interviewed by BtT during a client servicing trip to Hollywood. Recent radio station discontent with NRS ratings [BtT, March 14, et seq.] had nothing to do with the Hollywood trip, he emphasized, adding, "this is not a fire-fighting operation."

The NRS survey is as accurate as possible under the circumstances, Mr. Matthews noted. "If a higher degree of accuracy is desired, it could be obtained, providing the bill could be footed, by either of two methods: replacement of some Auditors by additional Audimeters and/or an increase in sample size."

"However," he said, "any appreciable reduction of an already small probable error would not justify the cost."

The present Los Angeles sample is an accurate one, he declared without qualification, pointing out that 281 homes measured in Los Angeles NRS ratings is the largest sample offered by any service in the area, if the fact that the homes are measured more than once is considered.

"I will admit a degree of error exists when anyone starts sampling," the Nielsen representative observed, "but I will not admit the Los Angeles sample to any information received from Audimeter homes represents an error."

He further disclosed that during his current Los Angeles trip, one radio and one tv station had become NRS subscribers. Additionally, he noted that of the top 10 national agencies in radio-tv billings, seven are NRS subscribers, with two having become so recently.

Esty to Produce 'Comedy Hour'


Ted Bates announced the switch in a statement that said "in a re-arrangement of network television, Ted Bates & Company, Inc. will produce Colgate's nighttime television programming, will continue to produce The Millionaire on CBS-TV Wednesday nights."

Advertiser Analysis Reflects TV's Gains

Four-medium compilation published by Leading National Advertisers shows expenditures in 1954 as compared to the preceding year.

ADVERTISERS, which last year spent more than $1 billion for time on radio and tv networks and space in magazines and Sunday newspaper supplements, increased their national tv expenditure by some $92.5 million.

This information is revealed in the seventh annual edition of National Advertising Investments, published by Leading National Advertisers, and showing, by company and product, advertising expenditures in 1954 for each medium for all companies spending $25,000 or more.

Network tv time charges were $320,154,274, according to the edition which states the $92.5 million gain in one year was an all-time national record for the medium. Highest previous network tv jump was $87 million recorded between 1951 and 1950.

Other highlights of the publication:

Four-medium total for the year was $1,134,493,175, up 7% over the 1953 total of $1,062,549,992. Only other medium to gain was magazines, a slight $1 million compared to its $46.3 million increase registered between 1953 and 1952.

Last year's magazine total: $604,121,055. Sunday newspaper supplements, which had registered a gain of $12.9 million between 1953 and 1952 was down about $800,000 for a 1954 total of $72,576,677. Radio network dropped $23 million, or 14%, for a 1954 total of $137,641,169.

All-Media Audience Study Being Developed by ARF

As PART OF the Advertising Research Foundation's All-Media Audience Study, subcommittees are at work to design a study for an audience study of magazines which can be integrated with those for radio and tv audiences of other media, Fred B. Manchee, BBDO, chairman of ARF's board of directors, has reported.

Mr. Manchee said audience concepts are being examined in an attempt to arrive at a definition, or definitions, of audience which will be more meaningful to the advertising industry and which can be applied to all media. The committee in charge of the project is headed by Dr. Lyndon O. Brown, Dancer-Fitzgerald-Sample.

At the same time, Dr. W. H. Wulfeck, William Esty Co., chairman of ARF's Motivation Research Committee, disclosed that his group has asked the ARF board to allot additional funds for his committee to further a "Buying Decisions Study" that it "inherited" from National Analysts.

This study, he said, "will attempt to find out how consumers actually make purchasing decisions, who makes them, and how quickly; this not a measure of advertising effectiveness, although advertising, of course, is one of the elements which goes into the making of buying decisions."

Noting that the committee has been enthusiastic about the new techniques developed in the study, Dr. Wulfeck said the study now encompasses a product profile "as it exists in the minds of buyers;" the "dynamics of intra-
Getting bigger and BIGGER!

BACK in March, 1954, when the Iowa Radio-Television Audience Survey was taken, 56.9% of all homes in this State had television sets — one-fourth of which had been purchased less than six months previously.

Today, we estimate that WHO-TV has coverage of a minimum of 302,000 sets in Central Iowa — owned by 566,300 city people, 545,100 rural people.

WHO-TV's Audience is getting bigger and bigger. Free & Peters have latest facts.
TISSUES, TOWELS AND TELEVISION

SCOTT PAPER CO. PUTS HALF ITS BUDGET INTO TV

ENTERING its ninth year in television, the Scott Paper Co., world's largest manufacturer of commercial paper products, is currently spending an estimated $3 million—half of its entire advertising budget—in the visual medium.

The "television years" have been the period of the company's greatest growth in sales, until today its merchandising figures stand at the highest level in the history of the organization.

A veteran in television, Scott entered the medium locally in 1947 with the Dione Lucas cooking program on WNBT (TV) (now WRCA-TV) New York. In 1951 the company bought its first network show, My Little Margie, a family situation-comedy series on NBC-TV, and will continue that sponsorship through this summer. As of Aug. 31 it will put Father Knows Best into the Wednesday, 8:30-9 p.m. time spot now occupied by Margie.

A year later, in the fall of 1952, casting about for a new program "consistent with the stature of the firm and the quality of its products," Scott enrolled as one of four subscribers on Omnibus, the prestige production of the Ford Foundation Television & Radio Workshop, aired on 82 CBS stations.

This "quality blending" of program and product proved so successful as a promotion maneuver that Scott received its identification with the show in 1953 and 1954.

George M. Benson, executive associate of Ford Foundation, told B&F that Scott Paper Co. has introduced two new products on Omnibus: Scotkins and Scotties, both of which have been quite successful.

Acutely responsive to the special "demonstration" opportunities of television as a selling medium, the Scott company has pursued the technique to its fullest advantage. For Scotties, a facial tissue, they have dramatically exposed the product on the air to a jetting stream of tap water to show its exceptional resistibility to pressure. With Cut-Rite, a waxed-paper wrapping, they used comparable devices to demonstrate the adaptability, effectiveness and convenience of the product. The same pattern of commercial was used for ScotTowels to dramatize its versatility and promote new uses.

In addition to network television, the firm has several radio and television spot schedules in various parts of the country. These schedules support special regional activities such as new product introductions.

Alert to the complex uses of advertising, Scott is currently conducting its own research in an effort to evaluate the relative weight of the various promotional elements contributing to their overall success. Television, they have no doubt, is a significant factor in that success.

"In fact, judging from the mail," John Hirst, radio-television manager, told B&F, "it appears that Omnibus has one of those loyal, appreciative and responsive audiences which deserves far more credit than quantitative measurements have so far indicated."

The net sales of finished Scott paper products in 1953 were $149,262,335. Total net sales, including pulp, amounted to $165,000,729. Net paper sales for 1952 were $129,168,565 and total net sales including pulp were $146,502,536. Net income for the year was $11,695,383 compared with 1952's figure of $10,707,346.

The Scott Paper Co. was established almost three-quarters of a century ago by two brothers, Clarence and E. Irwin Scott, who owned a small paper jobbing establishment. The brothers delivered the paper products themselves in a small pushcart. Shortly after the new company had been formed, the brothers recognized one of the important social trends of the time—the increased use of toilet tissue to keep pace with the fast-growing acceptance of sanitary plumbing. They therefore decided to confine their efforts in the manufacturing of toilet tissue. It meant the conversion of "parent rolls" purchased from paper manufacturers into consumer size products for the many customers who sold the rolls under their own trade names.

Just before the turn of the century, Arthur, the only son of E. Irwin Scott, entered the business and brought with him three fundamental business principles: (1) to make just a few products of the highest quality; (2) to make them as inexpensively as possible, and (3) to tell the public about them through advertising. These three combined policies provided the keystone on which has been built the largest business of its kind in America today.

In keeping with the new philosophy, the first objective was to discontinue some 2,000 private label brands in favor of a few of the company's own. With the acquisition of the brand name "Waldorf" these few Scott products soon formed what is today known as "The Sanitary Line."

In a short time this group of favored products was further augmented when the first paper-towel was developed. The Scott-Tissue towel, as it was ultimately named, came into being largely by chance. The ingenuity of a Philadelphia school teacher, who had cut sheets of paper into convenient squares to replace the common cloth towel, presented a use for a carload of paper which was so heavy and thick that it could not be converted into toilet tissue. The superior quality of ScotTissue towels soon commanded an increasing consumer preference.

The panic of 1907, despite the hardships imposed on the growing business, served only to intensify the faith of the young management in Arthur Scott's three simple business fundamentals. Up to that time, manufacturing was still confined to "conversion" activities, but the need for better quality control and increased production prompted the company to take its first step into the future.

In an old soap mill, at the site of the company's present main plant and executive offices in Chester, Pa., two cylinder-type machines were installed—antique in design and operation as we regard paper machinery today. These served, nevertheless, as the backbone for today's 10 modern producing giants in the Chester plant, including the largest paper towel machine in the world.

Scott, with home plant and administrative offices at Chester, Pa., also owns finishing plants at Hoboken, N. J., and Sandusky, Ohio, and a pulp mill supported by extensive timber holdings at Everett, Wash., and two paper machines in a mill at Milford, N. J. Officers are Thomas B. McCabe, president, and Raymond C. Muteer, executive vice president.

The company's products include ScotTissue, Waldorf, Soft-Weve toilet tissue, Scotties and Cut-Rite, ScotTowels and Scotkins.
It's Spring, and NBC Radio is growing everywhere you look!

Growing new business, for example. During the past season, NBC Radio signed up $16,116,000 in new business — a 165% new-billings increase over the previous season. Fifty sponsors are making sure, through new time buys, that their advertising bears a cash crop.

The reason? New programming ideas and sales patterns in NBC network radio — like the Mary Margaret McBride and Dr. Norman Vincent Peale morning strip shows, the widely acclaimed Biographies in Sound, and the exciting new concepts to be unveiled shortly. All of them represent a creative approach to radio as a modern medium, filling a special and vital role in people's lives.

Yes, it's Spring at NBC, and things are stirring. It's a time of growth, of vitality and movement.

Need a Spring tonic?

Exciting things are happening on NBC Radio
AN INSISTENCE on sound, believable advertising on its programs, plus an ad lib, just-between-us delivery, has won for CBS Radio's Housewives' Protective League a unique spot in broadcasting annals.

Besides paying off handsomely—the property grosses approximately $3 million a year and its programs reach a national audience estimated at about 15 million families weekly—HPL has proved that in practice as well as in theory "the program that sponsors the product" (that's HPL's slogan) pays off in favorable and sometimes almost fantastic low-cost success stories for advertisers.

Now well into its 21st year on the air, HPL has regional programs in 14 U. S. markets and has ventured tentatively into television on Washington's WTOP-TV. The television program, however, is not actually a part of the vast and prosperous HPL domain, which is firmly rooted to an aural audience.

Today, Housewives' Protective League is a program service of CBS Radio, the network having purchased it from founder Fletcher Wiley in 1947. Starting in 1934, Mr. Wiley nursed the program along from its infancy on the then independent KNX Los Angeles through its expansion to four markets. And the program idea he came up with made him a wealthy man; he sold his four-market package to CBS for a million dollars and is now retired, owner of two west coast ranches and other property.

Shortly after it was acquired by CBS, Edward W. Wood Jr. was brought in as HPL's sales manager. In 1950 Mr. Wood assumed the position of general manager as well, and during his tenure has witnessed HPL's growth to a 14-station, major-market operation.

It Started Small

It wasn't always a big operation, however. When Mr. Wiley first approached KNX with his idea, he had no previous radio experience to offer along with his services. He had started as a California food broker—which may account partially for the fact that HPL programs run so strongly among food advertisers—and also had attained considerable experience in a variety of other fields. Nonetheless, despite his lack of radio background, he sold his idea to KNX and to try it out was assigned six half-hours a week.

By Leo Kovner
How does this product compare with others of its type? Is it worth the money? Does it do what it says? Does it do more? Less? If it does what it says, is it worthy of the Housewives' Protective League?

At least 80% of the replies must be favorable before HPL will consider accepting a product as a sponsor of the program. Even with such approval, for certain products and services the HPL staff institutes further checks with such groups as Better Business Bureaus to insure that advertising claims are accurate and product performance honestly represented.

In HPL's earlier days, the percentage of rejections was fairly high. However, with the growth of the program's reputation for unsparing integrity, this percentage has fallen off considerably. An occasional pitch-deal operator approaches the program even today, sometimes offering an under-the-table inducement in an attempt to reach the lush pastures of an HPL endorsement. He never succeeds.

Not only are pitch deals never considered for endorsement, but some products which are widely accepted in other ethical broadcasting circles do not receive HPL approval. These include cigarettes, beers and wines, and any product making medical claims.

There is no objection, personally or editorially, to many of these products, but the feeling in HPL management is that some products can't be tested adequately and others just don't belong on a program aimed at the heart of the home.

A Dairy Did It

In the early days, too, the determination to maintain the standards which are part and parcel of today's HPL program service almost brought the whole show a-cropper. Fly-by-night outfits with a keen eye for a fast buck were quick to seek out HPL sponsorship, but legitimate advertisers weren't about to try out a new program idea. HPL was in the untenable position of having lots of takers who were undesirable but no one who fitted either his high standards or its program format. The KNX management was about to scrap the whole business when Golden State Co., a San Francisco dairy with statewide distribution, came through with a two-week participation. When Golden State received 8,000 write-in replies in a promotion for new sales leads, the firm extended its participation for an additional 19 months. And HPL was made.

Since then, the story of HPL has been one of steady growth, both in gross billings and its expansion into other markets. The original membership of Golden State has been augmented by others that would make any advertiser's mouth water. And HPL's list of participating advertisers today reads like a Who's Who of regional and national accounts and numbers some 140 sponsors from A-1 Sauce to Zippy Starch.

WGR's the Newest

CBS Radio affiliate 50 kw WGR Cleveland is the most recent to tie-in with HPL, bringing the HPL lineup to 14. (All HPL stations are CBS stations—some CBS owned, some affiliations—and all but one are 50,000-watters.) Each of the local programs operates in a semi-autonomous fashion, responsible only to New York headquarters. General Manager Ed Wood keeps a firm hand on the HPL activities in each market by circuiting the stations at regular intervals, having HPL director-broadcasters visit his staff in New York, and by generally helming all important policy decisions as well as covering the day-to-day desk chores attendant to the job. And it's no small task when the stations and their markets are considered. They are: WEEI Boston, WBT Charlotte, WBBM Chicago, WGR Cleveland, KNX Los Angeles, WCCO Minneapolis-St. Paul, WCBS New York, WCAU Philadelphia, WRVA Richmond, KMOX St. Louis, KSL Salt Lake City, KCBS San Francisco, KIRO Seattle and WTOP Washington.

On each station, the Housewives' Protective League programs are headed by a director-broadcaster who is literally what the combination title suggests. He directs HPL activities in his area and he is the commentator on the air. Although the size of the secretarial and merchandising staff varies from market to market, each director has such a staff available.

There is a remarkable similarity in the delivery of each of the directors. Of course it's not accidental; they are trained in the HPL tradition and carefully screened before
we feel like we swallowed the canary...

51.0*
PRESTON FOSTER
WATERFRONT
The top-rated of all shows, local and network, in Houston-Galveston (nation's 16th biggest consumer market)... where it's ranking up sales for Sears Roebuck.

23.5*
ABBOTT AND COSTELLO
In Cleveland (nation's 6th biggest consumer market), a chunky 23.5 for Chunky Chocolates, putting it right up in the "top ten". They're a scream in New York, too — with a 14.6* and 3rd highest ranking among all non-network 1/2-hour film shows.

* ARB, Jan. 1955 — Houston and Philadelphia

WIRE, PHONE OR WRITE YOUR NEAREST MCA-TV OFFICE TODAY FOR AUDITION PRINTS
BEVERLY HILLS - 9370 Santa Monica Blvd.
(Reserve 6-2001)
ATLANTA - MINNEAPOLIS
BOSTON - NEW ORLEANS
BUFFALO - NEW YORK
CHICAGO - PHILADELPHIA
CINCINNATI - PITTSBURGH
CLEVELAND - ROANOKE
DALLAS - ST. LOUIS
DETROIT - SALT LAKE CITY
HOUSTON - SAN FRANCISCO
KANSAS CITY, MO - SEATTLE
TORONTO - LONDON - PARIS
LOOK AT THESE TOP RATINGS FOR MCA-TV SHOWS!

And we've got a scare more just like these—syndicated film hits that are snaring No. 1 ratings wherever played. For top ratings, big-time stars, solid merchandising support, you can't beat MCA-TV shows... because they're beating everything in sight!

31.9*
CHARLES BICKFORD
MAN BEHIND THE BADGE

All new, all first run, but the same terrific series that scored top ratings (like that 31.9 in Boston) on its network run last summer. "Realistic... Bickford excellent" (Variety). 39 fast-paced dramas.

* ARR, June 1954 — Boston

THERE'S AN MCA-TV SHOW FOR EVERY PRODUCT,
EVERY MARKET, EVERY BUDGET . . .

BIFF BAKER U.S.A.
CITY DETECTIVE
CURTAIN CALL
FAMOUS PLAYHOUSE
FOLLOW THAT MAN
GUY LOMBardo AND HIS ROYAL CANADIANS
HEART OF THE CITY
HOLLYWOOD OFF-BEAT
I'M THE LAW
MAYOR OF THE TOWN
PLAYHOUSE 15
PRIDE OF THE FAMILY
ROCKY JONES, SPACE RANGER
ROYAL PLAYHOUSE
AND COUNTERPOINT
SOLDIERS OF FORTUNE
TELESPORTS DIGEST
THE LONE WOLF
TOUCHDOWN
WHERE WERE YOU?

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS
they are signed to a contract. Once in the organization, they're pretty certain of a profitable and long-term association. WCBS New York's Galen Drake, for example, was the first director hired when HPL began to expand. Today, he's director in the nation's number one market with more friends in the food business than you could crowd into a giant supermarket (although HPL sells such varied items as automobiles, books, furnaces and furniture, the majority of its accounts are foods and allied products sold in food stores).

Still legendary in Southern California broadcasting circles are the almost identical voices and delivery styles of teacher Wiley and pupil Drake, who had been a Long Beach (Calif.) singer-announcer before joining the HPL organization on the West Coast in 1940. The story is told that, at times, Mr. Drake would walk into a studio while Mr. Wiley was on the air, and, on signal from Mr. Wiley, pick up the broadcast in mid-sentence and carry on without the audience realizing there had been a change in broadcasters. To a great extent, many of the HPL directors today are "interchangeable."

For an opening, underwent the normal course of indoctrination, rigid by any standards, became familiar with both the market and the HPL style of presentation and went to work as Philip Norman on KNX Radio.

Today he's in Los Angeles and all of Southern California.

Naturally, with emphasis on obtaining such talent, HPL has enlarged its programming for greater exposure of its directors. Also under the HPL structure in some markets are Sunrise Salute and Starlite Salute broadcasts. The format of these programs has been enlarged somewhat to include a variety theme for early morning and late evening broadcast. With variations from market to market, a combination Housewives' Protective League-Sunrise (or Starlite) Salute package is offered to advertisers. All but two (WRVA and KSL) of the HPL stations have either one or the other of these programs and one station (WCAU) has both.

Of the other HPL stations, WEEI, WBMM, KMOX, KIRO, and WTOP carry in the function of Housewives' Protective League. In most markets complete merchandising facilities are available to HPL advertisers with in-store appearances by HPL directors. Often, the demand for a product through HPL advertising has led to new distribution in an area. In this light, Mr. Wood has established a close working relationship with food brokers throughout the country and their association, the National Food Brokers Assn. This relationship has become so close that twice the NFBA has come to Mr. Wood and asked HPL to produce films showing the operation of NFBA and the status of the food broker in the nation's sales economy. HPL directors themselves invariably work closely in their markets with leading food brokers.

One of HPL's strongest selling points is a file of its success stories. They range from small accounts just starting out to major top-budgeted national advertisers. One from the general manager of Roots Motors Inc. (Hillman-Minx cars), reads, "I cannot help but recall times when our vehicles were completely unknown, especially in the western states."

"I can only say thank you for the great assistance you gave me to market an unfamiliar car in these United States. More than once I have heard from our dealer organization that cars had been sold to the public solely on the confidence that the public had in you. You have helped me to develop the state of California to such an extent that it is today the leading state in the Union for our vehicles."

An Award Winner

The results HPL achieved for B&M Oven Baked Beans over WCAU won an award from Broadcast Advertising Bureau (now Radio Advertising Bureau) in its "Radio Gets Results" contest. B&M Baked Beans had been distributed in Philadelphia for several years; then sales began to fall off. So the firm bought six participations a week on the HPL John Trent show—and sales increased 47% during the first 26 weeks. The company, in a letter to WCAU, called the gains "phenomenal." It was a valid test for radio, too, since WCAU-HPL was the only advertising used in the area.

When Kiplinger's Changing Times magazine used six HPL announcements in one market over 5,600 copy requests were received, at a cost per-inquiry of 11 cents. The success of HPL demonstrates that radio can be as potent a selling force as ever when it's done with objective thinking and a clear eye on the consumer. HPL audiences remain almost fanatically loyal to the programs and the simplest explanation is that its high standards and proven honesty are the forces that woo its listeners. Above all, HPL has proved that absolute integrity can pay off, and pay off well, in the broadcasting industry.
of the radio families in Metropolitan Los Angeles listen to **KNX** each week! 45% listen in a single day!

For the first time, the leading stations in Los Angeles have an accurate measure of the number of different families listening during a day... during a week. • The new CPA (Cumulative Pulse Audience) report for Los Angeles and Orange Counties shows **KNX** reaches the greatest number of different families morning, afternoon and night, total day and total week!

**more** people than any other station!
**people** than any newspaper!
**people** than any magazine!

First in the West’s First Market... **KNX RADIO**
LOS ANGELES • 50,000 WATTS • COLUMBIA OWNED
A COUPLE of weeks ago, NBC-TV’s Home program celebrated the opening of spring by taking its viewers for a short visit to a 350-acre Kentucky farm and a brief glimpse of cows and pigs and lambs and chickens, not to mention the succulent smoked ham cooking in the farmhouse kitchen.

For many members of Home’s audience the March 21 Kentucky farm sequence was a refreshing novelty, something new and different from their normal viewing fare. Not so, however, for those who were watching the Home telecast through the facilities of NBC-TV affiliate WAVE-TV Louisville. To them this particular farm was a familiar spot, one which they had visited each Saturday noon since mid-January, taken there by the cameras of WAVE-TV.

On these Saturday noon-to-1 p.m. telecasts, titled simply Farm, WAVE-TV viewers have watched the testing of the soil, the early plowing, the preparation of tobacco beds, the sowing of grass and clover, the starting of a vegetable garden. They have seen the farmers start baby chicks, baby pigs, baby lambs and baby calves on their way to becoming big, healthy, profitable marketable animals. They have viewed the other farm activities that follow in regular progression during the late winter and early spring weeks as the farmer prepares for the summer season of growth for the fall harvest. And many of them have profited by what they have seen, for they, too, are farmers and on their Kentucky and southern Indiana farms they work with much the same soil and weather conditions, grow much the same crops, raise much the same livestock, operate much the same sort of establishments as the one they see on WAVE-TV.

It was to serve the more than 630,000 residents of the more than 150,000 farms in its coverage area (about 84,000 with TV sets as of the first of the year) that WAVE-TV last summer decided to undertake a regularly scheduled series of live TV programs direct from a farm. That decision posed two immediate problems to the station’s management.

Just 13 Miles Away

First, they needed a place to originate these programs, a working farm typical of the region, large enough to carry on a wide variety of farm activities and so located as to permit relaying a consistently good signal back to the station. This was solved by the acquisition of a 350-acre farm on gently rolling ground at a slightly higher altitude than the WAVE-TV studios and just 13 air miles away.

The farm is no show place, the station management stresses, but an efficient, practical working farm—a farmer’s farm. For many years it has produced sheep, beef and dairy cattle, hogs, poultry, alfalfa, corn, wheat, barley, oats, bluegrass, orchard grass and fescue. For the Farm telecasts, the important crop of tobacco has been added.

Station spokesmen declined to state what was paid for the property, pointing out that its subdivision area location would place the dollar value out of line with average farm acreage prices in the general farm area. A reasonable estimate, R&T was told, would be something in excess of $100,000. Approximately $50,000 more will be invested in new agricultural equipment, both permanent and mobile, during the 1955 program schedule, the station said.

Next, WAVE-TV needed the services of men capable of conducting the program and operating the farm and doing both well. After an exhaustive survey of top agricultural experts throughout the land, WAVE-TV selected Shirley Anderson as station farm director and put him in charge of the Farm programs. Louisville county agent since 1927, Mr. Anderson last May received a distinguished service award from the U. S. Department of Agriculture—an award given to only eight other county agents chosen from well over 3,000 throughout the nation.

Assisting Mr. Anderson on the program is Paxton Marshall, who since 1948 has managed the same farm now operated by WAVE-TV and point of origin of the Farm program series. His wife, Shirley Marshall, has for some years conducted one of WAVE-TV’s most popular cooking and home economics programs.

To telecast a normal Farm program, WAVE-TV uses two cameras. One is transported to the barns in the farmyard center by means of a specially constructed sled, hauled by a tractor. The second camera, equipped with a Zoomar lens, is moved...
WILS DOMINATES LANSING RADIO

ACCORDING TO THE LATEST SURVEY (FEB. '55)
(HOOPER—FEB. 1955)

SHARE OF RADIO AUDIENCE

<table>
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<tr>
<th>Time Period</th>
<th>WILS</th>
<th>NETWORK STATION B</th>
<th>NETWORK STATION C</th>
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<td>20.3</td>
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<td>28.8</td>
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</table>

*WILS—5000 WATTS DAY—1000 WATTS NIGHT—1320 KC

Lansing's Most Powerful Station

Represented Nationally
By Venard-Rintoul-McConnell, Inc.

407 N. WASHINGTON AVE.
LANSING 30, MICHIGAN
We are proud and honored to accept Television's Greatest Award!

OUR SINCERE THANKS to the studio production staff of "STORIES OF THE CENTURY" and to those stations and sponsors whose great confidence and all-out support made this award possible.

MORTON W. SCOTT, President
STUDIO CITY TV PRODUCTIONS, INC.
(DIVISION OF REPUBLIC PICTURES)

The Academy of Television Arts and Sciences
BEST WESTERN OR ADVENTURE SERIES OF 1954

"STORIES OF THE CENTURY"
A STUDIO CITY TV PRODUCTIONS, INC. PRODUCTION (DIVISION OF REPUBLIC PICTURES)
STUDIO CITY TV PRODUCTIONS, INC.
(A DIVISION OF REPUBLIC PICTURES)
announces with pride

2 NEW SERIES
NOW IN PRODUCTION AT REPUBLIC STUDIOS
IN HOLLYWOOD

SAX ROHMER'S
WORLD-FAMOUS
"ADVENTURES
OF FU MANCHU"

FOR FURTHER INFORMATION CONTACT
HOLLYWOOD TELEVISION SERVICE, INC.
3000 Carpenter Avenue, North Hollywood, California— or any of the following distributors
about the farm in a small pick-up truck for covering the day's activities. Farm director, farm manager and the program's announcer travel by jeep from point to point.

In the farmyard center, technicians have constructed a central TV studio, with control panels, heavy wire for the electric load, and floodlights as well as sky light for better lighting. This studio is 30 feet wide and 45 feet long and has large sliding doors on both sides of the building, making it easy for animals and large equipment to enter and leave the studio. Hinged doors at either end of the building permit the maximum amount of natural light to enter. The studio floor is partly concrete and partly crushed rock, the concrete strip allowing the camera to move evenly.

Personnel for the telecasts include the farm director, farm manager, program producer, director, two cameramen and the usual complement of audio, switching and supervisory engineers. In addition, there are two farm attendants whose primary responsibility is to handle the various farm animals, controlling them and bringing them into proper camera range. These attendants also drive the tractor and other vehicles used for moving the cameras and men from one point to another.

The station's mobile remote unit handles switching and camera control at the farm. One of the farm's silos is used as a microwave-relay tower to send the signal back to the WAVE-TV studio.

The programming is scheduled so as to show each type of animal and crop at various stages of development. For instance the selection of varieties of hybrid seed corn and the preparation of the soil were shown last Saturday; the April 23rd telecast will demonstrate planting corn and fertilization. In June the program will show the planting of the late corn crop; in August, corn silage; in October, corn harvesting.

In addition to providing the farmers with agricultural information such as recommended, tested and practical farming procedures and methods, the station management believes that an important benefit of Farm TV will be in acquainting city people and the great consuming public with the actual problems of the food producer. "We hope city commercials will get a general idea of how much work a farmer has to go through to produce a pound of wool or a quart of milk," one WAVE-TV executive said.

Commercial for Federal Fertilizer (the only product advertised on Farm TV as yet) are integrated logically into the program. Pasture fertilizing is featured in telecasts from mid-February to mid-April. Fertilization of row crops, such as corn, tobacco and potatoes, will be highlighted during April and May. Through June the commercials will deal with fertilizing for the second cutting of alfalfa. July telecasts will emphasize fertilizing for seeding a new stand of alfalfa. Fertilizing for small grain seeding will be the sponsor's fall topic and in the final months of the year pasture fertilizing will again be stressed.

