Who is Iowa’s Favorite Radio Station for Nighttime Listening!

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO</td>
<td>44.2%</td>
</tr>
<tr>
<td>WMT</td>
<td>20.5%</td>
</tr>
<tr>
<td>KRNT</td>
<td>9.0%</td>
</tr>
<tr>
<td>WOW</td>
<td>5.8%</td>
</tr>
<tr>
<td>KXEL</td>
<td>4.6%</td>
</tr>
<tr>
<td>KGLO</td>
<td>4.5%</td>
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<tr>
<td>KMA</td>
<td>3.9%</td>
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<tr>
<td>KICD</td>
<td>3.4%</td>
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<tr>
<td>WGN</td>
<td>3.2%</td>
</tr>
<tr>
<td>WNAX</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

The figures above are an excerpt from the 1954 Iowa Radio-Television Audience Survey — one of the advertising industry’s best-known and most widely-accepted audience studies.

The 1954 Survey proves, for the 17th straight year, the effectiveness of top-notch broadcasting facilities, outstanding programming, deeply conscientious Public Service, energetic audience promotion. WHO believes in radio, and the Iowa audience believes in WHO...

Ask Free & Peters, or write us, for your complimentary copy of the 1954 Survey. It will help you in your understanding of this entire area.

FREE & PETERS, INC.
National Representatives
Climaxing a YEAR of COLOR operation...

In a demonstration of ingenuity, typical of WKY-TV operation, an electric fork lift was employed to permit the rapid transition from low-angle to high-angle shots and the mobility necessary to follow the whirling pace of America's top square dance specialists.

WKY-TV's SQUARE DANCE Festival

... a 30-minute network telecast in full compatible color from the studios of WKY-TV, carried coast-to-coast by NBC-TV!

With the colorcast of the "Square Dance Festival" on April 23, 1955, WKY-TV staff members once again demonstrated the know-how that has made WKY-TV the leader in Oklahoma Television!

From coast-to-coast, viewers watched the best exhibition groups of the National Square Dance Convention in the first full-length color program to be led an entire network by an independent TV station!

WKY-TV employed only its own staff and facilities to produce a network calibre show, the same production know-how which is responsible for Oklahoma's most popular programming on a day-to-day basis.

So, whether your plans call for color or black-and-white TV . . . let the leadership of WKY-TV in Oklahoma TV . . . born of experience and cumulative know-how . . . work for you as it has for others in reaching the largest Oklahoma audience for your TV dollar.*

*ABB Metropolitan Area Report of March, 1955, reveals that 23 of TOP 25 TV shows are on WKY-TV.
NOW... a NEW LOOK...in Colorado...

KIMN
COLORADO'S NEW RADIO CENTER
DENVER KEY STATION OF THE INTERMOUNTAIN NETWORK

New KIMN Studios, Edgewater Beach, Denver
... Denver Headquarters of MOUNTAIN MIKE

* New Personalities
* New Programming
* New Studios
* Finest AM Facilities in the West

Cover the vast* and prosperous intermountain market with KIMN and the Intermountain Network—52 hometown stations located where people live, listen and BUY!

InterMountain Network
Salt Lake City, Utah — 146 South Main
Denver, Colorado — Radio Station KIMN
Represented by Avery-Knodel, Inc.
New York — Chicago — Los Angeles
San Francisco — Dallas — Atlanta

One-fourth of the total area of the nation's fourth largest market.
EXCITING!
so exciting—
your sales potential in
this $5¼ billion market!

You find that your product sales rise quickly—when
you use WGAL-TV to advertise your product.
This super-powered station's 316,000-watt signal
sends your message from its mountaintop transmitter location to the vast, rich

CHANNEL 8 MIGHTY MARKET PLACE.
The one station that reaches this wealthy market, WGAL-TV sells your product
to more than three million people who have $5¼ billion to spend every year. For sales that grow by leaps
and bounds, buy WGAL-TV.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.
New York Chicago
Los Angeles San Francisco
ANOTHER RATE CUT? With fourth annual reappraisal of CBS Radio rate structure upcoming Aug. 25, President Arthur Hull Hayes and his executive staff meet this week with executive committee representatives and affiliates with signs pointing to another "adjustment." Plan is to make network "competitive" with NBC Radio, in view of new Monitor project (which CBS says constitutes about 50% cut rate-wise). Discussion centers around combination of adjustment of compensation to affiliates plus benefits in rates to advertisers, including discounts. Studied effort is being made to avoid calling it rate reduction, but rather "simplification" to put network on paying basis.

TOLL TV AT CONVENTION? Hot one tossed at FCC is letter from WMAL-TV seeking 30-day temporary experimental authorization to demonstrate Zenith Phonevision in Washington for edification of FCC, interested members of Congress and (perhaps principally) NARTB convention. Sets would be placed at vantage points at convention hotels, FCC and presumably Capitol. FCC staff will present plan at this week's meeting with action anybody's guess.

IRRESPECTIVE of what may happen on WMAL-TV request, Zenith plans to demonstrate closed-circuit paid tv at its suite at Sheraton-Park Hotel and is inviting small groups of broadcasters to attend scheduled showings, perhaps three or four per day, to groups of about 40.

LOG JAM • Reception that greets new 88-page, radio-ty section published for first time yesterday (Sunday) by New York Herald Tribune will be studied carefully for signs that program log, radio-ty fan magazines, such as TV Guide, are in for competitive trouble. Tribune's book is in handy digest size and contains logs for week plus features on broadcast media. Slick paper and color being used. If this presages trend among Sunday newspaper supplements in large metropolitan tv markets, national circulators such as TV Guide may find their "wide-open" field suddenly narrowed.

WTVR (TV) Richmond, ch. 6, last Tuesday entered interim affiliation with CBS whereby advertiser's desiring market will be cleared. Hereafter basically NBC, Havens & Martin station June 1 severs affiliation with NBC which moves to new WSEX-PT Petersburg, ch. 8, now scheduled to begin program operation in August. CBS, it's understood, would not sign regular affiliation contract because of "moral obligation" to WRVA, its am affiliate in Richmond, which holds initial decision (examiner's report) for ch. 12 over WRLN.

Rate for current advertisers on WTVR (TV) is $800 for class A hour base but increases to $950 effective August 14 in light of station's full power and new facilities.

STARS WEREN'T RIGHT • Vigorous effort to have Television Code Review Board amend code to permit astrology tv-film series featuring astrologer Carroll Righter was unanimously rejected by board at its meeting in Washington May 3-4, it is learned. Righter column is syndicated in many leading newspapers, and tv-film counterpart would be handled by Lou Snader, pioneer in field. Two previous efforts had been made to eliminate astrology from code ban which also covers fortune-telling, phrenology, palmreading and numerology. One high government personage, it's reported, importuned board to approve Righter-talent request.

DESPITE current reports, there has been no basic change in Pittsburgh outlook as far as CBS affiliation is concerned. Agreement to purchase WSTV-TV ch. 9 Steubenville for $3 million and move transmitter closer to Pittsburgh still stands but could be terminated by mutual consent. FCC has indicated necessity of hearing with "McFarland letter" extension already authorized to June 10. Meanwhile, reports continue on imminent merger of applicants for both chs. 4 and 11 Pittsburgh.

PRIVATE RELAYS • Considerable Congressional support for station-owned-and-operated microwave systems is being generated. Under present FCC regulations, common carrier facilities (AT&T and associated Bell companies) must be used. Number of stations, however, have complained to their Congressional delegations about costs, notably uhf operations seeking relay service from cooperating vhf outlets in larger markets.

BIGGEST contingent at NARTB convention next week will be RCA-NBC—about 300 strong. Group will be almost evenly divided between NBC radio and tv and RCA-Victor. Nearly one-fourth of display space will be occupied by RCA for its equipment and services.

TOLL RADIO, TOOT! Edgar Kobak, president of ARF and business consultant, will pose one to FCC this week to further compound and confound overall problem on toll tv. Why not toll radio, too, he will ask in formal communication to FCC? He has not made up his mind whether he's for or against subscription broadcasting at this stage but feels there should be no discrimination as between broadcast media. He also wants to know what will happen to World Series and Metropolitan Opera on radio if toll tv'ers buy up visual rights.

NEW TECHNIQUE in using radio to keep both its members and public informed during strike was used by National Conference Committee of Cooperating Railroad Labor Organizations in Louisville & Nashville strike, which terminated last week. Two five-minute reports were keyed from WMAL Washington to some 75 stations in L&N area at cost of roughly $600 a day, described as "cheaper than buying spots." Plan, evolved by Morris Novik, broadcast consultant, utilized volunteered services of five labor writers, with announcements handled by Joe McCaffrey, Washington commentator. Mr. Novik left last Thursday for Europe on Queen Mary to attend UNESCO Conference in Vienna as delegate. He also goes to Israel for meeting of Israeli Radio Council and to Italy to consult on television.

PAY-SEE PUSHERS • Extent to which subscription tv issue is being agitated is reflected in volume of mail received by FCC from members of Congress. Inquiries generally ask when FCC will act, appear to be preponderantly in favor of introduction of gadget-tv. FCC Chairman McConnaughy has also received quantities of pro-pay-see mail from personal friends who have been individually urged to write him by Zenith representatives.

ROBERT K. RICHARDS, former administrative vice president of NARTB and now its public relations consultant, has been retained by TelePrompTer Corp. No formal announcement was made but disclosure came in release, through Mr. Richards' office, of letter from TelePrompTer Chairman Irving Kahn to Senator Richard Neuberger (D-Ore.) protesting his proposed new bill to require disclosure to audience of use of props in political campaigning on tv (story page 116).

DOUBLE EXPOSURE • Irony of battle between WTRI (TV) Albany which went dark Feb. 1 when it lost its limited alternative CBS affiliation to WROW-TV Albany is this: Stanley-Warner Theatres owns 50% of WTRI. Lowell Thomas, principal in WROW-TV, is even now making new Cinerama "Seven Wonders of the World"—for Stanley-Warner exhibition.

MUCH has been said about plight of small market tv stations—uhf or vhf. In about month, facts may be known whether same red ink is used by vhf station in small city as uhf station in same type of area. That is when FCC's economists are expected to complete latest financial study of post-freeze stations up to October 1954.
There's unanimity in Kansas City:
No matter how you count the audience
the no. 1 station is

\[ WHB \]

10,000 WATTS, 710 KC

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEx—give WHB the top daytime spot with all-day average ratings as high as 49.5% (Hooper). So no matter what ratings you buy by, your best Kansas City buy is WHB. Talk to the man from Blair or WHB General Manager George W. Armstrong.

HERE IS THE WHB LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER
Average share of audience, 7 a.m.-6 p.m.
Mon.-Sat., Mar.-Apr., 1955

FIRST PLACE—TRENDEX
Average share of audience, 8 a.m.-6 p.m.
Mon.-Fri., Jan.-Feb., 1955

FIRST PLACE—PULSE
Average share of audience, 6 a.m.-6 p.m.
Mon.-Sat., Jan.-Feb., 1955 combined in, and out of home.
Tape Tv Color Success 'Beyond Dreams,' Says Mullin

BING CROSBY Enterprises Inc., working on tv tape recording, reports "success of this project is exceeding our wildest dreams," according to John T. Mullin, research director, at dedication of Minnesota Mining & Mfg. Co. research center in St. Paul (story, page 40).

He and Crosby officials were very impressed with recording of NBC-TV "Desert Song" and described it as "nearly perfect in every detail.

Mr. Mullin revealed firm's delivery of recorder color with color principles under gov't contract scheduled for September.

Crosby representatives, including Frank Healey, executive director, attended two-day showing of RCA transcontinental color telecast by video tape from New York. Minnesota Mining officials predict home type-units may sell for less than $500 when home video tape becomes reality. Estimated cost of VTR (video tape recording) equipment in commercial production, perhaps by fall, ranges from $50,000 to $150,000. Problems being solved and commercial output pegged six to 18 months away.

Progress also is being made by Armour Research Foundation, National Broadcasting Development Co., Ampex Corp., Magnecord Inc. and other firms "not too far behind either RCA or BCC," it was stated.

Limited Color Foreseen In Near Future By Kalmus

LIMITED amount of "tv product" will be color film next year and use of video magnetic tape for color recording also will be limited and probably first in kinescoping perhaps by end of this year, Dr. Herbert T. Kalmus, president and general manager, Technicolor Inc., said Friday in New York.

Increased amount of color tv transmitting and receiving equipment will mean more tv shows turning to color, he said, noting that "ultimately" great percentage of tv programs will be in color. Dr. Kalmus said majority of tv films now are being made in black-and-white with only "moderate" number of commercials being filmed for current colorcast although small amount being produced for agency and client experimenting. He said advantages in color filming of commercials now lie in helping determine proper use of color. Video magnetic tape will not replace color film for some time to come either in tv or in motion pictures, he said.

Agencies to See NBC Color

ALMOST 2,000 key advertising agency executives in 13 different cities throughout country have been invited by NBC to attend luncheon May 25 and view premier showing, via closed circuit of NBC's $250,000 survey, "Strangers Into Customers," which describes tv's impact on "typical" city of Ft. Wayne, Ind., both on buying habits of residents and on everyday living habits. Study made for NBC by W. R. Simmons Co., at suggestion of advertising executives and covers periods before and after tv came to Ft. Wayne 18 months ago. Film will be shown May 26 at NARTB convention.

TIME FOR TAPE

AMERICAN TUCK Co., distributors for Electronic Magnetic Products Div., through its agency, Grey Adv., New York, has offered to match every dollar spent by radio stations for its recording tape with equal amount for purchase of spot announcements on those stations, as means of increasing its distribution among stations.

AAA A Says Federal Suit Is Repeat of 1923 Case

JUSTICE Dept.'s complaint against American Ass'n of Advertising Agencies, part of civil antitrust suit against five media associations and AAAA (see early story, page 33), deal with "essentially the same activities" covered in Federal Trade Commission action launched in 1923 and dismissed seven years later, George Link Jr. of McKercher & Link, AAAA counsel, said Friday. He said throughout Justice Dept.'s current investigation AAAA's stated position has been that "if the law as currently interpreted requires any change in AAAA activities, the AAAA will adjust its activities and conform to the law. This, he added, will continue to be AAAA policy. He noted that since dismissal of 1923 FTC action 'there have been no changes in the activities of the AAAA in the field covered by the Dept. of Justice complaint.'

"The action of the Dept. of Justice relates solely to alleged collective agreements by the associations concerned and their members," Mr. Link said. "It does not in any way request any change in the individual arrangements between agencies and their clients or agencies' individual arrangements with individual media. Stanley N. Barnes, Assistant Attorney General, told House Judiciary Subcommittee Friday Antitrust Div. is studying problem of newspaper merger which has left some cities with only one newspaper.

WJRT (TV) to Join CBS-TV

PRIMARY affiliation of WJRT (TV) Flint, Mich. (ch. 12), with CBS-TV, effective Sept. 1, announced Friday by John F. Patt, president of WJR, The Goodwill Station Inc., Detroit, licensee, and Herbert V. Akerberg, CBS-TV vice president in charge of station relations. Worth Kramer is vice president and general manager and A. Donovan Faust, operations director.

'OMNIBUS' RETURNS

OMNIBUS, Peabody award-winning show produced by radio and tv workshop of Ford foundation, will return to CBS-TV early in October in same time period, Sun., 5-6:30 p.m., Robert Saudek, workshop director, announced Friday. This will mark fourth successive year that Omnibus has been presented. Four advertisers will once again be offered sponsorship of series.

• BUSINESS BRIEFLY

SWIFT LOOKING • Swift & Co., Chicago, reportedly shopping for new network tv property this fall in 8:30-9 p.m. (EST) slot immediately following new Perry Como show. Swift's Show Wagon with Horace Heidt being dropped in that period, but may be retained in another segment, perhaps under Swift sponsorship. Discussions now underway involving NBC-TV, J. Walter Thompson Co. and Swift executives.

MINUTE RICE RETURNS • General Foods Corp., N. Y. (Minute Rice), will sponsor program featuring Sunshine Boys Gospel Singers on 83 ABC Radio stations in South (Mon.-Fri., 12:25-12:30 p.m. EST), starting May 30. Sponsorship said to mark return to network radio by Minute Rice after absence of more than four years. Agency, Young & Rubicam, N. Y.

CERTAIN-TEED ADDS • Certain-Teed Products Corp., Ardmore, Pa. (roofing), will introduce new product line to representatives with closed-circuit telecast to 10 cities today (Mon-day). Program will be produced by Box Office Television Inc., N. Y., in cooperation with ABC-TV, originating in Philadelphia.

SUN OIL RADIO • Sun Oil Co., through Ruthrauff & Ryan, New York, placing 16-week radio campaign in about 30 markets, effective Today (Mon.).

Organization Committee To Plan Film Association

PLAN for organization of trade association among tv film distributors to be developed by committee headed by Dave Savage, Guild Films. Committee was named following meeting held last week by representatives of 30 major distributors.

Dwight Martin, General Teleradio, who presided at meeting, named organization committee. Other members are Ralph Cohn, Screen Gems; Frank Reel, Ziv-Tv; Arche Meyers, Unity Television; Herbert Gelbspan, Hal Roach Studios, and Mr. Martin.

AFTRA, L.A. Stations Settle; Union Wins Pay Increases

CONTRACT AGREEMENT between 16 independent Los Angeles radio stations and American Federation of Tv & Radio Artists settled Friday (earlier story, page 22). Two-year pact, effective May 1, provides $5 weekly pay increase for first year and $2.50 increase second year.

Additionally, stations agreed not to broadcast programs or announcements of producers or agencies declared unfair by AFTRA. Stations won stipulation of 30-day "cooling-off" period before ban becomes effective on programs, 14-day period on announcements.

WABC-TV Post to Wynn

APPOINTMENT of Lawrence L. Wynn as sales manager of WABC-TV New York, was announced Friday by Ted Oberfelder, vice president and general manager. Mr. Wynn, account executive on station sales staff, succeeds late Jare T. Adams (B+T, May 9).

May 16, 1955 • Page 7
Hardcastle Motor Company of Goodlettsville, Tenn., decided recently to take an experimental flyer on Channel 4 daytime advertising—"just to see what would happen." Purchased: the 12:15 p.m. news program with Ralph Christian, one day a week.

So what did happen? Here's what Owner-Manager Dock Hardcastle reports:

"After just our first and second broadcasts we received calls, letters and showroom visits from people all over Middle Tennessee and Southern Kentucky. After the second broadcast alone, our salespeople were answering telephone calls for more than thirty minutes. One customer purchasing a car on an outright sale said he didn't know we existed before he saw our program on television. We are amazed at the action we have obtained with this limited schedule on a daytime TV news presentation, and as a result we have extended our contract indefinitely."

For further proof of the daytime selling power of Channel 4, contact WSM-TV's Irving Waugh or any Petry man.

CHANNEL 4 WSM-TV
Clearly Nashville's #1 TV Station!
**People**

**MEREDITH M. DAUBIN**, since 1938 in law firm of Dow, Lohnes & Albertyn as tax attorney, has become associate with George D. Sutton, Washington communications attorney.

**JOSEPH SANTLEY**, recently producer-director with NBC-TV, appointed producer-director of Screen Gems' "Patti Page Show," quarter-hour tv filmed series to be presented in 175 markets starting in July, under sponsorship of Oldsmobile.

**MARVIN H. HULT**, assistant manager, named manager of WMBD Peoria, Ill., by Charles C. Caley, president.

**ROBERT O. RUNNERSTROM**, formerly manager of WLOK-AM-TV Lancer, joins WMBD in executive capacity.

**HAROLD V. PHILLIPS**, vice president of QRS, has resigned to join WTVH-TV Peoria as sales manager.


**GIL TURNER**, formerly animator at Walter Lantz, has joined United Productions of America, Burbank, Calif., assigned to "Near-Sighted Mister Magoo" series.

**JAMES W. BEACH**, sales manager of ABC-owned WBKB (TV) Chicago, promoted to director of ABC-TV Central Div. He succeeds **GERALD VERNON**, who resigned.

**EDWARD J. MONTAIGNE** named Friday as supervisor of film production for NBC TV program department. He will be associated with Nat Hiken, producer-director on new Phil Silvers' show, You'll Never Get Rich. He formerly was executive producer with William Esty Co.

**WTRI (TV) Hearing Completed**

FCC hearing on protest by WTRI (TV) Albany to Commission approval of purchase of WROW-TV Albany by CBS commentator Lowell Thomas and associates (see earlier story, page 116) was completed Friday with testimony by Mr. Thomas and H. V. Akerberg, CBS-TV station relations vice president. Both supported testimony of CBS President Franklin Stanton and others that CBS affiliation for WROW was granted based on best interest of CBS and not because of CBS debt to Mr. Thomas. Parties were given to June 30 to file proposed findings with Chief FCC Hearing Examiner James D. Cunningham.

**Lever Studies Time Periods**

**LEVER BROS.,** currently sponsoring Big Town Wed., 10:30-11 p.m., on NBC-TV, studying other time periods and expects to take over Tues., 10:30-11 p.m. period, also on NBC-TV, next season when Chrysler and It's a Great Life will be forced out of that time because of sponsor conflict with Pontiac, moving into 9-10 p.m. spot. Lever Bros. also switched agencier for Big Town last week, moving from McCann-Erickson to Sullivan, Staufier, Colwell & Bayles, New York.

**WBKB (TV) Increases Rates**

**WBKB (TV) Chicago,** ABC odo outlet, announced new rate card (No. 8) with increases covering programs, announcements and station breaks. Program charges run from $2,200 for new one-hour Class AA time to $825 for one hour Class D time on same basis, all classes downscaled for more frequent usage. Class A hourly rate up from $1,650 to $2,000. Top on announcements and breaks is $400 for 20 seconds in Class A time (one to 12 times) and lowest is $150 for 20 seconds of Class C. Rates are retroactive to April 1, 1955.

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**KTVQ-NATS Agreement**

**Up to Federal Court**

TWO-YEAR agreement whereby ch. 25 KTVQ (TV) Oklahoma City becomes identified with GE's National Affiliated Television Stations Inc., receiving new programming and financial resources [B+T, March 21 et seq.], goes today (Monday) before Federal District Judge Edgar S. Weeks there for confirmation as station's reorganization plan. Agreement already has been circulated to creditors. Petition for reorganization was granted last December with John Esau, station president, and Duke Duvali, local attorney, named trustees by court. Mr. Esau has asked to be relieved of his posts to become general business manager of Television Age.

Under plan, subject to FCC approval, station's present common stockholders will get preferred stock. Total new common stock issue goes to creditor E. A. (Jack) Faris for cancellation of note said to be in excess of $100,000. Oilman-cattlemen Faris agrees to advance station $10,000, if needed, over and above $20,000 new operating capital being loaned by NATS. Latter also will supply full film library under six-month deferred rental plan, provide management-sales advice and interim operating team. GE will defer equipment payments for year.

**Budget Hearing Thursday**

FCC hearing on its $6,870,000 fiscal 1956 budget by Senate Appropriations Subcommittee will resume at 10 a.m. Thursday instead of tomorrow (Tuesday) as previously scheduled [B+T, May 9]. Sen. Warren G. Magnuson (D-Wash.), subcommittee chairman, said Friday. Senators are expected to question FCC closely about its proposed $80,000 study of broadcasting industry and other FCC policy matters.

**FCC Sets Two-Year Policy**

FCC requires station operators to keep program and operator logs two years, but it never has spelled out how long broadcasters must keep other reports—performance measurements, auxiliary transmitter tests, political candidates' requests for time, logs of experimental and auxiliary stations. FCC now has decided that those documents should also be kept on file for two years.

**Weed Expands in Chicago**

JOSEPH J. WEED, president of Weed Television Corp., New York, Friday announced expansion of Chicago sales staff. New sales manager is George Lindsay, who will supervise Midwest sales staff including Bill Scharton, Dave Williams, Sam Edie and Joseph Fisher Jr. Additional to staff are Messrs. Edie and Fisher. Mr. Edie was previously with promotion department of ABC and CBS and has been associated with tv staff of Free & Peters, Chicago. Mr. Fisher, who also has been with Free & Peters, was general sales manager of WENR-TV Chicago and KOVR (TV) Stockton, Calif.

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**ABC JOINS NARTB**

ABC Radio network and four odo stations joined NARTB Friday, winding up membership campaign which NARTB President Harold Teweles called the "most successful in NARTB history." NARTB now has all major radio and tv networks in membership. Recent drive brought total membership to 1,991, gain of 160 stations and one network since March 1. Richard M. Brown, KPOJ Portland, Ore., is membership committee chairman. NARTB now has 1,259 am stations; 332 fm, 271 tv, eight networks and 121 associates.

**UPCOMING**

**May 17-18:** Chicago Tribune Forum on Distribution & Advertising, WGN studio, Chicago.

**May 19-20:** CBS-TV affiliates, Waldorf-Astoria Hotel, New York.

**May 22:** Radio Pioneers Banquet, Washington.

**May 22-26:** NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.

For other Upcomings see page 151.

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Broadcasting Publications Inc.
Elinor Teisch President
Maury Long H. H. Teisch Vice President Secretaries B. T. Teisch Treasurer
NARTB Convention Visitors:

(This is an advertisement about advertising)

If you like the station advertising for WMT, KGNC, WFBM, WLAC-TV, WTIX, WHB, KOWH, WCHS (in order of our appearance on their respective scenes), perhaps, while you’re in town, you’d like to visit their agency.

Object: Matrimony

The agency believes at least two things about station promotion:
1. It should be readable, even entertaining, if possible.
2. It should be believable.

Henry J. Kaufman & Associates
Advertising & Public Relations
1419 H Street Northwest, Washington, D.C.

Phone District 7-7400. Ask for Henry Kaufman, Jeff Abel, Ted Mandelstom, or Harry London.

We do not handle stations whose territories overlap. We spend more time on a station’s advertisements than the commission allowed by a trade magazine can adequately compensate for. Therefore, we charge service fees. We think they are reasonable.
WBC RADIO STATIONS—
DELIVER 26%* MORE HOMES
THAN ANY OTHER COMBINATION
OF STATIONS IN THESE
MARKETS

WBC TV STATIONS—
FIRST IN 4 OF THE 9
MILLION-SET
MARKETS IN THE U.S.

That's why no selling campaign is complete without the WBC stations. Put WBC in your plans. Call any station, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

*Nielsen Coverage Service—nighttime

In Boston, WBZ-WBZA, 51,000 watts, the only New England station with primary coverage in all six states.

In Philadelphia, KYW, 50,000 watts, delivers America's third market, covers 1,160,900 homes in 36 counties.

In Pittsburgh, KDKA, 50,000 watts, sells strong in 108 counties where 8 million people spend over $7 billion dollars annually.

In Fort Wayne, WOWO, 50,000 watts, covers 69 rich counties in Indiana, Michigan, Ohio. $4,499,760,000 retail sales last year.

In Portland, KEX, 50,000 watts, Oregon's only top-powered station, blankets the Pacific Northwest.

In Boston, WBZ-TV, Channel 4, New England's first TV station delivers America's 6th market, 1,267,223 homes.

In Philadelphia, WPTZ, Channel 3, gives a clearer picture to more people over a wider area than any other Pennsylvania station.

In Pittsburgh, KDKA-TV, Channel 2, Number one TV station in western Pennsylvania delivers America's 8th market, 1,134,110 TV homes.

In San Francisco, KPIX, Channel 5, Northern California's pioneer TV station delivers America's 7th market, 1,159,055 TV homes.
CAMPAIGN IS COMPLETE

THE WBC STATIONS

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ + WBZA + WBZ-TV, Boston; KYW + WPTZ, Philadelphia; KDKA + KDKA-TV, Pittsburgh;
WOWO, Fort Wayne; KEX, Portland; KPIX, San Francisco

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Free & Peters, Inc.
WHAT has happened in the decade since VE Day, May 8, 1945, when the European part of World War II gave to a victorious end for the Allies? Where do we stand now? What lies ahead?

Those questions, asked by editors and reporters of the Washington Post & Times Herald and answered by 10 military, scientific and political leaders, a small boy and a cartoonist, made up an hour-long TV show originated at the newspaper’s TV station, WTOP-TV Washington, and broadcast over the CBS-TV network on the 10th anniversary of VE Day, May 8, 1955.

The answers, elicited in succinct, to-the-point filmed interviews, were to some extent reassuring to the families watching on that Mother’s Day afternoon. Peace will continue for the foreseeable future, the military and scientific men agreed. (Only the cartoonist, Bill Mauldin, anticipated war.)

But the peace they foresaw is a cold war peace, a peace based not on a mutual desire of the Communist and Western powers to live in harmony but on a mutual fear to unleash the new weapons of war. Peace through U.S. military strength is too great for the Communists to dare challenge—that’s the way we shall stay out of war, they said. If we’d been stronger—and wiser—in the period immediately following World War II we’d be better off today.

Harry S. Truman, President when Germany surrendered; Gen. Walter Bedell Smith, who accepted the surrender; Gen. Omar Bradley, field commander of more troops than any other general in our history; Adm. Alan G. Kirk, in charge of getting our troops to Europe; Gen. Carl Spaatz, whose airmen dropped a million and a half tons of explosives on Germany; Dr. Vannevar Bush, coordinator of wartime science; Dr. Werner von Braun, developer of the V-2 rocket—were all of one mind: military strength, atomic weapons too terrible to use, will insure peace.

Our need for moral strength was urged by Averell Harriman, Ambassador to Russia on VE Day and now governor of New York, and by Secretary of State John Foster Dulles, who stated: "Peace and justice are goals which cannot be achieved without sacrifice and without dedication. Surely people ought to be willing to sacrifice as much for peace as they would be able to sacrifice if there were a war and they were striving for victory."

Mark Berr, who was born on VE Day and wants to be an astronaut when he grows up, said he thinks that "now is a satisfactory time to live in." President Eisenhower expressed the sentiments of many a viewer when he said: "I wish that in this cold war we could now get some victory that would make us feel as good as we felt that day of May 1945."

Although the interviews were filmed individually, they were skillfully blended together by the intervening remarks of Philip Graham, publisher of the Washington Post & Times Herald and narrator of VE-10. A rapid recap, with just a glimpse of each participant as he uttered his key phrase, gave an unusually satisfactory conclusion to the thought-provoking hour.

Broadcast on CBS-TV, May 8, 2:30-3:30 p.m., originating at WTOP-TV Washington.

Producer-director: Larry Beckerman; co-producer and news editor: Alfred Friendly; coordinator: WTOP-TV: Thomas Jones.

Filmed by: Hal Saylor and Ralph Schultz.

Narrator: Philip L. Graham.

Interviewees: President Dwight D. Eisenhower, former President Harry S. Truman, Gov. Averell Harriman of New York, Sec. of State John Foster Dulles, Gen. Omar Brad-


INTERVIEWERS: Eddie Follard, Chalmers Rob-

erts, Robert Estabrook, Edward Ryan, Mil-


LET’S TAKE A TRIP

FOR ALLING penguins with sore throats the treatment is rest and an injection of what probably is just plain vaccine of a type long known to penguins.

For the overstuffed—with peanuts, that is—stomach aches can be straightened out by a careful diet, and, of course, a rationing of peanuts.

This new knowledge was imparted in a visit Sunday (May 8), via CBS-TV, to the animal hospital in New York’s Bronx Zoo.

Let’s Take a Trip (Sunday, 3:30-4 p.m. EDT), primarily a children’s show, should rate as tops for adult watchers as well. During the few weeks it’s been around this program has been at sea on a real live tugboat and aloft in a whirling helicopter. Back on land on May 8, it visited the animal hospital. Journeying is by live TV camera which follows the foot-

steps of two children—Ginger MacManus and Brian (Pud) Flanagan—and the host and guide, Sonny Fox, a personable and natural children’s "companion."

The visit to the zoo hospital excellently illustrates the program’s format and its attraction as a television show.

Telecast on CBS-TV, Sun., May 8, 3:30-4 p.m. EDT, sustaining.

Stars: Sonny Fox, host and guide; Ginger MacManus and Brian (Pud) Flanagan, young travelers.

Production by CBS Public Affairs with producer Bill Weinstein (who alternates weekly with Stephen Fleischman).

Director: Roger Englander; technical director: Verne Cheeseman and Sandy Bell.

Writer: Selig Alkon (who alternates weekly with Bob Allison).
GET TO THE HEART OF YOUR SALES PROBLEM

with wfmy-tv

You get to the heart of your sales problem—fast, with WFMY-TV. Telecasting to some 325,000 TV homes in the Prosperous Piedmont section of North Carolina and Virginia, WFMY-TV has the true pulse of this mighty industrial area. No station or group of stations completely covers the Prosperous Piedmont as does WFMY-TV.

Too, WFMY-TV is the only CBS television affiliate serving this $2.3 billion market where there are over 2 million customers for your product. With full 100,000 watts power ... plus nearly 6 years experience programming to this 46 county gold mine ... WFMY-TV gets to the heart of your sales problem—fast!

To get your share of sales in the Prosperous Piedmont, call your H-R-P man today.
Free-for-All
EDITOR:
I see that some people now want radio and tv to give "free" time to candidates. There is no such thing as "free" time, it all costs money, and the Hatch Act makes it illegal for a company or corporation to make a contribution of money or anything of value to a candidate for federal office.

Now, however, since some big minds think that companies and corporations should give something to candidates, perhaps they should go further and state that radio and television must contribute time; newspapers, space; billboards; direct mail; button manufacturers, buttons; picture postcard manufacturers, picture postcards; smoke writers, smoke; ghost writers, ghosts; and all other companies and corporations, money. Almost forgot the cigar makers. In each case each organization must give an equal amount of time, space, billboards, direct mail, buttons, postcards, smoke, ghosts, cigars and money to each candidate.

This is my plan for systematizing chaos.

Nathan Lord, Manager
WAVE-AM-TV Louisville, Ky.

P.S. Unemployed and retired persons will be compelled on a non-discriminatory basis to watch, listen, read, wear, peruse, observe, receive, smoke.

Constant Reader
EDITOR:
... Of course, I have resubscribed since locating here. I know that I could never get along without B*T and I continue to enjoy it consistently...

Tom Slater, Dir., Radio & Tv
Fuller & Smith & Ross, Cleveland

B*T Is There
EDITOR:
The You Are There film story [B*T, April 11] is wonderful. Please send me 50 reprints. We would like to send them to the 50 top Prudential executives throughout the country.

Patrick J. Shannon
Calkins & Holdren, New York

Two More Stations Heard From
EDITOR:
An item concerning the sports programming of WFOB-AM-FM Fostoria, Ohio [B*T, April 25] forces me to take up the challenge. They mention carrying 77 basketball games and the Cleveland Indians baseball, and then say "would like to see any station in the nation post evidence of a better sports record."

Well, here goes: WPAD-AM-FM carried 142 basketball games this season, including local high school regular season games; the district, regional and state basketball tournaments complete, plus the U. of Kentucky games... 30 football games, and airs the St. Louis Cardinal baseball games including spring training, or 189 in all.

WPAD-AM-FM Paducah, Ky.

EDITOR:
Re item in 4/25/55 issue of B*T: "WFOB-AM-FM would like to see any station in the nation post evidence of a better sports record."

If the Mears, Murray and Wise think they offer top sports programming, let them look to their laurels. Here is the line-up at WESB, a 250-watt MBS outlet located in a city of 18,000 in the heart of Pennsylvania's oil fields:


What the foregoing all adds up to is close to 2,000 play-by-play broadcasts and studio sportscasts per annum here at WESB. If that doesn't top the WFOB record, may I be imprisoned in the Polo Grounds for the next five seasons. (Fate worse than death for a Brooklyn fan!)

Jack Laffin, Sports Director,
WESB Bradford, Pa.

Yearbooks Useful to Agencies
EDITOR:
... the 1955 Broadcasting Yearbook-Marketbook. I am sure that this will be as useful as ever throughout the year.

C. E. Midgley Jr., Asst. Vice President
Ted Bates & Co., New York

EDITOR:
I have found many occasions in past years to refer to the yearbook. I am glad to have a new one on hand...

Lorraine V. Ruggiero
Young & Rubicam, New York

EDITOR:
It may interest you to know that our back file of this series is constantly referred to, inasmuch as the history of a particular market is often an important tool in estimating future trends.

I would like to add my congratulations to the others I am sure you have received on this
IN CONJUNCTION WITH THE NARTB CONVENTION

THE DAYTIME BROADCASTERS ASSOCIATION
URGES ALL MEMBER STATIONS
(AND INTERESTED NON-MEMBERS)
TO ATTEND THE MAY 23rd MEETING
TO BE HELD IN THE SHOREHAM HOTEL
MONDAY—MAY 23rd-4:30 P.M.

A NATIONAL ASSOCIATION OF OVER 200 MEMBERS ORGANIZED TO SERVE THE INTERESTS OF ALL DAYTIME & LIMITED TIME STATIONS

OUR PRINCIPAL OBJECTIVES

1
Seek fixed hours daily the year-round for Daytime stations. 5:00 AM to 7:00 PM daily.

2
Limit interference-free primary contour protection for ALL stations to .5 millivolt per meter daytime.

3
Represent the interests of Daytime and Limited stations so that the broadcast services of “Daytimers” can more adequately serve in the public interest.

ONE-THIRD (900) OF THE NATION’S 2700 “AM” BROADCAST STATIONS ARE DAYTIME ONLY. TWO-THIRDS OF THESE (574) ARE IN COMMUNITIES THAT ARE WITHOUT FULLTIME “AM” SERVICE.

If you are one of these Orphans of the Radio Spectrum, we urge you to make plans now to attend this meeting. It’s vital to your welfare!

Ray Livesay, President, DBA WLBH (WHOW), Mattoon, Illinois

Alf M. Landon, Vice Pres. (KSCB, Liberal, Kans.)
Topeka, Kansas

George Volger, Secretary KWPC, Muscatine, Iowa

Jack Younts, Treasurer WEEB, Southern Pines, N. C.
OPEN MIKE

wonderful annual you publish. Please be assured the YEARBOOK has been put to use quite a bit so far and will be referred to constantly.
Thomas J. Glynn
J. Walter Thompson Co., New York

EDITOR:
... The value of this book to a timebuyer is inestimable. Actually, I cannot exaggerate its utility. In the few days that I have had the book, I have had recourse to use information included therein no fewer than on three separate occasions. It is really a wonderfully unbiased source of comprehensive radio information—which I need not tell you how difficult it is for a timebuyer to come by.
Elaine Schachne
Emil Mogul Co., New York

WAPA Not for Sale
EDITOR:
With reference to your news story May 9, page 78, I wish to state unequivocally that WAPA-AM-TV San Juan, Puerto Rico, is not for sale.
Jose Ramon Quinones
President & Owner
WAPA-AM-TV San Juan, P.R.

Teacher's Pet
EDITOR:
Although the education section in B*T is necessarily rather brief, it has become the best regular source of news in the area of educational broadcasting. Thank you for this service.
Gale R. Adkins, Dir. of Radio-Tv
U. of Texas, Austin

Cheers for Fellows
EDITOR:
Congratulations on the fine interview with Hal Fellows [B*T, May 2]. The picture series was very good, too...
Ray Livesey, President
Daytime Broadcasters Assn.

Good Relations
EDITOR:
That was a very good article on the Scott Paper Co. and its relationship to television [B*T, April 4]. I appreciated the kind things you had to say about their sponsorship of Omnibus...
Robert Saudek, Executive Producer
Tv-Radio Workshop
The Ford Foundation, New York

We Want Sweeney
EDITOR:
... Please enter an order for us for 250 reprints of the interview with Kevin Sweeney of RAB that appeared in the March 28 issue of B*T. We plan to distribute same to our member stations and have a few copies in reserve...
Charles W. Fenton, Sales Dir.
Canadian Assn. of Radio & Television Broadcasters
Toronto, Ont.

[EDITOR'S NOTE: To meet the demand, B*T has made a second reprinting of the interview with Mr. Sweeney. Copies are available at 35 cents apiece, $15 a hundred.]
with **WAVE**

you don't buy the hog—

**YOU BUY THE BACON!**

WAVE and *only* WAVE gives you the real *meat* of Kentucky . . .

*at the right price*, without waste.

**BIGGEST MARKET**
The rich Louisville Trading Area accounts for 42.5% of Kentucky’s
total Effective Buying Income! The borders of this area
coincide almost exactly with those of WAVE’S 50% BMB daytime area.

**TOP SELLING**
Listeners are sold on WAVE programming . . . and no wonder.
WAVE is the *only* NBC station in or near Louisville. As for local
programming, WAVE has 62 good people on radio only, 44 of them
exclusively for *on-the-air* radio activities.

Don’t go whole hog. Bring home the *bacon* . . . with WAVE.
NBC Spot Sales has the figures.

**WAVE**
**LOUISVILLE**
**5000 WATTS**
**NBC AFFILIATE**

**NBC SPOT SALES**
National Representatives
RESERVE THESE IMPORTANT SELLING DATES:

- September 11: Premiere
- October 9: Fall Season
- November 6: Pre-Thanksgiving
- December 4: Pre-Christmas
- January 1: New Year’s Day and Winter Travel
- January 29: Cold Weather Items
- February 26: Pre-Spring, Lent
- March 25: Pre-Easter
- April 15: Spring Items
- May 6: Pre-Mother’s Day
- June 10: Pre-Father's Day and Graduation
- July 8: Summer Season
- August 5: Summer Travel
- September 2: Back to School
Now for the first time the excitement and power of the Spectaculars is within the budget of any national advertiser!

COLOR SPREAD, a new series of 90-minute color extravaganzas, will be introduced this fall and will be sold on a participation basis. It will be seen in the primest of prime evening time, 7:30-9:00 PM, NYT, approximately every fourth Sunday.

SPECTACULAR SCHEDULE: On color spread you will be able to place a full 90-second commercial immediately before every major merchandising event throughout the year. Note the key dates at the left, buy as many participations as you need—on the dates you need them most.

SPECTACULAR AUDIENCE: Based on the performance of the NBC Spectaculars this past season, an audience of over 30,000,000 viewers is expected for every color spread commercial.

SPECTACULAR SALES IMPACT: The Sunbeam Corporation reports that more than a million Sunbeam Fryers have been sold, at $25 each, following its commercials on NBC-TV's Spectaculars. Color spread is something that your salesmen can crow about. Its gigantic nation-wide promotion and publicity can be merchandised to the hilt.

Call your NBC representative while choice selling dates are still available.

exciting things are happening on NBC TELEVISION
Even in our wildest dreams we didn't believe we were so good, but Mr. Pulse put his fingers on the collective wrists of 22 Middle Georgia counties a few weeks ago and reports that the heart of the state really beats for our TV.

Yessir, 65% to 73% share of audience on week days; 72% to 76% on Saturdays; 64% and 71% in the two Sunday breakdows. Four other stations and "mice" had rather lean pickin's on what was left.

When it came to the "top fifteen once a week shows" they were all on WMAZ-TV, as well as all of the "top ten multi-weekly shows," and these ten included five of our own 13 daily live productions.

Yep, we don't take off our hat too much around these parts, as you can easily find out by asking Avery-Knodel to show you the latest Pulse which brought out the above facts.

We know we can be a good salesman for you, and we think a good salesman should always ask the prospect to buy.

So, Mr. Advertiser, how about buying Georgia's Lucky 13 station?

WHAT manner of man is he, this McConnaughey who runs the FCC? And runs it he does, perhaps as no man has since the days of James Lawrence Fly.

Three thousand broadcasters who will attend the NARTB convention in Washington next week will make their own appraisal of the FCC's new chieftrain when he addresses them at the May 24 luncheon, and afterward operates in the cross-fire of the FCC panel quiz.

George Carlton McConnaughey says he learned two things when a boy in Hillsboro, Ohio. One was that to earn a dollar one has to work. The other, a passionate love for his native state and that for which it stands. Add his Scottish ancestry and an adult lifetime devoted to law, and you have a man with strong convictions about free enterprise and states' rights.

George McConnaughey hasn't been on the communications scene long enough to earn either the brickbats or the bouquets of the regulated body-politic. He has demonstrated that he doesn't intend to brook any interference with his prerogatives as chairman. But he has also given evidence of a quiet sense of humor in his conversations and speeches.

A life-long Republican, he was appointed by President Eisenhower last fall to succeed former FCC Comr. George E. Sterling, whose term runs to June 30, 1957. Mr. McConnaughey is noted for his administrative ability and has 30 years experience in corporation law, utility regulation and business dealings.

He has made six speeches prior to next week's address to the NARTB. Throughout these talks, one thread has been repeated and emphasized.

"My firm conviction is that government should exert a minimum of interference with the lives and fortunes of its citizens," Mr. McConnaughey said at Light's Diamond Jubilee banquet in Cleveland last October. "I favor as few controls possible and only those that are justified and basically necessary in the public interest," he told the National Assn. of Educational Broadcasters in New York last October.

"Government should not exercise controls over the free enterprise system except when it is definitely in the public interest," he said to the Institute for Education by Radio-Television in Columbus last month.

Mr. McConnaughey was born in Hillsboro, the county seat of Highland County, Ohio, June 9, 1896. Hillsboro population 5,000, is about 50 miles from Cincinnati. The son of a county doctor, he took care of his father's horses and earned spending money selling milk from the family's cows. He entered Denison U. in Granville, Ohio, and in his junior year enlisted in the Army for World War I service. As a field artillery lieutenant, Mr. McConnaughey saw combat overseas in the Meuse-Argonne and Vosin battles.

It was at officer training camp that he met and became fast friends with a fellow Ohioan, John W. Bricker. Sen. Bricker (R-Ohio) is head of the Republican National Commerce Committee, which oversees FCC matters.

Returning to Denison after the armistice, Mr. McConnaughey completed his schooling there, with a Ph.B. in 1920, and went on to Western Reserve U. Law School in Cleveland, receiving an LL. B. in 1921.

At Denison, the young McConnaughey was what is termed today a big wheel. He pitched for the varsity baseball team. He was the Ohio intercollegiate pole vaulting champion. He also ran the low hurdles and the 50-yard dash. He was president of his junior class, a member of the dramatic society and sang second tenor in the glee club.

In college he was Sigma Chi and in law school Phi Delta Phi, the legal fraternity.

For 16 years after law school, Mr. McConnaughey practiced law in Cleveland. During this time he also served for two years as assistant law director for the city. His specialty was corporation law.

In 1939, Ohio's then Gov. Bricker appointed Mr. McConnaughey to be chairman of the Ohio Public Utilities Commission in Columbus, the state capital. He served for six years.

In 1945, Mr. McConnaughey resumed his law practice in Columbus—corporation and utilities representation.

After eight years of private practice, Mr. McConnaughey was again called to public service. President Eisenhower appointed him in the fall of 1953 to be chairman of the Federal Renegotiation Board. This is the agency which oversees the settlement of government contracts. It was from there he was chosen to be FCC chairman last October. He was confirmed last March.

One year after Mr. McConnaughey became a lawyer, he married Nelle Louise Morse. Both had been students at Denison. The McConnaughes have two sons, George C. Jr., a Columbus attorney, and David C., an Air Force lieutenant.

Mr. McConnaughey is a Presbyterian and a Mason. He is a member of the American Legion, the Columbus Athletic Club and the Scioto Country Club. He is also a trustee of his alma mater, Denison U.

His philosophy about broadcasting was summed up for B'U two weeks ago: "Broadcasting," he said, "must be kept as an open, free, private enterprise. There must be a minimum of government control. Broadcasting is not in the public utility category."
H-R REPRESENTATIVES, INC.
TELEVISION INC.

invite you
to make
Foot Prints
to our suite
in the

STATLER HOTEL
Washington, D. C.
during the
NARTB Convention
MAY 22-26

Hearty Handshake
with all the trimmings
H-R REPRESENTATIVES INC.
STATLER HOTEL

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President
ETHEL: You didn’t ask the price.

LUCY: Ethel, you don’t ask the price in a place like this.

ETHEL: You don’t?

LUCY: Of course not. You wait till they turn their backs and then you sneak a look at the price tag.

If there are still some advertisers who are intimidated by television’s dimensions, we’d like to put them at their ease.

Despite the obvious impact of the medium, its tremendous audiences, and its hold on the attention of the average family for over five and a half hours a day, today’s television advertiser is a shrewd shopper.

He wants to know if he is getting consistent, cumulative sponsor identification. He’s no longer dazzled by mere size of audience. Like any other shopper who likes to know what things cost, he looks very sharply at television’s price-tag — its cost per thousand customers reached.

And the values of television easily bear inspection.

The average cost of reaching customers with an advertising message on network television is $1.23 per thousand.

This is at least 54% less than any combination of printed media would cost to deliver a message to the same number of people. And television reaches larger audiences than any other mass advertising medium.

We’d also like to report that the average cost per thousand is 8% lower on CBS Television than on any other network.

More viewers for less money is implicit in the cost of an advertiser’s message on CBS Television—a price-tag that is manifestly attractive to advertisers since they commit more of their advertising investment to CBS Television than to any other single medium in the world. CBS TELEVISION
A GEOGRAPHY LESSON . . . One of a Series

are BALTIMORE and NORFOLK in WASHINGTON STATE?

In case you suspect we’ve become rusty in our geography, we hasten to say we are aware that Baltimore and Norfolk are NOT in Washington State. We’re merely pointing out that the sum of the populations of these two eastern cities is less than the population served by KTNT-TV in its “A” contour.

Within the “A” contour boundaries of KTNT-TV there are more than 1,200,000 able-to-buy people . . . almost half the population of Washington State. And, in addition, KTNT-TV’s INFLUENCE AREA extends throughout Western Washington and into Canada to the north and into parts of Oregon to the south.

The Puget Sound area . . . the KTNT-TV area . . . has a Per Capita Income greater than the U.S. national average.

In Washington State, Advertise Where the PEOPLE are . . . Buy KTNT-TV.

316,000 WATTS

CHANNEL ELEVEN

CBS Television for Puget Sound


CAROL SLEEPER

on all accounts

AN AFFINITY for mathematics persuaded Carol Sleeper, radio-TV timebuyer for Geyer Advertising Inc., New York, to abandon a projected career in publishing and enter the advertising field.

Miss Sleeper finds her mathematical bent a most useful tool in performing her duties for such accounts as Tetley tea, Kiwi shoe polish, American Home Foods Div. of American Home Products Corp., Kelvinator Div. of American Motors Corp., Olivetti Corp. of America, Paul Masson Wines and Boyle Midway Inc.

Timebuying duties at Geyer are shared by Miss Sleeper with a colleague, Betty Powell, who handles American Motors Corp. and Nash Motors Div. exclusively. Since the agency’s radio-TV billings are roughly about $8 million (out of total billings of about $20 million), Miss Sleeper spends a busy day at her chores.

She was born in Burlington, N. J., and attended the local elementary school and Burlington High School. After graduation, she studied at the Pierce College of Business Administration in Philadelphia for three years. Before plunging into the business world, Miss Sleeper relaxed for five months in Florida and three months on the Jersey shore, and then headed for New York and a job (she hoped) in the publishing field.

But her plans were quickly changed. She was recommended for a position as a secretary with Doherty, Clifford & Shenfield (now Doherty, Clifford, Steers & Shenfield) and accepted when she learned that the job involved “working with figures.” She remained there for four years and advanced to research assistant, assistant buyer and finally timebuyer. Before joining Geyer two years ago, she spent two years as timebuyer for N. W. Ayer & Son.

Miss Sleeper’s background has been exclusive-ly in radio-TV and she is convinced they can produce “wonderful results” for clients if used properly. She is particularly impressed with the use of spot radio, and notes that Geyer’s campaigns on behalf of Burnett’s Extracts rely exclusively on eight-second ID’s. Miss Sleeper also has a good word for the daytime package spot plans that many TV stations offer.

A phase of Geyer’s method of operations that impresses her most favorably is the close working relationship between the account executives and timebuyers. She believes that the background acquired on the sales and distribution problems of a client provides a valuable measuring-rod for the timebuyer.

Miss Sleeper lives in an apartment in mid-Manhattan. For relaxation, she likes sailing and cooking. She enjoys semi-classical and “rhythm and blues” music and mystery-thriller books.
Checkout for Quality

You get the finest, most thoroughly tested broadcast transmitter available today when you select Collins. Careful attention to detail, from engineering to production, guarantees reliability and economical operation. There are many factors behind Collins outstanding quality — the final test of every transmitter on the broadcaster's frequency and load condition is only one of the valuable "extras."

Your assurance of trouble-free installation and outstanding performance is the record of hundreds of satisfied Collins owners. For over 20 years Collins has designed and built broadcast equipment of matchless quality for your individual requirements.

Visit The COLLINS Exhibit at the NARTB Convention and See the latest in Transmitters, Consoles, and Audio Units.
WORLD INTRODUCES AT THE

"RADIO'S BIG LITTLE MAN"

THE GREAT NEW IDEA THAT OPENS A BRIGHT NEW FUTURE FOR RADIO!
THE N.A.R.T.B. CONVENTION

The greatest spot selling and merchandising plan ever devised for radio stations!

SEE AND HEAR RADIO'S BIG LITTLE MAN in SUITE B 201 & 203 Shoreham Hotel, May 22-26
Narragansett Lager Beer, brewed in one of America's great breweries and largest purchaser of New England TV time, is "sold" on WJAR-TV, Channel 10. In addition to sponsoring a home-and-away schedule of Boston Red Sox major league baseball games, Narragansett has pioneered in spot video by maintaining across-the-board adjacencies to key network and live local programming.

The first King-Size bottle, originated by Narragansett, was introduced in the Southern New England market on Channel 10 and from then on 'Gansett sales have been just that — King-Size!

Client: Narragansett Brewing Company
Agency: Cunningham & Walsh, New York City

Represented Nationally by WEED

Powerful 10
Providence, Rhode Island
RADIO: CONSTANT COMPANION FOR THE PEOPLE OF AMERICA

Three-area Politz study confirms earlier finding that even in places of deep tv saturation, 'almost everybody listens to radio.' This reaffirmation of radio's impact is a sequel to the 11-market survey made two years ago for stations represented by Henry I. Christal Co.

RADIO'S PENETRATION, in all parts of the home and all places outside the home, its unique ability to entertain and inform individuals while they are engaged in some other activity, have made it the "constant companion of the American people," even in areas of tv saturation, according to a study made by Alfred Politz Research Inc. in areas served by WJR Detroit, WHAS Louisville and WGY Schenectady.

But radio's strength has never been properly measured, the report notes. "Once the patterns of how a radio operates as a companion are clearly understood—how it reaches almost everyone, how it penetrates while people are also doing other things, how it follows people as they move about from room to room in the house and everywhere they go outside the home, how it is an individual, personal medium—it becomes more and more apparent how difficult and prohibitively costly it would be to trace out a reliable approximation of the audience for any one quarter-hour program pinpointed in the long broadcast day.

