"RADIO-ACTIVE" SELLING

Shrewd advertisers use Spot Radio around the clock day after day.

The cost is low. The impact is great . . . because Radio listening is high mornings, afternoons, and evenings:

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Number of Homes That Tune in Each Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mornings</td>
<td>36,748,000</td>
</tr>
<tr>
<td>Afternoons</td>
<td>37,819,000</td>
</tr>
<tr>
<td>Evenings</td>
<td>35,253,000</td>
</tr>
</tbody>
</table>

And . . . Spot Radio turns "Radio-Active" listeners into customers for advertisers.
I wish...

WISH-TV
ONE OF THE NATIONS GREATEST TELEVISION STATIONS

CHANNEL 8
✓ NEW 1,000 FOOT TOWER
✓ 316,000 WATTS OF POWER
✓ EXPANDED SERVICE TO THOUSANDS OF NEW VIEWERS

Serving the great Indianapolis and Indiana trading area with a more powerful signal

Represented by
THE BOLLING COMPANY
Coverage that Counts!

7 major Michigan markets
for NBC, CBS and ABC

Now 100,000 watts!

Petry & Co.
have you seen the sales results we're getting in the channel 8 mighty market place?

WGAL-TV
LANCASTER, PENNA.

Yes, advertisers are talking about the results they get on WGAL-TV. When you’re looking for results that are worth talking about, buy this rich, vast market — with more than 3 million customers who have $514 billion to spend and who are waiting to be sold your product.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:
MEEKER TV, INC.
New York Los Angeles Chicago San Francisco

Channel 8 Mighty Market Place
York Harrisburg Reading
Hanover Lebanon Pottsville
Gettysburg Carlisle Hazleton
Chambersburg Sunbury Shamokin
Waynesboro Lewistown Martinsburg
Frederick Lock Haven Lewisburg
Westminster Hagerstown Martinsburg
RENEGOTIATION • Substantially improved contract was discussed by special committee with NARTB Chairman, President Harold E. Fellows last Friday, following annual convention in Washington. Mr. Fellows' present contract has one year to run from June 1 and his base salary is $50,000 per year. Decision presumably will be reached prior to NARTB Hot Springs board meeting, June 23-25. Committee members who met with Mr. Fellows: TV Board Chairman Clair McCol- lough, WAGL-AM-TV Lancaster, Radio Board Chairman Henry B. Clay, KWKH Shreveport, TV Vice Chairman Campbell Amoux, WTAG-AM Norfolk, Radio Vice Chairman J. K. Hartenbauer, KCMO-AM-TV Kansas City, and Finance Committee Chairman William D. Pabst, KFRC San Francisco.

ALMOST everybody is second-guessing FCC on what it will do on subscription TV issue when point is reached some months hence and preliminary judgment will have to be made. Preponderant guess was FCC would authorize experimental operations in nation's only two seven-station markets—New York and Los Angeles— but would be almost certain to leave policy decision to Congress, since present Act does not envision or encompass this type of operation.

CBS-TV IN ST. LOUIS • Another major market network affiliation was nailed down during NARTB convention. KWK-TV St. Louis (ch. 4) signed regular two-year affili- ation contract with CBS from June 1, but with clause providing for 60-day cancel- lation if CBS wins in comparative hearing for ch. 11 in that city. Transaction evolved by Robert T. Convey, president of KWK Inc., and Herbert V. Akber, CBS Television Relations vice president.

ANOTHER meeting within two weeks of board of directors of CBS Radio Affiliates Assn. with network executives is being sought on proposal to cut compensation to affiliates by 25% to help defray network operating costs.

UHF SUPER-POWER • Uhf power boost to five megawatts (five million w.), which FCC Chairman McConnaughy told NARTB conventioneers is in works at staff level, should be ready for Commission ac- tion within fortnight. It will be proposed rule-making case with industry comments invited. Question: Can many uhfs afford initial installation, let alone power costs, even if equipment for such power is available?

GRADUAL decline in number of Chicago-originated network TV programs has cast gloom over city's advertising row, but hasn't dimmed enthusiasm of Sterling C. (Red) Quillen, vice president of ABC-TV's oko WWKB (TV) there. At his urging New York network executives are weighing possibility of putting WLS Na- tional Barn Dance on ABC-TV, either live or film, providing cost problem can be licked. Mr. Quillen also is pushing Tom Duggan, provocative Chicago commenta- tor, for network berth in 9-10 p.m. Satur- day spot with variety-type carbon of his daytime show.

FILM FOR TIME • In-shop letter recently sent by top representation firm to its TV stations warning against stations bartering time segments for sponsored film for which stations obtain second run and residual rights (CLOSED CIRCUIT, May 23) under- stood to have been circulated also to other station representative firms. Letter asked whether it is "wise to oblige control of station time and rates to film suppliers in a manner which infringes upon contracts for exclusive representation and which is likely otherwise to complicate established procedures?" Also noted: "dependable" supply of film for TV stations is increasing in quality and quantity "through normal trade channels." Letter warns that time in barter deal could be resold by film supplier to spot advertisers "at rates that could depart from the station's rate card."

FILM syndication exhibitors were among most vocal complainants about Washing- ton locale and arrangements for NARTB convention. Principal complaint was that association had failed to give film syndica- tion place on official agenda with con- sequence that only session held, under outside auspices, was poorly attended.

CUBAN NETWORK • Watch for upcoming announcement from DuMont and Bar- letta interests (CMA-TV Havana) of new Cuban TV network which will use on-channel, off-air pickups to cover island.

HELP for Gene O'Fallon in his battle to put broadcasters on side of pay-TV has come from several sources. Zenith attorney furnished him with copies of attack on Harold Fellows, NARTB president, en- titled "Was Our Uncle Hal Scooperation?" (BT, May 23). International Teletimer paid his way to Washington where he initiated petition seeking to repudiate NARTB stand on pay-TV. Mr. O'Fallon admitted his non-affiliated ch. 2 KFEL- TV Denver lost $250,000 to 1954 and was on way to losing as much again this year.

MILITARY THREAT • KUAM Guam isn't only commercial broadcaster facing competition from military "morale" TV sta-
KTHS, Little Rock, is 50,000 watts—Basic CBS. It is listened to regularly by hundreds of thousands of people in towns and villages far beyond the Little Rock Trading Area!

Consider Staves (Ark.) for example. With only 167 persons, it's not much of a market in itself. But as one of many towns, villages and farms reached by KTHS, it is important. Actually, it would take about 21,000 Staves to equal the population in the KTHS interference-free daytime coverage area!

Let your Branham man give you all the big KTHS facts.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager
PRESIDENT NOMINATES RICHARD MACK
TO REPLACE FRIEDA HENNOCK ON FCC

(See editorial, page 29)

PRESIDENT Eisenhower Friday nominated Richard A. Mack, Florida public utilities commissioner, for seven-year term on FCC to begin July 1, when Comr. Frieda B. Hennock leaves office to return to law practice, probably in Washington and New York.

Mr. Mack, 45, had endorsement of entire Florida Democratic delegation, as well as of FCC Chairman George C. McConnaughey who has known him intimately as co-visitor in National Assn. of Railroad & Utility Commissioners, of which he is second vice president.

Nomination, predicted for several weeks [B&T, May 9], initially was transmitted to Senate Thursday but was called back presumptively because of amenities and prior notice to congressional leadership. Committee had been notified Monday that nomination would be forthcoming.

Chairman Magnuson (D-Wash.) of Senate Commerce Committee told B&T Friday earliest possible date committee could call Mr. Mack for confirmation hearing is Wednesday June 8, when next executive session is held. Mr. Mack told B&T by phone Friday he stood ready to appear but had to complete hearings pending before Florida commission in Tallahassee which resume June 3 and should wind up by June 20. So far as known, there is no opposition to his appointment and Senate confirmation should be forthcoming before July 1. Sen. Smathers (D-Fla.), commissioner, said he thought hearing would be held within week and approved quickly. He lauded nominee as "an able, clean, efficient young man" and "a loyal and faithful Democrat."

Mr. Mack is businessman, with no experience in broadcasting but with background as utilities commissioner since 1947, having twice served as chairman on rotating basis. He is third Eisenhower appointee from public utilities field, others being Chairman McConnaughey, former chairman of Ohio commission, and John C. Doerfer, former chairman of Wisconsin commission. He holds degree in business administration.


After serving in Army until 1946, including tenure in Washington, he became secretary and general manager of Port Everglades Rock Co., Fort Lauderdale. In 1947 named member of Railroad & Utilities Commission by Gov. Caldwell; elected to same commission in 1948 and again in 1952. His present term would expire Dec. 31, 1956 (it pays $10,000 per year; FCC pays $15,000).

He is Protestant, member of Sigma Nu and of Blue Key honorary society. His wife is daughter of Col. W. F. Stovall, Tampa pioneer who founded Tampa Tribune. They have eight-year-old daughter, Susan.

John Patt in Hospital

JOHN F. PATT, president of WJR Detroit and WJRT (TV) Flint, Mich., was in Washington's Georgetown Hospital at weekend after heart attack Wednesday during NARTB convention. Mr. Patt had been attending NARTB meetings in connection with his new post as Radio Board member for large stations. When he was stricken Wednesday afternoon. Following turn for worse in early morning hours Thursday, he was taken to hospital where he was placed on serious list.

Goodyear, Bernard Elected

WGR Inc., Buffalo, Friday elected George F. Goodyear chairman of board and member of executive committee. He is also president. J. J. (Joe) Bernard was elected vice president of WGR Inc. and also continues as general manager at both radio and television stations. Karl B. Hoffman was elected vice president in charge of engineering of both stations.

REPEATS POPULAR

REPEAT TV shows, live or film, can do as well or better than originals, A. C. Nielsen Co. claims in May issue of Nielsen Newspaper. Cited is audience of 8,725,000 homes for first showing of "Patterns" (Kraft Theatre, NBC-TV) and 8,755,000 homes for second showing four weeks later; also "Alice in Wonderland" (Disneyland, ABC-TV) hit higher average audience rating and share on repeat than original. Nielsen also finds more TV homes still being reached by radio than by TV in hours up to 11 a.m. Mon.-Fri.; and that average premiere shows of TV shows reached some 7 million homes through most of this season, about million more than year ago.

• BUSINESS BRIEFLY

MAINE SARDINE SPOTS • State of Maine Sardines, through BBDQ, New York, placing 10-week radio spot announcement campaign, using 20 seconds and station breaks, effective July 1 in about 75 markets.

ESKIMO PIE PLACING • Eskimo Pie Corp., New York (ice cream), breaking radio spot announcement campaign using 20 seconds and minutes, effective June 1 in 45 markets. Buchanan & Co., New York, is agency.

LIFE ON RADIO • Life magazine, New York, through Young & Rubicam, same city, breaking radio spot schedule effective June 1 in seven markets for 17 weeks and June 8 in 19 markets for 13 weeks, all in major cities.

PUREX RETURNS • Purex Corp., Ltd., South- gate, Calif., which had cancelled its radio-television campaign effective mid-June because of budgetary problems, has reinstated campaign, effective July 4 for 13 weeks using most of stations carrying present schedules plus some additions. McCann-Erickson, New York, is agency.

COLGATE NAMES BROWN • Colgate-Palm-olive Co., for Halo shampoo, has named Carl S. Brown Co., New York, to handle advertising. New radio-television campaign scheduled to break end of June and first week in July.

Butler Raps McConnaughey

DEMOCRATIC National Chairman Paul M. Butler Thursday night charged FCC Chairman George C. McConnaughey with "partisan political bias" in "traditionally bipartisan and quasi-judicial regulatory agencies of government," in referring to latter's ad lib comment during NARTB convention hinting he hopes President Eisenhower seeks renomination and wins 1956 election (see story page 27). Addressing Young Democrats of D. C. in Washington, Mr. Butler said federal regulatory commissions "are fast coming under the restraint and influence of business and financial interests."

Mr. Butler charged that in two recent TV application cases FCC "bypassed the recommendations of its own examiners and denied new TV licenses" where applicants involved "prominent people who supported Adlai Stevenson."

New Britain Hearing Set

HEARING on NBC's $600,000 purchase of WKNB-AM-TV New Britain, Conn., from Julian Gross and associates designated by FCC Friday to consist of oral argument before Commission en banc June 20. Also involved is bid to move ch. 30 WKNB-TV to new site. FCC made ch. 8 WNEW-TV New Haven and ch. 50 WYBC-TV New York, parties to proceeding. Comrs. E. M. Webster and Robert T. Bartley dissented and voted for evidentiary hearings. Comr. Frieda B. Hennock dissented.
Put your brand on 1,553,200 TV Homes.

SAGEBRUSH SHORTY corrals the kids completely from 5:00 to 6:15 p.m., Mondays through Fridays on WJBK-TV... and they love it! Love every action-packed minute of his Porky Pig and Daffy Duck cartoons, full-length westerns, and his magic tricks and ventriloquist pow-wows with Broncho Billy Buttons. A dozen youngsters a day appear with him... 1500 more have written in, asking to be on the show.

Want to round up more sales than you ever dreamed possible in this rich Midwest area? Let Shorty rope and tie 'em for you as he has done so successfully for Kellogg's, Borden's, Dr. Pepper, Keds, Hostess ice cream and many others, with his master handling of commercials on Detroit's CBS station with the 1,057-foot tower and all the far-reaching power of 100,000 watts on Channel 2.

WJBK-TV
DETROIT
CHANNEL 2

Represented Nationally by THE KATZ AGENCY
National Sales Director, TOM HARKER,
118 E. 57th, New York 22, ELDORADO 5-7690
Trade Association Considered For TV Film Distributors

NEW trade association for film distributors may develop soon, members of National Assn. of TV Film Distributors, Eastern Seaboard Conference, were told Friday evening in welcoming address by NARTB President Harold E. Fellows. Film distribution problems being considered by NARTB committee, which has faced lack of organizational machinery among distributors.

Directors were told by Mr. Fellows that 30-40% of station air time is film material, with average weekly cost of station film programming running $2,575 weekly according to NARTB survey.

Maintain television's integrity as "a guest in the living room," Mr. Fellows urged. He suggested careful reading of NARTB's Television Code. Film industry is developing with such rapidity it lacks standard practices in such matters as trans-shipment, film-room activities and equipment, he said.

Baker Sees Personnel Needs

SOLUTION to problems caused by shortage of trained scientific and engineering personnel must be found if progress in electronic industry is to be made in future, Dr. W. R. G. Baker, General Electric vice president and general manager of GE's Electronics Div., Syracuse, said Friday at dedication of GE's microwave laboratory at Stanford Industrial Park (Palo Alto, Calif.). Other obstacles, Dr. Baker said, are labor's outlook on new industrial methods, federal taxation and control and continued threat of Marxist world conquest.

JWT Manila Project

ROBERT GUILBERT, assistant manager of J. Walter Thompson Co.'s radio-tv dept., moves to Manila June 7 on loan basis with Philippine Adv. Assoc. as top executive. He has been with agency's Midwest and previously was with NBC Chicago. JWT plans to buy Manila firm, once Philippine authorities clear red tape. William Weddell, vice president in charge of broadcasting, Leo Burnett Co., slated for west coast berth with JWT, it was reported.

Storecast to 25 N. Y. Cities

STORECAST Corp. of America, New York, will transmit programs of Rural Radio Network, New York State fm system, to super-markets in 25 cities. Five fm stations are taking part: WRRA (FM) Ithaca; WRRC (FM) Cherry Valley; WRRD (FM) De Ruyter; WRFR (FM) South Bristol, and WWRL (FM) Wethersfield. Programs will consist of music, news, weather and market information.

KSO Des Moines Sold

SALE of KSO Des Moines, Iowa, for $125,000 by Kingsley Murphy Jr. and family to Lyman S. Doerfer, Fred Doerfer and associates, operators WXLY Indianapolis, Ind., announced Friday, subject to FCC approval. Blackburn-Hamilton Co., station broker, negotiated sale. Murphy group has option for 30% interest in Cowles' ch. 8 KRNT-TV Des Moines, now under construction, and associated KRNT radio. KSO transfer bid is to be filed with FCC this week.

WEAVER FACES YOUTH

NBC President Sylvester L. Weaver Jr. will answer teen-age queries on NBC-TV's "Youth Wants to Know" program June 5 (NBC simulcast, 2:30 p.m. EDT, except for delayed broadcast on WRCA New York at 6:30 p.m. EDT). Also on program: Gene Warren G. Magnonson (D-Wash.), Chairman of Senate Interstate & Foreign Commerce Committee, who, according to NBC, will make "a public service address" after youngsters finish questioning Mr. Weaver.

Patent Report Procedure To Be Reviewed by FCC

REVISED notice of proposed rule making was issued by FCC Friday in its proceeding looking toward new rule to require filing of annual patent reports by communication carriers and other licensees who own or control patents used in services regulated by Commission. Revision is watered-down version of proposal issued last December and which met opposition as excessive and burdensome [B+T, Feb. 7; Dec. 13, 1954].

Calling for comments June 30, FCC said revision eliminates reports of patents not directly connected with transmission or reception of messages or programs as well as reporting by party of licensee-use of patents he owns or sublets. In addition, modified proposal would not require reports by persons who own or control less than 10 communication patents. Parts of original rule proposal which require furnishing of patent agreements and statements on licensing policy by parties concerned have not been changed, FCC said. Comrs. Rosel H. Hyde and John C. Doerfer dissented.

Albuquerque Case Reopened

HISTORIC radio case involving application of KOB Albuquerque for regular license on 770 kc with 50 kw full-time reopened by FCC to bring record up to date and obtain new evidence. Order issued Friday noted case in conflict since 1941 when KOB was assigned 1030 kc under NARBA channel shuffle, but upon protest of WBZ Boston, KOB was given special authorization to use 770 kc on "temporary" basis. FCC made WBZ party to renewed proceeding. WABC New York, clear channel on 770 kc, already a participant. Case already has been before Court of Appeals, remanded to FCC in 1950. Commission ordered hearing before examiner to be "expe died."
THE NARTB CONVENTION
President's appearance adds new prestige to industry. 2,000 attend. Eisenhowers full text. 30

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$10 MILLION SIDESHOW
Automation devices capture the broadcasting fancy at the equipment exhibits. 35

TV COMES TO FORT WAYNE
NBC does a before-and-after study of the effect of television on a U. S. community. 40

THE FCC PANEL
Seven Commissioners answer the questions posed by broadcasters—and pose some of their own. 43

THE FORM OF THE FUTURE
Programming is a tv network's business, says Pat Weaver. 56

TELEVISION: MIDDLEBROW OF MEDIA
CBS will put hard cash behind a picked committee to determine just what the U. S. public wants in tv fare, says Frank Stanton. 60

FIVE PROBLEMS FOR RADIO
Agency president Mahoney says that radio must face up to the present. 66

REALLOCATE THE SPECTRUM—LEE
Commissioner proposes that all tv be moved into 47 vhf channels, moving fm, all non-broadcast services. 72

A 5-MILLION-WATT UHF CEILING
Chairman McConnachie announces proposals to boost the u's, including possibility of more sensitive sets. 76

CBS AFFILIATES BLOCK ONE-RATE
Allied plan to reduce compensation 25% draws opposition. Study to continue. 80

COMMERCIAL FLEXIBILITY FOR MBS
Radio network proposes six-second 'quickie' spots during ID cue. 83

RAB HEARS OF RADIO'S POWER
Convention session hears report that sets-in-use now total 117 million. 86

CURBS THREATEN INDUSTRY—PIST
There is growing sentiment for more regulation, Tennessee congressman tells convention. 88

TV IS SUPREME SALESMAN—TVB
Promotional organization's first convention hears presentation of medium's magic. 89

INDUSTRY PROBE SET FOR AUGUST
Commerce Committee chief Magnus tells broadcasters the industry won't be made a 'whipping boy'. 91

A NEW PLAN FOR EQUAL TIME
CBS proposes change to Communications Act to allow giving free time to major presidential candidates without offering it to splinter parties. 95

A BROADCAST TEMPEST ON GUAM
Plan to put 'moral' tv station on island post draws opposition from commercial radio outlet there. 96

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In Live Programming

KTLA

Towers over the rich Southern California Television Market!

... AND SALES FROM LIVE PROGRAMS TOWER ABOVE ALL OTHER TELEVISION ADVERTISING

62% of All Local, Live television programming which rates 5 or better —ARB—is on KTLA

IN KTLA's SIGNAL AREA:

POPULATION 7,004,800 • RETAIL SALES $8,244,000,000 • TV SETS 2,200,000

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

Represented Nationally by PAUL H. RAYMER COMPANY
Superimposition Successful

EDITOR:

The story in BT's May 9th issue about superimposing call letters deals with what we know is a serious problem for some advertisers. But the story is merely a beginning for which we can supply the end. Mr. Best's idea is sound, practical and workable. We know because we have been using this exact system for some time and with excellent results. In fact, our setup is no different from that shown in the diagram.

Actually, we had been using optical superimposition for a variety of different purposes ever since some time in 1950. Later our station manager, Harold Ledee, began to think of applying this system to commercial IDs. Our national sales representatives, Harry & Peters, was enthusiastic about the idea at which point Lee Berryhill, our chief engineer, and his department went to work on a practical application.

The result was that optical superimposition has been offered to all advertisers as a matter of routine since October, 1954. The result is not only a technical success but has attracted numbers of new advertisers. As a postscript to this success story, the recent installation of color telecasting equipment makes optical superimposition impracticable. However, we continue superimposition on an electronic basis which produces similar results.

R. D. Irving, Prom. Mgr.  
KRON-FM-TV  San Francisco, Calif.

Radio in 1955

EDITOR:

I can't tell you how pleased I am with the "Radio in 1955" feature in the April 18 issue of BT. Of course, I do have a somewhat personal interest. However, I think the article will be of great help to everyone in radio.

Ernie Tannen, V. P. & Gen. Mgr.  
WILT  Pittsburgh

Radio News in Air

EDITOR:

I was much interested by your lead story [BT, May 16], so I had one of the boys out a story based upon it for use on one of our WMAQ (Chicago) radio news programs.

William Ray, Mgr.  
News & Special Events  
NBC Chicago, Ill.

[EDITORS' NOTE: Story Mr. Ray refers to deals with Politte three-area survey comparing earlier finding that even in places of deep TV saturation almost everybody listens to the radio. WMAQ's news item stressed the Politte finding that more than half the people would turn to radio to verify a rumor of war.]

Bon Voyage

EDITOR:

I do not know whether this item constitutes news in which your fine magazine would be interested or not. On June 1 I am leaving my position as assistant to Mr. Warren E. Baker, general counsel of the FCC. I am planning to take a motor trip to California with my wife this summer and after a very long, pleasant vacation will then probably enter the private practice of law in Rochester, N. Y., where my father practiced for more than 40 years.

I have very much enjoyed my work at the Commission and particularly my association with Mr. Baker, but, as I told Chairman Mc-

OPEN MIKE

Connaughtheaugh this week, it is my feeling that after nearly 11 years overall in military and government service, I now want to try my hand on the non-government side.

May I take this opportunity of saying how much I have enjoyed BROADCASTING & TELECASTING. It does an excellent job of covering a lively and very fascinating field.

Brendan McInerney, Asst. to the General Counsel  
FCC  
Washington, D. C.

Now There Are 13

EDITOR:

Your quote on page 139 of BT's May 16 issue—"Watch us hatch into Washington's most independent station"—is evidently an error, because the sticker referred to read as follows: "Watch us hatch into Washington's most powerful independent station—10,000 watts."

Harry Hayman, President  
WPBC Morningside, Md.

[EDITORS' NOTE: B-T's inadvertent omission adds another egg to the dozen in the package to which the sticker was attached when it was distributed as a promotion piece by WPBC, whose call identifies its location in Prince Georges County, adjacent to Washington, D. C.]

High Tower

EDITOR:

The cartoon on the editorial page of the May 16 issue was of particular interest to me because KOB-TV's transmitter is higher than

Page 12 • May 30, 1955
This week **ERNIE KOVACS** brings his antics
(and his friends) to **WABC Radio**

From 6 to 9 in the morning (Sundays excepted) Ernie Kovacs will be turned loose at WABC. Result: a wild, wacky combination of nonsense, music and news that will attract more people than we ever thought got up that early.

And Ernie will keep his early-bird sponsors smiling because they got there before the competition. Be an Ernie bird, too. It pays!

**WABC • Radio • 770 • New York**
Channel 13 WHBQ-TV
Memphis, Tenn.
A General Teleradio Owned Station

The Mid-South's Most Powerful Station Leads Competition In These Six Verified Market Measurements:


in local spot advertising. Local Air Survey conducted week of April 3, 1955.


Choose your rating service ... check ... measure and compare, and you will recognize the certified leadership WHBQ-TV has attained in less than two years of operation.

Channel 13 WHBQ-TV

Memphis, Tennessee
CBS and ABC Programs
Represented by Blair TV, Inc.
any other television station in the country. I would like, very much, to have the original of this cartoon to frame and hang in our lobby.

Wayne Coy, President
KOB-AM-TV
Albuquerque, N. M.

RF Formats
EDITOR:
Just a note to let you know that we are all very pleased with the article about Radio Free Europe in the April 18 B&T.
You will be interested to know that Bill Raelisal, our program director who is mentioned in the article, has received a number of phone calls from people who want to peddle their radio formats to Radio Free Europe!

Libby Ogren, Asst. Public Relations Dir.
Radio Free Europe, New York

Gladly Granted
EDITOR:
On page 63 of the April 11 issue of B&T you ran an article entitled: "You Are There Evolves to Film." Since Prudential is one of the sponsors of this program, we have a particular interest in the article and would like to know if we have your permission to reproduce it. We have in mind sending a copy to each of our field offices and possibly reprinting it in some of our house organs.

The Prudential Co. of America
Newark, N. J.

Radio for Banks
EDITOR:
In the March 28 issue of B&T, there appeared an article on radio advertising for banks, written by Mr. James Furniss, vice president of the C & S Bank.

We of WMLT are most anxious to obtain reprints of this article . . .

W. Newton Morris, Mgr.
WMLT Dublin, Ga.

[EDITOR'S NOTE: A limited supply of reprints of "A Georgia Bank Banks on Radio" is still available at five cents apiece.]

Up-to-Date
EDITOR:
... I am happy to hear that the suggestion which I made with respect to updating the list of tv stations which appear on your tv map has been accepted. I believe that you will find a favorable reaction to the idea throughout the industry . . .

Arthur S. Paroll, Dir. of Broadcast Media
Foote, Cone & Belding, New York

EDITOR:
Thanks for sending the revised station listings for the tv map. You will be pleased to know that your map is prominetly and permanently fastened to the wall by my desk. I am continually amazed by the vast amount of news and informative articles that weekly cram the covers of your fine publication . . .

Peter M. Bardach
Foote, Cone & Belding, New York

EDITOR:
... The panel bringing the Telecasting map up to date was certainly a fine idea . . .

C. Joseph Gavin
Cunningham & Walsh Inc., New York

IN REVIEW

THE CATERED AFFAIR

WHAT was billed as "The Catered Affair" on the Goodyear Television Playhouse on NBC-TV May 22 might have been more aptly titled "The Cluttered Affair."

This latest offering by Paddy Chayefsky, who has made distinguished contributions to television drama with "Marty" and other teleplays dealing with ordinary people grappling with human problems, shot wide of its mark. In an attempt to give depth to his story, Mr. Chayefsky had his characters involved in an almost endless series of current crises and old recriminations. The net result was a humorless, grim mishmash of melodramatic episodes.

It is conceivable that some grim moments can emerge when a mother insists on a catered affair for her daughter's wedding when the young lady and her fiancé have decided on a quiet wedding with no reception. Here are some of the conflicts that developed in the hour-long telecast:

The proposed matron of honor, who is married to a man who is going to lose his job, breaks down and sob uncontrollably because she cannot afford to buy a gown and a new suit for her husband. The father of the bride, who has been pictured as a penny-pincher, becomes embroiled in endless spats with his wife because he will have spent funds for the catered affair which he had earmarked for his "dream"—a taxicab of his own. The future bride and groom will have to forego a honeymoon trip to California because the catered affair requires more preparation, and a free auto ride to the West Coast will no longer be available. The bachelor uncle, who makes his home with the intended bride and parents, decides to board out because he cannot invite two old friends to the wedding reception. The mother is driven to the point of telling both her daughter and her husband that her marriage was arranged by her father and that she never had been loved. She also confesses that she always has favored her son, killed in Korea, over the daughter and wanted a catered affair to make up for this deficiency.

It is apparent from this brief recital of old antagonisms—and there were many more—that Mr. Chayefsky was attempting to paint a portrait of an extremely harassed family. He could have accomplished this objective with less talk, less histronics, and certainly, less hysteria.

The cast was uniformly excellent, particularly Thelma Ritter as the mother; Pat Henning as the father, and Billy Greene as the boorish father of the groom.

Sponsored by Goodyear Tire & Rubber Co., through Young & Rubicam, on NBC-TV on Sun., 9-10 p.m. EDT on alternate weeks.

"The CATERED AFFAIR" was telecast on May 22.

Production Costs—Approximately $35,000

Writer—Paddy Chayefsky
Producer—Gordon Duff
Director—Robert Mulligan
Assoc. Producer—Robert Alan Arthur
Assoc. Director—Dean Whitmore
Cast:
mother—Thelma Ritter
father—Pat Henning
uncle Jack—J. Pat O'Malley
bride—Kathleen Maguire
kid brother—Andy Mulligan
Alice, bride's friend—Nancy Marchand
groom—Michael Higgins
Mr. & Mrs. Halloran—Billy Greene and Katherine Hynes

Page 16 • May 30, 1955
Two months ago, WPRO-TV made its debut on Channel 12 in the nation's 14th market—the "Big Three" market comprised of Providence, Fall River and New Bedford. Public acclaim for this new television service has been overwhelming. (Ask BLAIR-TV for the proof!)

In this market where the familiar call letters WPRO have long stood for the best in radio, WPRO-TV now offers the best in television—a continuation of Cherry & Webb Broadcasting Company's more than twenty-three years of community service.
When today's Horatio grabs his Hooper or Platonius peruses his Pulse he's obviously looking for facts... and when he studies either of those studies (ARB too) he's going to rediscover what he already knows; i.e., there's no station like WTRF-TV in the Wheeling-Steubenville Two Billion Dollar Market. By every accepted standard of measurement WTRF-TV dominates by a wide margin, indicating that the 397,000 families in the WTRF-TV coverage area, owning 304,778 television receivers prefer this unusually popular, watchable station. The upper Ohio Valley, known as "the rich Ruhr Valley of America", covered by WTRF-TV, is continuing to attract major industry because of its abundant natural resources and fuel and a plentiful supply of manpower. So, when making up a schedule, or adding to one, don't be carried away by magnified coverage figures; get the facts; check the ratings; find out who's viewing what. When you do you will realize WTRF-TV is dominating an important market—worth your consideration.

A phone call will cause any Hollingberry man to grab his toga and laurel crown and come a-running to your office to show you the latest Hooper, Telepulse, ARB figures, or the NBC schedule. If you insist on the facts direct from the inner sanctum, call Wheeling 1177 and let Caesar Bob Ferguson tell you how "Omnia Gallia est divisa en tres partes" and how WTRF-TV's part is better than 2 to 1 of the tuned in audience between noon and midnight.

Pax Vobiscum.

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**MILESTONES**

- **JOHN CAMPION**, control room operator, WDRB Hartford, Conn., is marking his 13th year with the station.
- **MEL GOLDBECK**, production manager, Gardner Adv. Co., St. Louis, has marked his 35th anniversary with the agency.
- **KFH Wichita, Kan., is observing its 33d anniversary of broadcasting.**
- **FRANK HEMINGWAY**, newscaster, Don Leo Broadcasting System, Hollywood, is celebrating his 11th year with the network.
- **WMAQ-AM-FM Chicago has begun the third year of its NEW DIMENSIONS stereophonic sound series described by the station as "3-D radio."**
- **CBS-TV's BEAT THE CLOCK is celebrating its sixth year on the air.**
- **JOHN F. DELISA**, personality-music librarian, WTIC Hartford, Conn., has observed his 25th year with the station.
- **JOHN HARRISON**, transmitter engineer, WIP Philadelphia, is celebrating his 23rd year with the station.
- **HOWIE LEONARD**, announcer-disc m.c., WPOR Portland, Me., is marking his seventh year in radio.
- **KUDL Kansas City, Mo., has commemorated its second birthday.**
- **MILTON CROSS**, commentator, ABC Radio Metropolitan Opera series, has celebrated his 15th anniversary with the program.
- **ARTHUR F. RICHARDES**, local sales manager, WSBT-AM-TV South Bend, Ind., has celebrated his 25th year as a member of the station's staff.
- **HARRY BRODERICK**, chief engineer, WDRC-WFMQ (FM) Hartford, Conn., is observing his 14th year with the stations.
- **SID FULLER**, newscaster, KHJ Hollywood, has marked his 12th year in broadcasting.

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WDBJ Roanoke, Va., found it fitting to present a cake to a baker. Ray P. Jordan (1), WDBJ general manager, pays tribute to Frank Welch, president and manager of Rainbo Bread Co., as Rainbo celebrated its 20th anniversary as sponsor of WDBJ's The Musical Clock (7 a.m. weekdays).
"I got it straight from a timebuyer."

"Sure... you know who! Old Ivorytower from Mumblethrush, Supersell & Erudite—the big agency that’s got all the radio-TV billing. He was sitting right there... where the lady is... and he says to this young fellow with him..."

(Know who’s talking? That’s Sam, master barman at Radio City’s English Grill — precise as a Heidelberg chemist in the art of blending. What’s more, he probably knows more top timebuyers than you do. So listen.)

"This fellow — he’s watching the skaters in the short skirts, see? But he sure jumps when Ivorytower asks: ‘How’d you like to find another job for yourself?’ ‘Huh?’ says the guy, sort of strangling-like.

"Well, sir, old Ivorytower gives him a three-decimal-point look and then says: ‘I checked that new schedule you made up yesterday. So when did Maine secede from the Union? Half a billion annual retail sales in seven counties... a couple of powerhouses like WABI and WABI-TV to cover it... audience loyalty like a Dodger fan’s — and you ignore all this? I should give you back to the mailroom!’

“That fellow didn’t even wait for his London broil. Hightailed it right out of here to get latest availabilities on WABI and WABI-TV. Even I could’ve told him he pulled a rhubarb. You folks got anything to sell up Maine-way...?"

Wabi AM TV
Bangor, Maine
General manager: Leon P. Gorman, Jr.
Turnips green or sirloin steaks—it's all the same to Uncle Ned; he tells our audience how good they are and they go right out and buy.

He's an equally good salesman on Radio or TV.

Scott's Super Market writes Uncle Ned:

"You have been on radio and television for us for about three years ... today our business is more than double that of 1951, and 3½ times larger than in 1948, and we hope 1955 will be even larger than 1954 which was by far our best year ... we want to express to you and your entire band our many, many thanks for a job well done—the very best."

As to turnips green, here's an unsolicited letter from the White Packing Company, Vienna, Ga.:

"You have been advertising our Georgia Brand turnip greens for about a year and I would like to try to thank you for the wonderful job you have done in promoting and assisting us in the sales of this product. Our relations with Uncle Ned and His Hayloft Jamboree have been fulfilling and we are looking forward to continuing these favorable relations."

Lots more like those, but you get the idea. We've got the boy to sell and get aboard our Hayloft Jamboree. Your product, so choose your partner. See Avery-Knodell for TV; Katz for the radio session.

WHEN the American Assn. of Advertising Agencies elected Vincent Bliss a director, representing the central region, it once again recognized the niche carved by a leading Chicago executive in the halls of the AAAA and Earle Ludgin & Co.

At the national level, Mr. Bliss has been active in AAAA work for some years, particularly in the trade association's agency-educator program. Among Chicago agency colleagues he has won acclaim as a foremost creative specialist grounded in the intricacies of merchandising.

A veteran of 23 years with the same agency, Mr. Bliss was elevated to the presidency of Earle Ludgin & Co. last January, in a top-level realignment that brought Earle Ludgin to the post of board chairman. The promotion of Mr. Bliss and others was attributed to the "recent rapid growth" of the agency, which bills about $10 million annually, perhaps half of which derives from radio and television.

As for himself, friends are still mildly surprised that Vincent Bliss, a product of Chicago, was the author of the All Purpose Hit radio jingles and was one of the first instrumental in bringing the symphony orchestra to commercial television.

Mr. Bliss spent 14 years in the mercantile world before deciding to get into a wider field and joining his lifelong friend, Earle Ludgin. The association has proved a fruitful one for the agency.

Vincent Richard Bliss, born on Nov. 30, 1897, was attending Wendell Phillips High School when a fortuitous thing took place: the advertising director of Albert Pick-Barth Co., merchandising-manufacturing firm, chose him along with five other boys to serve as apprentices at $7 per week in an organization handling about $30 million in business each year. The firm and its subsidiaries specialized in hotel equipment and furnishings.

At that time, in the early 1900's, Albert Pick-Barth Co. included such groups as the John Van Range Co., White Door Bed Co. and Clinton Carpet Co. (marketers of Oeize rug cushions).

Young Mr. Bliss started as a cub in the parent firm's catalog department and was appointed advertising manager when only 21. He immediately became interested in creative labors, working in sales promotion, and finally was made special sales director.

When the Pick organization was sold to other interests in 1927, Mr. Bliss became a partner in Taylor, Rogers & Bliss, a sales and marketing consultant for advertisers, agencies and others.

In 1932, the time for decision arose and Mr. Bliss joined Mr. Ludgin, an alumnus of Albert Pick-Barth Co. as vice president. Like most principals of the Ludgin agency, Mr. Bliss was both creative man and account executive. For many years he was responsible for numerous broadcast accounts, including the writing of radio commercials and other phases.

One of "the earliest and most interesting campaigns," Mr. Bliss recalls, was the catchy jingle series for Hit Products Corp. (now in television exclusively). Another series which he nurtured was the Chicago Symphony Orchestra, a veteran on radio for many years and now on television for the past few seasons under sponsorship of the Chicago Title & Trust Co.

Today Mr. Bliss is head of an agency which numbers among its radio and/or tv accounts such clients as Helene Curtis (Spray Net, Lano-lin Discovery), Jules Montenier Inc. (Stoppet, Poor, Finesse), Best Foods Inc. (Shinola), Rath Pucking Co., W. P. McLaughlin Co. (Manor House coffee), Bendix laundry appliances, Crosley kitchen appliances. Mr. Bliss had moved up from vice president to executive vice president of the Ludgin agency in 1946.

In his position as head of one of Chicago's fastest growing agencies and a prominent figure in the AAAA, Mr. Bliss feels the broadcast industry is "nearing the end of a transition period of the past three or four years" with respect to the roles played by radio and television. He also is concerned with the "position in which the television industry finds itself as to what I consider dangerous commercial abuses." He says:

"There is a very serious problem with respect to commercials and a murderous problem with respect to costs." He adds that "we may be forced closer to the magazine concept" in programming.