Different mechanical methods of fertilizer application and distribution are shown and, later on, the results—for instance, a good stand of pasture—will also be shown, letting the viewers see for themselves the effects of following the recommended fertilizing procedures. As other sponsors are added, the same integration of commercials will be followed, so far as is practicable.

In pioneering this new field of farm telecasting WAVE-TV feels it should be rendering a worthwhile public service to its community. The comments it has received—from county agents and agricultural school officials as well as from farmers, yes, and some city folk, too—make the station believe it was on the right track when it started Farm TV on its weekly career.

A RADIO MONEYMAKER BUCKS TV

EVERY WEEK throughout the year, WPAT Paterson, N. J., a radio outlet which includes the metropolitan New York market in its coverage area, receives hundreds of unsolicited cards and letters which would suggest to the most ardent prophets of doom that nighttime radio can be a highly successful proposition. The source of this high degree of audience interest is a 7-11 p.m. broadcast entitled Gaslight Revue, a show which soft-pedals the spoken word and concentrates on music.

In the five years it has been on the air, Gaslight Revue has registered the largest audience gain of any time period in WPAT's 18-hour broadcast day, and, in an area saturated with more than four million television receivers, it boasts an almost complete sell-out of commercial time seven nights weekly, as compared to a nearly non-existent commercial schedule in March 1950.

The WPAT answer to radio's role in nighttime broadcasting originated with its president and general manager, D. J. Wright, who with a group of associates bought the outlet in December 1954 from the North Jersey Broadcasting Co., a subsidiary of the Passaic Daily News. Mr. Wright, who joined WPAT as general manager in 1950, with more than 20 years of broadcasting experience behind him, is a man who feels that an independent AM station in a competitive market can both live with television as competition and skyrocket business volume at the same time.

When WPAT was faced with the question of what to do to gain audience against a variety of radio programs on competing stations plus the gigantic threat of nighttime television, Mr. Wright decided to offer the simplest programming technique possible: "nothing more than beautiful, uninterrupted music," he told BT. When Gaslight Revue went on the air, so intent was Mr. Wright on keeping the format simple and relaxing that "even the introductions of the musical selections were eliminated," he said.

While the formula for the show is comparatively simple, Mr. Wright pointed out that it requires careful guidance in the selection of music, which is supervised by David Gordon, one-time music librarian of WOR New York, now music director of WPAT. "And we are just as selective about our commercials as we are about program content," Mr. Wright said.

Only two sponsors—Brogan-Cadillac Oldsmobile Co. and the Oldsmobile division of General Motors—started on the air with Gaslight Revue in March 1950. Currently 17 local, regional and national advertisers have participating schedules on the program. Revenue on the series has increased 116.7% since the show first went on the air. There are three advertising plans open to potential Gaslight Revue sponsors. A client may purchase a half-hour segment in strips of seven, or newscasts or one-minute spot announcements across the network.

Broadcasting ● Telecasting
Certainly, fish can talk
... when you use film!

Even a guppy (to say nothing of the magnificent specimens shown here) can be made to sell for you, tell all about your product, and—what is very important—get your message right every time, everywhere, without chance of misquote. Easy and economical, too, when you USE EASTMAN FILM.

For further information—what film to use—latest processing techniques, address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

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

Midwest Division
137 North Halsted Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

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

Are you shooting your films IN COLOR? You should be! You'll be needing it.
NEW QUARTERS FOR WHIO

WITH completion of its major improvement program, WHIO-AM-FM-TV Dayton, Ohio, now is operating in a plant that represents a $2 million investment since 1949. The original building at 1414 Wilmington Ave. included building, RCA equipment, tower, transmitter and mobile gear, involving a $600,000 investment. The 1954-55 program involves building an addition worth more than $500,000 plus $140,000 for new equipment and furniture.

The new transmitter building and 1,104-ft. tower on Germantown St. were built at a cost of $641,000. Other expenditures brought the total to $2 million.

All business and operating functions have been transferred to the enlarged studio and office building on the Wilmington Pike. Austin Co., which designed and built the original structure, worked out the transformation to a complete broadcasting center.

Video control on a mezzanine permits use of common video control equipment and separates video control personnel from studio routine. The control room includes console and film projection gear plus space for color units. Conduit runs are accessible and short.

THE CONFERENCE ROOM provides ample and comfortable seating facilities, plus a television set (which is not shown) for monitoring the station's programs.

THE MASTER control room is located next to the director's booth on the mezzanine. Both overlook the main television studio, which can be seen through the windows.

GENERAL MANAGER Robert H. Moody greets visitors in this walnut-paneled office which adjoins the conference room shown in top photo.
Let the figures tell the story!

...people earn more and spend more... in the center of the WNHC-TV orbit of influence!

- Population — 3,607,600
- No. of Families — 1,045,800
- Retail Sales — $4,127,897,000
- Drug Sales — $119,797,000
- Food Sales — $1,146,520,000
- Conn. Fam. Income — $6,786 (Per Family)
- Only VHF in Connecticut
- TV Families — 934,448

SOURCES: 1955 Sales Management Pre-Final Estimates; CBS-Nielsen Survey Updated with RETMA Set Sales—January 1, 1955; Mail map (black dots) based on 10,000 letter response, completed December 1954; Contour map accepted by FCC December 1954.

REPRESENTED BY KATZ

WNHC-TV
SERVING THE HARTFORD - NEW HAVEN AREAS

Channel 8
316,000 WATTS

CONNETICUT'S
family group activity" producing the purchase; influence of various informational sources as influencing purchasing decisions, and the culmination of the purchasing decision into brand selection—"the most important of all decisions from the manufacturer and the agency's point of view."

U. S. Steel, GE to Take Over CBS-TV Spot Dropped by Pabst

U. S. STEEL Co. and General Electric Co., effective July 6, will alternate weekly drama sponsorship on Wednesday, 10-11 p.m. EST, on CBS-TV, the period vacated by Pabst Blue Ribbon Bouts which moves to ABC-TV.

U. S. Steel shifts from its present period on ABC-TV, Tuesdays, 9:30-10:30 p.m. EST, which it has had since October 1953. Format of the show will remain the same and will continue to be supervised by the Theatre Guild, BBDO, New York, is the agency.

General Electric has bought 26 films from 20th Century-Fox Film Corp., to be presented on the alternate weeks. Series has a dramatic format. Young & Rubicam, New York, is the agency for GE.

The new hour-long series will telecast on an all-live network of 115 CBS-TV stations.

Kodak to Replace 'Norby'

EASTMAN KODAK Co., through J. Walter Thompson Co., New York, has decided to abandon Norby Wed., 7:30-8 p.m. EST, on NBC-TV, effective April 6, and has bought a film series from Screen Gems Inc., New York, which will be sponsored Wednesday 8:30-9:30 p.m. on NBC-TV, starting April 13.

The new program, Kodak Request Performance, will run a minimum of 21 weeks. It will include scenes from the current Ford Theatre, produced by Screen Gems, and from Top Plays of 1955, distributed by Screen Gems.

Kodak firm, which entered television for the first time last January with the all-color Norby series, is now formulating plans for a new major tv series to be presented on film next fall over the same 84 stations that will carry Kodak Request Performance.

W-H, Lambert Merge

MERGER of Warner-Hudnut Inc., cosmetic firm, and Lambert Co., drug company, was approved at a special stockholders meeting last week. The merger, effective last Wednesday, involved the exchange of one share of Warner-Hudnut common stock for each share of Lambert common.

The firm's new corporate name is Warner-Lambert Pharmaceutical Co. Combined sales of both companies reportedly will exceed $100 million annually.

Pontiac to Switch to Drama

PONTIAC, sponsors of the Red Buttons Show on NBC-TV, Fridays, 8-8:30 p.m., will drop the program and sponsor a dramatic series effective Sept. 6, Tuesdays, 9:30-10:30 p.m., alternating weekly with Armstrong Cork Co. Latter advertiser currently sponsors Circle Theatre, Tuesdays, 9:30-10 p.m. on NBC-TV but will expand the program to one hour starting in the fall.

Pontiac is represented by MacManus, John & Adams, New York, and Armstrong's agency is Henry N. Poor, New York.

The Friday night period, 8-8:30 p.m., has been offered to Chrysler Corp., but nothing definite has been signed.

ME., TENN. ENACT BAIT-SWITCH LAWS

MAINE and Tennessee are the second and third states, respectively, to enact legislation to curb bait and switch advertising, it was announced last week by the Assn. of Better Business Bureaus Inc., New York. The first state, Massachusetts, has had its anti-baiting law in effect since mid-1953.

Maine's law became effective March 14 and Tennessee's March 22, it was reported. The two laws provide penalties up to $500 and advertisers also may be enjoined from such advertising. Basic purpose of the laws is to curb those who advertise merchandise at very low prices with the intent not to sell the merchandise, but rather to switch the prospect to high price items.

Six other states have similar bills pending. These include Rhode Island, New York, Pennsylvania, Ohio, Kansas and California. Illinois is expected to introduce a bill in the near future, it was reported. The bills are but of a model law recommended by the Council of State Governments to state legislatures in its 1954 package of suggested legislation.

ABB's Bait Advertising Committee has endorsed the model law as a way to curb advertising abuses, but "it also believes the simplest answer to the problem is for media to flatly reject such advertising which is a policy now being followed by most media in such cities as Omaha, St. Louis, Amarillo and Washington, D. C. The BBBs generally consider 'bait' the worst abuse in advertising today."

Meanwhile, ABB reported that Detroit's bait advertising law had "successfully passed its first test," citing that television repairman James Whitt was fined $100 on March 11 by Traffic Referee John G. Carney. It was alleged that Mr. Whitt, doing business as Do-All Television Service, advertised house calls at $1.50, but "padded this feature price by selling unnecessary tubes."

Kudner Agency Consolidates Print, Radio-TV Timebuying

PRINT media and the radio-television timebuying departments of Kudner Agency, New York, are being consolidated under the general supervision of Hugh Johnson, director of media, effective this week, J. H. S. Ellis, president of the agency, announced last week.

At the same time it was revealed that John P. Marsich becomes assistant director of media in charge of timebuying, with John J. Murphy Jr., Marjorie C. Scanlan, and Ann Gardiner continuing as timebuyers, and Frank M. Nolan becomes assistant director of media in charge of print buying. Ann Wade, assistant to Mr. Nolan, has been advanced to print media buyer. E. G. Weymouth continues as associate media director.

Mr. Marsich has been with the agency since 1949, first as assistant to the radio-TV department and later head timebuyer.

Mr. Nolan started at Kudner in 1935. He has worked on all accounts in the agency.

SPOT NEW BUSINESS

Cinch Products Inc., L. A. (Cinch cake mixes), through Hixson & Jorgensen Inc., there, starts saturation tv-radio spot announcement campaign, with Mon.-Sat. schedule, utilizing in California over 3,900 spots on 21 radio stations and 340 spots on two tv stations; and in Colorado, over 1,000 spots on five radio stations and 60 spots on one tv station. Radio spots created by Song Adv Co., Hollywood.

Servisoft of California (soft water service), L. A., through William W. Harvey Co., there, starts cooperative radio spot announcements on an undetermined number of western stations and five participations weekly on KRCA (TV) Hollywood Home, both effective today (Mon.).

Simonia Co. Ltd., Toronto, Ont. (Floor polish), has started five times weekly announcement campaign on a large number of Canadian radio stations. Agency is Walsh Adv. Ltd., Toronto.

Curdahy Pucking Co., Toronto, Ont. (Old Dutch Cleanser), has started daily 15-sec. radio spot program Hide and Seek on nine Canadian major market radio stations. Agency is J. J. Gibbils Ltd., Toronto.

Yardley of Canada Ltd., Toronto, Ont. (Cosmetic), has started test tv campaign on CFPL-TV London, with film spot announcements twice weekly for 12 weeks. Long range sales results will be tested on this campaign before other stations are used in Canada. Agency is McKim Adv. Ltd., Toronto.

Arreto Paint Co., N. Y., will use radio spots to open its 1955 campaign. Starting in April for 10 weeks company will use spots in New York, New Jersey and New England areas. Agency is Philips Rohr & Co., N. Y.

NETWORK NEW BUSINESS

Steinberg's Ltd., Montreal (chain grocery), has started weekly half-hour French-language program 14 Rue de Galais on the French-language CBC-TV network stations for 52 weeks. Firm is also using an English-language film show on CBMT (TV) Montreal, and film spots on English-language Quebec provincial tv stations. Agency is Grant Adv. of Canada, Montreal.


National Labor-Management Foundation (Partner magazine) to sponsor Fulton Lewis jr. on Mutual, Sundays, 9-9:15 p.m. EST, starting April 3. This extended Mr. Lewis' program to six-day-a-week basis. Program content to be directed toward articles in magazine.

AGENCY APPOINTMENTS

State Advertising Commission, Tallahassee, Fla., appoints Carey Assoc., Sarasota, to handle tv advertising for Florida during the coming business year.


Hotel Riviera, Las Vegas, names Goodman to handle all advertising jointly with Harris & Whitebrook Adv., Miami Beach; United Cer-
people make the best salesmen

...especially people like HERB SHELDON

Wherever there's a TV set in the nation's No. 1 market, Herb finds a warm welcome waiting for him — just for being himself. That means being natural, neighborly and funny, as he entertains (and sells) the lady of the house, every weekday morning from 8:55 to 10. It's a program custom-made for housewives... including a special cooking feature by Josephine McCarthy. And homemakers clearly find Herb captivating, because they keep busy buying the products he demonstrates and recommends.

His clients keep busy, too, writing nice letters like this:

"I cannot tell you how pleased we are with the selling job that you have been doing for Whirlpool. The impact of your 'low pressure selling' is one reason why Whirlpool is number one in the number one market."

David Oreck, V. P. in Charge of Sales,
Bruno—New York, Inc.

When you're considering media to help you sell the New York market, remember this oldest of advertising truths: People Make The Best Salesmen! And WRCA-TV has some of the warmest, most persuasive people in television. Like Jinx Falkenburg, Norman Brokenshire, Ken Banghart, Gene Rayburn... and like Herb Sheldon.

WRCA-TV • 4

In New York, sell more on 4
bral Paley appoints Goodman to handle national and regional tv and radio promotion.

Fradiels Frozen Food Corp., L. A. (frozen "heat and serve" dinners), appoints Mogge-Privett Inc., that city. Local tv will be used with similar campaigns being readied for other markets.


Monarch Finer Foods Division, Consolidated Grocers Corp. (western division), L. A., names Stromberger, LeVene, McKenzie, same city.

Lee Ltd., Beverly Hills (Dri-Mist deodorant), names Erwin, Wasey & Co., L. A.

Parsons Ammonia Co., N. Y., appoints Kiesewetter, Baker, Hagedorn & Smith, N. Y., to handle its advertising, effective April 1. Radio spots will continue to be used and television will be tested.


Miami High Life, distributor of Miller High Life beer, names Charles Anthony Gross Adv., Miami.

Frigimelts Inc., Chicago (frozen meats), appoints Schwimmer & Scott Inc., that city.


AGENCY SHORTS

Young & Rubicam, N. Y., has been incorpo-
rated in Germany and has completed working agreement there with associate agency, Hein-
mann Werbegesellschaft, Frankfurt. Kenneth Hartshorn, London office, is in charge of Ger-
man organization.

Harold Dreyfus, vice president, Nodl, Lent & Assoc., L. A., forms own agency, The Dreyfus Co., with offices at 833 N. Kings Rd. Tele-
phone is Webster 1-1831. Initial accounts are International Pacific Recording Corp., Taspee Products of California, Tippa Products Corp. (imported German Tippa typewriters) and Vi-
City Industries (paints).

Fred Gardner Co., N. Y., has moved to larger offices at 50 E. 42d St; telephone: Murray Hill 7-4784.

Sullivan, Stauffer, Colwell & Bayles, N. Y., moves to larger offices, occupying three floors, at 477 Madison Ave.

Sackel Co., 8 Newbury St., Boston, has been opened to handle trade and consumer advertising, merchandising and publicity, with Sol Sackel as president and Ralph Schiff, general manager.

A & A PEOPLE

Arthur W. Lutz, former board chairman, Smart & Final Iris Co., Los Angeles wholesale grocers concern, to board of directors and executive committee, Consolidated Foods Corp., Chicago.

Harold R. Fagerson, vice president in charge of sales, Borden's Chicago Milk Div., named sales director, Chicago-Central District.
The Flags Flew

This is Harry Martin, tv host with the most. He plows a full schedule of farm programs on Channel 6 in Indianapolis. His Market Reports, sponsored by Ralston Purina at noon daily, has the rapt attention of the agricultural set hereabouts (hereabouts includes 90,000 farm families in our coverage area).

A few weeks ago Purina offered, via Harry's show, a hundred mail box flags to the first hundred viewers whose letters or post cards had the earliest postmarks.

The single announcement brought 2,606 requests. The winners were all postmarked within two hours of the announcement. Martin's pulling power prompted Purina to discontinue the offer, which had been set for successive repeats.

***

Harry Martin was born on a farm which was bought from the government by one of his ancestors in 1826, ten years after Indiana became a state. It would take a Wabash Indian to claim earlier roots in Indiana. Pioneering's in his blood—Harry began the first regular farm tv program in Indiana, did the first live studio demonstration commercials (both for WFBM-TV) and keeps in touch with the soil via his suburban acres where he raises rutabagas and Indiana limestone.

Like all WFBM personalities, he also raises results for sponsors.
**WYLIE OUTLINES 'FILM UNIVERSITY'**

Author and 'Omnibus' story editor reveals adult education idea under consideration by DuMont and Columbia U. whereby college credits might be earned by viewers. Stations would be permitted to sell adjacent time spots to sponsors of programs.

A WEDDING of university-level institutions and tv film to spawn adult education on a mass basis via commercial stations is being proposed. At last week, however, the merger had not occurred.

Prime mover of a "film university" is Max Wylie, author of Clear Channels and currently story editor of the Omnibus project of the Ford Foundation's Tv-Radio Workshop. Mr. Wylie, in an address before the National Television Film Council Thursday, reported on what he said were negotiations between DuMont and Columbia U.'s school of general studies. In sight was the use of DuMont's newly-developed combined live-film camera ("electronicam").

Mr. Wylie said educational institutions could program lecture courses toward degree credit on quality tv stations, showing on commercial stations which would be permitted to sell adjacent spots to sponsors. He likened the service to a film library. Viewers who wished to take examinations toward degree credit would pay enrollment fees.

Questioned on Mr. Wylie's assertions, both Columbia U. and DuMont spokesmen said they were premature. A meeting of Ted Bergmann, managing director of the DuMont Television Network; Dean Louise Hacker, Columbia U. school of general studies; Leon Levine, of Columbia's radio-tv department, and Mr. Wylie, had been held, they admitted, but no commitments were made.

It was also understood that DuMont considers this possible use of its live-film camera as only minor when compared to the more extensive plans it is about to take out of wraps. The latter have been hinted to extend from possibilities of "film library service" to film distribution via the network and to "servicing" of film companies.

Actually, the DuMont-Columbia talk, inspired and brought about by Mr. Wylie, explored the possibility of programming courses, probably on a live basis, on DuMont's owned and operated WABD (TV) New York. When mention was made of possible repeats—live or on film—for evening hours within a 48-hour period, Mr. Bergmann reportedly brought up the new DuMont-developed camera.

Columbia U. spokesmen point out that the school now has no plans for so extending its accredited adult extension courses, but should it wish to "experiment" it would be necessary first to obtain university council approval and then to find a way to defray production costs. There was an allusion to the possibility of a pilot course.

It also was reported that the Columbia-DuMont talk was in terms of programming at the end of this or at the beginning of next year.

**Pickford Files New Suit Against Goldwyn for $50,000**

ADDITIONAL suit for $50,000 has been filed by Mary Pickford against Samuel Goldwyn in the hassle over Goldwyn Studios. A new complaint, filed March 25 in Long Beach Superior Court, charges that in 1949 the court ordered the producer to remove everything from the property that belonged to him, individually, and to Goldwyn Productions Inc. She charges that, when he failed to do this within the allotted 30 days, the personal property, including sets, props and supplies, fell under her ownership. Damages are asked for Goldwyn's continued use of these assets without accounting to her.

Later last week Miss Pickford was denied an accounting of the rentals, which she had charged Mr. Goldwyn has failed to make to her since 1949. Superior Judge Paul Nourse ruled that the former actress had not been ousted from the studio by Mr. Goldwyn, as she alleged. [Rpt. 28]丁. [Rpt. 28]丁. [Rpt. 28]丁. [Rpt. 28]丁.] was therefore not entitled to an accounting.

Miss Pickford's new suit will be heard after the producer's $303,335 suit against her for a share of studio operation and maintenance has been settled.

**'Fairbanks' Sales Drive Starts**

SALES drive for Douglas Fairbanks Presents, tv series available for first run in over 250 markets, will get underway today (Monday), George T. Shupert, president of ABC Film Syndication Inc., announced last week. The 78 half-hour episodes in the series were produced by Mr. Fairbanks for the Liebmann Breweries for telecast in approximately 12 markets where its Rheingold beer is sold. The drama star Mr. Fairbanks in one out of every four episodes.

Merchandising material for the series includes a shopping guide which gives advertisers an opportunity to promote products in conjunction with the show. With the addition of the series, ABC Film Syndication now has five properties in syndication. The others are: Rocket Squad; The Playhouse; Kieran's Kaleidoscope, and Passport to Danger.
WSJS CONVERTS TO COLOR—ALL G-E EQUIPPED

Station Leadership Advanced By Ease and Low Cost of Converting G-E Studio and Transmitter Units

Little more than a year after going on the air, WSJS Television of Winston-Salem, N. C., has not only attracted a major share of the television audience in Piedmont N. C. as measured by independent surveys, but also has scored a "first in color.

Harold Essex, Vice-President and General Manager of the station, says: "A large part of this leadership is due to the fact that viewers are pleased with the high-quality pictures WSJS transmits.

Ease and low cost of converting to color with G-E wins the praise of Phil Hedrick, operations manager for WSJS Television. He points out that very little modification was required in either studio or transmitter equipment for network color transmission... and that nine months after going on the air, WSJS Television became the first station in the Southeast to telecast a color program. The date—June 25, 1954; the program—NBC's first color film.

WSJS Television now origi-
91.7% of the rural families in our 41 counties listen MOST to WDAY!

EVERY survey that’s ever been made around these parts has shown the tremendous preference for WDAY. The latest, conducted by the Northwest Audit Company of Fargo, gives WDAY a lead of 32 to 1 over the next-best station and 11 to 1 over all other stations combined!

A double postcard was mailed to 3,200 rural families living within 150 miles of Fargo, in all directions. Each was asked, “To what one radio station does your family listen the most?”

Of the 1,681 replies, 1,541 said WDAY!

The survey covered 41 counties in North Dakota, Minnesota and South Dakota, and gives you a good idea of the reception WDAY gets in this area. Get the facts from Free & Peters.

WDAY
FARGO, N. D.
NBC • 5000 WATTS • 970 KILOCYCLES
FREE & PETERS, INC., Exclusive National Representatives
CONFERENCE TO FEATURE COST CUTS

NARTB engineering exhibit emphasis will be on cutting costs and improving facilities. Walker, Beville are in charge of arrangements.

NARTB's Ninth Annual Engineering Conference, meeting Wednesday - Thursday (May 25-26) during convention week in Washington, will show radio and tv stations how to cut costs and improve facilities, according to A. Prose Walker, NARTB Engineering Dept. manager. Chairman of the conference program committee is Ross Beville, WWDC Washington.

Conference discussion will be "geared to reality," Mr. Walker said, with engineering developments matched against FCC actions and policies as well as with station operation.

Multiplexing of fm, ways of increasing fm station income and problems of fm bandwidth proposals will be considered. Remote control of high-power broadcast transmitters and directional antenna systems will be taken up in detail as well as modernizing of equipment to save space and money.

Television topics include color film, networking, color studios, boosters and satellites, proof of performance, high-power transmissions, microwave and low-power tv studios.

The opening day of the conference will be devoted to radio. Raymond F. Guy, NBC director of radio frequency engineering, will preside in the morning and will deliver the opening address. Mr. Walker will discuss developments in remote control and field tests of gear designed for high-power and directional stations.

Philip Smaller, Ampex Corp. research engineer, will review automatic programming systems. Norbert L. Jochem, Gates Radio Co. engineering director, will speak on improved designs for broadcast audio equipment.

Use of transistors in remote amplifiers will be covered by Paul G. Wulfheber, assistant director of engineering and research, Collins Radio Co. Thomas J. Merson, vice president of Audio-Video Recording Co., will talk on ways of improving tape and disc recording. Final talk of the morning session will be that of Everett S. Lee, technical public relations manager of General Electric Co., speaking on "The Engineer, The Builder."

Radio papers will be delivered in the afternoon of the first conference day by Dr. Leo L. Beranek, president of Bolt, Beranek & Newman, discussing acoustics measurements and studio re-design, and by Charles J. Sturmer, design engineer of RCA broadcast transmitter section, speaking on operation and economics of phase to amplitude modulation in am broadcast transmitters. Mr. Sturmer's topic involves use of receiving type tubes up to the final amplifying stage in transmitters, with savings in costs and space.

Two panels are scheduled the same afternoon. Mr. Walker will moderate a panel on fm broadcasting, covering its growing pains and expansion strains. Participants include John H. Rose, staff engineer, Electronics Research Lab, Columbia U.; William Halstead, president, Multiplex Development Corp.; Stanley Joseloff, president, Storcast Corp. of America, and Mr. Beville.

Impact of FCC bandwidth proposals on operating costs will be taken up by a panel headed by Robert E. L. Kennedy, of Kear & Kennedy, Inc., and Ernest W. Pappenfus, assistant director, engineering and research, Collins Radio Co.; James O. Weldon, president, Continental Electronics Mfg. Co.; A. Earl Culm Jr., consultant; Fred Damm, transmitter design engineer, Gates Radio Co.; Harold G. Towsland, manager, broadcast transmitter engineering, General Electric Co.; John E. Young, manager, broadcast transmitter engineering section, RCA; Ralph N. Harmon, vice president for engineering, Westinghouse Broadcasting Co.


Design Problems

A three-man panel will take up problems of design, construction and operation. Dr. George Brown, RCA systems branch laboratory director, will cover design problems. Benjamin Adler, Adler Communications Inc., will handle construction. Eugene E. Overmeier, commercial engineering manager, Sylvia Electronics Products, will speak on operations.


Frank J. Bias, uhf supervisor, transmitter engineering, General Electric Co., will speak on the topic, "Achieving One Megawatt ERP at Uhf." Richard C. McLaughlin, assistant manager of communications products planning, Raytheon Labs; "Discussions of Microwave Installations."

Final topic of the conference is "A Low-Power Television Station for $50,000," by F. Dan Meadows, general sales manager, and Joseph W. Alinsky, chief engineer, Dage Tiv Div., Thompson Products.

THE Television Bureau of Advertising signs a pact with A. C. Nielsen Co. for audience and marketing data. L to R: T. R. Shearer, Nielsen vice president; Oliver Troyt, TVB president, and Dr. Leon Arons, TVB research director. TVB will use Nielsen co-ordinated audience and commodity sales data in promotion of the medium.

JOURNAL' CHIDED BY SRA ON RADIO BILLING REPORT

T. F. Flanagan, managing director of Station Representative Assns., criticizes omission of word 'network' in 'Wall Street Journal' headline on declining radio billings.

FAR from "fading," radio is booming. But if a newspaper is going to headline a story on declining billings in radio, it should specify that it is talking about network radio, which is only a segment of the radio business. This is the gist of a letter sent to The Wall Street Journal by T. F. Flanagan, managing director of Station Representatives Assn., in its front-page article appearing in that paper March 21.

That story was headlined as "Fading Radio." However, the article dealt with only the network phase, particularly on declining radio network gross billings and the prospect of drastic revisions such as that being proposed by NBC Rate Planning Committee.

The sub-head of the story read, "Listener and sponsor desertions spur some sharp reshufflings." Mr. Flanagan emphatically pointed out that the headline would have been nearer accurate if it had said "Fading Network Radio" and if the word "network" again had been inserted between "sharp" and "reshuffling" in the sub-head.

That network time sales make up only the smallest of the three segments of radio business, Mr. Flanagan said, identifying the three as network, national spot and local retail.

Mr. Flanagan said that local retail business in radio is estimated to have shown a slight increase in 1954 over the previous year and that national spot "at the best estimates" maintained its 1953 level in 1954. In 1953, he said, network grossed about $92.8 million, national spot, $129.6 million and local, $249.5 million. He said the wide differences in the volume of the three "would completely change your story. There was nothing in your . . . article which would indicate to businessmen that there are other sections of radio than network." "Network is only the tail of the radio business, and although the advertisers are chopping off a little
Mississippi Broadcasters Consider Code of Ethics

PROPOSED code of ethics to guide broadcasters has been submitted to the membership of the Mississippi Broadcasters Assn. It was drawn up by Wiley Harris, WIDX-WLBT (TV) Jackson, as chairman of a special committee. Mr. Harris was presented a lifetime membership in MBA, along with Charles J. Wright Sr., WFOR Hattiesburg.

New officers elected at the meeting, held last month in Vicksburg, were Ed Wilkerson, WSLS Jackson, president; Ray Butlerfield, WLOX Biloxi, vice president, and Granville Walters, WAML Laurel, secretary-treasurer.