"Radio," the report avers, "has long been underestimated because there have been no companion rating methods for the companion medium."

This new Politz study, made last November and released today (Monday), is a sequel to an 11-market study published in 1953 under the title, "The Importance of Radio in Television Areas Today" [B&T, July 27, 1953]. That survey, conducted by the Politz organization for 11 radio stations represented by Henry I. Christal Co., found that nearly everyone in those tv areas was still a radio listener.

The current study, made for three stations represented by Christal, confirms this earlier finding and translates it from a general conclusion into terms of individual stations and their audiences. "The individual station, after all, is the entity the advertiser buys and to which the listener actually tunes," Mr. Christal comments in his foreword to the report.

Titled "Radio Today," the three-area study reafirms, two years later, the continuing vitality of radio—the companion medium," Mr. Christal declares. "But, further, it reveals how selective and discriminating listeners are in choosing their favored companion, and, in this discovery, provides advertisers with new, significant yardsticks for their use of radio.

Five conclusions of the 1953 national study are substantiated by the new area studies:


More than half of the adult population in each area listen to the radio on an average day (55% in the WJR area, 55% in the WHAS area, 58% in the WGY area). More than three-quarters listen in an average week (WJR—76%, WHAS-83%, WGY-81%). More than 80% listen in an average month (WJR-84%, WHAS-89%, WGY-87%).

"Audience figures of these dimensions," the report points out, "clearly demonstrate the continuing importance of radio to the people. The similarity of the weekly audience (76%-83%) in areas of markedly differing television saturation (WJR, 83%; WHAS, 50%; WGY, 82%) makes it plain that, whatever the effects of television on radio, television definitely does not replace radio."

2. "Such Universal Listening to Radio Is Possible Because of Another Unique Companion Characteristic—Radio's Mobility Within the Home."

Most of the early morning at-home listening occurs in the kitchen, then shifts to the living room, where most people do their radio listening in the afternoon and evening hours, and finally late in the evening moves into the bedroom (see table on next page). "The dimensions of this out-of-home audience, for too long casually dismissed as an immeasurable

<table>
<thead>
<tr>
<th>WHAT PEOPLE WOULD DO TO VERIFY A RUMOR OF WAR</th>
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<tr>
<td>Turn on Radio</td>
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<td>----------------</td>
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<tr>
<td>Turn on Television</td>
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<tr>
<td>Turn on Radio or Television</td>
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<tr>
<td>Call Radio or Television Station</td>
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<tr>
<td>Call Newspaper</td>
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<tr>
<td>Call Police, Fire, Civil Defense</td>
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<tr>
<td>Call Neighbors, Relatives, Friends</td>
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<tr>
<td>Ask Neighbors</td>
</tr>
<tr>
<td>Buy Newspaper</td>
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<tr>
<td>Miscellaneous</td>
</tr>
</tbody>
</table>

Survey Question: Suppose you were at home and heard a sudden rumor that war had broken out, what would you do to find out if the rumor was true?

Possible Because About Everyone Owns One or More Radios."

Of the total adult population in the WJR area, 97% own at least one home radio, 86% live in households with at least one passenger car and 74% of those households have at least one car equipped with radio. In the WHAS area the set-ownership figure is 95%, the car-ownership figure 73% and the car-owning households with auto radios 67%. In the WGY area, 98% of adults own home radios, 83% have cars in the family and 65% of those families have auto radios.

3. "... and Because of a Unique Advantage Enjoyed by No Other Medium—People Can

"Plus," are large enough to contribute a powerful medium in itself," the report states.

Radio is also the medium to which people would turn first in time of emergency, the Politz surveys found. Asked how they would go about verifying a rumor of war, well over half of those interviewed replied that they would turn on their radios (see table above).

Noting that, "as a pioneering study, this survey introduces new techniques and new concepts of radio measurement," the report warns that there is "no comparability" between its findings and "traditional" rating measurements. The areas measured—92 counties in four states

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May 16, 1955
for WJR, 119 counties in two states for WHAS, 23 counties in three states for WGY—while smaller than the total service area of each station, "represents the basic market to which the station provides intensive and consistently reliable coverage," the report says.

Interviews, made in person with individuals 15 years old or older selected by probability methods during a three-week period of November 1954, are "fully projectable to the complete adult population of the areas measured," the report states. A total of 1,800 interviews was conducted in the WJR area, out of a total adult population of 5,400,000; 1,200 in the WHAS area, out a total of 1,930,000; 1,050 in the WGY area, out of a total of 1,150,000.

Listening is reported where it occurred (which room inside the home, what place outside) by day-part segments from before 7 a.m. to after 10 p.m. Dealing with individuals, rather than households, the study focussed attention on "qualitative characteristics of stations as reflected in the composition of the audience, the attitudes and opinions of people and the reasons underlying the public's preferences and reactions."

Command of Audience Cited

Looking at the radio audiences within the basic areas of the three 50-kw clear channel stations, the study finds each of these stations outstanding in its area. It is listened to most frequently, has the largest share of audience, is the favorite for each specific type of program fare, is considered the most public spirited, the most helpful and best in the handling of advertising, the most reliable and complete in service programs, and the station to which the average listener would tune first in case of emergency.

"It becomes apparent that there are vast rewards to the advertiser if he follows the example of the listener in selecting his radio companion," the report concludes. "While certain dissimilarities exist, the basic similarity between these three studies sounds with the clarity of a well struck chord.

"Today's campaigns, concentrated on the great station in each market, chosen market by market, can release an advertising force so great as to be at a level far beyond the force of haphazard radio in its most brilliant past chapters of selling history."

NETWORK RADIO'S LOW COST, IMPACT COMPARED TO OTHER MEDIA IN NEW STUDY RELEASED BY ABC

Despite the post-tv slack-off, network radio—like radio as a whole—is reaching more people today and can do it more economically for the advertiser than in the days before television came on the screen.

These are key conclusions of a 67-page study, "What's Happened to Network Radio?" released by ABC last week (B*T, May 9). The study, based on Nielsen figures, also stresses ABC's new "saturation radio" nighttime concept for delivering "more different homes per dollar than any of the top-budget top-rated shows of 1946," and outlines advantages of ABC daytime periods over other advertising media.

Although network radio's annual gross time sales have fallen $32 million or 17% over the past nine years, the study notes, they still are "50% greater than 13 years ago, three times greater than 20 years ago," standing at $159 million in 1953 and with the decline now perhaps leveling off.

Conceding that "today many programs and prime time periods are available" where they were sold out nine or ten years ago when advertisers "took for granted radio as the basic medium," the presentation stresses that, even so, the 12.5 million radio homes of a decade ago have now grown to 46,646,000, a gain of 44%, and that instead of the eight million radio-equipped cars of 1943 there are now 29 million—"a number greater than the total number of automobiles just 10 years ago."

"Radio's coverage is greater than ever before," ABC points out: "44% greater in the home and 263% greater on the road than just 10 years ago."

But what about radio use?

"The percent of homes using radio during the average minute of the night has declined 59% since 1946, down 27% in the afternoon, down only 17% in the weekday morning," the presentation notes. "While sets-in-use have declined for all time periods, the greatest decline has come at night—the smallest decline has come on weekday mornings."

"But, as we have seen, the number of radio homes has increased."

"There are 43% fewer homes tuned to nighttime radio today than in 1946—virtually the same number tuned in the afternoon—14% more tuned in on the average minute of the weekday morning."

Comparison With 1946

Where the average morning radio advertiser in 1946 could expect to reach 4.4% of all U. S. radio homes with a single broadcast, the study continues, he can expect today to reach only 3.2%—a rating decline of 27%. But because of the increase in number of radio homes, the morning advertiser today can expect to reach 1,493,000 homes per broadcast as against 1,889,000 in 1946.

"Calling the last two years 'the critical years' when 'morning television first became serious radio competition,' ABC says it has bucked the trend with its morning programs registering a 5% gain in rating and a 15% increase in number of homes reached, with the result that "today over 230,000 more homes tune to ABC's morning than before."

"In January 1952," the study continues, "ABC's morning was third in terms of Nielsen..."

**THE AUDIENCE IN MOTION: Outside the Home**

<table>
<thead>
<tr>
<th>% of Total Listeners in Each Time Segment Listening Outside Home</th>
<th>Before</th>
<th>7 AM</th>
<th>7-10</th>
<th>10-1</th>
<th>1-4</th>
<th>4-7</th>
<th>7-10</th>
<th>10 PM</th>
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<tr>
<td>WJR Area</td>
<td>53</td>
<td>67</td>
<td>13</td>
<td>36</td>
<td>9</td>
<td>19</td>
<td>15</td>
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<td>WHAS Area</td>
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<td>9</td>
<td>10</td>
<td>16</td>
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<td>32</td>
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<tr>
<td>WGY Area</td>
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<td>15</td>
<td>26</td>
<td>17</td>
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**THE AUDIENCE IN MOTION: At Home**

<table>
<thead>
<tr>
<th>% of total audience in each time segment of average day listening in</th>
<th>KITCHEN</th>
<th>LIVING ROOM</th>
<th>BEDROOM</th>
<th>DINING ROOM</th>
<th>OTHER PLACES AT HOME</th>
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<td>WJR</td>
<td>WHAS</td>
<td>WGY</td>
<td>WJR</td>
<td>WHAS</td>
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<td>Before 7</td>
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<td>After 10</td>
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<td>67</td>
<td>13</td>
<td>36</td>
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</table>

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Against cerned "nings" to haul the BROADCASTING vice agencies, complaint. printed
38% reach section the study points out. in enable network of 200 stations or
fore," morning of all television homes tune to just weekday
reach." homes most difficult
in U. ABC Radio in -a
Nielsen Rating additional, the
study contends, ABC Radio
of coverage and commercial
foreword," The attitude of "some Dept. no radio
programming "in a real
publication with the adver-
approaches government. taking the "Gang of Four,
also made that
same Reid's, 4, 734,000.
The study points out:
My True Story reaches the same number for 94 cents.
As against women's service magazines, ABC says My True Story—which the
BROADCASTING • TELECASTING
numbers against us... It is not true that discussion
against us... This last sentence was in response to a state-
ment by Attorney General Herbert Brownell Jr. that Mr. Slocum was mistaken about the
Justice Dept.'s attitude. Mr. Slocum's state-
ment that the Justice Dept. refused to discuss the
case with ANPA unless it agreed to a con-
sent decree was a "complete misrepresentation," Mr. Brownell said in Des Moines. Mr.
Slocum also made that statement earlier in the
week when he addressed National Newspaper Promotion Assn. of Chicago.
A warning that the Justice Dept. was study-
ning another complaint regarding the fixing of fees in concert was sounded by Assistant
Attorney General Stanley N. Barnes before a
House anti-monopoly subcommittee. The an-
trust division chief refused to amplify his state-
mment, saying there were "all sorts of brokers.
Mr. Barnes, before the same committee, re-
tered to the advertising-newspaper recognition
system as a "veritable private government."
With the government's action, Thursday in
the U. S. District Court in New York. It also
named as defendants the Publishers Assn. of
New York City, Associated Business Publica-
tions Inc., Periodicals Publishers Assn. of
America and Agricultural Publishers Assn.

CBS Radio Readies Study
ANOTHER study pointing up the strength of network radio was being pre-
pared last week by the CBS Radio re-
search dept. for release in the near future.
Approaching the question of how many people reached per
annum, ABC's CBS Radio study will say that an advertiser can get
to more than twice as many for his
money via CBS Radio than by magazines and
almost twice as many as by tv.
The study, to be used as a main point of a forthcoming sales promotion and advertising campaign by the network, re-
ports that in terms of people per dollar,
CBS Radio delivers 643; all network tele-
vision 356, and magazines 277.

U. S. FILES RESTRAINT OF TRADE SUIT AGAINST ANPA, AAAA, 4 OTHER ASSNS.
Advertising practices of printed media under scrutiny by the Justice
Dept. in antitrust action begun last week. ANPA President Slocum
attacks government's move.
The Dept. of Justice last week filed its long
threatened civil antitrust suit against the American Assn. of Advertising Agencies, American
Newspaper Publishers Assn. and four other
printed media associations [B&T, May 2, 9].
No radio or tv association was named in the
complaint.
It charged that the operation of the adver-
sity agency recognition system, with its "uniform" provisions for a 13% commission, prohibition against rebates by agencies to ad-
vertisers and its refusal to recognize "house"
agencies, constituted restraint of trade in viola-
tion of Sec. 1 of the Sherman Act.
The action drew an immediate blast by
ANPA President Richard W. Slocum, executive
vice president of the Philadelphia Bulletin
(WCAU-AM-FM-TV). The attitude of "some Dept of Justice under-
says" to haul the press into court "has con-
cerned us more than any charges..." Mr. Slocum said. He said the ANPA has been will-
ing for more than a year to cooperate with the Justice Dept.
But, Mr. Slocum charged, the "only basis
on which the Justice Dept. was willing to di-

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U.S. Files Restraint of Trade Suit Against ANPA, AAAA, 4 Other Assns.

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U.S. Files Restraint of Trade Suit Against ANPA, AAAA, 4 Other Assns.
NINE ADVERTISERS SLATE FALL TV

Five major buyers sign for new network shows; four renew but shift schedule.

AT LEAST nine major advertisers figured in important negotiations last week in stepped-up action that saw the fall network television pattern take form.

Among the sponsors that signed new contracts last week were Liggett & Myers, Johnson & Johnson, Wildroot Co., Whitehall Pharmacal Co. and P. Lorillard & Co. Those which have retained their programs but have changed time periods are General Foods, E. I. duPont de Nemours, Schlitz Brewing Co. and J. R. Reynolds Tobacco Co.

Liggett & Myers, New York, which has had an option on the tv version of Gumpsmoke, has exercised its priority and will sponsor the program on CBS-TV in the Saturday 10-10:30 p.m. time, through Cunningham & Walsh, New York.

Johnson & Johnson, New Brunswick, N. J. (baby products and surgical dressings), through Young & Rubicam, New York, and Wildroot Co., Buffalo (Wildroot Cream Oil), through BBDO, New York, will alter sponsorship of a new weekly series, Mondays, 7:30-8 p.m. EDT, effective Sept. 26 on CBS-TV. The series is distributed by Official Films, New York. The productions of the program feature an all-English cast and are being made by Sapphire Films in Sherwood Forest and other locales of Robin Hood days.

Whitehall Pharmacal Co., New York, will sponsor Name That Tune, Tuesdays, 7:30-8 p.m. EDT on CBS-TV. Biow-Bein-Tolgo, New York, is the agency.

P. Lorillard & Co., New York, through Lennen & Newell, New York, is planning to put its Truth or Consequences in the Friday, 8-8:30 p.m. period on NBC-TV. The client was forced out of its weekly NBC-TV period, Tuesday, 10-10:30 p.m., by the Pontiac Theatre.

General Foods, New York, in order to get its hourly contiguous rate, will move its Our Miss Brooks down from 9-9:30 p.m. to the 8:30-9 p.m. period on Friday night on CBS-TV, thus placing it back to back with Mama, also sponsored by General Foods and Rubicam and Benton & Bowles, both New York, are the agencies for General Foods.

Schlitz Brewing Co., New York (Schlitz beer and ale), currently sponsoring Schlitz Playhouse of Stars Fridays at 9-9:30 p.m. on CBS-TV, will move back one half hour and appear in the 9:30-10 p.m. time on the same evening.

J. R. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes), currently sponsoring alternate weeks of Topper, Friday 8:30-9 p.m. on CBS-TV, will take over the Friday 9-9:30 p.m. time vacated by the Our Miss Brooks move. The firm will replace Topper with the Crusades. Froster & Gamble, the alternate-week sponsor, has dropped its option but other advertisers are said to be actively interested in the new Mickey Spillane series. William Esty Co. is the agency for Reynolds.

E. I. duPont de Nemours & Co., through BBDO, New York, will sponsor Caduceus, A Decade of America from Tuesday at 7:30-8 p.m. up to 9:30-10 p.m. on the same evening. The advertiser also plans to change the format of the program next season. The 9:30 p.m. time currently is sponsored by Elgin National Watch Co., which drops its Elgin Hour to move to CBS-TV as a sponsor on the Ed Murrow Person to Person show, Fridays, 10:30-11 p.m. (see story below). Elgin is handled by Young & Rubicam, New York.

Alcoa Drops Murrow Seeks Other TV Show

THE ALUMINUM Co. of America announced last Wednesday that it would not renew its sponsorship of Ed Murrow’s See It Now Saturdays, 10-10:30 p.m. on CBS-TV), effective next fall.

The company said the inauguration of its new advertising and sales promotion program prompted its decision not to renew the contract. While Alcoa has made no definite television plans for the fall, it said it would study the possible use of programs with broad audience coverage to support the new promotion effort.

An executive of Fuller & Smith & Ross, New York, agency for Alcoa, told BWT that the firm is in the market for a television program similar to a Toast of the Town or Robert Montgomery Presents series for next fall, which would appeal to a larger audience for its new “hard sell” promotion. The executive pointed out that the Ed Murrow show averaged about a 13 to 14 rating, with the last Nielsen rating at a 12.8 on 55 stations and attracted a select audience whereas Alcoa was now anxious to get a wider spread and attract a mass audience.

Alcoa has sponsored the program since December 1951 and will continue until the last telecast on this season on July 5 when the show goes off the air for the summer. CBS-TV hopes to take the program, effective next fall, to another advertiser.

During the summer a new show, Music, 1955, with Stan Kenton, will be presented in the Tuesday night period but Mr. Murrow and See It Now are expected to return in the fall.

Alcoa stood fast as a sponsor on the See It Now show during the controversial battle that Mr. Murrow had with Sen. McCarthy last year. At that time I. W. Wilson, Alcoa president, said he had been "disturbed" by letters from Mc-
Brinckerhoff, Williams
Form New Orleans Agency

TWO VETERAN New Orleans advertising men—F. V. Brinckerhoff and Aubrey Williams—have announced the formation of Brinckerhoff & Williams Agency, handling all media. Mr. Brinckerhoff for the past seven years operated his own agency in New Orleans and for the past six years Mr. Williams has been radio-TV director for Fitzgerald Advertising Agency in that city.

Brinckerhoff & Williams will handle all advertising for Dr. Tichenor’s Antiseptic Co.; all radio, tv and theatre advertising for Brown’s Velvet Dairy Products, Brown’s Velvet Ice Cream and Brown’s Velvet Frozen Foods, and all advertising for Swete-Smoke Products and A&M Pest Control Co.

Mary Lou Hopkins, who has been with the Brinckerhoff agency for the past five years, will continue in a key position with Brinckerhoff & Williams. The new agency is located at 928 Gov. Nicholls St., New Orleans.

Citrus Commission to View
Six Agency Presentations

THE FLORIDA Citrus Commission last Wednesday selected five leading New York advertising agencies to make presentations in Lakeland, Fla., June 1 and 2, in competition with the J. Walter Thompson Co. for the $3.5 million account which Thompson has serviced for the past five years.

Invited to make two-hour presentations on June 1 are: Dancer-Fitzgerald-Sample; Cunningham & Walsh Inc.; Batten, Barton, Durstine & Osborn Inc., and Grant Advertising Inc. To be heard on the morning of June 2 will be Benton & Bowles Inc., with the Thompson agency to wind up the series of presentations that day.

Several other agencies were eliminated by the commission because of competing accounts, inadequate facilities or lack of food advertising experience. Some companies invited to bid for the account declined to submit proposals because of other commitments, lack of time to prepare presentations or other reasons.

Robin Retains Action Agency;
Ray Cormier Adv. Established

PARTNER Leonard H. Robin has purchased the stock of President Ray Cormier and will continue to operate Action in Advertising, Los Angeles advertising agency, with offices at 270 S. Alexandria Ave., Mr. Robin announced last week.

Meanwhile, Mr. Cormier has formed his own agency, Ray Cormier Adv., with offices at 588 N. Larchmont Blvd., Los Angeles. He has acquired the San Francisco and San Diego offices of Action in Advertising and incorporated them into his new firm.

The San Francisco office of Cormier Adv., under John Allen, is located in the Hearst Bldg., and the San Diego office, headed by Lyle Shomaker, former executive assistant to Los Angeles Daily News publisher Clinton McKinnon, is in the Sprockels Bldg.

Two Grant Vice Presidents
Named in Hollywood, Chicago

OPERATIONAL realignment within the Hollywood office of Grant Adv. Inc. has been announced by Paul Bradley, vice president in charge of the West Coast. John Gaunt, radio-TV director has been named vice president in charge of radio-TV for that office. L. W. (Bill) Brown, agency news bureau head, has been promoted to director of public relations, succeeding J. L. (Les) Kaufman, who has been named a vice president and transferred to Detroit as promotion director on the Dodge account.

New additions to the Hollywood office include:

John M. Cady, account executive with the Caples Co., Los Angeles, to Grant as account executive on the Dr. Pepper and Southern California Dodge dealers accounts; Bruce Kerr, automotive editor on the former Los Angeles Daily News, to handle public relations for the Dodge account, and Harriet Smelling, associated with the former NBC-TV COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV
June 9 (8:30-9:30 p.m.): Shower of Stars, Chrysler Corp. through McCann-Erickson.

NBC-TV
May 19 (11 a.m.-12 noon): Home, fashions and cooking demonstrations in color.
May 20 (7:30-7:45 p.m.): Coke Time, Coca-Cola Co. through D’Arcy Advertising Co. ( commercials only in color).
May 22 (7:30-9 p.m.): Max Liebman Presents, "Promenade," Maytag Co. through McCann-Erickson and Sunbeam Corp. through Perrin-Paus Co.

June 4 (9-10:30 p.m.): Max Liebman Presents, "Chocolate Soldier," Oldsmobile Div. of General Motors through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B-T-J]
AMERICAN BEER's new trade character, the little Indian maid, is introduced to the public by (l to r): Robert V. Walsh, director of radio and tv, VonSant, Dugdale, Baltimore advertising agency; R. Leiter FitzSimons, vice president, American Brewery, Baltimore; Jane Murray, and William H. Shriver Jr., American Brewery director of advertising. The Indian maid is appearing in various advertising media and is "brought to life" in tv where she sings commercial jingles.

I Married Joan film series, named coordinator of women's promotion and publicity.

In Chicago where Grant is headquartered, Carl M. Post, Chicago advertising agency executive, has been appointed vice president and account supervisor, Will C. Grant, agency president, has announced. Previously Mr. Post was vice president of Erwin, Wasey & Co., Chicago, and Foote, Cone & Belding.

C&W's Reydel to AAAA Post In U. S. Chamber of Commerce

APPOINTMENT of William Reydel, senior vice president of Cunningham & Walsh, New York, as national councilor in the Chamber of Commerce of the U. S. for American Assn. of Advertising Agencies was announced last week by the association. Mr. Reydel is also chairman of the AAAA committee on chamber referenda. Agency executives who have been appointed to the committee are Thomas D'A. Brophy, chairman of the board, Kenyon & Eckhardt, New York, and Fairfax M. Cone, president, Foote, Cone & Belding, Chicago.

Guy C. Smith, secretary-treasurer, Brooke, Smith, French & Dorrance, Detroit, is continuing on the referenda committee. All are members of the AAAA advisory council, made up of the association's former chairmen.

Duckwell Promoted at FC&B

PROMOTION of Gene Duckwell, business manager, Foote, Cone & Belding, Los Angeles, to vice president in charge of media and research has been announced by Don Belding, chairman of the FC&B executive board.

Mr. Duckwell joined Lord & Thomas, Hollywood, predecessor of FC&B, as a radio time-buyer 21 years ago. He has been active in the American Assn. of Advertising Agencies, serving as Southern California Council chairman, and also was prominent in the former Broadcast Measurement Bureau.

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TO REACH THE HEART OF PHILADELPHIA
READ ITS "PULSE"

Latest survey reveals total rating increase of 25.9 for WPEN over this time last year

When it comes to the Philadelphia Market—Pulse makes it easy for time buyers.

Compare January and February 1955 with the same time last year.

Of 72 quarter hours—from 6 a.m. to midnight, Monday through Friday—WPEN shows an increase in 68, remains even in 4. In other words, a rating increase in 94.4 percent of this total time.

...and WPEN increased its SHARE OF AUDIENCE for the same period, more than any other Philadelphia station.

NOW WPEN IS A BETTER BUY—DELIVERING MORE LISTENERS, MORE OFTEN THAN EVER BEFORE.

THE STATION OF PERSONALITIES
WPEN
950 on your dial

Represented nationally by Gill-Perna, Inc. • New York — Chicago — San Francisco — Los Angeles
Completely Dominates Tulsa!

- 46 out of 50 of the most popular once weekly shows.
- 25 out of 25 of the most popular multi-weekly shows.
- 67 percent of the viewing audience.
  (7 day average)

Source: Telepulse Feb. 21-27
Two Advertisers Pay Lone Ranger Inc. $5.2 Million

A FOUR-YEAR deal has been consummated between General Mills (breakfast foods, cake mixes, etc.), the American Bakeries Co. and the Lone Ranger Inc. in which LR is to be paid $5.2 million for air rights. The pact also involves LR licensee royalties.

General Mills and American Bakeries control $12 million in radio-TV firm, for the four years during which the LR contract runs. The pact ends Sept. 6, 1958, and does not include the two-year radio-tv agreement with General Mills of Canada for Lone Ranger sponsorship there. Upcoming in 1958 are production plans for the Lone Ranger on ABC-TV-CBS-TV, according to Jack Wrather, LR president, are 52 black-and-white half-hour films and 39 color half-hour films during the next two years.

General Mills also confirmed reports it will drop sponsorship of Betty Crocker on ABC Radio effective the end of this month. This makes the third General Mills cancellation on ABC in recent months. No negotiations are underway with another network.

**SPOT NEW BUSINESS**

Carnation Co. (Albers Div.), L. A., will sponsor Annie Oakley, half-hour CBS-TV Film Sales syndicated package in 43 major markets on alternating weeks. Time now being purchased on individual market basis. Agency: Erwin, Wasey & Co., L. A.

**SPOT RENEWALS**

Norwegian Canners Assn. of Sardines for Norway, N. Y., placing annual radio campaign to run through end of year in 14 markets, effective May 24. Agency: McCann-Erickson, N. Y.

**NETWORK NEW BUSINESS**


Scott Paper Co., Chester, Pa., buys Thurs., 10-10:15 a.m. EDT and Fri., 10:15-10:30 a.m. EDT periods on Garry Moore Show, effective June 5, 1958, respectively, and Thurs., 3:45-4 p.m. EDT period on Bob Crosby Show, effective June 23. Agency: J. Walter Thompson Co., N. Y.

General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, N. Y., and American Bakeries Co., Atlanta, through Tucker Wayne & Co., same city, will sponsor The Lone Ranger on NBC Radio (Mon.-Fri., 5:30-5:55 p.m. EDT), starting May 30. Series currently on ABC Radio, Mon.-Wed.-Fri., sponsored by General Mills.

Borden Co., N. Y., will sponsor Make the Connection as summer replacement for Justice on NBC-TV (Thurs., 8:30-9 p.m. EDT), effective July 7. Agency: Young & Rubicam, N. Y.

Toni Co., Chicago, buys Dollar a Second on NBC-TV (Tues., 9:30-10 p.m. EDT) for July and August, starting July 1. Program runs under sponsorship of Mogen David Wine Corp., Chicago, Sept. 2 on ABC-TV (Fri., 9-9:30 p.m. EDT). Agency for both: Weiss & Geller, Chicago.

**NETWORK RENEWALS**

Sterling Drug Inc. (Bayer aspirin, Phillips' milk of magnesia, Phillips' tablets), N. Y., renews

**THE VISUAL EDITION OF PRODUCTION FOR MORE INFORMATION**

The Vise on ABC-TV (Fri., 9:30-10 p.m. EDT) for 52 weeks, effective Sept. 30. Agency: Dancer-Fitzgerald-Sample Inc., N. Y.

General Foods Corp. (instant puddings, Gaines dog food), White Plains, N. Y., renews Roy Rogers Show on NBC-TV (Sun., 6:30-7 p.m. EDT) for 52 weeks, effective July 3. Agency: Benton & Bowles, N. Y.

Bristol-Myers Co., N. Y., renews Four Star Playhouse for 52 weeks on alternate week basis with Singer Sewing Machine Co. on CBS-TV (Thurs., 9:30-10), effective Sept. 22. Agency for both: Young & Rubicam, N. Y.

**AGENCY SHORTS**


**A&A PEOPLE**

Ted Gutelius, in charge of new business, Julian Archer, art director, and Harold Bates, group head, Fuller & Smith & Ross, N. Y., elected vice presidents; Ralph Nicholson, vice president and office manager, named director.

G. B. McDermott, president; KBUR Burlington, Iowa; executive vice president, WGIL Galesburg, Ill., and vice president, KOLN Lincoln, Neb., elected vice president, National Research Bureau, Chicago.


William M. Splerer, formerly sales promotion art director, Fuller & Smith & Ross, N. Y., to Ethyl Corp., same city, as sales promotion manager.


Mr. HOLLERON Mr. FRASER


Julian P. Brodie, senior vice president, Lewin, Williams & Saylor, N. Y., named creative director.

Ross Mason, advertising and sales promotion manager, Philco Corp., L. A., to Clifford Gill Agency, same city, as creative chief and production supervisor.

Lester Krugman, advertising director, Bulova Watch Co., resigns, effective June 30.


Howard Ed Walpert, sales manager, WHUM-TV Reading, Pa., to Arndt, Preston, Chapin, Lamb & Keen, Phila., as account manager, effective today (Mon.).

Marvin Astrin appointed account manager, Tatham-Laird Inc., Chicago; Tom Casey named merchandising manager.

Robert Larson, Marvin Gordon & Assoc., Chicago, and Nell R. Salami, national advertising manager, Olson Rug Co., Chicago, to Schwimmer & Scott, same city, as account executives.

Mr. RHODE Mr. BRAYTON

Robert G. Urban, Colgate-Palmolive Co., N. Y., to J. Walter Thompson Co., same city, as vice president and markets director.

Donald A. Breyer, vice president, Fairfax Inc., Hollywood, resigns to purchase controlling interest in Anatole Robbins Inc. (cosmetics), same city.


James W. Veeder, advertising-sales promotion manager, Chicopee Mills Inc. (diapers, napkins, towels, screening), N. Y., appointed national advertising and sales promotion director, Lewyt Corp. (vacuum cleaners), Brooklyn.

Maxwell Silverstein, art director, Glamorene Inc. (rug, upholstery cleaners), N. Y., appointed advertising director.

CAKE-CUTTING ceremony, marking the end of the third year of Music til Dawn over WEEI Boston (daily, midnight-down) is participated in by (l to r) Harvey J. Struthers, WEEI general manager; Jack Loring, host of the program, and W. Nelson Bump, New England regional vice president of sponsor American Airlines.

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ADVERTISERS & AGENCIES


Robert M. Dore, advertising and merchandising consultant, to Weiss & Geller, N. Y., as account executive.

Philip Brooks, formerly with Scheideler, Beck & Werner, N. Y., to Doherty, Clifford, Steers & Shenfield, same city, as account executive.

Charles O. Morget, public relations assistant, Assoc. of American Railroads, Washington, promoted to special studies manager, succeeding Loyd J. Kiernan, who moves to Boston & Maine Railroad as executive vice president; Douglas R. Stephenson, research assistant, succeeds Mr. Morget.

Franklin B. Satterthwaite to Colgate-Palmolive Co., Jersey City, N. J., as manager, newly-formed soap and household products research section, market research department.


George Lannan, co-owner, Lannan & Sanders Inc., Dallas and L. A., sells interest to partner J. M. Sanders. L. A. branch will close.

Robert W. Bode, formerly executive art director, Maxon Inc., N. Y., to Kudner Agency, N. Y., as senior art director.

Theod Zieser, formerly with Lennen & Novak, N. Y., to Voss, Duggleby & Co., Baltimore, as art director.

Robert W. Douglas, Leo Burnett Co., N. Y., to Morey, Humm & Johnstone, same city, as associate art director.

George Berkowitz, formerly with Doyle Dane Bernbach, N. Y., has formed own agency, George Berkowitz, 202 W. 40th St., N. Y.; telephone: Pennsylvania 6-8915.

Mildred Gibbons, formerly with Biow-Bein-Toigo, N. Y., to radio-tdv dept., Fuller & Smith & Ross, same city, as casting director and stylist.

Faye Hanger, formerly with Rhoades & Davis, S. F., to radio-tdv dept., Brisscher, Wheeler & Staff, San Francisco, as timebuyer; William Cooper, formerly with Rhoades & Davis, to Brisscher, Wheeler & Staff as copywriter;

Margaret Waldron, formerly with California Food Research Institute, S. F., to agency as home economist.

Richard Mohr, vice president and copy chief, Motil & Siteman Adv., L. A., to Foote, Cone & Belding, same city, as copywriter.

Tom Allen, formerly copywriter, Rathrauff & Ryan, N. Y., to copy staff, Scheideler, Beck & Werner, same city.

Genevieve Boyd, market analyst, research dept., Foote, Cone & Belding, Chicago, to similar dept., Earl Ludgin & Co., same city; M. J. Pulver, formerly copy chief, Calkins & Holden, Chicago, to Ludgin creative staff.


Henry Obermeyer, executive vice president, Bower & Jacobs; Samuel Youngheart, vice president, Warwick & Legler, and Harold Dwich, Doherty, Clifford, Steers & Shenfield, all N. Y., induced into Baruch School Chapter, Alpha Delta Sigma, May 11.

FILE

COLOR TV TAPE PUT ON NETWORK


FIRST transmission of a color tv program recorded on magnetic tape was reported by RCA and NBC last Thursday over commercial television network facilities.

The tape-recorded broadcast, originating with the prototype RCA tv tape recorder installed for field testing at the NBC studios in New York, was transmitted by closed circuit from New York to St. Paul as part of dedication ceremonies for a new Minnesota Mining and Mfg. Co. Research Center [CLOSED CIRCUIT, May 2]. The demonstration made use of magnetic tape produced by Minnesota Mining. Over 200 business leaders and scientists were on hand in St. Paul for the demonstration.

The pre-recorded program included remarks by Gen. David Sarnoff, RCA-NBC board chairman, who hailed the opening of the new Research Center as "a historic occasion." It also included a brief explanation of the system by Dr. Harry F. Olsen, director of the acoustical and electromechanical research laboratory, RCA Laboratories, and an entertainment program featuring Eddie Fisher, Bambi Linn, Rod Alexander, and Al Kelly. The telecast was sent to St. Paul over the microwave relay facilities used for NBC commercial programs.

First Shown in 1953

The RCA tv magnetic tape recording system was first demonstrated under laboratory conditions on Dec. 1, 1953, at the David Sarnoff Research Center. Gen. Sarnoff described the system as the first major step into an era of "electronic photography," in which motion pictures in color or black-and-white "will be produced quickly and economically, eliminating most of the time and all of the chemical processing involved in photography."

The magnetic tape recorder is said to be similar in its basic principles to the conventional tape recorders used today for sound. Electrical signals—the broadcast video and audio signals of tv—are impressed through recording head onto the magnetically treated surface of the tape. As the tape is drawn across the recorded head the head continuously changes the magnetic polarity of the magnetic particles on the tape so that they become a compact code of the original signal. This pattern will remain indefinitely on the tape during subsequent playback, until it is desired to "erase" the signals electronically and use the tape again to receive another set of signals.

For playback, the tape is drawn across the same head or a similar one. The magnetic code on the tape causes an alternating current to flow in the windings around the reproducing head, creating a duplicate of the original signal.

RCA's objective in developing the tv magnetic tape recording system was to achieve a swift, economical and efficient means of recording color tv programs for storage, playback or rebroadcast. RCA also expects the system will have value in the future as a "convenient and versatile means" for making electronic motion pictures, particularly in business, industry and in the home, and in an all-electronic chain, comprising the television camera, tv tape recorder and standard tv receiver.

Hailing the dedication of MM&M's new plant, Gen. Sarnoff expressed gratification on behalf of RCA that "the scientists and engineers in our laboratories have built and are now field testing the first television magnetic tape recorder with which this message and other portions of this program are being brought to you in Minnesota. ... It is most fitting that you who developed and made the tape and we who developed and built the recorder should share in this great achievement."

RCA's Dr. Olsen said that "Some problems remain to be solved. These involve both the machine and the tapes. We are certain that these problems will be solved. We value the cooperation of the scientists of Minnesota Mining & Mfg. Co. We are confident that electronic photography will be an important tool first in television and later in industries and in the homes."

CBS-TV Film Executives Hold National Sales Meet

CBS-TV Film Sales will open a three-day national sales meeting in New York today (Monday) to brief personnel on all areas of the operation, including advertising, merchandising, sales policy and new programming.

Merle S. Jones, CBS vice president in charge of owned stations and general services, and Sig Mickelson, vice president in charge of news and public affairs, will speak during luncheons today (Monday) and tomorrow. Jack L. Van Volkenburg, CBS-TV president, will attend the meeting.

CBS-TV Film Sales headquarters staff in attendance will include Leslie Harris, vice president and general manager; Fred J. Mahlstedt, director of operations and production; Wilbur S. Edwards, general sales manager; Walter A. Scanlon, merchandising manager; Eugene Moss, assistant sales promotion manager, and account executives John Howell, Gil Johnston, James Orchard and James Victory.

Out-of-town members who will attend are William Perkinson, manager of the Chicago office, and Chicago account executives Donald R. Goldsmith and Barr Sheets; Thomas Moore, manager of the Hollywood office; Glenn H. Ticer, manager of the San Francisco office; Carter Ringlep, Dallas manager; John W. Wiedner, St. Louis manager; James McEachrick, Atlanta manager; H. Roy Marks, Boston manager, and George U. Lyons, Detroit manager. Others who will be present are Spence Caldwell of S. W. Caldwell Ltd., CBS-TV Film Sales distributor in Canada, and G. Norris Mackenzie and Richard Sheppard of his executive staff.

CONTRACT for Plymouth Dealers of Southern California to sponsor the half-hour Hollywood Preview film series on KCOP (TV) Hollywood for 52 weeks is approved by (l to r) Glenhall Taylor, Hollywood manager, N. W. Ayer & Son; Amos Baron, KCOP sales manager, and David L. Wolper, vice president, Flamingo Films, that city, distributor of the package.

BROADCASTING • TELECASTING
especially people like Miss Sydney Smith

Pretty as Springtime is WRCA's Miss Sydney Smith. And she's that rarest of women—the kind other women believe. That's why she keeps getting fan letters like this one from Leslie Danier of the Emil Mogul advertising agency, for Ronzoni Macaroni Products:

"It takes a minor miracle to get women to switch from one spaghetti to another. But I think that's what we've got in your commercials for Ronzoni. Your 'woman-to-woman' talk has the kind of believability that accomplishes selling miracles. We plan to be on BY-LINE for a long time."

New York women listen regularly to BY-LINE WITH SYDNEY SMITH, 9:35 to 10:00 a.m. weekdays. And just as regularly they buy the varied products—food, drugs, appliances, even "the movie for tonight"—which Sydney describes so warmly and persuasively.

To sell BIG in the nation's biggest market, it takes "counter intelligence"—a specialty of WRCA radio personalities, like Tex & Jinx, Al Collins, Jim Coy, and Jimmy Powers. And like Miss Sydney Smith.

WRCA-660
NBC Radio in New York

people make the best salesmen
Parents, through Kletter Assoc., its agency, will sponsor the Liberace film series on WPTZ (TV) Philadelphia for 52 weeks. L to r seated, Alexander W. Dannenbaum Jr., WPTZ commercial manager; Ed Kletter, president of the agency; Fred Apte, representing SERUTAN; standing, Robert E. Bailey, Free & Peters account executive, and Herbert Gruber, business manager of radio-tv department, Kletter Assoc.

**Sales of Filmed 'Opry' Reach 50, Flamingo Reports**

TOTAL SALES of the half-hour Flamingo Film series, Grand Ole Opry, have reached 50, it was reported last week by Sy Weintraub, executive vice president of the company. Latest sales, he said, have been to the Ford Dealers in Baton Rouge and Swift & Co. in Dallas.

Mr. Weintraub told B&T he expects the series to be shown in 200 markets by the end of this year. He reported that Flamingo currently is negotiating a regional sale with a major beverage company that plans to place the series in 33 markets.

**J. Don Alexander Sr. Dies, Co-Founded Film Company**

J. DON ALEXANDER Sr., 70, president and co-founder of Alexander Film Co., Colorado Springs, Colo., died of a heart attack May 6.

Mr. Alexander organized the film company in 1919 in Spokane, Wash., later moving the firm to Denver and in 1928 to Colorado Springs. During its 36 years of operation the Alexander Film Co. has gone to the forefront in the production and distribution of film commercials for television and theatre displays.

Mr. Alexander is survived by his brother, Don M., and two sons, J. Don Jr. and John H. All three are members of the film company.

**RANDOM SHOTS**

DON WILSON Productions Inc., Hollywood, established and opened May 2 in KTTV (TV) studios there, producing TV film commercials, industrial, documentary and sales films and sound slide films. Mr. Wilson, featured on comedian Jack Benny's radio-tv shows, is executive producer with Benjamin H. Klein, photography director; George Tobin, production supervisor; Don Schwab, associate producer, and Ted Byron, creative director. Firm will act as production unit for agencies located anywhere in U.S. New venture will not affect Mr. Wilson's association with Mr. Benny.

NEUMADE Products Corp., N. Y., has released new 35mm catalog covering equipment for storage, filing, shipping and editing of all types of motion picture film, available on request to firm, 230 W. 57th St., N. Y. 19. With advent of TV film developments and wide-screen projection, Neumade has added over 150 new items to its 35 and 16mm wide screen and TV accessory lines.

LYNN STALMASTER & ASSOC. formed by Lynn Stalmaster, casting supervisor and production associate, Gross-Krasne Inc., Hollywood, as independent casting firm servicing TV film producers, headquartered at California Studios, Hollywood.

NBC Film Div., N. Y., has appointed Amalgamated Wireless (Australia) Ltd., Sydney, Australia, as sales representative in Australia and New Zealand for syndicated TV film shows.


**FILM PEOPLE**

Bill Miller, eastern sales manager, WBBM Chicago, to Official Films, St. Louis, as senior account executive.

Dalton Danon, formerly with Motion Pictures for Television, N. Y., to Guild Films Co., same city, as account executive.


Douglas Heyes, writer, ABC-TV Adventures of Rin Tin Tin, signed by Herbert B. Leonard Productions, Hollywood, as executive assistant on that series, currently Circus Boy and Tales of the Bengal Lancers; Paul Pierce, radio-tv writer-director-producer, joins Leonard firm as story editor.

David Ackerman, traffic control manager, ABC-TV Film Syndication, N. Y., to National Telefilm Assoc., same city, as booking agent.

Gig Young, motion picture and TV actor, signed as host, ABC-TV Warner Bros. Presents, currently hour-long film series.

Irving Lippman, cinematographer on CBS-TV Damon Runyon Theatre for Screen Gems Inc., Hollywood, adds same duties on upcoming NBC-TV Father Knows Best.

Guy Madison, star of Wild Bill Hickok TV film series, father of girl, Bridget, April 26.

**FILM PRODUCTION**


PARSONNET & WHEELER INC., N. Y., scheduled to start production on Mr. Bascomb, 15-minute TV film series featuring bassett hound. Film will be produced in conjunction with Mark Roberts and Allen Melvin.
The Voice of the South
is the CHOICE of the South

FIRST in popularity seven days a week
FIRST in more quarter-hour periods than
any other Atlanta radio station every week
THIS is the same status that has prevailed
in Atlanta for 33 years

6 a.m. to 12 noon, 12 noon to 6 p.m., 6 p.m. to midnight
PULSE, March – April, 1955

wsb/Georgia’s only 50,000 watt
clear channel station.
Atlanta, Georgia

Month to Month listening can change materially—and does, depending on the season: baseball, football, heavy promotions, contests and other things, which can temporarily affect listening—and ratings.

But—

when—month in and month out, year in and year out, a station shows a consistent top share of audience, the alert advertiser swings to that station.

Yes—

the fact is>alert advertisers national, regional and local have swung to WCKY in ever increasing numbers, with ever increasing shares of budgets.

Because—

WCKY’s business is as good as its Pulse—and as steady.
is Strong
Steady Too!

Average Share of in-home
Audience
6 am - 6 pm: Mon. thru Sun.
May '54 thru Feb. '55

WCKY . . . . . 21%
Net. Sta. A . . . . . 16%
Net. Sta. B . . . . . 25%
Net. Sta. C . . . . . 13%
Net. Sta. D . . . . . 16%

Average Share of out-of-home
Audience
6 am - 6 pm: Mon. thru Sun.
Summer '54 - Winter '55

28%
20%
14%
7%
12%

If you have a product which
needs pulse strengthening
Buy WCKY

* Pulse Cincinnati
Surveys.

L.B. Wilson
INCORPORATED
WCKY
CINCINNATI

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK
REGISTRATION SETS RECORD AS NARTB CONVENTION NEARS

Washington hotel facilities strained. Advance registration is about 25% ahead of 1954; indications are that at least 3,000 will attend.

President Eisenhower to address Tuesday morning session.

NARTB approached its annual convention with an advanced registration far ahead of any past year and a housing problem that is keeping the staff busy as Washington hotel facilities are being strained to the limit.

The May 22-26 meeting has drawn an advanced registration of 1,060 (as of Thursday night) for the Management Conference, nearly 25% ahead of 1954, and 233 for the Engineering Conference, also about 25% ahead of last year.

Advance registration indicates that at least 3,000 persons will take part in proceedings and unofficial events connected with the industry's annual meeting. The problem is complicated because fewer than 2,000 rooms are available for delegates at the Sheraton Hotel, principal meeting place and site of the equipment and programming exhibits.

Other delegates will be housed at the Sheraton-Park Hotel, about two blocks walk from the Shoreham, but some of these suites are to include displays.

The annual exposition of equipment and services will set a record (see exhibit summaries starting page 73). Heavy equipment will be displayed in the large Shoreham garage, not far from the main lower-level meeting room. Light equipment exhibits will be located on the main floor wings and the floor immediately above. Exhibits open at 9 a.m. Sunday. Most of the hospitality suites are located in the Sheraton-Park Hotel, about two blocks walk from the Shoreham, but some of these suites are to include displays.

B'Ts Hospitality Suite

B'T will have a hospitality suite in the Franklin Room of the Sheraton-Park.

The main convention luncheons, including both management and engineering delegates, will be held in Sheraton Hall, new addition to the Sheraton-Park that will hold 3,000 for a meeting and seat 2,000 diners. The lower level of Sheraton Hall will house the industry's Special Project Exhibit depicting the role of radio and tv in developing public support for non-commercial and non-partisan national campaigns.

NARTB and The Advertising Council are joint sponsors of the special projects display, with over two-score organizations and federal agencies contributing to show how their campaigns operate. Selected audiences will view the exhibits at evening receptions.

Two NARTB business meetings are scheduled. Monday, Ben Strouse, WWDC-FM Washington, will preside at a 10 a.m. FM membership meeting as FM Committee chairman. Taking part will be Donald K. DeNeuf, World Radio Network, Ithaca, N. Y.; Raymond S. Green, WFTL (FM) Philadelphia, and Lloyd Jacquet, WQHP (FM) New York.

An afternoon tv business meeting will be held, with Judge Justin Miller, former NARTB board chairman, presiding at the election of new directors.

President Eisenhower will address the convention at the opening management session Tuesday morning. His greeting to delegates and remarks on the relations of broadcast media with federal operations will be heard at 11:30 a.m. in Sheraton Hall. NBC-TV and CBS Radio will carry his talk live, with CBS-TV planning to carry it later via film. All networks will utilize film or tape the address.

A minor miracle in hotel operation is scheduled at 11:45 Tuesday morning after the President has finished his address. At that time the hotel staff is to clear the 3,000-seat auditorium and set it up for the 12:30 noon luncheon at which FCC Chairman George C. McConaughy will be principal speaker.

A feature of the Tuesday morning meeting will be the keynote address by Mark Ethridge, publisher of the Louisville Courier-Journal and Managing Editor of WTHAS-AM-TV. NARTB President Harold E. Fellows will present the keynote award to Mr. Ethridge, third broadcaster to receive this honor.

Clair R. McCollough, Steinhun Station, co-chairman of the 1955 convention committee, will preside at the opening session. The Rev. Dr. Clayton T. Grimold, radio-tv director of the Presbyterian Church of the U. S. A., will deliver the invocation.

Henry Clay, WKWK Shreveport, La., the other convention committee co-chairman, will join Mr. McCollough in escorting President Eisenhower to the platform.

Mr. Clay will preside at the Tuesday luncheon and at the afternoon joint management-engineering session. Ralph W. Hardy, NARTB vice president, will introduce Rep. J. Percy Priest (D-Tenn.), House Interstate & Foreign Commerce Committee chairman, first speaker at a program devoted to government relations and regulatory problems.

FCC Panel Planned

President Fellows will moderate a panel discussion that will include all seven members of the FCC. The Engineering Reception winds up the official agenda for the day.

Labor relations and wage-hour problems will be discussed at informal breakfast meetings to be held Wednesday and Thursday mornings.

Mr. Clay will preside at the management Wednesday, Radio Day. The engineering sessions open at 11:30 a.m. (see summary of engineering papers page 90).

Highspotting the radio program Wednesday will be a talk, "Radio in 1955," by David J. Mahoney, head of the New York agency bearing his name. E. R. Vadeboncoeur, WSYR

CONVENTION NON-AGENDA ACTIVITIES

B'T golf tourney Sunday starts round of meetings, dinners, luncheons, breakfasts and special events.

SERIES of meetings, dinners, luncheons and breakfasts will be held during NARTB Convention Week, along with other special events. Opening the series of non-agenda convention activities will be the annual NARTB Convention golf tournament for the B'T trophies, to be held Sunday, May 22, at Goose Creek Country Club, Leesburg, Va.

Two networks—MBS and ABC—will hold Sunday afternoon meetings. Non-network stations have scheduled breakfasts. The state association presidents luncheon will be held Monday.

Not yet announced are a number of other receptions and dinners as well as informal meetings. The list of non-agenda events made available at the weekend by NARTB follows:

SUNDAY—MAY 22, 1955

9 a.m.—Broadcasting-Telecasting Golf Tournament, Goose Creek Country Club, Leesburg, Va.

10 a.m.—MBS Affiliates, Hall of Nations, Washington Hotel.

11 a.m.-3 p.m.—Quality Radio Group, Louis Seize Room, Shoreham Hotel.

12 noon-5 p.m.—MBS Affiliates, Park Room, Shoreham Hotel.

12 noon-5 p.m.—BAM Board, Woodner Hotel.

5 p.m.-8 p.m.—Cocktails—ABC Affiliates, Louis Seize Room, Shoreham Hotel.

7:30 p.m.—Tv Pioneers Dinner, Willard Hotel.

8 p.m.—UHF Industry Coordinating Committee, Washington Hotel.

MONDAY—MAY 23, 1955

11:45 a.m.—Broadcasting-Telecasting Golf Tournament, Goose Creek Country Club, Leesburg, Va.

1 p.m.—Louisiana State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Film Breakfast, Blue Room, Shoreham Hotel.

9 a.m.-12 noon—Clear Channel Broadcast Service, Green Room, Shoreham Hotel.

11 a.m.-4 p.m.—CBS Affiliates Advisory Committee, Louis Seize Room, Shoreham Hotel.

12 noon-2 p.m.—Community Broadcasters Assn., Luncheon, Park Room, Shoreham Hotel.

12:30 p.m.—State Association Presidents Luncheon, Blue Room, Shoreham Hotel.

12:30 p.m.—Ladies Entertainment Committee Luncheon, West Room, Shoreham Hotel.

4:30 p.m.-6 p.m.—Daytime Broadcasters Association, Park Room, Shoreham Hotel.

6 p.m.—Cocktails—BAM, Woodner Hotel.

6 p.m.-8 p.m.—Cocktails—MCA, Terrace, Shoreham Hotel.

7 p.m.—BAM-NARTB Dinner, Woodner Hotel.

TUESDAY—MAY 24, 1955

7:30 a.m.—Heavy Exhibitors Breakfast, Park Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—West Virginia State Broadcasters Breakfast, West Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Tennessee State Broadcasters Breakfast, Louis Seize Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—South Dakota State Broadcasters Breakfast, Green Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Michigan State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—North Carolina State Broadcasters Breakfast, Blue Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Wisconsin State Broadcasters Breakfast, Shoreham Hotel.

9 a.m.-10 a.m.—California State Broadcasters Breakfast, Adams-Hamilton Room, Sheraton-Park Hotel.

12 noon—Ladies Luncheon and Fashion Show—Blue Room, Shoreham Hotel.

WEDNESDAY—MAY 25, 1955

7:30 p.m.—Room Exhibitors Breakfast, Park Room, Shoreham Hotel.

5 p.m.-8 p.m.—Cocktails—Meredith Publishing Co., Louis Seize Room, Shoreham Hotel.

6:30 p.m.—Cocktails—Radio Pioneers, Green Room, Shoreham Hotel.

7:30 p.m.—Radio Pioneers Dinner, Terrace Ball Room, Shoreham Hotel.

THURSDAY—MAY 26, 1955

5:30 p.m.-8:30 p.m.—Cocktails—Texaco Association State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.
The Best 
SEAT
In The House

The best seat in the house is reserved for those who watch full length movies on television. In the Northern California market, the best of these films are shown on KRON-TV.

That's right—KRON-TV has long been the leader with the BEST of the FIRST RUN movies available. And there's plenty more in store because smart film buying requires know-how that improves with use.

There you have just one more reason why KRON-TV is the leader among television stations in the Northern California market . . . and one more reason why your sales message on KRON-TV will reach the people you want to talk to.

Ask Free & Peters about double feature movies on the new GOLDEN GATE PLAYHOUSE, 1:00 to 3:00 PM, Monday through Friday

San Francisco 
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE 
AND THE NBC-TV NETWORK ON CHANNEL 4

No. 2 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.
Mr. Foley and Mr. Earls is now 32. Mr. Clay emphasized Mr. Mahoney's career attests to the opportunities available to American youth and his faith in the radio medium.

President Fellows will make his annual report to the membership at the Wednesday luncheon. Radio Advertising Bureau will program the afternoon proceedings.

Basic radio presentation will be given by Kevin Sweeney, RAB president. Joseph E. Baudino, Washington vice president of Westminster Broadcasting Co. and RAB board chairman, will give an RAB progress report. Four speakers are to give case histories of radio's successful selling of their products.

Government Reception Set A government reception will be held at the Sheraton Hall exhibit room Wednesday evening, followed by the annual Radio Pioneers Dinner.