On radio he says

"We have been trying, where it will fit, to employ radio, but there is no use pretending that radio is not being overshadowed by tv. Radio activity is much less strong for us than tv now.

The agency-educator project was motivated in the AAAA central region, with Mr. Bliss taking an active hand on its task forces. He feels there should be a greater understanding by school faculty members of advertising's role in the nation's economy.

Mr. Bliss' hobbies are nature subjects (he's president of the National History Society of Barrington), music and travel. He married the former Alma Stephenson. They have a married daughter, Mrs. David Main, and live in suburban Barrington.
ROBERT G. OAKLEY is a rare executive in Chicago advertising circles. His background is literally devoid of lengthy agency experience and he virtually grew up in the marketing and distribution phases of the oil business.

Today, at the age of 32, Mr. Oakley is vice president of Maryland Adv. Agency Inc., Chicago, which handles the mushrooming Oklahoma Oil radio-tv account. Mr. Oakley triples in brass: he writes copy for its commercials, dabbles in production and buys time in the highly-competitive Chicago oil-gas market.

Oklahoma currently spends about three-quarters of a million dollars on Chicago radio-tv sports and other programs, including co-sponsorship of Cubs and White Sox home telecasts on WGN-TV; a fourth of an all-year-round $500,000 radio sports package on WCFL, and a strip of Tom Duggan’s nightly commentary on WBKB-TV. The sports bundle comprises Sox baseball, Notre Dame and Chicago Cardinais football, Blackhawks hockey and the Bob Elson Show.

Mr. Oakley himself has been athletically inclined since he played high school football and basketball for De LaSalle Institute. He was born in Chicago on Jan. 8, 1923. After high school, he majored in business administration (while playing golf and basketball) at the U. of Chicago for three-and-a-half years. He also attended the U. of Wyoming and later the Cite Universitaire Dijon while with the 66th Infantry Div. overseas.

He started his business career with Jos. T. Ryerson & Sons in steel warehouse sales in 1946, served one year with Snow Crop Marketers Div. of Clinton Foods in sales promotion and worked with Oklahoma Oil Co.’s Fuel Oil Div. as assistant sales manager for five years, before joining the Maryland agency in November 1953.

Among other accounts on which Mr. Oakley rides herd are Riley Oil Corp., Lake River Terminals Inc., Thaw Corp. and South Side Petroleum Co. Needless to say, he believes avidly in advertising, and particularly in tv sports programs.

Mr. Oakley married the former Joan Dillon. They have two children, Robert B., 1½, and Lisa C., 2½, and live in Chicago’s South Shore district. An ardent golfer (he was champion of the South Shore Country Club 1953-54), he also belongs to the Builders Tee Club and Phi Delta Theta Alumni Club.
KTVH Wins BILLBOARD AWARD!
(FOR TV FILM PROGRAM PROMOTION)

Put "Windy" On Your Payroll, Too!

Yes, "Windy," the very spirit of Kansas TV, is always on the job for you, your show and your product when you enlist the services of KTVH with its dominance of the TV audience in the rich mid-Kansas area. Contact a KTVH representative, today!
MORE THAN 2200 BROADCASTERS SAW THIS EQUIPMENT IN ACTION AT THE NARTB CONVENTION...

NEW G-E

...they saw rock-steady pictures from film and slides

More than 2200 broadcasters saw G.E. prove the superiority of this new, complete Color Film Center at the Washington, D. C. show. On-the-spot studio demonstrations of the color monitor, fed from the new G-E Film Center convinced even the most critical viewers that here is live, vital color—faithfully reproduced in crisp precise detail. As color TV comes more and more into its own, G.E. stands ready to provide equipment for picture quality to please sponsor and home viewer alike.

...they considered and compared these outstanding advantages:

1. This scanner system coupled with Eastman Kodak's perfected continuous motion projector results in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

2. Many times the light output of other CM optical systems to make it possible to obtain the best pictures from your "problem" films regardless of age or density.

3. Automatic film-shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

4. Available for monochrome or color projection.

5. You can block build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second CM projector, when needed, for monochrome or color film facilities.

6. Separate scanner tubes in each projector—assure reduced lost air-time in event of tube failure.

7. Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation, cut manpower costs.

8. Masking amplifier actually can make final picture better than original film.
G-E Color Film Center...

consists of a 2 x 2 Dual Slide Scanner and two continuous motion 16mm Film Scanners feeding into a Channel Pickup.

Block build your color equipment—purchase the Slide Scanner separately for initial venture into color. Later, add one projector, or two, as illustrated.

Or, buy it for Monochrome and change over easily to color when you are ready.

Miss the NARTB Show? Here's How To "Compare-it-Yourself"—at your desk! Even though you may have missed the convention and demonstration of the new G-E Color Film Center, your G-E Regional or District Manager has the detailed specifications for you. He has a handy "compare it yourself" chart for you also. Check him for the facts, or write: General Electric Company, Section X255-31, Broadcast Equipment, Electronics Park, Syracuse, New York. In Canada write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.
MORE NORTH CAROLINIANS LISTEN TO WPTF THAN TO ANY OTHER STATION
(Source: Nielsen coverage service.)

WPTF
NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina
50,000 Watts 680 kc
NORTH CAROLINA'S NUMBER ONE SALES MAN IN THE SOUTH'S NUMBER ONE STATE
R. H. MASON, General Manager
GUS YOUNGSTEADT, Sales Manager
FREE & PETERS National Representative
BROADCASTING COMES AWAY WITH NEW LUSTER, STATURE

Eisenhower's precedent-making appearance before the NARTB in Washington hiked broadcasting prestige. Convention draws 2,000 delegates for packed agenda of speeches and an estimated $10 million in exhibits. Site of next year's convention: Chicago.

BROADCASTERS and the President of the United States got acquainted last week—for the first time. They discovered, within a vast new Washington auditorium, that their interests are common and their feelings mutual. Most important, President Eisenhower joined a 35-year fight for follow-up of the airwaves.

As 2,000 leg and seat-weary delegates left their convention hotels—and the plural "hotels" is used deliberately—they mostly carried thoughts of a week well spent as convention weeks go.

NARTB's annual meeting was practically fight-free, somewhat of a letdown to those who like their conventions strewn with bombs and casualties.

It was, in the opinion of hundreds of contacted delegates, a highly successful commercial clinic and broadcasters-government family reunion. Those who came with open ears and sharpened pencils got their money's worth and they are now back home with stacks of helpful hints on how to run a radio or television station (see pages that follow).

Those eager enough to endure several times a day the shuttle-bus and taxi-cab traffic between the Shoreham and Sheraton Park hotels had a chance to see possibly $10 million in technical equipment and two full floors of film-program-light equipment exhibits plus a third exhibit of public service contributions by broadcasters and The Advertising Council.

A lot of business was done at the exhibits—most of the exhibitors aren't saying how much. Film firms, becoming more important every year in the convention picture, had educational and attractive displays—especially the latter although in more restrained form than was the case at recent NARTB meetings in Chicago and Los Angeles.

The biggest dud of the formal program was subscription TV. It had been unofficially billed in advance as the firecracker of the week, but nothing happened except some impotent press-agentry and a warning by NARTB President Harold E. Fellows that NARTB may join the ballyhoo parade if artificial infusing of public opinion continues. A resolution lightly exploring pay-to-see TV didn't get through the Resolutions Committee because this group felt NARTB's TV Board had treated the matter adequately in a recent statement to the FCC. This statement didn't oppose pay-to-see TV but warned against any harmful tampering with the service to public over existing channels.

Radio emerged hopeful and confident, compared to the blues that marked the 1954 Chicago meeting. FM broadcasters saw hope in multiplexing and carried an effort to take a stand on subscription TV by coupling it with contract-fm.

Exhibitors ran the gamut of promotional and teaser gimmicks, including a synthetic Marilyn Monroe who didn't quite match the authentic topography of the widely circulated calendars that many delegates carefully carried around.

The 1955 NARTB convention was the best attended in history—and that includes the meeting halls. Its programming was well organized—so well that it almost had an automation personality at times. This careful planning of a four-day agenda, plus a pre-Sunday warmup that included the B-T golf tournament and social affairs, served to prevent oratorical barge-rages and the unbilled skirmishing that have brightened—and marred—past conventions.

With all the meetings and meals and reception spots, there appeared unanimous accord on one outstanding conclusion: The broadcasting industry is at last gaining equal access with the press to the ears of Washington's top administrative, legislative and regulatory people.

Delegates felt 1955 marked the end of the "you folks have a pretty good thing there" type of attitude that has come from tolerant public officials. President Eisenhower sounded a warning about broadcasters' responsibilities and the obligation to serve the public. The chairman of the Senate and House Commerce Committees talked much plainer and made it clear that public pressures are being felt on the Hill.

All of them indicated that Capitol Hill and Pennsylvania Ave. are aware that radio and television are the most powerful intelligence devices known to mankind and deserve fair legislation and regulation.

That expression of awareness showed the wisdom of convention planners in picking Washington for a meeting site, NARTB's official family agreed at the weekend. It more than offset, they felt, the housing agony of many delegates and the inter-hotel traffic nuisance.

As it now stands, NARTB's next two conventions are slated for Chicago, where hotels abound and one roof can house the whole official works. Another Los Angeles meeting for 1958 is tentatively considered.

The week was full of highspots, besides the first broadcast convention address by a President of the United States. The huge new Sheraton Hall was a blessing, accommodating over 3,000 at meetings and 2,000 at meals. FCC Comr. Robert E. Lee offered a plan to put all TV in vhf—60 to 242 mc (47 channels). Electronic miracles were performed in the Shoreham's garage, where heavy stuff was shown and one major company—General Electric—surprised itself by coming up with a tape-controlled TV automatic programming gimmick designed originally to solve a display-booth manpower problem and suddenly became a brand new product.

Automation abounded among exhibits, as did...
interested delegates who ignored the warmish surroundings to look and learn.

Co-chairmen of the Convention Committee were Clair R. McCollough, Steinman Stations, for tv and Henry Clay, KWKH Shreveport, La., for radio.

A topical summary of the week's principal developments follows:

**THE PRESIDENT**

Historically, the one truly notable event of the meeting was President Eisenhower's tribute to the role radio-tv are taking in keeping the nation and the world informed, a role that offers the way to win the cold war and insure world peace.

His appearance, the first made by a president at a broadcasters convention, moved him to hope that future presidents "will find it not only convenient but practically necessary to appear before you and tell you, in their turn, what is on their hearts at the moment."

This suggestion moved FCC Chairman George C. McConnaughey to urge broadcasters to see that the President appears at the convention every year "for the next five years"—an informal reference to the 1956 elections that drew a chuckle from the 3,000-plus audience.

President Eisenhower spoke without text or prompting apparatus. He found a sympathetic audience in prescribing government's role to decisions on who is to use channels and adherence to the rules of decency. He counseled stations on their responsibility to the public and in effect urged separation of news and editorial matter. Finally he urged broadcasters to work out ways of keeping their "great media free in the truest sense of the word."

**CAPITOL HILL**

Assurance that the Senate Interstate Commerce Committee will conduct a fair and objective study, with the hope that service to the industry will serve the public, was given Thursday noon by Chairman Warren G. Magnuson. He said the "study" will begin after recess of Congress, probably before mid-August, and will not be an "investigation." The chairman firmly declared his faith in the American system of free broadcasting and promised to work for deletion of the excise tax on tv sets as a way of helping uhf. He said network-station relationships will be reviewed as well as the FCC allocation plan.

A better-listen-to-daddy approach was taken by Sen. Magnuson's opposite number, Chairman J. Percy Priest (D-Tenn.) of the House Commerce Committee. The way heat is being turned on legislators, he said, it's doubtful if broadcasters would be able to get the freedom specified in the 1927 and 1934 radio laws if the act were being written today. He warned that demand for repeal of the charter of freedom, or at least a change, may come if the feeling grows in Congress that broadcasters are abdicating responsibilities to networks and advertisers.

Nearly a dozen state associations held breakfast meetings with the lawmakers.

**THE COMMISSION**

A packed ballroom tuned in for the annual face-to-face meeting with the seven FCC Commissioners. The banter, and bunging, were good listening even if few major issues were solved. The regulators cheerfully submitted to the open-door Commission meeting, and let go an occasional shot at each other in a healthy swapping of ideas.

If a decision were rendered on the oratorical point system, Comr. Frieda Hennock probably would get the fans' nod. At one point she and Comr. John C. Doerter stood toe-to-toe on the matter of free political time.

The matchmakers had ruled out the prime topic of all—subscription tv. This is a pending question at FCC and it was relegated to official procedure rather than the convention forum.

Topics discussed included newspaper ownership, which Comr. Lee favored and Comr. Hennock opposed, with Chairman McConnaughey not opposed to the idea; daytime station uniform hours; higher power for 250-watt; military grabbing of spectrum space; educational reservations, and revision of the protest rule.

Turn about is fair play, it was decided, so the Commissioners asked broadcasters to list the regulatory questions that concern them most.

In his separate speech Tuesday noon Chairman McConnaughey said FCC will soon dispense an idea plan to up the maximum power of uhf stations from one million to five million watts.

The FCC staff, he said, is working on another let's-help-uhf project—a probe of the chance of getting set-makers to turn out more sensitive uhf receivers. He favored an FCC study of networks, and the whole industry, as well; wondered if license renewals were being processed with out-of-fashion tools; held out for quick decisions on long-standing daytime-sky-wave and clear-channel proceedings; urged a speedup in FCC operations and flatly came out for as few government controls as possible.

Chairman McConnaughey's belief that three tv networks can survive, expressed at the top of the President's committee last month, was relayed to broadcasters by the Tennessee Democrat.

When the committee head brought this out, the FCC Chairman readily confirmed the statement, saying he wasn't sure about a fourth or fifth.

**RADIO**

There was one encouraging sign that no delegate missed—the dramatic evidence that radio once more is on the march. A year ago, they recalled, a speaker had chided radio broadcasters for their weak-kneed selling and defensive attitude. Kevin B. Sweeney, Radio Advertising Bureau president, put it eloquently in these words, "... the biggest, fastest growing, most changed and America's newest advertising medium."

Wednesday was Radio Day, and homeward bound broadcasters felt a new confidence as advertisers themselves told how the medium brings in customers. Corridors buzzed all day and into the night after David J. Mahoney, president of the New York agency bearing his name, called it a "vibrant medium" going through a "transitional period" and then proceeded to show how powerful radio advertising now is and how powerful it is going to be.

CBS Radio stuck to recent convention tradition by coming up with a radio rate revision but ran into affiliate objections. Instead of cutting night rates (1954 convention) or revising the card downward (1951 convention), CBS Radio offered its affiliates a single rate for all time periods.

The CBS Radio Affiliates Assn. board agreed to this single rate but it balked at an allied plan to cut affiliates compensation 25%. To offset this 25% cut, CBS Radio offered to give stations more 70-second station breaks for local sale, day and night.

Affiliates and network will continue to study rate revision. They have until Aug. 25, when the present contracts expire.

Radio can learn a few public relations techniques from the tv code of ethics, it was pointed out by E. R. Vadeboncoeur, WSYR Syracuse.

MBS announced a plan for more flexibility in network selling. It includes six-second commercials within the network's identification time. Mutual made clear that it intends to survive despite predictions that only one or two radio networks may be operating in two or three years at all.

ABC flatly declared itself against further cuts in network radio time costs, no matter what others do. ABC President Robert E. Kintner and other top officials defended network radio
THE ORDER CHANGES

A N ERA ends at the FCC with the nomination by President Eisenhower of Richard A. Mack of Florida to succeed Comr. Frieda B. Hennoek, who for seven years has been the Commission's most exciting and most excitable member. Miss Hennoek was the first and only woman to serve on the Commission. There obviously is no present disposition to appoint another.

The question arises whether Mr. Mack's ascendancy will mark the beginning of a new era at the FCC. He is the third commis- sioner named by Mr. Eisenhower direct from the common carrier field, and who has been identified with National Assn. of Railroad & Public Utilities Commissioners. Chairman George C. McConnaughey, a former president of this association, had been head of the Ohio State Commission, and Comr. John C. Doerfer had been chairman of the Wisconsin Commission.

Mr. Mack comes well recommended, and those who know his Florida service say he has great capacity and ability and is progressive. Both Messrs. McConnaughey and Doerfer have demon- strated energy and have quickly absorbed knowledge of the FCC's complex functions. The one misgiving heard is that a common carrier regulatory background breeds a common carrier approach to broadcasting, wherein the government fixes rates charged the public, and controls profits. Such a concept, applied to radio or television, would destroy its free estate. It is gravely important in the FCC's consideration of subscription tv.

So far these misgivings have proved groundless in the cases of Messrs. McConnaughey and Doerfer. If anything, they have been more liberal in their approach to the freedom of broadcasting from undue regulation than some of their non-common carrier colleagues. Miss Hennoek, for example.

Mr. Mack adds a new dimension to the FCC's membership in another respect. He majored in business administration at the University of Florida. Before he entered state government, he was general manager of the Port Everglades Rock Co., in Florida, suppliers of rock for road-bed and for other construction purposes.

The FCC now has four lawyers (McConnaughey, Hyde, Doerfer, and Hennoek); one accountant-attorney (Lee); one engineer (Web- ster) and one businessman-broadcaster (Bartley). Mr. Mack's ap- pointment subtracts one lawyer and adds one businessman.

A footnote on Miss Hennoek. It would have been better if she had decided not to seek reappointment after having devoted seven years, at personal financial sacrifice, to the government. It had been apparent for some months that the Administration had no intention of reappointing her. But she nevertheless insisted upon keeping her own counsel and of awaiting what to her colleagues and most observers was the inevitable

Miss Hennoek worked hard at those projects which interested her. She was the Joan of Arc of educational television. She went all out in support of the minorities. Legally, she kept the record straight. There was no doubt about where she stood on any subject of interest to her. Each day was a cause celebre.

Miss Hennoek, we have no doubt, will do well in her return to law practice. She is able and persevering. We would rather have her for us than against us.

as a powerful and salubrious advertising medium despite television.

TELEVISION

Television had an impressive show of its own Thursday, the final day. Starting with earthy topics, the network plans continual examination of the subject. Such a concept, applied to radio or television, would destroy its free estate. It is gravely important in the FCC's consideration of subscription tv.

All program forms must be used if television is to program for everybody, Sylvester L. Weaver, NBC president, insisted, calling for continuing examination of both the audience and programs. He takes some gambles on shows of a subject, he said—"a risk, incidentally, that only a network can afford and the reason great network service is so important."

CBS President Frank Stanton announced the network plans to set up a public committee to find out what the public wants from television. The network will have no connection with the committee, once it is formed.

The Thursday morning program, with its his- toric review of television's 10 years, included a talk by Dr. Allen B. DuMont; a presentation of Allen B. DuMont Labs and DuMont TV Network, of the medium's early years up to the end of World War I. He looked ahead to spanning of continents and oceans, bringing undersea and undersea, peace, culture, and an end to poverty and disease.

Forget the outlaw of color tv, Harold Hough, WBAP-TV Fort Worth, said. This true pioneer of the electronic media said color will revolu- tionize all advertising and I do mean all.

The most pressing public problems of FCC and Congress "is lack of acceptable, available tv stations in order that the public may receive a variety of programs easily," said Robert E. Kintner, ABC president. He told the tv session that only 42 markets have three or more tv stations and urged "some degree of de-inter- mixiture." While the NARTB tv Code has been running over three years, there's "disturbing evidence" some tv station operators figure a dollar is more important than self-respect, John E. Fetzer, president of the Fetzer Stations, said. "We left the code behind," he said. "Self-respect attract dollars," Mr. Fetzer re- minded, calling for support of self-regulation.

TWO HIGH SPOTS

There were two "sleepers" during the week—a sermon on broadcasting's blessings and its commercial merits by Rev. Dr. Norman Vincent Peale and a public service exhibition that vastly exceeded the dreams of its truly service-minded sponsors, NARTB and Advertising Council.

Dr. Peale had over 2,000 luncheoners alternating between hearing laughter and pride in their achievements. There's nothing wrong with commercials or profit, he said. What's more, he would rather listen to commercials until doomsday than to programs conducted by the government. He found ready accord among his listeners, who also cheered his claim that radio-tv must have full access to public affairs if the nation is to remain free. They felt a sense of pride as he called them fellow evangelists who have done much to bring about a great religious revival in the country.

Large—but not large enough—crowds visited an astounding display of public service activities blessed with the cooperative time and facilities of advertisers and electronic media. These dis- played education, prayer, peace, culture, and an end to poverty and disease.

For the outlaw of color tv, Harold Hough, WBAP-TV Fort Worth, said. This true pioneer of the electronic media said color will revolu-
President Fellows, Ladies and Gentlemen:

It is a great honor to appear before this distinguished body. In my mind there is some doubt as to the exact capacity in which I do appear. I see some of my friends of the press here. They know that I have been on Presidential press conferences where there has been television present. So it raises a question—Do I come as a co-worker or as a sponsor? I understand that this is the first time in the history of your organization that a President has appeared before you. Governments notoriously move slowly, and sometimes this is a virtue. But I think that after this length of time, it is safe to make a tentative conclusion that radio and television are here to stay, and a President, therefore, can afford to take them quite seriously. Actually, not only here to stay but a mighty force in our civilization, one that is certain to grow and one because it will grow and be more powerful in its influence upon all of us.

A convention such as this has very deep social and professional problems to consider and on which they must reach proper conclusions. Nothing has been so important to us as an informed public. As long ago as Jefferson's time he said were he forced to choose between a government without schools or schools without government, he would unhesitatingly take a civilization in which he had schools without government, well knowing that an informed public would soon discover the need for government and establish a proper one among themselves. And in the reverse case, he apparently did not know what might happen, because government with an uninformed public can be, as we know, very vicious.

Now one of the things that has made us an informed public is the fact that we have had a free press, and now these great institutions, the radio and the television, have moved in to take their place alongside the older media of mass communications. And this means, if we are to draw any lessons from the past, that they in turn must be free.

It behooves you, then, I think, to discover the formulae and to evolve them among yourselves and to announce them.
and to follow them so that they will keep these great media free in the truest sense of the word.

We must not wait for governmental regulation, or compulsory governmental intervention in the form of suits and antitrust actions and all the rest. We must grow up with this great force, assuring the freedom of people to express their proper opinions, with the whole industry governed by the same rules that govern newspapers, the normal rules of decency and good taste. As long as those are observed, any proper opinion—any opinion—can be expressed before the public.

There is a tremendous responsibility here—in some ways, I think, transcending that which is placed before the publisher. The publisher puts in your home a piece of print. It is essentially cold—although, of course, we admit that some writers have an ability to dress it up and make even disagreeable facts at times look fairly pleasant. But with the television or with the radio, you put an appealing voice or an engaging personality in the living room of the home, where there are impressionable people from the ages of understanding on up.

In many ways therefore the effect of your industry in swaying public opinion, and I think, particularly about burning questions of the moment, may be even greater than the press, although I am sure that my friends here of the press will have plenty to criticize in that statement. Nevertheless, it is something different, and you do introduce personality as well as cold fact. I think, again, that places added responsibility to see that the news, in those areas of the radio and television field that have to do with the dissemination of facts, is truthfully told, with the integrity of the entire industry behind it.

NEWS AND EDITORIALS

I once heard an expression with respect to newspaper standards: the newspaper columns belong to the public and the editorial page belongs to the paper. And, for myself, I find that an easy standard to follow and to apply as I examine a newspaper. I should think that some such standard could be developed among you. Of course you want to entertain. Of course you want people to look at it, and I am all for it. And I think everybody else is. But when we come to something that we call news—and I am certain that I am not speaking of anything you haven't discussed earnestly among yourselves—let us simply be sure it is news. Let all of the rest of the time be given to entertainment or the telling of stories or the fanciful fairy tales that we sometimes find in other portions of publications.

Now, to remain free, the government does have to interfere or to intervene, possibly, in your industry more than it does in those that deal with the printed word. After all, there seems to be only one canopy of air over the United States and in the rest of the world, and so there must be some means of deciding who is to use the various channels available. We shall always hope, of course, that that is done fairly and without any relationship of partisan politics or any other inconsequential factor so far as this great medium and problem is concerned. But beyond that one necessary intervention and the enforcement, as I said, of the rules of decency, my only plea is this: that you people take thought and counsel among yourselves to insure that this medium—these two great media—remain free—completely free of domination of any unfair kind and they belong to the people. Thus, as I see it, you will do a great and growing part in informing the public.

Now, just a moment on my favorite subject. I quoted Jefferson to you but I think if Jefferson were alive today he would state the proposition in language so much more emphatic than he then used that you would scarcely recognize the similarity. Never was it so important as it is today that the American public is informed. We have burning questions abroad that stretch from a four-power conference around the world to the Indonesian crisis—the Indo-China crisis. It is absolutely essential that the Americans know the actual facts of these problems. Moreover, that they be helped to gain an understanding of the relationship between these facts, because knowledge alone, necessarily—always remember—is not sufficient. We must understand.

We must understand the relationship between the farmer working in Kansas in a wheat field and the need for wheat in far-off Pakistan or some other country. We must understand these things if we are to know why we have to promote trade, why we have to promote truth about our country abroad, why we are so anxious to take America in picture and in word and in printed form, and indeed in our hearts, in our entertainment of troops, to other countries, to let them see, insofar as we may: What is America? Why are we so proud of it? Why has it brought the standard of living and given the greatest opportunity for intellectual and spiritual development? This is the way that we must win the so-called cold war. This is the way that we must win our way to peace.

I think everybody in the television and radio professions has a right to think of himself as a man bearing a great responsibility as a crusader and help to do this job of education, of ourselves and of others about us, and to bring home here an understanding of what goes on in the rest of the world.

I think today Jefferson's statement might be paraphrased to say: If I had to have international free communications or some kind of world government that could enforce the peace, I would unhesitatingly choose complete, free, international communications. And then we would be sure that we would find ways for sovereign nations to achieve man's age-old aspiration: peace among men with prosperity fairly shared by all.

I repeat, my friends, it has been a great honor to appear before you. If I have started a precedent, I am very proud of it, and I do trust that future Presidents will find it not only convenient but practically necessary to appear before you and tell you, in their turn, what is on their hearts at the moment.
increased rapidly. Consequently the convention hotels were splattered with sub-conventions, most of them complete with officers and bylaws.

These groups took up specialized phases of their specialized problems, and got a lot of work done. Here are a few of the sessions:

Nationally a dozen state broadcaster associations held breakfast meetings with their Washington legislators. Texas, of course, had the biggest with 80 in attendance.

A luncheon of state association presidents produced a plan to develop state and national library facilities so NARTB and the separate states can keep in touch with Legislative, legal and other developments.

One new organization was formed—Assn. for Professional Radio & TV Education. It still needs NARTB board approval in June. Then it will go about improving the education and training of prospective broadcasters at colleges, replacing an older group operating on a modest scale.

The Radio Pioneers dinner Wednesday was pleasantly nostalgic, as usual, and some awards were dispensed.

On the business side, Daytime Broadcasters Assn. went ahead with its long-range effort to obtain uniform sign-on and sign-off times.

Clear Channel Broadcasting Service stated its position on such policy matters as daytime skywave uniform sign-on and sign-off requests and increased power for Class IV stations. Allocation negotiations with Mexico were reviewed.

Community Broadcasters Assn. met Monday, with President F. Ernest Lackey, WHOP Hopkinsville, Ky., announcing CBA has been incorporated. It called for support of the horizontal power-boost plan and retained technical counsel.

UHF Industry Coordinating Committee held a series of meetings and decided to meet with the FCC soon to offer suggestions for the relief of UHF troubles and to equalize TV competition. It took no stand on subscription TV.

At a special meeting of a film panel explored distribution problems and ways of cooperating. Exploitation methods were reviewed.

Another Monday morning event was the FM broadcasters meeting, at which subscription TV was discussed and multiplexing reviewed in great detail.

ETHRIDGE ASKS CLEAR CONGRESS POLICY

Broadcaster-publisher receives Keynote Award and asks for objective congressional and executive policy for broadcasting industry, free from political and inside pressures. He feels radio is 'closer than ever' to the people and deprecates publishers' apprehensions about TV, indicating each medium has its own strong points.

MARK ETHRIDGE, WHAS-AM-TV Louisville and Courier-Journal and Times publisher, received NARTB's highest tribute last week as winner of the annual Keynote Award on behalf of his industry service. He was president of the old NAB in 1938 during a critical reorganization period.

On the basis of his long industry experience, Mr. Ethridge delivered a keynote address in which he called for a clear congressional and executive policy for broadcasting; objective regulation free from executive, congressional and industry pressures, and more respect among broadcasters for their medium, "invariably leading to better programming."

After receiving the award and ovation from the 3,000 delegates, Mr. Ethridge suggested the time has come for a reappraisal of the industry by Congress. He laid out the basic questions this way:

"I don't profess to know the answer to the question which seems at least pertinent to me now: Does the Commission have the power under an antiquated act to regulate as it should in modern circumstances the economic and social impact of telecasting? Is it wise to review the question of network regulation—certainly not with the end of making them common carriers, but in the light of the apparent inconsistency of regulating the facet but not the pump, and in the light of the fact that television has given the networks more power than ever?"

Basic Problems Must Be Studied

He added, "I contend that Congress and the Commission have every right, and the duty as representatives of the people, to go into the whole question. I think Congress also owes all of us in the industry a determination of whether the commissioners have time to study questions basic to the transition that is going on in our field, particularly when, as one commissioner has said, they must devote 28% of their time to protests arising under the McFarland Act."

The FCC can solve problems with its engineering knowledge, wisdom and decency "If it is given a clear mandate from Congress and is then left free of pressures from us of the industry, from the FCC and from the executive department to have time to think of basic solutions," he said.

Mr. Ethridge called radio "the only way we can penetrate the Iron Curtain ... and keep communists off balance in the Cold War." He paid tribute to the medium in this language: "It's the only medium that has been days program-wise and public service-wise than it has now. It is more of the people than it has ever been; it is closer to them than it has ever been. And they bought more sets in the first quarter of this year than they bought in the first 17 weeks of last year. That is a most eloquent vote of confidence, a testimonial that people still like, and maybe even like better, what is now coming out of their sets. There is perhaps significance in the fact that small stations which live close to their communities and generally must program more to local needs seem to be doing better economically than some of us who have bigger ones."

He didn't share apprehensions that TV is killing conversation or reading, nor did he feel, with some newspaper publishers, that TV will become an increasingly greater threat to revenues. He continued:

"It made a terrific impact in the beginning; it has climbed to second place in dollar volume among the media. But I have been noticing a trend recently which should give publishers great hope: in the bloody competitive struggle between the mastodons of TV, those who hold our program destinies seem bent upon the revival of Palace vaudeville, and upon occasion even Minsky burlesque. They are putting less and less emphasis upon the primary things for which readers buy newspapers."

Mr. Ethridge said TV is "surprisingly good" as a picture transmitter for advertising conferences, political conventions and sports events but has not fully found its meter in the creative field. That doesn't worry him, he said, because it is growing and will summon the finest talents. "We have been lucky enough to the point that we would have sole control of our editorial content and sell advertisers the adjoining space," he said.

He considers it a healthy sign that networks have more control over their programs than they ever had in radio, adding, "It may in time free us from the shackles of the poll-takers and the bright young men in advertising agencies who are largely determining program content on a basis of what they want to sell. For 45 years I have contended and I contend to you now that the best box-office for any medium which sells to the public is its content."

Channel 1 Club

THE Channel 1 Club, describing itself as "the smallest and most exclusive group in communications," increased its membership from four to five persons today in Washington last Tuesday, held during the NARTB convention. Elected to membership were two former chairmen of the FCC—Charles R. Denny, NBC vice president in charge of owned-and-operated stations and spot sales, and Ewell K. Jett, vice president and director of broadcasting of WMAR (TV) Baltimore.

Purposes and precepts of the Channel 1 Club have never been made public beyond the statement of its president, former FCC Commissioner George F. Sterling, that it was organized to deliberate on the sanctity of channel 1 for posterity. Mr. Sterling was re-elected president.

Other officers who were re-elected and who also constitute the full membership are T. A. M. Craven, former FCC commissioner, of the engineering firm of Craven, Lohnes & Culver, vice president; Neville Miller, former NAB president; of Miller & Schroeder, Washington law firm, secretary-treasurer and general counsel, and Sol Taishoff, WBT, sergeant-at-arms and public relations consultant, who was adopted and included in the Club's archives was a map depicting the "land of channel 1" produced by Vice President Craven.
THE RIGHT APPROACH TO THE CLIENT'S NEEDS!

When you want to improve your golf game, you go out to the course, right? WHIO-TV goes one better... they're bringing the golf course to their viewers. Not a golf “set” in the studio, but an actual golf hole complete with sandtraps, approaches, well-manicured green... everything but a “built-in tee.” This is another WHIO-TV first! Two of Dayton's leading professional golfers give instruction with demonstration.

Here we offer authenticity to the golfer's lessons and to the advertiser's needs.

Just another of the facilities that make WHIO-TV one of the best equipped television studios in the country. Best equipped to show your product... best equipped to sell your product. Even your greenskeeper (everyone knows that that's your treasurer) will be pleased with the results when you use WHIO-TV. Check with our national caddy, George P. Hollingbery.
For the third *consecutive* time this year nationally recognized surveys show KLZ-TV as the undisputed leader in Denver's four-station market—and by a wide margin! The April ARB credits KLZ-TV with—

10 of the top 15 most-viewed programs in Denver —

- KLZ-TV has 7 of the top 10 multi-weekly programs—"Carl Akers' News" heads the list with a 18.2 rating at 10:00 p.m.
- Highest rated weather programs.
- Highest rated sports programs.
- Most total quarter-hour FIRSTS—Day and night.
- Most half-hour program FIRSTS—Day and night.

In addition—and this is mighty important to you—

9 OF THE TOP 10 SYNDICATED FILM PROGRAMS IN DENVER ARE ON KLZ-TV!

Here they are:

1st "Death Valley Days" 35.3—KLZ-TV
2nd "Life of Riley" 34.7—KLZ-TV
3rd "Studio 57" 33.7—KLZ-TV
4th "I Led Three Lives" 28.5—KLZ-TV
5th "Mr. District Attorney" 26.0—KLZ-TV
6th "City Detective" 23.3—KLZ-TV
7th "Annie Oakley" 23.1—Channel "B"
8th "Liberace" 22.5—KLZ-TV
9th "Stories of the Century" 22.3—KLZ-TV
10th "Victory at Sea" 21.7—KLZ-TV

The top ten highest-rated syndicated film programs in Denver average 27.2.
In New York the reported average is 12.7; Minneapolis-St. Paul, 22.2; Chicago, 21.7; Atlanta, 24.8; Boston, 25.8; Los Angeles, 16.9.
Washington, D.C., 19.2; Cleveland, 24.6; and Denver, 20.7.
Denver leads them all—sales markets with only two stations.

The chances are 9 out of 10 that your program, too, will have a better viewing audience and do a better selling job on Channel 7! Sell the rich Denver market with Denver's television leader. Place your national spot program on KLZ-TV.

Write, wire or phone your Katz man or KLZ-TV sales today!


Denmark's Most Popular Television Station
CBS TELEVISION NETWORK
Denver's Highest-Powered Television Station

Represented nationally by The Katz Agency
AUTOMATION—remote control—add-a-color—automatic devices—phase amplitude —3-V/1-V—Vitascan—multiplexing—film center—multiscanner—PE tubes—metering—

This whole potpourri of latest technical terminology came to life last week at the NARTB and started the program reel when some $8 to $10 million worth of equipment was strewn out on the garage level and the first floor of the Shoreham Hotel.

There was something for everybody on those two floors. But, for the first time in years, the cynosure was equipment for radio stations—the automatic and remote control devices by which am broadcast stations can now run virtually unattended.

Building slowly, automation has come to—if not full maturity—at least late adolescence in broadcast life. There is gear which will keep a station programming 18 hours at a stretch. There is equipment which will start turntables, turn them off at the proper time, feed announcements and station identifications into the air and restart a turntable.

Ampex Corp. has two playback machines which can program a station for 18 consecutive hours. One machine, for programming information, runs 12 hours continuously. The other machine, for commercials and announcements, runs six hours.

The trick is accomplished by using slow speed, reversible tapes. The controls, to activate the top or bottom machine, are nothing more than sub-audible tones impressed on the respective tapes.

An operator starts the program tape going. When it reaches the time for the commercial, the tone signal stops the reel and starts the bottom machine for the announcement. At the end of that portion, a tone on the tape of the second machine stops that machine and starts the program reel.

That's all there is to it. Except, of course, for the engineering and the control functions to keep the thing working properly and on time and in sequence.

The whole Ampex package sells for $4,950.

Ampex's Russell J. Tinkham told of a Las Vegas hotel owner who turned on the Ampex automatic programmer and ran it for nine months without a breakdown. The only reason he turned it off, Mr. Tinkham vouches, is that guests began to complain that they heard the same selections at the same time each day.

NARTB's A. Prose Walker said that the 700 stations now operating with remote control gear had operated a total of 630,790 hours. Time lost because of equipment failure, Mr. Walker averred, amounts to 0.04% of that time.

The tape, properly tone-intelligenced, can also be used for any voice-over-film or slide video required by a commercial or an announcement.

GE's Paul Chamberlain was so taken with this find that he prophesied that most tv stations would be using automation for film and slide programming within the next three years.

Even TelePrompTer, which took the "prompter" out from underneath the stage and gave it an electronic body, has an automatic element.

Introduced for the first time was its Tele-mation system, by which, with tape cueing, a special rear screen projection process is automatically used at the proper time as the script is read by the announcer (or newsmen or performer). This rear screen device rents for $26.50 per week on a two-year contract.

The benefits of automation were spread on the record by Ampex's Russell J. Tinkham. In a nutshell, this is what automation does, according to Mr. Tinkham.

It makes for the more efficient use of manpower. For example, an announcer can record all of one day's announcements in a few hours. He is then free to attend to other duties. It promises the elimination of premium, overtime payments for operators. It permits a variety of voices during segments of the broadcast day, avoiding the monotony of a single voice for long spans.

It is even beneficial to the health of a station's "personality" disc jockey. He can record all his personal interpolations, commercials, joshings and by-play during the daylight hours, and live like a normal human being while his swing shift program delights the late night stay-uppers.

There are even psychological benefits. During the hours when the station management is not at the office, it knows exactly what is going out over the air. No need for the ulcer-producing anxiety when the manager is at home, or at the theatre or playing bridge at friends' homes with continuous monitoring to make sure he knows what's happening on his bit of air.

Closely allied with automation—and in

MANUFACTURERS DISPLAY THEIR LATEST IN BROADCASTING GEAR

By Earl B. Abrams

LONG-WINED

ONE of the vital pieces of information engineers visiting the automatic and remote control equipment exhibits wanted was how reliable the units are.