The membership voted to amend its rules to permit member stations to pick whichever football games it wishes to broadcast, with fees fixed by the executive committee. The football committee has arranged broadcasts of college football games.

NARTB Arranging Program For Wives at Convention

SPECIAL PROGRAM for entertainment of wives of radio-tv station executives attending the NARTB convention May 22-26 in Washington has been arranged by the association. With over 2,500 delegates expected, plans are being made for approximately 500 wives.

The program will include a May 24 noon fashion show and luncheon in the Shoreham Blue Room. Door prizes and favors will be presented. A Wednesday feature will be a daytime cruise aboard the President Calvin Coolidge which has been chartered for the trip. The ship will leave at 9:30 a.m., cruising to historic Mount Vernon. The return voyage includes luncheon.

The women's program is being prepared by an arrangements committee, with Mrs. Harold E. Fellows, wife of the NARTB president, as chairman.

Serving with Mrs. Fellows are Mrs. Ralph W. Hardly and Mrs. John F. Meagher, wives of the respective vice presidents for government relations and station relations.

The following women serving on the hostess committee are without exception executive committee members: Mrs. Henry B. Clay, KWKH Shreveport; Mrs. Ernest Houpt, WGAL-TV Lancaster, Pa.; Mrs. Campbell Arnoux, WRNO Alexandria; Mrs. William Brown, KWPT Wichita Falls, Tex.; Mrs. Kenneth L. Carter, WCCO-Minneapolis; Mrs. E. W. Hartenhower, KCMO Kansas City; Mrs. James H. Moore, WLSL Roscoe, Ill.; Mrs. Frank M. Russell, NBC Washington; Mrs. Ben Strouse, WWDC Washington;

NARTB staff liaison is being handled by Frank Riley, assistant manager of publicity and informational services, and Mrs. Louise K. Aldrich, librarian.

More Station Editorials Foreseen in Fellows Talk

TREND toward more broadcasting of station opinion on public issues was seen by Harold E. Fellows, NARTB president, in an address to the American Academy of Political & Social Sciences meeting April 1 in Philadelphia.

Mr. Fellows recalled the history of the FCC's Mayflower decision and its "raised eyebrow" doctrine against expression of political opinion. The decision three years ago, with the FCC saying, in effect, "You may editorialize but you must give equal opportunity for reply by those holding opposite viewpoints."

"It is even more important," he said, "now to the political science group. He noted similar restrictions are not applicable to printed media and added, "We cannot proceed from the argument that broadcasters are less responsible than publishers, particularly in view of the fact that licensees are so thoroughly examined as to their personal, financial and civic capacities before they are franchised."

Mr. Fellows said he advocated the editorial function of the station from that of the commentator or analyst, and said most successful broadcasters try to balance commentaries to reflect every opinion. He said he does not believe broadcasters "will waiver in their obligations to the people to report fairly and comment freely."

RAB 'Best Sale' Trophy Won by WEBR Buffalo

TROPHY for "Best Sale of the Month" was awarded for January to WEBR Buffalo, N. Y., Kevin Sweeney, president of Radio Advertising Bureau, announced last week.

WEBR’s winning effort was the sale of 25 programs weekly to Delgado Appliance Inc. in Buffalo. The station's sales team in this effort included Bill Doerr, general manager; Carl Kirchoffer, sales director, and Robert Bartens, account executive. Agency was Ellis Adv., Buffalo.

All the programs were sold on a five-day-a-week basis.

Second place in the contest went to Neal Roberts of WKY Louisville, Ky., who brought a new account to radio radio.

TRADE ASS'NS.

Kentucky Broadcasters Make First Annual 'Mike' Awards

TRIBUTE was paid to nine persons for service to Kentucky Broadcasters Assn. at the annual KBA meeting held March 29 in Louisville, starting an annual presentation of "Kentucky Mike" awards. In the future the awards will be limited to one or two a year.

Gilmore Nunn, WLAP Lexington, KBA first vice president, announced the award winners, including Carl Haverlin, BMI; Sol Taishoff, editor and publisher of B&T; F. E. Lackey, WHOP Hopkinsville, NARTB District 7 director; Herb Potter, WOMI Owensboro, KBA secretary-treasurer; Ray Blank, WLBH Mattoon, Ill., and Bill Ladd, radio editor, Louisville Courier-Journal. Messers. Haverlin and Livesey were speakers at last week's meeting.

KBA's autumn meeting will be held Oct. 13-14 in Lexington. The 56 stations that took part in the month-long KBA safety campaign in March carried an estimated 17,000 announcements, along with programs. Col. Charles C. Cost, state police commissioner, and chairman of the governor's coordinating traffic safety committee, praised efforts of broadcasters to reduce accidents and said the rising death rate appeared to have been arrested.

III. News Groups Discuss Libel, Equal News Access

EQUAL ACCESS to news for all media and a discussion of libel proposals before the Illinois and Indiana state legislatures highlighted the 1965 freedom of information clinics of the Illinois News Broadcasters Assn. and Associated Press in Springfield Friday and Saturday (April 1-2).

INBA, the Illinois Broadcasters Assn. and Sigma Delta Chi, national professional journalism fraternity, sponsored the AP freedom of information clinic.

George Drach, Illinois Senate majority whip, followed up his talk before the Illinois Broadcasters Assn. March 25 with a plea Saturday for INBA support of his proposed bill to liberalize libel laws with respect to statements uttered by political candidates. His proposal would cover both civil and criminal libel under Illinois law. It would protect broadcasters against civil as well as criminal damages. A report was given on a bill in Indiana which was passed and vetoed.

The AP clinic involved discussions of news at the police, FBI, sheriff and other enforcement levels and contacts with the Army and Navy. Basil L. Walters, executive editor, Chicago Daily News, was scheduled to preside over the opening session, which included William Small, WLS Chicago and INBA head, as a panelist. Robert Guest, news director, WLBH Mattoon, appeared on another panel.

Rep. Paul Simon, Illinois legislature member...
Almost as old as broadcasting itself, the name "Gates Dynamote" has always meant advanced design in portable remote audio equipment. - The Dynamote is new ALL THE WAY. — Smaller, better, lighter to carry, interchangeable microphone connectors, more facilities and priced lower than ever before. — Full details on request.

Gates Radio Company
Quincy, Illinois, U.S.A.
and publisher of the Troy (Ill.) Tribune, discussed his "Right to know" bill as some newsmen questioned its impracticality because of certain reservations. It proposes to open all meetings of legislative bodies and local agencies to all media.

INBA was scheduled Saturday to adopt a resolution praising Illinois State Sen. T. MacDowning for opening up the Ill. Senate Judiciary Committee sessions to broadcast recording and camera coverage [B+T, March 28, 21]. It also was slated to choose a board replacement for the late Brooks Watson, news director of WMDB Peoria.

Among scheduled speakers Saturday were Harold Dewing, WCVS Springfield, IBA president; Glen Farrington, WTXA Springfield, and Al Rowe, WSOY Decatur.

RTES Panel Analyzes Religious Programming

DIVERSIFICATION of religious programming was stressed in a panel discussion Wednesday on "Religion on Radio and TV" during a workshop luncheon in New York by the Radio & Television Executives Society.

Speakers included Dr. S. Franklin Mack, executive director, Broadcasting & Film Commission, National Council of Churches of Christ, U. S. A.; Rabbi Bernard Mandelbaum, Jewish Theological Seminary, program and script supervisor for the Jewish portion of Frontiers of Faith, and Richard Walsh, director of tv, National Council of Catholic Men. Albert Crews, tv director of the Broadcasting & Film Commission, was moderator.

Mr. Walsh acknowledged that sponsorship of religious programming, such as Bishop Sheen's Life Is Worth Living on DuMont, may be the partial answer to the current "problem" and need of church groups for additional network time. He also said local religious programming is not as extensive on tv as in radio because of the higher production cost involved. Each speaker noted, however, that they are making use of, or plan to use, tv film for local distribution.

Dr. Mack said two yardsticks for religious programming were (1) it must be good, and (2) it must also be acceptable to church "constituents."

Dr. Mack said that much experimentation is being done in programming, particularly in tv, in the process of learning more about methods of using the broadcast media. He said the commission is encouraging such experimentation on the local level, asserting that it is generally recognized that the "future of religious broadcasting" rests in the local community.

Rabbi Mandelbaum reviewed the seminary's experience with the broadcast media, asserting that it has been concerned more with the form that religious radio should take. He said that program development has arrived at the point wherein the dramatic presentation is the most effective in keeping the message general and the best in "getting the point across.

NARTB Am Members 1,200, Total Enrollment 1,916

AM STATION membership of NARTB has passed the 1,200 mark as a result of the current campaign to enroll stations, according to President Harold E. Fellows. Total membership, 1,916, now includes 1,201 am stations, 326 fm stations, 265 tv stations, three radio networks, four tv networks and 117 associates.

The campaign is under direction of Richard M. Brown, KPOI Portland, Ore., chairman of NARTB's Membership Committee. William
DISCOVER A NEW HIGH IN AIR TRAVEL...

TWA'S great new SUPER-G CONSTELLATIONS
LARGEST MOST LUXURIOUS AIRLINERS IN THE SKIES TODAY!

Created by Lockheed especially for TWA!
Powered by Curtiss-Wright's newest Turbo-compound engines!
Interiors by Henry Dreyfuss, world-famous designer!

Here's a combination of unsurpassed luxury and outstanding speed never before dreamed possible—TWA's new Super-G Constellation!

There's a richly decorated lounge for pleasant conversation; four spacious cabins; extra-large lean-back chairs, and many other luxurious features. At mealtime you'll be delighted by each course of a delicious de luxe dinner. And any time at all you can enjoy your favorite drink—champagne, scotch, bourbon, or cocktails, all complimentary, of course.

Now operating non-stop between New York and Los Angeles, Super-G service will soon be extended to key cities coast to coast. Be among the first to try the incomparable new TWA Super-G Constellations.

For reservations, see your TWA travel agent, or call TWA, Trans World Airlines:

Meet fellow passengers in the fashionable "Starlight Lounge." Relax in deep-cushioned sofas, enjoy your favorite drink from TWA's complete beverage service at no extra cost.

Fly the finest...FLY TWA
TRANS WORLD AIRLINES
ALL AROUND THE WORLD
FIRST move toward possible tv de-intermix-makin a city all vhf or all uhf-was taken by the FCC last week.

It issued notices of rulemaking calling for comments on two proposals to de-intermix—Evansville, Ind.; Hartford, Conn.; Madison, Wis., and Peoria, Ill.

The proposals also involve Providence, R. I.; Hafield, Ind., and Rockford, Ill.

None of the four cities has vhf stations operat ing within their boundaries or granted at present.

Proposals to de-intermix in all four communities call for the switch of the educational reservation from uhf to the single vhf channel, making each of them all-uhf, commercially.

Hearings among competitive applicants for each of the single vhf channels in the four cities have been held. In three instances, an initial decision has been issued.

In all four instances, proposals to de-intermix had been denied once by the Commission, but in each case petitions for reconsideration were on file.

The orders call for comments by May 2 with replies due 10 days later. The FCC said it will hold oral arguments after the comments and replies are received.

FCC Comm. Frieda B. Henkock dissented to each of the actions. She declared that de-intermix was a national problem and should be the subject of a full study. She called for a "nationwide reallocation plan," as she has done before.

In other de-intermix areas, the Commission also last week called for comments by April 29 on a Louisiana Board of Education proposal to shift the educational reservation from ch. 43 to unsought ch. 13 in Monroe, La.

Move Follows Comment To Senate

The FCC's move came three weeks after it told the Senate Commerce Committee that it was considering "selective" de-intermix. This was in its response to the Plotkin and Jones reports [87, March 21].

Still pending before the Commission are petitions asking for de-intermix of New Orleans and Baton Rouge, La.; Corpus Christi, Tex.; Albany-Schenectady-Troy, N. Y., and Lexington, Ky.

In asking for comments, FCC specified similar issues in each case. These involved:

- Grades A and B contours of presently operating uhf stations and of the proposed vhf stations.
- Number of families receiving service from operating uhf and proposed stations, including fringe homes.
- Number of receivers, including those able to receive uhf.
- Time spent by viewers watching stations outside the service areas of the four cities.
- Areas and populations which would lose service by change in allocation.
- Information regarding network affiliations and use of network programs, contract terms, etc., of uhf stations retaining network affiliation in event vhf station begins operating.

Evansville is allocated chs. 7, 50, 56 and 62. Ch. 7 is being sought by Evansville TV Inc., WGBF and WEOA of that city. Last October an initial decision was issued favoring Evansville TV Inc. Ch. 30 is held by WEHT (TV) Henderson, Ky. (in the Evansville market area), which is the CBS affiliate. Ch. 62 is held by WFIE (TV) Evansville, affiliated with NBC, ABC and DuMont.

Petition of the two uhf stations to shift the educational reservation to the vhf channel was filed last fall. Early this year, the FCC denied the petition following objections by the three vhf applicants. Early in February, a petition for reconsideration was filed by the two uhf stations, which also suggested that ch. 9 be deleted from Hafield, Ind., and replaced by ch. 14 from Henderson, Ky. Hafield's ch. 9 is sought by WVJS and WOIMIT Owensboro, Ky., with hearing closed last January.

Hartford is allocated chs. 3, 18 and 24. Ch. 3 is the goal of two applicants, WTIC Hartford and Hartford Telecasting Co. No initial decision has yet been issued. Ch. 18 is held by WQTH-TV Hartford, the ABC and DuMont affiliate. Educations reservations are held by the Connecticut State Board of Education.

Four Connecticut River Valley uhf stations last October asked that the Hartford educational reservation be switched from ch. 24 to ch. 3.

They are WENB-TV New Britain, NBC affiliated; WHYN-TV and WWLP (TV) Springfield, Mass., the CBS and NBC-ABC affiliates, respectively. The FCC denied this proposal last December and, in January, proposed that eh four uhf stations asked for reconsideration. The two vhf applicants opposed this move.

Three weeks ago, ch. 16 WNET (TV) Providence, R. I., petitioned the FCC to move Hartford's ch. 3 to Westerly, R. I., 35 miles outside of Providence. The CBS and ABC affiliated uhf station has been litigated in the FCC involving its protest against the grant of Providence's ch. 12 to WPRO-TV there. The case is scheduled to be heard by the Court of Appeals in Washington today (Monday). The FCC also has pre-freeze ch. 10 WJAR-TV, affiliated with all four networks.

The Providence station's proposal was opposed last week by Hartford ch. 3 applicant WTIC.

Madison Channels Surveyed

Madison is allocated chs. 3, 21, 27 and 33. Ch. 3 is the object of a hearing between WSMO of that city and Badger TV Co. An initial decision in favor of Badger was issued in August 1934. Ch. 21 is held by educational WHA-TV. Ch. 27 is held by WKOW-TV, affiliated with NBC. Ch. 33 is held by WIBD (TV), affiliated with NBC, ABC and DuMont.

Petition to move the educational reservation from ch. 21 to ch. 3 was filed a year ago by WKOW-TV. It was denied last fall, and in February WKOW-TV asked for reconsideration. The vhf applicants opposed the petition.

Last week, ch. 39 WTVT (TV) Rockford, Ill., asked the FCC to move ch. 3 from Madison and assign it to Beloit, Wis., 15 miles from Rockford. WTVT also asked that it be permitted to move to Beloit using ch. 3. The Rock ford station said it lost $100,000 in 1954. It competes with ch. 13 WREX-TV in Rockford. WTVT is affiliated with NBC and DuMont; WREX-TV with CBS and ABC.

If the Commission cannot move ch. 3 to
In Detroit...the Town that's Baseball Batty

WKMH

broadcasts
the Play-by-Play
account of all

DETROIT TIGER GAMES

NIGHT and DAY
at HOME and AWAY

From early Spring to late Fall the minds of Detroiters swing to baseball! And, they just naturally tune to WKMH, the station that brings the baseball games every afternoon or night on the Detroit Tiger schedule. Just one more example of how you cash in on the station that gives Detroiters what they want to hear the most!

WKMH

Dearborn—Detroit

FREDERICK A. KNORR, Pres.
GEORGE MILLAR, Mgr. Director

Represented by Headley-Reed

KNORR Broadcasting CORP.

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Beloit, WTVO said, then ch. 13 should be moved to Aurora or Elgin, Ill., and ch. 51 should be added to Rockford.

Peoria is allocated chs. 8, 19, 37 and 43. Ch. 8 is in contest between WRL and WMBD Peoria, with an initial decision outstanding in favor of WRL.

Ch. 19 is held by WTVH-TV, the CBS and ABC affiliate. Ch. 43 is held by WEEK-TV, affiliated with NBC and DuMont.

The two units specified last September that the educational reservation be switched from the uhf ch. 37 to ch. 8. In November last year the Commission denied this, and in December the uhf outlet filed for reconsideration. The Commission decided that

Late de-intermixture petition was filed last week by WICS (TV) Springfield, Ill. Operating on ch. 20, NBC affiliated, the Springfield station suggested that the educational reservation be changed from a uhf channel to the sole uhf channel allocated there. Springfield is allocated chs. 20, 26, and 66, with the last reserved for educational use. Two competing applicants for Springfield ch. 25 are Sangamon Valley TV Corp. and WMAY-TV Inc. The former was favored in an initial decision issued last December.

Roanoke VHF Grant Finalized; Flint Stay Petitions Denied

FINAL decision to grant ch. 7 at Roanoke, Va., to Times-Wor<e>ld Corp.'s WDBJ there, was announced by FCC last week, making it the second uhf station in that market. Already operating is ch. 10, WLS-TV, ABC and NBC affiliate.

Grant of ch. 7 to WDBJ was made possible by the dismissal of a competitive application by WROV Roanoke. WROV bought the tv assets of defunct ch. 27 WROV-TV for $243,000.

In other tv hearing actions, FCC turned down petitions by WDFD Flint, Mich., and W. S. Butterfield Theaters Inc. which requested reconsideration of the Commission's final decision of May 14, 1954, granting ch. 12 at Flint to WJRT Detroit.

Comments sought on FCC's proposal to permit co-channel uhf boosters

FCC plans another move to bolstering uhf development. May 20 has been set as deadline for comments.

Moving in still another area to spur uhf development, FCC last week called for comments by May 20 on a new proposal to authorize the operation of uhf booster equipment in the shadow areas of the parent uhf station. FCC's term for a booster is "amplifying transmitter.

The Commission concurrently proposed de-intermixture of uhf and vhf channels in four principal markets in an effort to remedy uhf's ills (story, page 64). Last week it also was receiving comments on its proposal to allow low-power tv stations (both uhf and vhf) in small cities (story page 69).

Already in effect is FCC's policy to consider on a case-by-case basis applications for satellites. While a booster outlet would operate on the same channel as the parent station and is intended for uhf only, the satellite operates on a different uhf channel already allocated in the area in which the satellite is located, and may be either uhf or vhf.

To help determine whether its rules should be amended to allow booster operation, FCC requested comments on booster equipment and costs, any effect on color or monochrome transmissions, location of uhf boosters in relation to parent and other transmitters, interference safeguards, plans of proponents, hours of operation, remote control operation and other technical considerations.

In its notice, FCC said it "has been concerned with how it can best insure the fullest development of the television industry's potentialities in line with the needs and desires of the American public and the abilities and ingenuity of the American broadcasters."

"The Commission has noted in this connection that there are substantial obstacles presently hindering the bringing of a first television service to many small communities as well as the expanding of multiple, competing services in larger areas of population centers. One of the major obstacles is the failure of uhf stations, thus far, to become fully integrated with established vhf stations into an economically sound, nationwide television service."

The Commission cited its preliminary report on uhf to the Senate Interstate and Foreign Commerce Committee [BT, March 21] concerning specific action that would increase the potentials for television's growth within the existing allocation system. The Commission expressed its view that the only practicable course of action would be to foster, to the extent possible, the potentialities of uhf and to promote the present allocation plan utilizing both vhf and uhf channels.

FCC explained that compared with vhf, "the signals from uhf transmitters have less tendency to fill in areas which are not in direct line of sight with the transmitting antenna. Consequently, there are areas which, although lying within the area that would normally be served by a uhf station, are effectively 'shadowed' by intervening terrain and are thereby deprived of service."

"One means of providing uhf television coverage in such shadow areas may be the use of amplifying transmitters operating on the uhf channel as the 'booster,' and depending on the main transmitter for the generation of carrier frequencies and modulation."

The notice related successful booster experiments conducted at Vicksburg, Miss., by RCA and fascinated with others, among them KSTF, Roatan, Miss. [BT, Aug. 30, 1954]; Adler Communications Labs., at Waterbury, Conn. [BT, Dec. 20, 1954]; Sylvania Electric Products Inc. at Emporium, Pa. [BT, Sept. 21, 1953], and Bell Telephone Labs., at Beloit, Wis., and La Grange, Tenn. [BT, June 7, 1954; Nov. 9, 1953].

FCC also observed that the Radio-Electronics-Television Mfrs. Assn., has established a committee to study the general problem and has submitted an interim report.

The Commission said it decided that the comments submitted in the proceeding present information and data with respect to the following aspects of amplifying transmitter operation:

(a) Complete technical data with respect to amplifying transmitters and associated equipment including opportunities, costs, technical complexity and dependability of amplifiers, antennas, etc.

(b) Data with respect to the extent, if any, of the degradation caused by operation of amplifying transmitters on color or monochrome signals and what changes, additions or deletions would be required in the Commission's rules to establish minimum separations (1) between the amplifying transmitter and the parent station and (2) between amplifying transmitters of the same main station; (3) between amplifying transmitters of different main stations, both co-channel and adjacent channel; and (4) between amplifying transmitters of one station and the transmitters of a station not having amplifying transmitters.

(c) Data relating to the cost of equipment for such operation, including installation and maintenance.

(d) Information with respect to the technical specifications required to limit the authorized television channel would be amplified by use of amplifying transmitters.

(e) Information as to the technical specifications required to assure linear rebroadcast of the signal with no self-generated spurious signals resulting from internal cross modulation or self-generated signals.

(f) Information with respect to plans and proposed tests by interested persons who intend to engage in such operation.

(g) What hours of operation should be required of the amplifying transmitter.

(h) Whether amplifying transmitters should be permitted to operate unattended; and if so, under what conditions.

(i) What minimum power and antenna height requirements should be established for amplifying transmitter operation.

(j) What requirements should be provided for
The "Big Three"—Providence, Fall River and New Bedford—together comprise the nation's 14th market, a billion dollar retail sales area.

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Oil and Man’s Quest for Freedom

By COURTNEY C. BROWN, Ph. D.
Dean, Graduate School of Business, Columbia University

Over the centuries man’s efforts to live better and, at the same time, enjoy more leisure, have been part of his quest for freedom to develop culturally and politically. In earlier years the few in power usually secured this freedom and leisure by enslaving the many. As time has gone by, alternative means of supplying energy for man’s work, more compatible with human freedom, have been developed.

Wind, animals, wood, water, coal, natural gas and petroleum have supplied the power to make our modern way of life possible. The petroleum industry is entitled to a proud place in this progression of sources of energy. In the last half century its contribution to energizing the world’s work, and making it more mobile, has been spectacular.

America’s oil industry, with its companies large and small, with its local, state, national and international operations, with its geologists, engineers, financiers and marketers, is a striking example of free men voluntarily contributing their talents and efforts to a socially useful purpose.

The ingenuity, courage and adaptability of the industry is made possible by its voluntary nature. Those who are in the industry are there because they like it. They like the opportunity to be right or wrong, to compete with their fellows, to try new ways of doing things. And, of course, they like the just rewards a man can earn in the oil business.

Out of the restless and insistent stirring that characterizes the petroleum industry has come more than crude oil and its products. Many advanced methods of business administration have had their experimental start and later development in the oil companies. The development of workable, competitive relationships among large and small companies within the industry has been a daily task. Questions of national interest on conservation of our natural resources have generally been answered successfully within the oil industry. In its operations abroad, lessons have been learned of commercial and industrial diplomacy to complement our nation’s political diplomacy.

As a supplier of essential energy, the petroleum industry has proved itself in the past and present . . . and promises an expanding future. As an energizer of men’s thoughts and a contributor to freedom, it will continue to play an increasingly important role.

This is one of a series of reports by outstanding Americans on the U.S. oil industry.

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station identification of amplifying transmitters? (m) Whether amplifying transmitters required to maintain a minimum field strength at authorized locations? (n) Whether any standard of vertical polarization?

whether (1) the number of amplifying transmitters should be limited in any particular area; (2) which, if any, existing pairs of transmitters within the same frequency band (including (i) whether existing pairs of transmitters located within and (ii) whether the manner in which the rules governing multiple ownership of transmitters should apply to the operation of such transmitting facilities; and (3) whether any other technical standards prescribed by the Commission should be amended to take into account new facts or developments in the field of television broadcasting and how the standards should be so amended?

Asking for comments by May 20, FCC said comments or briefs in reply to such original comments as may be submitted should be filed within 20 days from the last day for filing said original comments or briefs. "No additional comments may be filed unless (1) specifically requested by the Commission or (2) good cause is shown for filing such additional comments is established. The Commission will consider all such additional comments submitted before taking further action in this matter, and if any comments appear to warrant the holding of a hearing, oral argument, or demonstration, notice of the time and place of such hearing, oral argument or demonstration will be given."

FCC Gets Mixed Comments On Low-Power TV Proposal

MIXED COMMENTS were filed last week to the FCC's proposal to permit low-powered, 100-watt TV stations in communities with populations below 50,000. Adler Communications Labs, New Rochelle, N. Y., said it was in agreement with the objections of Sylvania Electric Co.'s petition regarding the establishment of satellite TV stations filed last year [B&T, Sept. 21, 1953] and also with comments of RETMA. Adler added that for the past year-and-a-half it has been conducting experimental work in low-power TV. The company said it has received a large number of inquiries from existing TV owners and others interested in establishing low-powered TV stations for the purpose of extending TV service into areas not now being served adequately. The majority of such inquiries come from the Pacific Coast and the Great Lakes area. The need for a receiver-to-transmitter relay link to be owned and operated by a low-power TV station for satellite operation where these stations cannot be located to pick up an originating station's signal was emphasized by Adler. This might be achieved through use of uhf TV equipment operating in unused uhf TV channels or standard microwave relay equipment operating in the microwave relay channels reserved for TV studio transmitter link service, Adler said. The high cost of common carrier to do this will act as a deterrent to the development and growth of Adler's system.

In his comments to the FCC, Gus Zaharias, president of WTIP Charleston, W. Va., believed it would be in the public interest to allow such use of the uhf band on a case-by-case basis. Mr. Zaharias noted that if there is to be a competitive TV service the FCC must revise the rules under the Sixth Report and Order. Mr. Zaharias said that drastic measures are needed to get rid of the present inability of the public to obtain additional TV channels and recommended the allocation of additional TV facilities. He deemed it unwise to restrict low-power TV use to areas in a particular population bracket, as this would mean that areas above that bracket are receiving adequate TV service. Mr. Zaharias said that under the present structure there are not only small towns without TV facilities, but that in larger cities where all the service is provided by one major TV station, there is so much competition with network programming that local TV becomes of minor significance and facilities for local expression are limited or non-existent.

Meanwhile, Seward Community TV Inc., holder of franchise agreements with principals in Seward and Kenai, both Alaska, filed comments opposing the FCC proposal. Neither Seward nor Kenai, under 5,000, and Kenai, under 3,000, can support an allocated TV station, the station noted. Seward Community said that the programming requirements of Seward and Kenai are different, and where local interest indicates a willingness and ability to serve these needs they should be given priority over any possible extension-by-satellite, owned or controlled by a high-powered parent station.

FCC Seeks Comment on AT&T Off-the-Air Service for Tvs

The FCC last week asked for comments on the AT&T plans to provide off-the-air service for vhf and uhf TV and the company's study of the possible savings in local television service provision over a system of high-powered relay transmitters. Intensity connection charges were excessive — offers to bring a network outlet's signals to a small station via off-the-air relay. Each "connection" will be individually priced, AT&T said, with prospective savings of about half of that for direct interconnection at distances from 100 to 125 miles. The greatest savings over charges for direct interconnection, AT&T said, would be for the longer distances.

Each individual station would have to make its own arrangements with a network and the nearest network affiliate, the telephone company said. It also warned that it did not think the quality of the off-air system would be as good as that of the direct connection service.

The AT&T off-the-air pickup plan came following an FCC proposal that TV operators in smaller, remote areas should build and operate their own relay TV systems. The Commission's proposal received virtualing overwhelming support from broadcasters commenting [B&T, Nov. 15, 1954]. The FCC has not yet made a final decision on that proposal.

Satisfied

ONLY 11% of AT&T's intercity TV connections are being shared, the FCC's Common Carrier Bureau told the Commission last week in a petition to dismiss the five-year-old investigation of the Bell System's allocation of TV facilities among the networks. Apparently all service requirements are being met satisfactorily, the Common Carrier Bureau said. Nevertheless, the proceeding should be closed.

The investigation began in late 1950 following complaints by DuMont Television Network and ABC that they were being "frozen out" of the intercity TV circuits because of the heavier demands for NBC and CBS programs. Before the hearings began, all networks and AT&T evolved plans for new intercity TV circuits, which were approved by all concerned. This worked on a formula involving station requests and a revolving position each month for first choices.