Thursday, the final day, will be devoted to television with a 10th anniversary theme. Mr. McCollough will deliver an introductory address. Dr. Allen B. DuMont, president of Dumont Labs and Dumont TV Network, will speak on video's early years. A panel on management and growth will include Harold Hough, WBAP-TV Fort Worth, 'The Pioneers' Problems'; Robert E. Kittner, ABC president, 'The Business of Television,' and John E. Fetzer, WKZO-TV Kalamazoo, Mich., retiring chairman of the NARTB TV Code Review Board. 'The Value of Ethics.'

Windup feature is the annual convention banquet, which will be preceded by a reception.

NARTB's Station Relations Dept., headed by William K. Trenor, will have a booth across from the main Shoreham registration desk to receive phone calls and messages and answer questions about tours of the city and local stations. He will operate relay stations outside the main ballroom, where convention meetings will be held, and outside Sheraton Hall.

Arneyn in Charge Directing general convention activities is C. E. Arney Jr., NARTB secretary-treasurer and general manager. He is aided by Barry Freer, exhibit manager, and Ella Nelson, administrative manager. Mr. Arney already is headquartered at Room F1018-20 in the Shoreham and can be reached from the NARTB switchboard. Mr. Freer is in Room F117. William Walker, NARTB auditor, will be in charge of the registration desk. Joseph Sitrick, manager of the News Dept., will be flanked by Frank Wiley, editor; Sally Keen, news; LaRue M. Carson, production manager, and Don Field, promotion. The news groups will headquarter in F1010-1012 of the Shoreham.

A. Prose Walker, as NARTB Engineering Dept. manager, is directing plans for the Engineering Conference, with Ruth Brewer as administrative assistant.

The Special Projects Exhibit is a new convention feature. A preview for newsmen will be held Monday, May 23. Tuesday includes a reception for National Radio Exposition. Wednesday, "Government Evening," will honor officials of government agencies, including members of the legislative, executive and judicial branches. Thursday evening will be centered around the annual pre-banquet reception.

The list of special projects exhibitors follows: American Cancer Society Inc.; American Diabetes Assn.; American Hearing Society; American Heart Assn. Inc.; American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America Inc.; Boy Scouts of America; Boys' Clubs of America; Camp Fire Girls Inc.; CARE; Common Council for American Unity; Community Chests & Councils of America Inc.; Crusade for Freedom (American Heritage Foundation); Department of Defense; Engineering Manpower Commission; Federal Civil Defense Administration; 4-H Clubs; Forest Fire Prevention; Girl Scouts of the U. S. A.; Ground Observer Corps; Joint Committee on Educational Television; National Assn. for Mental Health Inc.; National Citizens Commission for the Public Schools; National Citizens Committee for Educational Television; National Conference of Christians & Jews; National Education Assn.; National Foundation for Infantile Paralysis; National Guard; National League for Nursing Inc.; National Safety Council; National Society for Crippled Children & Adults Inc.; National Society for the Prevention of Blindness; National Tuberculosis Assn.; President's Committee on Employment of the Physically Handicapped; Religion in American Life; Star Spangled Banner Flag House Assn.; United Cerebral Palsy; United Negro College Fund; United Service Organizations; U. S. Air Force; U. S. Army; U. S. Coast Guard; U. S. Committee for UN Day; U. S. Information Agency; U. S. Marine Corps; U. S. Navy; U. S. Savings Bonds Div., Treasury Department; WYCA.

Among public service organizations having displays in the Shoreham exhibit rooms will be the Army (Room F106), National Guard (F120), National Citizens' Committee for Educational Television (F110), Air Force Recruiting (E106), Navy Recruiting (E206) and U. S. Savings Bonds (F116).

Pioneers' Yearly Dinner Set in Washington May 25

ANNUAL DINNER of Radio Pioneers, organization of veteran broadcasters, will be held May 25 at Washington's Hotel Shoreham. The banquet has been announced as "speakerless," but acceptance talks may be expected from the recipients of Radio Pioneer citations: Sylvester L. Weaver, NBC president; John J. Karol, CBS Radio vice president; Fred Allen and Jack Benny, and perhaps from Herbert Hoover, to
Family car — locomotive — jet plane ... all rely on important precision parts created by the men and women who work at Grand Rapids' General Motors Diesel Equipment Division: Fuel nozzles for jet planes, unit fuel injectors for diesel engines, hydraulic valve lifters for GM cars. These products, and many others, are manufactured thousand-upon-thousand to keep a multitude of engines operating smoothly and surely ... on land ... on sea ... in the air.

GM's gigantic pace of progress in the precision parts industry is a stimulant to the Western Michigan area. Continuing growth and progress are prominent characteristics of the many successful industries which flourish in WOODland-TV. And big-time production throughout the area makes this a big-time market ... always on the go to even greater capacity and achievements.

WOOD-TV's program of expansion is right in step with the thriving market it serves so well. First station in the country to deliver 316,000 watts from a tower 1000' above average terrain, WOOD-TV gives you the primary trading center of Grand Rapids, plus important communities like Muskegon ... Battle Creek ... Lansing ... and Kalamazoo. For top coverage of this rich, growing Western Michigan market, schedule WOOD-TV ... Grand Rapids' only television station!
WFBC-TV proudly displays its brand new, functionally-designed station building on Rutherford Street in Greenville, South Carolina. This modern structure symbolizes the importance of WFBC-TV in the area it serves.

Already the dominant (VHF) station in a 69-county market in S. C., N. C., Ga. and Tenn., WFBC-TV now has the advantage of location in its new building with WFBC-AM and FM. Now more than ever, WFBC-TV, “The Giant of Southern Skies”, can give you coverage of one of America’s great markets in the Southeast. Ask us or WEED for rates, market data and assistance.

1204 Feet Above Average Terrain
100 KW (Maximum) Power

WFBC-RADIO (NBC Affiliate)
Is represented Nationally by AVERY-KNODEL

WFBC-TELEVISION (NBC Aff.)
Represented Nationally by WEED TELEVISION CORPORATION

"The Giant of Southern Skies"

TRADE ASSNS.

whom a special citation will be presented. The Hall of Fame award this year goes to Joseph Henry, early American physicist, for whom the Henry unit of inductance was named.

Raymond F. Guy, NBC director of radio frequency engineering and senior Pioneer vice president, will preside at the dinner in the absence of President Arthur Church, now in Europe. Pioneer John Charles Thomas, now part owner of KAVR Apple Valley, Calif., will provide the musical part of the program.

Mr. Guy automatically becomes president of the Pioneers for the next year. Official nominees for other offices are: John F. Patt, president, WJR Detroit, senior vice president; Merle S. Jones, vice president in charge of CBS-owned TV stations, vice president; Lewis H. Avery, president, Avery-Knodel Inc., vice president; Carl Haverlin, BMI president, executive committee chairman; William S. Hedges, NBC vice president, executive committee chairman. Terms are two years, except senior vice president, one year.

Coulter Joins NARTB
As Assistant to Meagher

THOMAS B. COULTER, news-public relations director of KYSM-AM-FM Mankato Minn., has joined NARTB as assistant to John P. Meagher, radio vice president. Mr. Meagher was KYSM general manager before accepting his NARTB post.

A graduate of U. of Minnesota with business administration degree, Mr. Coulter had managed WMMR, campus station, while an undergraduate. He was a second lieutenant in the Army, 1951-53, handling radio, TV and other media as a public information officer. In Japan he managed two commercial-type broadcast stations beaming state-side programs to American troops and civilians in the area, supervising a staff of 35 military and civilian personnel. The Army awarded him a citation for his supervision of a $250,000 radio station project.

UHF Broadcasters Group
Plans Convention Eve Meet

THE UHF Industry Coordinating Committee, formed to present the UHF broadcasters’ case to the Poter subcommittee last spring, will hold a meeting at the Willard Hotel in Washington May 22, on the eve of the NARTB convention.

In a letter to UHF broadcasters issued last week by Harold H. Thomas, chairman, and Fred Weber, vice chairman, the committee said it was important to develop a specific plan of action in the light of recent developments in the UHF field. It referred to such things as deintermixture, five-mile rule, subscription TV and the Senate TV investigation.

Among other items on a tentative agenda are (1) methods of relieving UHF broadcasters of “the heavy financial burden” of meeting equipment obligations, (2) reductions of UHF power, antennas and mileage separations and the use of directionals, (3) reduction of cable and microwave relay costs, (4) receiving set standardization and the elimination of cost differentials for all-band sets.

Mr. Thomas is the owner of ch. 62 WISE-TV Asheville, N. C.; Mr. Weber is vice president-general manager of ch. 46 WFPG-TV Atlantic City, which suspended last year.
YOU MIGHT STEAL 4 BASES IN 1 INNING*

BUT... YOU NEED WKZO-TV TO DRIVE SALES HOME IN WESTERN MICHIGAN!

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. WKZO-TV telecasts with 100,000 watts from a 1000' tower, serves over 540,000 television homes in 29 Western Michigan and Northern Indiana counties—one of America's "top-25" TV markets!

The February, 1955 American Research Bureau Report for Grand Rapids-Kalamazoo shows that WKZO-TV is the BIG favorite, morning, afternoon and night! Your Avery-Knodel man has all the facts.

(100,000 WATTS • CHANNEL 3 • 1000' TOWER)

*Josh Devore of the New York Giants set this record in a National League game on June 20, 1912.
'RADIO GETS RESULTS' CONTEST WINNERS NAMED BY RAB IN THIRTEEN CATEGORIES

Radio Advertising Bureau's 1955 competition shows the results wise timebuying can bring. Entries provide quantities of promotional material for broadcasters organization.

RESULTS of Radio Advertising Bureau's 1955 Radio Gets Results contest were announced last week, with first, second and third prize winners, plus an honorable mention, chosen in each of 13 categories.

RAB sends certificates of merit to all contest winners. From RAB's point of view, the contest accomplishes a dual purpose. It supplies the promotional organization with quantities of material for further promotional purposes and at the same time offers the station and its clients national recognition and prestige in the radio industry.

A glance at the prize-winning success stories announced last week shows that businessmen in little towns and big cities with tight budgets or advertising dollars unlimited have made profitable investments in buying radio time. In many instances, radio surprised the advertiser by producing results far beyond his expectations.

"Never have we had results like this from any other advertising," that was the comment made by Millard Smith, owner of Standard Radio & Record Co., Seattle, on his store's campaign on KXA Seattle which took first prize in the specialized services classification. Of the $5,000 that Standard spends annually in advertising, 75% goes into radio with the intention of outselling heavy competition in the Seattle market. Mr. Smith uses a minimum schedule of four one-minute spots daily on KXA seven days a week throughout the year. The spots are broadcast during the day when music is the featured programming. Using this format, Mr. Smith's business during 1954 enjoyed a sales increase of 39% despite the fact that the major record companies lowered prices of their records by the same percentage. As a result of the 1954 increase, Standard plans to increase its radio budget by one-third.

After giving direct mail a try in promoting Visco-Wipe Tea Towels, a new product made of rayon viscose cloth used previously for cleaning optical and precision instruments, John W. Black of Pittsburgh, who discovered the new use for the cloth, bought a spot schedule on KDKA there. Mr. Black's success in the use of the medium won a first prize in the miscellaneous category.

In the mail promotion, 70,000 homes in the area received product samples. Only 5,000 orders were placed and they drifted in over a prolonged period. When Mr. Black turned to radio, he bought a $100 per week announcement schedule. Sales immediately picked up. After two months in radio, 120,000 towels had been sold to the tune of $40,000. Mr. Black's entire operation expanded. The two mills supplying the towels added 16 employees. The radio budget was ultimately increased to $750 weekly on KDKA and $1,000 monthly on 27 radio outlets in different markets. "I went into this with the idea that it was a gamble," Mr. Black recalls. "So far as I am concerned now, gambling on radio is pretty nearly betting on a sure thing."

WCAU Philadelphia earned a first prize in the grocery products division with a story on B. E. Glick & Sons, Corning, Calif., a small olive and olive oil packager. The company's campaign on WCAU was designed to promote ripe olives as an everyday food. The $200 per week schedule was placed on John Trent's Housewives Protective League shows, airing two spots from 4:30-4:55 p.m. and one from 10:30-11 p.m. weekly, alternating the following week with one afternoon and two evening spots, all Monday through Friday. As a result, Glick's ripe olives are now the top seller in the Philadelphia market, despite competition from nationally advertised brands.

An increase in deposits by 10% the first year, 21% the second year, 23% the third year and 24% the fourth year has been attributed by Shelby Street Federal Savings & Loan Assn., Indianapolis, an RAB first prize winner in the financial category. In 1951, the association signed for a campaign on WFBM which amounted to a $6,000 annual expenditure. Since that time, when savings deposits were at a $325,000 level, the association has reached the $1.5 million class. It has more than doubled its office space and number of employees. When the original radio schedule was purchased it provided for six weekly announcements. The firm now uses 20 one-minute and 20-second spots each week.

In the furniture classification, RAB's first prize went to WROW Albany for a campaign...
WMBV-TV

Biggest, Most Powerful TV in Green Bay Packerland!

OVER TWICE THE POWER

WAS 110,000 WATTS

NOW 240,000 WATTS

50% MORE TOWER

WAS 583 FEET

NOW 825 FEET

TWICE

THE STUDIO FACILITIES

COMPLETE Studios and Offices in GREEN BAY and MARINETTE

WMBV-TV CHANNEL 11

CHERRY & MASON STS., GREEN BAY, WIS.
RADIO-TELEVISION PARK, MARINETTE, WIS.

Represented Nationally by VENARD, RINTOUL & McCONNELL
placed by Standard Furniture Co. of that city. "It cannot be claimed as a mere coincidence that as our radio budget has expanded so has our business," according to Chester L. Fienberg, general manager of the company, which operates retail outlets in four cities within the WROW coverage area. It is significant that three highly competitive furniture chains operate in the same market, Mr. Fienberg pointed out. In 1954, Standard spent about $20,000 on an average of 90 radio announcements a week. Since the company went on the air in 1947 it has been a steady advertiser. Since then, too, the company has grown out of its one store into a four-store operation. It is currently the second largest furniture operation in its own market and one of the largest in the state outside of the New York-metropolitan area. Mr. Fienberg says that radio has produced as many as 8,000 persons for special sales events, and that "we believe the most effective advertising we can do in radio is spot advertising with a saturation schedule. We believe that such a schedule will produce more customers for less cost per dollar than any other medium which can be used to produce large volume."

George T. McLean Industries, Portsmouth, Va., allotted $6,000 for advertising to sell 79 houses priced at $8,500 each. More than half the amount went into a 17-week campaign on WAVY Norfolk, an RAB first prize winner for submitting the McLean story in the household materials and supplies category. The advertiser gives radio credit for directly selling 25 houses for a total of $212,500. The radio campaign cost the advertiser $3,366. Said Richard J. Davis of McLean Industries: "I appreciate your suggesting radio advertising to us and notice that since you did, other builders and real estate developers are hopping on the bandwagon. . . Just as soon as we get started on other housing developments which we plan, we promise to return to WAVY."

WWDC Washington earned an award in advertisements for its story on Super Music Enterprises, Washington, of which had its origin 14 years ago as a sideline in a drug store owned by Irving and Israel Feld. As a means of stimulating business the Feld brothers bought $15 worth of records and played them near the lunch counter. The following year they bought a 20-minute segment of a disc jockey show every week for $75 on WWDC. Today Super Music, which spends about two-thirds of its advertising budget on radio, has a schedule on WWDC which includes eight hours weekly of disc jockey programming Monday through Friday, a two and a half hour show on Saturday, two Negro spiritual broadcasts on Sunday as well as another hour-long record show, and 72 spots a week. Radio is credited with promoting Super Music into a $2 million annual operation.

Cy Jacobs, owner of Cy's Campus Sport Shop, Pullman, Wash., has been on KOFE in that city since he took over the store in February 1954. His experiences with radio advertising merited an award for the station in the apparel classification. Mr. Jacobs' radio use, aimed at Washington State College students, involves spots on record shows to coincide with special promotions. In two specific cases, KOFE has carried 95% of the apparel advertising. The first such campaign was for Angeles Peggers, men's denim slacks priced at $4.94, and it sold 1,200 pairs in 11 months, starting a campus craze. Ninety-five per cent of all advertising for a Lancer sport shirt also was carried by KOFE and about 500 of them have been sold in 11 months— as many as 40 in two hours with only one salesman to handle the customers.

$1 of $5 on WDZ

Linn & Scruggs Department Store, Decatur, Ill., spend $1 out of every $5 on WDZ Decatur, an RAB prize winner for the store's story. The store is in its fifth year of sponsorship of "Something to Talk About," a homemaking quarter-hour Monday through Friday. General results run something like this: two radio mentions, with no other advertising, sold five gross of imported straw handbags at $1 each; in one day, four dozen handmade shirts were sold after one mention and no other promotion; a single mention sold 30 out of a stock of 36 "grease monkey" suits.

An original musical jingle with a transcribed minute sales message aired nine times daily on WEMP Milwaukee makes up the radio schedule of Gardner Buick of that city, which won the station an RAB first prize in the automotive field and is credited with selling more than 300 cars a month. This campaign accounts for 75% of the company's advertising. Saturation radio of this kind has been used by the firm since January 1954 when it was only a year old. At the end of its first three months on radio, Gardner was the biggest Buick dealer in Wisconsin and it has maintained that position for more than a year.

Basis of a radio schedule used by Zink's Super Market, Salem, Ind., is a 15-minute show Monday through Saturday which features a quartet singing musical favorites along with a local giveaway segment. The show is heard...
I'm changing the double-billion dollar, two-station Houston market every day—with top adjacencies to basic ABC and other net shows—top local artists—top syndicated film features—top power (316,000 watts)—and daily local color too!

Quite a lot of changes for this cat—lucky for Houston—lucky for you—the best buy I—KTRK-TV—Channel 13—Houston.

BLAIR-TV.

KTRK-TV

THE CHRONICLE STATION
CHANNEL 13
National Representatives: BLAIR-TV
130 E. 33rd St., New York 17, N.Y.

P. O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC
Houston Consolidated Television Co.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett
NEW—RAYTHEON

Dependable, versatile, low cost, convenient

FEATURES OF THE KTR
1. Meets or exceeds all FCC and RETMA specifications
2. Highest quality color or monochrome transmission
3. Audio multiplex built-in
4. Quickly, easily tunable
5. Convenient packaging and serviceability
6. Highly resistant to extreme weather conditions
7. Simple, rugged, miniaturized design
8. Multiplex audio-video range to 25 miles for single hops; greater distance using repeaters
9. Excellent signal-to-noise ratio
10. Proven performance in leading TV stations

"HEART" OF THE KTR

Within the transmitter RF head are located a tunable reference cavity, wave guide, antenna feed and a klystron in a thermostatically controlled oven. The tunable reference cavity is accurate to ±1/4 mc over an ambient temperature range of −30° to +50°C. The klystron is rugged, reliable and built for exceptionally long life.

This "heart" of the Raytheon KTR typifies the simplicity, dependability and versatility of these microwave links—designed to offer broadcasters outstanding service at lowest cost.

See Raytheon's exhibit at booth 31, NARTB show, May 22-27, Shoreham Hotel, Washington, D.C.

Produced by the world's leading maker
First link for the 13,000Mc Band, video and audio

KTR-100 F
Here is the long-awaited link for the uncrowded 13,000mc band. Ideal for transmitting high quality signals over relatively short distance, this equipment can be used for remotes or as a STL. Exclusive frequency assignments have been available in the 13,000mc band and all that has been lacking was the equipment. NOW—Raytheon supplies the missing link.

First and only link for field-sequential color

KTR-100 B
Available at 6,000, 7,000 and 13,000mc bands.
This important new unit provides the ultimate in versatility. It may be used for high quality transmission of G.E.—C.B.S. field sequential color signals, with the compatible color system, and with monochrome by merely turning a switch.

New link for common carrier band, video and audio

KTR-100 E
Another new link in this famous series is the KTR-100E. Designed for use in the 6,000mc band it offers the quality of performance telecasters have come to expect from Raytheon ... another instance of Excellence in Electronics.

Time proven for color and monochrome, video and audio

KTR-100 A
In use by leading television stations (names on request) across the nation, the KTR-100A has proven itself in thousands of operating hours in a variety of installations of all kinds. Famous for reliability and flexibility, this outstanding unit has an enviable reputation for low initial, maintenance and operating costs.

Cuelink model ACL-3
This 26mc narrow band FM radio communications system provides audio-cuing for lining up microwave installations and for permanent two-way voice communication between broadcast or microwave sites. Furnished with hand sets and antennas. Packaged for portable or rack mounting.
on WSLM Salem, which won the RAB award in the grocery store field with the Zink story. The show represents two-thirds of the client's $7,000 annual advertising budget. As a test case, Zink recently ran a Saturday radio special on potatoes and picnic hams. Within two hours, two dozen hams had been sold. Sale of 50 bushels of potatoes was recorded four hours after the broadcast.

In the appliance category, WJTN Jamestown, N. Y., took first prize for its story on Caprino Television & Appliance Co. In the fall of 1954 the client started buying saturation spot announcements at the rate of 50 per week as well as partial sponsorship of network college football games. WJTN reports that since that time the theme of the campaign—"Go, Go, Go See Joe"—has become a community slogan. Caprino now sells more Sylvania tv sets than any other dealer in southwestern New York and in the same area it is the largest volume appliance outlet. The 50 weekly spots, which account for 65% of the company's entire advertising budget, have been so successful, according to Joe Caprino, owner of the company, that when his brother opened a barber shop he used the radio theme "Go, Go, Go See Joe's Brother."

A regular radio user, Cohen's Drug Store, Charleston, W. Va., a chain of 16 stores, supplemented its regular broadcast schedule with additional spot announcements on WCHS Charleston for a special pre-Christmas campaign. The extra effort included 67 chain breaks Nov. 7 through Dec. 23 in addition to the company's 11 five-minute newscasts Monday through Friday plus one on Sunday. Two weeks after the start of the intensified campaign the schedule was expanded again with 40 more spots. The total radio expenditures was $2,700, which sold $170,000 worth of toys for the firm.

As a result of the Christmas campaign, the firm bought 10,000 spots on 52-week contracts on four stations outside the WCHS primary coverage area. Its tv advertising has been either reduced or cancelled.

Second-prize winners:


Third-prize winners:

Apparel: The Arrow Store, WIP Philadelphia; appliances: Central States Gas Co., KSUM Fairmont, Minn.; amusements: Cordova Theatre, KOFE Pullman, Wash.; automotive: Doherty Bros., KCBS San Francisco, Calif.; department, dry goods and variety stores: Koenig's Variety Store, KSUM Fairmont, Minn.; drug stores and products: Mark-

SIGMA DELTA CHI AWARD FOR Distinguished SERVICE IN THE FIELD OF JOURNALISM TO

SPENCER ALLEN, News Director of WGN, Inc.

Award for distinguished service in the field of TELEVISION REPORTING.

The Award was based on WGN-TV's emergency coverage of the October, 1954 Chicago flood—one of the many EXCLUSIVE television news stories seen on WGN-TV.*

In the words of the Judges: "The ingenuity, perseverance and organization involved is an exemplary example of how television may serve the public."

* Top News Programs Currently Available on WGN-TV
10:55 A.M. News—Monday thru Friday
Chicagoland Newsreel—6:45-7:00 P. M. Tuesday & Thursday
Late News with Leslie Nichols—following WGN-TV high rated feature films—Sunday thru Friday

CHICAGO'S TOP TELEVISION STATION

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV

Broadcasting • Telecasting
"Plane Down.....
On my way to find it."

Case History No. 8

Jason Pate, General Manager of WASA, Havre de Grace, Maryland, had just finished a sandwich at his desk when the call came shortly after 1 p.m.

A plane had crashed near town—no details.

Pate yelled to News Director Bob Gray to get ready with the portable transmitter. Then he called The AP bureau in Baltimore.

"Plane down," he reported. "On my way to find it."

By 1:25 p.m., WASA had aired the first spot broadcast that a plane, apparently blinded by ground fog, had crashed into the Susquehanna River just off Havre de Grace.

Twenty minutes later, searchers made their first find. Pate hurried to the nearest telephone.

"They've found a C.A.P. cap floating in the river, and several tickets to an air show we had up here," he told The AP. "It could be the C.A.P. plane that was searching for another plane that disappeared yesterday."

Small boats dragged the river for hours. The light was beginning to fade when one of the craft dragging the bottom hooked the wreckage.

Pate called The AP while Gray kept WASA's listeners informed.

A crane hauled the twisted mass near the surface but was unable to hoist it clear of the water. Even so, two persons could be seen strapped in the open cockpits of the two-seater. The victims were identified tentatively by C.A.P. personnel.

Pate called The AP, and Gray broadcast another bulletin.

Then, a floating derrick lifted the craft from the water, and positive identification was made.

By 6 p.m., WASA had the story wrapped up for its listeners and, through The AP, in the hands of every other AP member in the area.

Jason Pate and Bob Gray are two of the many thousands of active newsmen who make The AP better... and better known.

Those who know famous brands...know the most famous name in news is AP
AT LAST! A commercial, public service, award-winning program which will add prestige and profits to every station and sponsor.

SCIENCE

EXCITING!

ENTERTAINING!

AWARDS — "for demonstrating an ideal situation between public service and commercial sponsorship."

FAVORITE local television program, for five successive years.
Ideal program—
for hard-to-suit prospects like banks, public utilities and institutional advertisers.

A proved success—
continuously sponsored for the past 5 years in San Francisco by the American Trust Company.

Produced in association with the famed California Academy of Sciences, "Science in Action" is a program which wins unanimously enthusiastic endorsement of viewers, educational groups, stations and sponsors.

It boasts an eye-popping rating history—as well as a most impressive collection of awards and citations. It's a tremendous asset for any station, any sponsor, anywhere.

Call, write or wire for full details.

Television Programs of America, Inc.

477 Madison Avenue, New York 22, N.Y.
Paneled Theatre, KCBS San Francisco; El Bauer Chevrolet Co., WDZ Decatur, Ill.; Green-Giford, WAVY Norfolk, Va.; Lariche Oldsmobile, WCAR Cleveland; W. T. Grant Co., WJTN Jamestown, N. Y.; Baileys, WIP Philadelphia; Farmers Building & Loan Assoc., WCHS Charleston, W. Va.; Blum's, KCBS San Francisco; Sturdy Dog Food Co., KBIG Santa Francisco; Grayce Farms Dairy Inc., WARM Scranton, N. Y.; Baileys, WDVA Danville, Va.; Blum's, KCBS San Francisco.

Catalina; KCBS San Francisco; Fayetteville; Trim Grayce Francisco; Sturdy Dog Food Co., KBIG Santa WCHS Co., Green- Gifford, WAVY Bauer Orpheum Theatre, and We've got 'sistently from their farms alone, each Kansas farm family wound up the year with $8,830 in the bank—after taxes! That's 52% above the national average!*

What's more, WIBW delivers this entire market—all tied up in a single package. Year in and year out, every Whan survey consistently shows that these big-income farmers listen more to WIBW than any other radio station.

We've got the listeners. They've got the cash. Give us the word and we'll give you the sales.


FLANAGAN TO LEAVE SRA DIRECTORSHIP

THOMAS F. FLANAGAN, managing director of Station Representatives Assn. for the past seven years, plans to retire from active direction of the organization's national spot work within the next few months.

His retirement plans, motivated by his desire to devote part of his time to personal business interests, are being announced today (Monday) by Adam J. Young Jr., of Adam J. Young Jr. Inc., president of SRA. Mr. Flanagan's successor as managing director has not been designated, but Mr. Young said he hoped to announce one in the near future.

Although relinquishing the managing directorship, Mr. Flanagan will continue to work with SRA on a long-term, active consulting basis. He will have offices at SRA's New York headquarters and will carry out special assignments for the association, according to Mr. Young.

SRA has carried out a wide assortment of projects under Mr. Flanagan's direction. It has been especially active in helping stations with their work on the spot advertising field, including network "quickie" announcements and the various multiple-message plans. It set up and obtained wide compliance with the eight-second minimum standard on radio announcements and similarly put across standards for shared ID's in television.

It established the Crusade for Spot Radio, which operated for two years for the promotion of spot radio as a sales tool, and it stimulated the formation of the Television Bureau of Advertising. It also conducted regular studies, for the use of members' salesmen, of advertising in such major fields as cigarettes, beer and automobiles.

In addition to his active role in these functions and other informational services furnished by SRA to its members and trade newsmen, Mr. Flanagan makes frequent speeches on behalf of the organization and for spot radio generally before broadcasters, advertising and similar groups throughout the U. S.

AWRT BACKS APPEAL FOR INDUSTRY HELP

AMERICAN Women in Radio & Television Inc. elected five directors-at-large at the close of its fourth annual convention in Chicago's Drake Hotel May 8 (Sunday). Jane Dalton, WSPA Spartanburg, S. C., starts her second year as national president and other officers also remain in office.

The new directors-at-large, who represent the only election held during the convention, are Montez Tjadjen, KOMA and KWTV (TV) Oklahoma City; Helen E. Parker Broeg, WBZ Boston; Lillian Lang, BBC New York; Hilda Ballastro, Evaporated Milk Assn., Chicago, and Lorane Cooley, California Foods Research Institute, San Francisco. Growth of membership from 358 in 1921 to the present total of 1,072 was reported during the closing business meeting.

The AWRT also adopted a resolution designed to keep members "better abreast of developments within the broadcasting industry," as urgently suggested by NARTB President Harold E. Fellows in his address to AWRT May 6. Text of the resolution follows:

"Whereas it is a basic responsibility of this organization to concern itself with the preservation of the American System of Broadcasting as we know it now and have contributed to its development;

"Be it therefore resolved that we appoint an Industry Information Committee of not more than seven or less than five members to further cooperate with ownership and management for the purpose of gathering and disseminating information which would contribute to the preservation and the progress of this American free

Page 62  •  May 16, 1955

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Copper Publications, Inc.
WWTV...NOW on its new tower

1282 FEET HIGH
2,985 FT. ABOVE SEA LEVEL

The TALLEST TOWER IN MICHIGAN!*

DOMINATING
42 MICHIGAN COUNTIES
POPULATION - 1,338,525  HOMES - 397,696
WITH
$1,475,284,500 in RETAIL SALES
288,000 SETS

SOURCE - CONSUMERS MARKET
SETS - RETMA, DEC. 1954

CALL YOUR WEED MAN NOW... FOR THE FACTS ON

The "BIG SELL" IN MICHIGAN!

WWTV
Sparton Broadcasting Company
VHF Channel 13 From Cadillac
REPRESENTED NATIONALLY BY WEED TELEVISION

* THE SECOND TALLEST TOWER IN THE WORLD

May 16, 1955 • Page 63
A spirited panel discussion on ratings commanded widespread interest at the AWRT convention, held by Raymond E. Nelson, national spot sales director of Television Bureau of Advertising, and Hugh Beville, NBC research and planning director. Mr. Nelson cited ratings evaluation as "the chief problem area of national spot" [At Deadline, May 9]. Generally, the panel seemed to agree that ratings are "not the real payoff."

Mr. Beville felt lack of understanding and knowledge of ratings handicaps their use. He urged delegates not to "fight" ratings but to "gain a better understanding of them," particularly with respect to trends and audience characteristics.

Herbert Evans, vice president, Peoples Broadcasting Co., Columbus, Ohio, noted that national advertisers buy women's shows, attesting to their sales ability. He suggested more emphasis on community programming and service.

Following NARTB President Harold E. Fellows' talk [BT, May 9], Bea Adams, Gardner Adv. Co., spoke at a general session on "What's Your Harry?"

The value of public relations and publicity releases was debated at a May 7 morning session under Mrs. L. S. Schwartz, The Advertising Council, including as participants Edythe Fern Melrose, WXYZ-AM-TV Detroit; Spencer Allen, WGN-AM-TV Chicago; Alice Wayman, WFBC Greenville, S. C.; Charles A. Miller, WMSE Peoria, Ill., and James Scanlon, Robinson-Hannagan Assoc.

A session on the daytime audience was spearheaded by Maurice B. Mitchell, Encyclopedica Britannica Films Inc., who spoke out against too much variety in those women's shows as a substitute for ability. He scored the "buckshot format," claiming it is utilized by most women commentators. Mary Merryfield, WMAQ Chicago, strongly disagreed with Mr. Mitchell's views. P. A. Sugg, WKY Oklahoma City, argued strongly for "companionship" programming, with audience built on loyal listener-ship. Other panelists included Myrtie Labbitt, CKE/Windsor (Detroit), and Josephine McCarthy, WRCA-TV New York.

Sessions on women—behind-the-broadcast-scenes and educational TV programming completed the AWRT's regular convention agenda, followed with a reception by the Coca-Cola Co. and the McCull's magazine awards banquet [BT, Dec. 27, 1954]. A Sunday session was devoted to organization business.

**CLOSE of fourth annual convention of American Women in Radio & Television brought together five new directors-at-large elected at the organization's business meeting. L. to r: Montez Tjaden, KOMA-KWTV (TV) Oklahoma City; Lillian Mant, BBC New York; Heloise Parker Broeg, WEEI Boston; Hilda Balles, Evaporated Milk Assn., Chicago, and Lorane Cooley, representing the California Foods Research Institute, San Francisco.**

**WOC-TV**

**Builds Telecasts that Build Sales**

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with maximum power (100,000 watts video) from a new 625-foot tower. Its "good picture" coverage encompasses 30 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it.

<table>
<thead>
<tr>
<th>Population</th>
<th>1,543,700</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families</td>
<td>477,910</td>
</tr>
<tr>
<td>TV Homes</td>
<td>10/1/55</td>
</tr>
<tr>
<td>Effective Buying Income</td>
<td>$2,455,549,000</td>
</tr>
<tr>
<td>Per Capita</td>
<td>$1,590</td>
</tr>
<tr>
<td>Per Family</td>
<td>$5,565</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$1,859,761,000</td>
</tr>
</tbody>
</table>

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or service. Your nearest P & P office has the facts—on "how direct."

Col. R. J. Palmer, president * Ernest C. Sanders, resident manager

**WOC-TV Channel 6** Davenport, Iowa

**WOC-TV**

**The QUINT CITIES**

**WOC-TV AM FM**

**STETTIN OFFICE AND Davenport**

**IN IOWA**

**ROCK ISLAND, MOLINE AND QUIN T CITIES IN ILLINOIS**

**Page 64 • May 16, 1955**
STEINMAN STATIONS

top management
and engineering executives
both chose

Stainless

for their 480-foot
mountaintop tower

WGAL-TV
Lancaster, Penna.

NBC • CBS • Dumont

Stainless, inc.

North Wales, Pennsylvania

Clair McCollough
President
WGAL-TV

J. E. Mathiot
Technical Director
WGAL-TV
New York Ad Club Elects Thomas Haire as President

THOMAS R. HAIRE, president, Haire Publishing Co., was elected president of the Advertising Club of New York for the 1954-55 year. Elected vice president was Robert M. Gray, advertising and sales promotion manager of Essex Standard Oil Co., and treasurer, James A. Brewer, chairman of the board, Brewer-Cantelmo Co.


New Jersey Broadcasters Meet

BASIC broadcast problems were discussed at the management level last Monday by the New Jersey Broadcasters Assn., meeting at the Clariidge Hotel, Atlantic City. Besides off record debate, the program included a sales panel following a talk by Joseph Blume, president for Fore & Co. Maj. Ranulf Compton, owner of WKDN Camden, reported on his 40-day trip through 17 European nations. Fall meeting of the association will be held at Bridgeport in October. Paul Alger, WSNJ Bridgeton, was named chairman of the arrangements committee. Everett Reddick, WILK Asbury Park, NJBA president, presided at the Monday meeting.

TRADE ASSN. PEOPLE


John B. Allison, sales manager, KGMB Honolulu, elected secretary, Sales Executives of Hawaii, effective July 1.


Louie Edelman, producer, ABC-TV Make Room for Daddy film series, elected third vice president, Screen Producers Guild.


Genevieve T. Raymond, assistant manager of farm equipment mail order advertising, Montgomery Ward & Co., Chicago, elected president, Women's Adv. Club of Chicago, succeeding Beslee Covert.

J. Franklin Jones, tv script writer, signed to write thirteen 15-minute tv programs for Toy Guidance Council's member stores, featuring Paul Winchell and Jerry Mahoney and planned for late fall.

John W. Davis, media director, Honig-Cooper Co., S. F., named to committee on broadcast media, American Assn. of Adv. Agencies.
Cordially invites you to visit their display at the Convention of the National Association of Radio and Television Broadcasters at the Shoreham Hotel, Washington, D. C., starting on May 22, where will be displayed a completely new line of broadcasting equipment carrying the trade-mark.

Among the new items with the "Hi-Watter" seal of advanced designs includes:

- A new 5KW transmitter
- A new 1KW transmitter
- A new remote control (unattended operation)
- A new speech input equipment
- A new 2-channel remote amplifier
- A new 100 watt TV transmitter

...and,

for 250 watt broadcasters a new 250 watt transmitter that may be stepped up to 1000 watts without one penny premium and in less than 2 hours' time!

Gates Means Leadership!
GOVERNMENT

JUSTICE DEPT. GIVES UP MAJOR COUNT IN PERJURY ACTION AGAINST NATVIG

Government counsel drops charge that Mrs. Natvig lied in saying ex-
FCC attorney Powell coerced her into false testimony against Edward
Lamb. Two other minor counts also are withdrawn.

THE JUSTICE DEPT. last week abandoned its
charge that FCC turnabout witness Marie
Natvig committed perjury when she said former
Commission attorney Walter R. Powell Jr. “co-
erced” her to give false testimony against
broadcaster-publisher Edward Lamb in the
Commission’s hearing on the license renewal
of Mr. Lamb’s WICU (TV) Erie, Pa., before
Examiner Herbert Sharfman. Mr. Powell now
is on the legal staff of NARTB.

Justice Dept. counsel J. Frank Cunningham
told U. S. District Court Judge Alexander Holt-
zoff in Washington it is virtually impossible for
the government to prove its charge without the
testimony of Mr. Powell, even though other
witnesses from FCC told the court Mr. Powell
did not coerce Mrs. Natvig. Mr. Cunningham
dropped the charge while summing up the
prosecution case Tuesday.

Mr. Powell was excused from testifying be-
cause of his health. He suffered a heart attack
earlier this year, shortly before Mrs. Natvig
returned to the witness stand before Examiner
Sharfman and said her initial testimony in the
WICU hearing last fall—identifying Mr. Lamb
with communist ties—was not true.

Mr. Cunningham’s withdrawal of the prin-
cipal count, plus two other minor counts,
leaves only three out of a total of nine counts
cited in the grand jury’s original perjury in-
dictment against Mrs. Natvig. Her defense
counsel, John and Jean Dwyer, rested their case
Thursday after questioning a number of wit-
nesses, including FCC Comr. John C. Doerfer
and Examiner Sharfman. Judge Holtzoff ex-
cused the jury until today (Monday) when the
defense summary and presentation of the case
to the jury will occur.

The remaining counts pertain to the govern-
ment’s charges that Mrs. Natvig originally told
FBI and FCC representatives that she had been
a member of the Communist Party in the mid-
1930s, knew Mr. Lamb in that capacity and had
attended communist meetings with him, then
testified during her recant that she had not so
given these government representatives.

Judge Holtzoff frequently advised counsel on
both sides that the truth of the matter is not
in issue, but rather only whether the defendant
told the FBI and FCC about them and then
testified under oath she did not.

The court prohibited Mrs. Dwyer from ques-
tioning Comr. Doerfer Thursday about how and
why he and other Commissioners decided to set
Mr. Lamb’s renewal application for hearing or
whether he had talked with Mr. Powell about
the WICU case.

Mrs. Dwyer explained she was attempting
to show that the FCC hearing is not “legally
constituted,” but Judge Holtzoff ruled this
would have to be argued on the basis of the
formal Commission documents designating the
WICU bid for hearing. Although she also
had subpoenaed Comr. Frieda B. Hennoch
early last week, Mrs. Dwyer did not call her
as a witness.

John F. Reilly, head of the Justice Dept.
Subversive Activities Section, and Rex A.
Collings Jr., attorney in the department’s Crim-
inal Division, testified Tuesday Mrs. Natvig
told them Feb. 26, about a week after her
recant testimony at FCC, and told them this
repudiation was false and that her original story
about Mr. Lamb was true. They said the court
Mrs. Natvig said she recanted to escape further
cross examination by counsel for Mr. Lamb
and that her story of coercion by Mr. Powell
had been made up.

Late Monday afternoon, in a preliminary
hearing with the jury absent, the court heard
evidence by the defense that before and during
the time of her visit to Justice Dept. Mrs.
Natvig was ill, under medical treatment and
taking large doses of a half-dozen prescription
medicines, some of which contained narcotics.
A physician testified overdosage could cause her
to become “sort of groggy.”

Mrs. Natvig testified she took the medicines
continually and without reading the labels. She
claimed Joseph M. Kittner, now chief FCC
counsel in the Lamb hearing, told her to go see
Mr. Reilly and say her charge against Mr.
Powell was false. She claimed Mr. Kittner told
her Mr. Powell’s condition became worse when
he learned of her switch in testimony about Mr.
Lamb.

Mr. Kittner denied Mrs. Natvig’s allegation,
recalling she did not talk to him until two days
after she voluntarily went to the Justice Dept.

Earlier on Monday, Judge Holtzoff criticized
the leeway Examiner Sharfman had allowed
Lamb attorney Russell Morton Brown in his
cross examination of Mrs. Natvig in the FCC
hearing. When the court learned from testi-
mony by FCC attorney Thomas B. Fitzpatrick
that he believed Mrs. Natvig was “hurt by
cross examination concerning the identity of
her children, Judge Holtzoff called a bench con-
ference of all counsel about the matter.

“I am perfectly willing to state on the record
and in open court,” Judge Holtzoff said later,
“that the hearing examiner in the FCC should
not have permitted that kind of inquiry because
it is irrelevant to the issues and it is not the
kind of inquiry that the Federal Rules of Evi-
dence permit on the issue of credibility.”

During the defense case later in the week,
Mrs. Dwyer tried unsuccessfully to introduce the
complete FBI files on Mrs. Natvig “to show

LOOK FOR THIS BANNER

Booth No. 10

Booth No. 10

AT THE CONVENTION OF THE NARTB

Here you can see

- Low power and satellite/booster
TV transmitters.

- Electronic video switch gear fea-
turing color performance, plug-in
modular construction, printed
circuits, remote controls and cus-
tom crossover arrangements.

- Low-cost master monitor.

- New stabilizing clamp amplifier
and printed circuit plug-in distri-
bution amplifier.

- Standard TV regulated power
supply.

-looking for this banner

in Action

Adler Communications Laboratories

and its TV Station Equipment Subsidiary ACL Products, Inc.
One Lafayette Lane, New Rochelle, N. Y. New Rochelle 6-1620

Page 68 • May 16, 1955
The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate • and if you have a Service-Ad near your listing...

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • Chi. — Hollycourt 5-2400 • L. A. — Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.
that she was never a communist." Calling Assistant FBI Director Alan H. Belmont to the stand, Mrs. Dwyer began to examine the wit- ness but was stopped by the court on the ground it was not relevant to the perjury issue.

Other witnesses called by the defense included Russell Brown and ex-U.S. Attorney General J. Howard McGrath, counsel for Mr. Lamb, Mr. Pat Spackrill, and Anthony Capodilupo, Mr. Scholle's counsel; and Phyllis Segal, Mr. Powell's former FCC secretary. Edward Brown, FCC attorney, and Robert Lesky, FCC investigator, both identified with the Lamb hearing, also were among witnesses called by the government.

**MORE ABOUT LAMB**

**POWER TO REGULATE POWER TO DESTROY—LAMB**

The **POWER** to regulate is the power to destroy, according to the broadcaster Edward Lamb said Tuesday in a talk before the U. of Michigan at Ann Arbor.

"If the members of a political group get control of an administrative agency and seek to fortify their influence, they will try to shake down individual licensees, especially those in an opposite political party, thus constituting a sizable temptation."

Reviewing the history of his effort to win renewal of license for WICU (TV) Erie, Pa. (adjacent story), Mr. Lamb pointed out that after the Republicans took over FCC in January 1953, there were "new faces" named to the Commission, including Comr. John C. Doerfer, "a friend of Sen. Joseph McCarthy."

Mr. Lamb charged that "soon there were rumblings that the FCC would be out to get that troublesome Edward Lamb." The trade papers were full of the threats. It was not long before my general counsel, J. Howard McGrath, former Attorney General of the U. of S., warned me that we should obtain a certain Republican law firm or suffer severe consequences before the FCC. We refused to believe that the forces of government would lend itself to a shake down. We agreed to resist every offer to 'settle' this matter."

Claiming FCC used "professional witnesses" against him, he cited the turnout-bastard of the Commission's "prize" witness, Mrs. Marie Natvig, and noted the perjury indictment pending against her (story page 68).

Mr. Lamb contended Attorney General Herbert Brownell undertook the indictment against Mrs. Natvig "not because she lied, but as a warning to any other professional witnesses who might want to retract."

"I call your attention to the phenomenon and ask that legal scholars tell us of another such case which has occurred in the history of jurisprudence. Where else, even in Hitler's Germany, has there been a situation where the government, prior to the conclusion of its own case, indicted its own witness for perjury?"

Criticizing the White House for failing to admit that one of its federal agencies "is involved in suppressing the freedom of a great communicatory medium," Mr. Lamb claimed individual broadcasters in the U. S. are on his side "but they, too, have federal licenses and they dare not speak lest they too get sucked."

**MACK APPOINTMENT TO FCC IMPENDING**

Florida Railroad & Utilities commissioner would succeed Frieda Hennock, whose term expires June 30.

WHITE HOUSE announcement of the appointment of Richard A. Mack, member of the Florida Railroad & Utilities Commission, to membership on the FCC replacing Frieda Hennock, whose seven-year term expires June 30, is expected momentarily. Whether President Eisenhower will nominate Mr. Mack formally or merely announce his intention of making the appointment sometime prior to June 30 appeared to be the question.

Mr. Mack, reached by BTV in Tallahassee last Thursday, said he had been in Washington the preceding week and had visited the White House. He would not discuss his visit, however. It is understood that he conferred with Sherman Adams, chief Presidential assistant, and Charles F. Ellis Jr., assistant in Mr. Adams' office handling independent agency liaison.

Mr. Mack asserted he could not state authoritatively that he knew he would receive the FCC appointment, but added that he would be "very honored to accept it, if offered." He said he had visited FCC Chairman George C. McConnaughey on April 4 at the latter's behest, explaining that he had known the chairman for several years in connection with the activities of the National Assn. of Railroad & Utilities Commissioners, of which Mr. Mack currently is president. Mr. McConnaughey, while chair- man of the National Public Utilities Commission, had served as chairman of NARUC.

The president, under the statute, can nominate Miss Hennoch's successor, since the law provides for such nominations six days of the expiration of the term of an incumbent. The nomination is subject to Senate confirmation, and automatically would be referred by the Senate to the Interstate & Foreign Commerce Committee. However, administration's ap- proval is automatic. Mr. Mack is a Democrat and would succeed Miss Hennoch, a New York Democrat.

Mr. Mack said he had not exerted "too much effort" to procure the FCC appointment. He was aware of the fact that such nominations are made two or three days of the expiration of the term of an incumbent. He would not discuss his visit, however.

PREVIOUSLY MENTIONED

It is understood that Mr. Mack previously had been suggested for appointment to the Federal Power Commission and the Interstate Commerce Commission, as well as for the FCC. His name was on a list submitted by NARUC for vacancies on any of the three commissions.

Sens. Holland and Smathers, in recommending Mr. Mack's name to the FCC, said: "Mr. Mack brought a tremendous amount of energy and ability to the Florida Railroad Commission and we understand that he is now recognized throughout the country as one of the most vigorous and progressive state utilities commissioners in the nation.

It is understood also that Mr. Mack had the endorsement of Sen. Harry Byrd (D-Va.), among others."

Mr. Mack, 44, is a graduate of the U. of Florida, 1932, with a degree in business administration. He had a distinguished Army career in the Infantry and holds a reserve commission as a lieutenant colonel. He was ap- pointed in 1947 as a member of the state com- mission and served a two year term as chair- man. He also worked as a research end on a system. Before receiving his appointment, he was general manager of the Port Everglades Rock Co. He resides in Coral Gables, but as a commissioner spends five days a week in Tallahassee, the state capital.

(Continued on page 114)
Watch RCA's latest Color Camera Chain, with revolutionary Processing Amplifier in action. See the new RCA TK-4 Color Camera pick up live studio scenes from the floor. Watch the 6-Vidicon Color Film system in operation. See how color signals are switched and fed to outgoing lines and color monitors. Inspect the new high-power Color Microwave equipment. Here's a show within a show. That's a color spectacular in itself!

You'll also want to see RCA's new Black-and-White Vidicon Film equipment and Multiplexer set up. And inspect the new RCA high-power UHF Transmitters, new RCA AM Ampliphase Transmitter, new RCA Microphones, new Turntables.

You'll see that RCA equipment has really been on the move in the last year. You can operate the equipment yourself while you are here and talk about it with RCA Broadcast and Television Specialists. Let them give you the most up-to-date slants, equipment wise, first-hand.

Color Television Headquarters Comes to NORTB Convention, May 22-26

**RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION**
NOW READY...

An Indispensable Guide for Color Planning

In its 108 pages, this catalog provides just about everything the station man wants to know about color TV planning. First, its 28-page explanatory section contains the most timely, factual and authentic discussion of color planning ever written. Entitled "How to Plan for Color" it includes up-to-the-minute considerations of network programming, film programming, live studio programming. Second, the catalog describes and illustrates all the latest RCA equipments for color television to fit these plans—immediately.

This informative catalog is fundamental to color station operation—the only book of its kind! And it's ready NOW.

For your copy of this new RCA catalog on Broadcast Color Equipment for Television ask your Broadcast Sales Representative. Or write Section 503, RCA Engineering Products Division, Camden, N. J. on your station letterhead.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
PROGRESS again will keynote NARTB’s annual convention exhibits of equipment and technical services. Displays of heavy items will be centered in the Exhibit Area of the Shoreham Hotel, where the large garage is being evacuated to provide the needed floor space. Lighter gear and technical services will be found in the room areas. The entire display is in charge of Barry Freer.

Aural broadcast equipment will include new lines of fm transmitters. Automation techniques will be shown in operation, some of them permitting many hours of automatic programming.

As was the case at the 1954 convention, color telecasts will highlight the Exhibit Area. Associated equipment, with color conversion apparatus, will be demonstrated. Delegates will have a chance to observe the production methods and equipment used for colorcasts.

Automatic programming will include tv as well as aural broadcast operation. One slide projector can be loaded with 100 slides and preset. An exhibit will show an alarm system that checks equipment at remote relay points.

Multiplexing of fm broadcast service will be shown in operation. This technique will permit fm stations to carry more than one signal in the band, permitting such services as functional music.

A new microwave relay unit to be on display will operate in the high 13,000 mc band. Many types of communication links will be exhibited. The exhibits will include signal generators; many types of cameras, tower sections, cables, tubes, film systems, camera chains and tower lamps. A small broadcast receiver in one display includes transistors instead of tubes and is said to be good for 2 1/2 years operation on a single set of tiny batteries.

Studio lighting equipment is to be demonstrated as well as new color multi-scanners and terminal-test apparatus.

Details of program service exhibits will be found starting on page 90.

Adler Communications Labs

EQUIPMENT for low power television transmitting, satellite and booster systems will be displayed by Adler Communications Labs in Exhibit Area 10. Components are designed for assembly and integration in accordance with the broadcaster’s specific requirements.

The 150 w uhf transmitter on exhibition has three distinct units, each in a harmonizing cabinet with a front metering panel. Cabinet 1 contains the UST-20 linear amplifier, rated at 20 w peak visual power. Cabinet 2 contains the UST-210 aural and visual exciter-driver unit producing the uhf modulated-carrier signals. This identical equipment, less the translator, would be used to provide the vhf modulated-carrier signals. Cabinet 3 contains the UST-150 linear amplifier rated at 150 w peak visual power.

In addition, a new exclusive printed circuit electronic crossbar switcher, featuring plug-in modular construction, will be on display. A 12 input by three output video switching system using these modular units is in operation, including momentary contact push-button switching, lap dissolve and fade effects and preview arrangements.

The operating equipment includes the ACL master monitor, a new plug-in printed circuit distribution amplifier, a new clamp amplifier and a 600 ma 280 v dc regulated power supply. The specifications for all of this equipment take into account the standards for color signal transmission.

Personnel: Ben Adler, general manager; Carmen J. Auditore, sales manager; Thomas B. Friedman, manager-broadcast systems engineering; Joseph Malin, manager, development engineering; Henry J. Shapiro, development engineer, and Louis Katz, development engineer.

Alford Mfg. Co.

ALFORD will exhibit a part of its new Type 1046 Streamlined Antenna which results in lower windage and allows many towers to support four-bay array.

Personnel: Andrew Alford, president; David P. Flood, engineer; Harold H. Leach, engineer.

Altec Lansing Corp.

ALTEC LANSING Corp. will exhibit in Rooms F102 and D104, adjoining the Graybar Shoreham Suite, F100-2-4, Graybar is Altec’s distributor.

Microphones, speakers, amplifiers, consoles and other radio-tv equipment will be available for viewing. The miniature microphone, the Lipstik, and the 671 velocity microphone, plus various cardioid types will be on display.


Amperex Corp.

AMPEREX will exhibit in Suite B312-314 at the Sheraton-Park and also in the Standard Electronics Corp. booth. The display will be a show of transmitting and power tubes and rectifiers for tv, am and fm broadcasting. Promotion in conjunction with Standard Electronics is a contest giving away prizes for questions answered on tubes used in equipment.

Personnel: Sam Morris, president, and Arnold Peterson, salesman.

Amplex Corp.

MAIN FEATURE of Ampex Corp.’s exhibit will be its new Automatic Programming System. The system, which allows over a ten-hour broadcast schedule to be aired without any kind of human assistance, underwent a six-weeks’ field test early this year at KEEN San Jose, Calif. Under the automation system, two electronically interlocked tape playback units are utilized alternately. One unit is capable of playing eight hours of recorded material from a single tape and the other is capable of up to four hours. On the first machine is placed program material from a station’s library or from a network or transcription service. Spots, local programs and station breaks are recorded on the second machine. After each segment of program material and each local announcement on either unit, a sub-audible tone is

TELEVISION satellite-booster made by ACL Products, tv station equipment unit of Adler Communications Labs.

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recorded. At the conclusion of a program segment on one unit, the tone is registered on an electronic "brain" which starts the integrated material on the second machine.