Ampex's Russell J. Tinkham told of a Las Vegas hotel owner who turned on the Ampex automatic programmer and ran it for nine months without a breakdown. The reason he turned it off, Mr. Tinkham vouches, is that guests began to complain that they heard the same selections at the same time each day.

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some circles considered even more significant — is the remote control of transmitters. This has a history only a year old.

In this, a station transmitter and antenna, usually located at a distance from the studio, is turned on, the various elements are checked and adjusted—all from home base.

More than 700 radio stations are now operating with remote control of transmitters, A. Prose Walker, NARTB director of engineering, proudly told engineers at the convention. It was NARTB which persuaded the FCC to nod approval to this type of automation. This was last year.

Average monthly savings have ranged from $436 to $664, Mr. Walker said. One station reported a savings of $3,000 monthly.

Next big move, Mr. Walker announced, was to get the FCC to okay this type of operation for all radio stations—from 250 w to 50 kw, directional or non-directional.

These Can 'Remote'

At present, the remote operation principle is permitted only to stations without directional antennas and up to those with 10 kw. Rust Industrial Co., Manchester, N. H., whose system is being used by RCA and Collins, offered two units at the convention. The first, with 10 metering and 20 control functions, sells for $1,245. The second, more elaborate, can perform 25 metering and 50 control functions, is priced at $1,545. Both units require auxiliary gear, running from $300 to $400.

In anticipation of the day when directional antennas are permitted to be remotely controlled, Rust has a phase monitor which will sell for $1,295.

Paul Schafer Custom Engineering, Burbank, Calif., also showed two remote control units. The first, with 10 metering and 20 control functions sells for $1,195; the other, with 24 metering and 40 control functions, including voice communications with transmitter, sells for $1,595.

For fm station operators who look to multiplexing to help them make ends meet, two companies are ready to supply gear.

Multiplex Services showed its apparatus for two subcarrier channels, being sold through Gates and Graybar for August delivery. Price is $4,500. The receiver which is the other end of this lock and key operation, is made by Browning Labs. It is an 11-tube, crystal controlled unit, using 3-w audio output to feed up to five or six speakers. It sells for $98.35 per unit. A multiplexer adapter is priced at $63.85.

Harkins has a multiplexer unit for stations priced at $2,000 for a single sideband channel unit, with three additional channels possible for $600 per channel. The receiver for this unit, using automatic frequency control, sells for $74.50.

In the tv field, focus for many small and potential telecasters were the low powered transmitters shown by Adler Communications Labs., Sarkes Tarzian Inc., Dage Television Division of Thompson Products, and Kay Labs.

Adler showed a 150 w uhf transmitter for $13,850. Tarzian had a 100 w uhf station package, including one camera, film and slide projection units, for $50,000. Dage had a 200 w vhf package for slide and film operation for $50,000.

Kay's low power package, for film and slide operation, was priced at $35-40,000.

Even Philco jumped on the midget station bandwagon by announcing it was prepared to offer a low powered tv package for $25,000. The gear will be built by Adler to Philco's specifications.
DuMont joined the low powered tv group by showing a 50 w vhf transmitter for $10,000.

Most of the low powered tv station hopefuls plan to operate with off-air pickup of network programs. For these, Nems-Clarke Inc., Silver Spring, Md., showed a highly engineered, automatic frequency controlled, 26-tube rebroadcast receiver to sell for $850.

Heavy traffic—in the tv field—centered around the Big 4 (RCA, GE, DuMont and Philco) film scanner exhibits.

But it was DuMont, with the first open showing of its Vitascan method of live pickup without the use of cameras that gave its Multiscanner the extra fillip.

The Vitascan principle—using the flying spot scanner technique—indicated that live coverage can be provided through the use of film scanning equipment. And, quite creditably, too.

DuMont Demonstrates

Established in a dimly lit, strobe-lighted "studio," DuMont showed how photoelectric tubes can be used to pick up and feed live action into its slide-film apparatus for low cost studio activity.

Emboldened by its success with the Vitascan process, DuMont went a step further during the week and added a "framing" method which permits the use of slides and film to be integrated with the live portion of the picture. To a viewer, it all appears a single entity.

The whole DuMont Multiscanner with Vitascan is priced at $62,000 for black and white; $96,000 for color. The "rear screen" technique means another $1,000. The Vitascan equipment itself costs $10,000 for black-and-white, $15,500 for color.

DuMont reported it had sold 18 Vitascan scanners by Tuesday night. Shipment has been promised to begin in July.

The use of the small Vidicon tube for low cost film-slide scanners was best exemplified by RCA. It called its unit "3-V/1-V." Using its new, four-way multiplexer for feeding film and slide pictures into a camera, RCA showed how it would work with a black-and-white vidicon camera, and then with the addition of a three-vidicon color camera. For black and white, the unit adds up to $24,500 cost; for color, $37,250.

Some tv operators, apparently, are interested in acquiring the elements of a color chain but want to start with monochrome first. Several manufacturers are on to this market. Dage, for example, showed a three-vidicon camera for this purpose. For black-and-white, only the green component is included. This is priced at $8,000. When the missing blue and red components are added to the camera—for another $8,000—the station has a full-fledged color camera.

Rounding out the highlights of the equipment exhibits, these, among many others too numerous to mention, stood out:

- RCA's 50 kw, Ampliphase transmitter for am stations. Occupying only 60 sq. ft. (compared to the up to 150 sq. ft. usually necessary for gear of this magnitude), with low power drain, long tube life, to be available late this year. Price: $95,000.
- Gates' 250 w-500 w-1 kw transmitter, as the "best buy" for Class IV locals aiming to convince the FCC that they should be permitted to use 1 kw. Priced at under $3,000.
- Port-O-Vox wireless microphone. A five-tube fm transmitter, putting out 200 milliwatts, good for up to 500 ft. Price is $1,500 for mike-transmitter, power supply and 18-tube receiver.
Only One Picture and One Sound P.A. Each Using A Single Tetrode

Lowest Cost Way to Get One Million Watts!

1. Lowest Operating Cost
The TTU-25B is the smallest, most efficient high-power transmitter ever developed for UHF—color and black-and-white.

In power consumption alone, the TTU-25B is nearly twice as efficient—compared to any other high-power UHF transmitter. With new circuitry— and only one picture and one sound P.A., each using a single tetrode—a saving of nearly 50 per cent in power and tube cost is made possible.

2. Lowest Initial Cost
Economy of first cost is also emphasized in this new equipment because of efficiencies of design and size. A 25% initial cost reduction over previous RCA 25KW transmitters is effected. It is the lowest cost of any comparable transmitter on the market today.

Isn’t this the answer

The new RCA Type TTU-25B 25KW UHF operates with conventional type tubes throughout, including the new compact tetrode in aural and visual output stages. These are the types of tubes the station engineer knows and understands... proved in use in over a score of stations now on the air with the RCA 12½KW.
Super Powered

3. Half the Floor Space
Because of the TTU-25B's compact size—same size as the RCA 12.5KW transmitter—only half the floor space of the previous RCA 25KW transmitter is required. Benefits to you: Savings in building costs, and corresponding savings all along the line.

For complete information, call your RCA Broadcast Sales Representative. Ask for full illustrated 12-page brochure describing the new TTU-25B. Also ask about "conversion package" for present RCA TTU-12A transmitter users. In Canada, write RCA VICTOR Company Limited, Montreal.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION
TELEVISION
COMES TO FT. WAYNE

NBC TELLS THE BEFORE-AND-AFTER OF WHAT IT DID TO BUYING

"AT EVERY STEP along the sales path, television smooths the road for the tv brand."

This broad claim for the visual medium—and factors on which it is based—are contained in a presentation released by NBC last week in unveiling results of a special before-and-after television survey which spokesmen called "the most important and extensive research project ever undertaken" by that network.

Conducted for and being distributed by NBC at a total cost estimated at more than $250,000, the study was made in Fort Wayne, Ind., by W. R. Simmons & Assoc. Research Inc. Interviews were conducted in some 7,500 homes last October, over a month before Fort Wayne had a local station, and again six months later after WKJG-TV, uhf outlet on ch. 33, had gone on the air. On the second visit the Simmons people were successful in re-interviewing 9 out of 10 people they had questioned earlier.

The five top conclusions of the survey are summarized by NBC Research and Planning Director Hugh M. Beville and Research Manager Thomas E. Coffin as follows:

* "After a home gets tv, television becomes the chief fountainhead of advertising impressions, the principal communications-vehicle between the advertiser and the consumer." Tv "pre-empts the lion's share of the consumer's time and attention. Awareness of all other advertising loses ground. Tv becomes by all odds the most-recalled medium."

* "Tv turns 'strangers to your brand' into 'acquaintances.' It firmly implants your brand's message and identity in the consumer's mind."

* "Tv turns 'acquaintances' into 'friends.' Tv shapes their attitudes, creates a warmer feeling for your company and its products... . People think better of a brand after seeing it on tv, prefer it more, are more likely to consider buying it."

* "Tv turns 'friends' into 'customers.' After tv, more buy the brands they've seen on tv; buying of tv brands goes up, of non-tv brands, down. The increased familiarity, liking and preference pay off in increased sales."

* "Tv puts the dealer on your side. The retailer sees these results at the cash register. He's more inclined to stock tv brands, to increase their shelf space, to give them special displays. He hears more customer-comment from tv, himself notices more advertising on tv (than from other media). He says tv moves goods better, his advice is: 'Tv is best.'"

NBC's film presentation on the Fort Wayne study was shown to trade newsmen in New York last Tuesday, to some 2,000 advertising agency people by closed circuit, to more than a dozen luncheons arranged by NBC last Wednesday and at the NARTB convention in Washington on Thursday.

The "basic lesson of Fort Wayne" is summarized thus in the presentation: "Television is a tremendous advertising force with an inherent talent for doing an intensive pre-selling job that is so vital in marketing today. It is a force for growth-minded, survival-minded manufacturers. For under the marketing conditions which exist today, few retailers have the time, or the inclination or the capacity to influence individual customers as effectively as television does—at every stage in the buying process as it converts 'Strangers into Customers.'"

The Fort Wayne study showed that tv set buyers have larger families ("more mouths to feed, backs to clothe, feet to shoe, more demand for products of all types") but also have larger incomes ("more dollars to spend, more means to buy"). It also found that new set owners are "a more active market. More of them use each product, and they use more of it; more have bought durables recently, and more are planning to buy in the future," according to NBC research authorities.

The dominance which tv asserts is pointed up in the following table of minutes spent "yesterday" with various media before and after tv entered the home:

<table>
<thead>
<tr>
<th>Medium Minutes Per Person Before Tv</th>
<th>After Tv</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>12*</td>
</tr>
<tr>
<td>Radio</td>
<td>122</td>
</tr>
<tr>
<td>Newspapers</td>
<td>39</td>
</tr>
<tr>
<td>Magazines</td>
<td>17</td>
</tr>
<tr>
<td>TOTAL</td>
<td>190</td>
</tr>
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</table>

Note: * from guest viewing.

Not only does television, after it comes into the home, account for two out of every three media minutes and a total almost equal to the time formerly spent with all other media put together, but it also is responsible for 7 out of every 10 "advertising impressions." The following tables show averages of responses to questions asking new set owners if and where they had noticed any advertising for new cars, laundry soap and cigarettes (NBC said the pattern for each product followed these averages "very closely"): Per Cent of Set Buyers Who Recall Advertising in Each Medium Before Tv After Tv

<table>
<thead>
<tr>
<th>Medium</th>
<th>Before Tv</th>
<th>After Tv</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>9%*</td>
<td>85%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>25</td>
<td>14</td>
</tr>
<tr>
<td>Radio</td>
<td>41</td>
<td>9</td>
</tr>
<tr>
<td>Magazines</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Billboards</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>All Others</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>101%</td>
<td>124%</td>
</tr>
</tbody>
</table>

* from guest viewing.

Asserting that "how television works to
the afternoon audience is sewed up for you!

In October... In December... Now once again in April, the Dallas Metropolitan Area Telepulse shows WFAA-TV has more afternoon audience than the other DALLAS-FORT WORTH STATIONS COMBINED!! That's straight through the week, from 12 noon 'til 6:00 p.m. Sunday through Friday.

That's a whale of a record, and one that will let you set a whale of a sales record when you latch on to this big bag of customers at low daytime rates.

And remember this: When it gets so hot in these parts you can fry an egg on the sidewalks, more and more folks stay in with air conditioning and TV. This big audience gets even bigger as the weather gets hotter!!

The audience is sewed up. Now you sew up the sales by calling your Petryman, or WFAA-TV for spot, program, or participation availabilities.
COMPARATIVE DATA ON OLD AND NEW OWNERS:

<table>
<thead>
<tr>
<th></th>
<th>Old Owners</th>
<th>Set Buyers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Before</td>
<td>After</td>
</tr>
<tr>
<td></td>
<td>Ty</td>
<td>TV</td>
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<tr>
<td></td>
<td>Ty</td>
<td>TV</td>
</tr>
<tr>
<td>Brand ownership (Rank)</td>
<td>59%</td>
<td>62%</td>
</tr>
<tr>
<td>Brand product association</td>
<td>70%</td>
<td>57%</td>
</tr>
</tbody>
</table>

in purchase is recognition of the trademark. People who can recognize the trademark generally know the brand name and the product it stands for. They have been moved from the category of "strangers" to "acquaintances"—they are ready to be friends of the brand.

"To test television's ability to advance bad for this country, a democracy, to have that much control of mass media and the media of television and newspapers, but also because of their effect on competition.

I wouldn't like to be a radio station trying to operate against a combine of a newspaper who is also am, fm and tv in that same city or area, nor would I want to be a candidate running for election in a state where there are 10 newspapers owned by one chain, albeit they are fine applicants and fine licensees and fine newspapers, who own am, fm and tv across the board in that state.

Now, the Scripps-Howard case in the Supreme Court upheld our authority to look at mass media. I am waiting for the new batch of cases that are going up, in which I had to dissent against some of our very finest licensees in television and radio, who were also newspapers. And it is very difficult for me to dissent in those cases because I realized their qualifications, but somehow I weighed that as against the control of mass media and the diversification principle, and I came out against them. And I do want you to know that why.

(Appause.)

COMR. LEE: I wanted to say that perhaps I should go about a year or to the right of McKinley for a minute or so on that point.

As far as newspaper ownership is concerned, not only would I not discriminate against them, but I think I would give them a point of preference.

That doesn't mean that I would vote for a monopoly in a given area. I am impressed, however, with the stability of the newspaper-owned stations. I haven't examined it, but I have a feeling that a review of those stations will show exceptionally good operations and will be very, very little turnover.

I am impressed also with the fact that a newspaper necessarily must have its roots very deep in a community. They are the first ones that are behind the drives for support, for public projects, for elimination of slums, improvement of the community. It happens to be good business for them to be deeply involved in the affairs of the community, and I think that this would carry over into the operation of a radio or a television station. I feel quite firmly on that point.

I would say that there would and could be exceptions. If I saw the editorial policy of a newspaper being too strongly pressed on the other media, I would give that some consideration, but irrespective of a newspaper ownership, I think I would give a point of preference.

(Appause.)

Q. Will educational television channels now being reserved by the Commission be released at any time in the foreseeable future for general filing?

COMR. HENNOCK: Again I speak for myself. My term only runs until the 30th of June

Let me remind you of what Senator Tobey said: "I want to stress that the FCC is not to be specific time limitation on any of the reservations for non-commercial educational television. They were set aside for an indefinite and an unlimited period of time. I shall keep a watchful eye on each and every one of these channels for education.

Upon the slightest evidence that the FCC is about to weaken and to delete one of them or substitute a substantially less valuable channel for one of them, I shall call for a full-scale investigation."

I didn't talk about the Third Notice and the Sixth Report. I don't know what both of those decisions said about educational television.

I want to remind you that the public school system and the wonderful private school system we have in this country was not built overnight, and I want to thank all of you broadcasters who have helped your local stations get started, or your local committees come into being.

I understand there are at least a hundred cities in this country today in which there are educational committees working for the establishment of these stations. I think the work up to the present has been remarkable. I have never been more hopeful.

Now, you know how many are on the air. There will be at least 700 by July, 1960 and 1,500 by the end of the year.
portrait of a market...

...FIVE O'CLOCK RUSH

... thousands of workers going home from jobs in Albany, Troy, Schenectady and 23 other cities of more than 10,000 population throughout 30 counties of Eastern New York and Western New England.

More than 432,800 families in this area turn to WRGB in Schenectady, N. Y. for their television viewing.

Represented Nationally by NBC Spot Sales

WRGB
A General Electric Television Station
asked about educational television, and I said I can't be against mother love. I think that educational television is a fine thing. It is misconstrued, I believe, in the public mind. It is adult education, primarily. It is directed towards specific groups. I do not believe in reserving them forever. As far as I am concerned, if a commercial operator would apply for an educational station, that the educators gave no indication, or perhaps acquiesced in it, showing no interest in acquiring it, I would be glad to see it go commercial. I do believe that education can be commercial, too. I don't see anything sacrilegious about the fact that there is no commercialism in it.

Most of the good educational programs that I have seen have been commercial, and I think the broadcasters themselves, operating in the public interest, will cooperate and will help, and where there is evidence and there is money available to build and operate an educational television station, I am sure they will cooperate. Where there is not a need for it, I would be prepared to let it go, in a specific case, commercial.

(Applause.)

Q. What provisions of the Communications Act of 1934, as amended, does the FCC feel are desirable for the better discharge of its regulatory functions?

CHMN. McCONNAGUEY: Mr. Chairman, I spoke on this matter in detail at the luncheon meeting. The three provisions that we are talking about are 309(c), which is a protest rule. I told you I thought that should be amended, because it has kept television off of the air in many instances, and radio in some instances.

The other is 5(c), which is the review staff. Almost their only function today, virtually, in the strict limitation of the Act means that they are only people who are writers.

The other one is 409, which segregates the Commission in the most ridiculous manner I have ever heard of in regulation, and I know a little bit, something, about it in other fields. Keeping your general counsel, your chief accountant, your chief engineer from talking to you in matters, when they have not participated in the proceedings.

COMR. DOERFER: I feel very very strongly that the Commission should urge Congress to repeal Section 309(c), which is the protest rule. For your recollection, it gives any person who can assert on paper that if a certain grant were to go into force, a grant which was made without a hearing with respect to any authorization, then that person should be entitled to be heard, solely for the purpose, however, of attempting to persuade us that it is contrary to the public interest.

This is the first time in my career as a lawyer, with respect to any phase of law, that I have had any experience with, in which a person is given a remedy without a right.

In the event Congress can see fit to repeal this law, I am satisfied that we may some time be able to give the time and the consideration which some of the large, fundamental problems in the communications field require. That is one of the reasons I think this Commission, being beseeched as it is with what I regard as trivial in comparison to the over-all problem, does make progress rather slowly.

(Applause.)

Q. What is the attitude of the FCC on the suggestion currently being studied by Congress that radio and television stations be required to give political candidates free air time?

COMR. HENNOCK: I want to say that an informed electorate is the basis of a free democracy. Unless the people have the opportunity to know fully the candidates and the issues on which they are voting, our elective system will suffer.

Now, instead of going to meeting halls to hear their candidates, the people of America are sitting at home listening and looking at their television sets. And I want to remind you, I was just asking Commissioner Hyde how many television sets there were in 1952. As I remember, I think approximately 17 million; there are 36 million today, and in 1956 it will be over 50 million, and these are 50 million potential meeting halls.

Now, in 1952, the major political parties spent $5 million for television time. What will they have to spend in 1956?

I want you to know my position and I want to quote what I stated in one sentence, and then I will turn the mike over to Comr. Doerfer who does not agree with me.

I asked for a Congressional and Presidential committee of distinguished men and women with civic and political experience to develop a practical program and to make timely recommendations so that Congress can pass such additional legislation as necessary to enable a start to be made in putting into effect a good sound program during the next Presidential election.

I have not got the answers, gentlemen, but I think that a group of people working together appointed by the President of the U. S. and immediately getting to work after determining which are the political parties to be given recognition and on what levels—I think we should start in the national campaign.

COMR. DOERFER: Let me at the outset state with respect to this question I admire Miss Hennock's courage. It certainly isn't a popular side in a meeting of this kind.

(Laughter)

However, I don't want to be misunderstood either that I am tak-
the afternoon audience is sewed up for you!

In October . . . In December . . . Now once again in April, the Dallas Metropolitan Area Telepulse shows WFAA-TV has more afternoon audience than the other DALLAS-FORT WORTH STATIONS COMBINED!! That's straight through the week, from 12 noon 'til 6:00 p.m. Sunday through Friday.

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Ralph Nimmons, Station Manager
Edward Petry & Co., National Representative
Television Service of The Dallas Morning News
NBC President Sylvester L. (Pot) Weaver (l) and Ben Duffy, president of BBDO, appear in the film presentation to introduce the Fort Wayne story.

condition customers all along the road to purchase is a research area explored for the first time in this study," the presentation spells out the findings regarding "television's influence at every step leading to purchase."

First, it was found, tv increased "brand awareness."

"To test television's influence at this stage of pre-selling," the presentation reports, "we showed the Fort Wayne respondents a list of brand names and asked if they had ever heard of them. Some had, before—most had, 'after.'"

For Beautiflor, for instance, it was noted that brand awareness rose from 48% before tv to 64% after. Estate Ranges went from 62% to 77%. Jubilee Wax climbed from 39% to 57%. Kent cigarettes rose from 43% to 75%.

Overall, the survey check-list included six tv-advertised brands, and for every single one, television firmly placed set buyers on the first step toward purchase: Conscious awareness of the brand name. On the average, television lifted their brand awareness from 51% to 74%.

Even in the "unexposed group"—people who did not report any direct tv exposure—awareness of these same brands went up from 40% to 43%. On the other hand, awareness of non-tv brands was reported to have dropped two-thirds.

More than making viewers aware of brand names, the study showed, tv also teaches people what the product is and what it does. The report says:

"Here is what television contributed to this stage of pre-selling in just 3½ months. Correct identification of Kent cigarettes skyrocketed from 27% to 63% among new set buyers. Beautiflor jumped from 41% to 57%. Estate Ranges improved from 51% to 65%.

Average brand-product association went up by 59% after the arrival of tv, the presentation showed. For one relatively new product, Jubilee Wax, it went up a whopping 91%.

Tv also was found to promote the identification of symbols, trademarks, slogans and copy-points:

"Much further along the road that ends in purchase is recognition of the trademark. People who can recognize the trademark generally know the brand name and the product it stands for. They have been moved from the category of 'strangers' to 'acquaintances'—they are ready to be friends of the brand.

"To test television's ability to advance this movement, we showed cards on which were reproduced a half-dozen 'masked' trademarks and asked which brand or company uses each.

"The list included a symbol as familiar as RCA Victor's attentive dog listening to his master's voice. Recognition of this trademark by new set buyers rose from 66% to 82%. It included a practically unknown mark like Armstrong's encircled 'A' which went up from less than 1% to 13%.

For an institutional advertiser like U. S. Steel, television catapulted trademark identification from 29% to 69%. (In contrast, the Bon Ami chick, not on tv in Fort Wayne, showed practically no change.)"

"...The significance of television's performance here will not be lost on package-goods advertisers, whether or not they have or promote a trademark. For 'trade-mark' they will read 'package design' or 'lettering style' or 'logo.' And what television does for the trademark, it can do for their package."

"The average trademark recognition by set buyers increased 23 points, compared to a 6-point change among the 'unexposed' group."

As for slogans, tv in Fort Wayne "raised the best-known slogan to the point where almost 9 out of 10 women knew the product it was selling (Glo-Coat, which went from 62% to 86%). Lucky Strike's slogan jumped from 37% to 64%; Maxwell House (Instant) from 26% to 65%.

Recognition of the Camay slogan, "There's Cold Cream Now in Camay," went from 54% to 83% in what was termed a "more typical" result.

Additionally it was found that television "makes people think more highly of the product, as it moves them closer toward purchase." For instance, the housewife rating of the average brand tested went up 41% after tv entered the home; the number of responses describing the product as "poor" or "fair" went down."

"Going a step further, the surveyors found that "tv tips brand preference in your direction." Researchers pointed out that "Pet milk started out 19% behind Carnation (not then on tv in Fort Wayne) in competitive brand preference; after tv, Pet emerged 71% ahead." The average tv brand started out on a par with its non-tv competition; after tv, the set-buying group gave it almost a 2-to-1 preference.

"Overall, it was found that "one-third more new set buyers bought the average tv brand after they owned a set." On the other hand there was "only a minor change in the 'unexposed' group—where other media were depended upon to do the job."

"Nor was the 'novelty' of set ownership found to be a factor, NBC said.

The study also showed that television increases the number of customers (in all of Fort Wayne, the number buying the typical tv brand increased by 24%; among those who got sets, the increase was 33%); produces greater sales results as tv advertising is increased (the seven most heavily-advertised brands increased 48% in set-owning buyers; the eight least-advertised brands increased only 28%); expands the market, and brings its advertisers a larger share of the market (in all of Fort Wayne, tv brands increased their share of purchasers by 19% in the typical package-goods field, while non-tv brands fell off 11%; among new-set housewives, tv brands went up 27%), while non-tv brands dropped 17%.

The presentation continues:

"Perhaps the whole lesson of Fort Wayne can be summed up in the 'Saga of Scotties.'

"Before television, Scotties facial tissues was a brand completely overshadowed by Kleenex in Fort Wayne. But Scotties had a sales message which television's sight and sound and motion could translate into a dramatic, convincing commercial. And television converted that message into a stunning sales success."

Summarized, Scotties' slogan identification climbed five-fold among the set buyers—from 13% to 77%. Scotties' brand reputation went up 56%—from 25% to 39% (television cut the 'fair' and 'poor' replies from 9% to 4% and reduced the 'don't knows' and 'no opinions' from 26% to 16%). In brand preference, Scotties jumped from 16% to 42% while Kleenex dropped from 64% to 40%; after tv, Scotties came from a four to one second choice to leadership. And after tv, the buyers of Scotties more than doubled—15% to 35%—to make this the leading brand of facial tissues among the set buyers, while Kleenex went from 40% to 32% in this group.

What do Fort Wayne dealers think of tv as an advertising medium? NBC researchers summarized the findings thus: "Dealers recommend tv to national advertisers. If their advice were asked, 1 in 10 would recommend magazines, 7 in 10 tv, and 3 in 10, newspapers."
THE SEVEN FCC Commissioners, sitting en banc, faced up last Tuesday to questions from the people whose business they regulate. In the second NARTB convention panel session of its kind, FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, E. M. Webster, Frieda B. Henrock, Robert T. Bailey, John C. Doerfer and Robert E. Lee gave their individual views on queries posed by broadcasters. NARTB President Harold E. Fellows was moderator. Following is a condensation of the transcript of the give-and-take:

Mr. Fellows:
We are indebted to the chairman and to his colleagues for their gracious acceptance of our invitation to appear in this informal fashion before us. There are certain risks involved for them, and there are certain courtesies demanded of us. Obviously, Commissioners cannot answer questions concerning substantive matters now pending before them, nor should we ask them.

The first question:
Q: Would the FCC care to comment on the prospects of extending the licensing periods of radio and television stations from the present three years to five years?

COMR. LEE: When I first came around the Commission, I was all for an extended period. My thinking went beyond five years.
However, I have learned a great deal, and I regret that, speaking for myself, I don’t believe I could support it at this time for the reason that I think the stations should be subjected to review.
We review these applications. It is our one chance, you might say, from all practical standpoints of looking at the service record of a particular station and not with the objective of taking a license away from them—I am not for that—but I hope that we can keep the feet of the violators to the fire, to the extent that the weaker stations will not lower the standards of the entire industry.
I might say, Hal, that if I was assured that all of the stations operated under your Code and were very conscious about it, I believe my answer would be different.

COMR. HYDE: When I came on the Commission I thought a brief license period might be appropriate. In the light of my experience, and observing how our free broadcasting system works, and having confidence in that system, I believe we should have a five-year license period, as a minimum.
I suggest that a short license period sort of leaves a broadcaster in a situation where he seems to be on probation, and that, it seems to me, does not encourage imagination and initiative and the sort of thing that is conducive towards a dynamic operation that has the vitality that we like to associate with the American system.
I think that if a broadcaster is qualified for a three-year license, he ought to be qualified for a five-year license.
I see no reason at all for limiting the license to three years. And further, it seems to me that we seem to take a responsibility which the Act does not contemplate that the Commission should have.

It suggests that we must be constantly reviewing how they operate, instead of passing the responsibility to them in an effective way and looking to their qualifications on a very serious basis if they fail to meet the test of public opinion.
I would determine whether they failed to meet the test of public interest in finding out whether or not they have shown some respect for the recognized limits on what can be said in public. I would rather favor a free exchange of views than anything that would be restrictive or limiting.

(Applause.)

Q: What assurances can the FCC give radio and television licensees that current spectrum allocations for standard broadcast services will not be unfavorably affected by expanding military use of radio frequencies?

COMR. WEBSTER: I don’t believe anybody can give assurances because assurances are not within our power. Legally, of course, anything can happen to assignments or allocations.
As you recall, Sec. 301 of the Act provides for the use of channels but not the ownership of those channels. So by processes set up in the Act, those allocations and channels can be changed. I can’t speak for the military, but I believe that all of us could agree that the global operation of the military demands almost the entire use of the spectrum for its communication and electronic devices.
However, in the standard broadcast band, and that is mentioned in the question, I am quite sure that the military are as conscious as you and I are of the importance of standard broadcasting in this country, in peace and in the cold war and in actual war, and that the broadcasting needs of this country will be protected.
So that while I can’t give an absolute assurance—no one can—I feel sure that that will all be taken into account if any demands should be made by the military . . . in the broadcast band.

Q: What are the chances of 250-w radio stations obtaining power increases with which to better serve their listeners?

COMR. HYDE: It sounds like an engineering question, and I will give you a good legal answer. There are approximately 950 local stations or stations having a power of 250 w or less on the six local channels. If the power of any of these stations would be increased it would have some impact upon the license rights and service potential of other stations for the reason that in this area the limits of service are controlled by interference conditions.
If these stations are to maintain their same relative positions, then the power of all of them would have to be raised simultaneously. This could cause some questions of interference to stations on adjacent channels. However, this is a subject which might very well be studied. I understand that certain stations are undertaking to examine the possibilities of increasing power without causing dislocations of existing services. What can be done about it will be dependent in a large measure on what these studies develop.
I should say the short answer is that this is a subject that will
have to be examined rather carefully so that we can be sure that we
gain more than we lose before we would proceed on such a course. I
think it would be worthy of careful examination.

COMR. BARTLEY: I would like to add one word in substantia-
tion of what Comr. Hyde has said. Increased power provides
more service to more people. Increased power, at the same time,
will create more interference areas.

Now, the compromise you have to make depends on who gets
and who loses. I would say that it would be very helpful to the
Commission to have information as to what is to be gained and what
is to be lost. I think then we would be in a position to determine
the answer to this question.

Q. Is there a possibility that the FCC would look favorably on
standardizing the sign-on and sign-off time for daytime-only
stations so as to avoid frequent shifts of program service?

COMR. BARTLEY: I think the answer I gave to the other ques-
tion really answers this one. I am interested in seeing what would
be gained, what would be lost, and based on that, I would like to
make the determination as to whether or not standard sign-on and
standard sign-off times would be in the public interest.

It wasn’t until 1929 when we had these sunset-sunrise hours.
Before that time the daytime stations did operate, as I recall it,
from six to six. But I am perfectly willing to look at the results. We
frankly don’t have the facilities to do it right now.

COMR. HYDE: If 600 stations which now sign off at sunset are
allowed to operate after sunset, then we would have to take into
consideration the interference conditions which could result from
operations under nighttime conditions by this rather substantial
number of stations, and the effect that that would have on present
listening habits, on the broadcast coverage available to the citizenry.

It is another subject that, it seems to me, would have to be ex-
amined with care, and I think we should bear in mind the magnitude
of the project, finding means and openings for 600 stations to operate
during nighttime conditions being somewhat of a challenge. I wish
there would be a way to solve that without causing interference.

Q. What is the policy with respect to newspaper ownership
of radio and television facilities?

CHMN. McCONAUGHEY: I was asked this same question at
the Senate Interstate and Foreign Commerce Committee when
they had me up there over the coals on confirmation. When I
speak of newspaper ownership, I assume it means in a comparative
hearing, and it is my personal feeling that the factors should be
decided with reference to any applicant, that a newspaper owner who is
now in a competitive situation does not have any advantage against him
that, other conditions being equal, if he proves that due to his
experience he is capable of operating in the public interest more
effectively than other applicants, I know of no reason why a news-
paper owner should be discriminated against. I think you have to
look, in the final analysis, to what is going to go to the public.

Of course, when it comes to the question of monopoly, then we
should take a look at newspaper ownership if they control all the
media of mass communication in a given community. But I want to
reiterate that I personally see no reason to hold anything against a
newspaper owner in a comparative hearing, for that reason in
and of itself.

(Applause.)

COMR. HENNOCK: I disagree with the Chairman, because I
don’t think that newspapers have experience that makes them better
equipped or as such licensees for television.

In my voting record you will notice that in comparative cases I
have decided against newspapers, where they owned newspapers in
the same city and they were applicants in that city for a television
station. I not only took into consideration the fact that they were
newspapers, but also that they applied in the same city.

Now, there might have been another group there and there might
have been other radio and television facilities, but in my philosophy
a control of mass media and diversification of ownership of the
visual media and their impact on our democratic society, I have
found that where I have an applicant who is a radio licensee or in
any other business in the vicinity, and he is a qualified applicant, I
will decide against newspapers who are applicants in those very
cities, or contiguous cities, or who are stringing up newspapers in
a given area in a state or in a region, not only because I think it is
had for this country, a democracy, to have that much control of
mass media and the media of television and newspapers, but also
because of their effect on competition.

I wouldn’t like to be a radio station trying to operate against a
combine of a newspaper who is also am, fm and tv in that same
city or area, nor would I want to be a candidate running for election
in a state where there are 10 newspapers owned by one chain, albeit
they are fine applicants and fine licensees and fine newspapers, who
own am, fm and tv across the board in that state.

Now, the Scripps-Howard case in the Supreme Court upheld
our authority to look at mass media. I am waiting for the new
batch of cases that are going up, in which I had to dissent against
some of our very finest licensees in television and radio, who were
also newspapers. And it was very difficult for me to dissent in
those cases because I realized their qualifications, but somehow I
wonder against the control of mass media and the diversifica-
tion principle, and I came out against them. And I do want you to
know that that was why.

(Applause.)

COMR. LEE: I wanted to say that perhaps I should go about a
yard to the right of McKinley for a minute to express my viewpoint.
As far as newspaper ownership is concerned, not only would I not
discriminate against them, but I think I would give them a point of
consideration.

That doesn’t mean that I would vote for a monopoly in a given
area. I am impressed, however, with the stability of the newspaper-
owned stations. I haven’t examined it, but I have a feeling that a
review of those stations will show exceptionally good operations and
will show very, very little turnover.

I am impressed also by the fact that a newspaper necessarily
must have its roots very deep in a community. They are the first
ones that are behind all the drives for support, for public projects,
for elimination of slums, improvement of the community. It hap-
pens to be good business for them to be deeply involved in the affairs
of the community, and I think that this would carry over into the
operation of a radio or a television station. I feel quite firmly on
that subject.

I would say that there would and could be exceptions. If I saw
the editorial policy of a newspaper being too strongly pressed on
the other media, I would give that some consideration, but irrespec-
tive of a newspaper ownership, I think I would give a point of
preference.

(Applause.)

Q. Will educational television channels now being reserved
by the FCC be released at any time in the foreseeable
future for general filing?

COMR. HENNOCK: Again I speak for myself. My term only
runs until the 30th of June.

Let me remind you of what Senator Tobey said: "I want to stress
that there is no specific time limitation on any of the reservations
for non-commercial educational television. They were set aside for
an indefinite and an unlimited period of time. I still keep a watch-
eful eye on each and every one of these channels for education.
Upon the slightest evidence that the FCC is about to weaken and
to delete one of them or substitute a substantially less valuable chan-
nel for one of them, I shall call for a full-scale investigation."

I didn’t talk about the Third Notice and the Sixth Report. You
know what both of those decisions said about educational television.
I would like to remind you that the public school system and the
wonderful private school system we have in this country was not
built overnight, and I want to thank all of you broadcasters who
have helped your local stations get started, or your local committees
come into being.

I understand there are at least a hundred cities in this country
today in which there are educational committees working for the
establishment of these stations. I think the work up to the present
has been remarkable. I have not the public school system and the
private school system and the wonderful private school system we have in this country was not
built overnight, and I want to thank all of you broadcasters who
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built overnight, and I want to thank all of you broadcasters who
have helped your local stations get started, or your local committees
come into being.
ing up the other side merely because I
should and it may be well received.

I am quite concerned about the sugges-
tion. Recently I had occasion to study a
portion of the British broadcasting system,
and I had concluded that the only alternative
to the present system in America whereby a
candidate is asked to pay for the time on the
air is for some governmental agency to de-
cide who can talk and when he can talk and
how long.

Now, he may do that or this agency may
do that by consulting party chieftains. That
is what is being done in England. At the
present time England is in the throes of a
national election. I am advised that out of
the goodness and the generous heart of the
BBC they have allowed five and a half hours
of free political time to be divided among
hundreds of candidates.

May I recall that back in the early thirties
Winston Churchill, who at that time was a
voice crying in the wilderness attempting to
alert his own people to the dangers of the
rising menace in Germany, was denied the
free access of the BBC. It was only after
American broadcasters piped it across the
ocean to this country that that message got
to all of the people here and back to Eng-
land.

Now, that is a substantial danger, and of
all the shortcomings with respect to political
broadcasting I would caution any congress-
man, any person regardless of how idealistic
it appears, not to plunge down that road,
because that is a road from which I am sure
there is no return.

Unfortunately, and I don't wish to be too
severe, Miss Hennock quoted, or I am going
to quote her with respect to a statement she
made before a committee in Congress, and it
reads as follows:

"Tv and radio should be made avail-
able without cost on an equal basis to the
candidates of the major political parties."

There is a slight omission, but I think she
will agree it is not relevant.

What I wish to underscore is tv and
radio should be made available without cost.
I would be delighted to see the day when,
by an Act of Congress, you can operate a
broadcasting station without cost.

(Appause)

Now, if that cannot be done, and we know
that it cannot be done, then the only other
alternative, of course, is that the candidates
who aspire for public office should pay for
the privilege of getting their viewpoints
across to the public in the same respect that
they do today.

All of us know that many times people
do not really aspire for public office. They
are correctly labeled publicity seekers. There
is the danger with free broadcasting. If it
were for free, many people, without the
slightest hope of attracting a sufficient num-
ber of people to support them, would for the
sheer advantage of having the opportunity
to have their faces and their voices seen and

The Importance of Free Political Time

In the United States, broadcasting stations are given free political time to candidates of major political parties. This practice, however, has been controversial. Some argue that it is a democratic right for candidates to have equal access to the media, while others believe it is a waste of resources and a potential conflict of interest. The discussion around this issue continues to evolve as technology and regulations change.
heard over the broadcast air would so dilute the interest of the elector-ate as to make the election process in this country almost a hopeless and a fruitless undertaking.