FCC defends its Ft. Wayne ruling

STOUT defense of its decision in the Fort Wayne ch. 69 case was made by the FCC last week.

In a brief filed with the U. S. Court of Appeals in Washington, the Commission insisted that it was justified in denying James R. Fleming, and the late Paul V. McNutt (Anthony Wayne Broadcasting) and granting the CFC, the lawsuit filed in WANE File. The FCC, overturning the examiner, decided that WANE was better qualified on the issues of local diversification of the media of communications. It also held that Mr. Fleming and Mr. McNutt are controlling trustees of the Fort Wayne Journal Gazette, which in conjunction with the Fort Wayne News Sentinel (WGL), requires "forced" concentration advertising rates for classified and national advertisers. This makes the qualifications of the Anthony Wayne owners questionable, the Commission held.

Anthony Wayne, in its brief argued that the Commission held erroneously that Mr. Fleming and Mr. McNutt could not breach the contract between the two papers in establishing joint mechanical and business operations. It also held the practice of combination newspaper advertising rates is illegal [B&T, Feb. 7].

The Commission said: "That the Commission may take into consideration the responsibility of an applicant for competitive practices which, while perhaps not illegal, is inconsistent with the public policy of the United States in favor of competition, is beyond question."

Antitrust Study Asks Curb on Regulation

IMPLIED call for regulatory agencies to lessen their hold on the industries they oversee—in order to promote competition—was made by a special antitrust study committee to the Attorney General last week.

In a chapter on regulated industries, the 60-member committee of attorneys and economists endorsed competition "as the major rule in our private enterprise economy."

With an obvious eye on price fixing, rate regulation, etc., the committee added: "The committee notes an apparent trend toward... government control. We call attention to the fact that such regulation tends to beget further regulation. For if one industry is regulated then it may be urged that its competitors should, in fairness, also be regulated..."

Although broadcasting was not mentioned by name—the committee was more concerned with railroads, motor carriers, airlines and other such regulated industries—it is a regulated industry operating under the eye of the FCC.

In general, the committee made the following recommendations:

- Repeal of the fair trade laws. This would free many products—including radio and TV receivers—from producer-fixed prices.
- Raise from the present $5,000 to $10,000 the maximum penalty for antitrust violations.
- Give judges discretion to award less than treble damages in private antitrust suits.

Proof that members of a trade association participated in a conspiracy violating antitrust laws should be required, the committee declared. "Blanket findings" based on mere guilt

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by membership should be avoided, the committee said.

The committee was appointed by Attorney General Herbert Brownell Jr. last fall.

Few, if any, antitrust actions have been instituted against broadcasters. However, some members of Congress, with broadcast net-
works and stations have been involved in such
litigation. They are RCA, General Electric and
Westinghouse, among others. At the present
time, RCA has been charged with violation of the
anti-trust laws by the Dept. of Justice and in a
private suit by Zenith Radio Corp. (see
stories on pages 86-87). The broadcaster-
owned Broadcast Music Inc. also is the de-
defendant in a $150 million antitrust suit filed by
the Songwriters of American in 1953.

Senate Seeks FCC
Request For $85,000

Commission executive officer
Robert Cox points up agency's
need for salary finances and
indicates curtailed spending
on other normal activities.

THE SENATE Appropriations Committee last week asked a House-passed sup-
plemental appropriations bill (HR 4903) to
give $85,000 to the FCC to continue its work on
TV applications and other backlogs and to maintain
its staff at fiscal 1954 levels. There were 1,030
persons through June 30, end of the
1955 fiscal year.

Robert Cox, FCC executive officer, told the Senate group that the FCC's budget for fiscal
1955 was $700,000 less than that for fiscal
1954.

The FCC requested a reduced budget for this
year, he said, in anticipation of "a situation which didn't materialize." He referred to the
FCC's "attrition policy," which didn't work.

Mr. Cox explained that the FCC attrition plan was to replace departing employes only
whenever its staff, in the tightened job situa-
tion caused fewer employes than normally to
quit and the FCC had to do some recruiting to
fill important vacancies left in its Field Moni-
toring Bureau, he said.

Mr. Cox said, "In the '55 period the agency could balance its books only by "a couple of payless days,"
less the $85,000 is approved. He said the FCC
did freeze its spending on items other than salaries; that the FCC chairman is being "hard-
boiled" about traveling expenses, and that the
Commission is not carrying through its plan to
purchase six more automobiles authorized for
field monitoring.

Answering a question from Sen. Spessard Holland (D-Fla.), Mr. Cox blamed delays and
time lapses in some FCC cases on the Adminis-
trative Procedure Act.

He said the FCC still has three of six tem-
porary hearing examiners hired to help reduce
the applications backlog. The regular num-
ber of examiners is around 11. All of the six
regular examiners were kept into the
1955 calendar year, he said.

Although the FCC received $300,000 extra
for fiscal 1954, there were "strings" tied to it
which made it difficult to operate," Mr. Cox
said, referring to the delays under the Adminis-
trative Procedure Act. He said the FCC turned
back a total of $440,000 for that year because
"we didn't want to spend the money just for
the sake of spending it."

Mr. Cox made the statements about the
money turnback in reply to queries from Sen.
Allen Ellender (D-La.) "It just doesn't add
up," Sen. Ellender had said.

HOUSE APPROVES FUNDS FOR FCC STUDY OF ECONOMICS IN NETWORK RADIO-TV

Appropriations bill earmarks $80,000 for the project. Bill now moves to Senate Appropriations Subcommittee, chaired by Sen. Magnu-
son, who is investigating networks, plus uhf-vhf problems.

The FCC's ambition of several years' standing
-to study the economics of radio and TV net-
woks-was a possibility instead of a dream
last week as the House passed an appropri-
ations bill earmarking $80,000 for that purpose in
the agency's fiscal 1956 budget.

The House Appropriations subcommittee on
the Independent Offices Appropriations Bill
(HR 5240) came Wednesday after a House Independent Offices
Appropriations Subcommittee had submitted the
bill boosting by $700,000 the $6.7 million FCC
budget recommended by the President.

FCC made its plea for more money last
Feb. 17 at a closed hearing before the House
Appropriations subcommittee, headed by Rep.
Albert Thomas (D-Tex.). Balance of the
$170,000 increase—$90,000—is to continue efforts "in eliminating the backlogs of work in
television and radio and special services
activities," Thomas told the subcommittee.

The new $6,870,000 FCC budget, as passed
by the House and which now goes to the Senate, represents a boost of $240,600 over the
agency's budget for fiscal 1955.

The increased FCC budget was submitted
over the previous weekend to the full House
Appropriations Committee, headed by Rep.
Clarence Cannon (D-Mo.), and was reported
on the House floor Monday.

Meanwhile, the Senate Appropriations
Committee, to which the 1956 appropriations bill
will be referred when it reaches the Senate,
last week boosted for fiscal 1956 an FCC spokes-
man on a fiscal 1955 supplemental funds
measure (HR 4903) which would give the
FCC $85,000 to continue work on the backlog
and maintain its present strength of some 1,050
employees until July 1 (see story this page).

Would Add 27

A table submitted by Rep. Thomas during
debate Wednesday on the 1956 appropriations
bill showed a projected increase of FCC per-
sonnel, under the proposed $170,000 budget
boost, to 1,057 employes—or 27 more than present strength to handle official
staff people for the FCC network study.

These figures do not take into account some
50 to 60 additional employes who work on
reimbursable projects and who thus are paid
from separate funds. These additional funds
would run from a fourth to a third of a million
dollars, according to Robert Cox, FCC execu-
tive officer.

It has been felt the FCC may be in for some
searching questions when the bill reaches the
Senate Appropriations Committee. The bill will
go for hearing to that group's Independent
Offices Appropriations Subcommittee, which
is headed by Sen. Magnuson (D-Wash.). As chairman of the Senate
Commerce Committee, Sen. Magnuson is conducting an investigation of the networks and the uhf-vhf
situation, and he wants to know whether the
FCC study will in any way duplicate the Com-
merce Committee's probe.

A spokesman for Sen. Magnuson, however,
said last week the Washington Democrat is
likely to be friendly to FCC funds increase. He said Sen. Magnuson feels the FCC has been
too long on a "bread and water" diet imposed
don the agency by the Executive Branch's Bureau
of the Budget recommendations.

The $80,000 approved by the House for the
network study compares with $100,000 sug-
gested by FCC member during the February
hearing (B&T, March 28). FCC spokesman said
the probe would take a minimum of six months. The Commission has requested funds for such a study for several years.

There were varying views last week at the
FCC on who should conduct the study, how it
should be conducted, how soon it would start
and how long it would take.

One spokesman felt there is much the FCC
can look into which the Senate Commerce
Committee cannot, but thought there should be liaison between the FCC and Senate probes to
eliminate unnecessary duplication that would
waste scarce funds.

Another FCC's task would be a "study," not an "in-
vestigation," he thought, since FCC is not going
to prosecute anyone as it usually is thought of in
connection with an investigation. He felt
FCC should carry out the study both by ques-
tionnaires and by going out to look over its
files. Since everyone knows the problems (uhf troubles in getting network affiliations; option time, program syndication
by networks, etc.), the end to be accomplished
will be to get at the details and learn the
whys and wherefores, he believed.

He felt new people—qualified experts—
should be hired to do the job.

Another spokesman was against question-
naries as a method of public airing of station problems, be-
cause, he said, station operators would be
afraid to go on record with their true views. He felt
FCC should send investigators to the
stations to look over files for factual situations.

This official thought the FCC might contract
a private law firm, one not now in the
communications field, to conduct the study.

FCC Comr. Robert E. Lee felt a network
study by FCC would be for more experts hand
than in Congress and thought FCC should
"step up its leadership in the field." He
thinks the FCC, as its first step after receiv-
ing funds, should select 8 or 10 expert staff
people and assign them to the study, hiring
extra outside help if necessary.

Comr. Lee thinks the FCC study should
begin with a detailed questionnaire to networks.
He believes the study would take 90 days to
get underway and about a year to complete.

Although Comr. Lee does not feel a probe
will turn up any serious evils, he believes the
FCC should review the problems and air them.

Comr. Frieda B. Henwood was flatly against
a network study by the FCC, feeling that the
Commission is too susceptible to industry
influence. She said the FCC should not be
unduly favorable toward a probe by the Senate, with
no holds barred, believing this is the only cer-
tain way to get at the bottom of the problem
and obtain legislative correction. Comr. Hen-
wood doesn't feel that FCC investigation, or any other Commission rules are adequate,
and she already is on record in this respect.

She said the FCC never has acted on the pro-
test filed in 1947 against CBS by National Assn.
of Broadcast Station Representatives (ARB)
that the network was entering the spot repre-
sentation field (B&T, Oct. 6, 1947). She recalled
that a hearing was held, but that FCC never
took any action.

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SALANT, PLOTKIN DEBATE TV VIEWS

CBS vice president and former Senate commerce counsel debate problems of option time and de-intermitture at Federal Communications Bar Assn. luncheon in Washington.

A WARNING that adoption of the Plotkin proposal that network option time be abolished [BT, Feb. 7] might mean the death of television networking was sounded last week by Richard S. Salant, CBS vice president.

Mr. Salant made his prediction in a debate with Harry M. Plotkin, author of the report bearing his name, before members of the Federal Communications Bar Assn. at a luncheon meeting in Washington.

Conversely, Mr. Plotkin warned that unless a solution is found to the uhf problem, networks may become common carriers through legislation.

Television networking is big business, Mr. Salant said. It has to be because it has to use "acres of studios, of storage space for props," a large working force and millions invested in equipment, Mr. Salant pointed out. Yet, he administered, a "nice" profit can be turned into a huge loss in a hurry "by just a couple of cancellations."

The real "touchstone," Mr. Salant pointed out, is public opinion.

"The public has received a greater stamp of approval on the tv industry than on any other industry," he said. "Tv and the networks live in a goldfish bowl and have got to operate in the public interest." (Emphasis added)

The problems are internal, Mr. Salant emphasized. The solution must come from within the industry rather than from the outside through regulation or legislation.

"We must keep the profit," he said, "that we don't throw the baby out with the bath water."

Small Station Problem

Basically, Mr. Salant said, the uhf problem is the problem of small stations.

Before any move is made against present network practices, Mr. Salant said, two questions have to be answered:

Do you want networks? And, have they done you any good?

This, after all, Mr. Salant said, involves "only five hours and 28 minutes a day."

Mr. Plotkin, former FCC assistant general counsel, held that the answer to the uhf economic plight lay in assured a greater source of programs and making affiliates more independent of networks.

He said that where there are three or more tv outlets in a single market, stations become "subservient" to the networks.

Abolition of option time would permit stations to assert their freedom from network domination, Mr. Plotkin said.

Present network practices, Mr. Plotkin said, mean that when a station has a national spot account in option time, the network can preempt the time on 56 days notice. Even on non-option time, the station generally will accede to a network's request for time, Mr. Plotkin said. This does not give stations enough stability to build up non-network programming and advertising, he said.

Mr. Plotkin also repeated his convictions that moving all tv to uhf was perhaps the most logical move, but not feasible. The 30 million sets now in existence would mean an "extensive dislocation" which might ruin tv, he said. Among other things, he pointed out, moving all tv stations to uhf would mean that present fringe viewers would lose service altogether.

Mr. Plotkin also frowned on de-intermitture. Where there is no uhf station on the air, he explained, it might be possible. Otherwise, de-intermitture would also result in dislocations.

Deletion of the excise tax on all-channel tv receivers would help, Mr. Plotkin said. It would bring price parity to uhf and uhf sets, he said.

In answer to a question from the floor suggesting the equalization of uhf and vhf by reducing vhf power and antenna heights and mileage separations, Mr. Plotkin said that he did not believe shrinking service areas would benefit stations. It would mean the loss of advertising support, he said, and result in poor programming.

L'HUREUX SEEN AS GOP COUNSEL

Attorney, now counsel on Senate Commerce Committee's staff, is considered Bricker's choice to head minority side of network, uhf-uhf probe.

SPECULATION on the appointment of Robert L'Hureux, counsel on the Senate Commerce Committee's professional staff, as Republican counsel for the committee's investigation of network and uhf-uhf troubles gained increasing currency last week.

Although no official announcement had been made by late Thursday, it was understood Mr. L'Hureux had been chosen to represent GOP committee members by Sen. John W. Bricker (R-Ohio), chairman of the 83d Congress.

Mr. L'Hureux has been with the committee since the opening of the 83d Congress in 1953, when he joined as chief committee counsel under the chairmanship of the late Sen. Charles Tobey (R-N.H.). Mr. L'Hureux, also from New Hampshire, moved to the Commerce Committee from the Senate Banking and Currency Committee, where he also had served as chief counsel.

He became counsel for the committee's Business and Consumer Interests Subcommittee upon the death of Sen. Tobey in 1953 [BT, July 27, 1953]. In the 84th Congress he has performed various committee jobs in behalf of Sen. Bricker and other GOP committee members.

Mr. L'Hureux also has served as counsel to the Joint Congressional Committee on Defense Production. He is a graduate of St. Anselm's College, Manchester, N.H. (1934), and the Georgetown U. (D.C.) Law School (1938). He holds master's degrees from Georgetown U. and George Washington U. (D.C.) and a B. Litt. from the U. of Montreal.

Meanwhile, Sidney Davis, senior counsel who had been named the week before as Democratic counsel for the committee's network probe by Chairman Warren G. Magnuson (D-Wash.), officially announced his resignation last week. He indicated no announcement would come until after the Senate's Easter recess (April 5-12, inclusive) concerning the date the committee's upcoming hearings will begin.

Coordinating the network probe will be Nicholas Zapple, the committee's professional communications counsel.

Upon his appointment, Mr. L'Hureux would succeed Robert F. Jones, former FCC commissioner and former Ohio congressman, who served as GOP counsel for the probe from its preliminary phase last summer until last Feb., when he submitted a progress report on his findings [BT, Feb. 21]. Mr. Davis succeeds Harry M. Plotkin, former FCC assistant general counsel, who likewise left the post of Democratic counsel for the inquiry upon submitting a memorandum of suggestions [BT, Feb. 7].

The FCC and the Justice Dept. are scheduled to testify at the coming hearings on the recommendations of Mestres, Jones and Plotkin. The two agencies also have been asked to make into reports, with final reports in six months.

SPOKESMAN for the accused says the accuser's plan would kill tv networking.

GOVERNMENT
COMR. LEE URGES SELF-POLICING

He tells Tennessee broadcasters the FCC receives complaints of excessive and/or lengthy commercials, bait-and-switch advertising and bad taste programming.

CALL for radio and tv operators to be militant in self-policing, rather than allow the task to fall to the FCC or some other government agency, was voiced last Monday by FCC Comr. Robert E. Lee in a talk before the Tennessee Assn. of Broadcasters at Nashville.

Complaints received by FCC now fall into three categories, he said, listing them as (1) excessive commercials, both as to number and duration, (2) bait-and-switch advertising and (3) bad taste programming. Although noting "that a clamer from a militant minority can frequently create an impression of a serious problem that may or may not exist," Comr. Lee urged "serious self appraisal of where we stand today in the delicate matter of programming the public interest.

As to excessive commercials, Comr. Lee personally said he would not object to "99.4% commercially sponsored time, but I do object to an unreasonable amount of the broadcast hour being devoted to the sales pitch." He warned that the practice is harmful because it drives listeners away until all are gone, followed by the advertiser.

"You have no solution when you cram more and more commercials down the throats of fewer and fewer listeners," he said. "It would be infinitely better to redouble efforts to improve the program so as to capture more audience and hence more advertising."

Although bait-and-switch advertising is of primary concern to the Federal Trade Commission, Comr. Lee noted: FCC "cannot ignore this type of advertising and, as one member of the Commission, I condemn it.

'Bad Taste' Responsibility

Comr. Lee said bad taste programming "does not give me personally the problem it does others. As a father of three, there are some programs I would prefer my children not to watch. But I do not consider commercial programs on tv ---there are bad books, too. By large, however, I do not believe broadcasters are contributing to juvenile delinquency through programming."

"In order to have heroes you must have villains. The Indian has scalped the cowboy since time immemorial without prostituting the nation. Robin Hood was something of a communist in endeavoring to spread the wealth by stealing from the rich to give to the poor. Jack and the beanstalk was a real delinquent who disguised himself, got rich and killed his neighbor, stole his property and returned in triumph to share his ill-gotten gains with his mother for a happy remaining life."

Mentioning the colorcast of Macbeth "as one of the strongest impressions I have seen to date," Comr. Lee said he was not aware of any complaints "on the horrible sights enacted. Most of the Commandments were broken in this play with vivid and lurid impress." Comr. Lee hesitated in defining FCC's responsibility in such problems because "the line between public interest and censorship is dangerously close."

"If we deny a station the right to broadcast horse-race odds as an aid to gambling, are we not in effect censoring?" Comr. Lee asked.

"I do not know where public interest leaves off and censorship begins, but if I ever have to make the decision I would probably take a calculated risk and refuse to censor, since I am well aware of the dangers to the American way of life that such a step could lead." In respect to license renewal policy and "overall program review," Comr. Lee said, "continued abuse by broadcasters of their public service responsibility may bring us closer to a semblance of censorship that we all want to shun. Don't force the FCC to enter this dangerous area.

WKAT FAVORED FOR MIAMI CH. 10

THIRD commercial vhf tv station for Miami came in prospect last week as FCC Examiner Herbert Sharfman issued his initial decision proposing to grant ch. 10 to Mr. A. Frank Katzen- tieke's WKAT-AM-FM Miami Beach. The examiner will hear bids by Wilson Inc. (WCKY Cincinnati), North Dale Video Inc. and Public Service Television Inc. (National Airlines).

Already operating at Miami are ch. 4 WTVJ (TV) and George B. Storer's ch. 23 WGBS-TV. Initial decision to grant ch. 7 to Biscayne Television Inc. (merger of WIOD and WQAM) is awaiting final ruling by FCC. Permits for ch. 33 WMFL (AM) and educational ch. 2 WTHS-TV are outstanding.

In a detailed comparative analysis of the four applicants, Examiner Sharfman concluded that WKAT has a "clear lead in the composite consideration of local ownership, civic participation and integration of ownership and management. When this is coupled with the assurances of operation in the public interest inferable from its long past broadcast record as a whole, it is apparent that the greater likelihood it offers of fulfilling its promises are a formidable challenge to any competitor who would try to overtake it."

The examiner noted that "the other applicants are not without virtues of their own, as WKAT itself recognizes. Wilson is a broadcast licensee of long standing, and while its Cincinnati program did not escape criticism [commercial percentage at night], it was felt that traits of character exhibited by its operators justified a conclusion that reliance could be placed upon its proposals here. It made an admirable preparatory effort."

"Unfortunately for it, however, its one real link with the Miami area was broken when Mr. [L. B.] Wilson died, and the assurance it offers cannot be held to measure up to those of WKAT, enjoying the advantages alluded to."

North Dale, headed by steel fabricator Frank Brysen, and including as vice president-management, Walter Compton, active consultant and former manager of WTTG (TV) Washington, also could not match WKAT's merits, the examiner concluded.

"North Dale is a group of nine local amateurs and one professional. That it hopes to break into the glamorous field of television is not in itself to be held against it, as the way is open to any qualified applicant, veteran or newcomer," Mr. Sharfman continued. "It needs recognition, apart from local residences and attendant factors, because of the television experience of its 10% stockholder and proposed general manager, a fact which also entitles it to a slight preference point on the staff, but it falls short of equaling the appeal of WKAT."

The examiner pointed out that although Public Service "is a newcomer to the field," it is wholly owned by National Airlines, "a corpo- ration with deep local roots, with principals intimately identified with both Florida and the Miami area. Its parent's primary business, however, is not radio or television, but air transportation. Its management team is accustomed to regulation, though there were signs on the record of this proceeding that it was occasionally restive and demands a free rein."

Considering the resemblances between the two fields as "superficial," the examiner felt that "with the best will in the world, success in one field does not automatically promise equal success in the other. Accordingly, though full weight is accorded National Airlines' record as an air carrier . . . it's total qualifications as a television applicant do not equal those of WKAT, already revealed in its long broadcasting record in the community, an operation subject to the jurisdiction of this commission."

The examiner explained "the preference which has been accorded WKAT in the preceding discussion survives despite the fact that in one or two program categories its proposals did not come up to its opponents." The examiner also refused to disqualify WKAT because of onetime horse-race programs aired by the station.

FCC Defends Decision In Allentown-Easton Case

DEFENSE of the Court of Appeals' decision in the nine-year-old Allentown-Easton, Pa., 1230 kc case was submitted to the Supreme Court last week by WHOL Allentown.

The court is expected to hear argument on the case the week of April 18.

WHOL held that the FCC was wrong in deciding the Allentown-Easton radio hearing on the grounds that Easton needed a new channel more than Allentown did. WHOL claimed that the Communication Act requires a full hearing on all comparative issues.

It also charged that the FCC's grant to Easton Publishing Co.—overruled last summer by the U.S. Court of Appeals—"was permitted an overconcentration of control of the media of communications and was based on "tainted" testimony. It also declared that Easton Publishing Co.'s program proposals were "shrouded in uncertainty."

Easton Publishing Co. owns the Easton Express and is the licensee of ch. 57 WGLV (TV) Easton.

The FCC erred further, WHOL said, in overruling the examiner's findings based on the demeanor of witnesses.

Following a hearing with three other applicants, what is now CBS-affiliated WHOL, began operating on 1280 kc in Allentown. This decision was appealed by Easton and sustained by the courts. A second hearing was held in 1951, which resulted in the examiner proposing to affirm the grant to WHOL. The Commission, however, reversed the examiner and issued a final grant to the Easton applicant. WHOL then appealed and again the appellate court remanded the case to the Commission. It is this decision which the FCC appealed to the Supreme Court.

Earlier this month, the Commission told the Supreme Court that the lower court was applying its own judgment on policy for the Commission's [B&W, March 7]. It also claimed that the court misunderstond a high tribunal decision regarding the right to overrule an examiner's judgment regarding witness' demeanor.

Earlier last month, the Supreme Court refused to permit the Easton Publishing Co. to intervene in this case.
Today’s Best Buy...

- HI FIDELITY AM - LOW COST OPERATION - DEPENDABILITY

Whether you are building, expanding or replacing, Collins is the best buy. Over 150 installations of Collins 20V Transmitter are proof of satisfaction with Collins equipment.

HI-FI AM is yours with the Collins 20V. Listeners will enjoy a new feeling of “presence” your programs will have with the 20V — Collins High Fidelity 1 KW Transmitter.

Compact and quiet running, the 20V is ideal for combination operations. For unattended, remotely controlled installations, it is essentially foolproof due to modern, simplified circuit designs.

Maximum reliability is assured with the 20V because of conservatively rated components, high capacity cooling and special circuit refinements, including arc-suppression, filament and plate recycling overload breakers.

You will be pleased to know that it costs no more to own the best. Your nearest Collins office will give you the full story on the 20V.

COLLINS RADIO COMPANY
CEDAR RAPIDS, IOWA

COLLINS 1000/500 WATT TRANSMITTER

COLLINS RADIO COMPANY OF CANADA, LTD.
74 Sparks St., OTTAWA, ONTARIO
Three Am CPs, Two Switches Among Authorizations by FCC

NEW standard stations at Clifton, Ariz., Camp- bell, Ohio, and Madison, Ga., were authorized by the FCC last week. A 250 w fulltime outlet on 1450 kc at Clif- ton was proposed to local Chester County deal- ing business as Darwin Best Co. Mr. Darwin is owner of KPAS Banning, Calif.

A 250 w daytimer on 1570 kc at Campbell went to Myron Jones, president-majority stock- holder and general manager of WJEF Erie, Pa. Grant is subject to such interference as may be caused by the proposed operation of WAKU Latrobe, Pa., which is to increase its power to 250 kw on 1570 kc.

At Madison, a new 1 kw daytime on 1250 kc went to David Leonard Hitchcock, owner of a local electrical appliance company.

Also, the FCC granted authority to WKOZ Kosciuchko, Miss., to change from unlimited 250 w operation on 1340 kc to daytime opera- tion with 5 kw on 1350 kc. KWBE Hobbs, N. M., was granted change in its facilities from 250 kw fulltime operation on 1490 kc to 1480 kc with 1 kw fulltime, utilizing a nighttime directional array.

Meanwhile, by memorandum opinion and order, the FCC granted petitions of WWhN Roanoke, Va., and WYDA Boston, Mass., for reconsideration of the Commission's action of last January granting without hearing the bid of Granite State Broadcasting Co. for a new 5 kw daytime station at Dover, N. H., on 1270 kc, directional antenna. FCC postponed the effective date of the Granite State grant pending final determination of hearing to be held April 27.

In a separate order, the FCC dismissed the protest of WHK Cleveland, Ohio, for reconsider- ation of the Commission's grant without hearing of the application of WCED Dubois, Pa., to change its daytime directional pattern.

Industry Testimony Invited On Campaign Funds Hearing

REPRESENTATIVES of the networks and NARTB have been invited to testify at hearings in Washington April 12-13 by a Senate Elections Subcommittee on a bill to boost campaign expenditures for elections of Presi- dent and Congress.

The bill (S 636), introduced by Sen. Thomas C. Hennings (D-Mo.), subcommittee chairman, would boost national committee spending during presidential elections from $3 million to $12.3 million and would set similar upward ceilings for candidates for senator and repre- sentative [B&T, March 28].

WSWA-TV Move Protests To Be Heard April 25

HEARING on protests against the move of the ch. 7 transmitter of WSWA-TV Spartanburg, S. C., to a site 916 miles outside Greenville, S. C., will be held April 25, the FCC an- nounced last week.

The Commission acted following an appeals court ruling that protestants ch. 23 WGVL (TV) Greenville, and 40cm-TV An- derson, S. C., must be given a hearing on their objections to the WSWA-TV move [B&T, March 28].

The 1st site charges that the WSWA-TV move was dictated by its desire to secure a CBS affiliation. At its original site, Hogback Mt., the Greenville and Anderson stations said, WSWA- TV would overlap coverage with CBS-affiliated WBTV (TV) Charlotte, N. C. This would pre- vent WSWA-TV from securing a CBS affiliation, they said, and it was for this purpose that the Paris Mt. site was chosen.

WSWA-TV received its grant in 1953 with its transmitter at Hogback Mt. Early in 1954, it asked the FCC for permission to begin tem- porary operation on Paris Mt. This was op- posed by the Greenville and Anderson stations and after a court-directed stay, WSWA- TV dropped its temporary authority and asked for a permanent move to Paris Mt. After the FCC granted this, further court appeals were taken by the two tvh stations. Two weeks ago, the court ruled that the FCC must allow the protestants to plead their case in an administra- tive hearing.

Hearings Set This Week On Tv-Delinquency Tie-up

THE SENATE Juvenile Delinquency Subcom- mittee has set hearings for Wednesday and Thursday this week on television programming as possible factors in juvenile delinquency.

The hearings will be held from 10 a.m. to noon both days, tentatively in the old Supreme Court Room of the Capitol Bldg., according to James H. Bobo, chief counsel.

Chaired by Sen. Howard (D-Tenn.) has in- vited all the tv networks and NARTB to send representatives for testimony. He said the hear- ings will be open to radio-tv coverage.