Other exhibits: Ampex 620 amplifier speaker, a portable hi-fi speaker system incorporating a specially-designed loudspeaker in a correct acoustical enclosure and a high calibre 10 w amplifier; Ampex 600 portable magnetic tape recorder-reproducer, weighing less than 28 pounds and operating at a tape speed of 7½ inches per second, available as a full track recorder for editing ease or as a half track recorder for maximum recording time and tape economy; Ampex 350 magnetic tape recorder-reproducer, available to operate at 3¼ and 7½ ips and 1½ ips.

Personnel: Russell J. Tinkham, audio sales manager; Robert Miner, field sales manager, audio division; William Cars, professional products manager, audio marketing division; Forrest J. Beard, assistant manager, advertising and sales promotion. Shoreham E202-4.

AUTOMATIC programming system to be shown by Ampex.

Andrew Corp.
IN Exhibit Area (No. 26), Andrew Corp. will show its line of coaxial transmission lines for uhf, vhf, fm and am, as well as antennas, waveguides and accessories.

Personnel: Dr. Victor J. A. Andrew, Robert P. Lamons, John S. Brown, Henry F. Miller, Robert C. Bickel, Charles R. Lane, Ernest A. Hietch, Robert A. Grager and John W. McLeod.

AT&T Long Lines Dept. and Chesa-peake & Potomac Telephone Co.
THE BELL System in Exhibit Area 11 will show its latest equipment serving the radio and tv industry.

On the floor will be a pickup truck equipped to establish facilities for originating tv programs at remote locations. Other exhibits feature a new alarm system designed to check equipment performance at remote radio relay stations, and an automatic channel switching system to correct fading or failure.

Also to be shown is an illuminated map pointing out the additional of 20,000 channel miles of tv facilities to the network—an all-time yearly high—during the past year.


EXHIBIT plan of AT&T for convention are reviewed by (l to r) Carl W. Floyd, eastern area commercial manager, and M. G. Wallace, headquarters commercial operating engineer.

Berlant-Concertone
NEW line of Berlant Series X magnetic tape recorders and accessories will be displayed by Berlant-Concertone, Audio Div. of American Electronics. The new line includes the BAX-1 automatic recorder, BRX-1 broadcast recorder and SBX-4 stereo-floating recorder.


Blow-Knox Co.
BLAW-KNOX Co. will exhibit photographs of its newest type towers for tv, am, fm and microwave installations. It will also use sections of actual towers to show features of interest to prospective users. Shoreham G104.

Personnel: Robert A. Tromann, tower sales; A. H. Jackson, engineering director; Paul F. Vollmer, assistant advertising manager; William Roscoe, Robert Kuhn, John Cummings.

Caterpillar Tractor Co.
IN Exhibit Area 30 Caterpillar will display its newest portable diesel-powered electric set, the Caterpillar D31B, available in nine engine models ranging from 30 kw to 315 kw, for standby or permanent installation.

Each unit includes cooling system, fuel tank, skid mounted or with four-wheel trailer. An automatic start-stop display will show how electric sets shoulder the load automatically. Photos will show radio and tv installations, depicting ways the emergency or standby equipment provides insurance against lost time.

Personnel: Ralph Bradley, Robert Burdick and James Hoak.

NEW portable diesel-powered electric set to be shown by Caterpillar Tractor Co.

Century Lighting
CENTURY LIGHTING will display in the Main Exhibit Hall of the Shoreham a rear screen projection unit (5 kw), which produces an image of ¼ units to 1 unit of projection or throw; a system of intensity control (magnetron)—light control, employing use of magnetic amplifiers and operational control features 9 kw-20 kw; a complete line of Fresnel; a C-Lector—system of non-dim pre-set, master switching control possible to engage any number of non-dim circuits to any one of 10 master preset controls; also the Prot-O-Vox—a low voltage wireless microphone.


Collins Radio Co.
COLLINS will occupy Space 34 and is planning to exhibit its 21 E/M broadcast transmitter, 2 OV-2 1 kw broadcast transmitter with remote control system; 212A-1 studio console; 212B-2 studio console; 212Y-1 remote amplifier; 212U-1 remote amplifier; 122/2 four channel remote amplifier; new tv microwave relay equipment, and miscellaneous items of rack mounted speech equipment.

Personnel: R. H. Hollister, industrial sales manager; H. O. Olson, broadcast sales manager; T. W. Sharpe, regional sales manager; J. D. Fehan, regional sales manager; F. W. Wall, broadcast sales engineer; J. F. Stenbery, broadcast sales engineer, R. D. Sidwell, broadcast sales engineer; M. N. Oebbecke, broadcast sales engineer; R. I. Hancock, broadcast sales engineer; T. E. McConnell, broadcast engineer; R. A. Powell, broadcast sales engineer; C. M. Lowder, field service engineer; E. W. Pappenfus, broadcast engineering; Paul Wulfsberg, asst. director engineering; E. S. Gagnon, sales engineer; L. O. Embree, broadcast sales engineer; R. Caldwell, broadcast engineering.

Conrac Inc.
MAKER of the Fleetwood line of tv receivers on the West Coast, Conrac will exhibit three models of its tv monitor and its featured AV12 off-air tuner. Tuner is used for monitoring and rebroadcasting applications.


CLOSEUP showing construction details of WWJ-TV Detroit tower from Blow-Knox.

MR. HOLLISTER

BROADCASTING • TELECASTING
Continental Electronics Co.

CONTINENTAL Electronics Co. will demonstrate a 250 w transmiter, type 312, with built-in remote control equipment. The remote outfit features a potentiometer system in which no tubes, toneit, dials, or oscillators are used. Complete control and metering facilities are available for the operation of two transmitters, the regular plus a standby or fm transmitter.

A new 1000/500 w transmitter, type 314-3, will also be shown. Exhibit Area 19.

Crouse-Hinds Co.

CROUSE-HINDS Co. will exhibit tower lighting and wiring equipment for tv, radio and microwave towers at Room F213, Shoreham Hotel. Complete kits, beacons, obstruction lights, control equipment and wiring devices will be displayed.


Dage Electronics Div. of Thompson Products Inc.

DAGE will feature the vidicon color camera with special emphasis being placed on a convertible monochrome to color system, costing $8,000. The company's color for film programming consists of a three vidicon system, costing $15,000 for the camera, camera control console and rack mounted power supplies. For those not yet ready for color, the same camera can be added with one vidicon system for monochrome reproduction, $8,000.

Dage will also display a complete low power tv station, illustrating the possibility of equipping a tv station for less than $25,000.

Personnel: James L. Lahy, general manager; Neff Cox Jr., district sales manager; J. W. Alinsky, chief engineer; George H. Fathauer, chief development engineer; H. E. Crow, project engineer; H. Garba, design engineer; Charles Abney, sales engineer; Harold Ennis, systems engineer; Cliff Schmidt, engineer; Mort Zimmerman, district sales manager; Wynne Stewart, district sales manager; John Mullen, district sales manager; Joseph Farnum, district sales manager. Exhibit Area 3.

Dresser-Stacey Co. (IdecO)

IDECCO's exhibit suite E 102-104, Shoreham Hotel, will feature caricatures of Menu Redman, former Walt Disney star, and caricature hundreds of NARTB members and guests at last year's Chicago convention.

Mr. Redman will work on a projector so his audience can watch each pencil stroke. For- merly on the faculties of the Art Institutes in Chicago and New York, he currently heads a Chicago advertising cartoon studio.

Backdrop for Mr. Redman's activities will be giant murals of the Idealco tv and radio towers, with pictures and drawings of Idecoco's recently announced Type 40 and Type 50 guyed tv towers. Scale model of an Idecoco self-supporting tower will be on display in the RCA Broadcast Equipment Division exhibit.

Personnel: Joe M. Hogan, general sales manager; J. Roger Hayden, industrial sales manager; Dan Byrd, advertising and sales promotion manager; K. H. Brust, Los Angeles branch manager; Stu E. Wilson, contract administrator; George Iles and John Mccvev, sales representatives.

Allen B. DuMont Labs

COLOR will keynote the DuMont display in Exhibit Area 9, with "the most complete color programming equipment facilities ever offered in one package at an amazingly low cost." Included in the exhibit will be the new DuMont Color Multi-Scanner, which features "new and revolutionary advantages" with "greater operating economies and simple operation."

A complete line of color terminal equipment and test equipment for handling incoming color signals from network, film and other pickup sources also will be shown. Other color equipment to be shown includes monitors, stabilizing amplifiers, masking equipment, switching and mixing equipment, nine-channel switch unit and video control equipment, for both monochrome and color. New tv transmitters on display will range from a 25- or 50 kw unit to a new 50-w transmitter designed for use in limited, small service areas. The high-powered systems feature "low-cost operation, low initial cost, simple dual-tube final amplifiers, simple component and circuitry design, open construction, complete accessibility, quiet operation and small size. Rounding out the DuMont presentation will be the transmitter control console.

Personnel: Communication Products Div.: R. E. Kessler, division manager; G. S. Gregory, engineering manager; F. S. Newman, advertising and promotion manager; D. Christie, assistant to division manager; H. McCrae, manager, development engineering; H. Mace, senior electronic engineer; D. Quinnell, engineer.

Television Transmitter Dept.: J. B. Tharpe, national sales manager; K. F. Petersen, marketing manager; C. E. Spicer, sales operations manager; H. Bloomberg, central sales representative; L. C. Radford Jr., southeastern sales representative; R. J. Myers, western sales representative; B. J. Kindworth, midwestern sales representative; F. A. O'Connell, northeastern sales representative; G. Winston, southern sales representative; L. Keys, northwestern sales representative; E. G. Gramman, industrial sales representative; J. P. Gallagher, industrial sales consultant; D. Stewart, sales representative; J. Shearer, sales engineer; G. Wagner, sales engineer; F. Bonvouloir, sales engineer; F. C. Grace, sales engineer; H. Del Muro, sales engineer; N. Ritter, sales engineer; R. Bollen, sales engineer; L. Litchfield, sales engineer; J. Sims, sales engineer.

Research Div.: R. Cavanagh, circuit research director; R. Tingley, color and video techniques manager; J. Haines, senior electronic engineer; R. Deichert, senior electronic engineer.

International Div.: J. Morrissey, transmitter sales manager.

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Electro-Voice Inc.

TELEVISION and broadcast microphones and accessories will be displayed, including the new 665 and 666 super-cardioids. Other items: phonograph cartridges and monitor speakers.


Elgin Metalformers Corp.

NEW Emcor modular enclosure system, said to allow the electronic industry to avoid high cost custom construction with standard units which can be tailor-fitted to individual requirements and considerable savings, will be displayed by Elgin Metalformers Corp. New Em- cor system consists of nearly 200 components. Exhibit Area 4.

Emsco Mfg. Co.

PRINCIPAL feature of the Emsco Mfg. Co. exhibit will be a mockup model of one of the company's towers, Model 10RTA. P. M. Davis, manager of industrial sales, will be in attendance. Shoreham F-220.

Fot o-Video Labs

FOTO-VIDEO LABS, in Suite F-115 at the Shoreham, will show precision tv station and test equipment including keyed composite video generator, color and monochrome sync generators, color and monochrome picture distribution amplifier, power supplies, amplitude linearity testers, linearity and convergence dot generator, tv waveform monitor, high power video amplifiers and staircase generator. They also will display precision photo products for tv including: resolution, linearity and color registration 2 x 2", 3/4" x 4", 4" x 5", and 8" x 10" slides and opales; gamma test slides, light boxes for 8" x 10" color and monochrome taut transparencies and 16mm test films.

Personnel: Albert J. Baracket, president and chief engineer; J. J. Mcmahon, engineer; C. E. Underwood; sales manager, and A. R. Fiore, vice president.

Gates Radio Co.

GATES RADIO CO. will feature its Hi-Watter line, comprising a complete new line of broad- cast transmitters, remote control system and audio equipment. Exhibit Area 18.

The am transmitter line runs from 250 w to 5 kw. Of particular interest to the Class IV
serving industry through coordinated precision technology

THE GPE PRODUCING COMPANIES

PRECISION MECHANICS, OPTICAL DEVICES, CERAMICS
ELECTRICAL EQUIPMENT AND COMPONENTS
ELECTRONICS
HYDRAULICS, LIQUIDS PROCESSING, HEAT EXCHANGE
TELEVISION
STUDIO, THEATRE, EDUCATIONAL, BUSINESS, INDUSTRIAL
INSTRUMENTS, SERVOS, CONTROLS
HYDRAULIC, PNEUMATIC, MAGNETIC, ELECTRONIC
AIRCRAFT AND MISSILE GUIDANCE, CONTROL, SIMULATION
AUTOMATIC COMPUTERS AND COMPONENTS
RADAR, MICROWAVE, ULTRASONIC
MOTION PICTURE AND AUDIO EQUIPMENT
NUCLEAR POWER COMPONENTS AND CONTROLS
SYSTEMS ENGINEERING
AERONAUTICAL, NAVAL, INDUSTRIAL
advanced techniques & resources

The producing companies of General Precision Equipment Corporation are engaged in the development, production and sale of advanced technological products. Each of these companies specializes in particular areas of advanced competence and possesses highly developed techniques and resources in its particular field or fields. These are the building blocks of GPE Coordinated Precision Technology, through which GPE serves more than a dozen important industries.

The chart at the left shows the areas in which each GPE Producing Company works. But it cannot show the high degree of specialization and the important position each GPE Company occupies in its field or fields.

Take TELEVISION, for instance, and the work of General Precision Laboratory Incorporated, the GPE leader in the field. GPL's research, development and manufacturing activities in TV are concerned with quality equipment for theatre, studio, business, industrial, institutional and military TV and do not relate to the home TV field.

GPL equipment was used for all video recording of the Coronation, both U. S. and Canadian. It is used by 90% of the studios equipped for video recording.

The first appearance of a President on closed-circuit TV—President Eisenhower speaking from the White House to distinguished guests at the dedication of the Ford Research Center in Dearborn—was projected on GPL theatre equipment, producing fine quality pictures up to 65 feet wide.

The same large-screen GPL equipment—and high quality, portable, intermediate size projection equipment newly developed by GPL—enabled guests assembled in several separate ballrooms of the Waldorf-Astoria to see and hear the Queen Mother at two New York dinners last Fall; made possible the historic 33-city TV hook-up which was a feature of GM's fifty-millionth car celebration. Both these types of GPL projection equipment also played key roles in the nationwide "heart-video-clinic"—the largest meeting of its kind ever held—attended by over 20,000 specialists in 35 cities. This GPL equipment is rapidly making closed-circuit TV a practical, everyday business and institutional meeting medium.

Many broadcast studios, including CBS's famous TV "61—the largest in the East, are exclusively equipped with GPL cameras and control equipment.

New uses are developing steadily for GPL's "Bullet," the new, portable, easily operated, industrial television camera: in banks to speed service, eliminate congestion and reduce personnel costs; in railroads to better control and speed train make-up and freight car loadings; in industry to monitor and improve manufacturing processes, for surveillance and security, and to view hazardous operations.

GPL is a leader in military TV with its special and exacting requirements for airborne, shipboard and under-water uses and is also at work on color TV. A color film camera chain of high quality; for studio use, is in production and additional color equipment will be announced in 1955.

A broad description of the work of GPL and the other GPE Companies is contained in the GPE brochure, "Serving Industry Through Coordinated Precision Technology." For a copy, or other information, address:

General Precision Equipment Corporation
92 GOLD STREET, NEW YORK 38, NEW YORK
NEW COST-CUTTING IDEA!

Automation in TV...

...with station-tested
GPL studio technique!

This is a typical pattern of what you can do with equipment planned for quality with economical operation. There are many variants. Add a GPL-Watson 3"-30" focal length lens to any make black and white or color camera—operate one camera only for most shows.

These are not dreams; smart station operators developed these techniques with GPL equipment. You can share in their savings.

GPL will be glad to analyze your present operations and give you engineering recommendations for a cost reduction program. For complete literature on remote control units and for engineering studies, at no obligation, write, wire or phone.

GENERAL PRECISION LABORATORY
Incorporated • Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION
local 250 w stations will be a brand new BC-250L, designed so that it can be increased in power at any time to 1 kw. This transmitter was designed to meet the future FCC ruling permitting Class IV stations to operate at 1 kw. Also to be displayed is Gates' new 5 kw BC-5E transmitter which does not have any external components. Another new transmitter is a 1,000-500 w unit designed for high fidelity performance, small in size, simple in operation and modern in styling. It is the BC-1J. A companion model, BC-500K is capable of being increased in power from 500 w to 1 kw at any time.

The new remote control system has 19 metering and 42 control functions. It was designed with the possibility that remote control of directional radio stations will be permitted.

Among the new audio products are a two-channel, lightweight remote amplifier and the Gatesway studio control console.


General Communications

THIS firm's Broadcast Division Inc. in Exhibit Area Space 37 will show a complete line of studio video and audio control equipment. The units are designed to provide maximum facility control with a minimum of manpower. Devices are described as automatic and maintenance-free. New and expanded line of power supplies, individual voltage regulators, master power supplies, complete video and audio switching equipment for encoded color and monochrome, program line and camera switching, dial operated monitor switching and pre-set lighting controls for tv will be included.

Personnel: Earl D. Peterson, sales manager; Bill L. Dunbar, broadcast equipment sales; L. G. Pumroy, broadcast engineering sales; D. A. Puerzer, and J. C. Hein.

GRAY Telop, with new features, that will be demonstrated.

Gray Research & Development Co.

REMOTE CONTROL will feature the presentation of Gray Research, which will be displayed in Room F114 at the Shoreham. Heading Gray's exhibit will be the new Gray automatic, remote-controlled 2" x 2" transparency slide projector which has a capacity of 72 slides. Also included will be the Gray Telop III, automatic opaque projector, and the 3B Teleobjector along with transcription arms and equalizers. Shoreham F114.

Personnel: Newland F. Smith, vice president, and Chester B. Hayes, general sales man- ager.

General Electric Co.

GENERAL ELECTRIC will demonstrate its new equipment for color tv programming [B'T, May 9]. Also included in the GE exhibit will be a new 10 kw vhf transmitter, color trans- mitter terminal equipment, a new vhf helical antenna and a self-powered uni-level amplifier.

A brochure, Film Center for Color Tv, will be available in Exhibit Area 2.

Personnel: William J. Morlock, Technical Products Dept. general manager; Paul L. Cham- berlain, broadcast equipment general manager; Frank P. Barnes, broadcast equipment marketing manager; C. Graydon Lloyd, broadcast equipment manager of engineering; Charles J. Simon, broadcast equipment manager of prod- uct planning; Albert F. Wild, broadcast equip- ment manager of sales, and the complete staff of broadcast equipment district sales managers.

General Precision Lab

GENERAL PRECISION Lab, in Room F204, and Exhibit Area I, will show a new 3-Videon Color Film Chain along with new, low cost idea of making use of two cameras. One camera utilizes the GPL Waton Vari-Focal Lens with zoom and focus run from the control room and the second is mounted on a complete re- mote control pedestal providing remote control of pan and tilt, lens change, iris and plus a memory of six pre-set positions switched by push button to correct aim, lens, iris and focus. All of the GPL-Wicks line will be on display, including color gear.

At WLAU, 250 watts, Laurel, Mississippi

"EVERYONE IS SOLD ON THE AMPEX 600"

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

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

“This new Motorola portable includes swivel handle that serves as antenna.

Motorola Inc.

NEW line of all-steel portable radios will be exhibited by Motorola, plus current line of auto receivers and clock radios. New steel portable is said to be rust-proof and break-proof, features high power battery, printed circuit and swivel handle which contains antenna. Exhibit Area 5A.

Multiplex Development and Multiplex Service Corp.

FEATURED for the first time anywhere Multiplex Service Corp. in Suite F-118 at the Shoreham, will offer those attending the NARTB convention an opportunity to see the latest in new titles and new types of brand new equipment designed for fm multiplexing. On display, will be models of both transmitting and receiving equipment for multiplexing. Demonstrations of multiplexing will be given and recordings played of receptions of sub channel transmitters in the fringe area of WGHF (FM) New York. Full information on new revolutionary products possible, technical details, methods of conversion and aspects of multiplexing will be available.


Broadcasting • Telecasting
...1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower... with insulated base and sectionalizing insulators at the 640 foot level... does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation... plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

Guyed and self-supporting types— for AM · FM · TV · microwave · communications · radar

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.
SEE WHAT'S New IN THE TELEVISION INDUSTRY

See Booth 2, G-E Exhibit

NARTB CONVENTION

Washington, D.C.

New! 10 KW VHF TRANSMITTER

... joins General Electric's full Line of Station Power Packages. See the industry's newest transmitter refinements. Study the G-E 10 KW in the flesh—satisfy yourself on cost, design, and performance features.
SEE G-E's array of the finest new items for today's—and tomorrow's—television stations.

SEE one-tube color cameras shooting live skits and commercials.

SEE the complete Color Film Center in action. See the solution to flicker, jitter, weave, smear and registration problems.

SEE new plug-in studio gear, new color amplifiers, new color monitors, and many other new items.

SEE the men you know for the answers to your questions. Our district managers, top-notch engineers and headquarters staff will be on hand with the information you need.

*Progress Is Our Most Important Product*

**GENERAL ELECTRIC**
**Multiplex Services Corp.**

MODELS of new equipment designed for fm multiplexing, "featured for the first time anywhere," will be demonstrated in Room F118 at the Shoreham by Multiplex Services Corp. Models of both transmitting and receiving equipment for multiplexing will be shown in addition to demonstrations and recordings played of actual reception of subchannel transmissions in the fringe area of WGHF (FM) New York. Fm station owners, managers and engineers will be provided with "full information on new revenue producing possibilities, technical details, methods of conversion and other aspects of multiplexing," Shoreham F118.

Personnel: William S. Halstead, president; Gordon B. Halstead, general manager.

**Muscolor Inc.**

INNOVATION called Colorobot, which permits a montage of color to be superimposed on tv screens, will be exhibited by Muscolor Inc. at Room C202 of the Shoreham. Also to be displayed are Telecolor models of "The Light That Dances." Muscolor's exhibit will include rear screen projection and direct to camera on film apparatus and devices that decorate walls and ceilings of studios and reception rooms.

**Nems-Clarke Inc.**

FIELD intensity meters, phase monitors, tv re-broadcast receivers and a line of video jack strips and patch controls will be exhibited.

Personnel: James Gilbert, Raymond Rosenberg, Allen Clarke, Ralph Grimm, K. B. Redding, Shoreham Room F-206.

**Phelps Dodge Copper Products Corp.**

PHELPS DODGE Copper Products Corp. will exhibit its Styroflex and its new Spirafil coaxial cable in Room F-113, Shoreham Hotel. Spirafil is a semi-flexible, aluminum sheathed coaxial line which is designed to eliminate radiation, has unlimited life, low attenuation and maintains relatively constant electrical properties over wide ambient temperature variations. Phelps Dodge also will show insulated wire and cable, bare and weatherproof wire and cable, magnet wire, copper and copper alloy pipe and tubing, condenser and heat exchange tubes and rod and bus bar.

Personnel: F. W. Lemly, manager, high frequency cable dept.; V. Clunet, Washington district manager; J. B. Lynch, sales engineer.

**Philco Corp.**

PHILCO will exhibit two completely operating 16mm and 35mm tv film systems. The display also will include newly-developed crossbar switches for local and remote video switching, a color processor, a pedestal gamma assembly featuring remote control and noise clipping circuitry, a new dual light source unit for standby use and several new items of color test equipment. Exhibit Area 27.

Personnel: J. D. McLean, vice president; G. A. Hagerty, industrial sales manager; F. P. Bartlett, supervisor, broadcast sales; J. B. DeWolf, supervisor, communication services; J. R. McKenna, industrial product manager; K. C. Moritz, regional manager; W. F. Tai, assistant industrial sales manager—export; M. A. Williams, regional manager; J. F. Dawson, regional sales engineer; L. J. Boss, regional sales engineer; G. L. Ashby, regional sales engineer; R. A. MacDonald, regional sales engineer; J. J. Johnston, regional sales engineer; L. Kendall, regional sales engineer; C. M. Volkland, regional sales engineer; S. H. Wright, regional sales engineer; M. L. Gaskill, advertising and sales promotion manager; J. W. Mintzer, advertising department.

**Prodelin Inc.**

"PRODELIN Inc. in Booth 29 at the Sheraton-Park will show for the first time its new low-power Cover-Loop uhf antenna, a fiberglass tube 12 inches in diameter which acts as support, housing and weatherproofing of the inside radiating elements. It is designed to operate on all uhf channels, has voltage standing wave ratio of 1.1 to 1 or better over several channels, power rating of 500 watts omnidirectional. Price said to "fit comfortably" with that of low-power, low-cost broadcast and satellite stations. Three models of the Cover-Loop will be shown.


**FM-SCA LICENSEES:**

Present and Prospective

Make this top-quality, tape-recorded multiplex subscription service exclusively yours!

**MAGNE-TRONICS Motivational Music**

Visualize the profit potential and sales advantages of multiplexing a subscription music service offering fresh, new, sparkling music content never before available for public performance! The Magne-Tronics Musical Tape Program Service is just that—and it can be exclusively yours on terms determined by program and budget requirements.

Recorded on eight-hour tapes for automatic playback, Magne-Tronics Motivational Music is programmed from a master tape library of 5,000 smartly styled selections. 50 new titles, including current hits and modernized standards, are recorded and added to this repertoire every month.

Don't confuse Magne-Tronics with transcription libraries available to anyone which, when dubbed onto tape, are offered as exclusive. Magne-Tronics means tape to tape, not transcription to tape, programming. Magne-Tronics means exclusive in the strictest sense.

Franchise applications for the Magne-Tronics Musical Tape Program Service are now being screened and exclusive territories allocated on the basis of non-conflicting coverage.

**COLOROBOT device developed by Muscolor Inc.**
FLASH!

TO RADIO and TV PROMOTION MANAGERS

ECONO-TRAY

SERVES THEM RIGHT!

At last! A low-cost premium that everyone on your advertiser and agency mailing list will appreciate and keep.

"THE BAR TRAY WITH AN IDEA"

It's Brand New
If you've despaired of finding a “different” premium, ECONO-TRAY is your answer. There's nothing else like it!

It's Useful
Made of strong, durable plastic and 12½" in diameter, ECONO-TRAY has a copyrighted design with the words BOURBON, SCOTCH, RYE impressed in white on the tray with marked-off spaces for correct positioning of the drinks.

It's Smart
ECONO-TRAY is beautifully styled in maroon, brown or green, or in transparent red, blue or amber. It's fun . . . it's a conversation piece . . . it's a gift they'll be proud to take home and show their friends!

It Really Builds Good Will
Your call letters and address (or message) will be imprinted on the blank half of ECONO-TRAY . . . a constant and pleasant reminder because this tray will be constantly in use at happy moments.

BE THE FIRST TO PROMOTE BUSINESS WITH ECONO-TRAY . . . CALL OR WRITE FOR PREMIUM QUANTITY PRICES TODAY!

SELECTION OF ANY ADDITIONAL COLORS IN QUANTITY.

ECONO-TRAYS INC. 161 Canal Street, New York 13, N. Y.

WOrth 6-1899

Broadcasting • Telecasting

May 16, 1955 • Page 85
RCA Engineering Products Div.
The latest engineering progress in decreasing equipment size and cost and improving performance will be shown by RCA in its exhibition of a completely equipped color television broadcast studio. Exhibit Area 24-25.
The studio will be in continuous operation during the trade show, demonstrating equipment for studio presentations and motion picture films and slides. It will be a major part of the overall RCA display, which also will include:
1. A new type RCA color tv camera chain (TK-41) made possible by RCA’s recently developed all-in-one color signal processing amplifier, and which, RCA says, represents a 25% reduction in the price of color tv camera equipment;
2. “Amphiphase” am broadcast transmitter (available late this year), a 30-kw, maximum power type using phase modulation principles to produce standard broadcasting signals;
3. A high-power broadcast microwave system (TVM-1A) designed for color telecasting requirements and for stronger and more stable tv signals over greater distances than comparable equipment, with 20 times the power margin of previous RCA equipment, capable of up to 10 kw ERP and producing l-w power output on any frequency between 5850 and 7125 mc; and
4. RCA color effects equipment enabling monochrome broadcasters to originate color commercials, program titles and station identification with color effects from black-and-white slides and art-work; and
5. RCA Universal Multiplexer for color tv broadcasting (TP-15) permitting multiplexing of both single-V monochrome and 3-V color film camera chains so the same projectors can be used for both color and monochrome film projection.
Other RCA products will include studio three-speed turntables, tape recorders and audio consoles, broadcast microphones, transmitters and antennas and other equipment.
Personnel:
RCA—W. W. Watts, executive vice president, technical products; Theodore A. Smith, vice president and general manager, RCA Engineering Products Division;
RCA Engineering Products Division—M. C. Batsel, chief engineer; A. R. Hopkins, manager, broadcast equipment marketing; J. P. Taylor, advertising manager; V. E. Troutant, chief product engineer, broadcast engineering; E. C. Tracy, broadcast sales manager; M. A. Trainer, broadcast studio equipment manager; Henry Dutzak, broadcast transmitting equipment manager; W. B. Varnum, broadcast equipment sales manager; Dana Pratt, broadcast field sales manager, and broadcast field sales representatives.
Raytheon Mfg. Co.
RAYTHEON’S Equipment Marketing Division exhibit will be in Space 31 at the Shoreham Hotel. Raytheon will unveil a high-power companion to its KTR-100 series color microwave television relay system. Exhibit Area 31.
The new system, the KTR-1000-A, Raytheon says, has 10 times the power but retains the portability and adaptability of the KTR-100. The KTR-1000-A is equivalent to 11 kw ERP, which gives it 10 db more signal strength and greater reliability for simultaneous transmission of audio and video on tv to studio transmitter links, remote pickups and intercity and network connections, Raytheon says.
Raytheon also will show its KTR-100-B, said to be the first microwave relay equipment adapted to the 13,000 mc band; a low-cost, two-way narrow-band fm communications link, the ACL-3 cue-link; a color monitor giving studio quality on a 15-inch picture tube suitable for rack mounting; a transistorized portable radio capable of running 21/2 years without changing batteries.
Personnel: Daniel J. Webster, marketing manager; Albert E. Kelleher Jr., communications products manager; Richard G. McLaughlin and Edward Alpert, assistant communications products managers; George A. Hinckley, field application engineer; Wilber G. Small, exhibits manager; William J. Monroe, Harold L. Herndon and Emile J. Rome, New Orleans, Cleveland and San Francisco district managers.
Rust Industrial Co.
REMOTE control equipment for broadcast transmitters will be shown in operation by Rust Industrial Co. in Space 6 of the Exhibit Area. A tv lighting panel for studio use will be shown. The remote equipment will dominate the exhibit. Operation of a dummy transmitter by means of a remote setup will be demonstrated. Some 30 accessory units will be shown.
Schafer Custom Engineering
SCHAFFER exhibit in Shoreham G201, G202 will highlight the Harkins FM Multiplex equipment, which will be demonstrated in action with actual broadcasts of a multiplex subcarrier on WWD-C-FM Washington. Also shown will be Schafer’s remote control systems.
Personnel: Paul Schafer; Tom Wallace Jr., national sales director; Dwight (Red) Harkins of Harkins Multiplex.
Standard Electronics Corp.
STANDARD ELECTRONICS, a Claude Neon subsidiary, will occupy Rooms F-101, 103 and 105 at the Shoreham. It will also display in Space 33 its new model TH-614-2 television transmitter. The TH-614-2 is a newly-developed 10 kw unit which makes possible “more savings than ever before in initial investment, space requirements, power consumption, operation, replacement and cost” without a sacrifice in “efficiency, obsolescence or ease of operation.” Included in the display is a line of...
OVER 40%
of all TV towers over 1,000 feet tallare towers by

**IDECO**

Of the companies who have built TV towers over 1000 feet tall throughout the country... IDECO has produced twice as many as the second company's total... more than all the other companies combined.*

Look to experience you can see... dozens of successful television stations all over the country who now depend on the very best, Towers by IDECO. IDECO pioneered tall tower construction... built the country's first TV tower over 1000 feet... has built over 40% of the country's high TV towers over 1000 feet tall. Then, too, IDECO has built the tallest TV tower in the world... KWTV's 1572-footer in Oklahoma City. From the birth of broadcasting... IDECO has been building towers of all types and all heights... pioneering and perfecting the triangular tower... gathering experience in both guyed and self-supporting tower designs and construction to fit your demands.

*Tower height data from TV Factbook, spring 1955 edition.

Put this unparalleled record of tower experience to work for you. Under one contract, IDECO engineers will assume responsibility for your entire tower job. From initial planning through final inspection... place your confidence in IDECO. Get the facts... write IDECO, or contact your nearest RCA Broadcast Equipment representative.

Only Towers by Ideco offer this combination of structural safeguards: no indeterminate stresses caused by eccentricity at guy cable attachment points... no loose gusset plate bolts caused by vibration induced by reversal of stresses on girts and diagonals... no cracked welds on leg splices, caused by reversal of stresses on those welds.

Visit IDECO at the Shoreham... NARTB, May 22-26
Amperex tubes featuring the AX904R vacuum tube. The transmitter incorporates exclusive S.E. "patch over" and "add-a-unit" features.

Personnel: William H. Zilliger, vice president; Harry R. Smith, manager, tv engineering; William H. Rappolt, manager, customers service, and midwestern district sales engineer manager; Stanley L. Chaikind, manager, marketing; Harry Craig, engineer, tv division, and district sales engineer managers James T. Campbell, mid-Atlantic; S. Perry Jenkins, southern, and Lewis E. Pett, western.

Sarkes Tarzian Inc.

COMpletely new line of television broadcast equipment, including microwave, will be shown by Sarkes Tarzian Inc. Packaged studio with live camera and vidicon film equipment will be demonstrated in Exhibit Area 35.

The firm has a new 16mm film projector designed specifically for tv. Unit incorporates all features of the more expensive projectors, the firm says, with 3-2 pulldown and 67% light application which makes it particularly suitable for Videon camera use.

New 2x2 slide projector, fully automatic and able to run 100 slides sequentially or individually, will be exhibited. A pre-set panel is available for use with the projector which will allow pre-setting of complete commercials.

Tarzian will demonstrate its Vidicon camera, suitable for studio or remote, which features resolution of 600 lines and 5-in. viewfinder. Other equipment to be shown includes video distribution amplifier, which will pass color signals and requires only 5/4 in. of rack space; complete audio equipment for tv, including monitor and linear amplifiers, provisions for six mike inputs, nine remote inputs and two network inputs and is completely self-contained; completely packaged film chain with two 16mm projectors and new 100-slide automatic slide projector multiplexed into a video camera. Film control is contained in camera control console.


Telechrome Sales Inc.

highlight of the Telechrome Sales Inc. display in Space 32, Exhibit Area, will be its new 3-vidicon color film chain which multiplies three light sources—standard 16mm, 35mm or slide projectors—and in which the vidicon principle for black-and-white films is applied to color. The firm's compact 3-v. package provides high quality color pictures and is easy to operate. Films of light and heavy density also are accommodated. The 3-v. may be used as a single-channel monochrome film chain.

Telechrome will demonstrate equipment for converting stations to network color, station and field color test instruments and measuring equipment. From more than 150 different units, color facilities may be demonstrated and integrated with existing station equipment.

Other featured equipment will be the automatic balance control for colorplizers, the Chromoscope (vector display) which provides different phase measurements to .01°, video transmission test equipment and the newest station color test and signal certification gear.


TelePrompTer National Sales Corp.

EXPANDED USE of its equipment at tv stations situated will be highlighted at the TelePrompTer National Sales Corp. display, Space 23 in the Exhibit Area and Shoreham Rooms D215-217.

TelePrompTer also expects to show cueing equipment, a rear screen projection unit, automation devices and several developments in the field which the firm says are still confidential.

Personnel (TelePrompTer National Sales Corp.) Herbert W. Hobler, sales vice president; James Blair, assistant national sales manager; Selma Wickers, director of sales service, and Raymond Hagen, Chicago representative.

(telePrompTer Corp.) Irving B. Kahn, chairman of the board; Hubert J. Sclafly, vice president for engineering; Rudy Vlask, chief technician, Hollywood office, and Joe Kovatch, chief technician, Chicago office.

Tel-Instrument Co.

TEL-INSTRUMENT Co. will display a new line of color equipment as well as its associated line of test equipment in Space 8 of the Exhibit Area. Type 2401 color monitor and Types 1312, 1314 and 1315 distribution amplifiers, video subcarrier and sync, respectively, providing tv stations all the necessary test signals for internal use and local origination of color signals, are the latest additions to the firm's line. Tel-Instrument also will show Type 1105 10 mc video sweep generator; Type 2123 color RF picture signal generator; Type 2203 color sync generator; Type 2302 monochrome monoscope camera; Type 1315 differential gain and phase measuring set; Type 2610 matrixer and encoder equipment; Type 2013 color bar generator; Type 2700R phase equalizing filter; Type 1311 distribution amplifier; Type 14015 one amp plug-in regulators, and assorted regulated power supplies.


Tower Construction Co.

FIVE-FOOT sections of various types of towers will be shown, along with passive reflectors for microwave transmission. Models of microwave towers will be on display. Attending will be M. M. Lasensky, president; Allen C. Tilton, manager; Frank J. Little and Charles Wright, sales engineers. Exhibit Area 7.

Vandivere Labs

EQUIPMENT demonstrations of Vandivere Laboratories Inc. will be shown in the Gates Radio Co. exhibit in Space 36 in the Exhibit Area. Gates Radio is marketing the equipment for Vandivere. Automatic programming of radio-tv stations through use of the Model 5-203 automatic sequencer, which "permits the preparation in advance of aural program material and subsequent automatic playback" will be demonstrated.

Low cost

FM Multiplexing

is here!

on air demonstration
at the convention.

HEAR THE HARKINS MULTIPLEX SYSTEM IN OPERATION AT THE SHOREHAM HOTEL IN THE SCHAFER REMOTE CONTROL SUITE

MANUFACTURED BY HARKINS AND HERSHFIELD, . . . DISTRIBUTED BY PAUL SCHAFER CUSTOM ENGINEERING
EXHIBITORS WILL SHOWCASE
LATEST WARES FOR NARTB

PROGRAM SERVICES: FROM ABC TO ZIV, ALL WILL BE THERE

ABC Film Syndication

EACH DAY of the convention ABC Film Syndication Inc., in Room C-200, Shoreham, will offer a special attraction, including personal interviews with famous stars, special pre-release screenings of upcoming series and unusual souvenirs for every member of the family. Products to be displayed include: Passport to Danger starring Cesar Romero; Douglas Fairbanks Jr. Presents, featuring a complete line of sales aids including two new merchandising items; Sheena, Queen of the Jungle, filmed on safari in Africa; Rocket Squad, with a record 90% renewals; The Playhouse, with its 52 Hollywood and Broadway stars on exhibit, and John Kieran’s Kaleidoscope.

Personnel: George T. Shupert, president; Don L. Kearney, vice president in charge of sales; John Burns, midwest manager; Lee Francis, promotion manager, and Nat V. Donato and Malcolm J. Kipp, both New York office account executives.

Associated Artists Productions

ELLIOTT HYMAN, president of Associated Artists Productions, will conduct film forums with visiting delegates in Room F218 at the Shoreham, where its hospitality suite will be.

Associated Press

THE ASSOCIATED PRESS feature exhibit at the NARTB convention will be the Photofax unit by which television stations can be linked to the Associate Press wirephoto network.

Photofax will receive automatically the complete picture output of AP’s 65-bureau, 25,000-mile network.

Personnel: Oliver S. Gramling, assistant general manager in charge of radio-television operations; Frank Stearns and Harry Snyder, Washington; Mark Knight, San Francisco; Al Stine, Kansas City and New York; Jack Weldon, Atlanta; Thomas Cunningham, Boston; Gerald Swisher, Chicago; Jerry Gill, Omaha; Justin Anderson, Kansas City; Robert Lee, Nashville; Keith Fuller, Dallas, and Paul Breining, Harrisburg, Pa. Sheraton Park, Madison Suite.

Atlas Television Corp.

SCREENINGS of new tv film offerings will be made on request by this firm, which also will have continuous showings of its children’s series, Captain Z-Ro, which combines history with science fiction. Full line of merchandising aids, including toy robots and turbo-jets, will be displayed. Request shows include quarter-hour music-variety Notes & Nonsense, featuring Alan Able as m.c.; half-hour Family Theatre, starring Joan Fontaine, Raymond Massey and others, and quarter-hour Hollywood to Broadway, interview show with John Conte. Shoreham F200.

CBS Television Film Sales

ALL present programs plus several new properties will be shown by CBS Television Film Sales in its exhibit rooms, which will occupy Shoreham Rooms A200-A207. Stars Gene Autry of The Gene Autry Show, Gale Davis of Annie Oakley and Dick Jones of Buffalo Bill Jr. will greet visitors. A CBS color tv set will be given away as door prize. As at last year’s convention, CBS Newfilm studios will film station executives with top stars, for shipment to the respective stations the executives represent, and as this year’s convention is in Washington, congressmen and other government personalities also will appear with visiting station people. Material will be displayed on the following CBS Television Film Sales shows: Annie Oakley, Amos ’n’ Andy, The Gene Autry Show, Files of Jeffery Jones, Cases of Eddie Drake, The Range Rider, Holiday in Paris, The Whistler, Newsfilm, Eye on the World and Buffalo Bill Jr., in addition to the new series to be announced at the convention.

Personnel: Leslie Harris, vice president-general manager; Fred J. Mahlstedt, director of operations and production; Wilbur S. Edwards, general sales manager; Walter A. Scallon, sales promotion manager; Howard L. Kany, manager; Jack Bush, manager of production.
Here's the turntable professionals want in their own Hi-Fi setups

...and here's the 16" version for home or professional use!

**PRESTO T-68 TURNTABLE**

The first completely professional 16" turntable that's moderately priced — thanks to PRESTO's streamlined shift design. Like all PRESTO units, T-68 offers the reliable performance that is vital in 24-hour-a-day transcription work. It's ideal for disc programs, sound effects, client auditions, dozens of jobs... and it's wonderful for the home with a fine hi-fi collection.

T-68 specifications: turntable speeds — 33½, 45, 78 rpm • weight — 7 lbs. • panel size — 8" x 11" • speed accuracy — max. variation 0.25% • clarity — 50 db below 7 cm/sec. signal • $79.50 with hysteresis motor, $134.

Nobody knows better than the hi-fi expert how good the T-18 turntable really is. T-18 fills your every requirement for performance and value... is a natural choice for your home, as well as your studio and control room.

The most exciting feature of PRESTO's T-18 is a revolutionary 3-way shift — the flick shift. A simple sideways motion of the single control lever selects any speed — 33½, 45, 78 rpm. Complicated up-and-down motions are eliminated because the 3 idlers are mounted on a single movable plate. Just a flick automatically engages the proper idler for the desired speed! There are no trouble-making arms or shift cams. The mechanism is streamlined down to essentials — without sacrificing a decibel of quality.

Other advantages — extra heavy weight wide-beveled table, precision deep-well bearing, built-in 45 rpm adapter, and smart modern styling in brushed chrome and telephone black. A remarkable hi-fi instrument!
Cheryl Tv Corp.

EXHIBIT of Cheryl Tv Corp., in Room F-202 at the Shoreham, will feature 20 post-war feature films including "A Walk in the Sun" and two 1953 Technicolor productions. In addition, the firm will display 22 Wrestling From Canada hours and 104 Wrestling From Canada half hours. All have been filmed in 1953 and will be available June 20. Cheryl also will show Melodrome, an hour-long drama series designed for daytime use. Each program is 54 minutes long, with eight commercial breaks.

Personnel: Si Lipsom, president; John A. Ettlinger, national sales manager, and Roland Beaudry, Canadian Div. manager.

Flamingo Films


Personnel: Sy Weintraub, president; Ray Hamilton, New York; Dave Wolper, Los Angeles; Ken Rosewell, Dallas; Charles McGregor, Chicago; Ken Israel, Pittsburgh; Ira Gottlieb, Boston.

General Teleradio Film Div.

DISPLAY of General Teleradio Film Div., in rooms D-204 and D-209 at the Shoreham and a hospitality suite at Sheraton-Park's Rooms 714-6-8, will include Uncommon Valor and Gangbuster series; GT's 30 major feature-length "A" films; a new package of "A" feature length movies, Greatest Drama series, Exclusive with Fulton Lewis jr., and the General Teleradio Film Library.

Personnel: Thomas F. O'Neill, president; Dwight Martin, vice president and director; Peter M. Robeck, sales manager; Robert A. Schmidt, vice president; Robert Elliott, advertising director; Sumner Moulton, promotion director; Arnold Roston, associate director of advertising and promotion; Francis X. Zuzulo, publicity director; Wade Barnes, account executive, southwest division; Max Bradbard, northeast division; Richard B. Buch, southern division; William Finkelday, eastern division; Charles Morin, western division; Richard Wittwer, middle western division, and John Begley, Arnold Kaufman and Robert Manby.

Harry S. Goodman Productions

NEW tv and radio properties will highlight the exhibits of Harry S. Goodman Productions in Rooms D-211-213 of the Shoreham. Among new shows to be shown is A Word From the Stars, described as "a new concept in live film packages," with each program featuring four Hollywood stars and a contest for viewers "that produces store traffic for the sponsor." Each visiting agencyman will receive a little "Oscar" and each day a drawing will be held for an original oil painting.

Guild Films Co.

UNVEILING and special showings of its new tv film properties, The Goldbergs and Confidential File, will highlight the Guild Films exhibit in Shoreham D-200. The Goldbergs, on which production was launched in New York early this spring, is based on the human interest and family theme which characterized it for 25 years on radio and tv. Documentary series Confidential File, starring columnist Paul Coates, presents interviews with actual persons involved in the country's social problems. It's Fun to Reduce, released recently, will be screened for delegates and guests. Guild's newest shows, I Spy, Brother Mark and The Ina Ray Hutton Show, will be screened if prints are available in time.

Personnel: Reub Kaufman, president; Aaron...
Welcome to the Nation’s Capital

Capitalize On Your Trip

COME AND SEE US

“One of the Most Complete Service Facilities in the East”

STUDIOS
105 11th St., S.E.
Lincoln
6-8822

CAPITAL FILM LABORATORIES, INC.
Formerly McLernon-Smith Laboratories, Incorporated

1905 FAIRVIEW AVENUE, N. E. • WASHINGTON 2, D. C.
Telephone: LAwrence 6-4634

Scotch Track Process • RCA Sound Recording • Scientific Processing
Creative Editing • Matchless Printing

Broadcasting • Telecasting

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Hollywood Television Service Inc.

IN SUITE G-204 of the Shoreham Hotel, Hollywood TV Service will offer its new package known as the Diamond group and Bill & Coo. This series of features costs upwards of $20 million to produce, the firm says. Other products offered will include its "Emmy" award winner Stories of the Century, 237 full length features, and 116 outdoor action features.

Personnel: Earl Collins, president; Richard G. Yates, vice president; Jake Flax and Sam Tabor, sales representatives.

International News Service

SUITE E209 at the Shoreham Hotel will be the headquarters for International News Service. Sound-on-Fax, the INS facsimile method of sound transmission, will be demonstrated simultaneously with picture transmission.

Screenings of INS newsfilm will be shown. INS radio-tv clients' photographs and taped spots will be available to their respective stations via fax line.

Personnel: Robert H. Reid, tv sales manager; John M. Cooper, radio-tv news director, and Fred Methot and Hugo Seiler, sales staff.

Keystone Broadcasting System

COVERAGE MAPS and tv overlays will highlight the exhibit of the Keystone Broadcasting System with headquarters at the Sheraton Park Hotel A 711-15. Additionally, a bulletin board will display advertising done by Keystone, and B & T showsheets which the network sends regularly to agencies and its 835 affiliates.

Personnel: Noel Rhys, vice president; Edwin R. Peterson, vice president; Blanchard Stein, director of station relations, and Charles Hammstrom, account executive.

Lang-Worth

LANG-WORTH will display a new copyrighted commercial spot service, expressly tailored for local sponsors.

Personnel: C. O. Langlois, president; John D. Langlois, sales manager and secretary; Winnie O'Keefe, vice president; Hugh Allen, west coast representative; Bob Hall and Ed Gardiner, salesmen, and Spence Caldwell, Canadian representative. Shoreham, Suite E100.

MCA-TV Ltd. Film Syndication Div.

CONVENTION exhibit of MCA-TV Ltd., Film Syndication Div., will be built around "Operation A-W." Described as a "top secret" project, MCA-TV revealed, however, that it will include Guy Lombardo and orchestra, Thomas Mitchell and Preston Foster. Shoreham B 200.

Muzak Corp.

HOSPITALITY suite will be maintained in the Sheraton Park, B 411-15, by Muzak, functional music organization. Attending will be Charles C. Cowley, Muzak executive vice president, and Ed Hochhauer Jr., vice president and director of merchandising.

National Telefilm Assoc.

"WHAT'S COOKING at NTA!" is the theme of the National Telefilm Assoc. Inc. exhibit at the NARTB convention. Shoreham F 203, 205.

"Fabulous Forty" — group of feature films released for tv and starring internationally-famous stars — will be introduced. The availability of two new syndicated series — Police Call, 26 half-hour dramas of cases taken from police files of various countries, and The New Adventures of China Smith, 26 episodes starring Dan Duryea in the sequel to the Adventures of China Smith— also will be announced.

Personnel: Ely A. Landau, president; Oliver A. Unger, vice president; Harold Goldman, vice president in charge of sales; Edythe Rein, assistant to the president, and Martin Roberts, director of promotion and sales service.

NBC Film Div.

NBC FILM DIV. will screen its new properties, Steve Donovan, Western Marshall and The Great Gildersleeve in Shoreham D-212-214. Now in its third year as a major operating division of NBC, the organization's roster of 18 syndicated tv film programs include Dangerous Assignment, Hopalong Cassidy, Inner Sanctum, The Adventures of the Falcon and reruns of such tv network programs as Victory at Sea and Badge 714 (formerly Dragnet). NBC Film Div. also operates the NBC Film Library with its 90 million feet of cross-indexed film, including 10 million feet of March of Time film library footage.

Personnel: Carl M. Stanton, vice president in charge of the division; Edgar G. Sisson, director; H. Weller Keever, national sales manager; Leonard C. Warager, eastern sales manager; Daniel M. Curtis, central sales manager; Clifford E. Ogden, western sales manager; Frederick Jacob, publicity manager, and Jay H. Smolin, advertising and promotion manager.

Official Films

OFFICIAL FILMS' plans for a concentration of effort on 10 syndicated shows stressing the "pre-tested, proven value" of the properties and the "complete versatility and programming" that can be obtained through their use. On exhibit in Rooms C-203 and C-205 at the Shoreham will be Official's four newest properties: My Little Margie, The Stu Erwin Show, Overseas Adventure and Dateline Europe. The latter two series are new titles for Foreign Intrigue. Also on display will be The Star and the Story, This Is Your Music, My Hero, Colonel March of Scotland Yard, Terry and the Pirates and Secret File, U. S. A.

Personnel: Herb Jaffe, executive vice pres-
In Monochrome!

Top quality monochrome reproductions provided by single camera channel. Console has built-in power supply and single scope for monochrome use.

In Color!

Two camera channels, shading generator and rack mounted power supply are added; three-scope unit replaces monochrome scope. We do the work.

NOW—MONOCHROME or COLOR

WITH THE NEW DAGE COLOR-VISION SYSTEM!

Station Owners, Managers, Engineers—here's the way to buy your color film equipment. Purchase the finest monochrome chain which occupies no more space than your existing equipment. Then, when you are ready, add the color components, and without loss of air time you have color facilities. We supply the engineer. You may, of course, purchase the complete color system initially if you wish. The cost for the entire system is attractively low. Your investment in money and space is protected by the Dage Plan.

Phone, write... or wire collect for complete specifications and demonstration details. Be sure to see both color and monochrome system demonstrations at NARTB. Before you buy—see Dage Color!

New Dage COLOR-VISION System Features

- Fast warm-up time
- Compact design... occupies approximately 48 sq. ft. of floor space
- Prompt delivery
- Advantages of vidicon for film use
- Low power consumption
- Superb performance in either color or black and white
- Complete package: Camera, Console, power supply, color or monochrome monitor.

Visit with us, Booth No. 3, Heavy Equipment section at the NARTB. See this color and monochrome equipment—as well as a complete TV station—in operation. Ask for your free copy of new helpful folder: "Practical Planning for Color."

DAGE TELEVISION DIVISION | THOMPSON PRODUCTS, INC., MICHIGAN CITY, INDIANA
ident and sales director; Herman Rush, vice president and head of western division; Jack Garrison, midwest sales manager; Frank O'Driscoll, eastern sales manager; John Newman, director of advertising and publicity; Jeff Davis; Art Breecher; Jay Williams; Jerry Lee; Dave Abbott.

Screen Gems Inc.

BLOW-UPS of stills from Screen Gems network and syndicated film series will be on display in Shoreham Hotel Suite D-219-221. Merchandising items available for use in connection with some of the programs also will be shown.

Besides promotional material on each of the series, a 16mm projector, mounted inside a 21-inch tv set, will be in use showing a 10-minute clip of the openings and closings of SG programs. Screenings of SG properties will be made on request.

Personnel: John H. Mitchell, vice president in charge of sales; Ben Colman, eastern syndication sales manager; Henry W. White, advertising director; Frank Young, press director, and Henry Gillespie, southern sales manager.

SESAC Inc.

SESAC Inc. will have available at its exhibition in Shoreham Rooms D-208, D-210 auditions from its Catalog of Bridges, Moods & Themes. Other transcribed SESAC selections also may be heard.

Personnel: Alice J. Heinecke; Evarard S. Prager, assistant to the president; Robert Stone, director of program services; Jim Myers, director of station relations; Max Lerner, legal department; Louis E. Tappe and Sid Guber, station relations; David R. Milstein, western counsel and Harold Fitzgerald, M. K. Vickrey, and Glenn Rumsey, field representatives.

Standard Radio Transcription Services

OVER 5,000 musical selections plus 400 commercial aids will be among the exhibits of Standard Radio Transcription Services, which will show its libraries and services in Room E-103 at the Shoreham. The company's monthly service of 20 popular selections in 15-

RCA Thesaurus

RCA 'THESAURUS' 20th anniversary will be the theme of the firm's participation in the convention at suite G-100 of the Shoreham. Visitors to the display rooms will receive souvenir gifts, described as "something so personally significant there is nothing to match its individual meaning for the owner." Seven major prizes, including an RCA air conditioner, a high fidelity phonograph and a clock radio also will be awarded. Schedule of new "20th platinum anniversary features" will be announced, including the Grandland Rice Story, Frank Luther Fun Hour, Great Days We Honor and Do It Yourself. These shows, officials say, mark an extension which "starts an entirely new library programming concept."