And now I say that my attitude is not because of any over-solicitous regard for your financial position. I look at it from the other viewpoint in a system that we know best. It hasn’t worked too badly in this country, and I can’t see why we should take a medium which is as important as this and subject it to an untired experiment in this country, when I am satisfied that the American people would never adopt the British broadcasting system.

(Applause)

COMR. HENNOCK: Now I know that John [Doerfer] didn’t mean to do this, but here is what I stated. He quoted me accur-ately as far as he went, but he didn’t go far enough. I am not for the British system either, and here is what I said, and I am worried about your finances. Here is to what extent I am worried about it:

“If it be an excessive burden upon the licensees of television and radio stations to make such time available, then the costs should be shared by the public treasury.”

Now, I want to tell you another thing, John—I knew that would get a rise—now if you talk about publicity seekers seeking time, Gov-ernor Harriman was a candidate for the high office of Governor of the State of New York with 16 million people in it.

He was running on a party whose name I seem to recall as labeled “Democratic,” and do you know that he couldn’t buy time in the evening? And I stated “couldn’t buy time after six-thirty,” and he is not exactly a pauper, but it seems that after a certain hour—I was corrected, by the way, by one network and I know they would want me to be corrected here. They stated they did sell him time, five minutes, I think five consecutive days between 7:25 and 7:30, and this is in a state of 16 million people with Harriman as a candidate on that unknown ticket.

Now, I admit there are problems, terrible problems, and that is why I wanted the presidential committee, and I don’t want you to go broke, and I don’t want you to lose money.

(Applause)

Q. Does the FCC contemplate releasing additional interpretive material to assist the broadcaster in discharging his obliga-tions under Sec. 315 of the Communications Act, the political broadcast section?

COMR. BARTLEY: Sometimes when we have done a job at the Commission, we try to find out whether it is worth repeating by looking at our fan mail. When we released our report last summer, we received six letters, all of them asking for additional informa-tion. No letter of commendation, no letter of criticism. However, I have received in both parts of the country where I have been around that it was a helpful document. I think that you can depend upon the Commission putting another one out later.

I would like to repeat the statement which I made to the Omaha group District 10 last fall:

“It seems to me that the most advisable course for the broadcaster to take in these circumstances”—that is with respect to political time problems—“is to engage in a proper planning of affirmative station policy in advance of political campaigns.

“No alert broadcaster for a moment would allow his sales depart-ment to approach a potential sponsor without a list of all availabil-ities so that he can make a strategic retreat to meet the size of his sponsor’s budget if necessary.

“In this knotty field of political broadcasting, even greater attention to the needs and desires of the candidate is demanded. Early determinations of your political program structure and announce-ment of availabilities to interested parties and candidates will pave the way for a more serene campaign season.

“Furthermore, you will have a better program structure and end up with satisfied customers. And remember, one of those satis-fied customers will be an incumbent.

The broadcaster’s planned policy should make an attempt to give reasonable opportunity to the candidates for political office, both national and local, and at the same time attempt to maintain proper program balance in terms of the other interests of his audi-enace.”

“But the important thing to remember is not to wait until after the first candidate is permitted to make an hour-long speech, for then it is too late. The first request the broadcaster honors starts the chain reaction, and he may find his entire program schedule disrupted . . .

“The [broadcaster] should give weight to the importance of the office being sought in terms of the public interest in the particular elections in the community, balancing in his determinations on the one hand a realization of the dependence of his audience on radio and television as the most effective source of information in the field of public affairs. And on the other hand, the practicalities of day-to-day operation with a well-balanced program schedule . . .

“A forum-type program structure is helpful in many cases where you have a multitude of candidates, but I know of no area in broad-cast programming which cries out more for policy planning and leadership than this area of political broadcasts.

“Most of the trouble which the licensee has encountered in this field and most of the problems which have perplexed the Com-mission could have been avoided if sufficient thought had been devoted by the broadcaster to his programming policies before the beginning of the political campaign. I would urge upon you that you study carefully the Commission’s document which we put out last summer, and I hope that it will relieve you of some of the head-aches which you face.

“At the same time, and what is more important, it will help you to fulfill what I conceive to be the broadcaster’s most vital function in our democracy: To serve as a truly democratic instrument of information that a nation such as ours requires in accomplishing the goal of a citizenry fully informed on all sides of important issues of our times.”

(Applause)

Q. Will the Commission review the procedures and policies under which the military has been permitted to construct and operate television stations broadcasting regular commercial pro-grams to military personnel at such bases as Limestone Air Force Base in the State of Maine?

COMR. HYDE: My response will require me to cover some ma-terial that has been cited by Commissioner Webster, who called at-tention to Section 305(a) of the Communications Act. This sec-tion provides that government-owned stations shall be operated upon frequencies assigned by the President of the United States.

The government in its use of radio and non-government use of radio as licensed by the Commission has to be worked out through the conference procedure.

When it came to the attention of the Commission that in certain territories broadcast stations were being operated by the military, we called attention to the need for establishment of a policy in this field. We called attention to the fact that broadcast stations have been located in agreement with the executive arm of the govern-ment for license to private licenses. We called attention to the fact that we have international agreements that have been respected in connection with the operation of stations.

As a result, a procedure was worked out under which the mili-tary would limit their power, would avoid establishing stations where service could be obtained from private operations, and would cease such operations when it became possible to get the service that was desired for morale purposes from private operators.

We were faced with a situation where the military insists that they must provide tv in the case of Limestone and am radio in the case of a Puerto Rican instance, which I am sure was in the mind of the person who prepared the question, and we were in no position to tell the Army, which said they needed this service, that they couldn’t have it at all. As a matter of fact, the Commission would not have jurisdiction to say, “You cannot operate such a station.” All the FCC could do would be to ask that in approaching this type of operation they give consideration to these various fac-tors which I have mentioned, which are, I believe, very restrictive.

They are designed to protect the private enterprise type of operation against substitution of a Government operation, and in each instance where an operation had been activated it has been done by the military without a license from us, but only with what we would
You just can't escape TV in saturated San Diego!

89.9% of the homes have it! (Pulse, Jan.'55)
Well over 285,000 TV homes... 850,000 TV people!
This is the kind of coverage that moves merchandise.
One of the reasons why television
is your best buy in growing San Diego.
And television in San Diego is KFMB-TV!

KFMB-TV
America's more market.
call our acquiescence in an operation actually authorized by the executive arm of the government.

In other words, we do not find it is in the public interest, convenience and necessity, and issue a license. All we do is give to the conference committee our viewpoint about it and ask them to avoid getting into a field which we think belongs to private industry.

MR. HENNOCK: Mr. Chairman, I just want to point out that I disagree. I am against the military in the broadcasting business in the use of mass media, particularly in the use of the airways. I think it is a very bad precedent for us in a democracy.

(Applause)

COMR. LEE: All I want to say is in this instance, Commissioner Hennock and I saw eye to eye. I voted with her.

(Applause)

MR. FELLOWS: We are ready for questions from the floor. Let me admonish you for just one moment and then you start. Please state your name and where you are from and please remember to observe the ground rules, particularly that ground rule which asks you not to ask questions concerning substantive matters now pending before the Commission. Sir?

Q. My name is Lee Jahncke, from ABC, New York. The Chairman referred to his confidence that there was room for growth of three networks in this country. That is of importance to me. Miss Hennock is in favor of the indefinite reservation of unused educational channels. I would like to ask whichever one is appropriate, is it in the public interest in a market to which only two stations are allocated and in which there is an unused educational channel, is it in the public interest to indefinitely reserve that educational channel, to collect dust, when the third network does not have access to that market place and does not have the opportunity to have its programs broadcast in the public interest?

CHAIR. McCONNUGHEY: I made a statement before the House Interstate and Foreign Commerce Committee in answer to a question by Percy Priest, as he told you, that the way it looked to me personally speaking today, there would be three networks at least. I could not say in my personal opinion it would be more than that.

Now, with reference to your question, I have made the statement for the record that I believe that we shall be patient with educational channels. By that I don’t mean that they should be held forever, but the fact that they are not being used or available today does not mean that they might not be taken up at some later date because they might be needed and be very useful.

COMR. HENNOCK: I am not going to take too long, but as long as you, a network, are asking that question, I will answer you.

You are talking about channels lying idle. I would like to know what you did to put more channels into use.

I remind you of the fact that there are 1,875 commercial channels. Of those 1,875 commercial channels there are only 312 vhf’s on the air, only 106 uhf. Now what did you at ABC do, and not to speak of the other networks that were likewise manufacturers, to see to it that the public bought sets that could tune into all of these 1,875 channels, and what did you do about making your networking available? Then I will answer your question when you answer that one.

Q. In the American way, I ask equal time.

MR. FELLOWS: I was about to say that we did not arrange for rebuttal from the floor, but certainly under the circumstances you are entitled to it if you want it, or would you prefer to take it out of the trade press?

Q. I don’t want to prolong it. I would like to make the simple point, our ability to serve the smaller markets that Miss Hennock refers to has to be built on the basis of our ability to get into the major markets, so that we can get the economic support from advertisers, in order to extend our lines and our service to serve the public in the small communities everywhere.

COMR. HENNOCK: Well, you had a network available.

(Applause)

You have a network available to you. I didn’t notice ABC or any other network, including DuMont, going to the people in the last six years and saying, “Don’t buy these sets, they are limited to just 15% of the television family.”

And for you to complain that we have set aside enough channels for a nationwide public school system, I think you are the last to complain about it as a network.

Q. David Potter, WNAE, Warren, Pa. Would the Commission consider in regard to the daytime broadcasts this petition for uniform signoff during the year, factors other than technical ones? In other words, of the 2,700 broadcasting stations in the country, over 1,000 of them are daytime stations, and in 600 communities there is no other primary radio service. In our community there is no network service whatsoever, day or night, that comes up to a half millivolt. Also because of the television interference as it feeds off into these community lines, it takes over a millivolt to get a decent signal, and there is nothing up to a half.

Now when we go off the air, there is nothing in Warren whatsoever of a primary radio service. Would you consider the fact that our community has no radio service after a quarter to five in December, would you consider a factor like that as against the fact that major markets maybe have 20 station with satisfactory signals?

COMR. HYDE: That is a nice question. I think that I can give you a general answer taking up the first part of it quite easily, but the second part of it in which you go into it is something else.

In general the Commission does take into consideration factors other than pure engineering. If we followed strict engineering and set up a perfect system, one that was perfect from the standpoint of eliminating any interference whatever, I suppose that we would have 107 stations well distributed from a geographical standpoint so as to avoid adjacent channel interference, and of course with exclusive assignment so as to avoid co-channel interference.

A glance at the allocation will call attention to the fact that compromises have been made with strict engineering principles, in order to provide a multiplicity of stations, to provide a diversity of stations if you please, and also to make provision using a limited number of channels for a surprisingly large number of stations.

Now the second part of your question... To do that we would have to have some sort of tailor-made rules, for every community in the country.

It would pose a tremendous administrative burden, and I just wonder how it could be worked out consistent with the administrative procedures act and other principles of due process which require us to codify all of our procedures, have uniform methods of handling applications. It would be a most difficult thing to accomplish in the way that you propose it.

I think that the Commission has gone somewhat in the direction within which I would say is reason. For instance, we have a rule or a policy which says that we will not license a station with more than 10% of the projected service area within which the normally protected contour is subject to interference, unless that station would bring a first service to an area which doesn’t have one.

Now that is an effort to provide service in areas which do not have it, and making a compromise with a rule that would obtain in areas where they have service.

Q. Sam Sague, WSRS in the Cleveland area: I would like to ask the entire Commission if they have any opinion at this time against the station request for a thousand watt improvement or improvement up to a thousand watts for better service.

COMR. HENNOCK: If you are talking about improvements of a lot of the local stations, I don’t know of anything more important including a lot of the day time stations.

I don’t think that our allocations of clear channels and all the other allocations we made in 106 channels in am dating back to 1927 should be static, and I don’t think that one class of stations should be taken out of a clear channel and get a decision, and I disagreed for that reason as usual.

All I know is we should look to see if we can give you more power for better service and get as many good local stations as possible and make them stand on their own feet and help.
Tonight the Texas Panhandle can watch "The Petrified Forest" in
COLOR ON KGNC-TV

This is another first.

Besides color, we were first in the Panhandle with maximum power. We're first in tower height (833'), first in audience, first in time sales.

Our city is first in the nation in retail sales per household, for the third consecutive year.

This is the first ad in a long while in which we haven't tried to tell a joke.

By the way, have you heard about the couple who got into a terrific argument? The wife kept insisting, "If I die before you and my mother, I want you to ride in the same limousine with her at my funeral." "You know very well I can't get along with your mother," he objected. "Just that once," she urged. "Very well," he finally gave in, "but it'll ruin my day."

KGNC-TV  Amarillo, Texas
KGNC-AM  NBC and DuMont Affiliate
National reps: The Katz Agency
**PROOF OF PERFORMANCE**

from 500 WATTS

through to

50 KILOWATTS

**COMPARE TV TRANSMITTER OPERATING CHARACTERISTICS...**

and you will prefer **S-E**

50 KW PLUS

With S-E's 50 KW VHF transmitter you get 50 KW PLUS on any channel, including 13. Actual test results quoted from a "PROOF OF PERFORMANCE" test conducted by a leading consulting engineer prove that an S-E 50 KW transmitter will deliver approximately 56 KW peak power. Yet the very same transmitter can be run within specifications at power outputs as low as 30 KW or at whatever power level is needed to conform to your authorized ERP.

"SUFFICIENT DRIVING POWER IS AVAILABLE SO THAT EACH HALF OF THE FINAL AMPLIFIER IS CAPABLE OF DELIVERING ALMOST 28 KW PEAK."*

*The final stage of an S-E 50 KW transmitter consists of two 25 KW diplexed amplifiers.

**SUPERLATIVE MONOCHROME QUALITY**

Standard Electronics VHF transmitters and amplifiers assure full compliance with FCC requirements plus a wide margin of safety... proof that with S-E transmitters and amplifiers you get the best. Sharp, high-end channel cutoff and conformity to bandwidth specs are shown in the curve to the right, copied from a "PROOF OF PERFORMANCE."
FULL COMPLIANCE WITH FCC COLOR REQUIREMENTS

S-E transmitters and amplifiers have such high monochrome quality because the color quality is also exceptionally good. Designed for color, S-E transmitters have never used the back porch clamping technique. Curve shows excellent band width assuring full response up to 4.2 mc. FCC requirements pertaining to amplitude vs. frequency response for the system can easily be met, as S-E transmitting equipment uses but a very small part of the variation allowed. For proof that S-E transmitters and amplifiers will transmit superlative color signals, see stair-step patterns showing input signal and linearity of output signal through the transmitter and broad band amplifier stages, recorded directly from the oscilloscope. No S-E transmitter in service has had to be modified to meet color specifications. Ability to handle color is engineered into every S-E transmitter.

AURAL TRANSMITTER EXCEEDS REQUIREMENTS

Quoting from "PROOF OF PERFORMANCE" report: — "AM hum and noise level of —53.4 db exceeds the —50 db requirement... The FM noise level of the entire system was —56 db and —61 db for the transmitter alone — which complies with —55 db Commission requirements."

SUMMARY

"The equipment was found to comply with the Commission's requirements."

TUBE LIFE

Although not included in the "PROOF OF PERFORMANCE" report or covered by FCC specifications, any discussion of PROOF of S-E transmitter and amplifier PERFORMANCE would be incomplete without mention of a final-tube expectancy of 5000 hours and more! The Chief Engineer of a large S-E equipped station states: "We didn't change our tube budget when we changed from a competitive make 5 KW transmitter to an S-E 50 KW transmitter. At the end of the year, we still had a substantial amount of money left over in our budget." ... and this in spite of a 10-fold increase in transmitter power!!

RELIABLE SERVICE

Although the FCC similarly does not set up standards on service, a valid "PROOF OF PERFORMANCE" must inevitably rest on service to the customer after the equipment is installed. The Chief Engineer of another S-E equipped station is quoted as saying: "In the case of The Standard Electronics Corporation, I would say that their equipment is only exceeded by the splendid cooperation and service we are getting from them."

Compare every make of transmitter before you decide!

Catalog and specification sheets are available, or ask for a personal demonstration of S-E transmitters and amplifiers. Write, wire or phone Standard Electronics.

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Canadian Westinghouse Company, Ltd. • Hamilton, Ontario, Canada
HEENA, star of ABC Film Syndication's new series, came out of the jungle long enough to meet the convention. Many conventioneers were trying to promote a match with TPA's Ramar of the same address. The name on her contract is Irish McCalla.

THE COMPETITION is beckoned in. General Precision Labs' hostess was waiting at the doorway when Philco executives Marshall Williams (l), general sales manager, government and industrial division, and James D. McLean, vice president in charge of the division, went by.

A SILVER SERVICE was the prize Standard Electronics put up for the best answers to a series of questions about one of its tubes and transmitters. The Scotch-clad (for economy) miss offered entry blanks to passers-by.

BALLOONS promoting various film properties decked the ceiling of the Shorham wing which housed CBS Television Film Sales. A dozen or so of them, temporarily moored, provided a pretty backdrop for a hostess.

JEANINE PARRIS of Atlanta (below), Miss Georgia of 1955, was the "official" hostess of Official Films—"the only peach that didn't freeze in Georgia." Her address was given as 37-22-37½.

EXHIBITORS—especially those with programs to sell—traditionally bring in models to add color and attract prospective buyers to their displays. BT felt that convention coverage would not be complete without a pictorial record of that activity. Herewith, what the camera found:
A REMARKABLY reasonable facsimile of Marilyn Monroe obligingly posed for pictures with guests at the Flamingo Films display. Here she is engaged in earnest conversation with Robert D. Swezey (r), WDSU-AM-TV New Orleans, and Harold C. Lund, KDKA-TV Pittsburgh.

TELEVISION Programs of America built its display around hats—it gave away 5,000. The display shows merchandising tie-ins available with the various series.

WHEN Guild Films' hostess wasn't perched precariously on chairs she was available to tell interested broadcasters about the company's film series.

THOSE BROADCASTERS who weren't seeing double before they got to Screen Gems certainly were when they left. The company had two of everything on display—from scenes of the various properties to the models posed here.

THE KEYS these platinum-haired-and-dressed models had to offer really worked—but to RCA Recorded Program Services' exhibit suite, not to their rooms. The many who made the trip were entered in a drawing for a number of prizes the company gave in its "Platinum Mine" contest.
THE FORM OF THE FUTURE

Here is condensed text of convention address by Sylvester L. (Pat) Weaver Jr., NBC president. (See news story, page 79.)

PROGRAMMING IS the business we are in. How we sell it, and what studios we produce it in, and what stations carry it, and how we publicize it, and even how much money we make, or lose, are all secondary activities that have no life of their own. They become what they are because of the programming. Only programming can basically change them.

We are not like the movies—merchants of dreams, salesmen of escape. We primarily deal with reality. We are communicators, like newspapers and radio at its best. For advertising support, we must provide useful television selling to every national advertiser. For circulation vitality, we must provide programs of sufficiently varied interest to reach every home and every person in that home over our schedule. We must gamble on shows, on talent, on projects; and we will lose in doing this all too often. But only a great network can afford the risk, and that is essentially why the great network service is so important to this country.

From today, television in transition, let us look at tomorrow, two ways. First, let us look at it as if the network went out of existence and we went to a fragmentized system of television. In 1960, I think the elections would be brought to the people, but by a pool made up of a group of program companies and syndicates—the successor operations to the networks—and a pool tells you immediately what you'd get ... nothing comparable to the vying competition in ideas, men, presentation attempts, new equipment uses, and all the other aspects of competitive big network operation where money is spent, perhaps lavishly, to establish a position with the public for excellence in coverage.

In the program field, the agencies would do what they must do—buy low cost circulation for their clients. And the clients would and should use their advertising funds to sell their goods. What would happen—the agencies and companies would buy up hot attractions at any price, place those attractions in sequence on third or fourth stature stations at either free time deals or big rate cuts.

This would mean a shift of money from stations, who have proved that they will spend part of their money back in public service—a shift to program companies and syndicates, who will spend their money on shows aimed at the lowest cost per thousand. Once the hit half-hours develop good ratings, then they will program the cheap half-hour after them in order to hold enough audience at the lower program cost to get a great buy ... and you have set up the chain reaction that will take this great instrument of ours and depress it to a living room toy—panels, quizzes, B pictures, audience participations, trivia, escape, breaking through the nadir of nepenthe! This may happen even with networks fighting against it because many elements are looking for ways to break the present structure.

But if it happens, it will be a dark day for our country.

If then a fragmentized system would end the great kind of service we now have, let us look ahead to what we can expect if we get a really prosperous network setup.

First, we would be developing hits on a much more organized basis, and our regular half-hour and hour shows would reflect this. This will come about because of any greater effort but because we will finally sell the principle we at NBC at least started with back in '49—rotation of advertising. If we had sold the Saturday night revue—Show of Shows—as planned which we didn't because of FCC opposition, we would have established this basic form that allows gambles and program cost control both.

Then, the regular shows will appear three out of four weeks on a regular basis, and in each time period once a month there will be special programming. Some of this will be all-night programming of the kind we publicized five and more years ago, with integrating ideas like "The City" or "Americana" or "An Unforgettable Night of Music." We will find the vignette principle of writing and production in full flower. This is what we call the Mr. Omm principle, from the show of that name which we announced in 1949 and did in 1950, whereby a writer writes to his material, not to television. His vignette might be 20 minutes or 20 seconds or two hours. He writes it, and we produce it. This has always been the form of the future to some of us.

In our future tv week, we might have six or seven hours of special programming. First, in three-hour, all-evening entertainment spectacular. Then a one hour telementary. Telementaries give background and orientation on a subject like Pete Solomon's "Three-Two-One-Zero" on the hydrogen bomb or his forthcoming "Nightmare in Red" on Russia, or on "India" and "Tomorrow" telementaries. These are great lasting productions taking as much as a year to prepare and execute. Then we'll have one news-in-perspective show, a form that still escapes all of us, in my opinion. It would represent a relevant, important subject made into a special major report to the people and would be done in time to be hot. This would marry our Background and Comment shows with Ed Murrow's See It Now, but with less feature story feeling and more miracle-type coverage. We now have movies and will have tape soon, and we are all over the world and will bring in pictures live soon, and when Bandung happens, or the security question, or the hydrogen bomb, or whatever is current, then we must go out to cover the story, where it happens, talking to those who are making it happen, hearing from the most professional accredited experts on the meaning and significance of the event.
... the half of Indiana which accounts for $2,478,295,000 in retail sales. Only one station delivers it. For the greatest coverage in Indiana select

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio, WOOD-AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis-St. Paul.
and, in the latter, hope that our own correspondents have top stature. We must make it significant and relevant to the viewer. This kind of exploration of the events and issues of our times, done with showmanship to get audiences of 20 and 40 and 60 million, and yet without simplifying or writing down. We can do all this, and will. This is the most important program development of the future.

Another special program might be a cultural hour—the opera, ballet, or even an esoteric experiment. For we must have shows aimed at the light viewers of all types—fine music lovers, jazz lovers, intellectuals, business groups, social groups, etc. The tele-

entations will aim more at the opinion influencing audience, because these shows will have taken the pri-


macy in building American opinion and in conveying information to the people; but the cultural shows will also be scheduled regularly.

And why do we think we can suddenly wipe out an evening of quizzes and storytelling and situation comedies and put on a symphony orchestra and the Sadler’s Wells Ballet and an unforgettable evening of music for the legitimately inclined music lovers? It will be easy because the advertiser who buys into a certain blue-chip association pattern of advertisements will get his ads on this night along with other features during the year... and will have agreed to it before we schedule it, but in a pattern that makes sense for him and for the great audience as well. The other attractions of a blue-chip association pattern might be quality drama regularly, plus the Wide Wide World on Sundays, which will be school-ordered viewing that makes us all contemporary with our own world and its places and peoples and ideas.

So we will see great regular attractions and special viewing inducements on top of the regular shows each week which will bring opera, ballet, entertainment of all kinds, the circus, rodeo, ice shows and other attractions, and wonderful news and real world coverage events, including sports and great occasions if they are still avail-

able, and great spectaculars. Incidentally, these shows will be the trying out ground for material and artists and writers before the stage or the movies use the material, instead of the other way around as it is now. Listening to this schedule, you may well ask where are you going to get the talent?

If the great network concept is accepted by all elements as desir-

able and it lasts, then we will have to get the people to write and produce and enact all these great shows. Can you mass produce quality? Answer, yes.

Our television enterprise has excitement. It has significance in a time of world crisis. Given the talent development projects that we and others have and will announce, we will find great increases in the number of talented people available to us and from them and from intelligent direction and management will come this flood which will include excellence as well as flotsam and jetsam, genius as well as filler.

I would like to close on a personal note. If the plans I made in ’49 and ’50 had been carried out, we would have a much better, finer, more prosperous television service to the people than we have today. They were not carried out because, essentially, the networks did not have power to carry them out. What this country needs is a great, prosperous television service that meets its obligations and duties, not a fragmentized service that solves the problems of some elements on the periphery of the industry. We in the networks mean too much to the American future to be hobbled. We are the mainstream of the future of American information and education services.

We are the force that will increase the economy to new high after new high. We can serve humanity and our times. Do not stop us.

IT’S LEADERSHIP
any way you look at it!

The “OWL” carries over 60% of all National Spot bought in the Muscle Shoals Market

The “OWL” carries more local Business than any other station in the Market

WOWL also operates WGAD the Big Station in Gadsden
Alabama’s 4th Market

DICK BIDDLE, PRESIDENT

ASK BILL RAMBEAU ABOUT THESE ABC STATIONS’ DOMINATION OF ALABAMA’S 4TH & 5TH MARKETS

Alfred P. Sloan Award
National Safety Council Award
5 Associated Press Awards (for excellence in covering and reporting news)
we don't know how many people prefer olives in their martinis...

BUT we DO know that among leading radio and TV agency executives 2 out of 3 say they prefer to read a WEEKLY radio-TV trade publication.

Like so:

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(Note: over 100%? multiple answers caused it.)

(Here, of course, is a resounding vote for BROADCASTING-TELECASTING . . .
the ONLY 100% radio-televison weekly in America.)

moral: The man with something to sell goes where his best customers are most likely to be.

* This is only one of several revealing facts established by Ross Federal Research Corporation's recent "Readership and Preference Study of Radio & Television Trade Publications."
If you don't have a copy, you should. Write to Broadcasting-Telecasting, 1735 DeSales Street, Washington 6, D.C.
TV: MIDDLEBROW OF MEDIA

Here is condensed text of convention address by Frank Stanton, CBS president. (See news story, page 79.)

THE vastness of television’s scope makes my assignment—"The Role of Television in Our Society"—both simple and complex. It is simple if we do nothing more than congratulate ourselves on our explosive growth and enormous influence. It is complex indeed when we ask ourselves what our medium is for and where it must grow in the future.

Not only our American techniques but American society and American culture have taken, during the last 20 years, what scientists call a quantum jump—an enormous leap forward. Many of us in broadcasting are not yet fully aware that this has happened. In this leap forward from the America of even the recent past, I place our new communications arts—radio and television, but particularly the latter—among the pioneer troops of a great new exploration: the exploration of nothing less than our whole social future.

Television, with all its faults in its very brief life, has made an enormous contribution to art, to science, to society and to political and social enlightenment in this country. From heavyweight thinkers, it gets little credit for this. It gets little credit from them except for making money and selling goods and keeping kids from their homework.

Its effect in reality is very different. For it would be a long assumption to make that America could have even now taken its place as leader of the free world had it not been for the understanding—sometimes the agonized understanding—that television along with radio has brought into the American living room of the problems and dangers that beset Europe and Asia, our neighbors in this perilous world. Whether looked at as enlightenment or information or entertainment, television has swiftly become one of the great good things of modern life.

We all know the practical reason why sponsors with something to say to consumers have swarmed to television as an advertising medium: because, despite all our problems, and despite all our failures to satisfy our critics or ourselves, the strongest sustained attention of America is now, daily and nightly, bestowed on television as it is bestowed on nothing else.

So far, so good. But the problem of what television is for persists. The more sets, the more pressing the problem.

I think we can say of the potentials of television that not even the sky is the limit. The potentials of television have no closed top: they are as big as the potentials of an American society or a world society, and I do not feel like setting a limit on that. Whatever man is going to do, we shall more and more follow and record. But in another sense I would put a very sharp limitation on the potentials of television. I feel I know where television will fail, and where it has to fail. It has to fail in substituting itself for an active participation in life itself. This has been asked of it, but it must not respond. Let television have a mass audience, but heaven forbid that it be a universal audience of homogenized tastes in a leveled society, without leaders or inspiration.

If television has a passive audience—which I deny—it must do everything it can to shake that audience out of its passivity. For the role of television in our society is never going to be determined just by what we do—we in the industry—or even just by what the FCC does, but by what the whole of society does. The less society does, the less we can do. We are its mirror. We are the great extension of almost everything.

President Eisenhower said on Tuesday that he thought broadcasters should be able to express "proper opinion," as the editorial columns of newspapers do. I am happy to hear those words, and CBS will not forget them. But even so, we and our public and our critics must note these important differences: we can help education, but we cannot be education. We can give the pulpit a wider range, but we cannot be religion. We can help the American home, but we cannot be parents. The true, proper function of television in our society is not to make a perfect world, or even a perfect District of Columbia, but to meet the world as we find it; to show it to itself, warts and all; to make it better informed and hopefully happier, and to make it aspire. If our friends and critics count this last as a failure in present performance—and that is some reason why they should—we should do something about it.

There is raised here the long-debated question of what television should do in relation to the public taste. Well, the larger the public, the less remarkable its taste. This is not said in cynicism, but only in deference to the probability curve, which tells us that there will always be more men wearing 7 1/2’s or 8’s and that all middle grounds, whether of taste or opinion, are always the most widely held. Any mass medium will always have to cater to this middle or cease to be. But to cater is not to pander. We of television have two things to try to accomplish at once: to satisfy the public taste, and raise it a little, too. We must help lead without losing our followers by getting too far ahead.

I think we do moderately well here. Our American middle public now accepts, as a matter of course, values in art and music that the most cultivated European audiences would have angrily rejected a comparatively few years ago. And what does anyone suppose has caused this new sophistication? It was, of course, the mass media, of which television is now the most pervasive and per-susive. To be sure, these mass media get many of their new ideas from so called highbrow sources—but they do get them, and they do pass them on. The television function, the television obligation, as the most powerful of these media, is to be the alert, fast-reacting middlebrow. To the extent that it is, it has the effect of slowly forming the tastes and aspirations of America on better and higher plateaus than the past. The policy of "giving the public more and more of what it likes" is no longer good enough because it no longer goes far enough. Television could scarcely have got where it is by giving the public what it didn't like—but the day for a closer inspection of the relationship between television and its enormous public is now, in my opinion, at hand.

Television has the defects of its virtues. A nation whose living rooms are piped together, so to speak, via television, is a nation of greater cohesiveness than otherwise. But the unwanted twin of cohesiveness is conformity. Is it up to the television industry alone
For example, this Standard Electronics 40KW TV transmitter uses the AMPEREX 5924/AX-9904R in the aural and visual high-band VHF amplifier stages, designed for use in the "Heart of Dixie," at WABT, Channel 13, Birmingham, Alabama, where it has given up to 7,926 hours of consistent service at an operating cost of only 2.7 cents per hour. Also, six other 5924/AX-9904R's have withstood high power levels for over 7,000 hours.

Remember, this long life was accumulated in high-band final amplifier stages where the going gets rough. Even longer life can be expected at the reduced power level in driver stages.

Long life has been deliberately "built in," by proper design and proper tube geometry, for operation with high peak output over the entire VHF range from 54 to 216 mc.

Low operating cost-per-hour is only part of the story; the low initial cost of this tube keeps your spare-tube-inventory-investment at a minimum!

Here is a partial list of other important stations using the 5924/AX-9904R. These represent approximately 18 million viewers witnessing proof of reliable performance!

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Available from Your Local Radio Parts Distributor

AMPEREX ELECTRONIC CORP.  230 DUFFY AVE., HICKSVILLE, N. Y.
In Canada: Rogers Majestic Electronic Ltd. • 11-19 Brentcliffe Road, Leaside (Toronto 17)
to determine how we can have the strength of cohesiveness without the sticky glue of conformity? Or has not society some answers to work out here strictly on its own account? Similarly, the more we provide information and serve as the eyewitness to events great and small, the more we threaten the privacy of the individual; here society will have to determine the balance it wishes to strike between its curiosity and its sense of wanting, like Greta Garbo, to be alone.

In an age of guided missiles and hydrogen bombs, television has given the American people a useful instrument for the preservation of democracy. Political scientists decry in one breath and admit in another that one advantage that totalitarian governments have is that when the time comes for mass action, those governments can turn on a dime. The people of totalitarian nations do not know and those who do not know, do not ask. Those who do not ask, do not question their leader's orders; they do as they are told. In such an age, where we deal with huge masses of people on the one hand and supersonic speeds on the other, the quickest kind of action may well mark the difference between the life and death of our civilization.

It is at this point that television—with 34 million sets each in use over five hours daily—makes its broadest contribution and provides an effective alternative to totalitarian methods. It is fundamental to our political way of life that we substitute facts and information for dictatorship. A nation which is informed honestly and fully is a nation which, when the time comes for decisive action, can move quickly and positively. Television, with its penetration, its wide geographic distribution and impact, provides a new, direct and sensitive link between Washington and the people. The people have once more become the nation as they have not been since the days when we were small enough each to know his elected representative. As we grew, we lost this feeling of direct contact. Television has now restored it. Day in and day out, television maintains this link so that the people are ready to act with the salient facts at hand.

All communication tends to level. The task of television is to try to keep the level high—not yet not to level too much. The balance here swings between what creation in programming can gird itself to produce, and what our public will reasonably accept and understand. In striking new and better balances, our industry must have help—positive and constructive help—from without. Here, we should assure our friends, we have no more desire for a monopoly than in any other area of our activity. Here is a burden we would like to share. Since nothing less than society itself is going to determine our broadest future aims, let society get in here and push. If society will push, it will find us most responsive: all we ask is that it push toward the open spaces and not into a corner. We ourselves still don't know where the unconquered spaces of television are because we still lack a complete map.

Accordingly, the Columbia Broadcasting System will provide the funds, and form a major public committee, for the purpose of a comprehensive, impartial nationwide study of what the public expects of television. CBS would provide the funds for the committee—let us here give it the working name of "committee to survey what the public wants from television"—to be composed of distinguished members of the public representing the arts, religion, labor, industry, education, social and political scientists and television critics. CBS connection with the committee would then cease.

The committee would deliberate as to the ways in which the public interests would best be served by a better knowledge of what the public wants and expects of television and what it means to the public. Let it then denominate the areas and methods it chooses for major investigation. Let it then develop a list of the most difficult, vexing or perplexing questions on which public opinion of all degrees should be solicited as to the role of television in our society, and then let these questions be turned over to an experienced professional group for a field study to collect the answers the public gives back. We need these answers. I cannot guarantee that this study will provide all the answers because the approach is too novel. But we owe it to our audience, as well as to ourselves, to try to establish some systematic method of inviting the public to participate in shaping what we do. Such a thoughtful and conscientious probing could well provide a newer and far better set of navigation charts than anyone in the broadcasting industry—or in any area of mass communications—has ever had.

Most emphatically, this would not be—and the reputation of the committee would best be served by a study of "what the public likes" in the way of programs, so that the public could just be given more of it. The committee would take all pains that its report could not be used as a shelter for complacency, or as justification for continuing in a series of well-worn ruts, or persisting in a habit known to be bad merely because a majority of the public seems to have only mild opinions about it.

What our industry would gain from such a national study, embracing every social and economic level from top to bottom, is something very important indeed. I believe it would serve as a catalyst to start the reaction of a true two-way communication between television and the great society it tries to serve, whereby society responds to television in terms deeper and more important than any popularity ratings could ever reflect, and in terms far more meaningful than is provided by the selective process of reading a typical mail that comes to the broadcaster, the legislator or the FCC. The temper of the public on many important issues and problems before us could be made unmistakably clear.

A passive society is death to television in any long run, as much as it is death to any other institution. As I see this public inquiry it would create a great deal of active controversy, and make a large fraction of our society think, as it has never been asked to think before, How can I make a positive contribution to the television broadcasting art of the future? And therein we could find the strong beginnings for the new next decade of television progress—and suggestions for the true "Role of Television in Our Society."

TENTH anniversary reunion of U. S. Broadcasters Mission to the European Theatre of Operations was held in Washington May 22. L to r, seated: Col Harry C. Wilder, WTRY Albany; J. Leonard Reinisch, Cox Stations; John E. Felter, WKZO-AM-TV Kalamazoo; former NARTB President Justin Miller; Clair R. McCollough, Steamman Stations; Joseph H. Ream, former executive vice president of CBS. Standing: Don L. Keagle, ABC Film Syndication Inc., one of the escorting officers; Robert D. Swezey, WDSU-AM-TV New Orleans; Abel Green, Variety editor; William S. Hedges, NBC vice president; Joe Cilina, Cilina-Grean Assoc; Ed Kirby, chief escorting officer; Ted Bergmann, DuMont network, escorting officer; Lester W. Lindo, WFDF Flint, escorting officer, and Sol Taishoff, B.T. Absent were Morris Novick, in Europe as UNESCO delegate; Mark Woods, former ABC president; John W. Alicoate, Radio Daily, and Martin Campbell, of Dallas.
All right, Looey, drop the glass!

That BIG, PLUS Market is Easy to Find!

Sixty million Americans can't get lost—except that is if’’n you wear blinders and can’t see ’em. Funny too—that some advertisers are just now opening their eyes—and what a sight they’re seeing. Sales by the carload, trainload and boatload—profitable sales and steady sales in the great Hometown and Rural American market. And better still, this is a market that is blanketed—but BLANKETED by the 835 Keystone Broadcast System stations—as no other medium ever blanketed anything.

It won’t be necessary to swallow our whole pattern to check our claims. You can test and try in a territory of your own choosing and we’ll put together a NETWORK to give you extra sales and PLUS MERCHANDISING at a cost you won’t believe—it’s so low. Write or phone today. We’ll be delighted to give you ALL THE FACTS!