Witnesses next week for the hearings, which may run over into a third day, were: Wednesday—Prof. Dallas Smythe, Ili- nois U. Institute of Communications Research; Dr. Eleanor E. Maccoby, Harvard U. social relations department; Dr. Ralph Banay, Co- lumbia U. research psychiatrist; Harold Fel- lows, president, and Edward Bronson, Tv Code affairs director, both NARTB. Thursday—FCC Comr. Frieda R. Hennock; Dr. Paul Lazars- feld, Columbia U. sociology department; Wil- liam L. Wood, station manager, educational WQED (TV) Pittsburgh.

Messrs. Fellows and Bronson will make a progress report on what NARTB has done in stepping up its monitoring program and in in- creasing its Tv Code staff.

Merchandising Tie-ins Under Scrutiny of FTC

THE Federal Trade Commission has under in- vestigation merchandising tie-ins, on local radio and tv stations, that tend to discriminate against other advertisers in the same market.

This was revealed by FTC Chairman Edward F. Howrey before a House appropriations sub- committee last February. The extent of the probe was not made public, but Chairman Howrey did cite two general situations—one involving food processors or manufacturers and the other manufacturers of drug products.

In the first case, local radio or tv stations have afforded "free advertising" to local retail chains on condition that they make available space for display and promotional services on behalf of an advertising food processor or manufacturer. Through this tie-in between national advertising and local retail store dis- plays, the FTC claims, manufacturers may be providing advertising and promotional facilities which discriminate against competitors of the chain stores that receive the benefits of the arrangement.

The second case involved a group of drug chains that have directed drug manufacturers to purchase time on a national tv program, with the manufacturers bearing the major burden of the cost. The drug chains sponsored the show cooperatively on local stations.

Tulsa Competitors Charge KTVX (TV) Misrepresentation

CHARGES that KTVX (TV) Muskogee was misrepresenting itself as a Tulsa area station or as a Muskogee-Tulsa station. That KTVX is omit- ting mention of its location in Muskogee in station identifications and that it implies it is a Tulsa station by mentioning its ownership by Tulsa Broadcasting Co. (KTUL). That it is advertising heavily in Tulsa newspapers, but not as much in Muskogee newspapers. That a Tulsa address is given for the station in some of its trade advertising. That in some commer- cials, listeners are urged to write the station, at Tulsa box number. That in its trade pro- motion it is exaggerating its coverage of eastern Oklahoma.

Other charges alleged that KTVX plans to build its studios in Tulsa and that it boas its tie with Griffin Grocery Co., and uses this connection possibly illegally.

Similar allegations were made last year by then operating ch. 23 KCEB (TV) Tulsa. The Commission held that the charges were made prematurely, since KTVX had not yet begun operating.

Robert S. McCaw Wins Grant For Yakima, Wash., Ch. 23

NEW tv station on ch. 23 at Yakima, Wash., was granted by the FCC last week.

The station is owned by Robert S. McCaw, doing business as Chinook Tv Co. Mr. McCaw is president and one-third owner of XYAK Yakima, KALE-AM FM Richland, and KLAN Renton, all Washington, and also is 10% owner of Harbor Tv Corp., community tv system at Aberdeen, Wash.

The new tv station will operate with an effective radiated power of 21.9 kw visual and 11.7 kw aural, with antenna 960 ft. above aver- age terrain. Estimated construction cost was listed as $114,156 with first year operating cost as $120,000.

Ch. 29 KIMA-TV is presently the only operating station at Yakima.

FCC Grants WTAP (TV) Sale To Zanesville Publishing Co.

SALE of ch. 15 WTAP (TV) Parkersburg, W. Va., by Howard L. Chernoff and associates for $124,609 to Zanesville Publishing Co., re- ceived FCC approval last week.

Zanesville Publishing, 63% owner of WHIZ- AM, will own that station. Other 37% owner and publisher of Zanesville Signal and Times-Recorder, is owned by Clay Littick and family. WHIZ-TV operates on ch. 18.

WTAP began operating in November 1953. A balance sheet submitted as of December 31, 1954, listed total liabilities of $334,595 with a 1954 loss of $128,088. (For details of other sales receiving FCC approval last week see FOR THE RECORD, page 93.)
Did you smear it on the cat?

If that's how you tested your Advertising Council campaigns, she licked the right ideas. Just look below at the job done by four of the many hundreds of campaigns you've created since 1942. And by you, we mean all the agency account men, writers, artists, and media people who have given the Advertising Council their time, talent, and space for free. But the job's not finished, so don't give away your cat. You'll need her to test ideas for new Advertising Council campaigns to help solve some of America's most pressing problems.

Helped drop death rate for all accidents to lowest figure on record. Created Smokey, the Fire Preventin' Bear, who helped reduce forest fires. Helped raise the number of local citizens' committees working for Better Schools from 17 to 9000 in 4 years. Recruited 350,000 volunteer skywatchers for the Ground Observer Corps.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.
TV OUTLETS START IN TAMPA, WACO

SECOND tv outlets for Tampa, Fla., and Waco, Tex., were scheduled to begin commercial programming last Friday (April 1).

In Tampa, WTVT (TV), on ch. 13, will be affiliated with CBS and represented by Avery-Knodel Inc. Opening program was to include a half-hour film of Ybor City, local Latin section. W. Walter Tison is vice president and general manager.

In Waco, KWTX-TV, the first vhf there, is represented by John E. Pearson TV Inc. The ch. 10 station is owned by KWTX Broadcasting Co. Equipment is RCA.

Two other new tv stations have reported construction progress: WBRZ (TV), Baton Rouge, La., began test patterns last Wednesday and expects to begin commercial programming on April 14 affiliated with NBC and ABC. Doug Manship is president of the ch. 2 station. National representative is George F. Hollingbery Co.

KGMB-TV Honolulu (ch. 9) has announced that its satellite KHBC-TV Hilo (ch. 9) has begun test patterns and that its other satellite, KMAU (TV) Wailuku (ch. 3), will complete installation of equipment in about three weeks. The programs of KGMB-TV will be rebroadcast in their entirety. There will be no rate increase, C. Richard Evans, vice president and general manager, said.

Pearson Appoints Baird To Head Atlanta Office

PLANS for the expansion of John E. Pearson Co., New York, station representative firm, were announced last Thursday by John E. Pearson, president. The company will open a new office in Atlanta, servicing advertisers and agencies in the Southeast and going as far west as New Orleans and Memphis.

Robert M. Baird, a vice president who has been in charge of the company's Dallas office for three years, has been appointed head of the Atlanta operation.

Mr. Baird will be replaced in Dallas by Thomas R. Murphy, formerly a vice president of Grant Adv. in charge of the agency's Dallas office.

Prior to his association with the agency, Mr. Murphy was with KRLD Dallas, as an account executive.

The Atlanta office is the seventh branch operation to be opened by Pearson.

KSD, 'Post-Dispatch' Head Joseph Pulitzer Dies At 70

JOSEPH PULITZER, 70, president of KSD-AM-TV St. Louis and editor-publisher of the St. Louis Post-Dispatch, died Wednesday night from a ruptured blood vessel in the abdomen.

Last week Mr. Pulitzer had been going about his duties normally and had been at his office all day Wednesday after attending the annual gridiron dinner of the St. Louis Ad Club, Tuesday. He became ill about 9:30 p.m. Wednesday and was taken to Barnes Hospital where he died.

Shortly after broadcasting began in the early 20s, Mr. Pulitzer asked his advertising manager, George M. Burbach, what he thought about radio. Mr. Burbach figured radio programs and a radio page in the newspaper would attract advertising lining. Mr. Pulitzer left business details of the project to Mr. Burbach and the station took the air in 1922. About a year later KSD was granted its present 550 kc frequency. KSD-TV took the air Feb. 9, 1947, on ch. 5.

Mr. Pulitzer is survived by his widow; two sons, Joseph Jr., associate editor of the Post-Dispatch and vice president of the Pulitzer Publishing Co., and Michael, of Boston; two daughters, a brother and a sister, and eight grandchildren.

Mr. Pulitzer had been head of the Post-Dispatch over 40 years, taking over from his father, the elder Joseph Pulitzer, who died Oct. 29, 1911.

Col. Robert McCormick Dies; WGN-AM-TV Among Holdings

COL. ROBERT R. MCCORMICK, 74, president of WGN-AM-TV Chicago, died early Friday at his farm home west of Chicago. Col. McCormick had been hospitalized several times in recent years, having suffered from erysipelas and pneumonia as well as undergoing an abdominal operation.

Col. McCormick had been active in his work until early in March despite a January operation to correct adhesions and had spent part of the winter in Florida. He holds the Bronze Star and other citations in Pacific duty in World War II.
II and covered the early occupation of Japan and the surrender on the Missouri.

During the Truman administration Mr. Chatfield was a member of the President’s Radio & TV Advisory Council. A former president of the National Assn. of Radio & TV News Directors (1951) he continues to be active in the association’s operation and is chairman of the convention arrangements committee.

The WMAS staff now includes, besides Mr. Knight, Orion Hudson, assistant news director, and Herb Kasner, tv news director. Joe Andrews, formerly of the staff, is now secretary of the Macon Chamber of Commerce.

W. WARD DORRELL
ELECTED BLAIR V.P.

GREATER use of research data and technique in national spot selling was cited last week as motivating the election of W. Ward Dorrell, research director and program consultant at John Blair & Co. and Blair-TV, to vice president.

In announcing Mr. Dorrell’s promotion, John Blair, president of the national representation firms, said Mr. Dorrell also will acquire stock.

This additional emphasis on research, Mr. Blair explained, will be reflected in the new responsibilities which fall to Mr. Dorrell.

These include close work with stations—in solving individual research problems, particularly toward improvement of local program quality; with agency research directors and timebuying departments—to toward increasing understanding and effective use of available research in the spot field, and with Blair salesmen—toward similar improvement in their knowledge and use of research techniques with a view to increasing national spot sales.

Mr. Blair said the election of Mr. Dorrell “highlights the increasing importance of research of all types in national spot selling, particularly as it applies to the increasing importance of local programming to radio stations today, and the application of research thinking to such problems as station rates.”

He cited a three-year study made by Mr. Dorrell of local programming trends on Blair-represented stations. This analysis, he said, proved that “properly programmed stations can increase audiences substantially against television competition.” In the markets studied, Mr. Blair said, daytime local audiences increased an average of 24% between 1952 and 1955.

Mr. Dorrell, a vice president of C. E. Hooper Inc. for nine years, joined Blair in 1951.

WXYZ-TV Boosts to 316 Kw
With New 50 Kw Transmitter

TWO-YEAR program to achieve maximum transmitting power by WXYZ-TV Detroit, on ch. 7, reportedly was climax ed last Friday with the final installation of super power equipment, including a 50 kw transmitter. The station at that time was due to boost its power to the maximum 316 kw video, 158 kw audio.

The power increase involved the installation of approximately $250,000 worth of equipment, James G. Riddell, president, said. The change also makes it possible for the station to transmit color programs, Mr. Riddell added.
Bolling Co. Forms Three New Divisions

FORMATION of three new divisions of The Bolling Co., representative firm, was announced last week by George W. Bolling, president. Robert Hill Bolling was named head of the radio department. The new television department will be headed by G. Richard Swift. Special events department, whose creation was described as an innovation in the field, will be headed by Edwin A. Pancoast Jr.

R. H. Bolling has been in the representative field for 20 years. Working with him in the department will be Lloyd Raskopf, previously with the New York Daily News. Before joining Bolling in 1952, Mr. Swift was general manager of WCBS-TV New York. Don Buck, who has had 10 years with ABC, has been added to the TV department. The special events department has been created to handle the radio-TV representation of

R. H. BOLLING MR. SWIFT

the New York Yankees Home of Champions Network and the Brooklyn Dodgers network of stations.

Mr. Pancoast who heads the new department, also is in charge of Bolling's sales development plan. John J. MacDonald Jr., Advertising Research Foundation, moves to Bolling as director of research. In the sales development plan, Nancy Noonan, formerly with WCAU-TV Philadelphia, will be merchandising and promotion manager.

WARM Names Dawson as V.P.

WILLIAM M. DAWSON, general manager of WARM - AM - TV Scranton, Pa., has been elected vice president. Martin F. Memelo, president of licensee Union Broadcasting Co., has announced. Mr. Dawson, who joined the WARM stations in 1940, has been general manager since 1950 and secretary of the company since 1953. He was graduated from the University of Pennsylvania.

As WEMP Milwaukee last Monday switched to 1250 kc with 5 kw, WRIT there, a new station, took over the former's facilities (1340 kc with 250 w) and physical assets, which it purchased. L to r: seated, Andrew M. Spheeris, WEMP president; James Foster, WRIT president; standing, Hugh K. Boice, WEMP vice president-general manager; Barton McLendon; Gordon McLendon, WRIT vice president; Roy Hamilton, Blackburn-Hamilton, station brokers, and Bill Weaver, WRIT general manager.

French Named by WNOE

STEPHEN C. FRENCH has been named vice president and general manager of WNOE New Orleans succeeding James E. Gordon who has resigned (B&I, March 28). It was announced by James A. Noe, station owner and president.

WMRI Marion, Ind. Glen Stanley, commercial representative, KTTV Honolulu. Los Angeles, appointed sales manager, KULA Honolulu. Bill Heaton, field merchandising representative, KTTV (TV) Hollywood, to KULA-TV as account executive.

WLDB Tower Up in One Day

STAINLESS Construction Co. in one day, March 16, erected a 150-ft. tower for WLDB Atlantic City, N. J. The new tower, type G-17, is the first of a new series developed by Stainless Inc., North Wales, Pa., parent firm of Stainless Construction. Walter L. Guewitz is president of both companies. Leroy Bremmer is owner and general manager of WLDB.

REPRESENTATIVE PEOPLE

Harry B. Simmons, formerly with NBC-TV sales dept., to Bolling Co., as account executive.

Albert W. Oberhofer joins the Bolling Co. as account executive.

George A. Baron, KOWL Santa Monica, Calif., manager, named vice president and signed to seven-year contract with station.

STATION PEOPLE


Ken Kilmer, general manager, KBOE Okaloosa, Iowa, has been named general manager, WMRI Marion, Ind. Glen Stanley, commercial manager of KBOE, has been named general manager to succeed Mr. Kilmer.

Jack Reeves, account executive, KSTV Stephen-

Broadcasting • Telecasting
ville, Tex., to KTAN Sherman, Tex., as station manager.

William C. O'Donnell, assistant sales manager, KXOK St. Louis, promoted to head of commercial dept.

Col. Edgerton Merrill, formerly with U. S. Air Force and lately engaged in management consultant work, to WOL Washington as assistant to president, for sales promotion.

Charles Martin appointed field merchandising representative, KTTV (TV) Hollywood, Calif.

Lee Curran, publicity director, KDKA Pittsburgh, to KTRK-TV Houston, Tex., as promotion manager.

Jim Harmon, program director and assistant operational manager, KOTV (TV) Tulsa, Okla., to KFMB-TV San Diego, Calif., as program director.

Vince Leonard named WISH-TV Indianapolis news director. John Fraim appointed WISH news director. Karl Eisele, formerly with KAOK Lake Charles, La., to WISH, as account executive.

Bud Gillis, children's personality, WLWC (TV) Columbus, Ohio, assumes additional duties as station program director.

Robert Hodges, producer, WNEW New York, appointed production supervisor.

Fay Martin, copywriter, WHLI Hempstead, N. Y., appointed continuity director.

Edith M. Carolina, formerly with WTVJ (TV) Miami, named director of continuity, KOB Albuquerque, N. M. Mary McDonald joins KOB production staff. Reed Upton, formerly with WNOX Knoxville, Tenn., to announcing staff.

Ford Rush, western personality, appointed WTVP (TV): Decatur, Ill., farm director.

Peter Winn, formerly assistant to director of public relations, Amherst College, named director of public relations, educational WGBH-FM-TV Boston.

Charles Vanda, vice president in charge of tv and program director, WCAU-TV Philadelphia, and producer of CBS-TV's The Big Top circus show, to visit England, France, Italy and Denmark in search of feature acts for his CBS-TV show. Mr. Vanda, who leaves April 12 for London, will be joined in Paris by Glenn Gundell, vice president of National Dairies, Select-sponsor of The Big Top.

Mark Workman named KDB Santa Barbara, Calif., account executive.


Leonard V. Kehl, salesman, KCJS-TV Pueblo, Colo., to KLZ-TV Denver, in same capacity.

Frazier Thomas has moved his Garfield Goose children's program from WBKB (TV) Chicago to WGN-TV there.

Elizabeth Vaughan, women's personality, stars as Kay West of KEX Portland, Ore., Coffee with Kay West and Kay West Show, women's programs.

Ken Connant, head of guest relations dept., KTLA-TV (TV) Hollywood, named junior publicist.

Larry Berrill, news director, KPHI Avalon, Calif., adds announcer duties on Latin Holiday and Clete Roberts World Report, both KCOP (TV) Hollywood.

Don Lamb, former producer-announcer, KERO-AM-TV Bakersfield, to KBIG Avalon, Calif., as announcer, succeeding William Barnard, transferred to KBJF Fresno.

Claude Evans, formerly with WKRG Mobile, Ala., appointed WDSU New Orleans announcer.

Dan Baxter, former instructor, Cambridge School of Radio & TV, New York, to WVEE-AM-TV Hampton, Va., as sports announcer.

Farrell Smith, formerly with WIS-TV Columbia, S. C., to announcing staff, WMAE-TV Macon, Ga.

Arnold Snyder, news director, WTTM Trenton, N. J., father of boy, Scott Lawrence, Feb. 27.


Bernard Planeuf, engineer, KNXT (TV) Hollywood, father of boy, Donald Harrison Farnsworth.


Bill Brundige, sportscaster, KJH-TV, father of boy, March 2.

E. D. Rivers Jr., chairman of board, WEAS Decatur, Ga., father of girl, Maria Kells, Feb. 27.

Ralph A. Renick, news director, WTVJ (TV) Miami, elected treasurer, Greater Miami professional chapter, Sigma Delta Chi.

Merritt Hilliard, host, WGBS-TV Miami's Fishin Roundup, appointed chairman, South Florida Wetlands Conservation Committee by National Wildlife Federation.

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**NETWORKS**

**NETWORK STRENGTHEN JUVENILE LURE**

‘Disneyland’s’ astounding success and the prospect of another strong competitor next fall in ABC-TV’s Mickey Mouse Theatre,’ spurs the major networks to blueprint ambitious schedules in a fight for the kiddie audiences during late afternoon and early evening.

SPURRED by the fabulous success of Disneyland on ABC-TV, the major networks have drawn plans for an all-out war to hold and expand the rich juvenile market.

NBC-TV in an effort to meet the imminent advent of a new ABC Disney program, Mickey Mouse Theatre (5-6 p.m. EST weekly, starting in the fall) will enlarge its Howdy Doody program to a full hour and change the format to include several additional stars, including Pinky Lee.

CBS-TV meanwhile is drawing blueprints for an ambitious daily lineup of children’s programs in the 7:30-8 p.m. EST slots. This is part of the program redevelopment plan secretly projected at the special tv affiliates meeting held last month in New York.

CBS-TV is bringing up its Doug Edwards and the News from 7:30 p.m. to 7:15 p.m. EST across the board, thus leaving the 7:30-8 p.m. EST period available for children’s fare.

The network already signed Cahi, Apache Chief in the Wednesday, 7:30-8 p.m. EST period. The network is also negotiating with General Mills for its Lone Ranger series (now running on ABC-TV and CBS-TV) and with National Biscuit Co. for Rin Tin Tin, currently on ABC-TV, Friday, 7:30-8 p.m. EST. Both advertisers are expected to decide on moves, if any, in about 10 days.

‘Gunsmoke’ May Be on TV

CBS-TV is also discussing with Liggett & Myers the possibility of sponsoring a tv version of its radio series Gunsmoke in the 7:30-8 p.m. EST period. The Perry Como Show, heard three times weekly by children the West, its children’s show, will be shot in the studio behind the show and be part of the Tuesday, Wednesday, Thursday shows.

Meanwhile, NBC-TV is expected to present Teen Com in action in an-hour-long variety show, Saturday, 8-9 p.m. EST (see story, page 84) opposite the Jackie Gleason show on CBS-TV.

Goldenson says tv operation is reaching competitive plane, and added sponsors now will be reflected in earnings.

NET operating earnings of American Broadcasting-Paramount Theatres Inc. in 1954 increased slightly over 1953 but the ABC division operated at a "slightly larger loss" than in the preceding year.

These highlights were provided in an annual report distributed to stockholders last week by Leonard H. Goldenson, AB-PT president. In his comments on the broadcasting operations, Mr. Goldenson offered this analysis:

"ABC has made substantial progress during the year [1954], gaining greater audience and sponsor acceptance as a major network. Higher television network operating and program costs offset the profits from radio and ABC's five owned stations, and resulted in loss for the year. However, the network is now beginning to benefit from the better programs and improved station clearances."

"Its Disneyland show, which reaches an estimated weekly audience of 45 million people and is carried over 150 stations, has, since its inception in the fall of 1954, rated as one of the top programs on television. With new programs being readied for the coming year, including a daytime children's show, "ABC is on its way toward realizing its true potential as a profitable division of the company.""

Total income of AB-PT for 1954, Mr. Goldenson said, rose to $188,796,000 from $172,196,000 for the preceding year, and net operating earnings after taxes were $4,722,000, or $1.06 per share of common stock, compared
went up to high power...
Fred Darwin, announcer, WPAT Paterson, ment consultants, Hollywood; Mrs. Florence Mullen, former dent and syndicated create radio-tv spot announcement series packaged by Seattle, Oertel's breads), board total stations to week.

LEE THREE

ETTA JAMES.

MODERN

PUBLISHED BY
MODERN MUSIC PUBLISHING CO.
PAY-TV OPPONENTS

Newly formed Organizations for Free TV join with Committee Against Pay-As-You-See TV in retaining John V. L. Hogan and Hogan Labs Inc. as engineering counsel in fight against subscription television.

OPPONENTS to subscription TV took new organizational moves last week.

Formed Tuesday in New York was Organization for Free-TV made up of "regional and state tv station operators," veterans organizations, local, county and state retail associations, hospital service groups, and various other organizations including theatre operators and restaurant owners.

In announcing the formation, spokesmen also said an "information center" to assist various organizations throughout the country which wish to make known their views to the FCC has been set up at 608 Fifth Ave., New York.

On Wednesday, that organization and another, the Committee Against Pay-As-You-See TV, announced they had jointly retained John V. L. Hogan and Hogan Labs Inc. The Hogan firm will act as engineering counsel and conduct research and prepare studies into technical aspects of petitions now before the FCC seeking adoption of subscription TV, it was explained.

Co-chairmen Alfred Starr and Trueman T. Rembusch of the Committee Against Pay TV said they were "confident" that Mr. Hogan and his firm would "develop information that will be most useful to the Commission."

Mr. Hogan's findings will be filed with the FCC by the committee's legal counsel, Marcus Cohn of the Washington law firm of Cohn & Marks. Along with the engineering studies, an economic analysis being prepared by Dr. Dallas Smythe of the U. of Illinois, also retained in consultant capacity, will be filed with the Commission.

The Organizations for Free-TV, which actually is working together with the Committee Against Pay-As-You-See TV, said its member groups have been sent "preliminary studies" showing that conversion of TV sets for "decoders" to unscramble subscription-TV signals "would impose a severe economic hardship on the viewing public running into hundreds of millions of dollars."

A survey is being made, it said, on weekly and annual program costs under the proposed subscription TV systems.

OFF, asserting that diversion of "free TV" channels to the fee system would not be in the public interest and that it would mean an eventual disappearance of commercial sponsorship, said it would conduct "educational" campaigns on the local, regional and state level.

Anti-Toll TV Committee Promised Turn on 'Omnibus'

CBS-TV's Omnibus on March 27, dealing with toll television, prompted a protest from the Committee Against Pay-as-you-see TV and a subsequent reassurance that the network will schedule another program to insure full treatment of the committee's viewpoint. The show is produced by the Radio-TV Workshop of the Ford Foundation.

The committee protested by telegram to CBS-TV and the Workshop, claiming that a film sequence of George Storer, president of Storer Broadcasting Co., and an opponent of pay-as-you-see TV, was faulty and could not be seen or heard as clearly as films of proponents of toll TV.

Robert Saudek, director of the Workshop, acknowledged that the sequence in question was of "somewhat inferior recording quality" but insisted it was "sufficiently intelligible to me."

Frank Stanton, president of CBS, agreed in a telegram that the committee's viewpoint had not been given "full justice" and suggested that another program be scheduled after April 10 in the same period, with Mr. Storer invited to present his views.

The committee last Wednesday recommended to Mr. Storer that another program be set for April 24, pointing out that May 9 is the current deadline for filing reports with the FCC on the question of subscription TV.

75 Stations Sign Contracts For New RCA Thesaurus Plan

SIGNING of 75 local radio outlets for "Shop at the Store with the Mike on the Door," new local radio promotion and merchandising plan recently announced by RCA Thesaurus ([WCT, March 21] was reported last week by the transcription firm.

By participating in the plan a station receives voice tracks recorded by well-known stars plugging the overall theme of the promotion. Sponsors are supplied with decals carrying station call letters which signify that the store displaying the emblem is a member of "Shop at the Store with a Mike at the Door."

Thesaurus is also furnishing stations with sales brochures that outline the plan as well as a 25-page "operating manual," which gives details and offers suggestions on how the plan can be exploited locally. Stations also receive promotion kits containing spots, photos, publicity stories, ad mats and tie-in art.

CARE Liked 'Album' C-C; 415 Pay to See in L.A.

SATISFACTION of CARE Inc. with the closed-circuit telecast of the American National Theatre & Academy's Album of Broadway recently announced by RCA Thesaurus ([WCT, March 21] was reported last week by the transcription firm.

The telecast last Monday, created by ANT A, was sponsored by CARE. All television facilities, including the producer, director and theatre, were made available for the telecast by DuMont, Mr. French said. The show was seen in 31 theatres throughout the country.

Net proceeds from the ANTA show, which is an annual theatrical event, will be divided between CARE and ANTA.

Only 415 persons paid the $5-to-$10 admission to see the ANTA closed-circuit TV showing from New York in the Fox Wilshire Theatre, Los Angeles.

PROGRAM SERVICE SHORTS

Song Ads Co., radio-TV singing jingle firm, and Peter Randell, theatrical agent, both Hollywood, have formed Randell-Song Ads Productions to produce live music-quiz program, Story Behind
**MANUFACTURING**

**RCA ASKS FOR ANTITRUST DISMISSAL, SAYS PATENT LICENSES AID GROWTH**

Electronics manufacturer denies all allegations in the Justice Dept. suit. Firm says its licenses contain no restrictions and that they are granted to competitors on reasonable terms. It says electronics leadership is 'by example, not by control.'

**ASSERTING** that its patent licensing policies have aided the growth of the electronics industry, including radio and tv, RCA last week moved for dismissal of a government civil antitrust suit of last November [At Deadline, Nov. 22, 1954].

The Justice Dept. suit, pending in U. S. District Court in New York, had attacked RCA's patent system and practices. It charged RCA with monopolizing and conspiring to restrain competition in the radio-tv licensing business.

RCA called the government's request for relief "unreasonable, unnecessary and contrary to the public interest." In its brief, filed with the court by John T. Cahill of the New York law firm of Cahill, Gordon Reindel & Oehl, RCA denied all allegations in the Justice complaint that had charged violation of the Sherman Act.

RCA said its electronics leadership has been "by example, not by control in any way, shape or form and it had been "followed" if it is because RCA's courage, vision and foresight have been right and RCA has acted in the best interests of the industry and the public, and not through any dominance, restraint or control."

Allegations that RCA engaged in "package licensing" or had compelled prospective licensees to accept licenses under more patents than they wanted, the brief declared RCA "grants patent licenses to competitors and others on 'reasonable and non-discriminatory terms and without restriction.'"

Licenses from RCA, the brief asserted, "contain no restrictions as to price, quantity, territory, or anything else, require no minimum royalty, and are offered under any one or more patents and for any apparatus as may be desired by any prospective licensee."

**RCA Royalties Reduced**

"RCA's present royalty rates are further reduced, now being only 1½ to 1 ¼% for radio broadcast receivers using tubes, 1¼% for radio broadcast receivers using transistors, 1½% for black-and-white television receivers, 1½% for color television receivers, 1¼% for color television, tubes, 2% for color television commercial apparatus except government apparatus, 1½% for other commercial apparatus except government apparatus, and 1½ for all commercial color apparatus manufactured for government use."

RCA, in discussing patents and rates, also made these points:

- Its license agreements provide for various deductions "which make the actual rates even lower."
- Royalty rates are based on the manufacturer's selling price, and when applied to retail selling prices to the public, rates are "substantially cut in half."
- Its royalty rates "compare most favorably with those of other licensors" both within and outside of the electronics industry. In return, licensee can obtain a license "under, or using, any one or more patents under which RCA has the right to grant licenses." This policy has resulted in RCA licenses having "complete freedom to manufacture apparatus in competition with RCA under any and all patents available to RCA...."

To substantiate its statement that no restraint of competition is involved, the suit, RCA detailed the rapid progress of the electronics industry, the appearance of large numbers of independent companies making and selling tv receivers in open and active competition with RCA, and increases of receiver sales. RCA said it "admits that more people buy RCA television receivers than any other make of television receiver and that more station owners buy RCA television transmission equipment than any other make."