Personnel: Emanuel Sacks, vice president and general manager, RCA Victor Record Div.; H. L. Letts, assistant general manager, RCA Victor Record Div.; James P. Davis, manager, Custom Record Div.; A. B. Sambrook, manager, recorded program service sales; Ben Selvin, artist and repertoire manager; Frank J. O'Donnell, advertising and promotion manager; Donald Ax, manager, commercial research; William F. Kelly, central sales manager, Chicago; William C. Garlant, western sales manager, Hollywood; George Field, northeastern sales representative, New York; Wallace Cochran, southeastern sales representative, Atlanta; Hugh Grauel, central northwestern sales representative, Chicago; Gus Hagenah, central northeastern sales representative, Chicago; Robert Fender, southwestern sales representative, Dallas.

Sterling Television

STERLING Television, in Shoreham's Suite C-204 will feature around-the-clock programming, with emphasis on Movie Museum and Tales of Tomorrow.

Personnel: Saul J. Turrell, president; Bernice Coa, sales vice president; Carl Russell, in charge of Chicago office; Ted Perch, in charge of Atlanta office; Elliott Abrams, in charge Cincinnati office, and Alan Gleitsman, Northeast region.

Television Programs of America

THEME of the Television Programs of America Inc. exhibit, in Rooms B-202-204 at the Shoreham, will be "Hats Off to TPA Winners," keying a giveaway of hats of all descriptions, which represent the various TPA series. Special prizes consisting of certificates for Stetson Hats also will be awarded. TPA will review facts and figures of seven of its top syndicated series: Lostie (Emmy winner); Halls of Ivy, Ramor of the Jungle, Captain Gallant of the Foreign Legion, Edward Arnold Star Showcase, Adventures of Elyr Queen and "Edward Small Features."

A new series, the name of which is not yet revealed, will be introduced. It will link entertainment with the station's public service responsibility. TPA merchandising items, promotion and point-of-sale material will be shown.

Science in Action, award-winning series produced by California Academy of Sciences on KRON-TV San Francisco, will be made available to local stations and advertisers on a syndicated basis. The series shows through dem-
A SENSATIONAL NEW PROCESSOR!

at a sensational low price!

ALL NEW
HOUSTON FEARLESS
LABMASTER

16mm Motion Picture
Film Processor

Never before has there been a motion picture film processor so easy to operate . . . so completely dependable in quality results . . . so reasonably priced! The New Houston Fearless Labmaster has been specifically designed for TV and film studio use where fast, quality processing must be achieved on a small budget. Daylight operating. Completely self contained. In-line design. Small, compact, can be operated against a wall. All parts accessible for easy maintenance. This is, without question, the greatest processor value ever offered. Send the coupon now for full details!

See us in Space 22, Main Exhibit Floor
N.A.R.T.B. Convention, Washington

HOUSTON FEARLESS DIVISION
11801 W. Olympic Blvd. • Los Angeles 64, Calif.
Send information on ( ) Labmaster Film Processor
( ) Cinemobile ( ) Panoram Dolly ( ) Camera Crane
( ) TV Pedestal ( ) All Metal Tripod ( ) Camera Heads
( ) Parabolas ( ) Film Processors.
Name
Firm
Address
City Zone State

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE FILM PROCESSING AND TV STUDIO EQUIPMENT"
A RECENT COMPARISON of transmitter equipment manufactured by Standard Electronics and by Manufacturer "B" showed that if you bought S-E high power VHF transmitting equipment your savings in initial cost and operating expenses over 10 years would amount to:

**total savings approx. $293,000.00**

NOW . . . Operating information is available to compare S-E equipment with manufacturer "C's". Examine the detailed "proof of economy" presented here.

AGAIN, S-E can show substantial savings! The chart at right illustrates the overall savings you can realize in 10 years when you buy S-E, as compared to operating costs of equipment by Manufacturer "C".

**total savings approx. $169,000.00**

AND to further accentuate this saving, note that Manufacturer "C" rates his high band transmitter at 20 KW compared to S-E's rating of 25 KW.

**you get 25% additional transmitter power output...AND FOR LESS MONEY, TOO!**

FOR INSTANCE, TUBE COSTS: The chart at the right is a tabulation of all tubes having a list price of over $100.00 each, used in Transmitter "C" and in the S-E transmitter.

The total list price of these tubes is shown in the chart to the right. It is evident that the replacement cost of the high priced tubes is almost 200% greater for Transmitter "C" than for S-E . . . resultant

**savings of approx. $5,000.00**

All the figures used in this presentation are based on the latest available information for High Band VHF Transmitting Equipment.
SEE THE PRODUCT AND THE PROOF
Booth #33 at the NARTB Show in Washington, D.C., May 22-26

**THIS MEANS** your operating cost for tubes alone, based on 6,000 hours per year with an S-E 25 KW transmitter will SAVE YOU (compared to Transmitter “C”) a 10 year total savings of approx. $145,000.00

**IN ADDITION** substantial savings in your power bill are yours when you purchase S-E transmitting equipment. A comparison of published data for an S-E 25 KW and for Manufacturer C’s 20 KW transmitter operated at black level with a 90% power factor, indicates a 10 year savings of approx. $24,000.00

**SUMMARY:** From this information, savings in operating costs over a period of 10 years would indicate that YOU can SAVE APPROX. $169,000.00 with economical, dependable S-E Transmitters!

**PROOF** once again that with S-E TV Transmitting equipment you SAVE IN EVERY WAY!

---

### Operating Tube Cost

<table>
<thead>
<tr>
<th>HOUURLY COST</th>
<th>HOURLY COST</th>
<th>HOURLY SAVINGS</th>
<th>10 YEAR SAVINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>DRIVER</td>
<td>$1.28</td>
<td>$0.15</td>
<td>$1.13</td>
</tr>
<tr>
<td>AMPLIFIER</td>
<td>$1.51</td>
<td>$0.22</td>
<td>$1.29</td>
</tr>
<tr>
<td>TOTAL TRANSMITTER</td>
<td>$2.79</td>
<td>$0.37</td>
<td>$2.42</td>
</tr>
</tbody>
</table>

### Power Cost

<table>
<thead>
<tr>
<th>DRIVER KW</th>
<th>AMPLIFIER KW</th>
<th>TOTAL TRANSMITTER KW</th>
<th>YEARLY DEMAND CHARGE @ $1 PER KW</th>
<th>YEARLY POWER COST @ 10c PER KWH</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transmitter “C”</td>
<td>22</td>
<td>65</td>
<td>87</td>
<td>$3,132</td>
<td>$5,220</td>
</tr>
<tr>
<td>S-E</td>
<td>15</td>
<td>47</td>
<td>62</td>
<td>$2,232</td>
<td>$3,720</td>
</tr>
<tr>
<td>Savings with S-E</td>
<td>7</td>
<td>18</td>
<td>25</td>
<td>$900</td>
<td>$1,500</td>
</tr>
<tr>
<td>10 Year Savings</td>
<td></td>
<td></td>
<td></td>
<td>$9,000</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

### Savings in Operating Costs (10 Years)

| TUBE SAVINGS | $145,200 |
| POWER SAVINGS | $24,000 |
| TOTAL | $169,200 |

---

Standard Electronics high band 25 KW transmitter gives you these extra ECONOMY PLUS features... economical installation... less floor space... integral air cooling... no complex plumbing and water pumps... “Add-A-Unit” permits expansion to higher power with no obsolescence of present equipment... ability to handle color is engineered into every S-E transmitter.

---

**Compare S-E** with any other make of transmitter for ECONOMY... QUALITY... PERFORMANCE!

For specifications and a copy of the “PROOF OF ECONOMY REPORT” write, wire, or phone Standard Electronics.

---

**standard electronics corporation**

A SUBSIDIARY OF CLAUDE NEON, INC.

255-289 EMMETT ST. • NEWARK 5, N. J. • Blgelo 3-5540

Operating costs are determined on the basis of 6000 hours of operation per year. Detailed comparison available on request.
VISIT BOOTH No. 5
To See The TR-1 TV REBROADCAST RECEIVER

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pick-up and rebroadcast of television signals.

NEMS-CLARKE Incorporated
ENGINEERING DEVELOPMENT MANUFACTURING
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

DO YOU HAVE AN OBSTRUCTION LIGHTING PROBLEM?
Your Best Answer is HUGHEY & PHILLIPS, INC.
The most dependable source of
Obstruction Lighting Equipment.
the widest selection of Control &
Alumna Apparatus in the industry.

MODEL LCS-9-RAA
Tower Lighting Control Unit
(Outdoor type)

Photo-electric control
(2 or 3 pairs)
Remote Flasher and
Autotransformers.

MANY OTHER MODELS AVAILABLE
Write for literature on your specific problem

HUGHEY & PHILLIPS, INC.
Manufacturers of
500MM Code Beacons, Obstruction Lights,
Photo-Electric Controls, Beacon Flashers,
Microwave Tower Control & Alum Units
Remote Lamp Failure Indicator Systems,
and Complete Tower Lighting Kits.
3200 NORTH SAN FERNANDO BLVD.
BURBANK, CALIF.

Visit Our Exhibit
Room E 105
Shoreham Hotel

TELEVISION Programs of America will present conventioners with hats, samples shown here by (l to r) Mickey Sillerman, TPA executive vice president; Pete Zanphir, advertising consultant, and Martin Stan, merchandising consultant.

Demonstration of how science affects the average person. In five years it has won over a score of awards. In San Francisco it has been sponsored since its inception by American Trust Co. and has been shown on several western stations.

Personnel: Michael M. Sillerman, executive vice president; Bruce Eells, western division vice president; Kurt Biumberg, assistant vice president; Hardie Friebeg, eastern sales manager; Vincent Melzac, account executive; Jerry Franken, publicity director, and Fluff Blome, promotion coordinator.

UM&M and Minot
UM&M and Minot will be located in Suite D-203-5-7 at the Shoreham. Activities will center around films handled by the companies, including 12 MPTV films, the Hank McCune show, New Orleans Police Dept., Television Court, the new Gabby Hayes Show and Do You Know Why?

Personnel: Charles Amory, president; Sy Donegam, vice president, and Neale Oliver and Don Schuler.

Unity Television Corp.
UNITY TELEVISION Corp. will occupy Shoreham E107, showing sales and promotion material of its catalogue features and other types of motion pictures.

Personnel: Arche A. Mayers, general manager; Len Firestone, sales manager; Vic Bikel, southwestern division manager; Noah Jacobs, eastern division manager; Jerry Weisfeld, west coast manager, and Bill Young, north central division manager.

World Broadcasting System
IN RADIO, "The time has come for a revolution, and World has decided to light the fuse." That's what Pierre Weis, general man-

EXTENSIVE promotion projects are being developed by World Broadcasting System. Listening to a new feature are Pierre Weis (l), general manager, and Dick Lawrence, sales manager.

Frederic W. Ziv Co.
SUCCESS STORY and the heavy penetration of The Eddie Cantor Show will be emphasized by Frederic W. Ziv Co. The radio package consists of five half-hour programs each week with Mr. Cantor in songs, comedy routines and sketches, interesting tales about show business and personal observations about current matters. The program presently is sold in 237 U.S. and Canadian markets with a single sponsor in some locales and multiple or alternate sponsor arrangements in others.

Personnel: Alvin E. Unger, vice president in charge of sales; Ben Philly, sales promotion manager. Shoreham A 208.

FEATURING the Frederic W. Ziv Co. exhibit will be a display showing coverage of the Eddie Cantor Show, across-the-board 52-week half-hour program now in 237 markets.
Amazing New IT&T development will revolutionize aircraft navigation

Gives position of aircraft instantly, automatically, and with accuracy never before attained.

TACAN (tactical air navigation) provides both distance and bearing information in a single "package" about the size of an ordinary shoe kit. This has never been done before!

By integration of functions, and miniaturization into one small unit, TACAN represents a giant stride in aircraft navigation equipment. Add extreme accuracy, and adaptability to varying installation conditions such as on shipboard or for mobile land equipment, and you know why TACAN is described by military and civil aviation officials as one of the most significant advances in many years.

TACAN is the result of a series of development programs sponsored by the U.S. Navy and the U.S. Air Force at Federal Telecommunication Laboratories, a division of IT&T. It is another of the outstanding IT&T research and engineering "firsts," and major contributions to safer, more dependable flying.

*A light, simple, comprehensive TACAN airborne unit can be made available for private flying.*
Philco 16MM CineScanner

"State of the Union"

"Dragnet"

PHILCO

FEATURES

- Provides preview—exclusive with Philco.
- Available in 16MM and 35MM models.
- Quiet, continuous film motion—no intermittent mechanism to cause film wear and damage.
- Cold light source—no burning or discoloring of film.
- Instantaneous run-up with provision for quick starts, stop and reversal.
- Highest quality reproduction in monochrome and color.

PHILCO REGIONAL OFFICES

Chicago 11, Illinois
666 Lake Shore Drive

Dallas, Texas
201 Southland Life Bldg.

San Francisco 4, Calif.
650 Russ Building

Washington 6, D.C.
744 Jackson Place, N. W.

Los Angeles 25, Calif.
10589 Santa Monica Boulevard

Dayton 2, Ohio
Talbott Bldg., 1st & Ludlow Sts.
"Lady in the Dark"

"Babes in Toyland"

CineScanner

...film "star" of network color shows!

Over and over, the Philco CineScanner continues to prove itself the star performer on top-notch network shows: Transforming scenes-on-film to bright, crisp, steady pictures in rich full color...with unequalled simplicity and dependability!

CineScanner employs the simplest film telecasting technique known. There are no problems of shading or color registration. In fact, color registration insurance is actually built in!

Here's how CineScanner works:

A dependable cathode ray tube projects bright "cold" light through the film on to low cost, non-synchronous pickup tubes. Simultaneously, these tubes generate signals for the red, green and blue images—all from a single scanning tube! Operation is simple and direct. Costly camera tubes are eliminated. Perfect registration is assured.

CineScanner has other exclusive advantages. A continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Company eliminates mechanical shutters and noisy film-damaging intermittents. The film can be started, stopped—run forward and backward—instantaneously!

Install the Philco CineScanner and enjoy this simple, practical way of film telecasting. You can start today in monochrome... convert tomorrow to color with a simple conversion kit.

For complete information write Dept. BT

PHILCO CORPORATION

GOVERNMENT AND INDUSTRIAL DIVISION

PHILADELPHIA 44

PENNSYLVANIA
And there after.

Ziv Television Programs

PLANS for a greatly-accelerated schedule of merchandising and promotion aids which will be made available to sponsors and audiences will be announced by Ziv Television Programs at the convention, according to John L. Sinn, president of the firm. Mr. Sinn explained that the merchandising and promotional program for top-rated shows like Eddie Cantor Comedy Theatre, Mr. District Attorney, I Led Three Lives, Meet Cordiss Archer and others have been drawn up to aid advertisers in more closely tying in their products to the programs. The new merchandising and promotion aids, he says, will enable tv stations to work with sponsors in achieving added penetration in local audiences. Shoreham A 209.

For the convention, Ziv has prepared surveys and studies on audience composition and tele- cast time evaluations of many programs, including District Attorney, Cantor and Science Fiction. In addition, comparative rating surveys on all shows are being prepared for general use in guiding the development of merchandising and promotional campaigns to help maintain a constantly improving rating picture.

PERSONNEL: Frederic W. Ziv, chairman of the board; John L. Sinn, president; M. J. Rifkin, vice president in charge of sales.

OTHERS ON DISPLAY

American Research Bureau Inc.

INFORMATION and sample copies of work done by the American Research Bureau Inc. will be available at Sheraton Park, 356,358,360. Items covered will be national tv audience measurement; metropolitan area tv rating reports, separately for 80 major markets; metropoli- tan area coverage studies in 140 markets showing tv penetration, stations received, frequency of viewing, and vhf conversion; tv set distribution by brands, and ARB facilities available for special surveys and tabulations.

PERSONNEL: James W. Seiler, president; Roger N. Cooper, western division manager; Jack L. Gross, manager, N. Y. office, and Lorin S. Myers, manager, advertiser service department.

Bonded TV Film Service

BONDED TV Film Service will present a visual demonstration of film services in Suite F-407 at the Shoreham.

PERSONNEL: Walter M. Ross, president; Emanuel Kandel, operating manager; Alan Ross, Tele- Shippers (subsidiary); Marty Rhone, Tele- Shippers (subsidiary); Jack Pruett, Tele- Shippers (subsidiary); Al J. Heim, Tele- Shippers (subsidiary); David A. Nielsen, film service manager; Don McClure, general sales manager.

Hufy, Eubank & Russell

ENDORSED by NARTR, this insurance under- writer carries a line of group tower insurance providing complete coverage and what is described as inexpensive full-risk protection at special rates.


National Affiliated Television Stations

NATIONAL AFFILIATED Television Stations will show a demonstration of the vast possibilities of aid to uhf and vhf stations, financial, managerial and program aids, in Suite F-201 at the Shoreham.

PERSONNEL: Dick Doherty, director of manager- gial services; Berman Swartz, secretary- treasurer; Joseph Justman, chairman of the board; Ely Landau, executive vice president, and Oliver Unger, vice president.

Hoffman Suities

ALSO on tap, in addition to the exhibits described on pages 73-112, will be hospitality suites of various firms. Following are the room locations (numbers are for the Shoreham-Park, except where the Shoreham is specifically noted)

NTA presents...

"THE ONLY SHOW AMONG THE TOP 5 IN ALL CATEGORIES"

BILLBOARD says: Bullseye Among Men. 
"For 22 basic markets . . . . Police Call—ranks 2nd among Men per 100 viewing homes."

BILLBOARD says: Bullseye Among Women. For 22 basic markets . . . . Police Call—ranks 4th among Women per 100 viewing homes.

BILLBOARD says: Bullseye Among Teens. For 22 basic markets . . . . Police Call—ranks 5th among Teens per 100 viewing homes.

POLICE CALL

NTA's newest TV film adventure series.

A shot in the dark . . . a man falls to the ground clutching a wisp of cloth. A phone rings at headquarters and a police sergeant answers. It's the French Surete, Scotland Yard, the Royal Canadian Mounted, the Italian Carabinieri, the famous police forces of the world, all rolled up into a gripping series of thrills and chills!

The stories are developed from actual case histories in international police files. Each show is steeped in the rich atmosphere of the foreign locale in which the case occurred. This is a colorful human interest series, presenting people from every walk of life — a pulsing, fever-pitch of excitement.

26 half-hour dramas ready for regional and local sponsorship.

Audition Prints upon request.

Call Your NTA Man Today! He's Only Minutes Away!

NTA National Telefilm Associates, INC.
625 Madison Avenue, New York 22, N. Y. • Plaza 5-8200
DELEGATES WILL HEAR OF LATEST DEVELOPMENTS

TWO-DAY SESSION SCHEDULES PAPERS ON TECHNICAL FINDINGS

NARTB's Ninth Annual Engineering Conference will take broadcasters into the newest techniques and apparatus developed by industry scientists in the last year. It will be held Wed.-Thurs. (May 25-26) at the Shoreham.

The discussion is "geared to reality," according to Ross Bevile, WWDC Washington, chairman of the conference program committee. A. Prose Walker, NARTB Engineering Dept. manager, said the papers cover such topics as fm multiplexing, bandwidth proposals, remote control of high-power transmitters and directional systems, along with ways of modernizing equipment to save both space and money.

Opening day of the conference will be devoted to radio. Raymond F. Guy, NBC director of radio frequency engineering, will preside. The engineers will join the main NARTB management group at the two luncheons. An engineer reception is planned Tuesday evening.

Wednesday Morning

OPENING TECHNICAL SESSION
Presiding: Raymond F. Guy, Director of Radio Frequency Engineering, NBC

Remote Control of High Power Transmitters and Directional Antenna Systems — A Progress Report

By: A. Prose Walker, Manager of Engineering, NARTB

CHANGING economics of radio broadcasting have produced increased demands for extension of FCC remote control rules to all classes of stations, including directional antenna systems. This paper is a report on the project NARTB is now conducting to enable submission of such a petition to the FCC. Reliability of existing remote control equipment, percentage of off-air time existing at stations now using remote control, economic factors involved, and considerations required in an extension of this authorization to high power and directional antenna systems will be discussed. A resume of experimental work now in progress will be presented, together with expected date of filing petition with FCC.

An Automatic Programming System

By: Philip Smaller, Research Engineer, Ampex Corp.

DISCUSSION of a programming system which will provide as much as 15 hours of completely automatic musical selections and local announcements. Each half-hour interval in the 15-hour program will start and break with required accuracy. The system requires two long-playing playback machines. During the station break, the program machine, which is faded out, reaches the end of its last selection in the half-hour interval and stops itself. The system corrects itself every 30 minutes for any accumulated timing errors. At the end of the station break, the announce machine shuts itself off, and at precisely the proper time, the synchronous timer starts the program machine for the beginning of the second half hour. The above procedure is automatically repeated every half hour.

Improvements in Broadcast Audio Equipment Design

By: Norbest L. Jochem, Director of Engineering, and John Birch, Audio Project Engineer, Gates Radio Co.

IT is the intent of this paper to present a broad analysis of audio equipment and audio techniques employed at the present time in the broadcasting industry. Because of the large
We're taking the wraps off . . . to show you the BIGGEST thing in FM

MULTIPLEX TRANSMITTING and RECEIVING EQUIPMENT at the NARTB CONVENTION — MAY 22-26

By recent action of the FCC, the long awaited green light is on for multiplexing — simultaneous non-interfering distribution of one or two programs, in addition to the existing public broadcast, on an unlimited time basis.

INCREASED REVENUE POTENTIAL — This action of the Commission opens wide new fields of revenue to FM stations for point to point and other non-broadcast services such as store-casting, background music, and others. Stereophonic Sound Transmission can also be provided.

FULLY TESTED SYSTEMS — In anticipation of the Commission's decision, Multiplex Development Corporation under its President, William S. Halstead, has been engaged in a seven-year development program, based on principles established by the late Major Edwin H. Armstrong. This program has included extensive field tests in metropolitan, rural and fringe areas, culminating in more than eight months of successful test service at WGHF, New York.

IMPROVED QUALITY — By means of a replacement modulator of advanced design, performance of the public broadcast channel is substantially improved.

ECONOMICAL EQUIPMENT CONVERSION — Every effort is being made to keep prices within the capacity of any FM station. Two leading firms have started priority programs for the immediate production of multiplex equipment, to the specifications of and in close collaboration with Multiplex Services Corporation. Gates Radio Company, leading broadcast equipment manufacturer, is producing multiplex transmitting equipment, adaptable to any standard FM transmitter. Browning Laboratories, producers of fine FM receivers, is producing both complete receivers and Multicast adapters for existing receivers.

EQUIPMENT DELIVERY — Equipment will be available as rapidly as possible. Delivery schedules will be furnished upon request.

Be sure to see us at the NARTB Convention . . . ROOM F118 . . . See and hear equipment in operation . . . Displays and information also at exhibits of Graybar Electric Company and Gates Radio Co. . . . If you can't make it . . . write, wire, phone for further details and informational booklet.

MULTIPLEX SERVICES CORPORATION
Sales . . . Installation Service . . . Engineering
25 Vanderbilt Avenue, New York 17, New York, Telephone ORegon 9-0254

May 16, 1955 • Page 107
amount of material to be covered, no attempt will be made to single out specific components such as transistors, or individual units, such as amplifiers, for extensive analysis.

In its scope, the paper will discuss the present day methods employed in the design and the use of consoles, mixing systems, distribution systems, equalizers and automatic devices, such as automatic fade systems and automatic programming methods.

Through the analysis of equipments and methods employed at the present time, a plan for satisfying future requirements will be formulated. The discussion of future requirements will be finalized into actual specifications which must be satisfied for future audio broadcast equipment.

Tape and Disk Recording—How To Do It
By: Thomas J. Merson, vice president, Audio-Video Recording Co.

HOW tape and disk recording complement each other to yield the recording quality we enjoy today. Some of the techniques employed in the recording of commercial jingles are examined with an emphasis on multi-track recording. Suggestions for recording at remote locations will be given. How a variable speed recording machine augments the standard studio facilities and gets new sounds to the listener. Some additions in the studio consoles are suggested which yield greater flexibility of operation. Credit is given to the tape editor for his contributions to the fine records available today and some examples of his work are point-out. The proper handling and storing of tapes and disks, with a brief discussion of tape printing and a listening demonstration of some jingles and their construction will be given.

The Engineer-The Builder
By: Everett S. Lee, Manager, Technical Public Relations, General Electric Co.

IN BACK of every product we have there is a story of engineering development, design, application, operation and production. In every one of these stories you will find the hand, the head and the heart of the engineer.

The scientist brings us new knowledge from nature. The engineer moulds that knowledge into products and services for all of us to have and to use. When we consider all of the wonderful things we have brought to us from industry, we can say with Solomon..."It is the Glory of God to conceal a thing, but to the honor of man to search it out." That search is carried on by the scientist and the engineer.

Wednesday Afternoon
Presiding: Comr. E. M. Webster, FCC

Studio Re-design
By: Dr. Leo L. Beranek, President, Bolt, Beranek & Newman Inc.

A REVIEW is made of psycho-acoustic and audience-opinion information from recent and older sources from which criteria for studio design are drawn. Examples of three types of existing studios that need revision are discussed. Their physical properties and acoustic data are presented and the manner in which they do not meet the criteria is discussed. Various alternatives for adapting these studios to meet the criteria are then presented. Emphasis is placed on achieving the desired results with the minimum outlay of money.

The Operation and Economics of Phase to Amplitude Modulation in Am Broadcast Transmitters
By: Charles J. Starner, Design Engineer, Broadcast Transmitter Section, RCA

PHASE to amplitude circuitry is reviewed and its embodiment in a modern 50 kw standard band broadcast transmitter is described. Methods for achieving good reliability, stability of adjustment and freedom from spurious radiation are presented. Performance measurements at the 50 kw carrier level are outlined. An analysis of installation, operating and maintenance economics of a 50 kw amplitube transmiser is compared with similar data on 50 kw amplitude modulated transmitters using other modulation systems.

Fm Broadcasting—Growing Pains and Expansion Strains—A Panel
A. Prose Walker, Moderator, Manager of Engineering, NARTB; John H. Bose, Staff Engineer, Electronics Research Laboratory, Columbia U.; William Halstead, President, Multplex Development Corp.; Stanley Joseff, President, Storecast Corp. of America, and Ross Beville, Chief Engineer, radio station WWDC, Washington, D. C.

BEGINNING with a brief history of the factors contributing to the current status of fm broadcasting in this country, this discussion draws on the experience and knowledge of men well acquainted with the many aspects of the subjects to explain and predict a reasonable future for this phase of broadcasting. The recent decision of the FCC regarding multiplex will be explored from an engineer standpoint as well as an avenue of increased economic support for such stations.
"I saw few die of hunger... of eating, a hundred thousands."

Benjamin Franklin

PooR RICHARD'S ALMANACK—1736

Benjamin Franklin's observation that he saw more people die from eating than from starvation is certainly pertinent today. For, if you weigh more than you should, the chances are better than 9 out of 10 that your extra pounds are due to overeating.

When you store up weight, you are also likely to store up future troubles. These could include diabetes, gall bladder and kidney disorders, heart disease or high blood pressure, to mention a few.

In fact, the death rate from all causes is 22 percent higher for people who are from 5 to 14 percent overweight than for people of normal weight. Among people who are 25 percent overweight, mortality is about 75 percent higher.

If you are overweight, why delay the obvious advantages of reducing? Before you start to reduce, however, there are some pitfalls you will want to avoid.

First are the drastic dietary fads, and second is the indiscriminate use of so-called "reducing pills." Only when overweight is accompanied by a serious disease may quick reducing be desirable.

The safe and sane diet is the one that reduces you slowly, two to three pounds per week, and that permanently keeps you at your best weight. Throughout adult life it is a good rule to keep your weight at slightly below the level that is normal for your age and body build.

It is always wise to let your doctor decide what you should weigh and, equally important, let him plan your reducing diet. He will see to it that your meals are properly balanced.

Do not expect too much too soon when you start dieting. It took a long time to acquire those surplus pounds, and it will take time to lose them. If you want to check on your progress, weigh yourself weekly, rather than daily. If you stick to your diet, your weekly weighings will eventually show how much you are losing.

Once your weight is down, try to avoid any return to your old ways of overeating, and gaining. For permanent weight control usually brings a rich reward—better health and added years in which to enjoy it.
Will FCC Bandwidth Proposals Increase Your Operation Costs?—A Panel


FCC Docket 11233 proposes to limit off-channel radiation from both am and fm broadcast transmitters to a drastically low level (50 micro-watts). Top engineering panelists from manufacturing, broadcasting and consulting engineering fields will discuss the ramifications of these proposals. Measurement data and cost factors indicating whether the proposed limits are practical or achievable will be presented. Measurement techniques and equipment required to insure compliance will provide an index of operating expenditure should these values be incorporated into the Rules.

Thursday Morning

Presiding: Glenn C. Boundy, Director of Engineering, Stoever Broadcasting Co.

Mr. Boundy Mr. Bartlett

Advancements in Color Film & Slide Programming

By: Fred F. Bartlett, Headquarters Supervisor of Sales Engineers, Philco Corp.

The studio origination of color film and slide programs has shared conspicuously in the success of color television to date and has pointed the way to the increasingly important role that this program source will play in the future of color telecasting. Equipment of this category is described in this paper. The continuing use of these systems for network color origination demonstrates their versatility in the handling of both color and monochrome film, their adaptability to widely varying contrast and dye characteristics of color stock, and their ability to cueing and preview.

Adaptation of the Iconoscope Equipment to the Vidicon Pick-up Tube

By: Weldon S. Carter Jr., Associate Staff Member, General Precision Labs.

The recent availability of a vidicon suitable for high quality pick-up of film and slides, combined with the present very widespread use of equipment designed for use with the iconoscope tube, raises the question of the practicability of a conversion of these facilities for use with the new tube. In response to field requests, an investigation of the optical, electrical and operational requirements and advantages of such a conversion has been undertaken. A discussion of some of the results of this investigation into the practical aspects of making the conversion in the field will be presented. Mr. Carter's co-author was William E. Smyth of the General Precision Lab.

Mr. Pappenuus

A Visit to CBS-Television Color Studio 72

By: Robert B. Monroe, Senior Project Engineer, CBS Television

Television studios designed to originate all types of network color programs must be large, flexible and well equipped. This paper describes the technical facilities as well as the general design philosophy of CBS Color Studio 72 in New York City.

The paper is followed by a colored motion picture film, introduced by Mr. William B. Lodge, CBS vice president in charge of engineering, showing studio rehearsals, cameras, lighting equipment, control room facilities, and on-the-set activity in this large, modern CBS color studio.

Mr. Cullum Mr. Weldon

The Integration of Color Equipment and Existing Monochrome Installations

By: Anthony H. Lind, Manager, Broadcast Audio and Tv Projector Engineering; Lannes E. Anderson, TV Systems Engineering, and Nils J. Oman, Development Engineer, Broadcast Transmitter Section, RCA

The TV broadcaster faces many questions as he takes the necessary steps to enter color telecasting. A number of helpful considerations are discussed that will aid him in planning for an efficient transition to combined monochrome and color operation. A logical step-by-step approach is described, including preparatory work to ready existing monochrome facilities to

Mr. Damak Mr. Towson

Mr. Young Mr. Harmon

Mr. Loughlin Mr. Carter

General Characteristics of Color Television Displays

By: Bernard D. Loughlin, Consulting Engineer, Hazeline Corp.

A brief review is presented of the principles of operation, the general characteristics and the special problems associated with certain types of color television displays. The displays considered include: the three-gun shadow-mask tube, such as manufactured by RCA and CBS-Hytron; the one-gun and three-gun focus-mask tubes, such as proposed by Dr. Lawrence; the projection form of display, such as recently demonstrated by Hazeline, and the beam-indexing display, which reports and patents indicate as being under consideration by Philco. A table is discussed which attempts to summarize the factors affecting picture quality obtainable with each form of display.

Mr. Monrooe Mr. Rae

Network Transmission of Monochrome and Color Television

By: James R. Rae, General Methods Engineer, Long Lines Department, American Telephone & Telegraph Co.

Network facilities for television transmission furnished by the Bell System have grown to a total of more than 70,000 channel miles. Of these, about 50,000 miles have now been conditioned to transmit color television signals. The distances covered and broadcasters' requirements for frequent switching of network sections necessitate that transmission tolerances in various network components be kept very small. Effective measures must also be taken to provide reliability, in view of the large number of sections used in tandem.

This paper will discuss some of the factors involved in engineering and operating television network channels to obtain satisfactory transmission quality and reliability at reasonable cost.

Mr. Harmon Mr. Cullum

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Broadcasting * Telecasting
Tune in the world from your easy chair with the Zenith TRANS-OCEANIC® portable short wave radio. It gets stations from all over the world! Covers standard broadcast; international short wave bands; marine, weather and amateur short wave coverage bands; plus ship-to-ship and ship-to-shore reception! No wonder the list of owners of this fabulous radio reads like an international "Who's Who."

It is the world's only 14-year-proved short wave portable radio. Tropic treated to prevent loss of sensitivity. With its patented detachable Wavemagnet® antenna, it plays on trains, planes and in steel buildings. Operates on AC, DC, or long-life batteries. 12" high; 17¾" wide, 8" deep. The TRANS-OCEANIC radio shown is in durable Black Stag, model T600, $139.95*. It is also available in luxurious top-grain cowhide, model T600L, at $159.95*.

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Backed by 36 years of Experience in Radios Exclusively • ALSO MAKERS OF FINE HEARING AIDS

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*Manufacturer's suggested retail price not including batteries. Slightly higher in far West and South.
handle color signals and dual color-monochrome usage of color camera equipment when it is placed in service. Also included is a discussion of considerations that apply to the handling of color signals by the TV transmitter.

A review will be given of the various circuit configurations available to perform the functions shown in block form.

Attention will be given to Q, I and Y Matrix circuitry, bandwidth limiting filters and delay lines, balanced modulators and output circuits. Of particular interest will be descriptions of newly developed highly-stable, double-balanced modulators employing germanium diodes.

A summary in chart form will provide the means for quickly reviewing and bringing the broadcaster up to date on recent developments and the present state of the art of color encoding equipment.

Design, Construction and Operation of Television Boosters and Satellites

By: Dr. George H. Brown, Director, Systems Branch Laboratory, RCA; Eugene E. Overnier, Manager, Commercial Engineering Dept., Sylvania Electric Products Inc., and Benjamin Adler, Owner, Adler Communications Labs.

RECENT proposed rule makings of the FCC look toward the authorization of low power television stations (vhf, uhf), in accordance with channel assignments of the Sixth Report and Order, as well as "boosters" to improve coverage of uhf stations within the predicted service area. Design, construction and operation of such stations, together with practical problems of coverage and interference, will be explained with the view of assisting any broadcaster entering this field of operation should it be authorized.

Thursday Afternoon

Presiding: James L. Middlebrooks, Engineering Director, KING-TV Seattle

A Review of Color Encoding Principles


THE major function of color encoding equipment will be discussed in block diagram form.

Proof of Performance Measurements of Vhf Stations


Since the advent of FCC Docket 10353, the permissible levels of "spurious emissions" and harmonic radiation have been specified. It is the intent of this talk to illustrate several methods whereby low level measurements can be made. Specific emphasis will be placed on harmonic radiation measurements, using available test equipment and as illustrations—measurements taken at a particular vhf station and at the General Electric factories will be compared.

Considerations of Microwave Installations

By: Richard C. McLaughlin, Assistant Manager, Communications Products Planning, Raytheon Mfg. Co.

Many of us in the television business have turned or will turn to microwave in the near future as a solution to our STL, remote pick-up, inter- and intra-city, and industrial problems. Each of these microwave problems require separate analyses of the factors pertinent to the specific application; these factors are made available only by a comprehensive survey of the area in question.

Once the profile charts of the path topography are drawn and a personal reconnaissance of this area is made, we then may apply principles of microwave propagation, the effects of topographical and meteorological conditions, and frequency interferences resulting from multi-hop and parallel microwave operations. Passive reflector size and separation from the microwave source, coupled with allowable tower twist and sway, are considerations not to be overlooked in any microwave installation.

If we are to expect maximum reliability at minimum cost from these microwave systems, we must be cognizant of these principles and considerations as they apply to our installations, for these basic considerations may spell the difference between success and failure in our television operations.

Achieving One Megawatt ERP at Uhf

By: Frank J. Bias, Supervisor of Uhf Transmitter Engineering, General Electric Co.

Experience with uhf television transmitting stations radiating up to 250 kw ERP has demonstrated the desirability of reaching the maximum of 1,000 kw ERP allowed by the FCC.

Analysis of the factors involved shows the need for uhf television transmitters at both the 23 and 45 kw ratings. In the General Electric 23 and 45 kw uhf television transmitters these power levels are achieved by combining field-proven elements of the 12 kw transmitter in such a manner that failure of one of the amplifier tubes does not disable the transmitter.

These transmitters offer unusual flexibility in that the cubicles may be arranged in any manner to meet the space requirements of each installation. Also the transition from the existing 1 kw or 12 kw transmitter to 23 or 45 kw operation may be made in easy pre-tested stages without reduction in power output or loss of air time.

A Low Power Television Station for $50,000

By: Joseph W. Alinsky, Chief Engineer, Dage TV Div., Thompson Products Inc.

Good television service can be provided to small communities with low power and antenna heights. Actual ERP and antenna heights vary according to specific circumstances (layout and terrain), but with modern receivers and antennas they can be much less than presently allowed by FCC for cities under 50,000 population. For the proposed low-power installations, service for area television sets should compare favorably with that presently provided in low power am installations for area radio sets.

Attention is invited to the fact that modern "hot" receivers (built-in boosters) give Grade A pictures with Grade B signals in many instances. (FCC curves based upon "average" receiver existing 1946.)

Equipment, transmission lines and antennas are described and Tables of Predicted Coverage are presented for several ERP's and antenna heights.

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"Great is TRUTH. Fire cannot burn, nor water drown it" . . . . DUMAS

What Is Chiropractic?

Here Is the TRUTH about America's Second Largest Healing Profession

There is ONE first and basic study for ALL those entering ANY of the healing professions. The study is the structure of the human body—the book is Gray's Anatomy. It is profoundly significant that on the nervous system this book agrees with the chiropractic principle with classic simplicity. Gray says:

"The nervous system is the mechanism by which ALL, save the lowest forms of animal life, are enabled to react to their environment. In addition, the nervous system CONTROLS and regulates the activities of ALL other systems of the body and determines their harmonious co-operation, for the benefit of the organism as a whole."

Chiropractic therapeutics restores normal function of the nerve system in these ways:

1—Specific adjustive therapy to correct anatomical disrelationship, restore normal nerve function.
2—Clinical nutrition and dietary guidance to restore normal chemical balance in the body and correct disorders resulting from faulty nutrition.
3—Physical therapy, using light, water, heat, cold, exercise and certain precision instruments, to restore the normal physiological functions.
4—Psychosomatic counsel to effect a balanced inter-relationship between mental, emotional, physiological and mechanical aspects of the body.

The truth of chiropractic cannot be denied . . . in results, in public service . . . in every ethical way it has established itself as the second largest healing profession.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc., NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW!

550 Insurance Companies Recognize Chiropractic.
1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.
4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

*One of a Series of Reports
SARNOFF CALLS FOR MASS SCALE USE OF RADIO-TV FOR COLD WAR VICTORY

High on the recommendations of the Sarnoff Plan, submitted to the President in a memorandum, is that lightweight radios tuned to American signals be made available to areas behind the Iron Curtain. He also asks for expansion of mobile film units and suggests the use of mobile big-screen TV units in black-and-white and color.

AGGRESSIVE use of radio and TV on a mass scale is a keypoint in Brig. Gen. David Sarnoff’s blueprint to win the cold war and thus lessen the possibility of a “hot war.”

Gen. Sarnoff, board chairman of RCA-NBC, presented his program in a memorandum to the White House, made public last Tuesday.

At his Wednesday news conference President Eisenhower said he had discussed the recommendations with Gen. Sarnoff, adding he believed thoroughly in them since he considered it unthinkable to limit the nation’s activity in this information field.

To direct this “political offensive,” Gen. Sarnoff recommended the creation of a Strategy Board for Political Defense. The board, operating under ground war equivalent of the joint chiefs of staff on the military side, would be drawn from the top policy levels of the State Dept., Defense Dept., Central Intelligence Agency and the U. S. Information Agency (includes Voice of America).

The board, functioning directly under the President, would have a chief with cabinet status.

The Sarnoff Plan bears the title: “Program for a Political Offensive Against World Communism.” It encompasses a vastly enlarged “propaganda effort.” Communications media, along this line, would shoulder a greater responsibility.

The broadcast media portion of the Sarnoff Plan includes:
- Re-appraisal of the U. S. Information Agency “with a view to improvement and expansion.” Gen. Sarnoff said the Voice of America program “has tasks to perform in many nations of the free world second in importance only to those in the unfree world.” The Voice’s name would be extended to include the words: “—for Freedom and Peace.”
- Expansion of mobile film units (which, he noted, “are already penetrating backward areas”). In this connection, Gen. Sarnoff recommended mobile big-screen television units in black-and-white and in color—“their very novelty will guarantee large and attentive audiences.”
- Availability of millions of mass-produced, cheap and lightweight radio receivers tuned to pick up American signals. These would go to listeners “in critical areas behind the Iron Curtain” at receiver cost or free of any charge.
- Because millions of persons in the world do not have electrical and mechanical devices available in the U. S., “a simple, hand-operated phonograph device costing no more than a loaf of bread, could be produced in quantities and sold for profit.
- Unbreakable, intelligible records, made of cardboard and “costing less than a bottle of Coca-Cola” could carry U. S. messages. These could be dropped from the air like leaflets, thus getting across messages which “could not be jammed.”
- Enlistment of broadcasting facilities for U. S. use in European and Asian countries as a supplement to regular overseas propaganda and as a means of intensifying American broadcasting on a world-wide scale.

Gen. Sarnoff said the case of Finland points up the “inadequacy of our present effort.” That country, he said, located on the very edge of the Red empire and “under the most concentrated Soviet propaganda barrage,” receives more than 43 hours of Soviet broadcasts weekly and “a million potential viewers” will be available for broadcasting in both in Soviet Estonia, nearby Finland. “The Voice of America, however, in 1953 ‘was compelled to discontinue its daily half-hour broadcast to Finland to save $10,000 annually,” be asserted.

As summarized by Gen. Sarnoff, the reason for his detailed 42-page memorandum lies in his feeling that “insufficient funds and inadequate tools” have scaled down U. S. efforts to “strikingly little compared with the enemy’s and presently inadequate to achieve victory. Gen. Sarnoff said: “We must meet the political-psychological challenge of world Communism fully and on a scale geared to winning the struggle.”

The “decision to win the Cold War,” he said, “should be communicated to the entire world as a fixed goal of U. S. policy. And the American public should be made ‘promptly and fully aware of (1) the nature of the cold war, (2) the importance of the U. S. winning it and (3) costs and sacrifices this effort may entail. Gen. Sarnoff said, “This significance and urgency of the problem should be conveyed to the American people, through discussion over radio and TV.”

The Sarnoff memorandum treats in great detail the methods used by the Communists in waging the cold war, including tactics of propaganda, infiltration and subversion, fifth columns and false fronts, sabotage and terror, civil strife, preparation of “cadres,” and reserves and “treacherous diplomacy.” Other topics discussed are reasons why the U. S. “claire not lose the cold war,” why it must be won, “to prevent a hot war,” a clarification of the global issues and the organization “toward cold war victory” as envisioned by the general.

Gen. Sarnoff warned that this country’s “political-counter-strategy has to be as massive, as intensive, as strategic as the enemy.”

He said the question “is no longer whether we should engage in the Cold War. The Soviet drive is forcing us to take counter-measures in any case. The question now, he said, “is where and how to use the ideas of using all the means deemed essential, by governments and by private groups, to win the contest.”

Gen. Sarnoff explained that his memorandum was prepared after a talk on the subject with President Eisenhower March 15 and then announced by White House Press Secretary James Hagerty.

In a report of that meeting [B*T, March 21], B*T had noted that the President was “so impressed by Gen. Sarnoff’s discussion that a normal 15-minute, pre-luncheson appointment was stretched out into a 45-minute session.”

Gen. Sarnoff said that the same afternoon, at Mr. Eisenhower’s request, he conferred with Nelson Rockefeller, Special Assistant to the President on psychological warfare, and U. S. Information Agency and CIA officials. At the meeting’s end, Gen. Sarnoff “undertook to submit his views on the subject and a suggested program of action,” according to RCA. The result was preparation of the memorandum.

Gen. Sarnoff’s plan calls for “dramatic victories as swiftly as possible.” Along this path, the general saw possibilities for encouraging and guiding “passive resistance,” for keeping supplied with information, slogans and leadership “pockets of guerrilla forces . . . in Poland, Hungary, the Baltic states, China, Albania and other areas.” Among specific activities discussed by the general, in addition to communications, were collaboration with students and escapes and special schools to train personnel for political-psychological warfare.

Sarnoff Plan Lauded

SENATE Majority Leader Lyndon B. Johnson (D-Tex.) last week praised RCA-NBC Board Chairman Gen. David Sarnoff’s “Program for a Political Offensive Against World Communism” (see adjacent story). Sen. Johnson called the document “particularly impressive” and entered it in the Congressional Record. He said Gen. Sarnoff “belongs to that great group of Americans who are always on call when their government needs them. He has always been willing to set aside his personal affairs, however important, when his services can advance his country’s welfare.”

Sen. Johnson described RCA as a “key element in our defense structure.”

James Roosevelt (D-Calif.) last week proposed that Gen. Sarnoff be made chairman of the strategy board he proposed. He inserted in the Record an editorial from the New York Journal-American also proposing Sarnoff as board chairman.

GOVERNMENT

BROADCASTERS QUIET ON PAY-SEE ISSUE

DEADLINE for comments on whether the FCC should authorize the operation of subscription television is only 30 days away (June 9), and still no major broadcast entity has put its position in writing.

But the public has taken to pen and paper with an outpouring that has turned the FCC’s mail and docket clerks into muttering letter openers.

As last week drew to a close, the Commission had 25 volumes of pay-tv correspondence in its docket section. Proponents of toll tv still predominated.

Among the “big” names writing in favor of subscription tv during the last week were Mrs. Eleanor Roosevelt, Cecil B. DeMille, Carl Sandburg (poet), Robert Sherwood (playwright), Thomas Hamilton, U. of Pittsburgh athletic director.

Also on the favorable side was Vincent M. Gaughan, Buffalo, N. Y., attorney and vice president of ch. 27 WSTF (TV) Stamford, Conn., not yet on the air.

Polls were being taken by such dissimilar publications as the Chicago Daily News and...
Maynard Reynolds

or what model gasoline for your 1958 model car?

"You've probably heard it said that competition in an industry brings the customers better products ahead of time.

"If you ever doubted it, you should have been looking over my shoulder lately.

"I'm a research chemist for Union Oil. That's why, back in 1951—when Union was selling all the gasoline it could refine—the boss called me in. He said management wanted to know what kind of gasolines we'd have to be able to market in 1958 to satisfy cars then.

"After studying trends in engine design, we set to work on our '58 model gasolines. We pushed octane right to the ceiling for the highest practical power and knock-rating. But we wanted more than power.

"We wanted gasoline that would start a cold engine in a wink and let you drive away without a warm-up. We took our test cars into snow country and worked at 20-below.

"We also wanted gasoline that wouldn't vaporlock. So we drove down into the desert and tested blends till we had one that would perform in an oven.

"Well, when we had all the vital statistics we showed 'em to the men on the 12th floor. They took a long look at the facts, okayed $70,000,000 for a refinery expansion program.

"As a result, we were able to introduce our 1958 model premium and regular gasolines in 1955—three years ahead of schedule. And man, are the customers taking them away from us!"

* * *

Maynard's true story points up again the big advantage of being a customer under America's free enterprise system.

Because we compete with every other oil company for your business, we con-

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.
CBS PICKS WROW-TV AS THIRD CHOICE

President Stanton tells FCC network would rather affiliate with WRGB (TV) or the station pending in Vails Mills, N. Y., than with the uhf partly owned by CBS newscaster Lowell Thomas.

If CBS had its choice, it would affiliate with ch. 6 WRGB (TV) Schenectady, N. Y., CBS President Frank Stanton told an FCC hearing examiner last week. WRGB is an NBC primary affiliate.

Mr. Stanton, testifying in the protest hearing brought by ch. 35 WTRI (TV) Albany, now dark, against last year's FCC action approving the sale of ch. 41 WROW-TV Albany to CBS newscaster Lowell Thomas and associates for $298,800.

Failing that, Mr. Stanton said, CBS would like to affiliate with whatever applicant secures the grant for ch. 10 in Vails Mills, N. Y. This is a uhf drop-in which is the subject of an FCC rule-making proposal. Third choice would be a uhf station, Mr. Stanton said.

Hearing on WTRI's protest began last Monday and was scheduled to continue Friday with Mr. Thomas and H. V. Akerberg, CBS-TV station relations vice president, testifying. It is being heard by Chief FCC Hearing Examiner James D. Cunningham.

Nub of WTRI's protest is that Mr. Thomas is a high ranking employee of CBS and his ownership of a broadcast facility violates FCC policy regarding station ownership by network employees. It also claimed that there was a secret agreement between Mr. Thomas and CBS regarding the tri-city network affiliation. This is an antitrust violation, WTRI claimed.

Mr. Stanton emphasized that his decision to change the CBS affiliation to WROW-TV was based on its superior facilities, compared to WTRI, and on his knowledge of the "aggressive" management capabilities of Frank M. Smith, CBS president; Richard H. Wilder, WTRI manager, and Mr. Smith.

The CBS radio affiliation, now held by WTRY Troy, owned by Mr. Wilder, will be shifted to WROW, Mr. Stanton said.

WROW-TV is now owned by the original buying group plus the following, among others: H. V. Kaltenborn, NBC newscaster; Rep. Leo W. O'Brien, (D-N. Y.), and Roger Strauss, president of American Smelting Co. and president of the New York State Board of Regents.

On Tuesday, the FCC upheld Mr. Cunningham in denying WTRI's request that it be permitted to bring into the case CBS affiliation practices in places other than Albany. The examiner held that this was outside the scope of the hearing. The Commission upheld this viewpoint.

Mr. Mr. Freda B. Hennek dissent.

Representing WTRI was Paul A. Porter, WTVW Duke M. Patrick, and CBS Seymour Lewis.

Storer Miami Ch. 10 Bid Hits Opposition From WKAT

OPPOSITION to Storer Broadcasting Co.'s application for Miami's ch. 10 [Bavs May 9] was voiced last week by WKAT Miami Beach, Fla., which is favored by an initial decision for that facility.

WKAT claimed that Storer has no right to have its application accepted by the FCC, since it is not a party move to try and get into the Miami ch. 10 hearing. Instead, WKAT said, Storer bought a uhf station in Miami—now WGBS-TV on ch. 23.

Storer's appeal to the appellate court was on the question of the FCC's multiple ownership rules, WKAT said. The decision on that point—declaring that the Commission's maximum limitation on single tv station ownership was illegal—has no bearing on Storer's right to re-apply for Miami's ch. 10, the Miami Beach station said.

WKAT said that it considered as dicta— not part of the decision—that part of the appeal court's opinion which expressed the belief that the FCC would accept Storer's application if it should be tendered again.

Pointing to Storer's ch. 10 application and its simultaneous petition to make Miami a permanently uhf city, WKAT charged that these moves were for the purpose of delaying ch. 10 operation in that city. It called on the Commission to deny the Storer application.

Storer's application for Miami's ch. 10 was accompanied by a petition that it be made a party to the ch. 10 hearing and that the hearing be reopened.

It also said that its petition for deinter-

Six Take Defense Tour

GROUP of broadcasters last week participated in a tour in Defense Dept. orientation project for civilians. They visited Quantico and Norfolk, Va., bases, spent two days on carrier and finished up at Eglin Field, Fla., and Fort Benning, Ga., bases. Broadcasters in party were Edgar T. Bell, vice president of KWTW (TV) Oklahoma City; William H. Taft, producer of On Guard (TV) series of Aerojet-General Corp.; Allard F. Faught, Sterling Call of Quinlan, ABC Chicago vice president; FCC Chairman C. McConnaughey; Bill Henry, commentator, and Sidney J. Wolf, president, Keystone Broadcasting System.
mixture was granted, it would withdraw its ch. 10 application.

Early last month, Storer asked the FCC to make Miami an all-uhf city by deleting chs. 4, 7 and 10. Two weeks ago, it amended its petition to ask only that chs. 7 and 10 be withdrawn from Miami. Ch. 4 is occupied by WTVJ (TV) Miami.

Echoes of Storer’s purchase of the WMIE-TV Miami construction permit, approved by the FCC last December, were heard last week when the FCC officially denied the protest of WINZ-WMWL (TV) Miami.

The Commission said that the protesters had failed to sustain the burden of proof. FCC Comr. Frieda B. Hennock dissented.

WINZ-WMWL claimed that Storer bought the WMIE-TV permit and the facilities of WFTL-TV Fort Lauderdale in order to secure the NBC-TV affiliation. The complaint also charged that Storer planned to promote what is now ch. 23 WGBS-TV Miami by underwriting a one-channel converter campaign. Storer denied the allegations, charged in rebuttal that WINZ-WMWL (TV) offered to withdraw the protest if it could share the 1,000-ft. WGBS- TV antenna tower in the Miami antenna farm [B*T, March 7].

U. S. Antitrust Group Sees Favoritism Charge

CHARGES that the Attorney General’s committee to study the antitrust laws [B*T, April 4] was stacked in favor of big business were made last week before the House Antitrust Committee.

Rep. Wright Patman (D-Tex.), co-author of the Robinson-Patman Act establishing the anti-price discrimination law, claimed that half of the attorneys who were members of the Attorney General’s committee were representing clients in pending antitrust suits. He also said he had been told that some of the patent recommendations in the report would favor RCA in its suit against Zenith.

The Texas Democrat said he had made inquiries to determine how many members of the 61-man committee were employed by RCA and how many by Zenith. The following five members represented RCA, Mr. Patman said: Hammond E. Chaffetz, Edward R. Johnston, Whitney North Seymour, Jerrold G. Van Cise and Laurence J. Wood. No member of the committee is employed by Zenith, Mr. Patman said.