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
State 2-3933

NEW YORK
580 Fifth Avenue
Place 7-1460

LOS ANGELES
3642 Wilshire Blvd.
Dunkin 3-3510

SACRAMENTO
57 Post Street
Sutter 1-7960

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

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

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.
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<th>Time</th>
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**Note:** The image contains a grid of programs broadcast on Sundays, Mondays, and Saturdays, listing times and networks for various shows. The grid includes specific details such as times, networks (CBS, NBC, ABC), and brief descriptions of the programs. The content is organized in a tabular format with clear headings and rows for each day and time slot. The formats for the grid are consistent across all days, with a mix of news and entertainment programs.
A POSITIVE approach to the problems of radio—a "vibrant industry" going through a transitional period requiring "readjustment"—was called for Wednesday by David J. Mahoney, president of the New York advertising agency bearing his name. Mr. Mahoney discussed "Radio '55" in the introductory address on Radio Day at the N.A.R.B. convention.

The 32-year-old agency president entered advertising as a $25-a-week mail clerk with Ruthrauff & Ryan, New York, and four years later, at 26, was a vice president of that agency.

Hereewith are excerpts from Mr. Mahoney's address.

FIRST, I think I should say that radio is the most heavily used medium, dollar for dollar, in our agency. This statement, in this year of our Lord 1955, should establish me as a sincere friend of your great medium. Maybe we like radio so much because our agency is too young to remember the great radio days of the thirties. All our boys can do is measure radio's present effectiveness against all comers. It's a new medium to us—and we find it works! It produces, time after time, increased sales for our clients at a minimum cost. And I'm not talking about ancient sales figures. I'm talking about 1953-1954-1955. In the hey-day of television, we have seen radio do a better sales job again and again—under the particular set of circumstances we encountered. I would like to say right now that we also use television when the circumstances point toward that great medium. This will not be an anti-tv speech because I do not feel that radio's problem is an anti-tv problem. The trials and tribulations of Radio 1955 lie within itself!

I think we all admit that radio has its problems at this moment—and you're probably all sick and tired of hearing about them. But we must continue to hear about them . . . and think about them . . . and do something about them until radio is in the position it deserves in the national sales picture. I would like to outline the problems as they appear to us in our young agency.

May I state, it is not negative to speak of problems. Problems are an inherent part of any operation and any business. Radio is a business, like any other media or any other enterprise which strives for a profit; and as such, it's bound to have problems.

Radio is no different from any other business. You must change your market and meet the competition to stay in business. Radio isn't dying, but old-fashioned radio is dead. Radio should be positive and not querulous. Radio is hurt by its own prophets of doom, spreading their sad stories which are without foundation and which neglect the all-important fact that radio is a huge, vibrant industry which has just begun to fight.

I would like to discuss some of the points more specifically:

First, I would like to ask you to take a second look at that old bugaboo—the rate card. Nothing contributes so much to the lack of pride a radio salesman so often shows in his product as to have to say, "Well, here's our rate card, but it really doesn't mean anything. Let's bargain a little." The whole procedure smack of the ancient bazaars of the Near East, where merchants are said to have the greatest contempt for anyone who pays the full price for anything, because then everyone is deprived of the pleasure of bargaining.

Second, I would ask you to give the same status and respect to radio programming that you did in the thirties. Here is an area that has gone from the height of creativity to a new low of follow-the-leader tactics. One would be foolish indeed to believe that the future of radio is totally predicated on the continuance of the disc jockey.

Third, I would like to comment on the way the sales promotion of the radio industry in general and stations and networks in particular strike you old agency. It can be summed up in one sentence—most radio promotion is a sheer waste of money. We received in 1954, stuffed dogs from New York, cheeses from Wisconsin, fruit cake from Georgia, pieces of rock from New Hampshire, sheets from North Carolina, ad infinitum—all with a cute little note attached pointing out that WOOG has more listeners in Sassafras County than any other station. The message is thrown into the scrap basket because it never, never, never, never deals with the problem our media director and account executives are most directly concerned with—will radio sell a given product better and cheaper than any competing medium?

Fourth, I would like to enter onto even more dangerous ground—a field which is dark and heavily booby-trapped—research! Now I am young, and my ignorance of research is formidable—but this ignorance is magnified even more by the conflicting rating reports that purport to statistically measure audience listenership. Why is there such a spread in allegedly absolute findings—and which one is right—if any?

Fifth, it seems that a great many of the radio salesmen who call on us continually, and unnecessarily talk about radio and television, radio and television, radio and television. For the love of Pete, get radio people to stop selling against tv, if they can't stop thinking about it. They happen to be selling against the hottest, most glamorous medium in the world today.

These are the major problems of radio 1955 as we see them from our agency. I promised you that I would not assault your ears with familiar accusations without taking a swing at how these problems can be solved. So here goes. The five problems were:

(1) The rate card; (2) radio programming; (3) radio sales promotion; (4) radio research; (5) the "television psychosis."

The rate card is the problem that has the simplest solution—and which will take the most courage to cure. It's so cruelly clear-cut what must be done. Every station and every network must look at its rate card through the cold eyes of the media buyer. Are your published rates fair for what you have to offer? For what the advertiser can and should pay? If they are not realistic, why not lower them to the point where they are and
THE GREATEST INDEX to SALES is RESULTS!

RICHARD E. JONES
Vice Pres. & Gen. Mgr.

Representatives—
AVERY-KNODEL INC.

NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES
DALLAS and ATLANTA

—— MOORE AND LUND ——
SEATTLE and PORTLAND

KXLY RADIO
CBS-920 KILOCYCLES
W. 315 SPRAGUE AVE.
SPOKANE, WASHINGTON

May 30, 1955
charge everyone the same? If the rates are fair and square, stand behind them to all.

Second, what to do about the moribund state of radio programming? Perhaps a healthy injection of fresh, young blood into programming departments would be stimulating. Try to reroute some of that horde of young, ripe, cheap talent that flows into television every year into radio. Youth responds to a challenge—and it seems to me it would be a really exciting assignment for the radio stations if they could find some way to make a radio advertising giant come to life. There are men in this room who were creating revolutionary program ideas for radio when I was a devoted member of Uncle Don's Little Club. You're the guys who originated almost every idea television's ever borrowed.

Sales promotion is next on the agenda. Our agency has had some interesting experience with direct mail recently—writing about the agency to prospective clients. We have found one approach gets consistently outstanding results—tell the recipient of your letter a story—a sales story. Give him the details about why a campaign was conceived and what it did in the marketplace. Why is he interested? Because sales are his business—and so are sales the business of the people your sales promotion is going to do. Don't tell a media director that you cover the Napa Valley like a Spring Maid sheet. He can get those facts out of his trusty Standard Rate & Data. But do tell him about that grapefruit brand who hocked 25,757, bought one spot on your station and sold out his entire crop of grapefruit in two and a half hours.

If your sales promotion—on an industry-wide level—could drum home the story of radio, one of the most inexpensive and resultful sales mediums in the world—it would be worth the millions of dollars spent each year on second-rate promotions. But stop fighting other radio stations with microscopic advantages to tell what you have to sell, and do it as an industry. Let's take a look at what you have to sell.

Early morning radio volume is up and constantly increasing. There are at least two primary reasons for this success: The reluctance of advertisers to compete with nighttime television on radio, and more important, the radio stations were forced to go out and sell early morning radio as a means of survival. The onetime lower rates of radio are now the high rates on the stations. It is perfectly possible that the low rates on present evening radio spots represent the same bargain to the media department that those on present morning radio spots represent to the medium.

Here's an interesting point on the fact that advertisers now buy morning radio because people's evening habits have changed. Have their morning habits changed? Does the fact that we watch Jackie Gleason at night change the fact that we still get up in the morning? But we wash, brush our teeth, before breakfast, etc? No, it's always been that way. Well, why wasn't early morning radio sold before? I think the reason it wasn't sold is: (1) radio didn't try, or tried in only a half-hearted manner; (2) advertising agencies and advertisers had the half-baked idea that you couldn't sell beer before the cocktail hour. But beer is being sold on early morning radio today; and it’s virtually the same beer—a little lighter and drier, perhaps. And what's more, it's being sold effectively.

The fact is that radio missed many years when it could have been selling morning radio to beat the band. There were a lot of advertisers who missed the opportunity to scoop the competition by seizing these advantages. But radio was fat in those days. And it's a sad but true fact that agencies won't do the discovering on their own. You must show us the way. Consider that most media buyers live in large cities where the family noon meal, odd-hour factory shifts, and family shopping hours mean little. Sell these times for the value they are. Document those facts, and why not list them on your program logs as Sherm Marshall of WOLF in Syracuse did recently?

Now let's discuss my staggering confusion about research and rating services. What do I believe—Pulse, Hooper, Nielsen, Polling, Cooper? The net result is the average media buyer doesn't believe any of them.

As an industry, wouldn't it be good business to have one industry-supported equitable rating service, similar to the Newspaper Audit Bureau of Circulation? Wouldn't it have more credence, and wouldn't it be a show of the broadcaster's confidence in his product? The time to act is now—back a believable rating service—at this meeting. This problem has been adroitly sidestepped too often in the past.

Last and unfortunately not least, we come to the problem of the television psychosis. Quite simply, as it now appears, radio is no longer an entity unto itself. Advertising agencies have grouped their production departments as a tv-radio department, and radio and television in the media department is called the "time" department. Most other media enjoy an individual status. Radio always finds itself bracketed with television. You're in an either/or position. Either radio or television. Why narrow your competition to this degree?

Radio needs its own disciples at court to sell radio as the major factor in America that it is. Most important, let's stop selling against our newer sister and thus tying the family bonds of radio and television even closer.

We've shifted some of our products from tv back into spot radio. In many cases, this is a difficult sale to the client, and it involves quite a selling job. It is a selling job that highlights a new concept of spot saturation frequency. This concept can and has sold goods for us. Spot saturation frequency is not predicated so much on time, adjacency, or type of audience, but rather on impact. We must have as many spots a day where the budget will allow. But all of these factors bring us back to the next problem which is, namely, rebuilding radio's initiative. Let's put the word "sell" back into radio.

It seems the radio industry is spending so much time chanting about the number of radio sets that you forget to mention the obvious—that radio can sell goods off the retail shelf. Certain radio networks are important, but let's not forget that one of the important reasons for current radio set sales has been the adaptation to the new market by set manufacturers, who offer portables, clock radios, new light-weights, plastics, smaller sizes, and attractive colors. How much of this increase can the radio broadcasters feel they have honestly been responsible for? The advertiser who buys radio time does it to sell his product. Let's start thinking, talking, and building around "sell." The "sell" of goods in retail outlets today. This will help lay to rest the fal- lacious television psychosis.

In summary, I feel the formula for success is a confident state of mind. Radio must be willing to risk the possibility of making mistakes for the sake of winning the big prize of future success. Too often, we are obsessed with the credo of relating all of our actions to something that was proved successful in the past or through which figures and facts eliminate all risk. We occasionally have to bet on new approaches.

Let's review the positive approaches that we should begin with right now to make the next few years the howling success that radio so richly deserves. One, let's adjust to our changing markets and forget the wailing. Radio is a business. Every other business adjusts, and radio rates no favors. Let's not try to re-patch last year's dress and cry all the way to the poorhouse. Let's create the best-looking damn dress ever and be the hit of the ball. Then let's regain the independence of radio and fight to have radio considered a separate medium. Make it stand alone on its own two feet, selling itself on the basis of what it will give in return for each advertising dollar invested. Sell the effects rather than the cause. Don't choke on gnat's or bathroom fixtures. Think big with the confidence of selling a desirable product—not with fear and trembling, but with enthusiasm and daring.

The results of efforts to sell radio will depend on what your product is and how much you believe in it.

Get an honest rate card, exchange successful new programming ideas, sell product sales results, back an industry-supported rating service, and re-establish radio's independence from all other media.

It seems we have taken a long way around to bring out something that most people believe in, and most of us forget. The future of radio is limited only by the extent to which those in the radio profession allow themselves to be intimidated.
is pleased to join our client, KFDA-TV in making this announcement. It's a real pleasure to represent a facility that's such a big buy in every way!

BORN: A New Audience!
We have boosted our power to 250,000 watts. Out here where the terrain is flat for miles and miles around, that's important. It means we'll have a brand new audience—thousands of homes—a whole new market.

READY NOW: New Facilities!
It's not just the transmitter that's new. We've added new studio facilities to permit greater flexibility in live production. We've added to our roster of trained people who know best how to serve our clients.

DOUBLE-TALENTED PERSONALITIES: New Impact!
We've carefully developed a fine group of sales-minded personalities. They work both TV and radio, so they're doubly potent in creating audience and sales.

KFDA-TV
CHANNEL 10 AMARILLO, TEXAS
INTERCONNECTED

KFDA-AM 1440 kcs. ABC RADIO IN AMARILLO
ANNOUNCING WGN-TV’S 4TH ANNUAL FILM FESTIVAL FOR AGENCIES AND ADVERTISERS!!

Because WGN-TV programs more high rated film programs during Class A time, has the finest film facilities and prime availabilities for advertisers, the Annual WGN-TV Film Festival is being conducted on June 22 in Chicago for the 4th consecutive year.

The WGN-TV Film Festival offers a preview of new film series and a review of film packages which are available to Chicago television.

Any advertisers or agencies interested in the purchase of film programs or top availabilities for fall, please contact WGN-TV Sales for reservations.

ANOTHER SERVICE OF WGN-TV—CHICAGO’S TOP TELEVISION STATION

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NARTB CONVENTION

NARTB Thanks Eisenhower, Passes 11 Other Resolutions

TWELVE resolutions voicing appreciation for President Eisenhower’s convention appearance, stating industry positions on several issues and calling for removal of discrimination against radio and tv were adopted unanimously Thursday afternoon at the NARTB Washington meeting.

A resolution on subscription tv not adopted by the Resolutions Committee was tabled (see subscription tv story, page 85). The resolutions: thanked FCC members for their part in the program; called for support of the Voice of Democracy contest; urged FCC to permit remote operation of transmitters of all classes; termed efforts to require stations to give free time during political campaigns unrealistic, discriminatory and unworkable; supported united charity drives; called for free access to report and comment on news, commending work of the Freedom of Information Committee; endorsed Crusade for Freedom in its efforts to penetrate the Iron Curtain; called on NARTB and the Advertising Council to continue their joint efforts to solve America’s problems the voluntary way; praised work of Harold E. Fellows, NARTB president, and his staff; thanked hotels for their cooperation, along with the Greater National Capital Committee, and called for joint action with the Inter-American Assn. of Broadcasters.

Members of the Resolutions Committee were Otto Brandt, KING-TV Seattle, chairman; George D. Coleman, WGBI-TV Scranton, Pa.; Robert Enoch, WXIL-W Indianapolis; John Alexander, KODY North Platte, Neb.; D. Lennox Murdoch, KSL-TV Salt Lake City; Gaines Kelley, WQAN-TV Greensboro, N. C.; Robert Tischer, WNAX Yankton, S. D.

Radio Pioneers Install R. F. Guy as President

RAYMOND F. GUY, NBC director of radio frequency engineering, was installed Wednesday as president of the Radio Pioneers for the coming year at the organization’s 14th annual dinner meeting held in Washington in conjunction with the NARTB convention.

Other new officers are John Patt, president, WJR-Detroit, senior vice president and automatic successor to the presidency next year; Merle Jones, CBS Television vice president in charge of stations and general services, vice president; Lewis H. Avery, president, Avery-Kaodel, vice president; William S. Hedges, NBC vice president in charge of integrated services, executive committee man, and Carl Haverlin, BMF president, executive committee man.

Mr. Hedges, who presided at the dinner in the absence of 1954-55 Pioneer President Arthur B. Church, presented the 1955 Hall of Fame award to the Smithsonian Institution in honor of its first secretary and director, Joseph Henry (1797-1878), discoverer of the electrical principle of self-induction and a great American scientist. Citations were presented to Sylvester L. Weaver, NBC president, and John J. Karol, CBS Radio vice president in charge of network sales, and Mr. Hedges reported that in the afternoon a special citation had been presented to Herbert Hoover, “radio pioneer, statesman and beloved patriot. ...” Citations to comedians Jack Benny and Fred Allen will be given them in New York in the fall, Mr. Hedges said. FCC Commissioner Robert T. Bartley was presented an honorary life membership in the Pioneers.
KSD  KSD-TV

**top spots** FOR SPOT ADVERTISERS

KSD has the LARGEST Daytime half millvolt coverage area of any Radio Station in the Greater St. Louis Area.

KSD-TV has MAXIMUM power on VHF Channel 5 . . . and is equipped for slide and film programs and spots in FULL COLOR.

**NBC AND NBC-TV NETWORKS**

National Advertising Representative:
**NBC SPOT SALES**

**THE ST. LOUIS POST-DISPATCH**
BROADCASTING STATIONS
NEW SPECTRUM REALLOCATION ADVOCATED BY FCC COMR. LEE

His proposal—designed "to provoke study"—is to move all tv into 47 vhf channels, move fm and all non-broadcast services. He says it would supplant 'piecemeal' methods of whipping the uhf problem, save consumers $100 million a year.

A SWEEPING PLAN to reallocate tv—one which would obviate wrestling with de-intermixture, satellite and booster operation, and the dozens of other moves to succor ailing uhf telecasters—was laid before the NARTB last week by FCC Comr. Robert E. Lee.

Mr. Lee's recommendation—made on a personal basis and "to provoke study"—was to move all tv into the vhf portion of the radio spectrum, with the concurrent reallocation of other, non-broadcast services. This is what Comr. Lee proffered to engineers at the NARTB engineering conference last Thursday:

1. Place all tv in 47 channels in the band from 60 to 342 mc. This would delete present

A. ch. 2 (54-60 mc). Tv runs from 54 to 216 mc in the vhf and from 470 to 890 mc in the uhf. Other services hold space in various portions of the vhf band and in the area between 216 mc and 470 mc.

B. Place fm in the band 342-362 mc. Fm now runs from 88 to 108 mc.

C. Place all non-broadcast services either below 60 mc or above 362 mc. This would include amateurs, government, aeronautical, mobile, fixed, industrial, and a host of other non-broadcast services.

D. Give present uhf tv grantees one of the extra vhf channels so provided in place of their present "upstairs" channel.

E. The 47 channels were chosen, Mr. Lee explained, because at one time the Commission figured that 12 vhf channels and 35 uhf channels (each 12 mc wide to accommodate color tv) would provide a nationwide competitive tv service. At present there are 82 channels altogether, each six mc wide.

Comr. Lee said he took a "dim view" of "piecemeal" plans for coping with tv's growing pains. Such moves as de-intermixture, ceilings on vhf power and antenna heights, etc., he said, were "usually for the benefit of special users at the expense of one group."

A move along the lines he suggested, Mr. Lee said, would save consumers $100 million a year. He figured four million color tv sets would be sold in the next few years. He thought the difference between an all vhf set, under his proposed plan, and an all-channel vhf-uhf set now being spoken about, would amount to about $25.

Back in January, Comr. Lee joined with Comr. Robert T. Bartley in dissenting from an FCC proposal to force mobile services to use a split-channel technique to ease the congestion in the bands 25-50 mc and 152-162 mc. The use of split-channel operation would make more efficient use of these frequencies, but would also require equipment—both transmitting and receiving—to meet higher specifications of operation [B&T, Jan. 17].

Re-evolution Was Asked

At that time, both Mr. Lee and Mr. Bartley felt that the whole "basic problem" of intermixed allocations should be re-evaluated. They concluded that the best answer to the mith-mash of broadcast, non-broadcast, government and non-government allocation lay "in a general allocation procedure, including the consideration of data as to government channel occupancy not now available to the Commission in its regular proceedings, which would have as its objective a sound, efficient and equitable allocation of frequencies as between government and non-government services."

It was at that time that word began to seep out that the military services were seeking additional vhf spectrum space in the area now occupied by chs. 2 to 6 and also the fm band.

That rule-making proceeding (Docket 11253) is still under consideration by the Commission. The demands of government services—especially the military—for additional space was also understood to be under study at the White House level.

The present tv band was established in the 1945 FCC allocation proceedings which saw 13 tv channels set up, beginning with 44 mc. It was at that time, too, that fm was moved from the 45 mc band to the 88-108 mc band.

In 1948, due to the inability of other non-broadcast services to share assignments with tv, ch. 1 (44-50 mc) was deleted. In 1952, the 70-channel uhf band was added for tv.

Mr. Lee emphasized repeatedly that he was speaking for himself and not for the Commission as a whole or for other commissioners. He also iterated that he was making this sug-
NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: “Scotch” Brand Cellophane Tape, or “Scotch” Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul Minnesota

May 30, 1955 • Page 73
TV's TOP STAR-STUDDED GOLF SHOW

GETTING HOTTER ALL THE TIME!

Link up with top sponsors who have already realized the drawing power of Jimmy Demaret and his top-name guest stars!

BOB HOPE

Featuring outstanding guest stars who give any audience a rise!

BOB HOPE • BING CROSBY

CARY MIDDLECOFF

SAM SNEAD • TED WILLIAMS

BOBBY JONES

plus Grand Slam product promotion that will make sales soar!

A million dollars worth of advertising—five national advertisers will promote THE JIMMY DEMARET SHOW in Life, Look, Saturday Evening Post, Newspapers, etc.

CARY MIDDLECOFF

(Master's Winner '55)

Demaret delivers polished commercials! • Golf instruction book ready for sponsor's imprint! • Colorful golf ball with sponsor's message! • Full publicity and promotion program!

Sales are already rising for these top-name regional sponsors!

CADILLAC • FORD • BUICK

BUSCHLAGER BEER • MILLER

HIGH LIFE BEER • UNION BANK

PEPSI COLA

THE PERFECT SUMMER REPLACEMENT!

Your audience will be bigger than ever because golf interest is at fever pitch!

FIRST 13 SHOWS HAVE SIZZLED MARKET AFTER MARKET! 39 SHOWS IN ALL! WRITE IMMEDIATELY FOR AVAILABILITY!

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A combination of PERSONALITY—FORMAT—STARS plus a ready-made market of over 25,000,000 rabid golfing fans have made the JIMMY DEMARET SHOW the hottest 15 minutes on television!

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JIMMY DEMARET

AN Award Television Corp. PRESENTATION

NARTB CONVENTION

How It Is Now

HERE is how the spectrum is now divided among tv and other services within the bands where tv begins and ends and in the frequencies proposed to be added to tv under Comr. Lee's suggestion:

50-54 mc—Amateur

54-72 mc—Tv chs. 2-4

72-76 mc—Aeronautical marker beacons, operational fixed.

76-88 mc—Tv chs. 5-6

88-108 mc—Fm

108-174 mc—Aeronautical radio navigation and mobile, government, amateur, domestic public, land transportation, industrial, public safety, maritime mobile.


216-342 mc—Government, amateur, aeronautical.

342-362 mc—Government, aeronautical.

gestion to the engineers to get them to think about the problem.

"No criticism of any individual, official, department, agency or organization is intended and none should be implied," Mr. Lee said.

Reaction to Comr. Lee's suggested reallocation of the tv band was immediate.

The engineers' attitude was expressed by one who rushed up to Mr. Lee right after he finished speaking. "Congratulations, Comr. Lee," he said, "may I be the first to shake the hand of a brave man."

Industry representatives were more restrained. It was the consensus that the idea was splendid, but a trifle late in view of the huge investments in tv receivers, aeronautical gear, mobile equipment and other apparatus.

"My god," said one fm broadcaster who went through the fm move from 45 mc band to the 100 mc band in 1945, "this will put me out of business. It would cost me $60,000 to change to the 300 mc area. I can't afford that kind of dough."

Several observers expressed the view that Mr. Lee's speech would have a serious adverse effect on uhf receiver sales and conversions, even if nothing is ever done about the suggestion. A uhf broadcaster moaned that this would wreak havoc with his plans for "sticking it out." The Lee proposal, he said, means that the Commission has given up on uhf.

During the course of his speech, Mr. Lee acknowledged that there would have to be a transition period during which time equipment now in use could be amortized.

Panel Urges NARTB Develop Job Specification Formula

NARTB was urged last Wednesday to develop a job specification formula to guide management in hiring salesmen. Panelists at an NARTB Wednesday morning session conducted by Charles H. Tower, NARTB employer-employee relations manager, discussed all phases of the problem.

Value of psychological and motivation tests was discussed. Members of the panel were John P. Foley Jr., vice president, Psychological Corp., New York; William T. Earls, general agent, Mutual Benefit Life Insurance Co., Cincinnati; Richard J. Brown, KPOI Portland, Ore.; Herbert E. Evans, Peoples Broadcasting Corp.; James L. Howe, WIRA Fort Pierce, Fla., and Simon Goldman, WTN Jamestown, N. Y.
"That cat can't sing a note...I happen to know"

Stunts like this are good medicine for any show. They make a hit with TV audiences...particularly with the people in the know. (The dog is a ventriloquist.) They create conversation...they attract customers. And they're easy, inexpensive to produce...when you use EASTMAN FILM.

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Agents for the sale and distribution of Eastman Professional Motion Picture Films
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Addressing convention delegates, FCC Chairman McConnaughey outlines steps taken to put uhf on a par with vhf. He says the proposed FCC tv investigation should include the economic structure and operation of the industry, not just networking.

FCC WILL COME OUT shortly with a proposal to raise the maximum radiated power of uhf stations from one million to five million watts, FCC Chairman George C. McConnaughey told NARTB delegates last Tuesday. Another FCC maneuver in the drive to cut the yawning gap between uhf and vhf performance, he said, is a staff study of the possibility of manufacturers turning out more sensitive uhf receivers.

Speaking at a convention luncheon session, Mr. McConnaughey also:
- Reiterated his views on the need for an FCC study not only of networks but of the entire industry.
- Reviewed some of the "tough questions" which have to be answered in the subscription battle.
- Suggested that FCC may be using "outmoded tools" to judge license renewal applications.
- Voiced his desire to make "a complete, final and simultaneous disposition" of the years-old clear-channel and daytime-skywave powers, which also are linked with the North American Regional Broadcasting Agreement and the U. S.-Mexico radio agreement.
- Sketched steps taken and planned by FCC to speed up its operations.
- And, throughout, paid tribute to the accomplishments of the broadcasting industry and pointed up his belief in "having as few government controls as possible."

Describing ways to enable uhf stations to operate on a par with vhf outlets, Mr. McConnaughey said, is "one of the most difficult" current problems. After outlining steps already taken by FCC to meet this problem— including rule-making looking toward possible de-intermediate in certain areas—Mr. McConnaughey said his "booster" plan for uhf stations whose coverage is limited by natural obstacles and recommendation that Congress grant excise tax exemption to all-channel receivers—the FCC executive said:

"Last week the FCC instructed its staff to initiate a rule-making proceeding looking toward increasing the maximum radiated power output for uhf stations in some areas."

"The Commission also suggested to the staff that it obtain information concerning the possibility of improving the sensitivity of uhf receivers and the tuning mechanism of uhf sets."

"This was not authorized in its effort to explore the practical possibilities of making uhf and vhf comparable. This rule-making proceeding will offer industry the opportunity to provide practical assistance. These proposals, if successful, offer the possibility of more efficient use of the authorized spectrum space."

Chairman McConnaughey also pointed out that "we are carefully studying the special needs of stations in the House of Representatives, and have avoided tying them to fixed network lines," with "one possibility" being extension of the use of private intercity relay stations "so that programs may be obtained at lower cost and so that stations that do little or local programming may connect with other program sources such as large stations originating their own programs."

Turning to the FCC's proposed tv investigations, toward which the House already has approved an $80,000 appropriation, Mr. McConnaughey recalled his statement pointing out to the Senate Appropriations Committee that FCC feels "that to obtain optimum benefits from such a study it should not be limited to networking but should be concerned with the entire economic structure and operation of the television industry."

"We recognized that this would be a big job and would require more staff and more time than contemplated by the House bill. However, we expect that this initial $80,000 will enable the Commission to establish the staff necessary to initiate the study, draw up the detailed procedures and make substantial progress in the first, or fact-finding phase of the study."

"After we have obtained comprehensive information concerning the respective roles played by the networks, advertisers, agencies, talent, film producers and distributors and other major elements in the television industry, the Commission will be in a position to identify and evaluate the problems affecting the further expansion of television outlets and make appropriate recommendations to the Congress or, if we already have the requisite authority, take steps directed toward their solution."

"This study, I hasten to assure you, will in no way retard other steps which we are taking to aid in the solution of your problems. Subscription television has been described as "one of the major issues facing broadcasters today."

"The authorization of such a service," he said, "involves a basic change in the system of broadcasting which we have known for some 34 years."

Among the questions which "will have to be answered" he listed: Would it encourage a larger and more effective use of the radio spectrum? What impact will subscription advertiser sponsored broadcasts have? What safeguards would be required to insure the broadcast of well-balanced programs to the public without charge? What safeguards, if any, are necessary to prevent the possible misuse of public control of subscription television operation? Should there be a way provided so that all stations will be able to utilize subscription television broadcasts on a non-discriminatory basis? Looking at the spectrum and license renewals, which he said will be a substantial part of the workload now that FCC is over the hump in processing applications for new stations and modifications, Chairman McConnaughey said his interest was concentrated on trying to help the Commission judge a station's overall performance "we've had to devise the program log analysis, the counting of spot announcements, and other techniques designed to provide in quantifiable terms a limited measure of quality of performance."

He cited the program log analysis as especially suspect of being "outmoded."

"Since the introduction of this device," he said, "television has made its mark and radio has adjusted itself to the impact. But is the program log analysis, originally designed for radio, suitable for television? Is it the best we can do for television? Is the traditional concept of a commercial program realistic in the face of a trend in radio away from sponsored programs to commercial announcements? Is length of announcement more significant than frequency in appraising program quality?"

Broadcasters' suggestions on "how best to discharge our responsibilities in this critical area of renewals," he said, "would be most welcome."

Another problem, which the FCC chief said is "second to none in public interest," if volume of correspondence received by FCC is the yardstick, is the long-pending daytime skywave case. "We are now reviewing the record in this proceeding so as to make a final determination as to the standards to be used in allocation to give explicit recognition to the phenomenon of daytime skywave and as to the manner in which these standards should be applied," he said.

Citing the links between the daytime skywave and clear-channel cases and the recent NARBA and the Mexican agreement, he said: "If there is one thing that I want to see done it is a complete, final and simultaneous disposition made of all these questions which will take into consideration the interests of all parties concerned and finalize these proceedings so as to eliminate confusion, uncertainty and enable the parties concerned to use the facilities involved for the benefit of all."

Mr. McConnaughey reviewed organizational

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Yosemite...where you became heir to a scenic fortune

Eons ago, three glaciers met head on in California and left behind a wonderland now called Yosemite Valley. With its sheer mile-high granite cliffs, matchless waterfalls and magnificent mountain country, Yosemite became a National Park...and you became heir to a scenic fortune.

At Yosemite, you'll see the world's highest free-leaping falls, one of them 9 times as high as Niagara. And you'll stand beneath stately Giant Sequoia trees, the largest and oldest living things on earth. With trunks 20 feet and more in diameter and bark up to three feet thick, the Big Trees have survived fire, lightning, disease and other destructive forces since long before Caesar crossed the Rubicon.

These trees, once found across the world, today are native only to America. Nobody knows just why. Perhaps they need a land as big and rugged and majestic as they are...a tough-fibred land that takes its hard knocks but keeps on growing, too.

Sinclair Salutes the Boy Scouts of America

Sinclair salutes the volunteer leaders, boy members and conservation advisors of the Boy Scouts of America for outstanding accomplishment in their national Conservation Good Turn, and their efforts to prevent and clean up litter in National and State Parks and other recreation areas.

With national headquarters in New Brunswick, N. J., nearly four million members of the Boy Scouts have been doing their best to live up to their Outdoor Code and to promote its acceptance by all Americans.

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and procedural changes adopted by the Commission to improve its own efficiency. He also noted that FCC has asked Congress to amend Sec. 309 (c) regarding the so-called "protest rule"—which he said has seemingly been used in many cases as a delaying device to retard the start of a competing station for as long as possible. The requested amendment would "give the Commission discretion to deny a stay in those cases where it cannot find on the record reason why the public interest requires such action."

FCC also plans to ask Congress shortly to amend Sec. 5 (c), which created the Commission's review staff, "so that there will be no question at all" as to that staff's role "in assisting the Commission in adjudicatory matters." Additionally, Mr. McConnaughy said, FCC plans to propose changes "which will permit us to consult with staff officers such as our general counsel, chief engineer and chief accountant when they are not engaged in the investigation or prosecution of an adjudicatory case."

These restrictions in the law have been opposed by FCC members since they were first proposed and enacted. Eliminating them through the changes soon to be proposed, the FCC chairman said, "will enable us to handle our work more efficiently, more effectively and more quickly."

He paid tribute, meanwhile, to the devotion and work of the FCC staff. "Considering the tremendous responsibility placed upon the Commission with a relatively small staff," he said, "I feel my fellow commissioners and the hard-working personnel of our Commission have performed an outstanding public service."

Minimum Interference

Early in his talk, after expressing his view that "government should exert a minimum of interference with the lives and fortunes of its citizens" and that the broadcasting industry "should not be ... regulated but should be kept healthy by open, free competition so long as it operates in the public interest," Chairman McConnaughy offered broadcasters this accolade:

"There is no one who appreciates more the fine work that the broadcasters have done in the past than myself. This is evidenced by the fact that the people of the U. S. are the recipients of the finest programs in all the world. Indeed, I want to salute and congratulate you on an outstanding job admirably done."

In similar vein, after sketching current problems, he voiced confidence that industry and FCC working together "can face up to these problems and lick them."

"You broadcasters," he said, "were beset with many baffling and complex problems in the infancy of broadcasting, and you solved them—in most cases without the intervention of Washington. And I am sure you will continue to do so in the future."

"In those areas where we in the Commission have been given the responsibility of assisting the industry for the public good, we pledge our whole-hearted cooperation and assistance. With very little help, you have come a long way toward reaching the common goal of all of us—of providing a broadcasting service that fills the needs and desires of the American people."

"Yours is a young, virile, rapidly changing industry. Your opportunities to render a great public service to the people of America are fabulous. I am positive that I bespeak the sentiments of the members of the FCC and the staff when I say that we not only consider it our duty but a privilege to work with you to the end that this country will continue to enjoy the greatest broadcasting service in the world."

**NARTB TV Board Elects Directors**

FIVE DIRECTORS were elected to the NARTB Tv Board last Monday, four to serve two-year terms and one to fill an unexpired term.

Re-elected to represent tv-only stations was Kenneth L. Carter, WAAM (TV) Baltimore. He was recently re-elected to represent joint am-tv operations. They were Campbell Arnoux, WSTAR-TV Norfolk, Va.; Wd Board vice chairman; Ward Quaal, WILW (TV) Cincinnati, and William Fay, WHAM-TV Rochester, N. Y. Other nominees for the three posts were Joseph E. Baudino, Westinghouse Broadcasting Co.; Clyde W. Rembert, KLRL-TV Dallas; Mortimer C. Watters, WCPO-TV Cincinnati.

Mr. Baudino was elected to the board to fill the unexpired term of John Esau, formerly of KTVQ (TV) Oklahoma City, no longer eligible. Other nominees for the vacancy were Harold P. Seif, KRON-TV San Francisco, and Mr. Rembert.

Tellers for the election were Kenyon Brown, KWFT-TV Wichita Falls, Tex.; Jack Harris, KDRC-TV Houston; E. K. Jett, WMAR-TV Baltimore; James D. Russell, KKTW (TV) Colorado Springs, Colo.; George C. Coleman, WGBI-TV Scranton, Pa., and W. D. Rogers Jr., KDB-TV Lubbock, Tex.

Clair R. McColough, Steinman Stations, TV Board chairman, presided at the election. Judge Justin Miller, former NARTB board chairman, conducted the balloting.

TO PROVIDE the beginning of "true two-way communication between television and the great society it tries to serve," CBS plans to form and finance a public committee of representatives of all facets of American life for the purpose of making "a comprehensive, impartial nationwide study of what the public expects from television," CBS President Frank Stanton said Thursday in an address to the television management conference of the convention. When the committee has been formed, the CBS connection with it will then cease, Dr. Stanton said (for condensed text, see page 60).

Hold on the tenth anniversary of the date on which the FCC started postwar commercial television in this country by announcing its TV allocation pattern, as Chairman Clair R. McCollough, WGAL-TV Lancaster, Pa., commented, the conference traced the history of TV from its scientific beginnings through the present problems to a foreview of the future.

Television will have all forms of programming, Sylvester L. Weaver, NBC president, stated. "We do not want to choose between forms," he said. "We want them all. . . . We must keep television so that it programs for everyone. That means continual examination of both the audience and the programs. . . . We must gamble on shows, on talent, on projects, and we will lose in doing this all too often. But only a network can afford the risk, and that is essentially why the great network service is so important to this country (for condensed text of Mr. Weaver's remarks, see page 56).

Dr. Allen B. DuMont, president of Allen B. DuMont Labs and the DuMont TV Network, reviewed TV's "first years" from the electrical discoveries of early scientists to the end of World War II, when, he said, there were only six licensed commercial TV stations in operation, contrasted with the more than 400 TV stations on the air today. As far as TV has advanced technically, further improvements are inevitable; "nothing will remain as it is," Dr. DuMont said, adding these are not as important as the fact that people all over the world can see the same events at the same time.

Planets' Salvation: TV

"There is little question in my mind that television not only will span the continents and the oceans, but that in so doing it can prove the one really effective medium to bring about understanding among peoples, a world dedicated to peaceful living, cultural accomplishment and the abolition of poverty and disease," he concluded. "This can be TV's contribution to our planet. It can and must be its salvation."

The problems of the pioneer TV broadcaster were discussed by one of them, Harold Hough, director of WBAP-TV Fort Worth, Texas. At the end of the war getting a TV grant from the FCC "did not mean a three-year hearing, but it did take a three-cent stamp," he recalled, and when the grant had been received there was the problem of what to do about it—go ahead or wait awhile. And, when WBAP-TV finally did get going, there were "no sets—no viewers—no customers—no customers—no advertisers."

Today TV is an established advertising medium, Mr. Hough said, but he warned that "if it costs ten times as much to present a TV program as it does a radio program, then to be successful in secondary markets and serve the people of those places, television must obtain a sizable share of its revenue from the same community—more than electronics have in the past. Fortunately it can, and the answer is color television," he declared. "Forget the outlay on color television," he urged. "It can be installed cheaper than you think. It can be operated as simply as the black-and-white, but the impact, once it is underway—and that will not be as long as you expect—will be the salvation of television in those markets. "You may squabble between very high and ultra high, the mixture and demixture; you may have hearings, rules and regulations, but to settle this important problem for these communities there must be the economics which only color television can supply. We know color TV will revolutionize all advertising—and I do mean all," he asserted.

"Lack of acceptable available television stations, in order that the public may receive a
variety of programs easily," is the "principal business problem" of tv broadcasters, the "principal private problem of millions of people... and the most pressing public problem of the country," said Chairman Frederic W. Kintner, ABC president, told the meeting.