But, the brief asserted, in all categories of radio and tv equipment, "intense and effective competition" exist.

In its suit, the Justice Dept. had charged that since 1932 RCA had attempted to monopolize radio-tv research, patent holdings, patent acquisition and issuance and exchange of radio-tv patent licenses.

**Charges Refuted**

RCA denied each of these allegations. The firm contested the complaint on research by noting that it had spent more money on research and development during 1951 than it had received in royalty payments that year and under its patent licenses had made "available" the results to its "competitors and others on reasonable and non-discriminatory terms and without restriction or additional charge."

Additionally, RCA listed "many other substantial competitors" which have large resources for research and development in the radio and tv field.

RCA also pointed out that it had spent more than $30 million on development, research and promotion of black-and-white tv before realizing any profit from its expenditures and a like amount on compatible color. RCA said it is still pioneering color tv activities at a "substantial loss."

In its brief, RCA said it admitted that "substantially all radio-television manufacturers located in many of the states and territories of the United States and the District of Columbia are licensed by RCA."

But, it said, its policy of licensing patents to competitors and others "on reasonable and non-discriminatory terms and without restriction" helped increase the number of tv receivers in public hands and to a continued lowering of their price.

Explaining the cross-licensing by RCA, the brief traced the history of the corporation when it was formed in 1919 at the urging of the government and the setting up then of patent cross-licenses with General Electric, American Telephone & Telegraph Co., Westinghouse and others.

These cross-licenses, RCA said, were to free the industry, for without them it would have been "paralyzed by conflicting patent holdings and endless patent litigation." Also cited was the consent decree with the '30s which provided for GECATET and Westinghouse to dispose of stock in RCA and for new cross-licenses to be drawn up.

The agreements were reaffirmed by the courts in 1942, RCA said, as the best way to continue the growth of a competitive radio-tv industry.
free from restraint. As recently as last year, RCA said, the court reassessed that the cross-license pacts were approved by the consent decree.

RCA declared: "These agreements expired by their terms on Dec. 31, 1954, so far as new inventions are concerned. Yet the complaint filed only six weeks before this expiration is an attack on these very agreements which were recommended and stated to be in the public interest by the government in 1932."

In its brief, RCA averred that the complaint failed to state a claim upon which relief can be granted. It said that "each and every claim for relief proposed to set forth in the complaint is barred by the doctrine of res judicata.

RCA Plea to Postpone
Chicago Trial Denied

RCA appeal to the Supreme Court to force postponement of the $16 million, treble-damage, antitrust suit by Zenith Radio Corp., was denied last week. The Supreme Court, in a brief order, rejected the appeal.

This paved the way for resumption of the multi-million dollar suit in the Chicago Federal Court [8*T, Nov. 22, 1954, et seq.]. Pending is a similar suit in Delaware Federal Court. RCA's contention was that the Delaware trial should be held first. Both suits involve RCA patents and licensing arrangements.

Former Democratic Presidential candidate Adlai E. Stevenson represented RCA in the appeal. It was Mr. Stevenson's first case before the Supreme Court since the 1952 elections.

Stromberg-Carlson Sales
Decline; Net Earnings Up

NET SALES for all divisions of Stromberg-Carlson Co., Rochester, N. Y., declined to $63,509,429 in 1954 from $65,241,861 in 1953, but net earnings rose to $1,981,754 from $1,667,308 in 1953, according to the company's annual report made public last week.

After provision for preferred dividends, the report states, net earnings per common share amounts to $3.65 on each of the 509,115 shares, as compared to $3.40 on each of the 484,551 shares outstanding at the end of 1953.

The radio-television division during 1954 shipped 31% more television receiver units than in 1953 and sold them at approximately $50 more per unit than the industry average, it was reported.

In the broadcasting phases of the company's operations, the report said, WHAM-TV Rochester switched channels from 6 to 5, accompanied by an increase in power to 100 kw.

Two Cuba Tv Networks
Install RCA Transmitters

TWO RCA television transmitters are being installed at the key stations of Television Nacional and CMQ-TV networks in Havana, it was announced last week by Meade Brunet, vice president of RCA and managing director of the RCA International Div.

The transmitters, raising to seven the total number of RCA-built tv transmitters in Cuba, will be installed in the same building and share the same tower facilities. Mr. Brunet noted that Havana, with five stations, has more than any city outside the U. S. Four of these stations, he said, have been built by RCA.

Mr. Brunet reported that both Television Nacional and CMQ-TV are expanding tv network services to their other stations in Santa Clara, Camaguey and Santiago de Cuba.
GE Conferences Highlight Basic Tv Lighting Problems

FUNDAMENTALS of black-and-white tv, color tv and studio lighting will highlight two 2-day Tv Studio Lighting Conferences to be held in the General Electric Lighting Institute, Nela Park, Cleveland, April 4 through 7.

Discussions and demonstrations will be presented by GE lighting specialists and guest speakers from tv stations. Special attention will be focused on studio lighting problems and their solutions.

The clinics will be conducted in a model demonstration studio which will have a 65 kw connectable lighting load. Black-and-white and color tv cameras will take pictures of the actual lighting situations created. These will be monitored so that the relative values of the lighted sets can be compared. Climax of each of the two conferences will be a session devoted to progress in color tv.

GE Appoints Beldon

APPOINTMENT of Jack S. Beldon as manager of marketing for the radio-tele department of General Electric Co., Syracuse, N. Y., was announced last Friday by Herbert H. Riegelman, general manager of the department. He replaces Eugene F. Peterson, now manager of International General Electric Co.'s consumer goods export department.

Mr. Beldon joined GE in 1953 handling special assignments in the company's marketing operation in New York.

RCA Cuts Vidicon Price

REDUCTION in the retail price of the vidicon television camera tube (RCA-6198) from $345 to $315 was announced last week by Lee F. Holleran, general marketing manager of the tube division, RCA. This marks the second reduction since commercial introduction of the tube in 1952.

The reduced price was made possible, Mr. Holleran explained, because of “constantly increasing applications of the vidicon.

Electronic Typesetting

NEW DEVICE seen futuristically as an electronic means of typesetting has been developed by RCA. The new product was described as an electron-image tube that can translate coded signals from tape, keyboard or radio into clearly defined letters and figures at a speed of up to 100,000 words per minute for high-speed photographic recording.

When it achieves commercial form, an RCA spokesman said, its initial application is likely to be in electronic message transmission and computing systems. Further development is expected to fit it for wider application in general printing. The new tube was developed by Warren H. Blais and John E. Ryder under the supervision of C. J. Young and Dr. G. A. Morton of the technical staff of RCA's David Sarnoff Research Center.

New Microphone Developed

ELECTROVERT Inc., New York, has announced the introduction of a new microphone, designed especially for tv and motion picture studios. Unique feature, according to Gustav Szabo, vice president, is its built-in low frequency equalizer which automatically eliminates “rumble and hum.” The new microphone will be sold and serviced by Camera Equipment Co., New York.

MANUFACTURING PEOPLE

Matthew D. Burns, general manager, electronic tube operations, Sylvania Electric Products Inc., N. Y., elected vice president of the company.

Douglas Wallace, assistant vice president, Graybar Electric Co., N. Y., elected vice president.


CNKW Sale on Heavy Agenda Facing CBC Board April 15

BOARD of governors of the Canadian Broadcasting Corp., to meet in Ottawa on April 15, will consider a number of important transfers of ownership in radio and tv stations, applications for four new radio and two new tv stations and changes in some CBC regulations.

The Canadian inter-provincial Rugby Football Union is asking the CBC board to change regulations permitting reconstruction of play-by-play broadcasts of sporting events. The new regulations would require permission from the participating organizations and clear identification every 15 minutes that the broadcast is reconstructed.

New tv licenses are being requested by CJOJ Lethbridge, for ch. 7 with 102.8 kw video and 57.7 kw audio, and by CFCC Charlottetown, for ch. 13 with 21 kw video and 12.5 kw audio.

Am licenses are being applied for by Greg-May Broadcasting Ltd., at Lindsay, Ont., for 1 kw on 910 kc; John William Pellie, at Smith Falls, Ont., for 250 w on 1070 kc; John L. Londe, at St. Jerome, Que., for 1 kw on 900 kc, and Philip Bodnoff, at Weyburn, Sask., for 250 w on 1340 kc.

Control of CKNN New Westminster, B. C., 5 kw station on 1320 kc, has been sold for an undisclosed sum to the Southam Co. Ltd., Vancouver, subject to CBC board approval. New controlling ownership also owns daily Vancouver Province; shares of CFAC Calgary and Calgary Herald; CICA Edmonton and the Edmonton Journal; CKOY Ottawa, and CHCH-TV Hamilton, through CISF-FM Hamilton and the Hamilton Spectator.

William Rea Jr., president of International Broadcasting Co., which relinquishes CKNN, said that the sale was for reasons of personal health. Following a fire at CKNN in May of last year, Mr. Rea collapsed and since then has been recuperating in California. Bill Hughes has been managing CKNN. No changes in personnel or program policy are planned by the new owners.

Transfer of control also is being requested for CKOV Kelowna, B. C.; VOCM St. John's, Nfld., and CFDA Victoriaville, Que.

CKRD Red Deer, Alta., is asking for a change in frequency from 850 kc to 1440 kc with 1 kw power.

Dunton Says Union Demands Prevent Program Exchange

CANADIAN entertainment unions are pricing themselves out of the U. S. market by seeking large extra payments for Canadian Broadcasting Corp. programs requested for U. S. networks, it was indicated last week. A. D. Dunton, CBC board chairman, told the Canadian Parliamentary Committee on Broadcasting at Ottawa on March 24 that Canadian talent and
creative work is not being heard outside Canada because of such union demands.

Mr. Dunton told the members of the Canadian Parliament that exchange programs from the U. S. carried on Canadian radio networks and television stations carry no such exchange benefits. Canadian unions want CBC, U. S. networks or individual U. S. stations to pay talent costs for programs originating in Canada and that this is keeping programs from being sent as exchange features to U. S. networks.

He also pointed to agreements with musicians unions which require stand-by orchestras when amateur musicians are used, although the union musicians do nothing. CBC was asked by the union for a similar agreement with union musicians in the past year for stand-by purposes. Mr. Dunton was asked what action the unions would take if the CBC tried to use amateur performers without stand-by payments. He told the committee that although the word "strike" was never used, the CBC had been told forcibly and at some length that the musicians union would not have the services of its members available to the CBC.

Mr. Dunton also said that it was difficult to obtain enough good Canadian scripts for tv dramatic programs, even though every effort was being made to encourage Canadian writers.

European Set Count Shows British Domination in TV

OFTHE 3,742,000 tv receivers in use in Western Europe at the end of 1954, 3.5 million are in the British Isles—leaving 242,000 for the eight countries on the Continent.

This information was reported by the Bureau of Foreign Commerce of the Dept. of Commerce in a trade information service pamphlet entitled "Foreign Television Development" (Part 4, No. 55-2).

Inadequate revenue for programming and technical development and the present high cost of receivers were cited as the two major drawbacks to more rapid expansion of tv in Europe.

During the first experimental Eurovision telecast—linking eight countries in a single telecast—only 10% of programs were televised, the study reported. The international hookup took place during the period from June 6 to July 4, 1954, and linked Italy, Switzerland, West Germany, Denmark, Netherlands, Belgium, France and Great Britain.

CBC Promotes Three

THREE SENIOR administrative changes at the Canadian Broadcasting Corp.'s head office in Ottawa have been announced. Marcel Carter, director of personnel and administrative services, has been appointed executive assistant. His new post will be the coordination of radio and integrated services. C. E. Sikes, with CBC and its predecessor since 1933, becomes director of personnel and administrative services. Kenneth M. Kelly, with CBC since 1939 and for past year planning and development officer in the personnel and administrative division, has been appointed assistant director of the division.

TV Set Sales Up in Canada

IN the first two months of 1955 a total of 111,236 tv receivers valued at $33,331,340 were sold in Canada, compared to 72,673 sets in the same period of 1954, according to the Radio-Television Mfrs. Assn. of Canada.
KANS, WBZ-TV WIN GOLD MEDAL AWARDS

Wichita and Boston stations receive top public service awards in fire safety and fire prevention from National Board of Fire Underwriters.

GOLD Medal Awards of the National Board of Fire Underwriters, New York, have been won by KANS Wichita, Kan., and WBZ-TV Boston for outstanding public service in fire prevention and fire safety during 1954. Winners were announced last Thursday by J. Victor Herd, president of the National Board and executive vice president of the American Fore, group of insurance companies. The Kalamaazoo (Mich.) Gazette and Illinois Valley News, Cave Junction, Ore., also received gold medals.

In addition to the gold medal winners, recipients of honor award citations in the radio classification were: WOWO Ft. Wayne, Ind., first honor award citation; WHO Des Moines, Iowa, second honor award citation; WHLM Bloomington, Pa., honor citation, and WMUB (FM) Oxford, Ohio, honor citation.

Television stations that were cited were: WMAR-TV Baltimore, first honor award citation; KTTS-TV Springfield, Mo., honor award; WFMJ-TV Greensboro, N. C., honor award, and WHAM-TV Rochester, N. Y., honor award.

Among the six honor awards in the daily newspaper category were the Twin City Sentinel (WSJS-AM-TV), Winston Salem, N. C.; and Memphis (Tenn.) Commercial Appeal (WMC, WMCF [FM], WMCT [TV]).

Mr. Herd announced that presentation of awards is usually made at a civic function in the city where the station is located. A gold medal went to KANS for a campaign which included the preparation of original recorded safety jingles sent to all radio stations in the state and outside activities beyond the limits of Kansas.

WBZ-TV merited the award, Mr. Herd said, for the production of an original film entitled "Cry in the Night," which was concerned with the safety of portable heaters. The film was made available to outside organizations as a public service.

Mpls.-St. Paul Awards Made

U. S. Treasury awards for outstanding achievement in promoting the sale of savings bonds have been presented to 11 radio and TV stations in Minneapolis-St. Paul. The stations were cited for conducting an intensive sale campaign during the second week in December, contributing to Minnesota's total for that month of $9.5 million, the highest monthly total since 1945.

The stations are: KEYD, KTIS, KUOM, WPBC, KSTP-AM-TV, WLOL, WCCO-AM, WCCO-TV, WTCN-AM-TV, WDGY and WMIN-TV. A personal award for leadership as chairman of the state radio-tv committee was presented to Larry Haeg, WCCO.

Radio Writers Award Set Up

FOLLOWING the announcement of the first tv writers award, to be given by Writers Guild of America West, Hollywood [B&T, March 21], the WGAW Radio Branch announced an award for radio writers.

Winners, confined to WGAW membership at present, will be selected for best programs in four categories: dramatic anthology series, dramatic episode series, situation comedy series and variety comedy or personality series. Nominations for eligible programs, from July 1954 to June 1955, will come from WGAW members, networks, independent stations and packagers.

AWARD SHORTS

Dave Showalter, director of public affairs, Columbia Pacific Radio Network, was only member of radio industry to receive a "Job Well Done" award for 1954 from National Vocational Guidance Assn.

George Putnam, KTTV (TV) Hollywood news commentator, tendered a special award for "outstanding work with California youth" by California State Juvenile Officers' Assn., marking first time group has "so sponsored anyone in public life."

Dale Evans, co-star of NBC-AM-TV Roy Rogers Show received first Annual Achievement Award of Radio-TV Women of Southern California as "that woman in the radio-TV industry who has most distinguished herself during the past year by her contributions beyond the normal demands of her professional career."

WIAR-TV Providence, R. I., awarded a certificate of appreciation from National Exchange Club of Toledo, Ohio, sponsors of National Crime Prevention Week, for on-the-air promotion in support of Crime Prevention Week.

S. Olive Young, salesman, WAGA Atlanta, Ga., winner of Atlanta Sales Executives Club's Victor Award as "the most outstanding Atlanta salesman for 1954." Mr. Young, a four-year WAGA veteran, has led the radio sales staff in sales for those four years.

Harris-Tuchman Productions, Hollywood, for third consecutive year received top award for radio commercials in the annual Arizona Advertising Awards, with the winning entry produced for Arizona Brewing Co., Phoenix.

Lewis G. Cowan, producer of Down You Go WABD (TV) New York, presented certificate of appreciation from American Cancer Society "for notable assistance in the crusade to conquer cancer."

Melvin L. Gold, president, Mel Gold Productions, N. Y., presented with a plaque and the title of "Honorary Lifetime President" by the National Television Film Council. Mr. Gold was founder of NTFC in 1948; held the office of president for four terms, and was chairman of the board for two terms. In his honorary post, he will become a member of the executive committee and ex-officio member of the board of directors.


MONTANA CALLS HOLLYWOOD GRAD

ANTON (TONY) GAYHART, a recent graduate of Northwest Radio & Television School's new Hollywood Studio, has gone to work in film and announcing for KGVO-TV, Missoula, Montana.

Broadcasters all over the country are finding that screened, professionally-trained graduates like Tony are saving them both money and time. Let us help you by referring qualified people to you with complete details, as they fit your specific need.

There's no charge, of course, and we assure you of prompt, personal attention. Write or call collect, John Blitri, North-west Radio & Television School, 1221 N. W. 21st Ave., Portland 9, Oregon. We have schools in Hollywood, Chicago, Washington, D. C., and Portland.
**PROGRAMS AND PROMOTION**

**TWO POINTS OF VIEW**

**PROMOTION PIECE** pointing up the superiority of its sales reach over that of a rival newspaper has been put out by Los Angeles Times-owned KTWW (TV). The mailing duplicates an ad in which the Los Angeles Herald Express said a 210-line ad in its pages attracted 138,478 readers, or 644 readers per dollar. By comparison, KTWW noted, an advertiser buying KTWW's "Triple Pay Plan" gets a commercial on Mr. and Mrs. North, Boston Blackie, and Lone Wolf, thereby attracting 1,178,586 viewers, or 1,256 viewers per dollar. "As a matter of fact," the promotion maintains, "any commercial you buy on KTWW on any day, will deliver an average of 1,185 viewers per dollar!"

**WLWC (TV) ENDS TALENT HUNT**

WLWC (TV) Columbus, Ohio, has completed an eight-week talent contest through five central Ohio counties. The station reports that this contest was the most extensive attempted in that area. The winner receives a five-day expense-paid vacation in New York and a paid in-person appearance on NBC's "Tonight."...because of the efforts of the WLWC sales staff..."Ms. Lily Wolf, in Hollywood."...In fact, the WLWC station estimated that KMA Shenandoah, Ia., and WRCA-TV, Des Moines, had increased sales by approximately $1,910,798.00, according to KMA, and the cards explain that the money represents 54,594 tons of dimes, quarters or half dollars—enough silver coin to load 1,091 average size freight cars which would measure 8.3 miles in length. The station bases its deductions on the formula, as provided by a local banker, that it takes $17.50 in silver coin to equal one pound. The promotion piece suggests that the reader, by contacting the station or Edward Petry & Co., its representative, investigate "the market so rich it takes 1,091 freight cars to haul away the KMA farm income each year."

**CARLB PROMOTES STATIONS**

TO REACH more national and regional advertisers throughout Canada, a series of two-minute messages about national selective radio is being sent to advertisers and agencies by the Canadian Association of Radio & Television Broadcasters. The folders, first of which was entitled "You Can Call the Shot" deal with the advantages of spot radio on Canadian stations. To keep the informational messages together, CARLB also mailed to advertisers and agencies a folder which shows on a map of Canada a list of the 126 member radio stations. CARLB is also distributing a booklet with the message that "Radio in Canada reaches more people, covers more homes, more often at less cost" and points out that there are more than 6 million radio sets in use in Canada's 3,886,000 homes.

**WOR SALES SERIES**

ABOUT 200 advertising agency timebuyers, account executives and media personnel in New York were invited by WOR there to attend a four-day series of breakfasts at Scharff's Restaurant for a sales presentation on the station's personalities. The meetings, which were under the direction of Gordon Gray, vice president and general manager of WOR-AM-TV, and Bill Dix, WOR sales manager, were devoted to a presentation pointing up the success of the recent John B. Gambling Madison Square Garden rally, [8ET, March 14, 7], attended by more than 25,000 fans, and the sales appeal of WOR's lineup of other personalities.

**SEARCH FOR A SALESMAN**

SALES Executives Club of Chicago is cooperating with the local Tribune on a search to find "Chicago's Salesman of the Year," who will be announced April 24 and honored at a rally sponsored by SECC at the Civic Opera House May 4. Winning salesman and the nominating party each will receive a $250 cash prize, and 38 additional $25 prizes will be given to runners-up. The contest closes April 17 and entries will be judged by a jury to be appointed by the SECC.

**KRCA (TV) UPS NEWS COVERAGE**

INCREASED interest in news of the situation in the Far East has motivated KRCA (TV) Hollywood to augment its news coverage to 14 teletests per day. Total of 85 minutes of news per weekday reportedly gives KRCA more news programming than any other tv station in southern California.

**TIMES SQUARE 'SPECTACULAR'**

SALESMEN at WRCA-AM-TV New York will see their names in lights starting today (Mon.). The following message will be spelled out in moving letters which operate on the stations' "Spectacular" in Times Square: "Advertise with us: You can sell more on WRCA and WRCA- TV. Phone salesmen George Stevens, Jay Heiten, Dan Sobel, Jim Barry, Bill Kreitner, Herman Maxwell, Carl Shutz at Circle 7-8300." The station estimates that the message will be carried once every six minutes and will be seen by approximately one million people every week.

**TONS OF MONEY**

TO POINT OUT how big the farm market is that KMA Shenandoah, Iowa, services, the station is sending to agencies and advertisers 5½" x 7" mailing pieces which put the figures in perspective. The farm market income totals..."A Matter of Time'...

HEART research film titled A Matter of Time, released last December through Association Films Inc., New York, has been shown on 328 television stations to date, according to an announcement made by the Institute of Life Insurance, New York, which produced the film. A spokesman for the institute also said that the documentary, which deals with the progress medical science has made in its fight against heart disease, has been carried by the DuMont Television Network and ABC-TV and portions of it have been shown on Omnibus, Sundays on CBS-TV. Prints of the 16mm 15-minute film are available in color or black-and-white from Association Films, 347 Madison Ave., New York 17.
"Didn't Mom tell you she heard KRIZ Phoenix advertising an electric dish-washer?"

WKY-TV Oklahoma City personnel transferring to WSFA-TV Montgomery, Ala., whose purchase by WKY-TV ownership (Oklahoma Publishing Co.) has been approved by the FCC, prepare to take a "pledge of allegiance" to the Confederate flag. Hoyt Andres, seated, former assistant manager of WKY-TV, becomes manager of WSFA-TV. Standing (l to r): Scott Berner, chief photographer; Phillis Lewis, film department; Bob Tuttle, promotion and traffic manager; Bob Doty, program manager and assistant to Mr. Andres; Mack Rogers, news director, and Gene Jacobson, production manager.

KFWB GETS AIRBORNE

With permission already granted by the Civil Aeronautics Authority and cooperation pledged by law enforcement agencies, KFWB Hollywood is awaiting FCC clearance before introducing regular aerial traffic bulletins into the station's programming.

KFWB President Harry Mazzlitt announced that the station has acquired an airplane to fly over Los Angeles' crowded streets and freeway system during peak traffic hours to broadcast bulletins aimed at motorists. The bulletins would inform the motorists how best to avoid congested routes, as well as warning them away from the freeway system when accidents and breakdowns cause traffic jams. FCC approval is required of plane-to-ground broadcasts.

TRIBUTE TO A COMMENTATOR

FUNERAL services Thursday for Walter White, 61, who died March 16, were broadcast by WLIB New York as a final tribute to the civil rights leader who had been a commentator on the station for the past three years. Mr. White, executive secretary of the National Assn. for the Advancement of Colored People, died in New York of a heart attack. Last October, he had twice entered the hospital for treatment. WLIB also devoted portions of all programs broadcast on Tuesday to tributes to Mr. White. Various aspects of his life were treated in six morning community news broadcasts. During the regularly-scheduled Walter White Show over the weekend (Sat., 5 p.m. EST), the station presented talks by close friends and associates of the late champion of the Negro's cause.

KFOX GOES TO MOVIES

SERIES of wide-screen motion picture trailers is used in seven local theaters by KFOX Long Beach, Calif., to reach an estimated audience of over 65,000 potential listeners a week.

KELLOGG PREMIUM PROMOTION

KELLOGG Co. of Battle Creek, Mich., has been distributing to grocers newly-designed cereal boxes with full-color portraits of Mary Hartline and Cliffy the Clown (from ABC-TV's Super Circus) and containing premium offers for Mary Hartline Magic Doll Kits. The premium offer is being made in connection with the purchases of Kellogg's Sugar Smacks, advertised on the network program each Sunday. Millions of the boxes have been prepared for sale by the cereal firm in recent months.

CALL OF THE YUKON

NEW crop of landowners developed among Southern California radio editors and columnists recently, when Quaker Oats Co., through KHJ Hollywood, distributed signed and notarized land deeds granting the writers full ownership of one square inch of the Canadian Yukon. Just "incidentally," the Mutual-Don Lee Broadcasting System station announced that the Sgt. Preston of the Yukon series can be heard each Tuesday and Thursday on the network.

Now It's Easter Radios

SPECIAL spot announcements were start- ed March 20 on WCUE Akron to launch a "give a radio for Easter" promotion designed by that station. Tim Elliot, president-general manager, has reported that all radio dealers in the Akron area were advised of the drive in the event that they wished to tie in with the promotion through broadcast and visual advertising and through special point-of-sale displays.

Mr. Elliot pointed out that 98% of the homes in Summit county in which Akron is located are radio-equipped but that the trend toward a radio in every room is growing. The WCUE promotion is intended to stimulate the trend. He also announced plans for a portable radio promotion which will get underway later in the spring.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B-T)
March 24 through March 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- CP - construction permit
- DA - directional antenna
- EHF - extensive high frequency
- FM - frequency modulated
- G - ground level
- td - temporary dedication
- tdl - temporary dedication limit
- uu - upper unlicensed
- w - watts
- kHz - kilohertz
- MHz - megahertz
- mc - megacycles
day - daylight
- n - night
- LS - local station
- md - modification
- tran - transmitter
- unl - unlimited hours
- ke - kiloelectron tubes
- SSA - special service authorization
- STA - special temporary authorization

FCC Commercial Station Authorizations
As of Feb. 28, 1955

<table>
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<th>Call Sign</th>
<th>Frequency</th>
<th>ERP</th>
<th>Power Level</th>
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<tr>
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<td>1400 kHz</td>
<td>10 kW</td>
<td>Class C</td>
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<tr>
<td>WOR</td>
<td>770 kHz</td>
<td>500W</td>
<td>Class B</td>
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<tr>
<td>WWOR</td>
<td>1500 kHz</td>
<td>50 kW</td>
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FCC Commercial Station Authorizations
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Television Station Grants and Applications
As of April 29, 1955

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How do you choose the best transmitting tube?

Data sheets won't tell you what tube performance, backed by the manufacturer's reputation, will.

Choose Machlett and you find...

57 years electron tube experience.
Leadership in high vacuum technique.
Design superiority in high power, big tube ruggedness and reliability.
A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

Machlett tubes are distributed by Graybar, Westrex, Dominion Sound.
For full information on Machlett's extensive line of broadcast tubes, write
MACLETT LABORATORIES, INC.
Springdale, Connecticut
WE HAVE YOUR MAN
EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
When a vacancy exists at manage-
m ent or staff level in your station,
it is of the utmost importance that
the right person be found - and
fast. Delays are costly.

There is no need to burden yourself
and your secretary with requests of
needless inquiries and dozens of
e-mail and phone contacts.
This work has already been done
by the nation's top placement
skilled personnel specialists, headed by
Howard S. Frazier, the pioneer in
Radio and TV Personnel Management.

Our placement clients constitute the
LARGEST NATION-WIDE POOL of well
generated, carefully investigated per-
sonnel ready to go to work for you.

CURRENT AVAILABILITIES
TV AND RADIO
General Managers
Continuity Editors
Commercial Directors
Chief Engineers
Product Managers
Directors
Program Directors
Directors
Tour Manager
Anchors/Announcers
Sports Directors
TV Film Editors
Continuity Writers

INQUIRE ABOUT OTHER
CATEGORIES
In most of the above categories we
have present qualified for both major
and smaller market stations. Write or
call for more information on our
position, qualifications desired and
the salary range.

WE WILL USE availabilities and fur-
nish a carefully selected group for your
consideration and direct contact.

BROADCASTERS EXECUTIVE
PLACEMENT SERVICE, INC.
708 Bond Bldg., Washington 5, D. C.
KCAR, Clarksdale, Miss.—B. R. Black, junk dealer, Mattle Lou Hart, executrix of the estate of Reagan Hart, deceased, 6/6 at Texco Bestg., Co., granted voluntary assignment of license to Blue Bonnet Bestg., (n) Wagner and Owen Cowan 6/7 at Texco Bestg. Co., for $1,500. Mr. Black is chief engineer, KYFN Bonham, Texas, and Owen Cowan is owner of the station, Granted March 30.