Rep. Henry S. Reuss (D-Wis.) told the committee that the Attorney General’s committee report favored weakening rather than strengthening the antitrust laws. It did nothing in the field where monopoly is in the ascendency, he said. One of these is television, the Wisconsin Democrat declared. He said:

“No field is monopoly more threatening today than in that of television, where increasing large networks and newspapers organizations are acquiring a stranglehold on the industry. The Federal Communications Commission has accelerated this trend. In television, as elsewhere, the big get bigger and the independent is being squeezed out. In the last few months, independent uhf stations in Milwaukee, Oshkosh, and elsewhere have given up the ghost and gone off the air. The four major television networks and the 16 stations they own received 53.5% of the nighttime television revenues of the television industry in 1953; the other 318 stations, comprising 95% of the total number, received only 46.5%.

“Two months ago, Milwaukee had four local television stations, all of them independent and all of them locally owned by Milwaukee businessmen. Today, as a direct result of the Federal Communications Commission’s policies, we have one locally-owned television station, WTMJ. Of the other local independent stations, Columbia Broadcasting System has acquired WOKY (TV), now WXIX (TV); Hearst Newspaper Inc. is in the act of acquiring WTVV; and the remaining station, WCAN [TV], finding its franchise canceled by CBS, has gone out of business. As the number of stations diminishes, their advertising rates go up and up, and soon the small businessman finds that he cannot afford to pay their rates for television advertising. Where is it going to end?”

The Dept. of Justice antitrust division chief objected to both characterizations in testifying before the Judiciary subcommittee later in the week.

Assistant Attorney General Stanley N. Barnes told the subcommittee that only 22 of the study committee’s 61 members had ever represented defendants in a government antitrust suit. Many of these had at one time or another served in the Antitrust Division of the Justice Dept., Mr. Barnes said. The other two-thirds, Mr. Barnes said, comprised “outstanding” law professors, economists and citizens.

Mr. Barnes also demurred to the charge that the recommendations weakened rather than strengthened the antitrust laws. He urged the Congressional subcommittee to consider the recommendation that the fair trade law be repealed. He also proposed legislation that would force a businessman to open his books to the government in a civil antitrust suit. This also was recommended by the anti-trust study committee.

FCC Majority Abstains From Free Time Issue

FCC Comr. Frieda B. Hennock’s testimony before a Senate Elections Subcommittee—in which she advocated free radio and tv time for political candidates [B*T, May 2]—does not represent the views of the Commission’s other six members, FCC General Counsel Warren Baker told the subcommittee last week.

Testifying on the majority views of the FCC concerning a bill (S 636) to revise federal election control laws and raise the limits on campaign expenditures, Mr. Baker said that since the present language of S 636 makes no provisions affecting the Communications Act’s Sec. 315 (equal time provisions), the FCC majority does not wish to advise the Senate group regarding election laws.

Mr. Baker said that although the “trade press” has estimated the two major political parties spent upward of $5 million during the 1952 presidential election campaign, the FCC has no official figures on the amount being spent in the two media.

He said the FCC majority does not want to take a position “until you determine what you propose to do” about free time proposals.

Some of the problems brought up by free time proposals, he said, are: (1) Should radio, tv be paid for by candidates, the federal treasury or the stations themselves? (2) For what elective offices would time be furnished? (3) How much time would be left for a station’s other obligations to the public? (4) Would the time be distributed evenly among all parties? (5) Since Sec. 315 applies only to candidates, should provisions be made for time for speeches by spokesmen for a candidate?

Sen. Carl T. Curtis (R-Neb.), who presided
at the Tuesday hearing by the subcommittee headed by Sen. Thomas C. Hennings (D-Mo.), described a letter he had received from a broadcaster, whom, he said, he had not yet received permission to identify.

This broadcaster, he said, was head of an 11-station shortwave network operation in San Francisco during World War II, when political broadcasts to troops overseas were "measured out to five parties equally." Troops in the Pacific, Alaska and Central and South America, he said, had broadcasts in the 1944 elections by not only the Democratic and Republican parties, but also "socialists, labor and prohibition parties." He indicated servicemen listeners did not react favorably to this arrangement.

Sen. Curtis also described the BBC's political broadcast plan for the British elections this month, under which the BBC divides a total of 5 hours and 15 minutes radio and tv time equally between the Labor and Conservative Parties. No other parties will receive time.

Mr. Baker replied that it would "be interesting" to compare this with the amount of time given by the respective systems of radio and tv in the U.S., indicating the latter would oustrip far by the BBC allotment.

Sen. Curtis said BBC is keeping off the air all other programs likely to influence the election.

**Hoover Recommendations Put Into House Proposals**

TWO House Bills, implementing some of the legislative recommendations made by the Hoover Commission and its Task Force on Legal Services for separating administrative and judicial functions of the FCC and other federal agencies [118, April 11], were introduced last week.

HR 6115, introduced by Rep. Frank Thompson Jr. (D-N.J.), provides for development of a legal career service for civilian attorneys in government, including an office (Office of Legal Services & Procedures) created within the Justice Dept. to administer it.

HR 6114, also introduced by Rep. Thompson, would establish an Administrative Court of the U.S. to number 24 judges of which one three-judge group, the Trade Section, would have jurisdiction over cases involving violation of antitrust and related laws.

Under the Administrative Court would be all hearing examiners now serving in the various agencies. They would be redesignated as hearing commissioners and would be under a chief hearing commissioner appointed by the President, with Senate consent, for a 12-year term. He would be guided by a five-man advisory board appointed by the President from the judiciary, interested agencies and attorneys of administrative law.

**Better Living Attributed To Advertising by Magnuson**

THE American family lives better, is better informed, and is happier than it was 10 years ago because of modern advertising tools, Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, told the Seattle Advertising Club last Wednesday.

"We have the right to direct people in their buying habits when the obligation of sincerity, he said. He cited among other things the public's right to buy a tv set that tunes in both vhf and uhf signals and touched on the Communication Commission's 1952 agreement from set manufacturers to make all-channel sets so the consumer will not be "penalized through the loss of part of the channels he would otherwise get.

"We've heard," he said, that set manufacturers will agree to install uhf in every set "if we, in Congress, will remove the excise tax that the federal government now collects.

**AT&T Off-Air Pickup Plan Questioned in CBS Comment**

BOOST for privately owned intercity relays was made to the FCC last week when CBS questioned the ability of the AT&T's proposed off-the-air pickup service [B^T, Feb. 28] to help tv stations in remote areas.

The AT&T off-the-air pickup service would limit the receiving station in its choice of programs, CBS said, since it would make it dependent on the sending station.

In addition, CBS said, AT&T asked for three-year contracts for the off-the-air service, whereas network contracts only run for two-year periods. This is inequitable, the network said.

The CBS comments were filed in response to the FCC's call for additional remarks regarding its pending proposal to permit tv stations in distant communities to build their own intercity relays in order to bring network programs to their communities. AT&T's new off-the-air service was announced shortly after it filed comments in defense of the proposal. Most comments have been in favor of the FCC's proposal and in opposition to the requirement that the AT&T service be used [B^T, May 9]. Deadline for comments on this subject is May 20.

**WAHR Drops Handicapper, Denies FCC Implications**

ALTHOUGH contending its ex-jockey Jimmy Grant is a licensed racing handicapper in both city and state and neither local authorities nor listeners have ever complained about his race tip show, WAHR Miami Beach a fortnight ago advised FCC that in view of "serious implications" contained in a pre-hearing McFarland notice that is expected to be published Monday, it "will not carry Mr. Grant's program or a similar program by anyone else in the future."

WAHR said Mr. Grant sold his race selections for $10 and promised refund if horse failed to win. WAHR also said it had no legal obligation, carefully adding, that the FCC complaint was first ever received [B^T, April 11]. FCC also has written WPEC and WMIE Miami and WMBM Miami Beach.

WMBM answered FCC's charges by stating that the AI Laurence program named by the Commission, was removed from the station's programming shortly after the Ronnsville took over the station early in 1953. In Decem-

**America Bar Unit Backs Amendment of Sec. 309 (c)**

SUPPORT for the FCC's request to have the protest provisions of the Communications Act amended was voiced last week by the Communications Committee, Administrative Law Section, American Bar Ass'n.

In a special report on Senate and House bills to amend Sec. 309(c), the law group urged Congressional enactment with clarifying amendments. The report was signed by Arthur W. Scharf, chairman of the Communications Committee.

Both bills (S 1648 and HR 5614) were introduced last month by the chairman of the respective Senate and House Commerce Committees at the FCC. Both Sen. Warren G. Magnuson (D-Wash.) and Rep. Percy J. Priest (D-Tenn.) have promised hearings on the bills.

A regular hearing and to be heard was submitted to both committees a few weeks ago by the Federal Communications Bar Ass'n. FCBA has not yet taken a position on these two bills.

Sec. 309(c) was included in the Communications Act in the McFarland amendments of 1952. It provides that any party in interest may for 30 days protest an FCC grant made without a hearing. The Commission is then required to designate a protestant as a party in interest, and if so to grant a hearing, and to stay the grant involved.

The FCC-proposed amendments—required because of "abuses" in the use of the protest rule, the Commission alleged—would permit the FCC to use its discretion regarding the issuance of a stay order, to deny the protest without a full hearing if in judgment the facts alleged, even if true, make no difference in its decision, or to allow the Commission to redraft the protest issues.

The basic objectives of the protest rule are good, the ABA committee declared, but the "liberal interpretation of 'parties in interest'... together with the mandatory stay and the absence of any effective limitations upon the scope of protest hearing, has resulted in the Section's use primarily as a competitive device for delaying purposes by existing interests against new services."

**TelePrompTer Takes Issue With Neuberger Proposal**

A PROPOSAL by Sen. Richard L. Neuberger (D-Ore.) that tv audiences be informed when a political candidate is using make-up or prompting devices while being telecast [B^T, May 9] drew criticism last week from the manufacturer of one of the devices—TelePrompTer Corp., New York.

Irving Kahn, board chairman of TelePrompTer, said he is writing Sen. Neuberger that what the senator proposes may foreclose from consideration some of the nation's "most competent political talent" because they are afraid of the difficulties of speech-making on radio and tv.

He said TelePrompTer would be glad to demonstrate its device for the benefit of senators—even at hearings on the bill.
ber 1954, the Laurence program was permitted to resume, but it continued only until Jan. 24, 1955. The program, the station said, did not give horse racing, but was on behalf of a handicapper's guide published by Mr. Laurence. The station checked with the Better Business Bureaus and the chiefs of police in the various communities which it serves, WMBM said, and none objected to the program or the subject matter of the advertising.

'Play Marco' Agency Seeks To Prove Legality of Show

FCC ACTION against KTLA (TV) Hollywood which forced cancellation of its tv-bingo show Play Marco [87T, May 9], indicates that "for the sake of the record, the Commission would like a legal decision on the show," Pat Cooney, radio-tv director of The Caples Co., said last week. Caples is the Los Angeles advertising agency which syndicates Play Marco in 28 markets across the U.S.

"We are seeking a method of bringing it into court and clearing it once and for all," Mr. Cooney said. "We are confident that Play Marco comes within the scope of the U. S. Supreme Court decision of April 5, 1954 (ABC-TV vs. FCC), the case in which Stop the Music was declared legal."

Mr. Cooney pointed out that not only was the program cleared by state and local authorities before it was first presented 10 months ago by KTLA, but that it has use of the U. S. mails. Moreover, he said, "the Justice Dept., whose duty it is to enforce federal lottery laws, has raised no question as to its legality."

Klaus Landsberg, KTLA vice president, said his station's dropping of the show "in no way" concedes the correctness and validity of the program. He said KTLA cancelled Play Marco because of FCC's attitude, which imperiled renewal of the station's license.

Meanwhile, WGN-TV Chicago, which formerly carried Play Marco and was to renew it last Tuesday under sponsorship of the National Tea Co., announced it has withdrawn the program in the light of FCC's ruling. Station officials and representatives of Caples and National Tea visited FCC Monday about the problem, it was reported. WGN-TV advised viewers to return their Play Marco cards, indicating hope of "some possibility that the issues of difference may be resolved in the near future."

Diversification Issue

Key to Sacramento Case

WHAT may be an historic legal battle is scheduled for this Thursday when the Sacramento ch. 10 case is decided to be argued before a three-judge panel of the U.S. Court of Appeals in Washington.

Key is the FCC's policy regarding diversification of the media of communications.

At issue is the Commission's grant of the Sacramento vhf channel to Sacramento Telecasters Inc. (KGET-TV) and its denial of the application by McClatchy Broadcasting Co. (KFJK-Sacramento Bee) for the same facility. McClatchy appealed that decision when the Commission favored the newspaper-owned station on the ground that it promoted diversification. Joined with McClatchy is the American Newspaper Publishers Assn. Both have asked the court to rule specifically on the Commission's right to discriminate against newspaper broadcast applicants.

Webster Cites 'Trafficking' in Thomasville Sales

ISSUE of Commission policy toward trafficking in permits was raised last week in opposition to the FCC approval of the sales of WKTG and WCTV (TV) Thomasville, Ga.

Ch. 6 WCTV (TV) was sold by E. D. Rivers Sr. to John H. Phipps, owner of WTAL Tallahassee and WTVS Marianna, Fl. Mr. Phipps pays $88,700 to Mr. Rivers for tv expanse and equipment and assumes GE equipment obligations of $331,464. Mr. Phipps also pays Mr. Rivers $38,000 for Mr. Rivers' contract to purchase WKTG Thomasville for $62,000 from Southern Broadcasting System Inc.

Approving the sales were Comrs. Hyde (Acting Chairman), Doerfer and Lee. Comrs. Webster and Bartley dissented, favoring a hearing, with Comr. Hennock not voting. Chairman McConnaughey, on a Defense Dept. tour, was not present.

In dissenting from the majority action, Comr. Webster stated in part:

"I do not take the position that the Commission should or could promulgate a hard and fixed rule under which it would determine what payments can legitimately be made where the assignment or transfer of a bare permit is concerned. But I think the Commission should now pause long enough in its consideration of construction permit assignments and transfers to enable it to determine whether it proposes to abandon the Commission's long-standing policy against trafficking in frequencies, and, if not, to set up some general guide for determining what constitutes trafficking of that nature. For I contend that the Commission can set up a general policy in this connection which would at least permit us to achieve a certain degree of consistency.

At the same time the FCC authorized WCTV to change its transmitter from 2.7 miles north of Thomasville to 18 miles southwest of that city and 16 miles northeast of Tallahassee, Fla. WCTV also was allowed to boost its effective radiated power to 100 kw visual and 50 kw aural.

Brush-Moore Newspapers Seek Low Power Vs, Canton Ch. 12

PETITION for rule making to authorize low power vhf stations and the assignment of ch. 12 to Canton, Ohio, was filed with the FCC last week. Ch. 12 there was never assigned because too much interference with other operations was feared.

The petition was filed by Brush-Moore Newspapers Inc., owner of WHBC-AM-FM Canton, and WPAY-AM-FM Portsmouth, also Ohio. Brush-Moore requested the Commission to permit allocation and operation of vhf community stations without regard to mileage separation requirements. The stations are to operate with reduced power and antenna heights so that interference to existing channels or stations would not exceed that allowed under existing rules, the petition said.

Brush-Moore said that under this plan ch. 12 can be utilized to provide a new, first and only local vhf service to Canton by permitting operation on that channel at Canton with effective radiated visual power of 5.4 kw and antenna height of 300 ft. above average terrain. Brush-Moore said that in event ch. 12 is assigned to Canton it will file an application for that station.
WMAL-TV Asks Power Hike To Average ERP of 252 Kw

WMAL-TV Washington, Evening Star station, Thursday asked the FCC for permission to increase its effective radiated power from its present 22 kw to a new high of 252 kw. The transmitter will be located on the American U. campus in Washington, site of the present plant [B/2, May 2].

A contract for 25 kw amplifying equipment was signed Thursday with Standard Electronics Corp. by John W. Thompson Jr., president of the Evening Star Broadcasting Co.

Fred Houwink, station manager, said an egg-shaped signal pattern will be directed so the strongest signal is carried into the densely populated metropolitan area with 400 kw strength.

Latrobe Grant Made Final

FCC last week made effective immediately an Examiner's initial decision and granted the application of Latrobe Broadcasters for a new daytime AM station at Latrobe, Pa., on 1480 kc, 500 w.

Meanwhile, FCC Examiner Hugh B. Hutchison issued an initial decision proposing to grant Charles M. Morgan, trading as Port Broadcasting Co., a new fulltime 250 w standard station on 1230 kc at Wilmington, N. C. The Examiner also proposed to grant the bid of WSIP Kingsport, N. C., to change from 100 w to 250 w, operating fulltime on 1230 kc. The Examiner found that under the facts both applications should be granted and that the relative slight mutual interference between the applicants does not constitute a bar to a grant of both.

KWGB Gets Ch. 10 Grant

KWGB Goodland, Kan., last week was granted ch. 10 there by FCC. The new station will operate with effective radiated power of 204 kw visual and 110 kw aural with antenna 580 ft. above average terrain. KWGB is owned by James E. Blair, general manager.

KLTV (TV) Again Asks FCC For Own Intercity Relay

KLTV (TV) Tyler, Tex., last week petitioned the FCC for reconsideration of its application to construct a private TV intercity relay system between Tyler and Dallas. The FCC had denied KLTV's petition last month on grounds that its rules do not permit private relay systems where common carrier relays are available.

The KLTV petitions said it was requesting authority to operate its own facilities because common carrier facilities for its limited operation requirements are not available. KLTV told the Commission that the common carrier cannot provide the service on order, since the carrier has not constructed off-the-air facilities to serve Tyler, and it will not construct the facilities unless KLTV orders. The petition continued that the 24-hour service proposed by the common carrier at $2,670 per month does not meet the station's specific needs.

The KLTV petition contained a copy of an order it had placed with the common carrier in accordance with its need. KLTV wants a one microwave unit to render service five hours a day for three years, with the charge for this service not to exceed $800 per month.

Simultaneously with the filing of its petition, KLTV wrote similar letters to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Rep. J. Percy Priest (D-Tenn.), chairman of the House Commerce Committee, and Rep. Martin Dies (D-Tex.), telling it of its right to obtain its own microwave relay link.

WLAQ Transfer Cited

PRE-HEARING McFarland letter was sent by FCC last week to WLAQ Rome, Ga., concerning its applications for renewal of license and for transfer of control from the estate of B. H. Mooney to B. A. Mooney Jr., the latter described as already consummated. FCC's letter noted WLAQ since 1951 has "consistently displayed a complete disregard" of Commission rules requiring prompt filing of applications and reports and noted the transfer took place a year ago.

KHTV (TV), WTHS-TV Delay

FCC last week granted the application of ch. 10 KHTV (TV) Hibbing, Minn., for a six-month extension of time to complete construction. The application was granted without hearing. Comrs. Webster and Barbey dissented.

In a separate action, the FCC granted a similar six-month extension of time to complete construction to noncommercial educational ch. 2 WTHS-TV Miami, Fla.

WGNS License in Jeopardy

ORDER to show cause why the license of WGNS Murfreesboro, Tenn., should not be revoked has been issued by the FCC, which charged that WGNS had violated sec. 3.181 of the rules by failing to keep the required operating and program logs. The FCC further charged that despite previous cease and desist orders of March 1953, WGNS had violated the rules on two occasions. The Commission also charged that WGNS had been operated with power calculated by the indirect method of 269 w in violation of sec. 3.57 of the rules. Hearing on the order was set for June 13.
NLRB STEPS OUT OF AFTRA-AFM DISPUTE

National Labor Relations Board says it cannot rule on whether AFM should be allowed to represent some network TV performers. Earlier ruling held AFTRA as bargaining agent. NARTB decries decision not to decide.

DESPITE one of the longest hearings on record, costing the parties an estimated half-million dollars, National Labor Relations Board last week held a technicality to avoid deciding the jurisdictional problem centered around union musicians who appear on TV in non-musical roles.

The case arose in April 1954 when the ABC network asked the board to clarify a prior ruling that certified American Federation of Television & Radio Artists as bargaining agent for network TV performers. This ruling left the parties confused, with ABC asking the board to clear up the situation.

AFTRA issued a press release voicing pleasure at the NLRB's decision, saying it vindicated the AFTRA stand against "an attempted raid" on their jurisdiction by the American Federation of Musicians. The union also said the board has prevented a displacement of AFTRA personnel in Chicago by combination musicians-performers who belong to AFM and would have worked as musicians-performers for lower fees than provided by the AFTRA performance contracts.

NARTB had filed a letter April 26, 1954, asking to intervene in the ABC motion to clarify. A brief was filed later. NLRB decided to reopen the record and held extensive hearings in Chicago and New York.

Charles H. Tower, NARTB employer-employee relations, told B&T:

"The decision of the Board denying the original motion, coming as it does after all this elaborate proceeding has been held, completely negates the parties' efforts to peacefully resolve the issue. The parties are left with nothing whatsoever in the way of guidance from the agency of the government which is supposed to prevent industrial strife by resolving representation case disputes through peaceful procedures. To me, this decision seems incredible."

He added, "If the board was going to deny the ABC motion, the denial should have been made in May of last year before the parties spent large sums on a fruitless hearing."

NLRB's decision contended this ABC petition was not the appropriate place to decide the three-way issue between the network and the two unions. It added, "The issue as to these employees is so inextricably woven with the broader problem that its resolution could not be accomplished without what would amount to a reconsideration of the unit itself."

Mr. Tower, in commenting on the decision, said "all relevant facts were set forth in the minutest detail" during the hearings held last year from June 29 to Oct. 14.

Writers Seek Extension Of Minimum to Radio-Tv

WGAW will vote at annual meeting on proposal to extend basic rules in theatrical film writing to broadcasting.

EXTENSION to TV and radio of minimum basic agreement rules already in use for several years in theatrical film writing will be voted upon by the membership of Writers Guild of America West this Wednesday at the annual meeting in Beverly Hills.

WGAW spokesmen also were hopeful that completion of negotiations on live TV and freestyle radio contracts with major networks, currently in progress in New York, would permit a membership vote at the meeting. WGA East, New York, will hold its annual meeting Thursday, at which negotiation contracts, if ready, and rule extension to the radio-TV field, also will be on the agenda.

A letter from WGAW Executive Secretary Frances Ingles to the membership outlined the rule proposals. It states that ratification would not only establish ethical and professional standards for entire guild membership, but would also "fortify members against the unscrupulous producer who might otherwise cajole or coerce the individual writer into substandard practices."

The letter continues: "Because the TV field has not yet stabilized... a confusion exists concerning freelance employment in TV staff writing—i.e., just how much (service) a freelance writer can be expected to contribute... without undertaking staff writer functions..."

WGAW TV board has ruled if a writer is required to keep regular office hours or consult with producer or other writers on another writer's work (unless he is hired to revise other writer's work for a fee), the writer may not consider this freelance TV work, but the offer of free collaboration, the letter notes.

Also to be considered a violation of TV freelance rules are the viewing of stock film more than one calendar day per assignment, or multiple submissions, oral or written, of stories on a single assignment.

Further, the WGAW TV board defines a "polish" assignment to consist of dialogue changes only; a "rewrite" assignment to consist of changes not involving a third of the existing script, and that changes beyond this consists of writing an entire new script, with appropriate compensation (i.e., $700 minimum for a half-hour script, instead of approximately $205 minimum).

Other proposals include:

- Members must file a copy of their employment contracts with WGAW within two weeks when the guild tells them no such contract is
on file, or within one week after signing a contract.

No member shall do any work, including stock film review, before assignment to project under a contract.

No member shall sign a contract violating minimum basic agreement.

Members must report violations of WGAW working rules or contracts, for appropriate guild action.

Writers may not work for producers on the WGAW "unfair" list, unless the producer first posts a bond guaranteeing compensation.

No member shall "ghost write." No "speculation" writing will be permitted, or any arrangement in which pay is subject to whether the producer or writer can find material for the writer to work on. Members may discuss or arrange work on material with producers, but WGAW will recommend the writer register with it a memorandum on such discussions.

Writer-producers, to obtain collaboration credit, must notify WGAW and the other writers on the project of this intent before they start writing the work.

Writers must use their own names in credits, unless they already have established pseudonyms, or register one before starting assignments, or before final rights to material are disposed.

AFTRA Strike Threatens In Los Angeles Area Stations

LAST-MINUTE attempts to avert a strike by American Federation of TV & Radio Artists against 16 Los Angeles independent radio stations were underway last Thursday.

Claude McCue, AFTRA Hollywood executive secretary, told BT he will ask a strike vote at a May 18 membership meeting if negotiations do not get results.

Major issues are wage scales, employer contributions to AFTRA's welfare-pension fund and establishment of severance pay. Negotiations have been in progress since last March with the last two-year contract expiring April 30.

AFTRA demands are for a $10 weekly wage increase over the current $85 to $118 scale, which Mr. McCue states is "far below prevailing rates in comparable markets."

Additionally, the union wants a one-year contract only; one week's severance pay for each year's employment to a six-year maximum, and a 5% employer contribution over the salary, to AFTRA's welfare-pension fund.

Station negotiating committee, headed by Calvin J. Smith, general manager, KFAC Los Angeles, has offered a $5 first year and $3.50 second year weekly pay increase, and no fund contributions, Mr. McCue terms this "wholly unacceptable."

Involved are 75 employees of stations KALI, KKWK and KXLX, all Pasadena; KBIG Avalon; KFAC, KPVD, KGSR, KPOL and KKKD, all Los Angeles; KFX, KXFL, Beach, KBAL, KGFI, KLAC and KMPC, all Hollywood; KGIL San Fernando and KOWL Santa Monica; KIEV Glendale, with whom AFTRA has a tentative agreement, is not involved.

KBET-TV Votes for NABET

NATIONAL Assn. of Broadcast Employers & Technicians has been named bargaining agent for 19 employees at KBET-TV Sacramento. The election, held May 2, involved engineers, technicians, camera men, news and production personnel. The vote was 12 in favor of NABET, seven for the International Brotherhood of Electrical Workers and none for International Alliance of Theatrical & Stage Employees.

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STATIONS

QRG DETAILS SHOW PRICES AND FORMATS

Aim of Quality Radio Group to offer larger mass audiences at lower costs is explained at New York conference.

A LIST of programs which Quality Radio Group has available for sale to advertisers, along with details of price and format, was revealed for the first time last week by William B. Ryan, executive vice president of the station-owned-and-operated group. At a trade news conference held Wednesday in New York to spell out the background and philosophy of the group's plans, Mr. Ryan said the 36 QRG member stations could reach a larger mass audience at less cost than any other medium available today. QRG circulation costs, he said, are 26% less than NBC, 43% less than CBS 2, 52% of ABC's, and 55% less than ABC, based on Standard Audit Measurement data. The 36 stations, more than half of them operating with 50 kw, turining singers Martha Wright and Earl Wrightson with orchestra conducted by Henry Syveren. Available one, two, three, or five times weekly. Time and talent cost: $3,656.50 per quarter hour (which breaks down, figuring on the basis of three commercials in the quarter-hour, $1,218.83 per commercial minute).

Cornell Wilde Show, general-appeal half-hour dramatic series with actor Cornell Wilde as host. Time and talent cost: $6,655.05 per half-hour ($1,663.76 per commercial minute, based on four commercials per show).

Adventures With Stamps, three-quarter-hour programs per week based on stories behind the world's famous stamps. Time and talent cost: $3,690.92 per quarter-hour ($1,230.31 per commercial minute).

Mystery Jackpot, half-hour series of various mystery programs. Time and talent cost: $5,835.05 per half-hour ($1,458.76 per commercial minute).

Other programs listed by Mr. Ryan as available included Nation's Press Conference, a weekly half-hour produced by Martha P. sunette, creator of Meet the Press; half-hour Marlene Dietrich Show; Big Scene, three weekly quarter-hours taken from soundtracks of major Hollywood pictures; This House is Haunted, weekly half-hour visit to "haunted" houses, with John Reed King interviewing witnesses of haunted house phenomena; Mystery Hall of Fame, half-hour series based on stories nominated by Mystery Writers of America and available in one to five episodes weekly; Yours For A Song, featuring Meredith Willson as conductor-host and available in half-hour or hour segments; Johnny Mercer Show, half-hour program featuring musical name stars; John Nesbitt's Passing Parade, 15 minutes, three or five times weekly; Gubby Hayes, quarter-hour, one, three or five times a week; Florian Zaharch, quarter-hour of music by the violinist, and other shows.

Stressing the coverage potential of QRG, Mr. Ryan said 21 members are NBC affiliates which provide 47% of NBC's coverage; 12 are CBS Radio affiliates that represent 24% of that network's coverage, while the others are the powerful WOR New York and WGN Chicago.
Mutual affiliates, and KEX Portland, Ore., an affiliate of ABC. The identity of the San Francisco member of QRG has not been disclosed, Mr. Ryan said, but will be a 50 kw outlet.

According to Mr. Ryan, QRG offers 36 "power-prestige stations" that will provide the advertiser "national audience, through planned coverage; lowest cost; distinctive programming with maximum flexibility." In addition to Quality programs at best available times and the use of local personalities to deliver the sales messages, he said, the QRG plan includes merchandising, on-the-air promotion, and integrated advertising campaigns to build audience throughout each station's coverage area.

Mr. Ryan said QRG stations "reach 19 million at a cost less than for any other group of radio or television stations—or any national magazines—with comparable coverage, audience or acceptance."

He said QRG's decision to sell programs but not spot announcements should not be construed as minimizing the importance of announcements but that the radio advertiser needs "elbow room" to do a planned, effective selling job.

"The advertiser who buys cheaper-by-the-hundred 'packages' under the impression that the program—or editorial content—of the network or stations will hold up to high listener standards is going to be disappointed," he said. "The very nature of sponsored programs permits the advertiser to help plan programs which will best serve as a setting for his commercials."

Pointing up the strength of radio, Mr. Ryan stressed that 11 million radio sets were bought last year ("as many radios have been bought in the last three years as tv sets since tv started"); that seven out of eight radio sets are in non-tv locations; that 15.5 million radio homes have no television ("a radio-only market nearly as large as all the states west of the Mississippi"); that there are more than 30 million radios in automobiles, adding audiences measured at from 14 to 33% to the in-home audience at various times of the broadcast day; that on a typical weekday evening 56,250,000 persons over 10 years of age listen to the radio.

Eiland Succeeds Dennis As WJNO-TV General Mgr.

TED EILAND, general manager of WTPA (TV) Parkersburg, W. Va., has been named general manager of WJNO-TV West Palm Beach, Fla., succeeding Walter L. Dennis who has resigned to return to Lansing, Mich., where he will serve as Lansing Merchants Assn. promotion director.

Mr. Dennis was manager of WILS-TV (now WTVN-TV) Lansing before moving to Palm Beach. He also has served as radio-television director for Allied Stores Corp., New York, and held posts with WHN (now WMMG) New York; KVOD Tulsa, Okla., and the National Assn. of Broadcasters (now NARTB).

Florida Station Leased

WBRD Ft. Lauderdale, Fla., unable to rebuild after a destructive fire, has been leased for 15 years at $4,800 per year to WIL-AM-TV St. Louis.

Two WBC Executives Named to New Offices

Swartley elected vice president-Boston and Baudino named vice president-Washington. McGannon to board.

AS PART OF a realignment of responsibilities at Westinghouse Broadcasting Co., W. C. (Bill) Swartley, general manager of the company's WBZ-TV Boston, last week was elected to the new office of vice president-Boston of WBC.

This development was announced by Chris J. Witting, president of WBC, who also revealed that Joseph E. Baudino has been named vice president-Washington, and Donald H. McGannon, vice president-San Francisco.

Mr. Swartley, vice president and general executive of WBC, has been elected a member of the board of directors [CLOSED CIRCUIT, April 11].

The realignment, Mr. Witting said, also will result in the moving of WBC headquarters from Washington to New York about June 1. Headquarters will be established in the Chanin Bldg., 122 E 42nd St., New York. WBC, he added, will continue to maintain its Washington office at 1625 K St., N.W., with Mr. Baudino in charge.

Mr. Witting explained that the changes stem from the need to realign responsibilities arising from WBC's growth in "an ever-changing industry," and added:

"Mr. Swartley's and Mr. Baudino's new assignments are part of a plan to assign responsibility, when appropriate, on a regional basis."

Mr. Witting pointed out that in less than two years, WBC had acquired three tv properties—WPTZ (TV) Philadelphia, KPIX (TV) San Francisco and KDDA-TV Pittsburgh. These acquisitions plus increased activities by the company's five radio properties have increased WBC's sales volume and accelerated headquarters work, according to Mr. Witting.

Aside from Mr. McGannon, the directors of the company are: Gwilym A. Price, president of Westinghouse Electric Corp., of which WBC is a wholly-owned subsidiary; E. V. Huggins, vice president-corporate affairs of Westinghouse Electric and chairman of the WBC board; G. H. Bucher, chairman of the board of Westinghouse Electric International Co.; C. E. Headlee, comptroller of Westinghouse Electric; Ralph N. Harmon, vice president of engineering of WBC; John W. Stoen, WBC attorney, and Mr. Witting.

WMAK Names Phelps

APPOINTMENT OF Edwin P. Phelps Jr. as manager of WMAK Nashville, Tenn., has been announced by Emil J. Popke Jr., vice president and general manager of licensee Volunteer State Broadcasting Co. Following his appointment, Mr. Phelps named Joe Allison as WMAK's program director.
WNOX Holds Formal Opening For New Studio-Auditorium

FORMAL OPENING of the new studios and 1,250-ft. auditorium-studio of WNOX Knoxville, Tenn., was held last Thursday. It featured a dedicatory address at 9:05 p.m. by Lt. Gen. Leslie Groves, World War II head of the Manhattan (atom bomb) Project, which was fed to the CBS Radio network.

A public invitation to visit the six-acre radio center and meet the staff had been extended by B. Westergaard, general manager of WNOX and vice president of Scripps-Howard Radio Inc., which owns the station. George R. Dempster, mayor of Knoxville, has officially proclaimed May 12 to 18 as "Greater WNOX Week."

A special Radiorama exhibit will feature the latest model table radios and portable sets.

The new studios, other than the newly-built auditorium-studio, are housed in the former 70,000-sq. ft. Whittle Springs Hotel. A modern studio plant is located in the north wing on the first floor. Program and production department offices are on the second floor of the north wing. Executive, sales and business quarters are located on the third floor of the main section of the former hotel.

The modern auditorium-studio building contains 20,000 sq. ft. The stage is 56 ft. wide and 40 ft. deep, described as large enough for a Broadway musical, automobile shows or a 125-piece symphony orchestra.

Simmons Assoc. Formed To Represent Radio Only

FORMATION of Simmons Assoc., Inc., New York, as a national sales representation firm exclusively in the radio field is being announced today (Monday) by David N. Simmons, president.

Mr. Simmons, who resigned recently as vice president of John Blair & Co., said that the creation of this company indicated "increased confidence in the future of radio." It is upon this premise, he said, that the Simmons Assoc. will devote itself solely to the representation of radio stations. He pointed out that "concentration of effort by able salesmen on a small, compact group of stations will obviously lead to increased billings for these properties."

A headquarters office has been established at 270 Park Ave., New York. Mr. Simmons reported that sales offices will be established in other major cities as activities expand.

KNX First Quarter Up 23.6%

LOCAL BILLINGS for KNX Hollywood, Calif., CBS odo station, for the first quarter of 1955, exceeded the similar 1954 period by 23.6%. Bert S. West, general sales manager of the station, has announced. William D. Shaw, station general manager, noted the increased use of radio by many advertisers new to the medium and he cited "increasing expenditures by leading department stores and automotive concerns."

Cott Plans 'New Looks' At DuMont Stations

STRATEGY to revitalize DuMont-owned stations. WABD (TV) New York and WTTG (TV) Washington will concentrate on programming moves to give the stations the "New York Look" and the "Washington Look," respectively.

This formula was advanced in a B&FT interview last week by Ted Cott, recently appointed general manager of the two stations. He is convinced that the answer to the fierce competition in these two markets from network-owned stations is to build personalities of their own for WABD and WTTG, reflecting the character of these cities and tapping the reservoir of material and talent available in each. In essence, Mr. Cott said, they will become "really local stations, which are non-existent now." Mr. Cott has worked out these plans with George L. BarenBregge, WABD station manager, and Leslie G. Arries, WTTG manager.

In his first move toward acquiring the "New York Look," WABD last Thursday presented a one-hour version of the off-Broadway show, "Shoestring Revue" (7:30-8:30 p.m.). Mr. Cott expects to extend this pattern by putting about a dozen off-Broadway plays on WABD and, when necessary, will present two or even two and one-half hour versions.

One of his more ambitious undertakings is Featurama, a late evening program based on the belief that many viewers want to go to bed at a reasonable hour. It will start on WABD May 23 and is slotted at 11:10 p.m. on weeknights, and 11 p.m. on Saturday and Sunday and will continue until midnight. The program will feature cartoons, short subjects, a daily DuMont newsreel made of film clips supplied by United Press. The order of the showing of each segment will be rotated, so that persons who retire early may see the entire show by the end of the week. Mr. Cott claims there is a variety of short subject material of odd time lengths which tv never has used because it does not fit the arbitrary quarter-hour or half-hour time periods.

Other new programs that Mr. Cott envisages for WABD are expanded local news coverage, with live interviews with people who make news; a program based on cartoons from newspapers and magazines around the world; a live program of concerts from New York's art museums, with cameras occasionally trained on paintings and sculptures; a "live" show on peculiarly New York institutions, such as an auction one week, a sidewalk art exhibition another, etc., and a Tuesday evening program featuring Alec Templeton, 9-9:30 p.m., starting tomorrow.

Bone Named General Manager By Sir Walter Television Co.

JOHN H. BONE, former general manager of WNEM-TV Bay City, Mich., has been appointed general manager of Sir Walter Television Co., owner and operator of WNAO-AM, TV Raleigh, N. C. John W. English, president of the Raleigh stations, announced the appointment. Mr. Bone succeeds Charles G. Baskerville, who has resigned.

Mr. Bone, following his appointment, announced that Richard J. Hallwood has been named to the newly created post of general manager of WNAO-AM. Mr. Hallwood formerly was sales manager of the Flint, Mich., office of WNEM-TV Bay City and for two years before that was general manager of WSAM Saginaw, Mich.

WKLY Owner Morris Dies

LOUIE MORRIS, 61, owner of WKLY Hartwell, Ga., and editor and publisher of the Hartwell Sun, died last Tuesday night of a heart attack. He returned home two days before his testi- fied before the Senate Appropriations Com- mittee in asking for more funds for the Hartwell Dam, a project he had been actively promoting. Mr. Hartwell was a past president of the Georgia Press Assn. He is survived by two daughters.
CBS RADIO SPOT NAMES ALLISON

Becomes assistant to the general sales manager; Nelson and Whitelaw appointed in San Francisco office.

PROMOTION of Milton F. Allison to the post of assistant to the general sales manager of CBS Radio Spot Sales was announced last week by Henry R. Flynn, general sales manager.

For the past two years, he has been eastern sales manager of CBS Radio Spot Sales, which he joined in July 1949 as an account executive. In his new position, Mr. Allison will direct his efforts at special sales projects, in addition to servicing certain leading advertising agencies.

Appointments of Byron Nelson as manager of the San Francisco office of CBS Radio Spot Sales and of Seymour Whitelaw as an account executive in the same office were also announced by Mr. Flynn.

In his new post, Mr. Nelson succeeds Roland Kay, who has been named director of sales and advertising for CBS-owned KCBS San Francisco [BST, May 9]. Mr. Nelson has been an account executive with KCBS since July 1953. His appointment was effective last week.

Mr. Whitelaw moves to his new post today (Monday) from that of KCBS eastern sales representative, which he has held since November 1953.

Storer Announces Annual, Quarterly Stock Dividends

STORER Broadcasting Co. last week announced a $1.40 annual dividend on its common stock and declared a quarterly dividend of 35 cents payable June 14 to stockholders of record June 1.

The regular annual dividend is $1.20. Storer's last quarterly dividend was 30 cents. Class B common stock dividend was declared as 3½ cents per share.

Storer also announced that it had called for redemption on July 1, 1955, of all its outstanding preferred stock, which is 97% owned by Jefferson Standard Broadcasting Co. [BST, Feb. 21].

CBS stations are: WJCB-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta; WBRC-AM-TV Birmingham; WJW and WXEL (TV) Cleveland; WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM-TV Miami, and KPTV (TV) Portland, Ore.

Avco Denies Intentions To Sell Crosley Stations

A FLAT and prompt denial was issued last week by Victor Emmanuel, chairman and president of Avco Mfg. Corp., to curb reports that all four of the television stations of its subsidiary Crosley Broadcasting Corp. were up for sale.

Mr. Emmanuel said Thursday: "Avco has no intention whatsoever of selling any of its present properties, either radio or television. Avco is not negotiating for their sale at present, has not done so in the past and has no intention of selling any of these properties at any time in the foreseeable future. Indeed, Avco is in the market to build or buy another television station and has had an application pending in Indianapolis for some time."

The Crosley television stations are WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta.

CEREMONIES opening the new studios of WIB New York take place with Queens Borough President James A. Lundy snapping the ribbon as WLIB General Manager Harry Novik looks on. The new studios and office building at 3030 Vernon Blvd., Long Island City, cost $75,000 and make WIB the only commercial radio station in New York to have its transmitting facilities located within the heart of the city.

Gates Rushes Transmitter; Fire-Gutted WNIK Resumes

PROMPT shipment of a new transmitter by Gates Radio Co. of Quincy, Ill., enabled WNIK Springfield, Vt., to launch program tests just three days after a fire had destroyed its transmitter.

The fire broke out at 4:57 p.m. on May 5. Later that evening Dean Finney, WNIK president and general manager, phoned in the urgent request for a new 1 kw transmitter to Larry Cervone, Gates sales manager. The following morning a Gates model BC-1 F was loaded on a United Airlines cargo plane enroute to Bos ton. From there it was trucked to Springfield.

WNIK began regular operations the morning of May 9 after holding program tests the night before.

KVOO-TV Boosts to 100 Kw

INCREASE to maximum power, 100 kw, has been announced by ch. 2 KVOO-TV Tulsa, Okla. The increase, which took place May 4, was made possible by completion of a new ugh (YES) . . . IN SALT LAKE CITY, UTAH

IT'S KNAK SALT LAKE'S ONLY 24 HOUR INDEPENDENT

PARDON OUR Smoke Signals . . . . . but INJUN love-um happy smoke signals. Spellum "heap good listening on KNAK"

Make braves happy. Make squaws happy.
Make-um white-man much happy!
(Make-um only competitors sad)

Cheif No-Bell says:
Iron Horse speaks much truth.
KNAK has heap-big keepin' up. All squaws know.

Get big story from Forjoe man.
Him know much, tell muck!
Happy story for Paleface Time-buyer.

You're on the right track with KAY-NAK

May 16, 1955 • Page 125
FOODETOWN STORES, grocery chain operating in the southern parts of Alabama and Mississippi, approves sponsorship of the Betty Grable-Harry James Show 10-11 a.m. across-the-board on WABB Mobile, Ala. Looking over what WABB terms the biggest local grocery-radio contract in the 27-year history of Mobile radio are (l to r): seated, H. F. Holladay, Foodtown Stores vice president; and J. E. Eldred, vice president, and H. S. Summers, Foodtown general manager.

WBT-WBTV (TV) New Home Toured by CBS Radio Spot

INTRODUCTION tour of the new facilities dedicated April 13 for WBT-WBTV (TV) Charlotte, N. C. (B&T, April 18), was made a fortnight ago by a group of 14 CBS Radio Spot Sales managers and account executives who also heard a report on the stations' present and future.

The day-long meeting, held May 2, included a greeting by J. Robert Covington, vice president in charge of sales and promotion; a report on the Charlotte market by Mr. Reed, vice president of Duke Power Co.; reports by station staff and department heads, and a review of the station's local talent.

The building was designed by Thomas E. Howard, vice president, under the direction of Jefferson Standard Broadcasting Co., licensee of the station, and Charles H. Crutchfield, vice president and general manager.

Coleman Takes New Post With Chicago NBC Stations

PROMOTION of Howard W. Coleman from assistant manager of NBC Central Div.'s press department to manager of advertising, promotion and merchandising at WMAQ and WNBQ (TV) Chicago was announced last Wednesday by Jules Herbuveaux, general manager of the network's Chicago stations.

Mr. Coleman will report to John M. Keys, who recently was appointed from that position to sales director of the stations (B&T, May 2).

Simultaneously other promotions were announced within the advertising, promotion and merchandising department. Other appointments include Stephen Krasula, senior promotion writer, to merchandising assistant, replacing Frank Downs; H. William Smutzer, to senior promotion writer; Gene DuDan, to promotion assistant, and Maunrel Hudgin, to on-air promotion writer.

STATION PEOPLE

P. A. Wilson appointed manager, WGIL Galesburg, Ill.; Robert Frudeger, WGIL vice president and general manager, resigns and has purchased KOLN Lincoln, Neb., contingent on FCC approval.

Lewis F. Riefstahl, formerly with WRDW Augusta, Ga., appointed news director, WLAY Muscle Shoals, Ala.

E. F. Shadburne, formerly with sales staff, KKTV (TV) Colorado Springs, Colo., named station manager, WCI'M Cumberland, Ky.

David H. Steinle, sales manager and assistant manager, KBUR Burlington, Iowa, appointed manager.

Galen Blackford, former sales manager, Foster & Kleiser (outdoor advertising), Seattle, appointed sales manager, KJR there.

Henry Nicholson, commercial manager, WINR Binghamton, N. Y., appointed sales manager, WNBF there.

Ed Menke, formerly with WSJS Winston-Salem, N. C., to WAIR there, as program director and sports director.

Bill Ward, announcer, WBT-WBTV (TV) Charlotte, N. C., appointed sports director; William L. Steele, WBT sales dept., promoted to WBT-WBTV night administrator; Albert R. Munn succeeds Mr. Steele.

Bob Patterson, former scenic designer, ABC, to WITV (TV) Ft. Lauderdale, Fla., as manager, art and scenic department.

Bob Emery, sales staff, KWBY Hutchinson, Kan., to KGAR Garden City, Kan., as manager, effective today (Mon.)

Bob Bacon, announcing staff, WTC Hartford, Conn., transfers to copy dept. as continuity editor, succeeding James Hopkins, who starts own advertising business.

Irene Moran, publicity staff, DuMont Television Network, to WOR-AM-TV New York as press editor, succeeding Mary Jan MacDougall, resigned.


Archibald J. Grinals Jr., former manager, WMOB Mobile, Ala., and WNEX-TV Macon, Ga., to WBIA Augusta, Ga., as sales director.

Mario Rey, personal representative, XEQ Mexico City, to KOWL Santa Monica, Calif., as host-m.c. daily Mexican-American program.

Edward John Kleming, freelance announcer, to WPIX (TV) New York as announcer.


Harold V. Phillips, sales manager, WMBD Peoria, I1l., appointed sales manager, WTVH-TV there.


Mrs. Doug Knutson, advertising manager, SQR Dept. Store, Anaheim, Calif.; John Magnus, formerly with WGY Schenectady, and Gordon Hittenmark, formerly with NBC Washington, to KGIZ Santa Ana, Calif., as sales and merchandising dept., member, disc m.c. and sales representative, respectively.
DU MON'T LIVE TV HEADED FOR PASTURE; FILM-TYPE NETWORK LIKELY SUCCESSOR

As it stands now, the network's live tv service will be chipped away until contractual obligations run out. At the time its new Electronicam system was demonstrated last month, DuMont had only five hours of sponsored live telecasting per week.

THE DuMON'T Television Network as a live operation may not be dead, but by design it is fading away.

Current "network" commercial hours on DTN show a steady and continuing decline, according to a B&T check.

Summarized, this is the DuMont picture:

• There is no known project in existence for "reviving" the "live" DuMont Television Network.
• Rather than kill off the "live" network immediately, its owners are permitting the operation to chip itself away—letting contractual obligations run their course, a process considered more economical in the long run.
• The film operation of Allen B. DuMont Labs (DTN's owner), which is being built around the new live-film camera system (Electronicam), will be advanced. But the path for this project is still uncertain.

• DuMont's two owned and operated stations, WABD (TV) New York and WTTG (TV) Washington, will be retained as long as they are profitable. That DuMont intends the stations to bring in revenue can be seen by new program moves underway by former NBC executive Ted Cott who now heads the stations' programming policies (see story page 124).
• Contrary to some speculation, WTTG is not on the "block" for the highest bidder. But, it is said, this does not rule out sale of the station in the future should the sale promise to be at once profitable and to the best interests of the parent company.

 Apparently, policymakers at Allen B. DuMont Labs now have pretty much committed themselves to a broadcast operation that will not resemble today's definition or description of a tv "network," although film activities, if launched nationally, could approach a film-type "network" as opposed to a "live network."

Cited are:

1. DuMont negotiations with a minority stockholding group. Among the keys to these talks, which appear to have gained some headway, is the demand by the minority stockholders to eliminate any broadcast activity that is milking earnings and profits—not to mention dividends. The network operation admittedly has been a drag on DuMont's profit-and-loss live telecasting per week. As of last week, that total had shrunk to four hours and 15 minutes per week (see accompanying table). After May 20 another 15 minutes of commercial time per week will be whittled away when Western Union Telegraph drops its alternate-week sponsorship of Down You Go (Friday, 10:30 p.m. EDT). Of the four hours then left, 1 1/2 hours consist of a boxing program that is sold on a co-op basis.

2. Statements by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, including a prediction that by the middle of this year he expects the broadcast arm to be "operating as a network only with such programs and in a way which will return a profit."

3. Views of Ted Bergmann, DTN's managing director. Among them, an expectation that the Electronicam system "does . . . form the basis for a sound new growth along the lines of an entirely new concept of network television."

The scoresheet on DTN's programming:

• As of the time the Electronicam system was demonstrated only a month ago (B&T, April 18), DuMont had five hours of sponsored

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**Current DuMont Television Network Schedule**

<table>
<thead>
<tr>
<th>Program</th>
<th>Sponsor</th>
<th>Number of Stations</th>
<th>Gross Feet*</th>
<th>Day</th>
<th>Time (EDT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life Begins at 80</td>
<td>Serutan</td>
<td>29</td>
<td>$80,675</td>
<td>Sun.</td>
<td>9:30-10 p.m.</td>
</tr>
<tr>
<td>Boxin' Co-op</td>
<td></td>
<td></td>
<td></td>
<td>Mon.</td>
<td>9:30-11 p.m.</td>
</tr>
<tr>
<td>Studio 57</td>
<td>H. J. Heinz</td>
<td>5</td>
<td>21,250</td>
<td>Tues.</td>
<td>8:30-9 p.m.</td>
</tr>
<tr>
<td>What's the Story</td>
<td>DuMont Labs</td>
<td>3</td>
<td>10,560</td>
<td>Wed.</td>
<td>8-8:30 p.m.</td>
</tr>
<tr>
<td>All About Baby</td>
<td>Libby, McNeil &amp; Libby</td>
<td>13</td>
<td>14,200</td>
<td>Thurs.</td>
<td>14:52 p.m.</td>
</tr>
<tr>
<td>All About Baby</td>
<td>Swift &amp; Co.</td>
<td>10</td>
<td>13,750</td>
<td>Fri.</td>
<td>1:45-2 p.m.</td>
</tr>
<tr>
<td>Chance of a Lifetime</td>
<td>Emerson Drug</td>
<td>21</td>
<td>37,250</td>
<td>Fri.</td>
<td>10:10-10:30 p.m.</td>
</tr>
<tr>
<td>Chance of a Lifetime</td>
<td>Olin Mathieson</td>
<td>24</td>
<td>37,650</td>
<td>Fri.</td>
<td>10:10-10:30 p.m.</td>
</tr>
<tr>
<td>Down You Go</td>
<td>Western Union</td>
<td>27</td>
<td>36,975</td>
<td>Fri.</td>
<td>10:30-11 p.m.</td>
</tr>
</tbody>
</table>

* As of February 1955 from Publishers Information Bureau
the program involved "produces adequate revenue to cover the cost," according to Dr. DuMont. Cable and microwave connections amount to $3 million for which a return of no more than 5% was realized.


At a stockholders meeting a fortnight ago, Dr. DuMont described the shipping away process of the network in this way:

"Our annual report explained that network losses last year, before taxes, cut our other profits by $5 million. We told you we had made decisions which would cut down and eventually eliminate those operating losses which had been sustained in lesser amounts in all of the operating years preceding 1954.

"But you just can't cut down an operation of that character overnight. Television networking is a complicated business, with hundreds of contractual obligations and commitments, very few of which mature or run out at the same time. Cancellation of such contracts at one time would have cost us company millions of dollars. The only sound and economical way is the slow way."

Last week, DTN moved along its Electronic path by announcing the creation of a staff to handle live-film production of programs. At its head, according to Mr. Bergmann, will be James L. Caddigan, network director of programming and production. James Graham, former DTN's operations department, will head up business affairs connected with the camera system.

Personnel Move

Another DuMont move last week toward separation of network and station: announcement by Mr. Bergmann that "several members" of the network's program department have been shifted to operate under David Lowe, newly named director of programs for WABD.

Meanwhile, as predicted by BTV last week, a threatened uprising by a large minority bloc of Allen B. DuMont Labs minority shareholders was stemmed for the time being by a four-day strike of an extended series of compromises to be effected with the DuMont management.

Dr. DuMont Monday announced that Allen B. DuMont Labs minority shareholders were in the process of electing Allen B. DuMont as chairman of the board, as had been proposed at the board of directors meeting a fortnight ago, resigned his directorship.

Dr. DuMont's formal statement said that "an aggressive and progressive course of company action was agreed upon." He said that Mr. Erpf will assist the DuMont management in developing company objectives which "are expected to result in substantial expansion of engineering and development, manufacturing for consumer, industrial, broadcast and government markets."

The DuMont board is made up of eight directors, five elected by Class A stockholders and three elected by Class B stockholders. All 560,000 shares of Class B are owned by Paramount Pictures Corp.

Class A directors, in addition to Mr. Erpf, now include: Dr. DuMont; Thomas T. Goldsmith Jr., vice president for research; Stanley F. Fatten, vice president, and Percy M. Stewart of Kihn, Loeb & Co. Class B directors: Barney Balaban, chairman, Paramont Pictures; Paul Rabourn, vice president, Paramount, and Edwin L. Weil, Paramount's legal counsel.

With Mr. Erpf on the board, attempts now will be applied to (1) strengthening the DuMont management (including a division in management policy between manufacturing and merchandising as contrasted to research and development), (2) relieving Dr. DuMont of most of the load of administrative details and releasing him for creative work in the electronics field and (3) simplifying capitalization. (For example, constructing a way to eliminate the existing division of Class A and B stock.)

Wrapped up in the original objections of the Loeb-Rhoades group, of course, was the proposed DuMont Television Network. Feeling is now that DuMont-owned stations will be considered "on their own" by stockholders groups.