Noting that today only 42 markets have three or more tv stations and that "under present allocations, 165 markets will continue to be monopo-
yously or duop-loyal in the vhf channels for the foreseeable future," Mr. Kintner said that the basic problem is the existence of vhf and uhf stations, "with the vhf usually superior in public acceptance in mixed markets.”

The mixture... represents a practical and an immediate solution,” he said. He also advocated three other courses to alleviate the monopoly situation: speedier FCC action to end these monopolies; "drop-ins—allocations to communities of stations whose coverage area could deliver an outside signal to present monopoly markets;" "consideration of switching educational vhf allocations into local spots for commercial operation.

Mr. Kintner vigorously endorsed advertising-supported commercial tv operation and attacked the principle of pay-tv, which he said "can only mean competitive bidding for programming" with paid television "bound to win." The result, he said, "would be not only a serious effect on advertising—a basic part of our economy—but a more limited use of television facilities that would not reflect the public interest.”

"It is time we blast back on the issue of commercialism instead of going on the defensive with reports on our public service schedules, as if we were ashamed of commercials," Mr. Kintner said. He reported a variety of surveys of 750 tv viewers found 88% reporting that the latest tv commercial watched was either "informative" or "interesting."

Market Accessibility Important

Touching on the relationships of networks with their affiliates, Mr. Kintner said: "There is one simple point on network operation. In order for us to sell advertisers, whose revenues make programming possible, the networks, plus the networks' program committees for the networks, plus the networks' program committees must be assured of market accessibility at the time in which they order the program. Only assurance of prime day availability of the time or local commitments for the networks, plus the networks' program committees, know-hows, makes possible the type of programming being made available to your stations by all the networks," he said.

Mr. Kintner warned that "nay congressional committee or the FCC should go slowly in further restricting the relationship between networks and stations."

Tv broadcasters who have been "most mindful" of the Television Code "are the broadcasters who, for the most part, have been commercially successful," John E. Fetzer, president, the Fetzer Stations, retiring as the first chairman of the Code Review Board, reported.

Noting "disturbing evidence" that some tv station operators seem to consider a dollar "a more important commodity than self-respect," Mr. Fetzer stated emphatically: "It is not. A dollar in television does not buy self-respect; or, as some operators might say, it does not attract dollars.

Mr. Fetzer pointed out that "there are patterns for good behavior in all pursuits, both individual and corporate. In our profession, we have tried to set forth these patterns... We have learned that it is better to initiate your own standards of good conduct than to accept those that are written for you. For if you do not compose your own standards of good conduct, eventually the public—operative through its elected representatives—will do it for you."
it was before the television picture entered, net-
work officials made clear their belief that it still is a powerful—and salable—advertising
vehicle.

On the television front the delegates heard
Leonard Goldenson, president of ABC's parent
American Broadcasting-Paramount Theatres
Inc., recount the recent upsurge in ABC-TV
programming and give his assurance that the
network, with millions in working capital avail-
able through AB-PT, does not intend to let it
self be outdone by others in its quest for top-
ranking programs and talent.

Another key speaker at the meeting, attended
by an estimated 350 representatives of ABC
radio and television affiliates, was Edward J.
Nebel, chairman of the AB-PT finance commit-
tee and former owner of ABC, who traced the
history of the network and the decision to
merge with United Paramount Theatres.

State Associations Start
Libraries on Radio-Tv

STATE broadcasters associations will start
building library facilities covering national, state
and local radio-tv activities. The project grew
out of a meeting of state association presidents
held Monday noon during the NARTB con-
vention.

The state-level activities of NARTB have
been developing steadily for several years. The
association provides reference and background
material on legislative, legal, technical and other
problems. In turn the state groups have been
keeping a close watch on legislation in their
areas. With their library facilities, the state
groups will be in a position to handle situations
as they arise and keep the national association
informed.

Fifty broadcasters and legislators attended
the Tuesday breakfast held by North Carolina
Assn. of Broadcasters. Sen. Sam Erwin
(D-N.C.) and nine Representatives took part in
the discussion.

Ten stations and five Congressmen attended
the breakfast of the West Virginia Assn. of
Broadcasters. Broadcasters discussed industry
problems with the legislators.

Best attended (80) of the state meetings was
the Thursday morning session of the Texas
Assn. of Broadcasters. Louis Cook, KNOW
Austin, presided. Sen Lyndon Johnson, majority
leader and Price Daniel, other senator from the
state, attended. Sen. Johnson introduced mem-
ers of the state's congressional delegation.

The Louisiana group has moved its office to
Triad Bldg., Baton Rouge, with Rolfe H. Mc-
Collister as executive secretary. He is an
attorney, member of the state legislature, and
has a background in advertising, public re-
lations and journalism.

Broadcasters Urge FCC
To Rule on Community Tv

MOVE to direct attention to property rights of
tv stations in their programs and to obtain a
clear FCC ruling on its jurisdiction over com-
munity tv services was started Wednesday
morning by a group of western broadcasters,
meeting during the NARTB convention.

Bernard Koteen, Washington radio attorney,
was retained as counsel by the group. FCC will
be asked to set up rule-making proceedings

ROMERO CAPTURES
PITTSBURGH

... 68.9%

OF THE

AUDIENCE

ARB ratings Cesar Romero's new
TV show, PASSPORT TO DANGER,
a slightly phenomenal 43.3 in
Pittsburgh. Share-of-audience:
68.9%. And look at these other ARB*
ratings and shares:

Milwaukee—34.3—64.6%
Cincinnati—18.1—36.7%
San Francisco—15.1—75.5%
Jacksonville—37.0—86.7

Romero really delivers the audience.
Get him while he's 'hot'!

*Jan. 1955

CESAR ROMERO, starring in...

PASSPORT TO
DANGER

Produced by
Hal Roach, Jr.

ABC FILM
SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

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and to study the matter of its jurisdiction over community tv services. The tv broadcasters emphasized they are not opposed to community services where they provide service to outlying communities not within range of existing tv stations. They felt, however, that artificial extension of stations to localities far beyond normal service areas can be contrary to the American concept of broadcasting.

Station operators contended that the FCC should study the problem created by unauthorized redistribution of programs by community systems, with commercials deleted in some cases. Substitution of commercials by community systems in broadcast video programs should be investigated, it was contended.

Another point of inquiry, they said, was deliberate mutilation of certain station signals by community systems as a means of building local interest in other signals carried over these wired setups.

Buying, Selling Problems Cited by Tv Film Panel

TV FILM buying, selling and station-distributor co-operation were themes of a panel discussion early Monday morning at the NARTB convention. Dick Moore, general manager of KTTV (TV) Los Angeles, stressed the importance and advantages of obtaining the personal services of the star and leading players to sell the sponsor and keep the sponsor sold through filmed commercials and personal appearances.

Joe Floyd, president of KELO-TV, Sioux Falls, S. D., championed the cause of the small market tv station owner. Mr. Floyd objected to the tv film distributors' practice of setting a minimum price for the properties, noting that the demand for a high grade product is just as strong in the small market as in the big one and that the film price must be dependent on the set distribution. Mr. Floyd also criticized the "contract tricks" and "small print" in many contracts and called for simplified agreements.

Jerome (Ted) Reeves, program director of WBNS-TV Columbus, Ohio, admonished the distributors for overlooking the B and C time periods in vying for prime periods. He said that this is a vast source of revenue that needs exploitation.

Ken Fleming, Leo Burnett Agency, criticized the broadcasters for not encouraging national spot business to help themselves, claiming that this films for give network quality programs. M. J. Rife, vice president in charge of sales for Ziv TV, emphasized the importance of time clearance on the local level and urged the broadcasters to go out and exploit the untapped local and regional markets—the public utilities, banks and other backyard "giants of industry." He said that these sponsors will prove to be the heart of the stations' business and will use tv if they can get good time clearance and are not "booted" about.

The panel was moderated by Walter Craig, vice president of William H. Weintraub & Co. Other speakers included: Jim Luce, J. Walter Thomson; Wynn Nathan, MCA-TV; Berman Swritz, NATS; Michael M. Sillerman, TPA, and Harold See, KRON-TV San Francisco.

Comments on the speakers' remarks were heard from Carl Stanton, NBC Film Div.; Sy Weintraub, Flamingo Films; Charles Amory, U.M. & W., Reub Kaufman, Guild Films; George Shupert, ABC Film Syndication; Dwight Martin, General Teleradio; John Mitchell, Screen Gems; Leslie Harris, CBS-TV Film Sales; Len Firestone, Unity; Oliver Unger, NATS; Saul Turrell, Sterling Television, and Earl Collins, Hollywood TV Service.
MBS AFFILIATES HEAR PROGRAM PLANS, FLEXIBILITY OF COMMERCIAL TIME IDEA

Six-second 'quickie' spots within the network identification cue are to be used. Total commercial time within a given program may be split into varying lengths. Additional five-minute programs are offered as well as Monday-Friday half-hour strip, 'Mutual Morning.'

A PLAN for greater flexibility in network selling—including six-second commercials within the network identification cue—was announced by Mutual officials to affiliates of the network at a meeting in Washington May 22.

The new formats were outlined at a meeting which included a suggestion that am- tv networks using "television money to finance radio networks" may be "a very dangerous practice for our competitors" and "in view of the current situation" may be "in violation of the antitrust laws of the U. S."

This observation was offered by Executive Vice President John B. Poor, a lawyer, who added that "I do not propose any specific action, but merely note the fact."

Mr. Poor also suggested that "two or three years from now there may be "only one or two networks in existence." He made clear, along with other officials, that Mutual intends to survive.

The departures from the existing sales format were presented as a statement of intent, not a proposal for affiliate approval. "It is not our desire, nor our intent, to further amend your affiliation contracts," Station Relations and Engineering Vice President E. M. (Pete) Johnson said. He explained that MBS officials and the affiliates' advisory committee felt that "such commercial programming as we have outlined here is of such a nature as to be embraced by our present agreement."

There were rumblings of protest among some affiliates, but John M. Walter of WJPG Green Bay, Wis., chairman of the Mutual Affiliates Advisory Committee, followed them with a formal statement that "Mutual should be commended on facing realities of a new programming and sales concept for network radio."

The chairman of MAAC, with which MBS officials discussed their plans on May 21 before the meeting with some 200 affiliates the following day, also said: "Further, my impression was that the members of the 14-man MAAC present recognize the foresight of the Mutual family in setting up a sound program-sales pattern in network radio through its planned flexibility for advertisers and general program appeal to people everywhere.

"The general expression of opinion was one of confidence in Mutual, along with the feeling that the constructive criticisms and suggestions made at the affiliates meeting should result in further fresh and constructive approaches to overall network problems. And we further hope that the consummation of these plans will increase billings and improve audience ratings."

Aside from the more spectacular concept of six-second commercials, other changes in MBS' sales plans—attributed to changes in advertiser needs and to a need to match the flexibility of other networks' plans, specifically NBC's Monitor— included the following:

- Instead of sticking to one-minute commercials in programs which Mutual has a right to sell on a participating basis, the commercials may be of varying length. For example, if there is a total of five minutes of commercial time in a half-hour show, this total—including one of five one-minute commercials—might be split up into two one-minute announcements, one 30-second spot, one 30-second spot, a 30-second and one 10-second announcement. As before, Mutual would retain the revenue from the first 60 seconds of network sale "to cover the cost of commercializing the program," and affiliates would be free to sell locally (and without a cut fee to Mutual) any availabilities not sold by MBS.
- To accommodate advertisers who want saturation announcements, Mutual will offer additional five-minute programs for network sales. Recognizing that affiliates may find it hard to program scattered five-minute network shows, "in certain instances" Mutual may let stations record and play back the commercial "at the convenience of your local schedule," rather than carry the program itself. To this end, these commercials will be fed daily on a closed circuit for recording by stations.

Station compensation for carrying the six-second "system cue" will be calculated, office said, on the basis of a one-minute commercial program. Mr. Johnson explained: "For example, if you carry a five-minute commercial program and the commercial system cue which follows, you would be credited and paid for carrying a six-minute commercial program."

The six-second "quickie" would come within the system cue. Affiliates "will still have the 30-second pause between programs," Mr. Johnson assured them. To show how the "quickie" might work, he said: "Where your network cue now is: 'This is Mutual—the Radio Network for All America,' it may go 'This is Mutual— When you fly, go B.O.A.C.' or 'This is Mutual— For the pause that refreshes, drink Old Grand Dad.'" Plans for program changes also were outlined to the affiliates. In line with Mutual's oft-expressed thinking that radio is now "companionate" and no longer a glamor medium, Programs Vice President Robert Monroe outlined tentative plans for two half-hour strips, Monday through Friday, to be called Americana and to consist of taped shows to be furnished by affiliates to the network.

As a "test case" for Americana, Mutual will launch Mutual Morning on July 1 in the Monday-Friday 10:30-11 a.m. period. In the field of co-op programs Roy Danish, director of that activity for Mutual, reported that MBS has signed a long-term agreement with the Wild Bill Hickok organization whereby that program will be scheduled back-to-back with the increasingly popular Rin-Tin-Tin on Sundays and will be available for local sale. Additionally, Mr. Danish said, the Delira organization which owns the Hickok properties "will help sell it for you—at your regular rates plus the small talent fee—to the local and regional advertisers on the fast-growing list of..."
those who buy the complete Hickok merchandising service that Delira furnished.

President Thomas F. O'Neill, opening the meeting with a discussion of "the most desirable type of network and station affiliation relationships," emphasized that Mutual management—that of the affiliates—is engaged in station ownership and operation as well as in networking. "Remember," he said, "that our primary interest is in the success of our local radio stations in New York, Los Angeles, Boston, San Francisco, Hartford and Memphis, and to that end the Mutual network must subordinate its philosophy of operation." But he made clear that, despite trade speculations as to the ultimate survival of radio networks, "we have every intention to continue in the network business as long as we are equipped to survive."

Speaking as station owner as well as network operator, Mr. O'Neill said the fact that Mutual has less business than other networks also means "we have more time in our own operations for the sale of national spot and local time.

Further, he said, Mutual stockholder station WOR New York "is taking about 2% of all the national business going into all radio stations," so that "our one station in New York as a single station sells about 40% of what our national network embracing 560 odd stations sells."

"If," he continued, "Mutual is invading the national spot field, as it has been alleged, they are invading the national spot of WOR more than of any other Mutual station. I will go further to say that our research has indicated to us that WOR, a national spot business that any single radio station in the country,"

Mutual Takes 10%

He estimated that Mutual and its affiliates "take only 10% of the total amount of national advertising expenditures in radio."

Executive Vice President Poor, asserting that in these times the "fundamental requirement" of a radio network is "one of newness," pointed up recent changes in Mutual personnel, plans for further changes in programming and sales, and said:

"Since our business is getting to be a dog-eat-dog affair, we've got to be efficient...All of our standards are going to be more exact and we're going to be more efficient in our relationship with you. In our ability to be more efficient than our competitors lies our strength. We can make money and be successful when our competitors are losing their shirts."

Stressing the need for the shorter commercials and other changes that would give greater sales flexibility, Mr. Poor concluded: "Two or three years from now when there are only one or two networks in existence, we hope that you will be with us in reaping the rewards which will flow from our proposals today."

Robert A. Schmid, vice president in charge of advertising, public relations and research, stressed the magnitude of radio spot ownership and pointed out that, in a day, radio reaches only slightly fewer people than television.

He noted that different advertisers have different needs, ranging from saturation to pinpoint measuring, and emphasized that accordingly sales plans must be available to meet each need.

He also cited research studies to show that Mutual programs are more effective, based on research, that Mutual affiliates in the markets studied have as much as 30-plus per cent more cumulative audience than their leading independently-owned rivals, and that in terms of store-in-stores, Mutual affiliates have shown a comparable edge over rival independents.

DAYTIME BROADCASTERS Assn., elected new officers at its meeting last week held concurrently with the NARTB convention in Washington. Elected were (left to right): George Volger, KWPT Muscatine, Iowa, secretary; Ray Livesay, WLBH Mattoon, Ill., chairman of the board; Joe M. Leonard Jr., KGAF Gainesville, Tex., treasurer, and Morris Mindel, KGST Fresno, Calif., vice president in charge of public information. Jack Younts, WWEB Southern Pines, N. C., was named president and Alf Landon, KSCB Liberal, Kan., a vice president.

Uniform Sign On, Off Sought By Daytimers

PROTECTION standards still in existence for a few clear channel stations are out of date and should be amended to allow daytime stations—comprising one-third of the total 2,700 am outlets—to extend their local community service to uniform sign on and sign off hours. This is the substance of the annual report by retiring Daytime Broadcasters Assn. President Ray Livesay, WLBH Mattoon, Ill., to the DBA meeting on Monday during the NARTB convention.

Mr. Livesay called for expanded membership and renewed efforts by DBA to secure from the FCC fixed hours daily the year-round for daytime stations. The hours asked are 5 a.m. to 7 p.m., he said, and noted the increased interference to other stations that would result will be more than offset by greater local service in many communities now without such service. He said that of 900 daytime outlets, 574 are in communities without any fulltime radio service.

Citing expansion of electrification into nearly all rural areas during the past quarter-century since the clear channel protection standard was adopted, Mr. Livesay pointed out that rural electric lines and the many motors and appliances now used on farms have "greatly raised the noise levels everywhere." He said "there are now 2,700 standard stations instead of 500 serving our nation and people are no longer content to listen to a noisy one-tenth millivolt signal. Just go out and try to find anyone today who is making use of a one-tenth millivolt signal," considered the standard of clear channel protection.

In a brochure distributed by the DBA at its meeting it was pointed out that of a total of 107 broadcast channels 24 are Class I-A clear with one 50-kw outlet on each fulltime, 22 are I-B clear with two 50 kws or more on each fulltime, seven are Canadian clear channels, six are Mexican clear, one is a Bahama Island clear, 41 are U. S. regional channels and six are local channels, accommodating 934 stations.

The brochure said the 900 daytimers constitute the "orphans of the radio spectrum."

New officers elected to serve for the coming year included Mr. Livesay, named chairman of the board; Jack S. Younts, WWEB Southern Pines, N. C., president; Alf M. Landon, KSCB Liberal, Kan., vice president (re-elected); George Volger, KWPC Muscatine, Iowa, secretary (re-elected), and Joe Leonard Jr., KGAF Gainesville, Tex., treasurer.


NARTB Unit Votes Formation Of New Radio-Tv Educ. Assn. APPROVAL, was voted Tuesday for formation of the Assn. for Professional Radio & Television Education and to dissolve the Assn. for Professional Broadcasting Education. The new APRE, which must be confirmed by a final vote of the NARTB board in June, will seek to improve the education and training of prospective broadcasters in cooperation with established schools and colleges.

Organization meeting was held in Washington at NARTB headquarters during the association's 33d annual convention, with Leo Martin, chairman of the division of communications arts at Boston U., presiding. Representatives of 13 other schools and the NARTB educational committee participated. Later included Herbert Krugier, WTAG Worcester, Mass., chairman; Lee Rutherford, WTVI (TV) Miami, and Rex Howell, KXJF Grand Junction, Colo.

Active members of the new APRE will include NARTB and nationally accredited colleges and universities with comprehensive radio-television departments or courses. Associate members will include other regionally accredited colleges without such curricula. New APRE board will have 10 members, five chosen by the NARTB president from industry and five among the several schools.
NARTB Takes No Action On Omnirent Pay Tv
Subject vital to telecasters brought up in various meetings, but generated no strong feeling among majority of industry members present and was finally tabled.

LIKE the drunken uncle at the wedding feast, pay tv at the NARTB convention was a much-whispered-about subject. Everyone was sort of embarrassed about it.

It was mentioned by NARTB President Harold Fellows. It was referred to by FCC Chairman George C. McConnaughey. It cropped up at the business meeting when a resolution urging the FCC to expand the subscription tv proceedings to include radio was tabled unanimously. A similar motion at the film meeting met the same fate.

To the majority of broadcasters the subject apparently was one of small significance. If any "corridor conversations" ensued, they were of the most cursory nature, as far as B*T could learn.

Early in the convention, Gene O’Fallon, owner of Denver’s ch. 2 KFEL-TV, initiated a petition seeking to repudiate the tv Board’s action of last month [B*T, April 18]. He announced he had eight signers and 20 pledges.

Zenith held open house during the convention demonstrating its Phoneline system of pay tv. A Zenith spokesman reported that more than 1,000 visitors attended the closed-circuit tests, of whom about 500 were broadcasters. Zenith plans to continue the tests for FCC and other government officials and Congressmen after a hiatus this week.

The Zenith demonstrations last week did not include off-the-air pickups from WMAL-TV Washington, which two weeks ago received experimental authority from the FCC to transmit scrambled signals in the 8 a.m.-12:30 p.m. hours before its official day begins [B*T, May 23]. However, WMAL-TV plans to begin transmitting subscription tv signals the middle of this week.

The week also saw Comdr. E. F. McDonald Jr., Zenith president, lash out at CBS for its stand against subscription tv [B*T, May 23]. Comdr. McDonald in a statement issued early last week said that Zenith intended asking the FCC to prevent subscription tv being used by existing networks or for regular network programs. In a contemptuous reference to tv commercials, Comdr. McDonald declared flatly: “There will be no commercials on subscription television.” CBS stand was also assailed by Arthur Levey, president of Skiatron Electronics & Tv Corp.

Late Wednesday the possibility that pay tv would be brought to the convention floor loomed when David Baylor, KCSJ-Tv Pueblo, Colo., ch. 5 NBC, wired Mr. Fellows asking permission to introduce a resolution on the subject. But that evaporated Thursday morning when Mr. Fellows informed Mr. Baylor that NARTB rules required that any resolutions be submitted by noon of the day before the business meeting (2 p.m. Thursday at this convention).

Meanwhile, at the FCC the flow of communications from citizens hardly abated. The tide continued to run heavily in protest against the pay-tv idea. As volume 40 was filled, opposition to pay tv was understood to be now running 6:4 against the letters in favor of the toll-tv idea.

It was estimated, by an unofficial source, that as of May 23 the grand total stood 10,000 in favor of pay tv and 5,000 opposed. The mail in the first week following the Commission’s call for comments (due June 9) was overwhelmingly in favor of toll tv.

NARTB Not Against Pay-Tv as Such: Fellows
NARTB does not oppose pay-to-see television but it’s not going to sit idly by while attempts are made to take away some of tv’s frequencies for a paid service [B*T INTERVIEW, May 2]. President Harold E. Fellows said Wednesday in addressing the annual convention.

He suggested the association may find it necessary to join the ballyhoo parade if public-pressure campaigns continue.

Mr. Fellows stated his views on subscription tv this way:

“There have been some conclusions drawn by trade papers, and by the general press, that your Convention Committee deliberately is avoiding any discussion of the various proposals of the pay-as-you-see television proponents. It has been suggested, too, in print, that the association has taken an official position opposing toll television. I’d like the record to be straight on both of these points.

“The FCC has asked interested parties to file comments on petitions relating to toll television now pending before the Commission. There are times when it is not prudent, or for that matter fair, to try the issues in public before they have been considered by the established federal authority in the matter.

“I realize that there are others, some among the proponents, who believe otherwise, and that we should engage in some sort of gripping struggle on this subject here and now. If the matter comes to such an impasse at some time in the future, where the interests of the public require that the association must retain various public relations and legal counselors in order to inform the public on an organized basis, I’m sure the Television Board will consider such action.

“At the present time, however, the association is directing its attention only to the petition before the Commission, and our position has been made eminently clear, although variously misunderstood by some observers. The association has not said that it is against subscription television; the association has said that it is opposed to any form of subscription television which, through the use of channels allocated for free television, will jeopardize the right of...
ADVERTISERS ATTEST RADIO'S POWER; 
RAB UNVEILS NEW SALES PRESENTATION

RAB's President Sweeney, Board Chairman Baudino, a national advertiser and two big retailers present details on radio's growth, its low cost, its special applications and what RAB is doing and intends to do in increasing radio's take from advertising totals.

THE MAGNITUDE of radio's selling power was delineated to delegates at the RAB portion of the NARTB convention last week, with advertisers' personal testimonials to prove it.

Three executives representing businesses differing widely in size and nature spelled out how radio has boosted their sales and recognition. On top of this, RAB President Kevin B. Sweeney put on a new slide presentation—to be used in selling radio to advertisers—to show that radio is "the biggest, fastest growing, most changed, and America's newest advertising medium."

Mr. Sweeney also reported that the estimate to be released shortly by the networks will place the number of working-order radio sets in the U.S. at 117 million.

Opening the Wednesday afternoon session, Joseph E. Baudino of Westinghouse Broadcasting Co., RAB board chairman, pointed out that since Jan. 1 RAB has sold 19 national advertisers, who formerly spent their money in print or television, on use of the aural medium.

"Many of these commitments are small and in the nature of tests but none would have happened if RAB on behalf of the radio broadcasting industry did not have five full-time men devoting their efforts to reaching advertisers at the decision level with thorough-going presentations not alone on the radio medium but on how the advertiser can profitably use the medium," Mr. Baudino said.

He also reminded delegates that in the past 30 days "RAB has made two momentous assaults on two citadels that have resisted us for so many years"—the automobile and the radio set manufacturing industries. The set industry, he pointed out, launched last week a nationwide test "that can well be radio broadcasters $2 million and lifting revenue next year." And "unless there are no automobiles being made in Detroit this summer," car makers and dealers will spend "many hundreds of thousands of dollars" that they wouldn't have put into radio if RAB hadn't told them on the plan.

Despite "substantial progress in the national field," Mr. Baudino continued, RAB's "real strides have been made in showing broadcasters how to cut themselves a far larger slice of the more than $4 billion that is spent annually at the local level."

Next Year: Double

He called attention to a brochure, distributed at the meeting, blueprinting a million-dollar RAB and said the budget increase to $1 million annually, "which we expect by this time next year," will permit a doubling of the bureau's activities. RAB's operation this year is at the $720,000 to $750,000 level.

Proof of radio's high advertising effectiveness was attested in speeches by Emanuel Katz, president of Doeskin Products; Gailord Zink of Zink's Supermarket in Washington County, Ind., and Irwin Feld, operator of four Super Music stores and a variety of theatrical enterprises in Washington.

The president of Doeskin, makers of household paper products and sponsor of Dr. Norman Vincent Peale on NBC Radio, told the group that "we made headlines when we switched from television to radio advertising. But if our experiences carry any considerable significance—and some hundreds of thousands of advertising dollars successfully invested carried weight even in this age of multi-million dollar budgets—then before too long, a switch to radio such as we have made will no longer be newsworthy. It will only be profit-worthy."

Sketching the merchandising and promotion Doeskin employs in connection with the Peale program, Mr. Katz said:

"In television, even with an annual budget of $600,000, we were small fry. In radio, we are big-timers. We don't have a program. We own a program. We are not on for two-and-one-half minutes of commercial time a week. We have five times that amount of commercial time a week."

"We see to it that these basics are promoted constantly to our sales force, to our wholesalers, to our wholesale salesmen, and to the retailer."

"If Dr. Peale delivered precisely the same message on a television program, there would be little gain. Radio is the perfect medium for him. Moreover, we have every reason to believe that a substantial amount of television programming is not viewed—it is only listened to. We think this is especially true of daytime television."

Mr. Katz said he was not trying to say that either radio or tv is a better advertising medium than the other, but, rather, that "under certain

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NARTB CONVENTION

This Game of gin, for matchsticks of course, is being played by Jack Harris (l), KPRC-TV Houston, and Ed Voynow, Edward Petry & Co., Chicago, and kibitzed by Ed Whitlock, WRNL Richmond, Va.
circumstances, radio can actually be a better media for a specific advertiser."

For Doeskin, he said, "the statistics prove beyond dispute that in radio we are getting greater consumer impact and trade impact for our advertising dollar than we were able to get on television," and "our sales results to date provide the final clincher—they have been excellent."

He also paid tribute to the promotional cooperation given the program by NBC and by Look magazine, which carries a column by Dr. Peale regularly.

Mr. Katz wound up his talk with an attack on what he called Attorney General Herbert Brownell's "campaign to kill fair trade." He predicted that neither this "campaign" nor the "effort to torpedo the advertising agency commission system" will be successful.

But he warned broadcasters that "a substantial percentage of your total advertising revenue in radio and television comes from advertisers whose lines are fair traded. If all price controls are removed, it is inevitable that many of these advertisers will be compelled to cut their advertising budgets."

Mr. Zink, who said he uses radio extensively, a portion of a page in a local shopping guide every week, and newspapers not at all, cited numerous cases in which radio has sold for his rural store—seven tons of potatoes sold in a single day, for instance, and 160 picnic hams sold in 14 hours from a single radio announcement.

**Wild About Advertising**

He said he started using radio—Don H. Martin's WSLM Salem, Ind.—on a small scale and, with continuing success, expanded to a point where "people say I'm wild about advertising."

"To put it mildly," he said, "I'm sold on radio advertising. If any of you have any trouble selling radio to grocery stores, I'll be honored if you wish to use me as testimony that radio is doing a good selling job."

Mr. Feld, who with his brother Israel owns a $2 million-a-year business, said they started with $30 worth of announcements a week 14 years ago. Entering business with a drug store, they have expanded into numerous other lines—and their radio advertising, credited with a major role in the growth, moved past the $100,000-a-year mark in 1954.

Mr. Feld detailed how the "Super" enterprises used radio to sell 5,000 phonograph records in a single day; how they sold 5,000

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**The QUINT CITIES**

5 CITIES—2 COUNTIES

The Hub of a Major Market

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

**WOC**

WOC, the Quint city station, in the heart of this rich, agricultural and industrial area—a market with money in its pockets; a market blanketed by WOC. The Quint city area is ideal for test campaigns. Five cities combined into one metropolis—... thousands of rural listeners.

Select WOC for successful sales and campaigns.

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

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

Davenport, Iowa
AM-FM-TV

Free & Peters Inc.
Exclusive National Representatives

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A WARNING that sentiment for "more regulation of the broadcasting industry" is on the rise in Congress was delivered to the NARTB convention last Tuesday by Rep. J. Percy Priest (D-Tenn.), chairman of the House Interstate and Foreign Commerce Committee.

Speaking "as one member of a family would speak to other members," he told the broadcasters that constituents' pressures upon their legislators are such that "if Congress were confronted today anew with the problem of writing a broadcast law designed to safeguard the public interest, it is questionable whether you, the broadcasters, would be successful in persuading the Congress to give you the same degree of freedom that Congress gave you in 1927 and again in 1934 (Communications Act)."

Rep. Priest admonished broadcasters that "those of you who believe in free broadcasting will have to prove by your deeds" that the principles of freedom written into the broadcast law in the industry's infancy "should be left intact" today.

Mr. Priest cautioned that "the dead hand of government regulation can well become the most important impediment to progress and initiative. It is in the nature of regulation that it is negative. Regulation can never be a substitute for the initiative that must be exercised by broadcasters if broadcasting is to remain a vigorous and dynamic medium of communications." He continued:

"It is my sincere hope that the broadcasters to whom our people have given an important trust will be conscientious and foresighted in the administration of this trust. If the feeling should grow stronger among members of Congress that the broadcasters are abdicating more and more of their responsibilities to networks—and I have no quarrel with networks whatsoever—or to advertising agencies or advertisers (and I have no quarrel with advertising agencies or advertisers, either), then the demand will grow for a modification or repeal of the charter of freedom which was granted to broadcasters."

... "It is my sincere hope that the American people and their elected representatives will have sound reasons for insisting that broadcasting be left free. I pledge you my full cooperation toward that end."

He quoted from letters and inquiries received by his committee which he said "reflect a strong undercurrent of feeling that something may be amiss with our broadcast law." A question which bobs up repeatedly from congressmen, he said is "Why doesn't the Commission do something about this or that—the Commission is supposed to regulate broadcasting, isn't it?"

"These members," Mr. Priest said, "usually are greatly surprised when I point out to them that the broadcast provisions of the Federal Communications Act provide for free broadcasting substantially unfettered by government regulation."

This answer satisfies some congressmen, he said, but others sometimes "feel strongly enough to introduce a bill to grant new powers to the Commission." Among pending bills he cited the one introduced by Rep. Carl Hinshaw (D-Calif.) to empower FCC to regulate the fees that may be charged by subscription broadcasters and one by Rep. John Heselton (R-Mass.) to give the Commission power to regulate the amount of radio and tv program time which may be devoted to advertising.

Public complaints listed by Mr. Priest included protests against closed-circuit telecasting of boxing bouts to theatres and theatres charging "three to five times" their regular prices for admission; some letter writer feeling that subscription tv would be more desirable; misleading advertising; triple and quadruple spotting of commercials; programs of violence during children's watching hours, and networks' "bumping" of programs out of their accustomed time spots and, sometimes, off a network entirely.

Congressmen want to know, Mr. Priest said, whether a network should "have the power to say what manufacturer or sponsor will program at what time"—whether a network might not in this way "try to help out a competing manufacturer by eliminating the successful advertising of the first manufacturer."

Another problem, he indicated, lies in the question of how many networks may survive. He quoted FCC Chairman George C. McCon- naughey as saying he thought a third network will have an excellent chance.

Congress needs the "expert advice of the Commission if the Congress is to take a good hard second look before legislating with regard to broadcast problems," Rep. Priest said.

Accordingly, he said, "I believe you, the broadcasters, in your own enlightened self-interest will want to insist that the Commission should be strong and forthright so that it will be able to provide the Congress with honest and informed expert advice on how the public interest may best be protected, be it in the field of networks, uhf, clear channels, color television, or other important aspects of broadcasting."

Radio 'Clean' But Modest, Vadeboncoeur Tells Group

RADIO's code record is the "cleanest and most conscientious" of any advertising medium in the country but it has failed to inform the public of the high standards it practices, E. R. Vadeboncoeur, president of WSYR Syracuse, N. Y., asserted last Wednesday before a Radio Day meeting of convention delegates.

He declared the 18-year-old NARTB Radio Standards of Practice is a "spirit without a body" and urged that broadcasters give it a "body visible to the American people." There are millions of people who do not realize radio has a code, he charged.

Mr. Vadeboncoeur suggested that the Radio Standards of Practice be given a "symbol in sound to be heard from thousands of radio stations every day. . . . Whether this symbol be ten seconds, or five seconds, or even two seconds, let the words be spoken by the most magnificent voice and let listeners hear them in all the world." This would serve as a reminder to those who may forget that radio "dwells on the highest plane of integrity of any medium of mass communications on earth," he concluded.
TV SUPREME SALESMAN IN STUDIES SHOWN AT FIRST TVB CONVENTION

TvB President Treyz presents filmed study showing tv influenced 54% of supermarket dollars in five-city survey; second survey shows national market potential for Sudsless detergents, outlining tv spot campaign at $1.37 per thousand.

NEW STUDIES, to demonstrate the supremacy of television among advertising media were unveiled by Television Bureau of Advertising (TvB) last Thursday as the young tv sales organization held its first convention as part of the NARTB convention.

In a film presented by TvB President Oliver Treyz, a special "after-purchase" survey was shown to have found that tv was credited by shoppers in supermarkets in five cities with having influenced the purchase of 54% of the dollars they had just spent—six times as much as radio, five times newspapers, two times national magazines.

Another study reported in the same film showed the size of the national market potential for Sudsless detergents—and put the cost of reaching this market via a spot campaign on TvB member stations at $1.37 per thousand homes.

Television, Mr. Treyz said, is the greatest "catalyst" to bring buyer and product together and produce "the greatest of all economic miracles—the sale."

Another highlight of the meeting was the appearance of Tom Christensen, advertising director of Philip Morris, who told the tv station operators that "we've been with television for a long time and we expect to be with it for a long time to come."

Referring to PM's decision to drop I Love Lucy—about which the print media have made much—Mr. Christensen said that his company, like a fast-ball pitcher who occasionally throws a change-of-pace, is merely "changing up." Situations have changed, he said, and the Philip Morris company feels it must use all media in the most effective way in light of those changes.

Philip Morris will use network as well as spot television, he said, but pointed out that a corporate "franchise in spot tv seems to offer the flexibility we need right now." He tipped his hat to TvB for helping show the company how such a spot franchise could be established, and quickly.

His company shares confidence in television and wants to participate in it "for our mutual benefit," he told the broadcasters.

Richard A. Moore of KTTV (TV) Los Angeles, who with Clair R. McCollough of the Steinman Stations is co-chairman of the board of TvB, presided over the session and stressed the need for an organization such as TvB to sell advertisers on putting more money into television.

He pointed out that the total annual advertising expenditure in the U.S. has grown from $3-plus billion in 1946 to an estimated $9 billion for 1955, but that only $1 billion of the gain has gone to television. If TvB can boost total tv revenues by 10% in the next 12 months—"and we think it can," he said—the increase would amount to $100 million.

Both Mr. Moore and TvB Station Relations Director Norman E. (Pete) Cash urged non-member stations to join the organization promptly. Mr. Cash pointed out that membership, which stood at 133 as of May 16, had reached a total of 143 by the time the convention meeting opened.

The first year's budget of $400,000 has now been attained, Mr. Cash said (pointing out that the newspapers' Bureau of Advertising operates under a $1.7 million budget). From here on, it was pointed out, TvB's value to the television industry will "grow in geometric proportion to its financial growth. . . . Each new dollar will go directly to the financing of a new selling project and/or the hiring of new salesmen."

President Treyz noted that TvB's "selling
phase" already has been expanded and that the "promotional phase" will be launched July 1, with the first mailing of sales aids to member stations on June 15.

The film, which will be used in selling advertisers on the values of television, traced the rapid growth of tv and its hold upon the public. The average set works 40 hours a week, Mr. Treyz said, calling it the most effective and first true "selling machine" available to advertisers.

While newspaper milline rates have gone up around 34% and rates for black-and-white pages in national magazines have increased by more than 30%, he noted, television's cost per thousand homes delivered has gone down by more than 37% in recent years.

The "after-purchase" survey results shown in the film were taken from a study conducted by the Institute of Mass Motivation under the direction of Dr. Ernest Dichter, widely known psychologist. In stores in five cities—Syracuse, Tarrytown and Peckskill, N. Y., Fresno and a suburb of Los Angeles—shoppers were asked, after completing their purchases, to put the items into separate bins according to whether they thought it was tv, radio, magazines or newspapers that led them to buy each one.

563 shoppers were thus surveyed. Count of the bins showed radio was given credit for leading to the purchase of 386 packages representing an expenditure of $116.42; newspapers, 540 packages ($160.10 worth); magazines, 1,157 packages worth $393.97; and television, 1,772 packages worth $788.55. In terms of dollars, more than television, leading to three-fourths of the purchases, was noted, television's cost over $77 of every $100 spent.