KYCQ, Houston, Tex.—KYKQ Inc. granted voluntary relinquishment of negative control of this station to Clayton P. Spreck, of Houston, as per voluntary transfer of control filed March 30; by letter, Granted March 30.

KBST, Butte, Mont.—KBST Inc. granted voluntary acquisition of positive control was obtained by complaint parcker filed by William K. Ulerich to control of KBST. Inc., in which he purchased 20 shares from Francis D. Waller, through sale of 14.5% interest to 4 station employees, Granted March 30; complaint, Granted March 30; by letter, Granted March 30.

WTCZ, New Martinsville, W. Va.—Magnolia Broadcasting Co., a corporation doing business in New Martinsville, W. Va., is granted voluntary acquisition of negative control of this station to Alfred H. Edmonson, of New Martinsville, W. Va., by complaint filed March 30; by letter, Granted March 30.

WTAP (TV) Parkersburg, W. Va.—Enterprise Inc. granted assignment of license to Co. To The Zanesville Times, Ohio, an arm of H. P. Blake Co., owner of 51% of WHIZ-AM-TW Zanesville, Ohio, Granted March 30; by letter, Granted March 30.

KBLJ, Austin, Tex.—KBLJ Inc. granted voluntary assignment of 10% of its stock to Mr. L. B. Bucktall, of Austin, for the purpose of transferring control of the station as per complaint filed by Edward W. Bright, field representative for Sesae Inc. Mr. Bright retains 10% interest. Granted March 30; by letter, Granted March 30.

KROB, Chattanooga, Tenn.—Raymond C. Tournay filed prehearing motion for order of dismissal March 25; no decision, Motion granted, March 30.

APPLICATIONS


WTOR Torrington, Conn.—The Torrington Bestg. Co. seeks renewal of its license to operate on channel 13, Granted March 30; by letter, Granted March 30.

WJMJ, Chicago, Ill.—WJMJ Inc., a corporation doing business in Chicago, Ill., is granted voluntary transfer of control to William K. Ulerich through purchase of 80 shares from Frank E. Waller, through sale of 10% of his stock to Mr. Ulerich, Granted March 30; by letter, Granted March 30.

WFMT, Ft. Lauderdale, Fla.—Gore Corp. seeks voluntary transfer of control to Robert G. Gore, president of the company, Granted March 30; by letter, Granted March 30.

WRCB Dalton, Ga.—James Q. Honey and Kenneth H. Fynst d/b a/o Westfield Bestg. Co. with recapitalization. Principal will now own $85,000 worth of the stock of the company, Granted March 30; by letter, Granted March 30.

WEOM Pokoemo City, Md.—Walter F. Harris Jr., seeks involuntary assignment of control of WBLY to William K. Ulerich through purchase of 50% of its stock from Fred J. Hamman, Granted March 30; by letter, Granted March 30.


WCPA, Clearfield Utah, Pa.—Clearfield Bestg. Inc. seeks voluntary transfer of control to William K. Ulerich through purchase of 50% of its stock from Fred J. Hamman, Granted March 30; by letter, Granted March 30.

WCRB Memphis, Tenn.—Chickasaw Bestg. Co., seeking voluntary transfer of control to Joseph Crawford through sale of about 50% interest for assumption of liability, Granted March 30; by letter, Granted March 30.


WBNL, Pottsville, Pa.—William J. Paninos, Granted March 30; by letter, Granted March 30.


Hearing Cases...

FINAL DECISION

Mobile, Ala.—New tv, ch. 5. FCC announced its decision granting construction permit to WRCG-TV Inc. on ch. 5 in Mobile, Ala., and denying the competing application of The Mobile Deseret Co., Granted March 23.

March 25 Decisions

ACTION ON MOTIONS

By Hearing Examiner Herbert Sherman on March 22
Krie, Pa.—Dispatch Inc.—Issued his Memorandum of Ruling announcing his denial of motion for decision by Dispatch Inc., Granted March 18 and 17 in renewal of license of station WJIC (TV) (Docket 11084), and noted expiration date of March 18.

By Hearing Examiner James D. Cunningham on March 22
WRD Atlanta, Ga.—Rodeo Atlanta Inc.—Granted motion to strike, as irrelevant, several portions of proposed findings filed in behalf of auditors, Granted March 24 in proceeding re Docket 11037.

By Hearing Examiner Anne Neil Huntington on March 24
KXGO-TV Elk, Okla., Streets Electronics Inc.—Ordered all parties, or their attorneys, to appear before prehearing conference on March 24 in proceeding re Docket 11033.


March 24 Applications

ACCEPTED FOR FILING

Renewal of License

KNJK Forest City, Ark., Forest City Bestg. Co.—(BR-2690).


KLSO Opelousas, La., KLSO Bestg. Co.—(BR-1075).

WFOP Hattiesburg, Miss., Forrest Bestg. Co.—(BR-702).

Renewal of License Returned


KSYL Alexandria, La., KSYL Inc.—(Re: Sec. II & Signature).

Central City, Miss., The Starkville Bestg. Co.—(See: Section II & Section IV).

Remote Control


March 25 Decisions

ACTION ON MOTIONS

By Commissioner K. E. Webster on March 25
Broadcast Bureau—Granted petition for an extension of time to March 24 to file exceptions to the initial decision in ch. 5 tv proceeding at Bristol, Va.—Tenn. (Dockets 10879-80).

March 26

INITIAL DECISION

Miami Beach, Fla.—New tv, ch. 10, FCC Hearing Examiner Herbert Sherman, Granted March 26; initial decision looking toward grant of the application of WITC Inc. for new tv station on ch. 10 in Miami Beach, Fla., and denial of the competing applications of L. H. Wilson Inc., North Chile Video Inc., and Public Service Television Inc., for the same channel in Miami. Action March 26.

OTHER ACTIONS


WSPA-TV Spartanburg, S. C.—Spartanburg Radio & Broadcasting Co. Upon remand by U. S. Court of Appeals, the Commission designated for hearing on April 25 application for modification of fp for WFCS TV (ch. 7) to locate transmitter on Paris Mountain with ERP of 200 kw visual and 190 kw audio, antenna height above average terrain 1112 ft, change main studio location within city, etc., granted March 30, 1984 grant to said application pending final determination after hearing; placed burden of proof on applicants Greensvile Televisio

KRTV (TV) Tyler, Tex.—Lurette Ross Lanning, FCC by letter, dismissed, for lack of compliance with rules, request for STA to provide private intercity relay system (off-the-air pickup) between Tyler and Dallas. KRTV operates on ch. 7. Action March 30.

Thermopolis, Wyo.—FCC Hearing Examiner William G. Butts granted petition of Mildred V. Ebling to move facility of KEOS TV (Docket 9832) 1000 yd. to be moved under amended application. Action March 21; announced March 24.

Routine Roundup...

March 24 Decisions

By Hearing Examiner Herbert Sherman on March 22
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By Hearing Examiner Hugh R. Hutchison on March 22
Abilene, Tex., Bill Mathis—By Memorandum Opinion and Order granted petition for leave to amend his application for a new am station to increase the operating power from 500 watts to 1 kw on 1280 kc (Docket 11180; SEP-5177).
By Hearing Examiner Basil P. Cooper on March 24

On Examiner’s own motion, ordered that hearing on application of Bucktail Broadcasting Corp. (WBTL), Emporia, Pa., for license, be continued from March 25 until 15 days after the Commission has acted on the petition of applicant to dismiss its application, at which time the Commission will rule. (Docket 11127; BR-5956).

Ordered further hearing on March 26 in ch. 9 proceeding, Orlando, Fla., involving application of Florida Power & Light Co. (Docket 11081-83, BPTCT-1103, 1891).

By Hearing Examiner James Cunningham on March 24

On Examiner’s own motion, and with consent of all parties to the proceeding, ordered that the petition of Mid-Atlantic Bestg. Co., filed Sept. 18, 1953, to reopen the record for the purpose of showing the issuance of exhibits, be dismissed (Dockets 11045-46, BR-1724, BPTCT-1689).

By Hearing Examiner Herbert Sherman on March 24

Pursuant to agreement of counsel for Dispatch Inc., Erie, Pa. (WIVC (TV)) and the Broadcast Bureau, Los Angeles, to further hearing be scheduled for April 1 at 10:00 a.m. (Docket 11048-42).

By Hearing Examiner Elizabeth C. Smith on March 24

New Jersey, The Times-Picayune Pub. Co.—Granted petition requesting certain specific corrections be made to the transcript in the 4 tv proceeding, New Orleans, La. (Dockets 8906 et al.).

March 25 Applications

ACCEP TED FOR FILING

Modification of CP

WAEL, Waseca, Minn.—Modification of CP (BPCT-1175) as mod. which authorized new tv station to extend completion date to 10-15-55 (BMPCT-2981).

Renewal of License


WJER-Ellerton, Ga.—Ellerton Bestg. Co.—(BR-139).

Renewal of License Returned

WNAT Natchez, Miss.—Old South Bestg. Co.—Modification of CP

WNRK-TV West Palm Beach, Fla.—WNRK-TV Inc.—Modification of CP, BPTCT-1681 as mod. which authorized new tv station to extend completion date to 10-25-55 (Dockets 11127; BPTCT-5966).

WJMC-Lansing, Mich.—WJMC Inc.—Mod. of CP (BPTCT-865) as mod. which authorized changes in facilities of existing tv station to change corporate name from WJMC Inc. to Gross Telecasting Inc. (BMPCT-2973).

Modification of License

WJTM-TV Lakeside, Mich.—WJTM Inc.—Mod. of CP—(BPTCT-1134) as mod. which authorized changes in facilities of existing tv station to change corporate name from WJTM Inc. to Gross Telecasting Inc. (BMPCT-2973).

March 26 Applications

ACCEP TED FOR FILING

Renewal of License

KAMD Camden, Ark.—Camden Radio Inc.—(BR-1789).


WARH Covington, La.—A. B. Blossman Inc.—(BR-2897).

KMBR Monroe, La.—Liner’s Bestg. Station Inc.—(BR-709).


KTLD Tallulah, La.—Howard E. Griffin—(BR-3000).

KTHB Thibodaux, La.—Delta Bestg. Co.—(BR-1390).

WHF Booneville, Miss.—Boonville Bestg. Co.—(BR-255-8).

WLAU Laurel, Miss.—Southland Bestg. Co.—(BR-A20).

Renewal of License Returned

KJFO Shreveport, La.—Audiocasting Inc.—(Dated BR-1-55).

WSKB McComb, Miss.—WSKB Inc.—(Rec. name of applicant).

Application Returned

WGGM Windsor, Miss., P. K. Ewing—Voluntary assignment of license to Mrs. P. K. Ewing and F. C. Ewing.

Renewal of License


KFCO-San Francisco, Calif.—American Bestg.—Paramount Theatres Inc.—License to cover CP (BR-2500) which authorized changes in licensed station (BIL-1043).

WXZZ-FM Detroit, Mich.—WXZZ Inc.—License to cover CP (BPH-1981) which authorized changes in licensed station (BIL-1041).

Renewal of License

WERS (FM) Boston, Mass.—Emerson College—(BR-150-2).

KACC-FM Abilene, Tex.—Abilene Christian College & A Texas Corp.—(BR-152-2).

Modification of CP

KRRD-FM Pomona, Calif., John H. Hoge t/a John F. Hoge—(BPTCT-1443) as mod. which authorized a new tv station to extend completion date to 10-12-55 (BMPCT-2981).

WYIE-TV Evansville, Ind.—Northwest Television Bestg. Corp.—Mod. of CP (BPTCT-1726) as mod. which authorized new tv station to extend completion date to 10-25-55 (BMPCT-2984).

WAGA-AM Atlanta, Ga.—Mass. AA Inc.—(BR-154-5) as mod. which authorized a new tv station to extend completion date to 10-12-55 (BMPCT-2989).

WOKL-TV Elyria, Ohio—Elyria-Lorain Bestg. Co.—Mod. of CP (BPTCT-1134) as mod. which authorized new tv station to extend completion date to 10-11-55 (BMPCT-2809).

License for CP


WSBF-Pompton, Mich., Paul A. Brandt—License to cover CP (BPCT-1134) which authorized new standard broadcast station (BL-5646).

WJMA Zanesville, Ohio—WJMA Inc.—(BR-2891).

KBCO HICKSVILLE, Miss., Delta Bestg. Co.—(BR-721).

Applications Returned

KRBA Benton, Ark.—Benton Bestg. Serv.—Renewal of license (name wrong and date wrong).

WKLJ Sparta, Wis.—Sparta-Tomah Bestg. Co.—CP to change frequency from 930 kc to 1260 kilocycles; increase power from 250 w to 1 kw and install a new transmitter (to be new authorized).

Radio Station and Newspaper Appraisals

Tax, estate and other general problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn

Clifford Marshall

Sterling 3-4341-2

CHICAGO

Ray V. Hamilton

Jack Thompson

300 S. Michigan

S AN FRANCISCO

William T. Stubbsfield

235 Montgomery St.

EBX 2-5671-2

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For the Record

March 29 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 25

WBWB Vineland, N. J., Community Bestg. Serv.—Granted in part, petition for extension of time in which to file exceptions to initial decision in proceeding re Docket 10135, and the time is extended to April 8.

By Hearing Examiner William G. Hutts on March 25

Thermopolis, Wyo., Thermopolis Bestg. Co.—Continued hearing motion for March 25 to April 15 re Docket 11127.

By Hearing Examiner Annie Neal Hunting on March 25

WSBD Sterling, III., Blackburn Bestg. Co.—Issued a second statement concerning prehearing conference and order of rehearing, which shall govern the proceeding in re Docket 11146.

By Hearing Examiner Elizabeth C. Smith on March 25

Broadcast Bureau—Granted petition for an extension of time to March 25 in which to file proposed findings of fact in application of Tupelo Bestg. Co. (WELO), Tupelo, Miss. (Docket 11102); the time in which to file reply findings was extended to April 8.

By Hearing Examiner J. D. Bond on March 25

Issued fourth pretrial order which shall govern the court. The further proceeding to the extent indicated in re applications of The Toledo Blade Co., et al., for ch. at 11 at Toledo (Dockets 11084 et al.), and ordered hearing of evidence to commence on June 14.

By Hearing Examiner Hugh B. Hutchison on March 26

Cambridge, Md., The Shore Bestg. Co.—Forfu- turo to agreement counsel, the hearing scheduled for April 12 is changed to April 15, in re Docket 11144.

BROADCAST ACTIONS

By the Broadcast Bureau

Granted License

WVAM Altoona, Pa., The General Bestg. Corp.—Granted license conditioned upon necessary antenna use only (DA-N) (BL-5633).

KVFC Cortez, Colo., Jack W. Hawkins and Barbara Roberts—license for am broadcast band (BL-5640).

Modification of CP

The following were granted extensions of completion dates as of WBRK-TV Jacksonville, Fla., to 9-20-55; WMBB-TV Jacksonvile, Fla., to 10-12-55; WAB-TV Waukegan, Ill., to 10-12-55; WAEL Mayesville, P. R., to 9-15-55, conditions; WTVN Columbus, Ohio, to 9-15-55, con- (Continued on page 101)

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(A Chicago suburb)

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AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

J. G. Rountree, Jr.
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Emerson 3266
Dallas 6, Texas

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Specialty
Directional Antenna Proofs
Mountain and Plain Terrain
6055 S. Broadway
Sunset 9-1892
Denver, Colorado

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3728 Konawha St., N.W., Wash., D.C.
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621 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-2548

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New York 6, N.Y.

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3728 Konawha St., N.W., Wash., D.C.
Phone Emerson 2-8071
Box 2468, Birmingham, Ala.

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4900 Euclid Avenue
Cleveland 3, Ohio

Lowell R. Wright
AERONAUTICAL CONSULTANT
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ACREDITED TECHNICAL INSTITUTE CURRICULUM
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Practical broadcast, TV, electronics, engineering home study and residence course.
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Spot your firm’s name here,
To be seen by 75,956* readers
among them, the decision-makers, station owners and managers, chief engineers and technicians—applicants
for om, fm, tv and facsimile facilities.
*1953 AER Projected Readership Survey

To advertise in the service directory
Contact
BROADCASTING • TELECASTING
1726 DESALES ST., N.W., WASH., D.C.
CLASSIFIED ADVERTISEMENTS

Advertisements Poppable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$3.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads 15¢ per inch.

No charge for blind box numbers. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N.W., Washington 6, D. C.

Advertisements: 1 transcriptions or bulk packages submitted, $1.00 charge for mailing (forward remittance separately, please). All transcriptions, photos, etc., sent at risk.

Classification expressly repudiates any liability or responsibility for their return or delivery.

RADIO

Help Wanted

Managerial

Commercial manager. Must know business and be a good horse to handle personnel and station. Excellent opportunity. Wonderful outlook. Send complete details, photo and references. Box 782G, B-T.

Radio sales manager wanted with lots of ideas for progressive midwest station. Wonderful opportunity. Send complete details first letter. Box 872G, B-T.

Manager . . . new kilowatt daytimer K-BAM! Local TV. Above average plus bonus. Only exceptional men from west or midwest considered. Resumes to Box 891G, B-T.

Radio Station WOIC needs a commercial manager with a proven part owner of a successful 1000 watt station without any inventory, high signal, and sales ideas. No floaters considered. This is not a solicitation. It will take a qualified aggressive salesman who is not afraid to sell. Demand is an opportunity of this kind offered. Contact F. A. Michalak, Radio Station WOIC, Columbia, South Carolina.

Salesmen

Florida—experienced man, draw against 15%. Box 669G, B-T.

Excellent opportunity for good salesman able to handle own copy. $75 a week salary plus 2% on all sales. Send complete details, photo and references. Box 781G, B-T.


$100.00 weekly guarantee for experienced salesman . . . salary and commission. advancement depending upon aggressiveness. Permanent employment. Full details, Box 806G, B-T.

Sales representative wanted, fully expanding staff: fully experienced, sound ideas, aggressive initiative. Send complete background, references and picture to Box 996G, B-T.

Salesman—experienced salesman is wanted by CBS affiliate located in prosperous southwestern town. Must be an experienced man. This is a permanent connection with good future for the right man. Box 626G, B-T.

Geling 5000 watts. Position open radio salesman, also radio salesman with first place, and announce engineer. Send photo, references. KCHJ, Delano, Calif.

Sales opportunity for right man as sales manager or commercial manager for radio and tv. Contact Radio Station KSFB, Jamestown, North Dakota.

Immediate opening for salesman in west Texas market. Good opportunity for an all-around man. Experience necessary if have ability. Box 666G, B-T.

Experience salesman needed to fill definite openings in sales. 2500 watt KBRK in Eugene, Oregon. Competitive market, but box is live. Send complete background and photo to KUGN, P.O. Box 112, Eugene, Oregon.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 661F, B-T.

Staff announcer for North Carolina daytimer. Good opportunity for an all-around man. Experience necessary if have ability. Box 666G, B-T.

Experienced, mature voice, announcer, disc jockey, co-host daytimer. Good opportunity. Profit sharing. Send tape. Box 996G, B-T.

Negro disc jockey, married, fine opportunity for advancement. Box 932G, B-T.

RADIO

Help Wanted—Cont'd


5000 watt CBS affiliate has opening for staff announcer. Strong on news, music and board operation. Good opportunity to work into tv. Send details and references to Program Director, KFBB-Radio, Great Falls, Montana.

Immediate opening for good newscaster. KIXN, Kirtzville, Missouri.

WANTED: Combo, 1st ticket, good engineer, strong on announcing. Excellent opportunity for good workman. Send complete data, references to KTFS, Texarkana, Texas.

WANTED—Experienced special events man for 5000 watt station in midwest. Possesses remote broadcast experience and gather and write local news, plus early morning announcing. Must be a veteran. Contact N. H. Hilton, Manager, WBUE, Lexington, N. C.


Good announcer, minimum one year's experience, Contact Bill Jaeger, WJJW, Georgetown, Delaware.


Florida station has immediate opening for girl DJ with third class ticket. Must have pleasing voice, an ability to run control board and have a working knowledge of music. $50 for 40 hours to start. Send tapes, shot and resume direct to Chuck Catterton, WSBB, New Smyrna Beach, Florida.

WANTED . . . all-around staff announcer and DJ. Must have experience. Contact Mr. H. G. Borwick, WYOS, Monticello, N. Y.

Technical


Engineer or control operator, announcing limited, permanent position 5000 watt CBS. Send full particulars of experience, salary desired, KSPR, Casper, Wyoming.


WANTED: Engineer, first phone, network station. WYAB, Rutland, Vermont.

Chief engineer, am station, 250 watts. WWWW, Baltimore 1, Maryland.

Programming, Promotion, Others

Can you whip out imaginary copy? Pitch-hit on the air? Tend to commercial traffic with dispatch and precision? This is no job for daydreamers or dawdlers. It is a top job with an eastern seaboard network. Write completely please. Box 760G, B-T.

Help wanted: Experienced program director and announcer for 500 watt. Must be good morning man. Box 900G, B-T.


Immediate opening for experienced copywriter both radio and tv accounts. Established CBS radio network in seaboard independent. Salary, references and salary to Paul Clarkson, Continuity, WSPR, New York, N. Y.

News reporter—announcer. Must be able to gather and write local news, deliver authoritative newscasts, and do some announcing. Salary $75.00 a week. Send experience, tape and sample new copy to WVSC, Somerset, Pennsylvania.

RADIO

Situations Wanted

Managerial

General manager ready to take complete charge of station. Sales, programming, etc. Midwest only. Daytimer preferred, will invest. Box 626G, B-T.

Successful general manager—thoroughly experienced. 15 years all phases. Excellent references. Available at once. Box 666G, B-T.

General manager, age 29, married, university graduate. 5 years experience from ground up. Held present management position for 3 years. Want lifetime position. Willing to invest portion of salary in part ownership. Box 666G, B-T.

Radio station manager available. Seven years experience all phases sales and music minded. Excellent record. Prefer small town. But consider any. Will invest in small station. Write Box 666G, B-T.

Aggressive selling manager, ten years experience, available. Operate economically. Interested south-midwest-southwest salary percentage basis. Travel for interview. Employer references. Box 897G, B-T.

Manager . . . 25 years radio . . . 2 years television . . . management or sales direction. References. Now available. Box 866G, B-T.

Sales manager—am—indispensable 500 w plus—north central or northwest. County population over 100,000. Salary plus commission—experienced. Box 900G, B-T.

Announcers

Announcer, deejay, available now. Go anywhere, eager to please. Coached by top New York announcers, by request. Excellent voice for opportunity to prove myself an asset to your station. Send picture and resume. Tape and resume on request. Box 763G, B-T.

Sports and newscaster, seeks more responsibility, whose service strings. Employed myself. DJ, promotion, photography. Box 977G, B-T.

Negro announcer and DJ, a smooth salesman, very good boardman. Box 812G, B-T.


Superior experienced announcer available. Good salary, working conditions required. Family. Box 866G, B-T.

Announcer: Radio or television. 2 years experience all phases radio. DJ, news, promotion, direction, 2 years college. Box 876G, B-T.


Veteran announcer, seven years experience. Definite no roaster. Excellent references. Box 467G, B-T.

Announcer, six years experience, DJ, news, staff, available immediately. This is a unique opportunity. Box 867G, B-T.

Announcer: 3 years experience metropolitan market. Excellent voice. Married, vet, college grad. Seek permanent position middle west. Tape, photo, details on request. Box 880G, B-T.

Staff announcer looking for sports minded station. Good sports background and worked all phases of radio. Not a drifter and is ambitious. Will get good commercial. Box 894G, B-T.

Talented, ambitious negro platter spinner, Outstanding show for programming, marketing, selling voice. Revealing tape, history. Box 883G, B-T.

Announcer—44, married, vet, mature voice, strong on news and commercials. Resume, tape on request. Box 864G, B-T.

Staff announcer. Strong on writing commercials. News, DJ, 3rd class ticket. Box 966G, B-T.

Three years experience. Excel sports. Staff, DJ and tv sports background. Married. 24, veteran. Box 907G, B-T.

Announcer, stations staff, light experience. High volume, very fast talker, smooth commercials, pleasing platter, seeking permanent connection. Resume, tape. Box 975G, B-T.

"Radioactive"—This announcer's summer objective in vacation relief. N.E. seaboard pre-announcer, experienced, 16 years experience, full-time basic N.Y.C. Mature, pleasant commercial deejay. Strong voice, good background knowledge of news, strong background classical music. University degree, 29, veteran. Available about July 1st. Tape, resume upon request. Box 917G, B-T.
First phone announcer—PD. 5 years experience, age 24. Relates to early morning and sales in afternoons. Will consider any and all offers. Box 935G, B-T.

Staff announcer, personality deixy, pop singer. Employed but looking for good future in good market. Will relocate. Single, 26, vit., Box 100G, B-T.

Announcer, looking for opening with small station. Fully qualified in all phases. Recent radio school graduate. Travel. Tape, Box 922G, B-T.

Staff announcer, DJ, recent graduate, willing to work hard and learn. Tape, resume on request. Box 935G, B-T.

Staff announcer—very pleasant voice, authoritative news, strong commercials, unique DJ style. High light experience dependable, ambitious, immediate availability, tapes, resume. Box 966G, B-T.

Staff announcer—married, friendly mature voice, all phases, light experience, ambitious, tape, resume. Box 966G, B-T.

Personality disc jockey, strong commercials, easy, please to dispose. Free to travel. Tape, resume on request. Box 966G, B-T.

All-round staff announcer, strong on news, DJ, and commercials. Light experience. Looking for good place to work, with emphasis on sales experience. Dependable, with good references. Tape, photo, resume on request. Write Box 121G, B-T.

Announcer-DJ,ired Hollywood hunk, smog and phoneme, 4 years broadcast. Salaries and responsibilities. Box 960G, B-T.

Negro DJ license. Tape, references. W. Betner, Jr., 107-26 128 Street, Jamaica.


Announcer, copywriter, strong commercials, news, DJ, experienced. Travel. James L. Moran, 1091 Mayfair Road, Union, New Jersey. MURD 8-4115.

Midwestern graduate desires position as announcer in established broadcasting company. Single, Degree, B.S., Tape, resume on request. Will travel. Box 966G, B-T.

Staff well versed all phases (will travel). Limited experience. Contact: Allen Richards, 412 W. 12th Street, Forest Hills, L. I., N. Y. Telephone: BO 8-2310.

Conscientious announcer—DJ, news, sports. Experienced in several departments. Prefer full-time, salaried position. Prefer, tv potential or progressive am. Northeast—Florida—Carolinas. Graduates, contact. Call or write W. R. Placik, 218 N. Parkside Ave., Chicago, III. BE-7-6721, after 6:00 p.m.

Experienced combo, excellent references, midwest. Address: Jack Telken, Box 404, Twin Valley, Minnesota.


TELEVISION

Help Wanted

Managerial

Commercial manager for vhf station in the southeast. Opportunity to establish pioneering vhf station in major network. Excellent market. The man need be thoroughly experienced, dynamic, aggressive, able to lead and direct local sales staff. Prefer one who specializes in national accounts. Has knowledge of advertising, habits and character must be above reproach. This is not coach work for play boys, yet it is not a sweat shop. An honest day's work is what we want. Our employees like our shop and find working conditions. Very seldom does one leave us. This opening is unusual and offers excellent place for the right man. Write with detailed background about yourself, giving present income, experience, business and character references, family status, health, club, church and civic activities if any. All replies confidential. Will show photograph with application. Box 966G, B-T.

Regional sales manager for vhf station to travel midwest territory. Exceptional potential. Send complete details first letter. Box 975G, B-T.

Salesmen

Five years radio sales and salesmanship experience. Desire tv opportunity in southeast. Box 982G, B-T.

Technical

Tv transmitter engineer desires to relocate. Two and one third years experience, no experience with vhf-7. Not a drifter. Have very good reason for leaving present position. Box 985G, B-T.

Radio, motion picture, photography, projectionist experienced. Audio-radio-television graduated; seeks television or radio position. Box 983G, B-T.


Projectionist wanted. Administered every phase of camera operation and television production. Filmed and photographed. Has perfect vacation work and available. Box 994G, B-T.

I can be the hostess with mostest on your tv show! I can sing, dance, play piano and act. And I can cook too! With complete theatrical background, now eyeing tv. Hope you'll say "aye" after seeing pix, resume, etc. Please write Box 911G, B-T.

College graduate desires job in tv production, complete on-the-job training, to announce. If film announcer, will accept most positions, job must have potential. Prefer Southern. Alvan E. Murphy, 303 E. Broadwell, Albin, Michigan. Phone: 8420.

FOR SALE

Stations


For sale—Radio station upper midwest. Local outlet with potential. Priced right. Write Box 986G, B-T.

Equipment

Two good used Stancil-Hoffman model M & W minature recorders; will sell together or separately. Box 895G, B-T.

RCA TP5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 712G, B-T.

Complete Trans Lux news sign, excellent condition. Terms and details on request. Box 871G, B-T.

Fm 19 amplifier (less 1 kw driver). Also included: trans lux, amplifier type 5045H. New. Reasonable. Box 985G, B-T.
FOR SALE—(Cont'd)

For sale: 3 Western Electric 8A reproducers and armatures. A reasonable offer considered. Box 815G, B-T.

Western Electric: Double jack panels $17.00. 10A limiters $6.00. 11C connecting cords $4.00. 11C re- peating cords $7.00. Box 920G, B-T.