'Derry Como' Sold Out

For $8.4 Million, Says NBC

NBC-TV's new 'Derry Como Show,' a Saturday night hour series scheduled for the fall, was reported last week completely sold out, with gross annual billings estimated at about $8.4 million. Exact time of the show has not been disclosed but it is expected to go into the Saturday, 8-9 p.m. period or, perhaps, the 7:30-8:30 p.m. spot.

Sold in one-third, the program has been bought by Warner-Lambert, which will sponsor a full one-third each, by Gold Seal Co. (Glass Wax) and Novexma, which will share one-third on an alternate-week basis, and by Dorrnay Electric Appliances and Kleinex, which will share one-third under a formula whereby Dorrnay takes 16 weeks and Kleinex 36.


DISCUSSION of agency-station relationships was the main item of business at a San Antonio, Tex., luncheon attended by members of Texas Spanish Language Network and Ted Hasbrouck, BBDO Dallas office, who addressed the group. At the meeting were (standing): L. E. Richards (l), KWW San Antonio manager, and Mr. Hasbrouck. Seated (l to r): Lola Spitz, KWW assistant manager; Joe Harry, TSN regional representative; E. J., Horpole, KVOV; -OZUvaldo_Baredo, Tex.; Bob Pinkerton, XEO- XEOR Matamoros-Reynosa, Mexico; Mrs. Harry, Mrs. Hasbrouck; John Mayberry, KUNO Corpus Christi, Tex.; Pedro Menezes Hoyos, XEJ El Paso, and Mrs. Pinkerton.

MAAC, MBS Affiliates

Meet in D. C. May 21, 22

MUTUAL's Affiliates Advisory Committee will meet May 21 and its affiliates generally will hold a session on May 22, both in Washington, before the opening of the NARTB convention, it was announced last week by Earl M. John- son, Mutual vice president in charge of station relations.

The Saturday session will be held in the headquarters suite of the Sheraton-Park Hotel and the Sunday session in the Hall of Nations Room of the Washington Hotel. It is expected that more than 300 station executives will hear MBS President Thomas F. O'Neill and other network executives report on activities and future plans of Mutual.

In addition to Mr. O'Neill, speakers will include John B. Poor, executive vice president; Robert Monroe, recently named vice president for programming Robert A. Schmid, vice presi dent for advertising, promotion, public relations and research; and Roy Daniel, director of co-op programs.

Included on the agenda for the 14-man Mutual Affiliates Advisory Committee session will be a review of the policies of the network's management and a discussion of network-affiliate problems. John M. Walter, station manager, WIPG Green Bay, and chairman of MAAC, will preside. Other members of the committee are Ray Butterfield, general manager, WLOX Biloxi, Miss. (vice chairman); J. W. Beets, general manager, WFTM Maysville, Ky. (secretary); M. C. Watters, general manager, WCPO Cincinnati; Collin Lowder, general manager, KIMN Denver; Boyd Kelley, KTRN Wichita Falls, Tex.; Carter C. Peterson, presi dent, WCCP Savannah, Ga.; Frank Ford Jr., station manager, KENT Shreveport; Roy Thompson, president, WRTA Altoona, Pa.; Harold P. Kane, president, WJOC Jamestown, N. Y.; Robert M. Wallace, president, WHUS Shelby, N. C.; George T. Frechette, general manager, WFIIR Wisconsin Rapids, Wis.; Jack Hawkins, president, KIUN Pecos, Tex., and Ken Nybo, general manager, KBMY Billings, Mont.
CBS-TV Affiliates
Set 2-Day Meeting

THE FIRST of an expected 300 station executives were beginning to arrive in New York late last week for the first general conference of owners and key management officials of CBS Television affiliates with top officials of the network.

The meeting is slated this Thursday and Friday at the Waldorf-Astoria. It is expected to encompass a review of all fall programming plans, sales, promotion, publicity research and small market affiliates—probably with special emphasis on programming, as a subject which led CBS-TV to call a small group of selected affiliates to a top-secret session two months ago [BET, March 14].

At that time, it was reported that plans for basic changes in programming concepts, designed to put up a more formidable array against future competition, had been canvassed.

Five Radio Stations Affiliate With ABC

AFFILIATION of five radio stations with ABC Radio was announced last week by Charles W. Godwin, network director of station relations. They are WOWL Florence, Ala.; KIRK Kirksville, Mo.; KSYC Yreka, Calif.; KBLF Red Bluff, Calif., and WTTB Vero Beach, Fla.

WOWL, which joins the network Aug. 15, is owned and operated by Radio Muscle Shoals Inc. It will replace WJOI as ABC's Florence affiliate. General manager is Richard B. Biddle. KIRK is owned and operated by North Missouri Bstg Co. S. A. Burk is general manager. The station's ABC affiliation was effective May 1.

Licensee of KSYC is Siskiyou County Bstg Co. President and general manager is Jack Mitchell. It became affiliated with the network Apr. 24. KBLF, which also joined the network April 24, is owned by Hal K. Shade, president and general manager. WTTB, which affiliated with ABC on April 3, is owned and operated by Tropics Inc. Jim Howe is general manager.

WDBJ-TV, KJEIO (TV) Sign
For CBS-TV Affiliation

AFFILIATION agreements with CBS-TV by WDBJ-TV Roanoke, Va., and KJEIO (TV) Fresno, Calif., were announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

WDBJ-TV (ch. 7) will become a secondary, interconnected affiliate, effective Oct. 1. Ray P. Jordan is general manager of the station, which is owned by the Times-World Corp.

KJEIO (ch. 47) joins as a primary, interconnected affiliate, effective yesterday (Sunday). The station is owned by O'Neill Broadcasting Co. Joe Drilling is general manager.

CBS Radio Promotes Henry

PROMOTION of Dudley Henry, sales service department representative for CBS Radio in New York, to Pacific Coast sales service manager for the network and the Columbia Pacific Radio Network was announced last week by Eric Saline, manager of sales service for CBS Radio. Mr. Henry, who will assume his new post on June 6, has been with CBS since 1947 in various posts including mail room supervisor, assistant to the traffic manager and an administrator in CBS Radio's sales service department.

More Light in Chicago

A THREATENED disruption in midwest network radio-television network pickups from New York was averted last Thursday when the Chicago City Council passed an ordinance extending daylight saving time an extra month this fall. Standard time will go into effect Oct. 30—four weeks later than usual—in Chicago, to coincide with broadcast time schedules in New York in regard to the customary one-hour time lag between those cities. The proposal was adopted without objection—but had it failed, Chicago listeners and viewers would have received eastern originated programs an hour earlier than is customary for any time of the year—for at least one month. Additionally, local program schedules would have had to be adjusted for network stations.

'Monitor' at $3/4 Million Mark

NBC RADIO last Thursday reported gross billings for sponsorship already firm for its weekend 'Monitor' show, debuting June 12, at the more than three-quarter million dollar mark.

New sales included 36 participations weekly by Chevrolet Motor Division of General Motors Corp., through Campbell-Ewald (also see story, page 34), and a "heavy schedule" by Gruen Watch Co., through Grey Adv.

Gruen's contract is for 13 weeks, including 10-second announcements to be on the show June 12-June 26, resuming Oct. 15-Dec. 18.

ABC-TV Affixes 'Luxury' Label on Spectaculars

ABC-TV claimed last week that the average spectacular on NBC-TV has proved to be a "luxury item" for advertisers, judging by cost-per-thousand and cumulative audience.

This conclusion was reached by ABC-TV after preparing a special research report, based on data compiled in the Nielsen Television Index from September 1954 through February 1955. In cost-per-thousand, ABC-TV said, the spectacles have delivered an average of 1,000 homes for each commercial minute at a cost of $4.42, as compared with $2.99 for the average, weekly half-hour evening tv program, and $1.91 for ABC-TV's hour-long Disneyland.

Cost efficiency is not the only advantage the average every-week program has over the once-a-month spectacular, according to ABC-TV. That network stated that with respect to cumulative audience of the above program categories over a four-week period, the average spectacular, because of its infrequent "frequency," is able to reach only 40% of the audience potential over a four-week period. During the same period, ABC-TV said, the average half-hour program reaches about 48% of the potential audience and ABC-TV's Disneyland about 66.4%.

In the number of telecasts viewed per home reached over a month's period, ABC-TV pointed out, the average half-hour program has a decided frequency advantage, with the spectacles contacting each home reached only once during a month and the average half-hour show reaching each home contacted in the month on an average of 2.2 times.
according to ABC-TV. It was said that the Disneyland per month figure is 2.8.

The ABC-TV study covered data on the 16 spectacles carried on NBC-TV from last September through Feb. 7; 38 half-hour nighttime programs and the weekly Disneyland programs during the period.

The table covering cost-per-thousand data, provided by ABC-TV, is as follows:

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Average Audience for Commercial Minute</td>
<td></td>
</tr>
<tr>
<td>Rating Homes (000) Net Cost/1,000</td>
<td></td>
</tr>
<tr>
<td>Average SpotAnnouncer (16)</td>
<td>26.2, 7,017 833,600 $4.42</td>
</tr>
<tr>
<td>Average Half-Hour Program (18)</td>
<td></td>
</tr>
<tr>
<td>Average General</td>
<td>23.2, 6,920 18,700 2.99</td>
</tr>
<tr>
<td>Average SpotAnnouncer (16)</td>
<td>23.2, 6,207 16,800 3.00</td>
</tr>
<tr>
<td>Average SpotAnnouncer (20)</td>
<td>23.0, 6,176 19,900 3.22</td>
</tr>
<tr>
<td>Average SpotAnnouncer Participation (8)</td>
<td>23.7, 6,531 13,900 2.43</td>
</tr>
<tr>
<td>ABC-TV's Disneyland</td>
<td>38.4, 10,786 21,000 1.91</td>
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'Grand Ole Opry' Scheduled For First Network Telecast

FOR THE FIRST TIME in its 30 years, Grand Ole Opry will be on television Saturday, June 11, originated by WSM-TV Nashville and transmitted to the NBC-TV network at 8 p.m. EDT.

The announcement was made by John DeWitt, president of WSM-AM-TV, who said the program will be picked up by Ryman Auditorium where the radio version of Opry originates.

The program plays to a studio audience of about 5,000 people weekly. The full show, with a cast of 125, is 4½ hours long. A half-hour portion of it has been carried by NBC Radio since 1930, sponsored by Prince Albert Tobacco and originated by WSM.

In its 30-year history, Mr. DeWitt noted, Opry has never missed a performance and never taken a summer break. Plans for production and national distribution of a filmed version of Grand Ole Opry were detailed last February by Flamingo Films [BT, Feb. 14].

Smith to CBS Radio Post

ROBERT C. SMITH, director of promotion and publicity for WGOR Cleveland for the past four years, has been named manager of presentations for the Chicago office of CBS Radio network sales, effective May 23.

NETWORK PEOPLE

Milo Frank, manager, casting and talent dept., CBS-TV New York, to CBS-TV Hollywood as casting and new talent director.

Lee Cooley, producer-director-writer, CBS-TV Perry Como Show, signed as producer, new hour-long NBC-TV show starring Mr. Como, to premiere in fall.

William P. Mullen, formerly eastern sales manager, John W. Lovetone Radio & TV Productions, Hollywood, to sales dept., ABC-TV, as account executive.

Joe Savage to MBS Central Div., Chicago, producing network's daily Game of the Day baseball series from midwest originating points.

Dan Bloom, assistant city editor, New York Herald Tribune, to CBS News as writer.

Sally Gay McCreery, formerly with WFBC Greenville, S. C., to CBS Washington as administrative assistant to newswill director; Quinn Parker to CBS Washington as secretary.

Richard Schaecht, technician, CBS-TV Hollywood, and Shirley Wilson were married April 30.

Proctor Jones, assistant sales service and national sales director, Yankee Network, father of boy, Mark.

PROGRAM SERVICES

Bullock Promoted At RCA Victor Div.

APPOINTMENT of W. W. Bullock as commercial sales and merchandise manager of the RCA Victor Record Div. was announced last week by Lawrence W. Kanaga, vice president and operations manager of the division.

Mr. Bullock succeeds Mr. Kanaga in the sales post, which the latter relinquished on May 6 when elected to his present position [BT, May 9]. Mr. Bullock has served as manager of record sales planning of the RCA Victor Div. since 1940.

He entered the record field in 1926 with the Victor Talking Machine Co., since acquired by RCA, and rose to assistant manager of the RCA Victor Div. in Hollywood in 1938. Later Mr. Bullock served as plant assistant for the company in Indianapolis, manager of materials and production control in Camden and operations manager of the RCA Distributing Corp. in Detroit.

RCA Thesaurus 20th Year Marked by 8 New Features

IN OBSERVANCE of its 20th anniversary, RCA Thesaurus, transcription library service of RCA Recorded Program Services, is announcing this week the incorporation of eight new features into its line-up.

The eight anniversary features of Thesaurus, according to A. B. Sambrook, manager of RCA Recorded Program Services, are the "shop at the store with the mike on the door" promotion and merchandising plan; The Frank Luther Fun Show, a fully recorded program of light entertainment; Do-It-Yourself, a quarterly-hour program; The Grandslam Life Story, a sports feature named after Tommy Powers; Great Days We Honor, and an inspirational series of 39 recorded shows for broadcasts on holidays; Weekend Shopper's Special, a program planned for sponsorship by participating advertisers interested in reaching the weekend shopper; The Statesman Quartet, a new show featuring gospel singing and Concert in the Park, a program built around pop concert music.

When founded 20 years ago, Thesaurus provided local radio stations with "quality recorded music at low cost," according to Mr. Sambrook.

From this single purpose, he added, Thesaurus has expanded to include complete shows, weekly continuity, production aids and, in recent years, sales aids.

Ciro's Antitrust Suit Names MCA, Subsidiaries

TREBLE DAMAGES of $1,687,500 were asked in an antitrust suit filed against Music Corp. of America last Tuesday in Los Angeles Federal Court by Herman D. Hover, owner-operator of Ciro's restaurant.

Also named defendants were MCA-TV Ltd., Revue Productions, MCA Artists Ltd., Management Corp. of America, MCA Board Chairman Jules C. Stein, MCA President Lew Wasserman, Lawrence Barnett, Statler Hotels Co., Hilton Hotels Corp. and Schine Hotels Inc.

The complaint charges the defendants with restraint of interstate commerce by "conspiring to practically destroy competition" in refusing to book top acts into Ciro's. Mr. Hover asks for an injunction preventing the defendants from continuing these alleged practices, separation of MCA's diverse activities and the termination of MCA's exclusive talent contracts to one year.

Plaintiff claims that MCA controls the booking right of 70% of the name acts and 90% of the name bands in the U. S.; that MCA-TV Ltd. is the largest tv film distribution in the country and that Revue Productions, MCA's video film production subsidiary, is a "substantial" producer of tv films.

Weiss Sees Radio Growth

CONVINCED that radio can continue to grow through use of showmanship, development of new selling approaches and cooperation by broadcasters, Pierre Weiss, general manager of World Broadcasting Systems, said Friday World will make "important announcements" just before NARTB convention. Mr. Weiss, whose company services more than 1,000 radio stations throughout the country, said that radio needs "new promotions, new entertainment features that will sell for the stations and produce results for the advertisers." He claimed that with these moves radio can have "a future brighter even than its successful early years."

PROGRAM SERVICE PEOPLE

L. Wolfe Gilbert re-elected west coast board chairman, ASCAP, with Johnny Green, Jimmy McHugh, Leo Robin, William Grant Still and Harry Warren re-elected to board for three-year terms.

Michael Frances Doyle Jr., former cinematographer, Guild Films Inc., Hollywood, to Song Ads. Co. (singing commercials), same city, as head of new film department.

William J. Dooley, formerly with WIND Chicago, to Rudio Productions (program producers, ad agency), Chicago, as account executive.

Muriel Durand, former continuity supervisor, ABC-TV, will enter independent tv packaging field in association with T. N. Stuetzer.

Tv Booms Radio Show

RECENT NBC-TV spectacular on "The Desert Song" proved to be a boom to radio stations carrying RCA Thesaurus' Penthouse Party radio variety program. A Thesaurus spokesman said last week that immediately after the spectacular had been telecast, radio station subscribers reported an upsurge in sales of participations on the half-hour Penthouse Party, which stars Nelson Eddy and Gale Sherwood.

The apparent reason, the spokesman added, was that Mr. Eddy and Miss Sherwood also were featured in "The Desert Song." He pointed out that the RCA Thesaurus show is the only source for local stations which want to broadcast Miss Sherwood's voice, since she never has made commercial phonograph records or transcriptions for any other library service.

Page 130 • May 16, 1955
**CBS NETS $3.9 MILLION IN FIRST QUARTER**

Earnings are highest in company history, 36% above 1954. Murphy resigns formally as vice president and director of the company.

CBS INC.'s consolidated net income for the first three months of 1955 aggregated $3,892,677, the highest first-quarter earnings in the company's history, Board Chairman William S. Paley reported at a board meeting last Wednesday.

At the same meeting Adrian Murphy, former president of CBS Radio, resigned as a vice president and director of CBS to retire from active business, and Arthur Hull Hayes, who succeeded him as president of CBS Radio (WBT, April 23), was elected a CBS vice president and director.

**CBS STATEMENT**

<table>
<thead>
<tr>
<th>Three Months Ended</th>
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<tbody>
<tr>
<td>April 2, 1955 (13 Weeks)</td>
</tr>
<tr>
<td><strong>GROSS REVENUES AND SALES</strong></td>
</tr>
<tr>
<td>Less, Discounts, agency commissions and returns</td>
</tr>
<tr>
<td><strong>77,776,463</strong></td>
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<tr>
<td><strong>Deduct:</strong></td>
</tr>
<tr>
<td>Operating expenses and cost of goods sold</td>
</tr>
<tr>
<td>Selling, general and administrative expenses</td>
</tr>
<tr>
<td>Provision for depreciation and amortizaton of fixed assets</td>
</tr>
<tr>
<td><strong>69,174,992</strong></td>
</tr>
<tr>
<td>Miscellaneous income, less miscellaneous deductions</td>
</tr>
<tr>
<td>Income before federal taxes on income</td>
</tr>
<tr>
<td>Provision for federal taxes on income</td>
</tr>
<tr>
<td><strong>NET INCOME FOR PERIOD</strong></td>
</tr>
<tr>
<td>Earnings per Share (Note 1)</td>
</tr>
</tbody>
</table>

*Italics denote red figures*

Notes:
1. The 1955 earnings per share are calculated on 2,438,900 shares, the average number outstanding during the three months ended April 2, 1955; earnings per share for 1954 are based on the 2,340,896 shares outstanding during the three first months of that year. At the Annual Meeting of Stockholders held April 20, 1955, a 3 for 1 stock split-up was approved. The stock certificates for the additional shares will be mailed to Stockholders on or about May 20, 1955. Adjusted for the stock split-up, earnings per share for the respective three month periods were $.53 in 1955 and $.41 in 1954.
2. The 1955 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

Samuel R. Dean, Treasurer

May 11, 1955

**3M Sales Increase 17%**

FIRST-QUARTER sales of Minnesota Mining & Mfg. Co. (recording tape, other products), St. Paul, rose 17% from the first three months of 1954—from $54,088,978 to $63,382,846, the company reported last Tuesday. Stockholders also were told by Herbert P. Buetow, 3M president, that earnings amounted to $7,452,170 (or 91 cents per share) compared to $5,259,281 (64 cents a share) for a similar period last year. Net income before taxes was placed at $15,296,170 as against $11,069,886 a year ago. Mr. Buetow attributed increased earnings to more volume and greater operating efficiency.

**New RCA Rectifier Tube**

RCA announced May 6 that its Tube Div. has introduced new vacuum rectifier tube, designed for rectification of high-voltage pulses produced in scanning systems of black-and-white and color tv receivers. Tube (RCA-382B) is double-ended, glass-octal type of half-wave rectifier, using indirectly heated cathode.

**Manufacturing**

**Broadcasting • Telecasting**
**RADIO, TV WITHSTAND 'OPERATION CUE' BLAST**

Communications are usable after blast, except for minor damage. Radio transmitter not harmed and radiation proves to be no problem.

RADIO, television and other types of communication systems withstood effects of the May 5 "Operation Cue" shot at Yucca Flats and, generally, nearly all items tested either were operable after the blast or needed only about an hour's repair to put them back in condition.

This was the summary of a report issued after the blast by project officers Raymond H. Williamson, General Electric Co., and John E. Young.

The project was designed to answer such questions as: What will be the effect of the nuclear blast, radiant heat, missiles, debris, and how much will equipment be shielded from these effects by the structure in which it is housed?

No broken TV picture tubes were observed as a result of the blast.

The 250-kw am broadcasting transmitter operated on 1240 kc, recommended for use in civil defense emergencies (Conelrad), did not return to the air three minutes after the blast as hoped for, but the project officers indicated that this was probably due to breakage of wires carrying ordinary 60-cycle alternating current into the building housing the transmitter.

Observers noted that there was little, if any, damage to the transmitter and even the tape spools were not jarred from their mounts.

Three of the steel antenna towers were standing, although an unguared 120-ft. antenna tower at the 4700-foot line was severely crumpled and unusable. A guyed 150-foot tower at the same line had a kink in the top due to extra tension on one set of guy wires caused by a fallen structure but otherwise was not damaged and could be operable.

The most severely damaged item noted was one of the cars containing mobile equipment. A chimney had fallen on it, crushing the entire car against the ground.

The project officers reported that radiation was not a problem at the location chosen for the test and that thermal damage was insignificant, being confined to a small amount of burned or scorched insulation on wire and coaxial cable.

While flying missiles—window glass, pieces of broken furniture and doors—would have taken a lethal toll on station personnel, they did little damage to test equipment.

W. R. Torn, chief engineer for the Du Kane Corp., Lake Charles, Ill., reported after the detonation that it was his opinion that practically every unit showing damage, with exception of the unguared 120-foot antenna, could be put into operation in less than an hour.

He added that damage to equipment was a major problem in the building, pointing out that anchored equipment was virtually undamaged, while that left "loose" showed some signs of damage.

The transmitter and a variety of other radio equipment were installed in a one-story house of reinforced masonry blocks, which showed little damage with exception of broken windows.

The industry sponsor of this project was the Radio-Electronics Television Mfrs. Assn., with 30 members of the RETMA participating and supporting the test.

**Zenith Radio Corp. Names Ruppel Advertising Counsel**

**APPOINTMENT of Louis Ruppel, veteran newspaper and magazine executive and formerly associated CBS, as advertising consultant was reported by Zenith Radio Corp. last week.**

The nature of Mr. Ruppel's duties was not spelled out precisely but it was presumed he would serve as counsel on Zenith's Phonevision and other activities.

Mr. Ruppel recently resigned as editor of the Philadelphia Daily News and has had a varied career in printed media.

From 1939 to 1941, he was publicity director of CBS and became assistant to the publisher of Crowell-Collier Publishing Co. in 1942.

He was executive editor of the Chicago American in 1945 and editor of Collier's magazine from 1949 to 1952.

**Mitchell Sees Electronics $20 Billion Industry in '64**

PREDICTION that electronics will become a $15 billion industry in five years and a $20 billion industry by 1964 was made by Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., in an article in the May issue of The Exchange magazine, official monthly publication of the New York Stock Exchange.

Calling electronics "the world's fastest-growing industry," Mr. Mitchell said sales and revenues of the field currently are running at an annual rate of about $9 billion but predicted the figure will reach $20 billion in 1964. He based his optimistic outlook for the industry on the conviction that it is a "growing, dynamic and revolutionary field."

Concentrating on one phase of electronics, which he described as "entertainment electronics," Mr. Mitchell offered the following projection of dollar volumes for television sets, home radio sets, auto radios and records and phonographs in 1964 as compared with 1955.

- TV: $1 billion
- radio: $147 million
- records and phonographs, $120-$140 million

Mr. Mitchell said color tv is "still something of a question-mark to the industry." He believes that about 75,000 color sets will be produced this year and about 30,000 sold. It will be several years before sales of color sets will outstrip black-and-white sets, Mr. Mitchell continued, and in about ten years color will account for about 60% of all sets sold.

**Meadows to Tarzian Post**

F. DAN MEADOWS, formerly general sales manager for the Dage Tv Div. of Thompson Products Inc., has been appointed commercial manager, Broadcast Equipment Div., Sarkes Tarzian Inc., Birmingham, Ind.

Mr. Meadows will be responsible for the merchandising and sale of a complete line of tv studio equipment, including vidicon film cameras, vidicon studio cameras, relay switching equipment, tv audio control equipment, 16mm film projectors, automatic slide projectors, long-range and portable microwave equipment and low-power vhf-uhf transmitting equipment.

**Motorola Sales Up Over '54**

MONOCHROME tv set sales accounted for the "principal improvement" in Motorola Inc.'s financial position during the first quarter of 1955, with sales and earnings topping figures for the same period last year, according to Paul V. Galvin, Motorola president.

Mr. Galvin simultaneously revealed Motorola plans a transistor radio set for the same period last year. He wasMiscellaneous.
Tv Tube Output Soars

SALES of tv picture tubes by manufacturers total 882,268 units, highest for any 1955 month, according to Radio-Electronics-Tv Mfrs. Assn. The March figure (five-week work month) brings the first-quarter sales to 2,608,753 picture tubes compared to 1,962,864 in the first quarter of 1954. Sales of receiving tubes totaled 41,080,881 units in March, bringing the first-quarter total to 117,557,439 tubes.

Emerson Splits Engineering

ENGINEERING Div. of Emerson Radio & Phonograph Corp., New York, has been split into two separate units, Dorrman D. Israel, executive vice president, announced last week. The units are the commercial engineering division and the government projects engineering division. Head of the commercial unit is R. T. Capodanno, vice president in charge of engineering. Dr. Werner A. Auerbacher has been appointed director of the newly-formed government projects engineering division.

Claude Neon Changes Name

CHANGE IN NAME of Claude Neon Inc., New York, to Dynamics Corp. of America has been announced by David T. Bonner, chairman of the board. Mr. Bonner said the change was decided upon to portray more accurately the range of activity of the company, which currently produces radio-television transmitters, home appliances, air conditioning equipment and various electronic devices.

Manufacturing People

Arthur L. Milk, government relations director, Sylvania Electric Products Inc., N. Y., elected vice president, headquarters in Washington.


Howard Gross, formerly eastern states regional sales manager, Motorola Inc., Chicago, appointed general manager, CBS-Columbia Distributors Inc., factory distributing branch in New York City area for radio-television receivers of CBS-Columbia, Long Island City, N. Y.

Daniel Newman, assistant product service director, CBS-Columbia, Long Island City, N. Y., appointed product service director, succeeding Harold J. Schulman, who has been appointed assistant to president.

John M. Miller Jr., Bendix Aviation Corp., Baltimore, appointed to newly-created position, engineering director, tv and broadcast receiver div.; Stanley R. Scheiner, tv engineering staff, appointed assistant engineering director.

N. J. Litherland, formerly treasurer, Servel Inc. (appliances), Evansville, Ind., appointed comptroller, Magnavox Co., Ft. Wayne, Ind.


Kenneth Koyen, formerly public relations manager, Pratt & Whitney aircraft div., United Air¬ craft Corp., East Hartford, Conn., appointed Washington public relations representative, General Dynamics Corp., N. Y.

Lester Creaser and Wayne Pallisca to Cambridge Thermionic Corp. (frequency check service), Cambridge, Mass., as sales engineers.

E. Margarit Patt Shilzony, formerly technician, RCA Communications, L. A., and sister of John Patt, president, WIR Detroit, died April 28 in S. F.

Lambda-Pacific Engineering Inc. (micro-wave link equipment), L. A., moves manufacturing facility and general offices to 14725 Armita St., Van Nuys, Calif.; telephones: State 6-1801, Stanley 7-0779; mailing address: P. O. Box 105, Van Nuys.

Premier Electronic Labs, N. Y., has available new hi-fi professional-type three-speed tape recorder, "Tapeosonic" Model 70-B, offering three separate heads to provide instantaneous monitoring from tape while recording and A.B. switch permitting comparison between original and recorded program, according to company. Unit is dual track with 4 1/2" VU meter. Unit has push button operation using seven electrically interlocked DC relays and one solenoid. Three speeds: flutter and wow, 0.1% at 15"/sec.; 0.2% at 7 1/2"/sec., and 0.3% at 3 3/4"/sec., playing four hours at 3 3/4"/sec., company claims. Unit contains 10-tube 12 w push pull amplifier.

Emerson Radio & Phonograph Corp., N. Y., is producing radio described as smallest, longest-lasting pocket radio on market, weighing less than pound, six inches wide, one and one-half inches deep and containing two trans¬ sors and three vacuum tubes. Radio is $44 including batteries.


Standard Electronics Corp., Newark, N. J., has appointed Canadian Westinghouse Co. Ltd., Hamilton, Ont., as Canadian sales engineering representative.

Cornell-Dubilier Electric Corp., South Plainfield, N. J., has announced publication of Printed Circuity, 8 1/4 x 11-in. illustrated booklet de¬ scribing in detail application and uses of printed circuits in various electrical products and equip¬ ment as well as technical information to aid in design and planning of printed circuitry.

Manufacturing Shorts

From its mountain-top antenna, KROD-TV booms into the largest retail trading area in the nation. With a 16% population increase since 1950, El Paso ranks 5th in Texas in retail sales...tops the national average by 32% in sales performance.

And listener loyalty? KROD-TV serves up the top CBS, ABC and DuMont network shows and consistently good local programming. Ask your Branham man for choice avail¬ abilities.

KROD-TV

The Nation's Largest Retail Trading Area

KROD-TV CHANNEL 4 - EL PASO, TEXAS

Affiliated with the CBS, ABC and DuMont Television Networks

Affiliated with KROD-TV.600 watts

Owned and operated by El Paso Times, Inc.

Roderick Broadcasting Company

Don Roderick, President

Val Lawrence, Vice Pres. & General Mgr.

Dick Watts, General Sales Manager

Represented Nationally by The Branham Co.
Regular Programming Begun By Educational WGBH-TV

WGBH-TV Boston (ch. 2) started regular telecasting May 2, making an entrance as New England's first and only educational tv station. The station until at least this fall will operate on a 5:30-9 p.m. EDT, Monday through Friday, schedule. No programs will be aired on the weekends. It is the 12th noncommercial, educational station to begin operations.

WGBH-TV is being operated under the auspices of the Lowell Institute Cooperative Broadcasting Council (which also operates WGBH-FM). Members of the council include the Lowell Institute, Boston College, Boston Symphony Orchestra, Boston U., Brandeis U., Harvard U., Massachusetts Institute of Technology, Museum of Fine Arts in Boston, New England Conservatory of Music, Northeastern U. and Tufts U.

Parker Wheatley, director of the council, said initial programming will be modest and experimental. Early evening programming will be devoted to children.

Learning the Longhorns

TEXAS, which prides itself on being there first with the most, is making big strides in educational television—on commercial channels. Baylor U., located at Waco, reports it is now airing seven educational and promotional shows each week on three local tv outlets, in addition to three regular radio programs on commercial stations. The tv total is 2½ hours of educational programming a week, of which ch. 10 KWXT-TV Waco carries five programs weekly totaling two hours, and ch. 6 KCEN-TV Temple and ch. 34 KANG-TV Waco each carry one 15-minute show. Although no academic credit is offered with the programs, the school is reported to be considering such possibilities. KWXT-TV has requested university credit-shares and has offered full use of its studios and facilities for a Baylor Tv Workshop where credit may be earned, according to the university.

WCBS-TV's 'America' Goes to 10 Educational Tvs

FILM RECORDINGS of WCBS-TV New York's 26-week educational series America in the Making will be distributed to 10 educational tv stations by the Educational Radio & Television Center, Lansing, Mich.

The series, which has been presented as a public service by WCBS-TV in cooperation with the Metropolitan Museum of Art, New York U. and the Educational Radio & Television Center, ended its circle on WCBS-TV last Saturday. Stations, which will receive the film recordings of each program, are KUHT (TV) Houston, KCET (TV) Seattle, WQED (TV) Pittsburgh, WHA-TV Madison, WKAR-TV East Lansing (Mich.), WCET (TV) Cincinnati, KETC (TV) St. Louis, WGBH-TV Boston, KUON-TV Lincoln (Neb.) and KQED (TV) Berkeley-San Francisco.

B'nai B'rith Awards Given CBS, Westinghouse Corp.

ANTI-DEFAMATION League of B'nai B'rith, Jewish men's organization, May 1 awarded one of its annual America's Democratic Legacy awards to CBS and Westinghouse Electric Corp. for the Studio One presentation, "An Almanac of Liberty."

The awards were made to Jack L. Van Valkenburg, president of CBS-TV, and to J. M. McKibbin, Westinghouse vice president. Awards also were made to the Carnegie, Ford and Rockefeller Foundations. Associate Justice William O. Douglas, author of the book, An Almanac of Liberty, on which the Studio One play was based, spoke at the League's luncheon in New York.

Radio News Wins Five Of Seven So. Calif. Awards

RADIO NEWS programs, newscasters and writers captured five of seven trophies presented by the Radio & TV News Club of Southern California at the annual ceremonies in Hollywood on May 6. Winners are:

Best radio news presentation, NBC Radio (Western Div.) Richfield Reporter; newscaster John Wald, writer Wayne Miller.


Best radio or tv news writing, KABC Smogboard (review of Los Angeles smog situation); Bill O'Halloran and Jim Bull.

Most enterprising radio reporting, KBIG Avalon GCA Landing (special program for the plane, demonstrating control-room procedures); newscaster Larry Burrell, ad lib.


Best women's news program, Columbia Pacific Radio Network The Women's News Desk; newscaster Ruth Ashton.

Best consistent enterprise in radio or tv news reporting KNXT (TV) Hollywood "special assignment" segment of Big News program; news commentator Bill Stout.

Faculty and students of graduate department of journalism, UCLA, judged the entries. For fourth consecutive year, Bing Crosby's Minute Maid Corp. furnished the "Golden Mike" awards for winners.

L. A. Congress of PTA Gives Radio-Tv Awards

AWARDS commending the outstanding educational entertainment radio and tv programs in the Los Angeles area were selected by the Los Angeles 10th District, California Congress of Parents & Teachers, during the group's 56th annual convention.

Over 11,000 individual votes were tabulated in balloting on tv programs and over 5,800 on radio programs by the Congress, an organization of 310 local PTA groups.

Awards were made on the basis of service to the community, rather than popularity, congress executives noted.

Radio awards went to CBS Let's Pretend (children's entertainment), ABC World We Live In (children's education), facets of ABC Paul Whiteman's Teen-Age (youth entertainment), NBC Youth Wants to Know (youth education), CBS Our Mist Brooks (family entertainment), NBC Meet the Press (family education), CBS Invitation to Learning (adult education).
Bronze Awards Presented To Christopher Winners

BRONZE MEDALLIONS were presented last week to 25 producers, directors and writers who won Christopher awards for outstanding contributions in the radio, television, motion picture and song-writing fields for the six-month period which ended March 31. The semi-annual awards were announced by Father James Keller, founder of the Christophers, an organization which stresses the importance of personal responsibility in raising standards of education, government, labor relations, literature and entertainment.

Television awards were presented to Eugene B. Rodney, producer, William D. Russell, director, and Roswell Rogers, writer, for "Lesson in Citizenship," telecast on Father Knows Best on CBS-TV; Tom Lewis, producer, Harry Keller, director, and Marian Thompson for "Something About Love," telecast on Letter to Loretta on NBC-TV; William Walsh, producer, Norman Foster, director, and Thomas Blackburn, writer, for the Disneyland series of "Davy Crockett," on ABC-TV; and Fred Coe, producer, Clark Jones, director, and Sumner Locke Elliott, writer, for "Peter Pan" on NBC-TV's "Producer's Showcase.

The radio award went to Bob Siegrist for his Christmas broadcast of Bob Siegrist Views the News on WEAS Decatur, Ga.

"World Understanding" Awards To WLS News Director, WBBM

BILL SMALL, news director of WLS Chicago, and WBBM that city were among recipients of "World Understanding" awards by the Chicago Council on Foreign Relations at its annual awards luncheon in the Congress Hotel Thursday.

Mr. Small received a citation from Melvin Brody, Needham, Louisa & Brody and council president, lauding him for "outstanding achievement in radio," CBS &o WBBM Chicago was honored for its international documentary series, The Seventh Continent.

Another award was given to the Chicago Daily News for its foreign news coverage, while actor Danny Kaye was given a special citation for a film on underprivileged children overseas.

Small Gets Second Award

AN Award of Merit has been presented on behalf of Illinois Gov. William Stratton to William Small, news director of WLS Chicago, "in recognition of outstanding service" for production of a five-part series of radio programs devoted to civil defense. The programs, entitled Fallout, will be aired by the station this week starting today (Monday).

The certificate was tendered to Mr. Small at a preview of the series in Chicago last week. It was signed for the governor by Gen. Robert M. Woodard, director, and Gen. John L. Homer, executive director, respectively, of the Illinois Civil Defense Office.

The programs will be offered by Illinois officials for use by other stations and copies have been submitted to the Federal Civil Defense Administration in Washington.

AWARD SHORTS

WJAG Norfolk, Neb., presented award from American Heart Assn. for "outstanding voluntary service" to 1955 Heart Fund. received citation from U.S. Treasury Dept. for Savings Bond campaign and cited by Oldtimers Baseball Assn. for helping Oldtimers' "Talk League.

Fred Coe, NBC executive producer, presented Medal award of Art Directors' Club of Boston
GREETINGS: NARTB MEMBERS

Convention Headquarters
SHERATON PARK HOTEL
WASHINGTON, D. C.

M A Y 22 — 26

HOWARD E. STARK

RADIO AND TV STATION BROKERS • FINANCIAL CONSULTANTS
50 EAST 58th St., New York 22, N. Y.
EL 5-0405

AWARDS

Tele-Chivers Inc., Chicago teenager organization which has a show on WBKB (TV) there, presented award in National Industry Awards Competition as top Junior Achievement broadcasting group in nation.

WKNE Keene, N. H., presented award from Automobile Legal Assn. for efforts on behalf of highway safety.

WBZ-TV Boston presented AMVET distinguished service award; W. Gordon Swan, WBZ-TV program manager, made honorary fire chief in Boston Fire Dept.

Bob Garred, ABC Radio Hollywood newscaster, voted "Best Radio Newscaster" of Los Angeles area by student body of Pasadena City College.


WJR Detroit awarded distinguished service citation from Native-Born Detroiter Club for contribution to civil defense for special public service program, "No Second Chance."

Mal Hansen, farm service director, WOW-AM-TV Omaha, made honorary Iowa farmer at convention of Iowa Assn. of Future Farmers of America.

Donald Voorhees, conductor, NBC Telephone Hour, presented Lowell Mason Award of Keyboard Jr., music magazine, for "distinguished contribution to music education."

WOL-TV Ames, Iowa, presented award from Continental Air Defense and Ground Observer Corps for support of Ground Observer recruiting drive. Station also cited by Iowa State Medical Society for making possible society's Your Health program.

Sylvania Electric Products Inc., N. Y., presented "Friends of Service Management" plaque from National Alliance of TV & Electronic Service Assns. for services to industry beyond normal functions during year.

WGMS Washington cited during National & International Music Week by Music Week Committee for Music in School program.

Screen Gems Inc., N. Y., presented 1955 family service tv award for Father Knows Best program from Family Service Assn. of America.

CBS Radio Make Up Your Mind presented citation from Veterans of Foreign Wars as one of broadcasting's most inspirational shows.

INTERNATIONAL

BUSHNELL TELLS ACA COLOR NOT READY

Asn. of Canadian Advertisers, at 40th annual convention, elect Seagram's Schneck- enburger president.

COLOR TV, daytime tv and better tv commercials highlighted the television sessions of the 40th annual convention of the Asn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 5 [B&TV, May 2].

To officials of the Canadian Broadcasting Corp. color tv as it is today is not yet ready to be brought to CBC tv stations, Ernest Bushnell, CBC assistant general manager, stated during the afternoon panel session. While the audience of advertisers and agency executives had applauded the NBC color kinescope shown at the meeting, Mr. Bushnell stated it "didn't satisfy" him and a lot more work will have to be done on color tv before the CBC will spend money on it.

Mr. Bushnell also told advertisers that next year CBC will not expect independent Canadian tv stations to carry network programs between 6 and 8 p.m., to enable them to offer these two peak hours for selective sponsorship.

Wood's Talk on Color

Barry Wood, NBC executive producer of color tv, told Canadian advertisers about development in the medium and what it would do for their product sales. Based on U. S. experience, he informed Canadian advertisers that color commercials have received as much press comment as have the programs.

He pointed out that color costs are not as proportionately high compared to black-and-white, as is color in magazines. He reported on participation advertising in color productions, on developments in U. S. color receivers, on impact of color tv on the packaging industry, on color tv for travel and department store promotion and on work being done on the microwave link between Buffalo and Toronto to prepare for color tv programs.

In the panel discussions which followed Mr. Wood's luncheon address, there was much stress on commercials and tv problems for the sponsor. Responsibility for tv network commercials in Canada should be in the hands of the advertiser and agency, rather than in the production department of the CBC, agency men pointed out. Bob Spence, advertising manager of Lever Bros. Ltd., Toronto, stated that most of the direction for tv network commercials in Canada still comes from the sponsor and the advertising agency.

Advertisers were advised that they should still continue to use radio, even though there are tv stations in the markets they want to use. As an example, Paul L'Anglais, Radio-Video Programme Producers, Montreal, pointed to the increased radio ratings for the French-language show La Famille Thelene since the program has appeared as a weekly half-hour tv show.

Growth of multiple sponsorship on tv programs in Canada was detailed by Hugh Horler, radio-tv director of MacLaren Adv. Co., Toronto, and Murray Brown, general manager of CFPL-TV London. The latter also reported on the effect of daytime tv since CFPL-TV began telecasting daily at 1:30 p.m.

Fairfax M. Cone, president of Foote, Cone & Belding, Chicago, on May 4, told the Canadian advertisers that good, sound advertising copy has not been superseded as a means of selling and that new media have helped to reach more people. He stated that good tv copy will be a standard for all advertising one day.

M. M. Schneckenburger, vice president of Joseph E. Seagram & Sons Ltd., Montreal, was elected president for 1955-56, with R. R. McIntosh, vice president of General Foods Ltd., Toronto, as executive vice president. Mr. Schneckenburger and J. Scott Feggans, advertising manager of Dominion Stores Ltd., Toronto (eastern Canadian grocery chain), were awarded ACA gold medals for their contributions in 1954 to the advertising industry.

Color Tv in Europe Near; Swiss Urge One Standard

COLOR TV in Europe is not so far off, according to reports. The Monte Carlo tv station, one of the few commercial tv organizations in Europe, is presently being equipped for color transmissions. The Italian tv system is prepared to introduce color tv before 1957. Sir Georges Barnes of the BBC has announced that color tv may start in Britain soon after April 1, 1956. Later dateline has been set for final acceptance of color standards for Britain.

The Swiss government is planning to urge other European governments not to introduce differing color tv standards. In the black-and-white field presently four different technical standards are in effect in Europe.

In Europe, 50% of the tv stations are presently using the CCIR standards, 40% are using the French standards and 10% are believed to be using the two different Belgian standards. As a consequence, West German manufacturers have started production of four-standard tv receivers with much more complicated circuitry than the usual one-standard sets, but which can be exported and operated in all of Europe.

Oslo Tv to Start Tests

IN OSLO, Norway, a provisional tv studio is presently under construction and the Norwegian Radio System has announced it will start tv test transmissions before the end of this year.
French Stamp Honors T.V.

TELECLUBS have played a role in helping to popularize television in France. In fact, the country has officially paid tribute to the medium by issuing a 15-franc stamp, Admiral Corp. has reported. The new stamp shows the Paris skyline sprouting T.V. antennas, according to James R. O'berly, president of Admiral International Corp. The lower right-hand corner has a T.V. screen with the letters RTF (Radio-Television France), government-operated network. Each teleclub owns a receiver purchased by its members in school rooms, town halls and recreation centers.

MORE PRIVATE T.V.s URGED BY CANADIAN POLITICIANS

CBC's Chairman, Dunton answers that revenues necessary for government's own T.V. plans would be hurt by added competition from privately-owned stations in some markets.

TELEVISION featured hearings of the Canadian Parliamentary Committee at Ottawa on May 6, with western Canadian members asking for more independent T.V. stations.

Tom Goode, Liberal member for Burnaby-Richmond, a Vancouver electoral area, said a privately-owned T.V. station should be licensed in the Vancouver area to supply an alternative program schedule to the CBC's CBUT (TV) Vancouver. Only competition is from the United States, Mr. Goode told the committee.

To this proposed change in government policy, CBC Chairman A.D. Dunton replied that private stations could not afford live programs and would have to import film programs at a fraction of the cost of a live show. This would put the station in the position of taking advertising revenue from the CBC station, which is needed by the CBC to carry out its costly assignment of producing and distributing Canadian programs.

Mr. Goode charged that many Canadian advertisers were being penalized by CBC's refusal to allow the establishment of a second station, while at the same time CBC could not give the advertiser time on its own stations. This made many Canadian advertisers buy time on nearby U.S. stations, he claimed.

Stand is Supported

His arguments were corroborated by another Parliamentary Committee member, Roland Beaudry, Liberal member for Montreal-St. James, an advertising executive and former station operator. Beaudry pointed to a waiting list of more than 50 advertisers for spot announcements on CBFT (TV) Montreal, French-language station of the CBC.

Regarding color T.V., Mr. Dunton said that the CBC could not afford color programs three or four times weekly for a limited number of color receivers. He stated that "the sensible time to move into color will be when the manufacturers can turn out sets of assured performance at a price people can pay, about $400 or $500."

Mr. Dunton also told the committee that, at the request of independent T.V. stations, CBC will study the use of liquor, beer and wine advertising on T.V. stations in provinces where such advertising is allowed. Committee members had asked Mr. Dunton if a change was contemplated in CBC policy on beer, liquor and wine advertising on T.V., in keeping with newspaper practice, which provide the brewing and distillery industries with space for public service advertising campaigns. Currently such advertisers buy time on nearby U.S. T.V. stations to reach Canadian audiences.

CBC Draws Criticism

For 'Hamlet' Expenditure

CANADIAN Broadcasting Corp. was criticized by the Parliamentary Radio Committee at Ottawa on April 29 for spending $30,000 for a one-time, two-hour production of Hamlet on Canadian television stations on April 24.

Committee members also queried A.D. Dunton, CBC chairman, about selling Canadian T.V. productions outside Canada, and the possibility of filming such shows for further use in schools and repeat performances. Mr. Dunton told the committee the problems of T.V. productions, especially in regard to extra costs under union agreements for making such productions for more than one-time use. Actor and musician unions were criticized by committee members for their stand in connection with special T.V. non-revenue producing cultural programs.

Canadian Artists Leave AFL

To Set Up Own Organization

CANADA'S UNION of radio and television artists, now affiliated with the American Federation of Labor, plans to withdraw from its body sometime this year and form a nationwide all-Canadian organization. This decision was announced at the annual meeting of the Assn. of Canadian Radio & Television Artists, consisting of five Canadian local chapters, held at Toronto on April 29. Major reason was the 60 cents a month per capita tax paid to the Washington AFL headquarters. The Canadian union will remain with the Trades & Labour Council, Canadian counterpart of the AFL. Alan King was elected president of the Canadian union, succeeding Bernard Cowan, both of Toronto.

CBC Football Plans Set

ARRANGEMENTS have been completed between Canadian Broadcasting Corp. and the Canadian Big Four football clubs for telecasting the games this fall. Home games of all teams will not be broadcast or telecast for hometown fans, and there will be no rebroadcast of the televised game for hometown viewers the following day, as was done last year. Announcement of the arrangements was made by Vic Obee, vice president of the Montreal Alouettes.

New European T.V. Relay

A NEW, shorter relay line for T.V. transmissions between Britain, France and Belgium on the one side and Germany on the other side has started operations. The line uses a new, powerful relay station with full receiving and transmitting facilities built by Institute National Belge de Radiodiffusion (INR) near Leiges, Belgium, at a place 866 ft. above sea level. The new line replaces the previous relay through the Netherlands, which was considerably longer.

BIG VOICE IN SPORTSLAND

WJPG

People in Northwestern Wisconsin like Action!

Buying Action! Sports Action!

Green Bay's 5,000-watt day-time (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG ... the area's top Sports Station!

IN DETROIT

You Sell More on CHANNEL

WWJ-TV

NBC Television Network

DETROIT

Associate AM-FM Station WWJ

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERY CO.

May 16, 1955 • Page 137.
West German Mfrs. Plan To Sell 350,000 TV Sets

WEST GERMAN manufacturers plan to sell 350,000 television sets this year and believe they can boost sales to one million sets during the next year, it has been reported. There are now slightly more than 120,000 tv sets in operation there. Radio sales (table sets) went down in West Germany last year from an annual total of 2.2 million to 1.9 million, according to latest statistics. The loss is reportedly more than compensated by larger sales of console radios.

Table set sales are expected to decrease during this year, too, down to 1.7 million annually in 1956.

West German tube exports are sky-rocketing. Manufacturers exported 8.2 million tubes last year which is 4.4 million more than the year before. Total annual tube production in West Germany is now at 30.2 million units valued at the equivalent of $19 million. Production the year before was 25.8 million.

Parties Seek Radio-TV Time In Ont. Provincial Election

A PROVINCIAL election in Ontario on June 9 has all four political parties looking for time on radio and television stations. The Progressive Conservative party has appointed McKim Adv. Ltd., Toronto; the Liberal party has appointed Walsh Adv. Ltd., Toronto, and the Cooperative Commonwealth Federation (socialist) has appointed Margaret Pennell Adv. Co. The Labor-Progressive party (Communist) has not yet appointed an agency.

French Allocate $8.2 Million For TV Construction Plan

THE FRENCH National Assembly has allocated a sum equivalent to about $8.2 million for a new construction plan for the French television system on the Continent. An additional sum of $604,000 will go into a separate construction plan for the French network in North Africa. A total of 20 new transmitters are to be constructed under both of the plans in 1955 and 1956.

Carlton Films for Guild

CARLTON Films, Munich, West Germany, a major European producer of theatrical films, has started production of a series of tv films for Guild Films, New York, titled Brother Mark, and starring Richard Kiley. Anthony Z. Landi is supervising the project. It is the only tv series presently before the cameras in Germany, the firm states.

German Commercial TV Rates

COMMERCIAL TV in Germany is not yet in existence but advertisers already are screening possible costs of future commercial tv programs. According to estimates, time on future German commercial tv outlets will cost about $5,000 for 30 minutes with an audience totaling 150,000 and $10,000 for 30 minutes when the total audience passes the one million mark.

CBC Plans for TV Code

TELEVISION code for all of Canada is being planned by the Canadian Broadcasting Corp., it was announced by CBC Chairman A. D. Dunton at Ottawa on May 5 when he appeared before the Canadian Parliamentary Radio Committee. He told the committee that public hearings would be held throughout Canada aimed at setting up the first Canadian tv code.

Mr. Dunton also told the committee that commercial tv advertising on the CBC tv network is returning between 50 and 60% of the cost of CBC tv studio productions. CBC is underwater part of the cost of producing live tv shows as part of its requirement under Canadian broadcasting legislation to develop Canadian talent.

INTERNATIONAL SHORTS

West Germany's number of tv sets as of April 1 was 126,774, with number increasing at rate of 13% per month.

Canadian Broadcasting Corp. altering part of Toronto program headquarters to provide additional tv studio, with plans being provided by chief architect D. G. McKinstry.

CFJC Kamloops, B. C., planning to apply for tv station license soon, according to Ian G. Clark, station manager.

RCA-Victor Ltd., Montreal, planning new tv parts factory at Renfrew, Ont., to provide 50,000 sq. ft. of factory space.

INTERNATIONAL PEOPLE

Deryk Upton, commercial manager, CFJB Brampton, Ont., to CKPC Brantford, Ont., as general manager.

R. F. Beadon appointed advertising manager, Proctor & Gamble Co. of Canada Ltd., Toronto, succeeding P. B. Smith, who has been named director, Proctor & Gamble S. A., Paris, France.

Jonathan Dunham, formerly with Walt Disney Studios, Burbank, Calif., to Associated Screen News Ltd., Montreal, as general production manager.

Sydney Banks to S. W. Caldwell Ltd. (film producers, distributors), Toronto, as film production and labs executive producer.


Jack McCabe named assistant supervisor of outside radio-tv broadcasts and special events, Canadian Broadcasting Corp., Ottawa.

Adele Hunt, formerly with WPAT Paterson, N. J., to CHCH-TV Hamilton, Ont., as program personality.

Al Davidson, news editor, CKY Winnipeg, Man., selected by Canadian Dept. of External Affairs to make tour of Netherlands, Belgium and Luxembourg as only Canadian in group of NATO reporters touring those countries this spring.

George Townsend Trowhill, 65, pioneer in setting up network facilities for radio broadcasting in Canada, died May 4 in Toronto.

Broadcasting • Telecasting
KMON NEW PROGRAMS

KMON Great Falls, Mont., is airing three new programs featuring station personalities. "Breakfast at the Rainbow" is broadcast three days a week from the Rainbow Hotel in downtown Great Falls with Mel Hallock at the mike, discussing events of the day and items of special interest with local, state and Canadian dignitaries participating. Scott Warden handles "The Old Music Maker" each Thursday evening, featuring modern, contemporary and traditional music. "Midnight Downbeat" also features Mr. Warden, assisted by Allen Smith. This program airs records and unusual commercials.

KITE FLY SWATTER

KITE San Antonio, Tex., has distributed a fly swatter with the words, "There ain't no flies on KITE, San Antonio's No. 1 radio station," written on the handle.

KELO-TV'S 'HAMLET'

TELECAST of a locally-filmed version of Hamlet was staged by KELO-TV Sioux Falls, S. D. The station's production staff shot a two and one-half hour film of Shakespeare's play as presented by the players of the Augustana College Theatre. Only slightly restaged for smoother shooting, the drama was filmed as an actual stage presentation of the group. A special camera ramp was built over the front rows in the Augustana Theatre to accommodate the camera and make it possible to move in and out without the necessity of breaks in action. An extensive promotion campaign by both KELO-TV and the college preceded the telecast. The idea was originated by Evans Nord, station general manager, and the film was directed by Murray Stewart, KELO-TV program director, in collaboration with Prof. Earl Munding, director of the play.

'_TRAFFIC COURT'

NEW live series, 'Traffic Court,' featuring dramatizations of traffic violations, will premiere on WMAL-TV Washington May 19 as an evening show. The series will be presented in cooperation with the Commissioners Traffic Advisory Board of the District of Columbia, Metropolitan Police Dept., Municipal Court and the Dept. of Vehicles & Traffic. The program will be heard over by a judge from Municipal Court and a court bailiff, court reporter and arresting officers will appear in person. Professional actors will portray witnesses and, in cases where the actual defendant is unwilling to appear, will portray defendants. Names, places and dates of all defendants and violations will be changed. Cases will be selected from District records and any recognizable information which might invade the privacy or injure the reputation of anyone will be omitted. Approximately five cases will be covered on each program and will be enacted exactly as they would happen in court.