A further breakdown was made in the Peckskill and Syracuse studies. The following table shows what portion of each $100 expenditure was attributed to each of the media:

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Magazines</th>
<th>Radio</th>
<th>Newspapers</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soaps and cleansers</td>
<td>19</td>
<td>10</td>
<td>7</td>
<td>64</td>
</tr>
<tr>
<td>Conined fruits and vegetables</td>
<td>43</td>
<td>4</td>
<td>18</td>
<td>35</td>
</tr>
<tr>
<td>Condiments</td>
<td>38</td>
<td>18</td>
<td>13</td>
<td>49</td>
</tr>
<tr>
<td>Dairy products</td>
<td>30</td>
<td>18</td>
<td>13</td>
<td>49</td>
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</tbody>
</table>

In addition to leading in three of these five categories, television was on top in nine of the ten categories studied, the report showed. In the cigarette field it was credited with bringing in $77 of every $100 spent.

The other study, dealing with the automatic washing machine field, was made by A. C. Nielsen Co. It showed 1.9 million families do their laundering by hand; 4.4 million use commercial laundries; 2.2 million use "outside" laundromats, and 0.9 million use the machine supplied by their landlords. Altogether, it was found, one-third of the homes (or 1.5 million) have automatic washing machines.

Of these, more housewives (45%) are in the 16-34 age group than in any other—a significant factor to tv, it was pointed out, since it was found that young people watch television more, while time spent with print media increases in the higher age brackets—and 41% have three to four members in the family while 39% have five or more.

Taking the TVB membership list of 126 stations at the time of the survey, Mr. Treyz computed that a schedule of two announcements per station per day, Monday through Friday, would deliver 14 million different homes in a week at $57,600, or $1.37 per thousand.

MR. & MRS. C. Bruce McConnell, WISH-TV Indianapolis, were caught for a moment in the hall as they were making their way to convention exhibits.

Fort Worth presiding in the absence of Board Chairman Edwin W. Craig of WSM Nashville, the CCBS group learned that the daytime broadcasters have amended their petition before FCC (which seeks uniform sign on and off times) so as to exclude those Class II stations operating on clear channels. CCBS indicated it would not oppose efforts of the Class IV stations to increase wattage to 111kw.

Mr. Seavey related efforts of the organization during the past year in the FCC daytime skywave case to point up weaknesses of the Commission proposal. Although CCBS agrees with FCC's intent to give added protection to Class I-A stations from daytime skywave interference caused at sunrise and sunset by secondary stations, it is opposed to FCC's plan of transitional operation for the secondary stations. CCBS claims the clear channel stations won't get the protection intended, but rather will suffer greater interference at the critical hours.

Public Service Exhibit Held at Shoreham Wednesday

PUBLIC SERVICE advertising was the theme of the Special Projects Exhibit in the Shoreham Hotel. Exhibit Halls where a government reception was held Wednesday evening. The project was sponsored jointly by NARTB and the Advertising Council.

The exhibit highlighted the work and problems of government agencies and non-profit welfare organizations, especially in their use of radio and tv to inform the public and enlist its support.

Pointing out that Americans prefer to solve their problems voluntarily, NARTB President Harold E. Fellows said the exhibit's theme, "The highest distinction is service to others," stresses the role of radio and tv and advertising agencies in fulfilling this responsibility.

A preview of the Special Projects Exhibit was held Monday evening. The following organizations and government agencies were represented in the special projects exhibit:

- American Cancer Society Inc.; American Diabetes Association Inc.; American Education Week; American Hearing Society; American Heart Association; The American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America Inc.; Boys' Clubs of America; Boy Scouts of America; Camp Fire Girls Inc.; CARE.
- Committee on Careers in Nursing; Common Cause; American Unity; Crusade for Freedom; Engineering Manpower Commission; Federal Civil Defense Administration; 4-H Clubs; Girl Scouts of the U.S.A.; The Ground Observer Corps; The National Association for Mental Health; The National Citizens Commission for Public Schools; The National Citizens Committee for Educational Television.
- National Conference of Christians & Jews; National Fire Protection Association; National Foundation for Infantile Paralysis; National Guard Bureau; National Safety Council; The National Society for Crippled Children and Adults, Inc.; National Society for the Prevention of Blindness; National Tuberculosis Association; President's Committee on Employment of the Physically Handicapped; Religion in American Life.
- United Cerebral Palsy; United Community Campaigns; United Negro College Fund; United Service Organizations; U. S. Coast Guard; U. S. Committee for United Nations Day; U. S. Department of Defense (Army, Navy & Air Forces); U. S. Forest Service; U. S. Information Agency; U. S. Marine Corps; U. S. Treasury Department.
MAGNUSON HEARINGS TO BEGIN BY AUGUST

Senate Commerce Committee chairman says hearings will open at the end of this session of Congress. But radio-tv will not be a ‘whipping boy,’ he tells NARTB luncheon.

RADIO and television will be “studied” by the Senate Interstate & Foreign Commerce Committee after Congress takes a recess this summer but the industry will not be a “whipping boy,” Chairman Warren G. Magnuson (D-Wash.), told the NARTB Thursday luncheon in Washington.

Hearings, expected to begin soon after the first session of the 84th Congress ends sometime between mid-July and mid-August, will open with the FCC as the first witness.

A last-minute addition to the final day program, Chairman Magnuson summed up the committee’s purpose this way, “Out of it I want to see the industry develop further, the listener to get still better programs more conveniently.”

Chairman Magnuson said the committee “will not set out to prove anybody bad, or too virtuous. Rather, he said, “I hope that as a result of what we do, this industry can grow in the public interest under the tent of free enterprise and not public control.”

Flatly stating his position on American broadcasting, he said, “All of us believe in the free enterprise system, in the system of competition and the freedom of economic opportunity. I also believe that in the hands of your government rests an obligation to maintain that balance so that the individual loses none of his rights in either case.”

Items to Be Studied

The committee will look at the state of competition in the industry, he said, and will point out any artificial roadblocks if the study should uncover them. “Of course, we’re interested, too, in the availability of programming, in the affiliation practices of the networks, and only yesterday the FCC asked the Senate Appropriations committee for more funds to conduct its own study,” he said, adding, “I hope there will be such a study” (see page 97). He said the network phase will go into relationships of networks with their affiliates and the position of individual licensees.

Chairman Magnuson said the uhf question concerns the committee deeply, stating “most of the sets in the homes of the nation today cannot receive uhf.” He recalled a meeting with set manufacturers and an agreement that the excise tax should be lifted on receivers [B+T, May 2]. He said he had urged Sen. Harry Byrd (D-Va.), chairman of the Senate Finance Committee, to take early action on legislation to repeal the excise tax on tv sets, feeling this will overcome one of the obstacles to uhf development.

Delay in getting the committee study underway, he said, is due to the need of deciding who to call, what questions to ask and “what answers should be had so that conclusions can be drawn and if legislation should be needed.” He added this should be done “in a sane, sensible and fair way—we don’t want to go off on any tangents.”

The committee will reappraise the FCC’s allocation plan, he said, calling in the best engineering talent available. “This is part of our program that is now underway,” he said. “Undoubtedly, out of this engineering study will come more of the foundation for the hearings to be held later.”

The original text of Chairman Magnuson’s remarks had used the term “investigation” repeatedly but this was changed to “study.” He said many of the industry’s complex problems can be traced to its tremendous growth in a short time. “We shall try to serve the industry for in the long run we shall try to serve the public interest first.”

Industry Is Trustee Of Freedom—Dr. Peale

AMERICAN broadcasters, whose convention “has more potential power than any group in the United States, including Capitol Hill,” are serving as “trustees of free civilization.” Rev. Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, told the NARTB meeting Thursday.

“The people have the right to listen and see every political convention, acts of Congress—any public proceeding with which the people are concerned,” Dr. Peale said. “If it’s the truth, the people will know it. If it’s a lie, they will know it.” He warned broadcasters of the danger of “highly organized groups” because they can also become “highly disorganized,” and suggested “studio tension” was a problem deserving industry attention.

Radio and tv were credited by Dr. Peale with “the great religious revival that is sweeping the United States. Churches are crowded, having two or more services a Sunday, he said, adding, “This is due in a very large degree to the fact you allow us to go into homes with the gospel. I hail you as fellow evangelists in the name of God.”

Broadcaster, telecaster and periodical writer, Dr. Peale recalled the early history of the nation and the influence of books such as the Bible, McCuthey’s Reader and the Alger books.

“If the American people are to have ideals, they must get them out of the television set,” he said. His favorite program, he said, is Roy Rogers, which he watches before his Sunday evening sermon. He pointed out that “the crook always comes to a bad end.”

As to the American system of broadcasting, he said, “There’s nothing wrong with profit, or free enterprise.” He paid tribute to FCC Chairman George C. McConnaughey.

NATRFD Information Unit Set For Farm Broadcasting Jobs

AN INFORMATION and job-clearing bureau has been established by the National Assn. of Television & Radio Farm Directors, Donald A. Tuttle, farm director, WGY Schenectady, N. Y., and chairman of the newly-created NATRFD Professional Guidance Committee, has announced.

The main duty of the committee is to provide a central meeting ground for farm broadcasters seeking new jobs and for stations looking for such personnel. Another phase of the committee’s work deals with disseminating information about the work of the NATRFD and the field of farm broadcasting in general.

Mr. Tuttle also plans, where requested to do so, to arrange for farm broadcasters to address classes in veterinary schools around the country and to provide speakers for schools which offer radio courses and where questions on farm broadcasting might be under discussion.

memo

from

SESAC:

now’s the time

subscribe to

the Library that’s

lowest in cost

for a

complete Program Service . . .

the Library

that brings you

"the best music in America"

THE SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue New York 17

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HIGGINS AGAIN CAPTURES B&T TROPHY

Fashions gross 73 in downpour at Goose Creek Country Club for his fourth silver cup in eight years. Vice President Richard Nixon presents B&T trophies to winners.

WHEN Vice President Richard E. Nixon awarded Joe Higgins, WTHI Terre Haute, Ind., the B&T silver trophy for low gross honors in the annual NARTB-B&T golf tournament, held May 22 at Goose Creek Country Club, Va., he expressed the sentiments of 54 radio-television golfers by saying: "Mr. Higgins should join the touring pros if he can continue to shoot par golf under such adverse weather conditions."

The 73 gross score Mr. Higgins carded during a day of torrential rain, earned him his fourth silver B&T trophy, emblematic of the radio-television golf championship. He was first in 1948, 1950 and 1954.

Utilizing a maximum 30 handicap in the blind bogy tournament, Marshall Pengra, KLTV (TV) Tyler, Tex., won low net honors with a 59. He, too, was awarded a silver B&T cup by Vice President Nixon.

Second low gross honors went to Eddie Galagher, WTOP Washington, with 77. James Finlinson, WMOK Metropolis, Ill., Wally Cochran, RCA Thesaurus, Atlanta, Ga., and Les Rawlings, KDKA Pittsburgh, Pa., shot 78's to tie for third low gross.

Low net second place went to Ernest Roberson, WSOY Decatur, Ill., and Howard Schellenberg of O'Laughlin & Schellenberg, Washington attorneys. The scores:

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<th>Gross</th>
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Arraying gross scores:

- Sherman Adler, NBC New York: 9 holes, no score
- Gene Archer, NBC Washington: 87, 18, 69
- R. M. Allerton, NARTB Washington: 105, 30, 75
- Dick Bates, WGAN-TV Portland, Me.: 91, 12, 79
- Robert Burch, WDAN Danville, Ill.: 81, 12, 69
- T. K. Barton, KARK Little Rock: 82, 12, 70
- Paul Brandt, WCCN Mt. Pleasant, Mich.: 89, 15, 74

DAVID BALTIMORE, WBRE Wilkes-Barre, Pa., tries to get a call through the harassed hotel switchboard as C. B. (Brownie) Akers, KYOO-TV Tulsa, gives him a friendly nudge for want of a word with the long distance operator.

Paul Monroe (unaffiliated) 91 27 64
Waters Milbourne, WCAO Baltimore 100 30 70
Fred Miller, FCC, Washington 99 30 69
Alden Murphy, WRC Washington 81 15 66
Shawn Murphy, WTVY (TV) Decatur, Ill. 88 15 73
Bill Mallefert, Edward Petty Co., New York 94 18 76
Jack Nedell, WGBI Springfield 85 3 82
Marty Nierman, Edward Petty Co., New York 9 holes 49
Len Nazman, (unaffiliated) 98 21 77
Al Powley, WMAL Washington 86 15 71
Jerry Padberg, FCC, Washington 107 30 77
Frank Pellegrin, H-R, New York 81 6 75
Marshall Pengra, KLTW (TV) Tyler, Tex. 89 30 59
Bob Rosencrens, Box Office Television, New York 80 9 71
Les Rawlings, KDKA Pittsburgh 78 9 69
Bob Rawson, KDKA Pittsburgh 82 12 70
Paul Rayburn, Paramount Productions, New York 94 18 76
Paul Raymer, Paul Raymer Co., New York 109 30 79
Frank Roberson, Spearman & Roberson, Washington 98 30 68
Andy Ring, A. D. Ring & Associates, Washington 100 30 70
Jim Richdale, KOTV (TV) Tulsa 86 9 77
Mort Robbins, WJAC Johnstown, Pa. 9 holes 58
Bud Rogers, WA5AZ-AM-TV Huntington 9 holes 50
Al Schrot, WJAC Johnstown, Pa. no score reported
Lou Smith, Edward Petty Co., Chicago 80 6 74
Earl Stanley, Dow, Lohnes & Albertson, Washington 113 30 83
Dick Swift, Bolling Co., New York 94 24 70

BROADCASTING • TELECASTING
**FM MEET ALMOST PASSES TOLL ISSUE**

PAY-TV almost won approval in principle at Monday's fm session of the NARTB convention. So did pay-fm and pay-radio. But the resolution which would have given endorsement to the controversial concept— and which almost passed unnoticed in the closing minutes of the meeting— finally was referred to the incoming Fm Committee for study.

Introduced by Ben Strouse, manager of WWDC-FM Washington and chairman of NARTB's Fm Committee, who presided at the panel session, the resolution would have given consent to the proposition that "it is correct as a matter of law, principle and public interest for a broadcast licensee to make a direct charge to a listener for a service rendered by the broadcaster over his licensed frequency."

The resolution's preamble noted FCC has allowed fm stations to charge for subsidiary communication services and found such operation to be "in the public interest."

Three resolutions did win the approval of the fm session. These were:

1. "The fm broadcasters . . . request NARTB to affirm to FCC the continuing faith of the fm broadcasters in the future of fm and the necessity of retaining all the present fm band for fm broadcast and secondary purposes."

2. "The fm broadcasters request FCC to modify its proposed Order Docket No. 10832 relating to required multiplexing so as to per-

mit a licensee to demonstrate through a hearing the public interest of his operation before being forced to multiplex" (his background music service).

3. "The fm broadcasters request NARTB . . . to indicate to Sen. Russell B. Long [Select Committee on Small Business] the justification for the expanding of his uhf tax credit bill so as to include an appropriate tax credit on radio revenues including facilities for fm reception."

The fm session, called to consider "The Potential and Practicality of Multiplexing," featured a panel including A. Prose Walker, manager of NARTB Engineering Dept., who reviewed the "very critical" problem of fm's occupancy of its present frequency band; William S. Halstead, president of Multiplex Engineering Corp., who foresees multiplexing opening new economic horizons for fm; Dwight Harkins, KTLY-FM Mesa, Ariz., who predicted double today's fm stations on the air a year from now because of multiplexing, and Edward A. Wheeler, WEA-AM Evanston, Ill., who cautioned fm operators not to forget their primary function of being broadcasters.

Other panel participants included Edward Davis, KDFC (FM) San Francisco, who was skeptical about whether conversion to multiplex background music service will be economically feasible for many stations; John H. Bose, Electronic Research Labs, Columbia U., who felt multiplexing is a "practical tool" but ingenuity will be required to use it; Raymond S. Green, WFLN (FM) Philadelphia, who said fm should be kept in the broadcasting business; Donald K. de Neuf, Rural Radio Network; Lloyd Jacob, WGHF (FM) New York, and Mr. Strouse.

**CBA Incorporates; Lackey Elected Head**

INCORPORATION of Community Broadcasters Assn., with F. Ernest Lackey of WHOP Hopkinsville, Ky., as president, was announced Monday at a luncheon meeting during the NARTB convention. CBA was organized last year to seek FCC consent to a horizontal
power boost to 1 kw for all 250 Class IV stations. A 100 kw Class IV outlet would be allowed to increase to 400 kw under the plan.

Robert Mason, WMRN Marion, Ohio, was elected president of CBA while John R. Henzel, WHDL Olean, N. Y., was named secretary-treasurer. Membership, open to all Class IV stations, now totals 187, the group was told.

Ex-FCC Comr. T. A. M. Craven, retained as engineering consultant by CBA, strongly emphasized that the great majority of Class IV outlets must support the horizontal power boost proposal if the plan is to win consideration by the Commission. He said the four-fold power boost by all Class IV outlets—to be permissive, not mandatory—would not alter present co-channel interference, but would double the signal strength within the interference-free area. Individual station cost to boost power to 1 kw would range from $1,000-2,000, CBA was told, if existing transmitters can be modified.

Told representatives of NARTB President Tower, manager of NARTB's Employer-Employee Relations Dept., to keep a constant vigil on certain proposed amendments to the Fair Labor Standards Act, he said that if the changes go through, they would work "hardships" on broadcasters.

Addressing a wage-hour panel breakfast, Mr. Tower told convention delegates that high on the amendments that needed watching was one which would raise the minimum wage to $1.25 an hour. He estimated this would adversely affect about one-third of the radio stations in the U. S.

Another proposal that broadcasters should watch closely, Mr. Tower advised, was the amendment to set a flat statutory salary minimum of $6,000 a year for employees in the exempt (supervisory) category. This compares with current scales of between $55 and $75 a week, he stated.

Mr. Tower, aided by his assistant Jim Hubert, led the informal session and covered wage-hour problems of a general nature. Among them was the method of payment for such combination men as news director-salesman, chief engineer-announcer and announcer-salesman.

BMI Holds 6th Reunion Along With NARTB Meet

OFFICERS, directors and founders of Broadcast Music Inc., 15 years ago to introduce competition in the music copyright field, held their 6th annual reunion in Washington last Monday night in conjunction with the NARTB convention.

Goar Mestre, president of Circuito CMQAM-TV of Cuba and former president of the Inter-American Assn. of Broadcasters, toasted Carl Haverlin, BMI president and its officers and directors for the contribution made to music, letters and culture by the organization.

President Haverlin, in response paid high tribute to those responsible for the founding of BMI, including Sydney M. Kaye, chairman and general counsel, Paul W. Morency, president of WTIC Hartford, and Samuel R. Rosenstein, former president of WFIL Philadelphia, and now trustee of Music Performance Trust Fund.

Approximately 200 attended the annual dinner at the Woodner. Guests included all present and former board members of BMI and NARTB and former NAB presidents.
CBS WANTS RADIO-TV ACT CHANGED TO PERMIT ‘LINCOLN-DOUGLAS’ DEBATES

Stanton tells tv affiliates that free time in prime hours could be allotted the principal 1956 presidential candidates. Drawback is current regulation of equal time to all comers.

IF CONGRESS would go along with an appropriate amendment to the political broadcast law, CBS and its tv affiliates would give free time — three hours in prime evening periods — to the major party candidates in next year’s presidential campaign, CBS President Frank Stanton said last week.

Under Sec. 315 of the Communications Act, if any licensee permits a "legally qualified candidate for any public office" to use broadcast facilities, he must in turn give an equal opportunity to all other such candidates for that office to use the facilities.

Dr. Stanton said that if this section were modified by Congress, CBS could then offer "perhaps two, perhaps three" hours of prime evening time to the presidential candidates of the two major political parties to take part in a series of "Lincoln-Douglas" debates. In addition, would invite leading candidates to take part in discussion programs, now virtually impossible because of Sec. 315. Dr. Stanton noted that there were 18 candidates for president in 1952 campaign.

The proposed amendment to Sec. 315 would be additional language, reading: "Appearance by a legally qualified candidate on any news, news interview, panel discussion, debate or similar type program where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network in the case of a network-owned station, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

Dr. Stanton’s statement follows:

“We believe that television as a full-fledged medium of the free press, with perhaps more impact and more excitement than any other part of the press, does have an enormous responsibility in providing information and enlightenment during election campaigns. More and more not only do politicians look first to television, but also the voters themselves are turning to television for the facts and facts upon which they can make the judgment which they finally record in the voting booth. "We can all be proud of that fact, but we must also recognize the responsibilities that go with it. We feel that we should be able to do just what responsible newspapers do — be free to exercise our best judgment in deciding the content of our electronic news columns."

"In order to be free this way, Sec. 315 would have to be inapplicable to those of our public service programs which are primarily of the type which fall in the area of news and public discussion and which of course are within our own supervision, control and production. We do not ask for freedom to pick and choose in carrying ordinary campaign speeches of the candidate whether those campaign speeches are in the course of political rallies or moved into our studios. There we recognize that there is a good deal to be said for the applicability of Sec. 315 in requiring us to give free time to all if we give free time to any one candidate. And for such speeches, we do not propose to modify our existing policy of not granting free time once the campaign has begun."

Dr. Stanton’s statement was taken from the speech he made to CBS-TV affiliates the preceding week, dealing with the proposed amendment to Sec. 315 and also detailing CBS’ opposition to subscription television and its position on the pending governmental investigation of networks [87*, May 23].

He told the affiliates in that speech that CBS had refrained previously from making affirmative proposals to the Senate subcommittee regarding Sec. 315 because “we decided that it was better to discuss our thoughts on this subject with you first, rather than with the Senate subcommittee.” CBS release of his statement and the proposed amendment last week was taken as an indication that the affiliates in general had approved.

MAGNUSON ENDORSES STANTON PROPOSAL

SUGGESTION by CBS President Frank Stanton that existing regulations governing political campaigns on tv and radio networks should be revised — has drawn the support of Sen. Warren G. Magnuson, chairman of the Senate Interstate & Foreign Commerce Committee. On last Tuesday’s CBS-TV Morning Show, the Washington State Demo- crat had this to say to newsmen Charles Collingwood:

COLLINGWOOD: Yesterday, Frank Stan- ton, who’s the president of CBS, made a pro- posal that the law be changed regarding political candidates and the time that net- works have to give them, so that the net- works would be able to put on a series of Lincoln-Douglas debates between the major candidates. The reason that the law has to be changed, as you know better than I, is that presently we have to give equal time to any candidate — and often there are a lot of small, non-serious parties. You know, there could be . . . there've been as many as 18 candidates.

MAGNUSON: Well, I think, Charles, Mr. Stanton’s idea is, of course, well worth con- sidering, because, although it sounds good to say you give equal time to candidates, from practical experience it doesn’t work out that way. And one of the problems we have under study now . . . is the political implica- tions of television in particular and the cost to the candidates. Campaigns will cost fan- tastic sums, if candidates want to use the greatest medium of expression the world’s ever known in politics it’s television.

I think that Mr. Stanton’s idea is not only worth considering, but I do think that we’re going to have to change the law so that a legitimate and a qualified candidate of any given major political party, without this tremen- dous cost, will have an opportunity, and the public will have an opportunity to see him, and he’ll have the opportunity to tell them not only about his views but what he thinks they should hear in regard to his cam- paign.

COLLINGWOOD: So that you would favor changes in the existing Federal Communications Act to make it possible for the net- works to:

MAGNUSON: Yes, I don’t know just how we’re going to spell it out, whether we spell it out in X number of hours or give it to the political parties to distribute among their candidates, but we’re going to have to meet the problem — and I’m glad to see Mr. Stan- ton was farsighted enough, as head of a big network, to realize it.

Sarnoff Picked by AFM To Address Convention

AS ONE SIGNPOST of more amicable relation- ship between the broadcasting industry and the American Federation of Musicians, the latter announced last week that Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, has been invited to be main speaker at the union’s 58th annual convention in Clevel- and June 6-9.

Gen. Sarnoff, who will talk on “industrial statesmanship” on June 7, is said to be the first industrial personnel to deliver the principal address at an AFM convention.

Approximately 1,200 delegates representing 69 radio stations in the U. S., Canada, Puerto Rico, Alaska and Hawaii will gather at the auditorium to elect officers and transact the legislative and policy-making business of the 59-year-old AFL international union.

The broadcast industry has been expected to center around the union’s drive for repeal of the federal 20% amusement tax, which AFM contends is most discriminatory of all the wartime excise taxes and a job deterrent to musicians.

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NBC Names Parks

APPOMINT of Ben Parks, NBC-TV Chicago network program manager, as director of public affairs for NBC was announced last week by Davidson Taylor, the network's vice president in charge of public affairs.

CBS-TV PROMOTES

HARRY OMMERLE

HARRY G. OMMERLE, CBS-TV program director, has been named CBS-TV vice president in charge of network programs at New York.

According to J. L. Van Volkenburg, CBS-TV president, Mr. Ommerle will be responsible for coordinating TV programming originating from New York. He reports to Hubbell Robinson Jr., vice president in charge of network programs.

Mr. Ommerle has both network and advertising agency experience. He started with N. W. Ayer & Son in its radio department, becoming vice president in charge of radio. He joined CBS in 1935, moving in 1937 to the William Morris Agency. In 1943 he became vice president and account executive with Rutherfurd & Ryan.

GUAM AM FIGHTS MILITARY TV THERE

Armed forces propose 'morale' television outlet to serve personnel. It would have programs of all networks, plus commercials, free. KUAM denies 'unfair competition.'

POTENTIAL political bombshell was dropped in FCC's lap last week by KUAM Guam—a protest against establishment of a low power military "morale" television station on ch. 8 there, which would use free kinescopes of major network TV shows, including commercials.

KUAM described the prospective military station as unfair government competition with private business and contrary to the overriding government plan to put Guam on a self-sustaining private enterprise basis.

Harry Engel, KUAM founder who flew to Washington last week upon learning of the impending military station, was quoted by FCC officials as having been advised by certain major KUAM sponsors that they would drop their paid radio advertising if they obtained a free ride into the rapidly growing Guam market on the government TV station.

The military outlet would be located on an Air Force base there and designed only to serve base personnel, according to Armed Forces Radio Service spokesmen. AFRS policy historically has been not to compete with commercial stations, it was pointed out, but this has been confined to radio or TV as two distinct media since FCC policy in the U. S. does not afford radio stations protection from television, or vice versa.

KUAM is a CBS and NBC radio affiliate. The prospective AFRS station in Guam, like other AFRS TV stations around the world, would air kinescopes from all four TV networks.

Lt. Col. Melvin E. Williamson of AFRS Washington headquarters, an ex-NBC executive, told BTV the network would supply the kinescopes after the programs are released by the various advertising agencies for military base showings. He emphasized that it is AFRS policy in operating its low power TV outlets "to make it as difficult as possible for civilian receivers to receive the signal, since we are concerned entirely with the military."

AFRS records show that the military radio station at Guam was de-commissioned when KUAM took the air. This was in line with the established policy of non-competition.

The explosive nature of the broad public policies in issue—which some observers felt could mushroom and involve other government leaders, top Defense Dept. officials or even the White House—prompted an emergency meeting Thursday morning among Mr. Engel, FCC staff officials and representatives of the Interdepartmental Radio Advisory Committee, lead Defense Mobilization and AFRS, it was learned at the Commission.

Since IRAC was responsible for assigning the broadcast facility (ch. 8) to the military, with FCC entitled only to "comment" on the use of it, speculation arose as to whether the ancient conflict of dual authority for spectrum allocation between IRAC and FCC might be renewed.

Functioning under ODM, IRAC is charged with handling all federal government spectrum assignments for the President, pursuant to blanket provisions of the Communications Act which sometimes are described as "ambiguous.

In a Thursday morning meeting at FCC, a Commission representative said, resulted in a "gentlemen's agreement" to hold up installation of the Guam AFRS TV station until the various military elements involved can "re-evaluate" the proposal. An FCC official also said the matter of protection for KUAM may go before the Commission on its regular agenda within the next two weeks.

It was noted that if a commercial broadcaster wanted to put a TV station in Guam or any other territory where no TV allocation is listed, he first would have to petition for a formal rule-making hearing, wait 30 days for comments once FCC issued its notice, and then file formal application and wait its regular processing. If a competitive bid were filed, he would face comparative hearing too, it was explained.

Mr. Engel's protest to FCC was incorporated in a letter to the Commission secretary, Miss Mary Jane Morris.

Mr. Engel noted that "under existing policy it is clear that the AFRS will not establish a radio service competitive to a commercial broadcaster. And it is the understanding of KUAM that this policy is a matter to be determined by the FCC. Therefore, the problem that KUAM faces in terms of the impact of television upon its am station revolves about a Commission policy with respect to television competition to an AM station."

"KUAM has considered very seriously the establishment of a commercial television station on Guam, and there is no doubt that at this time such a commercial operation is not feasible. Such a television operation can be established by the AFRS since all of its programming is available to it at absolutely no cost..."
and its television program budget is not dependent upon the size of its audience."

Concerning the network kinestopes Mr. Engel wrote, "These programs are made available to the AFRS on the specific condition that no commercials shall be deleted. This means that television on the Island of Guam will not only compete with KUAM in terms of a bid for audience share, but the advertisers' messages contained within those television programs will be brought to free to consumers of those products on the island. It is this kind of unfair competition that KUAM does not think the Commission would favor by holding and abstaining the establishment of such a television station on the Island of Guam."

STORER MIAMI BID RETURNED

FCC contends application for ch. 10 was entered too late for consideration in already-completed hearing.

STORER Broadcasting Co.'s application for Miami's ch. 10 [B+T, May 9] was returned by the FCC last week on the ground that it was filed too late to be considered in the hearing already completed for that facility [CLOSED COMMITTEE, May 9].

The Commission said that: "In view of the rights of the other parties concerned, and Storer's failure to pursue the remedies available to it when its application was dismissed, we are construing the record as if the petition for reinstatement and hearing] must be denied.

Storer never took an appeal from the FCC's 1953 refusal to accept its ch. 10 application for Miami, the FCC declared. Therefore, it added, this must be a new application. Since the ch. 10 hearing has ended and an initial decision has been rendered (favoring WKAT Miami Beach), the Storer application is too late.

George B. Storer Sr., president of the company, had on last Thursday that the application and petition for hearing had been filed "pursuant to the suggestion of the Court of Appeals." Since the Commission has dismissed the application, Mr. Storer said, "we will take no further action to prosecute the reinstatement of the application."

An appeal was taken to the courts by Storer following the 1953 refusal of the Commission to accept its ch. 10 application, but it was an attack on the legality of the FCC's multiple ownership rules and not on the FCC's action refusing the application, the Commission said. The application was refused because of Storer's ownership of the then maximum limit of five tv stations.

The appellate court's ruling in this case, invalidating the FCC's multiple ownership rules [B+T, Feb. 28], also suggested that the Commission reinstate the Storer ch. 10 application and allow it a hearing.

The Commission last week appealed this decision to the Supreme Court.

Late last year, Storer bought two Florida vhf stations, merged them into what is now WGBS-TV Miami on ch. 23. This was shortly after the Commission amended its multiple ownership rules to permit a single owner to own up to ten tv stations, of which not more than five may be in the vhf band.

Last month, Storer filed a de-intermixture petition with the FCC, calling on the deletion of all non-granted vhf channels and the substitution for them of uhf facilities [B+T, April 18]. This has been under attack by most of the contestants for Miami chs. 7 and 10.

HEARINGS ON FCC BUDGET CUT SHORT

CHAIRMAN Warren G. Magnuson (D-Wash.) of a Senate Appropriations subcommittee cut short testimony after a brief hearing Wednesday on the FCC's fiscal 1957 budget when no other senators appeared to ask questions on the proposed $6,870,000 funds for the FCC.

He said he hoped his Independent Offices Appropriations Subcommittee could mark up the bill (HR 5240) over the weekend for reporting it on the Senate floor. The bill then would be acted upon by the Senate, go to a Senate-House conference to resolve expected differences, and, Sen. Magnuson hoped, be sent to the White House by June 15.

The Senate subcommittee had held initial hearings earlier in the month on the FCC portion of the independent offices appropriations measure [B+T, May 9]. Last week's hearing was to have been a recall session on policy aspects of the proposed FCC budget, especially a proposed FCC study of the broadcasting industry. The House had increased by $170,000 the $6.7 million recommended by the Budget Bureau, with $80,000 of the boost earmarked for the FCC study.

FCC Commr. Frieda B. Hennock appeared at the hearing to protest what she said was the narrow scope of the proposed $80,000 FCC study. She spoke for Sen. Magnuson had asked perfunctory questions of FCC Chairman George C. McConnachie and was about to adjourn the hearing because no other senators were present to ask questions.

Lamb Case Record Closed by Sharfman

RECORD in FCC's controversial license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was closed Tuesday by Examiner Herbert Sharfman after approving a motion by counsel for Mr. Lamb to strike in part the testimony of William Garfield Cummings, the first witness called by the Commission's Broadcast Bureau at the start of the case last fall [B+T, Sept. 20, 1954 et seq.].

Examiner Sharfman called for proposed findings to be filed by July 25 by the Broadcast Bureau and WICU. After receipt of these and the ultimate replies thereto, the examiner will prepare his initial decision. Chief issue in the case is whether Mr. Lamb falsely represented he never had communist ties. WICU witnesses in recent weeks have testified to Mr. Lamb's anti-communist record.

Meanwhile, the U. S. Court of Appeals last week denied an appeal by Mr. Lamb from a U. S. District Court ruling of last summer which refused to stop the Commission renewal hearing. The court said Mr. Lamb had not yet exhausted his remedy before FCC.

In another action, the Commission, at the request of counsel for Mr. Lamb, dismissed an application for sale of Mr. Lamb's WHOO-AM-FM Orlando, Fla., for $295,000 to Mowry Lowe and associates. Mr. Lowe formerly was manager of WEAN Providence. The WHOO bid was dropped because the nine-month sale contract had expired, FCC said.

Airspace Group Approves KWWL-TV High Tower

SUDDEN switch in the attitude of military representatives on the Airspace Panel of the Air Coordinating Committee to towers higher than 1,000 ft. took place last week when the application of ch. 7 KWWL-TV Waterloo, Iowa, to build a 1,110-ft. tower at a new site was approved without objection. The Navy representative abstained, as did the FCC member. The FCC delegate regularly abstains from voting on broadcast tower applications.

The NBC-affiliated Iowa station now operates from a 550-ft. tower at a site less than a mile east of Waterloo. The new site is five miles southeast of Jesup, Iowa, 15 miles from Waterloo and 35 miles from Cedar Rapids. Airspace approval was conditioned on the removal of KWWL-TV's present tower.

The military about face occurred after the armed service representatives on the Washington Airspace Panel consistently objected during the last few months to tv towers more than 1,000 ft. above ground. In three instances, the military has intervened in FCC hearings regarding above-1,000-ft. towers proposed by KCEO-TV Enid, Okla., and KSWS-TV Roswell, N. M. [B+T, April 18].

Memphis Grant Made Final

FINAL decision to grant tv ch. 3 at Memphis to Hoyt B. Wooten's WREC there and deny the competitive bid of local WMPS, a Plough Inc. interest, was announced by FCC Thursday. The unanimous ruling upheld the recommendation of the FCC hearing examiner issued last year [B+T, Sept. 6, 1954].
ENTERING the 23d consecutive year of association between WSB Atlanta and Edward Petry & Co., officials of the station and of the representation firm prepare to sign a long-term renewal for Petry representation of both WSB and WSB-TV. The two stations have never had another representation organization. L to r: seated, Edward Petry, head of the Petry company, and J. Leonard Reinsch, executive director of the Cox radio and television properties; standing, Tom Knodel, Petry vice president in charge of television; John M. Outler Jr., general manager of WSB-AM-TV, and Edward E. Voynow, executive vice president of the Petry firm.

O'Dea Retires; Sells WOV to Morris Novik

RICHARD E. O'DEA, veteran broadcaster and founder of WODA New York, later merged into WOV, announced his retirement from radio last week with the sale of his 70% interest in WOV to consultant Morris Novik for $200,000. Transfer is subject to FCC approval.

Mr. Novik, also a pioneer in the industry, was active in establishing WEVD New York and for many years was director of New York City's WNYC. He now is radio-tv consultant and leader in the educational broadcasting field.

Ralph Weil, WOV general manager, and Arnold Huntley, program director, retain their minority interests in the station. Mr. Novik said WOV's established program structure and policies, including Italian-language programs, would remain unchanged.

WFRV-TV Starts Wednesday As ABC and DTN Affiliate

WFRV-TV Green Bay, Wis., will begin network broadcasting Wednesday, affiliated with ABC-TV and DuMont, it was announced last week by Don C. Wirch, vice president. The ch. 2 station represents a merger with WNAM-TV ch. 42 Neenah, Wis., which turned in its permit in March to complete the consolidation pact.

WFRV-TV is the third tv outlet covering Green Bay and will operate with maximum 100 kw from a transmitter located on Scray's Hill, overlooking the Fox River Valley. Mr. Wirch reports an "excellent picture in Wisconsin and upper Michigan" is being received.

Hirsch to Petry Radio Post

JAMES C. HIRSCH has been appointed manager of promotion and sales development for radio at Edward Petry & Co., New York, it was announced last week by William B. Mailliefert, eastern sales manager for the representative firm. Mr. Hirsch formerly was sales manager of WRC Washington.

Previously he was director of advertising and promotion and head of sales development, WRCA-AM-TV New York, and vice president of W. B. Doner & Co., Chicago.

A-K Promotes O'Sullivan

APPOINTMENT of Roger O'Sullivan as radio sales manager of the Chicago office of Avery-Knodel Inc., effective June 1, was announced last week by J. W. Knodel, Chicago office manager and partner in the national station representative firm. Mr. O'Sullivan succeeds B. P. (Tim) Timothy, who resigns as general sales manager to enter the station ownership field [BT, May 23]. Mr. O'Sullivan has been associated with Avery-Knodel since his return from uniform service in June 1947, working as account executive on radio in the representative's Chicago office. Ray Neihengen is television sales manager in the Chicago office.

Harry Hyett to Represent Three Midwest Tv Stations

HARRY HYETT, formerly station manager of WEAU Eau Claire, Wis., has opened a station representative firm in Minneapolis to represent KAL-TV Duluth, Minn.; KROC-TV Rochester, Minn., and WBAY-TV Green Bay. A "launching luncheon" was held for the new company at the Radisson Hotel in Minneapolis. More than 100 agency and advertising executives were presented with sailor caps with their names on them.

ADVERTISING problems are discussed by Harry Hyett (l), station representative, and Vince Ionergan, assistant advertising manager, Hamm's Brewing Co., at the launching of Mr. Hyett's new representation firm in Minneapolis.
MISS KOSI of 1955 (Esther Zgut) lends a helping hand to Edward M. Guss, manager of KOSI Aurora-Denver, Colo., in ground-breaking ceremonies for the station's new transmitter building. Miss KOSI also will throw the switch that increases KOSI power to 5 kw on June 1. Miss Zgut was chosen Miss KOSI over 150 other contestants in a contest sponsored by the station [*ET, May 2].