Gates transmitter control console type SA-67 complete with properly insulated self supporting operation. Price $500.00. KGKF, Pueblo, Colorado.

For sale: RCA 1 kw uhf transmitter, antenna, and connectors. Also, Federal transmitter, con- sole, antenna, monitor, and 250 foot non-insulated self supporting tower. Contact Lyle C. Motley, WBTM, Danville, Ill.

For sale: RCA BTF-5B 5kw fm broadcast trans- mission. WHHL, Inc., Sheboygan, Ws.

Complete uhf off-air pickup, video and audio output, 5 3/4 ft. parabolic dish, receiver monitor, F.I. meter, satisfactory use up to 40 miles—$1,500.00. Address Henry Root, Chief Engineer, WLAM, Lewiston, Maine.

Job recorder, Stromberg clock model 38, orig. $1957.40. Excellent for use on announcers logs. Best offer takes it. Station WUST, Wash- ington, D. C.

10 watt REI fm transmitter, excellent condition. 40' tower, REI antenna, 100' of co-ax cable and grounding cables. All for $800. City Schools, New Albany, Indiana. Attention Vernon McKown.

RCA-kw uhf transmitter, antenna, monitor and complete studio set up for channel 28 operation. All specifications and conditions of sale available. Write to: D. L. McNamar, Purchasing Agent, University of Southern California, Uni- versity Park, Los Angeles 7, California.

WANTED TO BUY

Stations

For Lauderdale, Fla., will trade for radio property beautiful 10 unit, 10 bath apartment, 16 block from ocean. Box 735G, B-T.

Wanted to buy radio station construction permit for small town. Prefer southeast. Box 870G, B-T.

Wanted to lease good radio station in growing market. All replies strictly confidential. Box 8111G, B-T.


Equipment

Wanted: TV remote equipment including microwave relay. Box 791G, B-T.

250 watt fm transmitters in good working order. Give full particulars and price asked. Box 735G, B-T.

Used 1 kw am transmitter. Prefer Gates BC-IF. Conneetor. Box 8111B, B-T.

Need 230-foot tower, kilowatt transmitter, other equipment for new station. Also WX-2 field in- tensity meter. Box 903G, B-T.

5000 watt transmitter, used or new; full studio equipment. Box 811G, B-T.

Wanted: Used, but in good condition GPL-Wat- son var-focal lens, Model PA-861. KTVK, Phoe- nix, Arizona.


Wanted—GR type 132-P1 range extension filter. State price and condition. WGL, Fort Wayne, Indiana.

Wanted: Am frequency monitor. Chief Engineer, WTSB, Lumberton, N. C.

Tv equipment needed—Lenses needed: 2—35mm; 2—8mm; 2—90mm; 2—12mm. Also needed: 1—DuMont portable sync generator; 5—headsets; 2—connecting DuMont cables with connectors. Forward information, including price, condition and age and guarantees, if any, to Rotham, North-west Radio and Television School, 110 W. 11st Ave., Portland, Oregon.

Complete am transmitter, console and tower for 100,000 watt station. Will pay any reasonable price. Box 8111, Columbus, Tennessee.

Wanted used, condition, ready to go, short wave and broadcasting transmitters, five to one hundred kilowatts. Must be priced right. Payment in dollars stated. Airmail complete details to: Advertiser, 2 Eleyhouse Avenue, Cambridge, England.

Used dual channel console: 1 DW, fm transmitter. Radio Department, Ashland College, Ashland, Ohio.

INSTRUCTION


Your FCC first phone license in a hurry. Nation's largest professional school offers brand new streamlined course. Guaranteed coaching—na- tionwide placement. Full information rushed to you free (no salesmen will call). Get the best— it costs no more. North-West Radio & Television School, 1221 N. W., 21st Avenue, Portland 5, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. 12th St., Burbank, California. See display ad next week.

RADIO

Situations Wanted

Managerial

RADIO-TV SALESMAN OFFERS SECURITY*

* Security, Mr. Prospective Employer, is the knowledge that this seasoned and responsible man can manage your sales and allied departments in an efficient and profitable manner.

New York and other major market experience with key radio-tv stations of ma- jor network. Have been on the local and national operational sides as Account Execu- tive, in charge of Sales Development. Director of Advertising & Promotion and Sales Manager.

Currently employed, married, age 38. Opportunity for growth is important. Resume, photo and top industry references are available on request.

Box 9106, B-T

PROMOTION MANAGER

Promotion Manager, 5 years promo experience in top market AM-TV stations. Sales presenta- tions, publicity, merchandising, public relations. Graduate de- gree in advertising. References.

Box 936G, B-T

TELEVISION

Help Wanted

Managerial

WE BELIEVE IN UHF

MR. TV MANAGER DO YOU WANT?

We need immediately a capable, ex- perienced TV manager and TV sales manager to operate the affairs of a UHF station located in a large mid- western city. Must be willing to accept a capital stock of city substantially in lieu of financial reimbursement. Sufficient financial reimbursement will be made to cover living expenses. Give full details as to your qualifications, experience, family, previous employment, and date available.

Box 811G, B-T

Salesmen

TV SALESMAN WANTED


Programming-Production, Others

THE FINISHER


FOR SALE

Equipment
For Sale—(Cont’d)

Equipment

FOR SALE—USED

2 RCA 70C2 Turntables, complete with RCA & Gray arms and GE pick-ups; 1 RCA 86A1 Limiting Amplifier; Channel 4 RCA 19104C Sideband filter modified for 25 kw; Channel 4 RCA 5 kw Notch Diplexer; 1 RCA T111 Television Microwave System including (Transmitter less wave meter, Transmitter control, Receiver and Receiver control); 1 RCA WM20; 1 Jones MM200 Micromatch; 1 GE B61A FM Monitor; 1 RCA BTFB/0 FM Transmitter.

NEW

1 RCA BC28 Audio Console.

Contact

J. L. Berryhill
KRON-TV
San Francisco, California

OVER 100

That’s what J. T. Snowden, Jr., Secretary-Treasurer of the North Carolina Association of Broadcasters, said when he ordered three ads in our Classified Section.

In less than three weeks Mr. Snowden reported the response “Overwhelming”... In fact... “We have been able to place dozens of good experienced broadcasters throughout the radio and television industry of North Carolina”.

Week after week, BTV has consistently produced top results for classified advertisers.

So, whether it’s personnel or equipment you need, let BTV help you solve your problems through a classified ad.

BROADCASTING • TELECASTING

(Continued from page 96)

ditions: WTLF EVanton, Ill., to 10-12-55; KBID-
TV Fresno, Calif., to 10-12-55; KABC-TV Los Ange-
es, Calif., to 10-10-55; WPEI (TV) Everett, Wash.,
Ind., to 10-1-55; KTVU Stockton, Calif., to 10-7-55;
WNYF-TV Binghamton, N. Y., to 10-5-55; WJTV Jackson,
Miss., to 10-8-55; KSL-TV Salt Lake City, Utah, to
10-8-55.

Actions of March 24

Granted License

WESO Southbridge, Mass., WESO Inc.—Granted license for am station (BL-5659).

KXXL-TV Spokane, Wash., Northern Pacific Television Corp.—Granted license for tv broadcast station (BL-1434).

Remote Control

WKBC North Wilkesboro, N. C., Wilkes Bstmt.
Co.—Granted authority to operate transmitter by remote control.

Modification of CP

KCAR Clarksville, Tex., Tex Bstmt. Co.—Granted Mod. of CP for extension of completion date to 12-8-55.

Actions of March 22

Los Angeles, Calif., Paramount Television Productions Inc.—Granted informal application for Mod. of Perm. to transmit video transmissions of the program “Wrestling from Hollywood” via air or rail express to Canadian Television Stations. CHUT-TV Vancouver, British Columbia, CHSJ (TV) St. John, New Brunswick, CBWT (TV) Winnipeg, Manitoba, CBMT and RCA & GE pick-ups.

KPBY Perry, Fla., Taylor County Bstmt. Co.—Granted license covering installation of a new transmitter and antenna, at main studio location, as an auxiliary transmitter and antenna (1270 kc., 250 w) (BL-5653).

WPMY Perry, Fla., Taylor County Bstmt. Co.—Granted license covering installation of new transmitter and antenna, at main studio location, as an auxiliary transmitter and antenna (1270 kc., 250 w) (BL-5653).

KOLR Sterling, Colo., High Plains Bstmt. Corp.—Granted license for am broadcast station (BL-5648).

KVY Yankton, S. D., Yankton Bstmt. Co.—Granted license for am broadcast station (BL-5647).

WCKJ Greer, S. C., Greer Radiocasting Co.—Granted license for am broadcast station (BL-5650).

WLD Walterboro, S. C., Walterboro Bstmt. Co.—Granted license covering installation of a new transmitter and antenna, in antenna system (increase in height) (BL-5652).

WGST Atlanta, Ga., Board of Regents, U. of Georgia—Granted license covering installation of a new transmitter, as an alternate main transmitter, to operate on 1020 kc, 1 kw night and 8 kw day (BL-5654).

Modification of CP

The following were granted extended completion dates as shown: KHPG Tulsa, Okla., to 10-4-55; KTVO Kirksville, Mo., to 6-1-55; KERO-TV Bakersfield, Calif., to 10-4-55; KPTV Portland, Ore., to 10-4-55; WJKO-TV Birmingham, Ala., to 10-4-55; KWKM San Juan, P. R., to 8-5-55, conditions.

Actions of March 21

Modification of CP

The following were granted extended completion dates as shown: WSLI-TV Jackson, Miss., to 9-2-55; WGBR Fernandina, Ga., to 1-9-55; WJTV Mobile, Ala., to 9-2-55; WYDP Panama City, Fla., to 9-21-55; KMYR Denver, Colo., to 10-12-55, conditions.

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Broadcast Bureau—granted petition for an extension of time to and including April 12, to file exceptions to the initial decision in ch. 12 tv proceeding, Richmond, Va. (Dockets 8945, 10605) (Action 3/28).

By Hearing Examiner H. Gifford Irion

on March 28

Upon request of applicants in ch. 7 tv proceeding, Buffalo, N. Y. (Great Lakes Television Inc., all) and without objection by broadcast Bureau, ordered that the further hearing now scheduled for March 30 is continued to April 14.

By Hearing Examiner Elizabeth C. Smith

on March 28

Granted joint motion of applicants in ch. 4 tv proceeding (Television City Inc. McKeeports, Pa., et al.,) for correction in various respects to the transcript of evidence (Dockets 7287, et al.).

By Hearing Examiner H. B. Hutchinson

on March 28

Issued Statement and Order concerning matters agreed to between the parties which shall include the course of the hearing re application of Streets Electronics Inc. (KGO-TV), Emid. Okla., for Mod. of CP (Docket 11302, BMTCP-7129).

March 29 Applications

ACCEPTED FOR FILING

Renewal of License

KKBJ Russellville, Ark., The Valley Bstmts.—(BR-1588).


WDAR Savannah, Ga., W DAR Inc.—(BR-1138).

WATL Groveton, La., Morehouse Bstmt. Co.—(BR-1900).

KSHG Crowley, La., Acadia Bstmt. Co.—(BR-1886).


KANV Shreveport, La., Northwestern Louisiana Bstmt. Corp.—(BR-997).

WLOX Biloxi, Miss., WLOX Bstmt. Co.—(BR-2023).


W TOK Meridian, Miss., Southern Television Corp.—(BR-1921).

Renewal of License Returned

WBJW Picayune, Miss., Moseley Brothers.

Modification of CP

WVLN-FM Olney, Ill., Olney Bstmt. Co.—Mod. of CP (BPI-1978) as mod. which replaced expired permit for extension of completion date (BMPF-4989).

K RCA (TV) Los Angeles, Calif., National Bstmt. Co.—Mod. of CP (BPTC-1463) as mod. which authorized changes in facilities of existing tv station to extend completion date to 6-18-55 (BMTCP-2000).

WMGT (TV) North Adams, Mass., Graylock Bstmt. Co.—Mod. of CP (BPTC-1299) as mod. which authorized new tv station to extend completion date to 10-15-55 (BMTCP-2999).

KQHI Portland, Ore., Mountain Bcstg. Radio & Television Bstmt. Corp.—Mod. of CP (BPTC-1029) as mod. which authorized new tv station to extend completion date to 10-21-55 (BMTCP-2996).

License for CP

KKW-TV St Louis, Mo., KKW Inc.—License to cover CP (BPC-254) as mod. which authorized new tv station to extend completion date (BLC-284).

WSVA-TV Harrisonburg, Va., Shenandoah Valley Bstmt. Corp.—License to cover CP (BPTC-1294) as mod. which authorized new tv station to extend completion date (BLC-284).

March 30 Decisions

BROADCAST ACTIONS

By the Commission en banc

Renewal of License

The following stations were granted renewal of license on regular basis: WAJF Decatur, Ala.; WAYX Waycross, Ga.; WGBR Jesup, Ga.; WBHF Carterville, Ga.; WHMA Augusta, Ga.; WQFS Covington, Ga.; WQLS Decatur, Ga.; WQRH Cairo, Ga.; WHBB Selma, Ala.; WMOO Winder, Ga.; WRAB Mobile, Ala.; WOWL Florence, Ala.; WPFB Jackson, Ala.; WPFD Piedmont, Ala.; WTUS Tuskegee, Ala.; WZOB Fort Payne, Ala.; WHBO Tampa, Fla.

April 4, 1955 • Page 101
During 1954, more than 60% of all WHIO-TV mail came from areas outside Metropolitan Dayton. In fact, 13% of WHIO-TV mail carried postmarks—outside the estimated primary and secondary viewing areas. Further proof that when you want an area station, you want WHIO-TV, one of America’s great area stations. And when you want WHIO-TV, call our national representative, George P. Hollingbery.

Channel 7, Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS
TELESTATUS

Tv Stations on the Air With Market Set Counts

And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (△) indicates stations now on air with regular programming. Box is listed in the city where it is located. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as displayed. Set estimates are from the station. Further queries about them should be directed to the source. Total U. S. set in use is unduplicated B-T estimate. Stations not preceded by triangle (△) are grantees, not yet operating.

ALABAMA

Andalusia—
WAIQ (△) 3/8/55-Unknown

Birmingham—
△ WABC (12) ABC, CBS, DuM; Blair: 306,318
△ WBRC-TV (6) CBS, DuM; Katz: 318,600
△ WLUK-TV (4): 12/16/52-Unknown
WBGQ (16) 16/12/54-Unknown

Decatur—
△ WSML-TV (22) CBS, NBC; Walker: 26,230

Dothan—
△ WTVY (3) Young

Mobile—
△ WALA-TV (10) ABC, CBS, NBC; Headley-Read: 101,166
△ WKAB-TV (48) See footnote (c)
△ WREG-TV Inc. (5) 9/28/53-Unknown

Montgomery—
△ WCQV-TV (29) ABC, CBS, DuM; Raymer: 61,508
△ WSFA-TV (12) NBC; Katz: 89,110

Munford—
△ WTVQ (9)

Selma—
△ WSLS (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
△ KVAR (12) NBC, DuM; Raymer: 118,560

Phoenix—
△ KOOL-TV (10) ABC; Hollenberg: 119,560
△ KPHO (5) ABC; DuM; Katz: 118,560
△ KTVP (3) ABC; Weerd

Tucson—
△ KOPO-TV (13) CBS, DuM; Hollenberg: 37,657
△ KVOA (4) ABC, NBC; Raymer: 37,657

Yuma—
△ KTWA (11) NBC, DuM; Grant: 26,136

ARKANSAS

El Dorado—
△ KHERS (10) 2/24/54-Unknown

Fort Smith—
△ KFSA-TV (22) ABC, CBS, NBC; Pearsons: 72,500
△ KNAC (5) Rambeau: 6/3/54-Unknown

Jonesboro—
△ KSFM-TV (8) 1/12/55-Unknown

Little Rock—
△ KARK-TV (4) NBC, DuM; Petry: 99,581
△ KETV (11) 12/16/54-Unknown
△ KATV (7) See Pine Bluff

Total stations on air in U. S. and possessions: 267; total cities with stations on air: 281. Both totals include XEJ-TV Juarez and XECT (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total set in use, 30,025,538.

* Indicates educational stations.

* Cities NOT interconnected.

(a) Two or more VHF, TV stations, in addition to their U. S. set counts, report the following set coverage. CBS: WHEN-TV, 455,256; WOR-TV, 415,577.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 19, 1952.


(d) Shreveport Ty Co. has received initial decision from Federal Radio Commission, which is currently operated by Interim TV Corp. [KSLA (TV)].

New Tv Station

The following tv station is the newest to start regular programming.

WPBO-TV Provider
March 27.

Pine Bluff—
△ KATV (7) ABC, CBS: Avery-Knodel: 91,389

Texarkana—
△ KCMB-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
△ KBAB-TV (29) ABC, DuM; DuM; Weed: 87,000
△ KERO-TV (10) CBS, NBC; Hollenberg: 148,290

Berkeley (San Francisco)—
△ KQED (8)

Chico—
△ KCHI-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel: 60,881

Corona—
△ KCOA (32), 9/16/53-Unknown

Eureka—
△ KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair TV: 19,800

Fresno—
△ KBEY-TV (52) See footnote (c)
△ KFOO (4) ABC, DuM; DuM; 156,535
△ KFOF (54) CBS, NBC; Raymer: 42,500
△ KARM, The George Harner Station (12) Holling: Initial Decision 6/3/54

Los Angeles—
△ KABC-TV (7) ABC; Petry: 2,058,196
△ KTTV (23) 1/10/55 Unknown
△ KOP (19) Weed: 2,058,196
△ KHJ-TV (9) DuM; H-R: 2,058,196
△ KNXT (2) CBS: CBS Spot Line: 2,058,196
△ KHCA (4) NBC; NBC Spot Line: 2,058,196
△ KTLA (5) Raymer: 19,500
△ KTTV (11) Blair: 2,058,196

Modesto—
△ KTLB-TV (34) 2/17/54-Unknown

Sacramento—
△ KBIE-TV (46) 6/28/53-Unknown
△ KCCF-TV (12) ABC, CBS, DuM; Weed: 127,500
△ KCHB Inc. (3) Initial Decision 6/3/51
△ KSET-TV (10) DuM; ABC; H-R

Salinas—
△ KSBE-TV (8) ABC, CBS, NBC, DuM; Hollenberg: 492,371

San Diego—
△ KFMB-TV (8) ABC, CBS; Petry: 290,000
△ KFSD-TV (10) NBC; Katz: 285,533
△ KUSC (25) 12/23/52-Unknown

San Francisco—
△ KBA-Y (25) 3/11/53-Unknown (granted STA in May)
△ KCST (7) ABC; Petry: 1,068,555
△ KFRC (1) CBS; Katz: 1,068,555
△ KRON-TV (4) NBC; Free & Peters: 1,068,555
△ KSAN-TV (22) States National: 210,000

San Jose—
△ KQXI (11) 4/15/54-Unknown

San Luis Obispo—
△ KVEC-TV (6) ABC, CBS, DuM; Grant: 82,836

Santa Barbara—
△ KEYT (3) ABC, CBS, NBC, DuM; Hollenberg: 464,192

Stockton—
△ KOVR (13) DuM; Blair: 1,054,000
△ KTVU (36) NBC: Hollenberg: 120,000

Directory Information is in following order: call letters, channel, network affiliation, national representative, presentation set count for operating stations; date of grant and commencement target date for grantees.

April 4, 1955 • Page 103
a close look at facts...

WTHI-TV Channel 10 is the ONLY station with complete coverage of the Greater

WABASH VALLEY

• One of the Mid-west's most prosperous industrial and agricultural markets
• $714,500,000 Retail Sales in year '53-'54
• Blanketed ONLY by WTHI-TV's 316,000 watt signal
• 227,000 Homes (147,000 TV homes)

118,000 UNIQUA TV HOMES!

TERRE HAUTE, IND.

316,000 Watts

Represented nationally by:
The Bolling Co., New York & Chicago

Broadcasting • Telecasting

April 4, 1955 • Page 105
CONTRACT to sponsor Dodge News Final five nights a week on WLAC-TV Nashville is agreed to by the Dodge Dealers of Middle Tennessee. Signing the pact is Jim Brady, Jim Brady Motor Co., McMinnville, chairman of the group's advertising committee. With him are (l to r): John O'Connor, Dodge representative; Ray Bauer, Dodge district manager; Mack Sawyer, Cumberland Motor Co., Nashville (world's oldest Dodge franchise); T. B. Baker Jr., WLAC-TV Inc. executive vice president and general manager; W. W. (Bill) Walker, WLAC-TV commercial manager, and Loy G. Hardcastle, Hardcastle Motor Co., Franklin, advertising committee member.

COMPLETING arrangements between WVJS Owensboro, Ky., and Green River R.E.A. (appliance division), for 52-week sponsorship of A Chat With Jack McClure, featuring County Agent Jack McClure, are (l to r): seated, Mr. McClure and J. R. Miller, R.E.A. manager, and (standing), Leola C. Hayden, WVJS promotion manager-salesman, and Elton Dawson, department manager for the appliance division. The station believes that the contract may represent the first on-the-air sponsorship of a county agent.

AMERITONE's first tv contract, calling for thirteen 75-minute feature films on KRCA (TV) Hollywood, is signed by (l to r) Beep Roberts, station account executive; Victor Schneider, executive, Vi-Cly Industries Inc. (manufacturers of Ameritone Vinyl Bond Paint), and Harold Dreyfus, president, Dreyfus Co., Los Angeles agency.

THE JIM BURKE Buick Co. completes negotiations with WBRC-TV Birmingham, Ala., to sponsor Million Dollar Movie, Sundays, 10 to 11:30 p.m., for 52 weeks, effective immediately. L to r: Oliver Naylor, WBRC-TV general sales manager; Mr. Burke; Tom Whitley, WBRC-TV account executive, and J. Robert Kerns, station vice president-managing director.

THE ROYAL CROWN Bottling Co., Newark, N. J., will sponsor the Ames Brothers in a 15-minute musical show beginning April 1 on WABD (TV) New York. At the signing are (l to r): seated, Eugene F. Donnelly, RC executive vice president; George L. BarenBregge, WABD general manager; standing, William T. Blair, RC advertising manager, and Perry Frank, WABD sales staff.
Juvenile Jury

IT WAS just about four years ago that Sen. Estes Kefauver became the first politician to star on television. With a slight strain of the memory it is possible to recall that a minor Kefauver-for-President boom followed his sudden exposure as the righteous and relentless ringmaster of the Senate crime committee hearings of 1951.

One finds it hard to suppress the suspicion that Mr. Kefauver hopes to do it all again—this time, he presumably hopes, with more success. The national political conventions are to be held next year. This week he will begin a new round of hearings on a subject of popular interest.

He is chairman of the Senate Juvenile Delinquency Subcommittee, which has $125,000 to spend. His first big order of business will be to spend part of it on public hearings to investigate the effects of television programming on juvenile crime.

At this stage, the projected hearings do not seem to promise the intense drama and occasional, if unintentional, comedy of Mr. Kefauver's first big production. It is doubtful that there will be witnesses as fascinating as, say, Frank Costello, the shy gangster, or Virginia Hill, who testified to "trysts," as the tabloids of the times called them, with such practiced trysters as Bugsy Siegel, the late West Coast director of Murder Inc.

The Senator will indeed have difficulty in assembling another cast like that. But he is a resourceful man, and undoubtedly a hungry one after nearly four lean years without much attention from the public. He can be counted on to set as much excitement about juvenile delinquency as juvenile delinquents themselves. Somewhere, we cannot help thinking, he has hidden a junior Frank Costello, a mere slip of a Virginia Hill, who awaits his cue to come rushing with their eye-popping stories to the cameras and the microphones.

Certainly the cameras and microphones will be there, if Sen. Kefauver has to lug them in himself. He already has hinted that his committee would never be one to ban coverage by radio and television. The principle of admitting radio-tv to public hearings is, of course, sound. The Senator is to be commended for adhering to that principle.

In this case, broadcasters are in a rather ticklish position, since it is they, in a sense, who will be on trial at the very hearing which they have been invited to cover. It is to be hoped, however, that they are not frightened into overplaying Mr. Kefauver's show.

To be sure, they cannot ignore it in their newscasts. They are not, however, under compulsion to rebuild the Senator into a candidate for the Democratic Presidential nomination in 1956—not even if he produces from the wings a whole mob of wee hoodlums.

Dollars for Football

FOLLOWERS of the history of college football television last week got the impression that this was where they came in. NBC bought, for a reported $1.3 million, the television rights to the seven "national" games which the National Collegiate Athletic Assn. will permit to be telecast this year.

Last year ABC paid roughly $4 million for the right to telecast 13 games, and lost its shirt. It is not to criticize NBC, which won the rights by competitive bidding, to say that the price is still ridiculous. What is worse, the system is still ridiculous too.

The new NCAA football tv plan represents a slight concession to the regional interests of its members, but it is still a long way from the unrestricted television that must eventually come.

It is still, in short, rigidly controlled programming, with the NCAA continuing to act as a central authority of great power.

The original NCAA control formula was based on panic predictions that tv would demolish the gate receipts needed to support high-pressure football. Through a curious logic foreign to classroom teachings, the fears were soon accepted as facts on the basis of inadequate and inconclusive research that reflected the drama of tv's arrival in many communities.

College officials committed another pedagogical blunder when they refused to recognize the conclusive research data in the Jerry Jordan studies, which used gate receipts to show how entrance of tv in an area sets up a "honeymoon" period after which people go back to normal living habits—and normal stadium attendance. They compounded their blunder by maneuvering research data to yield conclusions not justified by the field findings.

In the long run, the NCAA will have to relinquish its tight control and let its members decide their television futures for themselves—that is, if the cherished academic freedom of American universities and colleges is not to be barred at the stadium gate.

Network 'Studies'; Uptown & Downtown

SOME semblance of orderly procedure seems to be emerging from the confusion precipitated by the Plotkin and Jones reports stemming from the overall television situation.

It looks as though the FCC, after all, will get funds to conduct its own "study" of networks, now that the House has approved an $80,000 special appropriation earmarked for this purpose. The Senate Commerce Committee proposes to spend a substantial part of its $200,000 budget for an overall "study" looking toward updating of the Communications Act to fit present conditions, which were undreamed of in 1934 when the Act became law.

The FCC, of course, still has to hurdle the Senate on its appropriation, but since much of that which it hopes to develop will be of basic value to the Magnuson Committee, approval should be forthcoming. The FCC for several years has asked Congress to give it additional funds for this special study, but has been stopped by the House, in which appropriations originate.

Once the FCC gets money, it will be in a position to chart its course. At that time, it is evident, it should consult the Magnuson Committee on the scope of its activity, so that the Committee's special staff will not duplicate this work, and concentrate on those matters not otherwise covered.

The FCC is an expert body. It is an arm of the legislative branch—a point made repeatedly by Chairman Magnuson and his predecessors and subscribed to by FCC's new chairman, George C. McConnaughey. The extent to which the Senate Committee, which has many other things to do, involves itself in a grass-roots inquiry into the network-tv field, will depend in large measure upon how well the FCC does its job, assuming, of course, that the Senate concurs in giving it the funds.
AN EXPERT SHOW... because all the stars are experts

"THE HOMEMAKERS"

Each personality on "The Homemakers" is an expert in her own field, chosen for this show because she is an expert. This brings talent, knowledge and entertainment to thousands of housewives in the WBAL-TV audience.

Monday thru Friday, 1:30 to 2:00 PM... what housewife isn't ready to relax at this hour? It's lunch time... the time they sit down for an hour and treat themselves to learning more about everything that interests them most.

Known as the Women's Magazine of the Air, "The Homemakers" combine all the factors usually found in several different magazines. It's a 30 minute, fast moving session, divided into three sections; cooking and kitchen demonstrations—news for women, including interviews with famous guests—fashion highlights.

And better yet, "The Homemakers" is backed by merchandising to help food brokers, appliance distributors and sales representatives.

MARY LANDIS
Cooking Expert
This culinary genius stresses variety in meals. Her famous recipes have been collected on her travels throughout the world.

MOLLIE MARTIN
Homemaking Expert
Inspiring and friendly Mollie brings amazing new interests to all housewives plus most intriguing interviews.

BOB JONES
Expert Announcer
Bob adds continuity from one set to another... keeps the show moving. When he does a commercial, he sells, BUT GOOD!
SOME GIRLS from an agency named X were blowing feathers at a coffee break, each telling the others what a wonderful time buyer she was.

"I got the fattest slide rule in the business," said Betty. "I figure if a rate per thousand doesn't figure, it doesn't figure."

"Listen, sweetheart," put in Sue, "if that's what you want, there's a station in Iowa...."

"No commercials," broke in Carol. "I follow the ratings. You can't never go wrong with an audience, especially if there's a man in it, I always say."

"Audience! You can't hardly beat this eastern Iowa audience. And it's not only bi-sexual. It's bi-sourced—farm and industrial," said Sue.

"What about buying power?" asked a fourth lady. "And signal strength? What about coverage and set count? You can't just deep-freeze them."

"They're thawed, honey. Do you know that WMT-TV, repped by Katz, reaches a potential quarter million homes with regional and CBS jewels" chimed in Sue.

"Nope—and I don't give a damn. Say, how come you're so high on this WMT-TV?"

"It's my passion for truth, dearie. Besides, who do you think is paying for this ad?"