WLRF PROMOTES SHOPPING

TO HELP promote K & I (Kentucky and Indiana) Days, a shopping promotion, WLRF New Albany, Ind., took its "Openhouse" show, conducted by disc m.c. Keith Reising, to a busy downtown corner for three and one-half hours April 29. The time, broken into 15-minute segments, was bought "like hotcakes" by participating merchants and Mr. Reising allied commercials, punching each sponsor's specials. Some merchants reported record breaking sales, exceeding even the heaviest days of Christmas, according to WLRF. The station was commended by the local chamber of commerce for helping to make the promotion a success.

WORDS OUT OF WORDS

CONTEST to list all the words which could be made out of "Hawkeye Hits," the name of a record program conducted by disc jockey Ford Roberts on WMT Cedar Rapids, Iowa, pulled 1,700 entries. The total possible was 257 with Webster's Collegiate Dictionary serving as authority. Slang, plural and foreign words were not allowed. The winning entry listed 242 words and another carried 1,040, of which only 180 were valid.

A DOZEN EGGS

BOXES containing a dozen eggs with the sticker, "Watch us HATCH into Washington's Most Independent Station—10,000 w," were distributed last week as a promotion by WPSC Morningside, Md., in Prince Georges County, suburban area adjacent to Washington, D. C.
HOSPITAL FUND MEET COVERED
FIFTEENTH annual meeting of the United Hospital Fund, conducted at the Sheraton Astor Hotel in New York, was carried by WRCA-AM-TV New York. On WRCA, portions of the meeting of approximately 2,500 volunteer hospital workers were heard on the Tex and Jinx Show. TV coverage was provided on Jinx's Diary. Hamilton Shea, vice president in charge of WRCA-AM-TV, was presented a citation from Henry Bronx, president of United Hospital Fund, for public service rendered to New York hospitals by the stations.

WHOT CAMPAIGN
WHOT South Bend, Ind., U. of Notre Dame radio outlet, has started a promotion-publicity campaign on behalf of its local personalities, Chicago White Sox baseball broadcasts and other features. The station is being promoted in billboards, bus panels and movie trailers as "The New WHOT" with the slogan "Wherever You Go, The WHOT." according to Bob Laffoon, sales promotion manager.

ANOTHER OHIO SPORTS STATION
There's more than one sports station in the Ohio area, according to WIRO Ironon, Ohio, referring to the claim of WCMG-AM-FM Fortoria, Ohio [B&T, April 25]. Styling itself as "The Sports Spot for the Tri-State," Ohio, Kentucky and West Virgina, WIRO reports it broadcasts, in addition to nighttime and weekend Cincinnati Reds leg baseball games and every feature on MBS' Parade of Sports, including college and professional basketball games, the complete football and basketball schedules of Ironon High School, an annual invitational tournament. WCMG, the Northeastern-Kentucky Conference Basketball Tournament from Russell, Ky., and every game of the Lawrence (Ohio) County Basketball Tournament. Last season whenever an open date appeared in a regular season schedule, the station filled it with a broadcast of a County League game, football or basketball, it reports. It also followed the city's two Class A high schools in sectional tourney play until elimi- nated. Whenever the station's schedule permitted, it aired the Marshall College basketball games (Hunting- ton, W. Va.) football and basketball games.

WABC REVAMPS PROGRAMMING
NEW "block programming" format goes into effect on WABC New York on May 30, according to Michael A. Renault, WABC general manager. A feature of the schedule revamp will be a three-hour disc jockey, audience participation show handled by Ernie Kovacs (Mon., Fri., 6-9 a.m., EDT). An orchestra and the Buddy Weed Trio in addition to five-minute newscasts before the half-hour and hour will be incorporated into the Kovacs show.

SHERRIFF JOHN, children's personality of KTTV (TV) Los Angeles, interviews two small fries at the grounds of the Clyde Beauty Circus there, where the station covered the unloading and setting up of the show. KTTV went on the air at 6 a.m. to cover all operations and brought viewers scenes ranging from the circus train pulling into the city to the erection of the "big top." The station used three separate remote units to televise the event.

'THE GADABOUT'
MUSICAL gossip series with Paul Saliner, veteran radio personality, has been started by WGN Chicago under the title of The Gad-about. Mr. Saliner is devoting the program to "interesting people, places and things in and around Chicago." He takes listeners on musical tours of the city, featuring choice readings, recommendations for places to visit and philosophic observations. The program is aired daily.

CANADIAN STATIONS POOL
FOUR Ontario radio stations on the route of the St. Lawrence Seaway, now being built jointly by the United States and Canada, have pooled their facilities and creative ingenuity for the benefit of their listeners and advertisers. CJBQ Belleville, CKLC Kingston, CFJR Brockville and CKSF Cornwall are exchanging community and regional news and plan local programs of joint interest to their listeners. The group is calling itself the "C-Way-4" and together serve an area of about 100,000 people, close to where the major construction for the international seaway and power development is now underway. Station managers F. H. Pemberton of CKSF, J. R. Radford of CFJR, T. D. French of CKLC and W. H. Stovin of CJBQ recently met in Kingston to formulate the pooled operation, along with George Hellman, sales manager of H. N. Stovin & Co., Toronto, which represents all four stations.

Radio Finds a Witness
RADIO informed a Dane, Wis., man that he had witnessed a bank robbery because he himself was even aware of the fact. C. A. Wipperfurth, who operates a general insurance agency next to the bank in Dane, looked at the bank and recognized Wipperfurth if he hadn't written the policy on a green 1950 Hudson parked in front of the bank. He watched a man come out of the bank, get into the car and drive off. A few minutes later, Mr. Wipperfurth turned to WIBA Madison and heard that the bank had been held up. WIBA, which monitors all police calls, was able to bulletin the robbery report within a few minutes of police notification. Mr. Wipperfurth's description aided police in locating the getaway car, according to the station.

FERGIE COVERS NEW FLIGHT
VIC FERGIE, newsman and special events director of CHUB Nanaimo, B. C., has been selected by the British Columbia Assn. of Radio & TV Broadcasters to represent all private B. C. radio stations on the inaugural flight of the new Canadian Pacific Air Lines service between Vancouver, B. C., and Amsterdam, Holland, over the polar route. The flight will leave Vancouver June 3 and return June 11, after calling at London, Amsterdam, London and Paris. While on the continent and in the British Isles, Mr. Fergie will air mail tape recor- dings to all radio stations in the province.

LIVE COURT CASES
NEW PROGRAM, Traffic Court, on WEAW-AM-FM Evanston, Ill., has drawn accolades as they are in progress at the local Municipal Court. Broadcast each Wednesday, the program gives listeners first hand information of cases being held that day. Participating in the court ses- sions are the police officers investigating traffic accidents, parties involved in the proceedings and witnesses.

WFIL PROMOTION
WFIL Philadelphia has issued a promotion piece on behalf of "The Rise and Shine" show featuring Phil Sheridan, who is described as "the salesman who makes 2,104,178 calls per day." The brochure stresses that Mr. Sheridan meets and talks to more than 100,000 fans a year and receives almost 50,000 letters annually from listeners who tune in his show and buy the products he advertises. John Blair & Co. is national representative for WFIL.

WABB CONTINUES RECORD WAR
EDITORIAL (follow-up to an advertisement in the Mobile (Ala.) Press Register which ob- jected to what was called "disgusted smut" in the lyrics of some recorded tunes [B&T, March 28], was aired by WABB there and reprinted by the Press Register, its newspaper affiliate. The editorial, titled "More About the Music You Don't Hear on WABB," cited many fa- vorable comments received by the station since it denounced and banned offensive records which are passed off under the guise of rhythm and blues. The editorial went on to point out that at least three broadcasters in other cities have adopted the WABB policy, and assured that the station would continue, in the best public interest, to make what it considers to be off-color tunes, "The Music You Don't Hear on WABB."
THE BIGGEST spot contract in the history of WNEM-TV Bay City, Mich., has been purchased by Morley Bros., Saginaw, Mich., appliance distributor. Looking over the agreement, which calls for 1,200 spots at a cost of $26,000, are Bill Lefback (l), WNEM-TV sales executive, and Tom Morley Jr., representing the sponsor.

GRANVILLE CARREL (seated), vice president of National City Bank of New York, inks contract for sponsorship of Sun.-Fri. Eleventh Hour News, now beginning its fourth year on WRCA-TV New York. At the signing were (l to r): Kent Patterson, WRCA-TV account executive; John K. M. McCafferty, featured newscaster; Hamilton Shea, NBC vice president in charge of WRCA-AM-TV, and Bayard Pope, vice president of BBDO, bank agency.

OFGANT-JACKSON Chevrolet Inc. of Roxbury, Mass., approves a $1,725 pact with WVDA Boston for on-the-spot coverage of the Indianapolis Speedway Race on Memorial Day. With car dealer Edwin Ofgant as he signs the contract are (l to r): Robert J. Seams, WVDA account executive; Len Hornsby, WVDA station manager, and Daniel F. Sullivan, Daniel F. Sullivan Advertising Agency.

THIRD-YEAR renewal of Hopalong Cassidy on KTVH (TV) Hutchinson (Wichita), Kan., is agreed to by Herb Curnutt (l), executive vice president at Hyde Park Dairy, Wichita, and (l to r) William Boyd (better known as Hopalong Cassidy); Paul Lago, Lago & Whitehead Adv. Agency, Wichita, and Ernie Dallier, sales manager of the ch. 12 Wichita station.

NEW YORK GIANTS baseball and its sponsorship on WMMW Meriden, Conn., by an automobile dealer and a dairy were discussed at this luncheon meeting by (standing l to r): G. A. Krutttschnitt, WMMW manager, and Bill Golder, station commercial manager. Seated: Jack and Bob Gilmartin, Dodge-Plymouth dealers (co-sponsor of the games), and Frank and Al Guida, proprietors of the Guida-Siebert Dairy, New Britain, Conn., the other co-sponsor of the Giants games on WMMW.

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FOR THE RECORD

Station Authorizations, Applications (As Compiled by B•T) May 5 through May 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

megacycles. D—day. N—night. L.S.—local sunset. mod.—modification. trans.—transmitter. unlimited hours. ke—kiloseconds. STA—special service authorization. (FCC file and hearing docket numbers given in parentheses.)

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

Commercial

WGN, Educ.

32

400

2

24

37

18

13

Col Leg

WWLP

Eau Claire, Wis., 125 kw visual, 125 kw aural.

WBEZ

Chicago, Ill., 41 kw visual, 41 kw aural.

WABB

Erie, Pa., 21 kw visual, 21 kw aural.

KRTL

Miami, Fla., 3 kw visual, 3 kw aural.

KOKY -TV

Myrtle Beach, S.C., 13 kw visual, 13 kw aural.

KASU -TV

Sweetwater, Texas, 1 kw visual, 1 kw aural.

KTVK -TV

Phoenix, Ariz., 1 kw visual, 1 kw aural.

KTVL -TV

Miami, Fla., 1 kw visual, 1 kw aural.

KCBS -TV

Los Angeles, Calif., 3 kw visual, 3 kw aural.

KTVF -TV

Fairbanks, Alaska, 1 kw visual, 1 kw aural.

KWKU -TV

Harlan, Ky., 3 kw visual, 3 kw aural.

KQTV -TV

Des Moines, Iowa, 2 kw visual, 2 kw aural.

KWBY -TV

Davenport, Iowa, 1 kw visual, 1 kw aural.

KFRN -TV

Salt Lake City, Utah, 1 kw visual, 1 kw aural.

KTVF -TV

Fairbanks, Alaska, 1 kw visual, 1 kw aural.

KTVL -TV

Miami, Fla., 1 kw visual, 1 kw aural.

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Miami, Fla., 1 kw visual, 1 kw aural.

KTVL -TV

Miami, Fla., 1 kw visual, 1 kw aural.

KTVL -TV

Miami, Fla., 1 kw visual, 1 kw aural.

KTVL -TV

Miami, Fla., 1 kw visual, 1 kw aural.
Station deleted

KUSH (TV) San Diego, Calif.—Elliott L. Cushman, FCC deleted television station on ch. 21 at request of permittee. Granting March 11.

Call Letters Assigned
WTVJ (TV) Ft. Pierce, Fla.—Gene T. Dyer, ch. 4. (4) (TV) Reno, Nev.—Nebraska Telecasting Corp. ch. 4.

WHDH-TV, Mayaguez, P. R.—National America Corp. ch. 12.

WUTV (TV) San Juan, P. R.—Dept. of Education—Comm. Radio Broadcasting WxEN-TV Petersburg, Va.—Petersburg TV Corp., ch. 6. Formerly WVAA (TV).

New Am Stations

Actions by FCC

Jasper, Fla.—John A. Boling granted 1600 kc. 250 w unlimited. Post office address CB Box 729, Jasper, Fla. Estimated construction cost $8,800, first year operating cost $9,800. Principal in equal partnership is John A. Boling who will own 40% of station. Broadcast daytime, except daytime. Post office address 1600 N. Second Street, Jasper, Fla. Estimated construction cost $8,800, first year operating cost $9,800. Principal in equal partnership is John A. Boling who will own 40% of station. Broadcast daytime, except daytime.

Existing Am Stations

Actions by FCC

KHUM Eureka, Calif.—Carroll H. Hauser granted CP to change from 1240 kc 250 w to 990 kc 5 kw, 5 kw directional. Granted May 4.

WGTA Atlanta, Ga.—Glennkaren Associates Inc. granted CP to change station-transmitter location to 1140 Peachtree St. Atlanta. Granted May 4. Applicant subsequent to CP application.

WTRF La Grange, Ga.—Chattahoochee Bstg. Co. granted CP to change from 500 w to 1 kw on 150 kc 1 kw directional. Granted May 11.

WLPN Jervis, N. Y.—Port Jervis Bstg. Co. granted CP to change from 1 kw to 1 kw 5 kw on 150 kc 1 kw directional. Granted May 11.

WGGH Huntsville, Ala.—The Marion Bstg. Co. granted CP to change from 500 w to 5 kw on 150 kc 2 1 kw directional. Granted May 11.

WLPT Jervis, N. Y.—Port Jervis Bstg. Co. granted CP to change from 250 w to 1 kw 250 w operating fulltime on 1400 kc and conditioned to change from 250 w to 1 kw 250 w, and from 250 w to 1 kw on 1 kw directional. Granted May 11.

WOLX Cincinnati, Ohio—Granting of application for standard satellite station at 1480 kc, 1 kw, 1 kw daytime, directional. Granted May 4.

KOLS Sioux City, Iowa—KOLS, Inc., granted CP to change from 1 kw to 1 kw 5 kw on 150 kc daytime. Granted May 11.

WTOL Youngstown, Ohio—Charles B. Blackley granted CP to change from 1400 kc to 1200 kc. Conditioned that program tests not be commenced until WTVH Chicago begins program tests on another frequency. Granted May 4.

WAVJ Detroit, Mich.—WAVJ, Inc., granted CP to change from 1 kw to 3 kw operating on 1200 kc daytime. Granted May 4.

Applications

Seaford, N. J.—Elizabeth W. Courtney Evans seeks a permit to operate a noncommercial educational fm station on ch. 91.5 (92.9 mc) 1 kw. antenna height above average terrain 96 ft. Granted May 4.

Existing Fm Stations

Actions by FCC


Ownership Changes

Actions by FCC


retail furniture; of (12.1 Corp. Bests'. attorney, W. WBRD %), the estate Dowdy Green of deceased. Filed May 4.

WBRD Ft. Lauderdale, Fla.—Broward Best. Co. seeks voluntary assignment to Missouri Best. Corp. Through 15 year lease at $4,000 per year. Missouri Best. Corp. is operated by WCS-AM-TV St. Louis, Mo. Filed May 4.


WLBJ-AM Bowling Green, Ky.—The Bowling Green Best. Co. seeks involuntary transfer of control to Mrs. Mary Tapp Jenkins, owner of the estate of L. B. Jenkins (57.2%) deceased. Filed May 4.

WPKE Pikeville, Ky.—East Ky. Best. Corp. seeks involuntary transfer of control to Jack L. Hatcher through purchase of 92.2% interest for approximately $15,000. Mr. Hatcher, president of Coca-Cola Bottling Co. will now own 92.2%. Filed May 4.

WKG Crookley, La.—Alex B. Craig & Morgan J. Craig d/b as Craig Best. Co. seek voluntary assignment to Alex B. Craig & Morgan J. Craig d/b as Craig Best. Co. Principals include Pres. Hirsch H. Scholl (11.1%), bag manufacturer; Vice Pres. Jacob Brandt (12.1%), bag manufacturer; Sales Mgr. Samuel R. Montgomery (11.1%), attorney; Sec. Louis Basco (11.1%), announcer. Filed May 4.

WBSA Pascagoula, Miss.—Best. Co. seeks voluntary transfer of control to Atlanta N. Critcher and 5 others through sale of all stock for $50,000. Principals include Atlanta N. Critcher (55%), Ledger Pub. Co., newspaper; M. Critcher (20%), maiden name Critcher; W. A. Wilson (15.5%), maiden name Critcher; J. A. Wadley (5.5%), general manager WOFN. Seattle Best. Co. for $50,000. Filed May 4.

WENO Chelsea, S. C.—Alex R. Craig & Morgan J. Craig d/b as Craig Best. Co. seek voluntary assignment to Alex R. Craig & Morgan J. Craig d/b as Craig Best. Co. Principals include C. V. Sink (10%), Fred O. Sink Jr. (9.5%), Joseph Sink (9.5%), Fred O. Sink Sr. (17%), and Mrs. J. Craig (25%). Filed May 4.

WWFY Myrtle Beach, S. C.—Carolina Best. Corp. seeks voluntary transfer of control to James Olin Tice Jr., through purchase of 131% of stock for $12,000. Filed May 4.

WXDA Chattanooga, Tenn.—WXDB Inc. seeks voluntary transfer of control from Joseph Bloom and David Cohen to Joseph Bloom and David Cohen as trustees. Filed May 4.

KGNC-TV Amarillo, Tex.—Globe-News Pub. Co. seeks voluntary transfer of control to Ray A. Snead Jr., J. F. Thurman and Virginia R. Early, trustees of the Estate of Pauline Mathew (68.1%), majority stockholder of Whitmore family) through purchase of 62.3% additional shares of stock for $3.5 million. Also involved is control of KKFV and KFYO Lubbock, Tex. Filed May 6.

KGNC Amarillo, KKFV Lubbock, Tex.—Pilas Radio Best. Co. seeks voluntary transfer of control of Globe-News Pub. Co., majority stockholder to Ray A. Snead Jr., J. F. Thurman and Virginia R. Early, trustees of Ed Fagg Trusts, and an investment group of partners, through purchase of 63.1% additional shares of stock, for $5.8 million. Also involved is control of KKKV and KKFV-Lubbock. Filed May 6.

WHUR-AM FM Runoko, Va.—Radio Rodeo Inc. seeks voluntary assignment of WHUR-AM FM to WROV Bests., for $65,000. Principals include Burton Levine (40%), William Wren (35%), George McCarthy (30.1%), minority stockholder and W. Varrone, Jr. (9.9%), minority stockholder and owner of WCMC Norfolk, and stockholder of WACR Arlington, Va. Filed May 4.


KGLM Chehalis, Wash.—Mid-State Best. Co. seeks voluntary transfer of control to Donald F. Whitman, Harold C. Singleton and Centralia Printing Co., through sale of all stock for $30,000. Principals include Donald F. Whitman (60%), part owner of newspaper and restaurant; and for new station at Olympia, Wash.; Harold C. Singleton (15%), part owner of newspaper and restaurant; John Raymo (15%), owner of KXEL Walla Walla, Wash., and 9.9% owner of KZHL Centralia, and Centralia Pub. Co. (32%). Filed May 2.

KENE Toppenish, Wash.—Radio Bests. Inc. seeks voluntary assignment to Paul M. Semmens (18%), minority stockholder, and M. KAVEC (55%), minority stockholder and owner of KAVEC (55%), John H. Woodroo (30%), telephone company, and Dorothy W. Woodroo (25%). Filed May 6.

WTKM Hartford, Wis.—The Kettle-Moraine Best. Co. seeks voluntary transfer of control by Walter G. Zastro through purchase by corpo-
JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. MD. 5-5411
Office and Laboratories
1399 Wisconsin Ave., N. W.
Washington, D. C. Adams 4-2414
Member AFCCE *

Commercial Radio
Offices
INTERNATIONAL
1735
O. BOX 7037
Evartt
CONSULTING RADIO
FRANK JANSKY
CONSULTING ENGINEER
G. BOX 7037
LYNNE WASHINGTON, WASHINGTON
SERVICES FOR FM
S. MEMBER
WASHINGTON
GEO. M. DAVIS
501-514 Munsey Bldg. Sterling 3-8111
Washington 4, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-4215
WASHINGTON 4, D. C.
Member AFCCE *

PAGE, CREUTZ, GARRISON & WALSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-3678
Washington 4, D. C.
Member AFCCE *

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone Emerson 3-8071
Box 3468, Birmingham, Ala.
Phone 6-2724
Member AFCCE *

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Henderson 3-3177
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE *

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GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE *

FLAYN C. HUTCHESON
P. O. Box 32
AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 4, D. C.
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

GUY C. HUTCHESON
P. O. Box 32
AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

Vandivere, Cohen & Coam
Consulting Electronic Engineers
612 Evans Bldg.
NA. 8-5698
1450 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Henderson 3-3177
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Consulting Electronic Engineers
815 E. 83rd St. Hilland 7010
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SERVICE DIRECTORY

BROADCASTING • TELECASTING
May 16, 1955 • Page 145
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.
Deadline—Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 29¢ per word—$2.00 minimum • Help Wanted 25¢ per word—
$8.00 minimum. All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box reply to:

BROADCASTING • TELEGRAPHY, 1756 Delaware St. N. W., Washington 6, D. C.

Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward responsibility separately, please). All transcriptions, poems, etc., sent to box numbers are sent at owner’s risk. Broadcasting • Telegraphy expressly repudiates any liability or responsibility for any custody or return.

**RADIO**

Help Wanted—Managerial


Salesmen

Wanted: Man or woman salesman, $30 a week plus 25% commission. Box 176A, B-T.

Major market southeast network top power and Independent. We seek a medium city salesman or local sales manager of proven quality, ability and experience. I’ll substantiate with bonafide figure an income potential of $15,000 a year upward if you substantiate your high caliber and experience rating. Write for consideration for this outstanding opportunity. It’s a once in a lifetime opening. Contact me through Box 451A, Broadcasting. Telecasting headquarters, Shoreham Hotel, during the National Convention. I’ll then contact you and we’ll exchange mutual confidences.

We need top salesman. Excellent future for good producer. KASI, Ames, Iowa.

Immediate opening radio time salesman with or without first production experience. $30.00 monthly and commission. Send experience and photo. KCHJ, P.O. Box 924, Dolano, California.

Salesman competent, experienced sell radio in highly competitive market. Compensation based on guaranteed commission plus spending upon ability. Pleasant college town, 5 kw CBS affiliate. Picture, complete business and personal history first letter to Manager, WCAX, Burlington, Vermont.

Deep south, progressive, full time independent selling excellent small station. Need conscientious salesman. Send resume to Bruce Gresham, WCLD, Cleveland, Mississippi.


Announcers

Wanted dependable, married, night duty experienced, staff announcer. ABC Network, Texas. Send resume. Box 20A, B-T.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice, command of English. Man should learn to edit and write. Midwest. $60 to start. Box 890, B-T.

Administrative assistant for position of responsibility and supervision. Thorough knowledge of programming and programming problems or other program department job essential. Typing, shorthand preferred. $75.00 plus room and board for right woman interested in broadcasting as career. Position work room, small, salary $600. Position is in Washington, D. C. State qualifications, salary. All responses held in strictest confidence. Box 44A, B-T.

**Situations Wanted**

Managerial


 Experienced radio manager, veteran, management or sales, capable, aggressive, reliable, television experience. Box 458A, B-T.

Mr. Owner: Need energetic, creative, personable, experienced young man or woman to manage and assist your operation? Outstanding experience large and small market positions. Box 459A, B-T.

Assistant manager, 35—year producer, able administrator. Strong sales, programming background. Eleven years radio, married. Box 464A, B-T.

Experienced program director, P. C. C. sports—cooperates with newspapers. Experienced, present program director, 5000 watt west coast station. Believes in integrity in all positions. Ready now for bigger future. Box 469A, B-T.

Manager available June 1st. Hard worker who learned every phase of radio by actual experience. Can manage, sell, program and announce. Clean habits, civic-minded, family, age 31. Prefer good incentive arrangement to straight salary. Southeast. Box 489A, B-T.

Salesmen

Florida: Need addition to your sales and/or program team? Ten years radio as salesman, program director, announcer. Married, dependable, permanent. Box 460A, B-T.

Commercial manager—morning personality desired. Experience in small or medium southern market. Excellent sales record. Family man. Box 500A, B-T.

Experienced salesman, best references, Minnesota to Florida, musician. Box 502A, B-T.

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Qualify for a first class license in 8 weeks.

We are specialists in preparing you, in a minimum of time, to pass FCC examinations. Beginners get 1st class license in 8 weeks. Our intensive, personalized instruction is offered either in residence or by correspondence.

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in WASHINGTON, D. C.
May 23 (3 nights a week)
June 13 (5 days a week)
Sept. 5 (3 days a week)
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**GRANTHAM School of Electronics, Dept. 1-R**

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Washington 1, D. C.
Phone: Sterling 3-614

6064 Hollywood Blvd.
Hollywood 28, Calif.
Phone: Hollywood 2-1411
### RADIO

**Situations Wanted— (Cont’d)**

**Announcers**

- **Announcer:** 5 years, strong all phases. Reduced state necessitates position. Excellent new State salary. Tape, photo available. Box 471A, B-T.
- **Superior, experienced announcer available. Good salary, working conditions required. Family, B.T.**
- **Good news, commercial, excellent DJ. Knows music from Bach to Bop. Box 306A, B-T.**
- **Excellent announcer, nine years experience. First class resume . . . employed. Wants Florida. Box 376A, B-T.**
- **Experienced announcer, employed—seeks training for manager. Family, college, auto, programming, sales, sports. Tape available. Box 377A, B-T.**
- **Experienced staffer, eastern major market indie, desires staff spot, preferably with net affiliate. Box 378A, B-T.**
- **Personnel young staff announcer. Experience limited, copious knowledge music, sports. Sober, dependable. Box 379A, B-T.**
- **Country and gospel music DJ available. Experience preferred but not necessary. Box 421A, B-T.**
- **Seven years' experience announcing, writing. Seek position in programming, sports, deejay. Box 435A, B-T.**
- **Announcer, stage experience, wishes permanent position, chance for sales. Box 440A, B-T.**
- **Announcer: 5 years experience. All phases. Good voice. College graduate. Prefer city, anywhere. Box 444A.**
- **Announcer in late twenties with eight years experience wants position with good station in good market. References. Box 446A, B-T.**
- **Announcer, light experience, commercial voice, good DJ, sports, news, board, tape. Box 446A, B-T.**
- **Announcer—authoritative news. Good commercial, DJ, 15, 15, tape, resume. Box 453A, B-T.**
- **Top DJ with outstanding record wants crack at major market. Ranks first radio and in top 3 in Detroit. Qualifications: Rated by NE Indie. Five figure income. Group of present employer and people want him. Box 454A, B-T.**
- **Announcer—salesman—copywriter. Seven years experience wishes to relocate. Box Orlando or Minnesota. Highest references. Family man. Box 467A, B-T.**
- **Staff announcer: news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 478A, B-T.**
- **Wants permanent position with advancement, vet, single, young, will travel. Excellent references. Light experience, will tackle any situation. NY DJ, good news commercials. Wire or write. Box 480A, B-T.**
- **High-class, top-flight announcer available for summer replacement June 5. Dependable assume responsibilities. Five years radio and TV. Best DJ, solid news, selling commercials, all phases. 22, single, high, deep voice. Minimum $500. Box 484A, B-T.**
- **Staff announcer, single, 22, vet. well versed. Strong news, DJ, commercials, mature modest salary. Will relocate, tape, photo, resume. Box 485A, B-T.**
- **Announcer, recent graduate, hard worker, seeking opportunity prove myself—assist your station. Tape, resume. Box 486A, B-T.**

### RADIO

**Situations Wanted— (Cont’d)**

**Announcers**

- **Announcer: Cambridge School broadcasting grad, well versed in phases, easy sports, control board, 3rd class manager licensed. Single, vet, free to relocate. Tape and resume upon request. Box 489A, B-T.**
- **Have great potential, excellent commercials, strong news, several years' experience, travel anywhere, mailed, dependable. Maintains his own studio. Excellent small station, tape, resume. Box 490A, B-T.**
- **Staff announcer, married, all phases, recent broadcasting school grad. Prefer small station, will travel. Tape resume. Box 491A, B-T.**
- **DJ, live voice, versatile, sports, play-by-play, 28, married, vet, two years experience, reliable. Pete Franklin, 73 Fropp Ave., Franklin Square, L. I., New York. Floral Park 2-6265.**
- **Experienced conscientious announcer, 24, married, college graduate. Prefer Midwest, west. David Hall, 461 Massachusetts Avenue, N. W., Washington, D. C. Phone details. Box 494A, B-T.**
- **Announcer: Authoritative news, friendly commercials, deejay, play-by-play, married, vet, college, Mike Leupr, 766 William Street. Harrison, New Jersey. Box 495A, B-T.**
- **Announcer—control board, staff personality—news—sports—specialty—experienced, hard worker, single travel anywhere. Box 496A, B-T.**
- **Announcer just out of Temple University, One Year Experience. Immediate availability. Write to: Masters, 1458 Brady Ave., Camden 3, New Jersey. Box 497A, B-T.**
- **Small stations—east coast announcer, copywriter, prefers commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey. Box 498A, B-T.**
- **Announcer—upper Midwest—1½ years experience, news, commercials. Numerous dialects used in clever show. Charles Olson, 7204 Lyndale South, Minneapolis. Box 499A, B-T.**
- **Announcer, sportscaster, DJ. 6 years experience radio and tv. Available. Contact Ted Work, 2700 Connecticut Avenue, N.W., Washington, D. C. Phone: Columbia 5-1055.**
- **Sports play-by-play my selling point. Can do good staff job for you. Edward M. Wynn, Box 701, Logan, West Virginia. Phone 324, 1st phone, versatile, well trained, university graduate. Tom Yarnakas, 7871 Ethel Avenue, North Hollywood, California. Box 501A, B-T.**
- **Staff announcer, good on news and morning show. Dick Young, 737 11th Street, N.W., Washington, D. C. Box 502A, B-T.**
- **Announcer. Some experience, will auto travel. In region. Tape resume. Phone 405-0150. Box 503A, B-T.**
- **Senator. Excellent in news and music. Many years experience in all phases of radio and TV. Presently working on limited budget. 7 years experience. All phases radio. West Coast. Box 460A, B-T.**
- **25 years announcing experience. Little—4½ years experience am-fm. Immediately available, no announcing. Clarence Lay, 1038 Front, Binghamton, N. Y.**

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Many employers and those seeking positions will become acquainted at our offices while attending the convention in Washington. Convenient office hours have been arranged. Please confirm appointments by telephone.

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#### BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

706 Bond Bldg.
National 8-2173
Washington, D. C.
RADIO

Situations Wanted—(Cont’d)


Girl Friday. 12 years experience all phases of radio. Held last 10 years as program continuity, traffic and woman’s director. References. 505 Osage Street, St. Paul, Minnesota.

TELEVISION

Help Wanted

Salesmen

Sales—outstanding opportunity for salesmen and sales manager KSAN-TV, growing station, ideal location. Best B.T. Box 506A, B.T.

Announcers

Experienced announcers, copywriters, technical directors needed. VHF channel. Send references, audition, pictures, available and salary. Box 468A, B.T.

Top announcer personalities with proven air salemanship ability for Channel 2. NBC, WUSN-TV, Charleston, South Carolina.

Now you can make your own radio show with excellent equipment. Send complete information to Smoijin TV, Box 1142, Medford, Oregon or Box 2212, Bakersfield, California.

Technical

Experienced, licensed tv engineer for studio and transmitter. Central Texas. Box 469A, B.T.

Production-Programming, Others

Outstanding vhf station in southeast needs a smart promotion director. Must have experience in broadcast field, writing ability, knowledge of research methods and preparation of newspaper ads. This job entails sales, market and program concept. Must give full details on training and experience and send small photo. Box 471A, B.T.

Outstanding opportunity for experienced director both station and sports, strong emphasis on baseball. KSAN-TV, San Francisco, California.

Situations Wanted—Manager

Experienced general manager or sales manager available immediately. Strong in sales, budgeting and management. Now situated in middle west. Will accept Los Angeles area with excellent network, national and local references. Box 494A, B.T.

Salesmen


TELEVISION

Situations Wanted—(Cont’d)

Experienced tv salesman currently employed as such; desires change...prefer far west. Married. Child. Box 504A, B.T.

Announcers

Highly professional DJ, news, special events an- nouncer available to qualify operation. Tape picture on assurance of proper handling and return —$150 per week minimum. Prefer- professional; man for professional operation only. Box 102A, B.T.

Technical

Experienced am-tv, 215 years tv chief directorial am seven years. Family man. Midwest to west. Box 383A, B.T.

First class licensed man, 8 years broadcasting experience, including directional antennas, fm, vhf and uhf television; desires career opportunity. Box 481A, B.T.

Production-Programming, Others

Girl with a “noodle”—attractive; college grad M.A.—experienced in film industry; desires career in tv field—promotion-research-writing, contact work—extremely versatile and adaptable; can assume responsibility (all office skills). Box 468A, B.T.

Experienced newswoman—25, 3 years experience major bureau. Works, radio, tv, tape. Film editing, seeks position as news editor-an- nouncer. Will relocate. Box 452A, B.T.


Available. TV and motion picture veteran of 15 years' standing, experienced as director of public relations for major major tv station, motion picture salesman and distributor with national film company, and tv magazine editor. Capable writer, knows video production via sta- tion and independent operations in field. Con- tact either through Box 494A, B.T. or Tulsa J 5-3829 while you are in Washington for the NARTB Convention.

Producer-director, 3 years major market experi- ence. Excellent references. Prefer east. Box 563A, B.T.

BROADCAST MANAGEMENT EXECUTIVE

Nine years of tv results in major market as general manager, station construction supervisor, management consultant. Ten years of AM experience, age 42. Best references. Personal record and character await your inspection. Interview at your convenience or at NARTB Convention in Washington, May 22-26. Box 411A, B.T.

TELEVISION

Situations Wanted—(Cont’d)

Announcer.

Highly professional DJ, news, special events an- nouncer available to qualify operation. Tape picture on assurance of proper handling and re- turn —$150 per week minimum. Prefer- professional; man for professional operation only. Box 102A, B.T.


FOR SALE

Stations

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over $2,000. Box 496, WUSN, St. Paul, Minnesota.

Central Missouri daytime station in fast growing Lake of the Ozarks area. 1000 watts on 1150 kc. Recent one week survey shows 30.5% of all listeners tuned to station from sign-on to sign- off. Next best station only 15.8%. 1964 gross in excess of $50,000. 24 hour day. Building included in sale price. No rental to pay. Other interests interested will require very little cash investment of $7,500. Excellent terms. Broker inquiries solicited. Al Blain, Inc., Reatours, Lake Ozark, Missouri.


Equipment Etc.

Tv field Zoomar lens. Slightly used, perfect condition. Box 207A, B.T.

Western Electric coils 114-7-00. 119c. $3.00. Box 407A, B.T.

Package 5916. RCA TTU-16 1kw uhf transmitter, ch. 14-25; filter/preamplifier, ch. 24; RCA 241L5 uhf antenna, ch. 24, 42, 46; mod. monitor; 220° Teflon line 315 and elbows; 1500 watt uhf antenna; uhf antenna, nearly $8,000 worth of material, all in new condition. Psycho; 12240A, B.T., or daytime station KUO; box 9917. $75,000 and $65,000 with substantial cash required. Box 5916. Available immediately. $65,000 for entire sale. Or payments. One owner. 1500 watt uhf antenna, 220° Teflon line 315 and elbows; 1500 watt uhf antenna, nearly $8,000 worth of material like new, only 1650 hours use, at 60 percent discount for any portion (write for inventory) or complete package for $75,000, packing and shipping included. Box 5916. Complete uhf off-air pickup, video and audio output, 3.6 ft. parabolic dish, receiver monitor, Ml meter, satisfactory use up to 40 miles. $1,500. FB1 Maine location. Packet 6725. Serial No. 14. Zoomar lens in new condition. Serviced by factory in 1951. Used six times since. Originally priced at $6,500, now offered for quick cash sale at $5,500. Package 45-690. DuMont 5kw television transmitter, complete except for frequency meter and loud speaker. Will furnish 25 to 30 kw effective radiative power on ch. 7. Sells for $950. Box 2104.

Write for complete inventory. Here is $100,000 worth of equipment type the top ten tv stations of Missouri location. Western Electric reproducer groups (4) $350 each. Weber Echo tape recorders, model 102-A (2) $250 each; cost $450. Presto turn- around RCA magnetic pickup, boxed, $400. RCA 77A’s, 32 turn- around, ch. 6, 5, 6, 8, 600. May Brothers, Bingley, New York.

WANTED TO BUY

Stations

Wanted: 50% of secondary west coast station by two man team. Increased business over 100% in two stations. Eighteen years experience all phases. We’ll make you money as part owners. Confidential. Box 492A, B.T.

Radio: Texas, Oklahoma, Arkansas, Missouri. Known professional service. Ralph Erwin, Broker, Box 811, Tulsa.
WANTED TO BUY

Equipment

3 or 10 kilowatt fm transmitter. Advise make, size, hours used, etc. Box 728, Glendale, California.

Wanted: Good condition fm used antenna for side mounting. Four-day Andrews multi-V, or Collins. Also 1½ in. 451 Andrews cable or equivalent. WXMA, Martinsville, Virginia.

Wanted: Used 3kw fm transmitter, fm modulation monitor, antenna and coax. Contact Radio Station WNEX in Central City, Kentucky.


Instruction


Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—station-side placement. Full information rushed to you free (no salesmen will call). Get the best—It costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

RADIO

Help Wanted

Managerial

MANAGER WANTED

A successful daytime independ-ent in one of the midwest's biggest markets is looking for a manager. He must have independent station experience and be strong in local sales. Salary and override. Our staff knows of this ad. Write details immediately. Interview at the NARTB Convention if you wish.

Box 495A, B-T

Situations Wanted

Managerial

TELEVISION

Help Wanted

$100.00 a week promotion man with $1,000.00 a week ideas needed by Midwest newspaper-owned TV station. Energy enough for long hours of creative planning, must do actual work too. Experienced in ad layout, copywriting, market research, merchandising and follow through reporting.

Tell us what you think a promotion man should do and we'll know if you are one. Back it up with samples of what you've done yourself. Give us a picture, summary of training and experience and a few facts on what you cannot do, then we'll know you're honest. Incidentally we love our employees. If you're the man we need, we'll push you along in either TV or newspaper. Rephr.

Box 439A, B-T

TELEVISION

Situations Wanted

Managerial

MR. STATION OWNER, OR PLANNER?
Available shortly. GENERAL MANAGER for small TV station, or MANAGER for medium or large TV station. Here is a multipurpose man, who is both in administration and operations (also a registered consulting engineer). Background includes TV Com. Dir. one of largest 4A's, Director TV national association as well as station management. Always active in TV industry, presented paper at NARTB Convention, offered trade associations, good sales and profit record. Anxious for growth situation, able to take part of salary if necessary. I'll be at the Convention all next week. Drop me a line and make a date and place, to Box 485A, B-T.

Programming-Production, Others

TV NEWSCASTER
TV & Radio
News & Special Events
Board Experience—On Air Production & Writing, etc.
For Full Details
Box 437A, B-T.

For Sale

RADIO STATION—TEXAS—

RALPH ERWIN
Box 811
Broker
Tulsa

RADIO STATION SOUTHWEST
Located fertile area, abundant underground and surface water supply. Market exceeds 100,000 owner states. No local television. Experienced party can handle for $20,000 down, balance terms.

RALPH ERWIN
Box 811
Broker
Tulsa

For Sale

Equipment

EQUIPMENT
Complete set of two RCA Para Flux transcription arms, 9 equalizers, and 7 heads including 5 midrange, 2 vertical, 4 lateral and 1 universal. This is beautiful equipment in like-new condition. Present factory cost is $565.60. Sell for $50 or make offer. Contact Ted Hildebrand, C. E., KBMY, Box 2124, Billings, Montana.

For Sale


Tower Sales & Equipment Co.
6100 N. E. Columbia Blvd., Portland 11, Oregon


WKBG Fort Wayne, Ind., Northeastern Indiana Bestco. – (BR-2577)

WIRE Service Inc., Ind., (A. Aux.), Indianapolis Bestco. – (BR-394)

WJWA South Bend, Ind., St. Joseph Valley Bestco. – (BR-1877)

WAOY Vinncennes, Vincennes Sun Sun – (BR-1099)

WCMI Ashland, Ky., The Ashland Bestco. – (BR-848)

WCTT Corbin, Ky., The Corbin Times-Tribune – (BR-1665)

WCHP Hopkinsville, Ky., Hopkinsville Bestco. – (BR-1844)

WQCO Chattanooga, Tenn. (& Aux.), Tennessee Valley Bestco. – (BR-1520)

WTPR Paris, Tenn., Paris Bestco. – (BR-1874)

WRFK Frankfort, Ky. Frankfort Bestco. – (Not signed & dated written)

May 9 Applications

ACCEPTED FOR FILING

Renewal of License

WCBN Canton, Ohio, News-Examiner Co. – (BR-2135)

WANTED TO BUY

RADIO STATION WANTED

MINNESOTA-WISCONSIN- IOWA

OR SURROUNDING AREA

ADEQUATE FINANCING AVAILABLE

FOR ANY OFFER

BOX 436A, B+T

WANTED

COMPLETE TWO CAMERA REMOTE UNIT

Switcher, sync processor, m/w, etc.

Contact

Peter Omnig, Chief Engineer

KBET-TV, Sacramento, California

Employment Services

PR vs PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)

50 E. 42nd Street, N.Y.C.

MU-2791

Paul Baron, Dir. 1st. Radio-TV-Photo-Adv.

Resumes welcome from qualified people.

INSTRUCTION

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3338 16th St., N.W.

Washington, D. C.

Job Getting Courses in

Announcing, Writing, Producing for Radio & TV

Call Decatur 2-5580

New Term Starts June 2

WPTQ Sacramento, California – (BR-404)

WJFG Richmond, Ind., Central Bestco. Corp. – (BR-987)

WOPF Bristol, Tenn., Radiofone Bestco. Station – (BR-1759)

WIKV Knoxville, Tenn., Dick Bestco. – (BR-2826)

WOLX Knoxville, Tenn., Mountcastle Bestco. – (BR-452)

WDLX Lexington, Tenn., Lexington Bestco. – (BR-403)

KWMW Memphis, Tenn., KWMN Inc. – (BR-1561)

WHLM Memphis, Tenn., Mid-South Bestco. Corp. – (BR-1296)

WKBK Pulaski, Tenn., Richmond Bestco. – (BR-1359)

Modification of CP

WDAT-TV Columbus, Ga., Martin Theatres of Georgia Inc. and Radio Columbus Inc 4/8. 6b: Television Columbus—Mod. of CP (BFCT-1297) as mod., which authorized new tv station to extend completion date to 1-11-55. Main trans. and antenna (BFCT-3096).

WTVD Durham, N. C. Durham Bestco Enterprises Inc.—Mod. of CP (BFCT-885) as mod., which authorized new tv station to extend completion date to 1-7-55 (BFCT-3069).

May 9 Applications

ACCEPTED FOR FILING

Renewal of License

WCBN Canton, Ohio, News-Examiner Co. – (BR-2135).

WANTED

COMPLETE TWO CAMERA REMOTE UNIT

Switcher, sync processor, m/w, etc.

Contact

Peter Omnig, Chief Engineer

KBET-TV, Sacramento, California

Equipment

May 10 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions on May 8

Granted License

WCTA-CA Andalusia, Ala., Andalusia Bestco. – Granted license covering changes in existing station, to specify transmitter location (BHR-1046).

WSDA-FL Savannah, Ga., WSDA Inc.—Granted STA to waive requirements of Sections 2.261 of the rules to permit operation to remain silent for period of six months to permit investigation of damage to fm antenna.

WGHD-Newport News, Va., Hampton Roads Bestco. Corp.—Granted STA to waiver requirements of Sections 2.261 to permit station to remain silent for period of 90 days due to construction work at transmitter.

Modification of CP

The following were granted extension of completion dates shown:

WCHR Chs Bay, V. I., to 11-4-55; KSBN Rancho, Calif., to 11-12-55; WTVD Durham, N. C., to 11-7-55.

Actions of May 5

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WAFI Birmingham, Ala., while using non-DA; WCHS Charleston, W. Va., while using non-DA; WSKI Montpelier, Vt.
By Examiner Hugh H. Hutchison on May 9

Morphy, N. C., Cherokee Besty Co.: Valley Broadcasting Co. of Valley requesting that L. L. Mason of Murphy be admitted to practice of law. Application for admission pending to be conducted by that applicant on May 10 in re application (Dockets 1102-1015). The matter can be heard on May 9.

By Examiner H. Gifford Irion

Upon oral request of radio station WSOE Inc., et al., applicants for ch. 9 in Charlotte, N.C. (Dockets 4857-4867), continued from May 1 to May 7, the date for filing reply findings in this proceeding has been set for May 10.

W.O. Ames, Iowa, Iowa State College of Agr. and Mech. Arts—Ordered that the commencement of hearings scheduled for May 11 be continued to June 7 in re application for authorizing the use of TV to transmit to college classes. (Docket 1126) May 6.

By Examiner Annie Neal Hustling on May 10


By Examiner Elizabeth C. Smith on May 4

New Orleans, La., James A. Noe and Co.—Granted in part petition to reopen the record in pending applications. The remaining Dockets 1203-1205 have been dismissed. The sole purpose of receiving in evidence a transcript of the May 11 hearing which reveals the availability of James E. Gordon as general manager for an existing TV station: denied motion in all other respects.

By Examiner Herbert Sharmann on May 10

WAGC Fort Oglethorpe, Ga., Tennessee Valley Authority—Application for a station license, for a station located in Fort Oglethorpe, Ga., to operate at 1500 kHz. (Docket 2105) May 7.

By Examiner J. Shaver Jr., Ben Block Ridge—CP for new station to be operated at New Jersey with 500 watts power and 35,000 foot effective radiated power, 500 watts vision power, and unlimited hours of operation (Exhibits II & III incorrectly dated).

Remote Control

By WDEC Americus, Ga., The Americus Besty Co.—(BR-784).

Application Returned

Wynn, Ark., East Arkansas Besty Inc., c/o J. L. Shaver Jr., Ben Block Ridge—CP for new station to be operated at Little Rock, Ark., with 500 watts power and 35,000 foot effective radiated power, unlimited hours of operation (Exhibits II & III incorrectly dated).

Renewal of License Returned


WHSV Memphis, Tenn., General Teledisc Inc.—(Rev.: Signature and Verification).

License for CP

WVLN-FM Ocean City, Ill., Illinois Besty Co.—License to cover CP (BF879-1979) as mod., which replaced expired permit which authorized new FM station (BLR-503).

WAPAD-FM Pothole, Ky., Paducah Besty Co.—License to cover CP (BF873-2011) as mod., which authorized changes in licensed station (BLR-1006).


WEMC (FM) Harrisonburg, Va., Board of Trustees of Eastern Mennonite College Inc.—License to cover CP (BF886-206) as mod., which authorized new FM educational station (BLED-470).

Renewal of License


Modification of CP

KNTV (TV) San Jose, California, Standard Telecasting and Television Co.—Mod. of CP (BF874-1985) as mod., which authorized new TV station extension completion date to 10-15-55 (BFMT-3100).

WAGV-TV Marion, N.C., Marvin Telemag, Inc.—(TRMA-9272-205) as mod., which authorized new TV station extension completion date to 5-1-55 (BFMT-3690).

UPCOMING

May 1: WABD Clinton, Trenton, N. J.
May 17: WABD Clinton, Philadelphia.
May 18: WABD Clinton, Pittsburgh.
May 19: WABD Buffalo, N. Y.
May 20: WABD Syracuse, N. Y.
May 21-26: NAB Convention, Shoreham and Sheridan Park hotels, Washington.
May 31: WABD Clinton, St. Louis.

June

June 1: Deadline, Nominations for Outstanding Young Advertising Man, Assn. of Adv. Men & Women.
June 1: WABD Clinton, Wichita, Kan.
June 2: WABD Clinton, Denver.
June 3: WABD Clinton, Salt Lake City.
June 5-6: Advoc. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Delta Sigma Phi convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community TV Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Lodge, Lake Okoboji.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: WABD Clinton, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 16: BMI Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: BMI Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 21: Television News Institute, Northwestern University, Evanston, Ill.
June 23-25: NABTEB combined boards of directors meeting, Miami Beach Hotel, Hot Springs.
June 24-25: Virginia Assn. of Broadcasters, Englewood Hotel, Stauton.
June 25-26: WBBM RCA, 11th convention, Portland, Ore.
June 27-29: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.


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☐ 52 weekly issues and TELECASTING Yearbook-Marketbook
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Enclosed

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name

date/position

city

county

state

May 16, 1955 • Page 151
**Code: Over the Hump**

THREE years ago TV broadcasters delegated five of their number the tough, thankless task of drafting and administering a code to govern programming and business practices. "Blood and thunder" or "hucksters run riot" were among the epithets hurled at TV by reform groups. Newspapers, magazines and other media which feared the new competition gave wings to the catch-phrases. Carping critics in Congress joined the chorus.

Many in broadcasting had tongue-in-cheek about the success of "voluntary self-regulation." Past code history in radio and in other fields hadn't produced results worth shouting about. Codes generally had been observed in the breach. (We were among those, who, despite our fervent wish for its success, nevertheless thought the goal wishful.)

They failed to reckon with the calibre of persons who served on the first Television Code Review Board. They tackled the job with the zeal of the Founding Fathers. Today the code is a respected document, and the Review Board a recognized organism within television that has accomplished its goal without recrimination or rancor, and without turning state's evidence.

Three members of that original board retire at the Washington NARTB convention. John E. Fetzer, chairman; J. Leonard Reinsch, vice chairman, and Mrs. A. Scott Bullitt conclude their service in accordance with the regulations governing tenure of office. They have served well and valiantly. With their two former colleagues, E. K. Jett and Walter J. Damm, they got the code over the hump.

Television is fortunate in having available people willing to assume responsibility without glory.

A year ago, G. Richard Shafto and William B. Quarton accepted appointment to the board. They broke in under the three charter members who now retire. And appropriately, they succeed to the chairmanship and vice chairmanship, respectively. The three new members, Richard A. Borel, Roger W. Clipp and Mrs. Hugh McCung, constitute a strong, experienced and articulate phalanx to buttress the new officers.

The code assignment is a continuing one. There can be no resting on ears. There are now some 250 subscriber stations. The task is to get a substantial majority, in numbers as well as in status, within the embrace of the code. With the significant record of accomplishment this task should not be as difficult.

**On and Off the NARTB Agenda**

LOOK at the agenda for the 33rd annual convention of NARTB, which convenes in Washington next week, and you would judge everything is sweetness and light in this business of broadcasting. The agenda, of course, does not cover the side sessions, the smoke filled rooms or the corridor conclaves, where smouldering issues are fired up or new ones touched off.

This seems to be the new mode in big conventioneering—a sort of contrived effort to keep the hot ones off the formal agenda. The notion seems to be that there are enough all-industry problems to occupy the limited business sessions, and that those individual problems, which put a station against little, network against national spot, uhf against vhf, should not be agitated in the general meetings, but left to the groups or segments affected.

Nowhere on the agenda are to be found such vexing matters as subscription television, the plight of the uhf stations, community antennas and the subterranean efforts to wrest from television low band vhf channels for use by the military. The legislative treadmill, we assume, will get some attention when the respective chairmen of Senate and House Commerce Committees speak at Tuesday's "Government Day" session.

We agree with the view of NARTB President Harold Fellows, as expressed in his BT Interview [BT, May 2] that the basic function of NARTB is to make all radio and all television in America bigger, better and stronger, and particularly to preserve the American system of free enterprise. Mr. Fellows has served well the art that broadcasting has been for years. He has achieved success by hewing closely to this overall philosophy.

Mr. Fellows and the respective boards of NARTB know that in a field as volatile as broadcasting, hard and fast rules that have worked in the past may not be satisfactory in today's economy.

---

**15% in Handcuffs?**

ALTHOUGH radio and television are not directly involved in the government's antitrust action against newspapers and the American Assn. of Advertising Agencies, it is quite possible that the broadcaster-agency relationship would be altered if the government succeeded in its desires.

A central issue in the government's case against the newspapers' agency recognition system is the 15% agency commission which is one of the standards on which the system is based.

Broadcasters, as a group, have never had a comparable recognition system, although some of them have urged it, but in general they have dealt with agencies on the 15% basis established in the newspaper field.

A successful prosecution by the government in this case could mean the introduction of chaos in agency compensation. As it is, the agency business is not among the most stable in the world. A return to the bargaining and haggling that obtained before the 15% commission standard was established would certainly not provide further stabilization in this field.

In a sense broadcasters may be grateful that they did not jointly set up standards like those of the newspaper publishers, for if they had, they too would be in a scuffle with the government.

That is not to say, however, that some sort of standard to protect broadcasters against undependable agencies would not have been desirable or that the existing recognition system in the newspaper field is not. We pretend to no legal knowledge, but it seems to us the Dept. of Justice's antitrust division in this case has gone out of its way to find work.
RCA... your "Tube Headquarters" at the NARTB

We cordially invite you to visit the RCA Tube Exhibit at the NARTB Convention, May 22-25. Look over RCA's famous line of power tubes which are setting life-performance records every day. See the most complete line of fine camera tubes in television—for monochrome and color. Your RCA Tube Representative will be standing by.

RADIO CORPORATION of AMERICA
HARRISON, N.J.

RCA ELECTRON TUBES
These inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . and at the lowest cost per thousand! (SAMS and SR&D) In this mountain-isolated market, the Beeline serves an area with over 2 million people and over 4 billion in spendable income. (1954 Consumer Markets)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA · Paul H. Raymer Co., National Representative