KAKC to Evangelist

SALE of KAKC Tulsa, Okla., by Sam E. and P. S. Avey and James L. Neal for $85,000 to evangelist Rev. Forrest G. Conley has been approved by FCC. Commission records show that Rev. Conley had been in dispute with a newspaper editor concerning a local trial involving Carl Austin DeWolf, but others, including a former state governor, defended Rev. Conley's position. Comrs. Robert E. Lee and John C. Doerfer dissented.

WSJS-TV Plans Power Increase

WSJS-TV Winston-Salem, N. C., is constructing new transmitting facilities which will bring the station's power to the maximum permitted on ch. 12—316 kw. The new 692-ft. tower will be 2,000 ft. above average terrain. The station is presently operating with 40 kw from a tower 770 ft. above average terrain.

Station engineers expect to begin test patterns with the new power by August 1 and to begin telecasting on 316 kw by September 1.

WEOK Notes 75% Spot Gain

GAIN of 75% in national spot revenue for the 12 months ended last March 31 has been announced by Arthur J. Barry, president of WEOK Poughkeepsie, N. Y. Mr. Barry attributed the increase to: market growth, including a new IBM plant employing 8,000 workers; sales coordination between WEOK and its representative, Everett-McKinney, with emphasis on first selling the local dealer and distributor, and a revamping of programming away from music and news only.

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SALE of KAKC Tulsa, Okla., by Sam E. and P. S. Avey and James L. Neal for $85,000 to evangelist Rev. Forrest G. Conley has been approved by FCC. Commission records show that Rev. Conley had been in dispute with a newspaper editor concerning a local trial involving Carl Austin DeWolf, but others, including a former state governor, defended Rev. Conley's position. Comrs. Robert E. Lee and John C. Doerfer dissented.

WSJS-TV Plans Power Increase

WSJS-TV Winston-Salem, N. C., is constructing new transmitting facilities which will bring the station's power to the maximum permitted on ch. 12—316 kw. The new 692-ft. tower will be 2,000 ft. above average terrain. The station is presently operating with 40 kw from a tower 770 ft. above average terrain.

Station engineers expect to begin test patterns with the new power by August 1 and to begin telecasting on 316 kw by September 1.

WEOK Notes 75% Spot Gain

GAIN of 75% in national spot revenue for the 12 months ended last March 31 has been announced by Arthur J. Barry, president of WEOK Poughkeepsie, N. Y. Mr. Barry attributed the increase to: market growth, including a new IBM plant employing 8,000 workers; sales coordination between WEOK and its representative, Everett-McKinney, with emphasis on first selling the local dealer and distributor, and a revamping of programming away from music and news only.
Notre Dame Makes Shifts In Radio, TV Management

KEY executive appointments involving the U. of Notre Dame radio and TV properties have been announced by W. T. Hamilton, general manager of WHOT and sales manager of WNDU-TV, both South Bend.

C. J. Pajakowski, sales manager of WHOT, was named manager of the radio outlet, while Frank Crosier was appointed director of the local sales development for WNDU-TV, slated to begin operation about July 15. Simultaneously Mr. Hamilton announced the appointment of Bob Laffoon as administrative sales manager of WHOT. All appointments were effective May 27.

Mr. Pajakowski has been with WHOT for nine years and in sales work for 20 years. Mr. Crosier has been serving as station manager and sports director for WHOT and has been with the station since 1944. Mr. Laffoon joined WHOT recently as sales promotion manager and will continue to handle those and publicity duties.

WABT (TV) Expands Quarters

WABT (TV) Birmingham, Ala., sales department has moved into larger quarters, and the new production offices were expected to be occupied last week. A second tv studio, which the station reports will be "one of the largest and most modern in the South," is to be dedicated in July.

KABC Expands Fm Operation After Stereophonic Acclaim

KABC-AM-FM Los Angeles broadcasts in stereophonic sound have met with such satisfactory response that the fm transmitter was moved from the am transmitter site in west Los Angeles to the top of Mt. Wilson, thereby increasing its coverage 10-fold, according to John Hansen, KABC general manager.

Work on the transfer, under temporary authorization from the FCC, was completed in one weekend instead of the originally estimated 10 days, it was announced by Cameron Pierce, ABC Western Div. chief engineer.

Station officials anticipate an ever-growing schedule of broadcasts with the improved fm transmission and broader coverage. The schedule already has been expanded from two to seven regular programs per week with the emphasis on "live" music shows. Ultimately, it is expected, studio dramatic shows and even outside special events will be picked up and transmitted over the combined facilities of KABC-AM-FM, Mr. Hansen said.

NRG Offers 'At Home Abroad' Musical Series to Sponsors

AVAILABILITY of At Home Abroad, a half-hour series starring mezzo-soprano Gladys Swarthout and harmonica virtuoso John Sebastian, was announced last week by the Quality Radio Group. The new program is being taped in Italy.

William B. Ryan, NRG's executive vice president, said the show is being offered for broadcast at a peak Sunday afternoon listening period at a total time and talent cost of $4,500. For that sum each week on a 52-week basis, Mr. Ryan stated, the advertiser "gets 36 of the nation's most powerful stations blanketing 90% of the nation's radio homes and gets two top-drawer names... the program is also available at night."

Mr. Ryan claimed that if the cost is analyzed on the price of each minute of commercials, the cost is about $1,000 less per minute than a network spot.

WBAP-TV Takes Coliseum To Show Color Programs

A SPECIAL five-hour showing of color tv was held by WBAP-TV Fort Worth in the city's Will Rogers Memorial Coliseum to stimulate local interest in the new medium.

Over 5,000 people turned out between 7 p.m. and midnight to see on big-screen color tv sets programs that originated in WBAP-TV's studios. The station devoted the whole day to color tv, starting with a colorcast of a children's program that morning.

WBAP-TV has been equipped for color for over a year and presently transmits six hours of local color shows a week, plus NBC-TV color programs.

WISH-TV's New Tower Up

CONSTRUCTION of the new 1,000-ft. tower of WISH-TV Indianapolis has been completed with only minor adjustments and tests remaining. C. Bruce McConnell, president of WISH-AM-TV, has announced.

The 138-ton steel tower was built by Dresser-Ideco Co. of Columbus, Ohio. It also will serve WISH-AM. Exact date for operation will depend on testing, Stokes Gresham Jr., WISH-TV chief engineer, said, adding that an early date is expected.
Connie B. Gay Acquires Fairmont, W. Va., Station

TRANSFER of control of WVWW (AM) and WJPB (FM) Fairmont, W. Va., from Don D. Baer to Connie B. Gay, of Arlington, Va., for approximately $55,000 was closed May 20 through Blackburn-Hamilton Inc., subject to FCC approval.

J. Patrick Beacom, who had sold control to Mr. Baer last November, will continue to hold minority interest and serve as vice president. Mr. Gay will become president and Jane E. Trimmer, of Arlington, secretary-treasurer.

Mr. Gay acquires 75% from Mr. Baer, and 20% from Mr. Beacom, latter retaining 5%. Mr. Beacom, who becomes mayor of Fairmont in July, announced that simultaneously application to transfer Mr. Baer's 75% interest in WJPB-TV back to him was filed with FCC, and upon approval, he would become sole owner of ch. 35 station. The TV station has pending a petition to move educational ch. 5 from Weston, W. Va., and redesignate it commercial at Fairmont.

WVWW operates on 1490 kc with 230 w and is affiliated with ABC.

Crawford Leaves WABD (TV)

RESIGNATION of William Crawford, sales manager, WABD (TV) New York, was announced last week by George L. BarenBregge, general manager. Mr. Crawford has not yet announced his future plans. Because the station is planning a new sales concept, Mr. BarenBregge said, the sales position will not be filled now.

FM-SCA LICENSEES:
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.

Wire, phone or mail coupon today for franchise particulars and availabilities
**WJOB-AM-FM Breaks Ground For New Indianapolis Studios**

WJOB-AM-FM Hammond, Ind., has broken ground for its new studios, to be located at 165th St. and Indianapolis Blvd. there. Participating in the ceremonies were Robert C. Adair, president; Joseph R. File, commercial manager; Vernon Anderson, mayor of Hammond; Stanley Begier, mayor of Calumet City, and State Senator Walter Baran, among others.

The proposed studios will cover 4,500 ft. of floor space. It will be completely air-conditioned, according to WJOB, and will have radiant heating and sound proofing.

There will be three main and three auxiliary studios, complete office and monitoring systems for both am and fm programs and a luncheonroom for employees.

**Quinlan Adds Sales Chores**

STERLING C. (RED) QUINLAN, vice president in charge of ABC's okd WBKB (TV) Chicago, has added sales responsibilities and Harold R. Wettersten has been promoted to post of sales manager of ABC-TV Central Div., it was reported last week. James W. Beach, former WBKB sales manager, is new director of ABC-TV Central Div. Mr. Wettersten was incorrectly identified as the new sales manager of WBKB instead of the network's Central Div. in the May 23 issue of BWT.

**REPRESENTATIVE APPOINTMENTS**

WBML Macon, Ga., appoints Forjoe & Co., N. Y., as national representative, and Dora-Clayton agency, Atlanta, as southeastern representative, both effective July 1.

**STATION SHORTS**

WOKY Milwaukee, to eliminate off-color records, has banned all discs of small independent recording companies.

KOWL Santa Monica, Calif., is exchanging programs for regular daily broadcasts with Radio Mil, Mexico City.

**Three Minutes a Day**

THE POWER of radio to stir up public opinion was demonstrated by KXYZ Houston, Tex., through a three-minutes-a-day appeal by Fred Nahas, executive vice president-general manager and commentator, whose 18-month campaign to curb the distribution of objectionable comic books reached a conclusion on May 9. On that day Gov. Allen Shivers signed into law two bills designed to curtail the distribution of offensive comic books. Mr. Nahas began his campaign on Nov. 13, 1953, by devoting three minutes each day to a discussion of the bad-taste comic books and urging parents to look at the material their children were reading. Mr. Nahas began his campaign after finding some offensive comic books in the hands of his own children. The appeal was made on Mr. Nahas' 6:15 Mon.-Fri. news commentary Tomorrow's History. Despite opposition from comic book distributors and even from members of the state legislature, Mr. Nahas' efforts bore fruit. During those 18 months Mr. Nahas made many speeches before civic, veteran and religious groups climaxing his fight with an appearance before the House Criminal Jurisprudence Committee in Austin to support the two bills that were written into law two months later. As KXYZ put it: "By the use of only three minutes a day, radio has proved again that it is a very powerful influence in the American way of life."

WOL Washington has installed new Gates am transmitter.


**STATION PEOPLE**

Stan Marshall, formerly with KSTN Stockton, Calif., appointed manager, CRSS Crescent City, Calif.


Clay Cline, program director, WJZM Clarksville, Tenn., to WSEV Sevierville, Tenn., as manager, effective June 1.

Ray Gallagher, formerly program manager and operations director, KTVK (TV) Phoenix, Ariz., appointed executive producer and director, KBTV (TV) Denver.

Dan Valentine, announcer, WFBA Dallas, named chief announcer and assistant program director, succeeding Ralph Widman, who has been named WFBA recording div. manager.

Earl H. Wells, formerly with WMUR-TV Manchester, N. H., named chief photographer-cameraman, news dept., WBTV (TV) Charlotte, N. C., succeeding J. Nathan Tucker, who has been promoted to film supervisor.

J. G. Carden Jr. appointed sales manager, WBOF Virginia Beach, Va.

Lloyd Oliver, former farm specialist, K I O W Des Moines, named farm field director, KFAP Omaha.

Richard S. Zavon, formerly promotion manager, WMGY-TV Greensboro, N. C., appointed client service director, WLWC (TV) Columbus, Ohio.

Ensor Stoddard, producer-director, WGLV (TV) Easton, Pa., promoted to assistant programming and production director.

Jose Armendariz, chief engineer, KOLD Yuma, Ariz., adds duties as Spanish language news director.

Irwin A. Spiegel to WMGM New York as traffic manager; Jerome Ellner to traffic dept.; Phyllis Stollman to WMGM publicity staff.

Robert L. Price, sales staff, KLOX Oakland, Calif., named sales account executive, KCBS San Francisco.

Gerald C. Gray to WMGM-AM-FM Jacksonville, Fla., as account executive.

Tom Bender, sports director, WPFD Toledo, Ohio, to KDKA Pittsburgh, handling sportscast.

Baxter Ward, Baltimore tv news commentator, to KCOP (TV) Hollywood in similar capacity.

Richard P. McCauley to news staff, WBAL-AM-TV Baltimore as newswriter and reporter.
Harold Heath, formerly with sales staff, WQCT-TV Davenport, Iowa, to sales dept., KCRG-TV Cedar Rapids, Iowa; Herb James, formerly with KWWL-TV Waterloo, Iowa, to KCRG-TV announcing staff.


Mildred Wren, media manager, Botsford, Constantine & Gardner, S. F., to KROY Sacramen
to, Calif., as sales representative, effective June 1.

Elliott Wolff, formerly announcer-salesman, WANE Ft. Wayne, Ind., to KCPW Cincinnati; Peter T. Marino to WCPW-TV sales staff; Bill Gallop, WCPW salesman, to WCPW-TV sales staff.


Robert Saids to engineering staff, KGMB-TV Honolulu.

Marilou Miller to KCBS San Francisco as secretary to promotion director, succeeding Fran Wager, who moves to Harrington, Righter & Parsons Inc. (tv representatives), N. Y.; Joan Heron to KCBS as secretary to contract artists; Hilde Clark, former assistant program director, KTUC Tucson, Ariz., to KCBS sales staff.

Charles Rhoades, graduate, National Academy of Broadcasting, Washington, to WHB K, 

DelVina Wheelton to WCKY Cincinnati as program personality, succeeding Virginia James.

Roger Pelchert to WDRC Hartford, Conn., as assistant bookkeeper.

Jack Lennhoff to WDRC Hartford, Conn., as part-time announcer.

Fred Wilcox, formerly with KOY Phoenix, Ariz., to KCBS San Francisco, as summer relief announcer; Anne Lista to KCBS program dept. as script typist.

Bob Norman to WNHC New Haven, Conn., as summer relief announcer; Charles Pollo to WNHC-TV production dept. as summer relief assistant floor manager.

J. Patrick Beacom, president, WJBR-TV Fairmont, Vt., elected to four-man Fairmont Board of City Directors with largest vote polled of any of 19 candidates.

Victor C. Diehm, president, WAZL Hazleton, Pa., and head of Vic Diehm Group of radio stations, last Thursday honored with Honorary Degree of Doctor of Art of Oratory from Staley College, Brookline, Mass.

Lester W. Lindow, vice president and general manager, WFDK Flint, Mich., re-elected treasurer, Genesee County (Mich.) chapter, American Red Cross.

Edward H. Rowley Sr., president, KWTI-AM-TV Wichita Falls, Tex., additionally appointed executive vice president, United Artists The
treis Circuit Inc.

Robert R. Tischer, vice president and general manager, WNAK Yankton, S. D., and KVTV (TV) Sioux City, Iowa, being presented honorary doctor of law degree from Morningside College, Sioux City, today (Mon.).


Curt Peterson of McCann-Erickson (seated) signs a contract bringing Esso Reporter to viewers of WFBC-TV Greenville, S. C., starting April 25, Mon.-Fri., 10:30 p.m. EDT. The program has been carried by WFBC radio for 151/2 years. L to r (standing): Wallace Rusher, advertising-sales promotion, Esso Standard Oil; Norvin C. Duncan, WFBC-TV assistant manager and "Esso Reporter" for WFBC-TV; Bevo Whitmire, manager of the station, and George Williams, manager of the Greenville Esso plant. In the fall, the show will move to the WFBC-TV 6:30 p.m. time slot.

Terry Lee, general manager, KOVR (TV) Stockton, Calif., named to information committee, United Nations Anniversary meeting, to be held in S. F. in June.

Arthur W. Weber, executive vice president, WOHO Toledo, Ohio, elected president, Toledo Bar Assn., effective July 1.

Margaret Janis, music librarian, WERI Boston, and Joseph Regan to be married July 30; Kenneth R. Ovenden, program director, father of boy.

Linton Taylor, prop dept., WTVJ (TV) Miami, and Betty Crumpton, secretary, administrative dept., were married May 25.

Arnold Rabin, writer-producer, WCAU-TV Philadelphia, and Sydell Grossman were married May 8; George Fous, WCAU-TV sales staff, father of girl, Kathleen Rose, April 28.

Frank Strazzieri, film editor, WJNO-TV West Palm Beach, Fla., father of boy, Craig Allen, May 16.


W. C. Porsow, station manager, WNAM Nee
nah-Menasha, Wis., father of boy, Mark, May 14.


Joe Parker, independent Hollywood tv commercial producer, and Mrs. Parker, professionally known as Marilyn Hare, singer-m.c., KCP (TV) Hollywood, parents of girl, Germaine Marie, May 7.

Larry Doran, KGMB-TV Honolulu, father of girl May 7.

Hal Swaney, program director, WIDE Bidde
dford, Me., father of girl, Patricia Elaine.

Howard R. Malcolm, 35, disc jockey, WONE Dayton, Ohio, died May 19 of cancer.

**Honorable Fishermen**

**THE AUTHENTICITY** of many fishing stories is dubious, but in New Hampshire at least one fishing fete was given public acclaim and entered into official state records. At a brief ceremony in Concord, the state capital, Gov. Lane Dwinell presented honorary fishing licenses to Norman A. Gilletson, executive vice president and general manager of WMUR-AM-TV Manchester, and rod and reel expert Gadabout Gaddis, who hosts Outdoors With Gadabout Gaddis on WMUR-TV. The presentation was in recognition of their outstanding work in promoting fishing in New Hampshire.

Mr. Gaddis' program is sponsored by the Cities Service Dealers and a recent Cities Service Oil Co. fishing promotion featuring the expert has received tremendous response throughout New England, according to WMUR-TV.
Hyde Makes BMI Clinic Bow At Idaho, Utah Meetings

BROADCAST MUSIC INC. radio program clinic for Idaho will be held June 13 at the Turf Club in Twin Falls. Clinics for Utah and Colorado will be held June 15 at the Newhouse Hotel, Salt Lake City, and June 17 at Hotel Denver, Glenwood Springs, respectively.

FCC Comr. Rosel Hyde, making his first BMI clinic appearance, will be the featured luncheon speaker at the Twin Falls and Salt Lake City sessions. Other traveling speakers for the three radio program clinics are: John Charles Thomas, executive vice president and managing director, KAVR Apple Valley, Calif., who will discuss "Hi and Lo Notes in Radio Programming"; Gordon Davis, program director, KYW Philadelphia, "Program and Station Promotion"; Margie Abbott, program director, KONI Phoenix, "Women's Programming"; and John W. Sowatz, president and general manager, WHEE Martinsville, Va., "Making the Most of Local News."

'Screaming' Commercials Rejected by TV Announcers

TELEVISION commercials that are "screaming and over-aggressive" are "irritating and monotonous," according to the results of a survey among TV commercial announcers made public last week by Henry C. Brown, president of Henry Brown Inc., New York theatrical agency.

Many announcers, Mr. Brown said, expressed concern that "the prolonged use of extra hard-sell tactics might result in making the sponsor and/or his product objects of ridicule, and they practically pleaded for more of the relaxed and informal commercials that, if not actually entertaining, were, at least, quietly informative."

The survey covered some 232 announcers, many of whom are clients of the Brown agency. A highlight of the survey was the finding that 82% of the announcers said they would like to have more information about the products they sold than was found in their scripts.

Some 68% of the announcers said they consistently used the products they themselves sold to others; 30% wrote they used the products at least occasionally, and only 2% reported they never used the products they sold on TV.

The most effective television commercials, according to 59% of the announcers, are those that are "simple, informal, relaxed, sincere and informative."

Over 150 Outlets Signed For RCA Thesaurus Plan

RCA Recorded Program Services has announced that more than 135 radio stations are using RCA Thesaurus "Shop at the Store With the Mike on the Door" merchandising and promotion plan and more than 30,000 retail stores are participating in the project.

Under the plan, radio station subscribers to the library service may arrange tie-ins with local retail advertisers, whereby stores are provided with custom-made decals calling attention to the campaign. Stations are supplied with recorded messages by Thesaurus stars, broadcasting the "Shop at the Store" theme, operating manuals with tips for local exploitation; sponsor-sound packages, and advertising and promotional kits.

Kagran Corp. Takes Over NBC Licensing Activities

OPERATIONS of the NBC Enterprises Licensing Div. have been transferred to the Kagran Corp., firm acquired by NBC three months ago, it has been announced by J. M. Clifford, administrative vice president of NBC and president of Kagran. In addition to licensing Howdy Doody, Gabby Hayes and Sparky, Kagran will now be in charge of licensing all other NBC-owned properties including J. Fred Muggs, Pinky Lee, Today, Home, Tonight and Victory at Sea.

Mr. Clifford will remain as president of Kagran. Operating vice president is Edward L. Austin. Sidney Rubin, who has been manager of licensing for NBC, will join Kagran, Mr. Clifford said.

Kagran Corp. also owns the Canadian rights for Howdy Doody, which is telecast on 24 Canadian stations, and is negotiating with the Independent Television Authority in England to present the show there in the fall. The company also owns a series of films of the program produced in Spanish and entitled Tandi Didi.

80% of All UHF Stations Near Bankruptcy—Doherty

FOUR out of five UHF stations will be "actually flinging with bankruptcy within the next six months," a year ago, a financial angel or develop a cohesive, cooperative means to instill life into the total UHF picture," Richard P. Doherty, president of Television-Radio Management Corp., said last fortnight. Mr. Doherty also is director of management services for National Affiliated Television Stations, General Electric Co. all-channel sales-program organization.

Not more than 12 or 15 UHF stations in the U. S. are making a true profit and these are in markets without immediate vhf competition, according to Mr. Doherty. He said station income of $5,000-$6,000 a month is "not at all unusual for a considerable number of UHF operations."

In general, he added, when a new vhf comes into an all-uhf market, uhf station revenue drops 20-30%, at least; 40-50% when two vhf stations arrive.

Between 40-45% of post-freeze vhf stations "are currently either losing money or technically breaking even," he said, many of them in small markets or the third vhf station in markets that code major cities plus some independents in top centers.

'Herald Tribune' May Expand Tv-Radio Log Nationally

MANAGEMENT of the New York Herald Tribune is giving "serious consideration" to possible distribution of the paper's new digest-sized tv-radio log-fan magazine as a national newspaper supplement, it is reported.

First edition of the new Sunday magazine was published May 15. Distribution was within the metropolitan radius of New York tv stations, and in the coverage areas of certain Connecticut and New Jersey stations within the metropolitan region. Wrapper of the magazine is of coated stock and contains liberal use of color. Articles are by Tribune staffers and tv-radio stars. The Tribune said its venture was greeted with a great deal of interest and enthusiasm among subscribers and people in the field.

The possibility of national distribution was the first definite sign that the program listing may be pitted against Tv Guide, a profitable venture that has claimed high-hanging television circulation, and other similar magazines. The Tribune management, which is making a study of "cost and transportability" that would make it worthwhile to sell, many sales are lost. Normal drop expected for the Tribune after the price rise: 3,000 to 4,000.

Mercer to AP Radio-Tv Post

CHARLES MERCER, feature service writer for the Associated Press, reportedly will take over the duties of Wayne Oliver, radio-tv editor of the AP, who has resigned to become executive editor of Television magazine, effective Aug. 1. Mr. Oliver has been with AP for 18 years, the last three as radio-tv specialist.
Broadcasting: Potential A-Target COMMERCIALS were completely eliminated from WICC Bridgeport, Conn., during the 24-hour "Alert Day" during which the station aired evacuation and survival procedures in the event of an enemy attack. Except for news and a few music programs the entire schedule was devoted to civil defense information. Philip Merriman, WICC general manager, was at Yucca Flats, Nev., during the recent A-bomb tests there and described them to the audience. Taped and live interviews were held with government officials and Civil Defense experts who were available for telephoned questions after their air appearances.

June Is Safety Month WAAM (TV) Baltimore has designated June as "Summer Safety Month." The station plans to air a nine-program live and film series during which such pertinent topics as snakes, poisonous plants and insects, boating safety, first aid and swimming precautions will be discussed.

School's Out DURING the semester's last week of junior and senior high school in Salt Lake City KTVT (TV) there aired the special activities scheduled by the schools. The station's Today in the West program of events as ROTC inspection, musical selections and school athletic events.

KIRO Nylon Derby NYLON DERBY conducted by KIRO Seattle, Wash., on behalf of a local tuberculosis sanatorium whose patients used the material to make rugs, dolls and toys, netted $26,000 stockings—15 miles of footwearen 330 pounds. In six months, when at its present rate of use the supply will be exhausted, the station plans another drive.

Man No Longer Missing WGUI Bangor, Me., by siring the description and circumstances surrounding the disappearance of a man 14 years ago, reunited the man with his son who was seriously ill in a local hospital. Leads furnished by several of the station's listeners led to his eventual discovery even though the trail was an old one.

Preventing Auto Fatalities WBAL Baltimore is promoting the local voluntary inspection of automobiles. Space in front of the station's studios has been set aside for drivers who wish their cars safety-checked by expert mechanics. There is no compulsory inspection in Maryland.

Tampa Contributes $130,000 CASH and pledges totaling $130,000 were collected by WFLA-TV Tampa, Fla., during a 17-hour telethon there. Over $12,000 was contributed at the telethon's site. Auction of a $2,500 "Caddy" and cash donated by WFLA and $2,250 in pledges is expected to raise the total still further.

KTVH (TV) Blasts Cerebral Palsy KTVH (TV) Hutchinson, Kan., collected over $120,000 in cash and pledges for the 1955 Wichita Cerebral Palsy fund drive. Last year's figure was $51,000, the station reported.

"Howdy Doody" for Hospitals NBC-TV has available for showing to hospitalized children a special 40-minute Howdy Doody Show film. The idea for the additional film was originated by Bob Smith, creator and star of the TV show.

$6 Million Columbia Center Houses Communications Arts DETAILS of a plan to construct a $6 million art center at Columbia U., New York, were announced last week at a luncheon meeting at the Waldorf-Astoria, New York, under sponsorship of Columbia Broadcasting, a group of professional and business men who will serve the university in an advisory capacity. The proposed structure, which will be built on the Columbia campus, will house the communications arts, music, painting and sculpture, architecture and architecture departments.

Among speakers at the meeting were representatives of the various art forms which will be included in the center. Gilbert Seldes, author of The Seven Lively Arts and The Great Audience, spoke to the group on the function of motion pictures, television and radio in the arts field. Commenting on the inclusion of communications in the art center plans, Mr. Seldes said: "It's a challenge to be admitted to the big league." He said he welcomed the indication that communications were finally achieving recognition among the arts. He pointed out that in addition to the creative aspects of the communications arts they can also serve as "transmission belts for all other arts forms as radio, for example, has served as a transmission belt for music." Mr. Seldes also told his audience that only the communications arts could serve as a bridge between other art forms and the vast audience which should enjoy them.

The center will provide facilities for teaching, experiment, practice and research in the art forms. According to Dr. Grayson Kirk, Columbia president, the center will contain classrooms, work rooms, studios, theatres and libraries for academic training on an undergraduate, graduate and professional level. Construction will begin as soon as necessary funds are on hand. A portion of the $6 million has already been contributed or pledged. An additional $3 million will be sought for endowment and scholarships.

EDUCATION SHORTS RCA Institutes, N. Y., presented diplomas to 253 students at second largest commencement in school's 46-year history. Graduates completed courses in radio, television, broadcasting, servicing, advanced technology and radiotelegraph operating. Included in class were students from England, France, Norway, Thailand, Puerto Rico, Hawaii and British West Indies, as well as U. S.

Murrow Is Among Winners Of Club Federation Awards GENERAL Federation of Women's Clubs last week made awards in radio and television at its convention in Philadelphia. The winners and classifications:


Television—John Daly, ABC-TV, and John Cameron Swayze, NBC-TV, news; Omnibus, CBS-TV, education; Disneyland, ABC-TV, and Zoo Parade, NBC-TV, children; Lossie filmed series, Campbell Soup Co., promotion of individual responsibility; Mr. Wizard, NBC-TV, meeting problem of juvenile delinquency, and Howard Whitman Series, NBC-TV, stressing spiritual values.

BMI Announces 1954 Winners Of Student Composer Awards BMI last week announced the names of the winners of the 1954 Student Composers Radio Awards, totaling $7,500. The competition, which was established by BMI in 1951 in cooperation with state associations of broadcasters and music educators and composers, annually offers $7,500 in scholarships and subsistence payments to student composers in the U. S. and Canada.

The 1954 winners and the amounts of their awards are: Ramon Cortes of Dallas, Tex., $2,000; Roland Trogan of Saginaw, Mich., $1,500; Jack S. Gottlieb of New Rochelle, N. Y., $1,000; Arno Safran of New York City, $750; David M. Epstein of Woodmere, N. J., $750; Edwin A. Freeman of Clemson, S. C., $500. Prizes of $250 went to Donald Jenki of Milwaukee; David Ward-Steinman of Alexandria, La.; Genevieve Chinn of Malba, L. I., and John Harbison of Princeton, N. J.

Opening of the 1955 competition will be announced shortly. Information and entry blanks may be obtained from Russell Sanjek, director, SCRA Project, BMI, 589 Fifth Ave., New York.

AWARD SHORTS KCOH Houston, Tex., presented first Distinguished Service Award of Houston Negro Chamber of Commerce May 17 for two 13-

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**What in Radio Can You Buy for 6¢?**

Here's What!

1,000 Listening Homes

Here's Where!

823,500 Homes in 10 Southern States*

Here's How!

WCKY Open 1 minute rate: $50.00

823 | 50.00 | .06

* WCKY Audience, according to Nielsen Coverage Service.

Where in Radio Can You Buy More for 6¢?
ROYAL COMMISSION SET FOR RADIO-TV

Prime Minister Louis St. Laurent tells Canadian House of Commons that commission soon will be appointed to inquire into radio and television broadcasting.

A ROYAL COMMISSION is expected to be appointed at an early date by the Canadian government to inquire into Canadian radio and television broadcasting. Prime Minister Louis St. Laurent told the Canadian House of Commons at Ottawa on May 19. The inquiry, he hinted, might look into the possibility of a change in government policy to allow more than one television station to be licensed in any one Canadian city.

Radio and tv have been taking a great deal of time of Parliamentarians in recent weeks. The Parliamentary Broadcasting Committee, in its investigations of the Canadian Broadcasting Corp. during the past week, learned from CBC officials that travel costs of $313,000 in the past fiscal year and entertainment expenses of $26,000 were not out of line considering the CBC has 22 operating offices and over 4,000 employees serving up to 500,000 listeners and viewers from many countries over a vast territory.

The committee also was told by G. W. C. Brown, director of telecommunications in the Dept. of Transport, that regulations are under review in preparation for the licensing of community television stations. Mr. Brown stated that there were a number of applicants for community antennas for fringe areas of tv stations.

A. D. Duntley, CBC board chairman, questioned by the committee on competition from privately-owned stations in major Canadian markets where only CBC stations are in operation, stated that the CBC would be against unfair competition. He pointed out that competition would increase CBC expenses to do a continually better job of turning out Canadian tv programs. He felt that independent stations would import network or film shows from outside Canada to keep their costs down, and he would not endeavor to develop Canadian programs, a requirement of the CBC under the Canada Broadcasting Act.

Annik A. St. Laurent told a Royal Commission inquiry into radio and tv broadcasting is to be established is a change in government thinking, for only recently had he stated in Parliament that a commission or independent regulatory body was not necessary at present. Pressure from his own Liberal Party has grown in recent months for an independent regulatory body to administer both the CBC and independent operators, a job now done by the CBC.

Highest Tv Tower Planned

WHAT is believed to be the highest television tower in the world—a 2,160 ft. structure to be built of concrete—is planned by 1958 at the Brussels International Exhibition, according to Edouard Anselle, Belgian Minister of Communications. Mr. Anselle told reporters in London last week that the tower will be part of a vast European interchange television system and would solve the need for relay stations. The tower will range between 2,160 and 2,180 ft., he said, more than twice as high as the Eiffel Tower.

International Ad Meet Set

INTERNATIONAL advertising conference on “Advertising in World Markets” will be held in Zurich, Switzerland, July 28 and 29 under the auspices of the International Advertising Assn. and the Swiss Advertising Assn. A panel discussion on “Fact Finding on Markets and Media” will present Emilio Azcarraga, Inter-American Broadcasters Assn.; Dr. Eric Stoezner, New York Times, and other members to be announced later.

Swiss Tv May Go Commercial

GOVERNMENT-owned tv in Switzerland will be commercialized if a Swiss Broadcasting System decision is not revised. The SWS board voted 62-11 to allow advertising as an additional source of income “if not very severe reasons against such a measure are submitted.” The Swiss press is opposing the proposal.

INTERNATIONAL PEOPLE

T. Gordon Ferris, advertising director, Household Finance Corp. of Canada, Toronto, to Robert Otto & Co. (Canada) Ltd., Toronto, as vice president and director; G. J. Stacy, assistant manager, Household Finance of Canada, London Ont., and managing director, Department of Household Finance, Halifax, named western and eastern Canadian advertising managers, respectively.

Dean Kaye, chief announcer, CFCF, Montreal, appointed production supervisor; Gordon Sinclair Jr., named chief announcer.

NEWSPAPER NEWSCAST

FIVE-MINUTE newscast direct from the desk of Ed Jones, editor of the Salem (Ill.) Republican, is broadcast daily on WCNT Centralia, Ill., according to Benjamin E. Shore, general manager of the station. The program is aired five days a week and has proved very successful, Mr. Shore reports.

‘UNCOMMON VALOR’ PREMIERE

KTTV (TV) Hollywood transported the press via Greyhound bus to El Toro Air Facilities Base, Santa Ana, Calif., to attend the national premiere of Uncommon Valor, new half-hour documentary TV film series telling the story of the Marine Corps and which started on KTTV last Wednesday. The series was launched by a special live telecast including a demonstration of new combat techniques by Marine Corps helicopters. The program was followed by a dinner, the introduction of Gen. Holland "Howlin’ Mad" Smith, USMC, who hosts the series, and a screening of one of the films. Uncommon Valor is produced by Executive Productions and distributed by General Teleradio.

DISCUSSION ON WQAN

DISCUSSION of how extension workers may more effectively use radio to present agricultural and homemaking information to rural, town and city people featured a regional conference two weeks ago of extension agricultural agents and extension home economists from 11 counties in the Scranton, Pa., area. The proceeding was held at WQAN Scranton studios and broadcast on the Bill Pierce Noon Show.

N. Y. NEGRO REPORT

BROCHURE based on a Pulse report on the listening habits of the New York metropolitan area's Negro population has been issued by WOV New York, which claims a top popularity among more than 1 million Negroes in the area. The Pulse findings are supplemented with photographs of WOV's Negro personalities, along with lists of national advertisers now on WOV and the agencies which place business on the station.

Auto Auction

NEARLY $30,000 an hour changed hands in an 8½-hour televised automobile auction over KGUL-TV Galveston, Tex., when Lane Oldsmobile Co. staged an all-night "Deal-O-Rama" on behalf of its new cars. With actor Jerry Colonna as host of the series, which started on KGUL-TV reports. The show also featured entertainments provided by Dixieland and hillbilly bands, and enthusiastic viewers from as far away as Beaumont, 80 miles distant, were attracted by the site of the telecast, according to KGUL-TV.

BOB AND RAY ON WGTH

BOB ELLIOTT and Ray Goulding, radio TV comedy team, will air a radio series on WGTH Hartford, Conn., Monday through Saturday, effective June 6, in addition to their broadcasts on WINS New York and WWJ Detroit. The team also has a weekly TV show, The Name's the Same, on ABC-TV.

‘TWO O'CLOCK HIGH’

WTVJ (TV) Miami has distributed to members of Congress and all TV station managers 1,500 copies of a booklet describing its hour-long weekly successful teenage program, Two O’Clock High. The station states it wishes to share its experience in the teenage field in the hope that other communities will initiate similar series in their areas. The series is produced in cooperation with the Dade County (Fla.) School Board and is a "television vehicle which has succeeded in giving the viewing public of south Florida an awareness of the teenager...." On the average of 250 to 300 students take part in the presentation each week and as many as 800 have participated. The program also helps reduce juvenile delinquency, according to WTVJ.

WOR-AM-TV New York salesmen will be taking to the air for sales in this Beechcraft Bonanza. L to r: Charlie Phillips, WOR-TV sales manager; Bill Dix, WOR sales manager; Bob Kopol, WOR-AM-TV regional sales manager, and Carl Getchell, account executive. Plane is expected to speed up client calls in the stations’ 13-state coverage area.
OLD FAVORITES
NEW PROGRAM, McCoy's Music Shop, has been started over the Intermountain Network, Salt Lake City, originating on KALL there. The show features disc m.c. Ron McCoy airing all-time hit records which he has collected over a ten-year period. Many of the records are rare collector's items, according to IN. Mr. McCoy, who is manager of operations for the 52-station network, also relates stories of stars and their top discs.

HELP WANTED
WKNE Keene, N. H., has started a series of "help wanted" programs, broadcast every morning Monday through Saturday. The first program was aired May 16 and by the following noon the station received word that four jobs had been filled as a direct result. The show is prepared in cooperation with the employment security offices in the station's primary coverage area.

WFBM 'HOOSIER HOUSE PARTY'
When its emphasis goes to local programming June 6, WFBM Indianapolis plans to give its audience a new hour-long live musical program, Hoosier House Party Monday through Friday. With the majority of its day to be originated locally, the station's programming will be supplemented by ABC and Mutual shows. Hoosier House Party will be heard from 11 a.m. to noon and will feature 13 of the WFBM's talent line-up. Emcees will be Ken Linn, veteran network broadcaster. Extensive promotion will back up the show during its first few months.

T-DAY
"T-DAY" contest in which 2,500 advertising agency personnel throughout the country are invited to guess the completion time of WTVW (TV) Milwaukee's 1,105-ft tower is underway. Twelve cash prizes totaling $1,000 are being offered by the station. When completed, the tower will be the highest structure in Wisconsin and will give the station comparable coverage with any other in the country, WTVW claims. The contest is a companion to the consumer "T-Day" contest in which $5,000 worth of prizes, including a new Plymouth and a color TV set, are being given away. Entries in the consumer contest are averaging 300 a day, according to the station. The contest close June 25 and the exact second of completion will be determined in a stop-watch ceremony by WTVW officials.

NEW mobile radio studio of WXYZ Detroit, housed in a specially designed 33-ft. trailer which allows passers-by to watch actual broadcasts, has been put into operation. 'Visiting the studio are (1 to r): James G. Riddell, president of WXYZ Inc. (WXYZ-AM-TV); Hal Neal, manager of WXYZ sales; Fred Wolf; Phil Brestoff, WXYZ manager; John Lyon, WXYZ sales representative; Robert Baldrica, advertising and promotion manager of WXYZ, and Harold Christian, WXYZ vice president.

TOP VALUE WEEK
SALES GAINS of up to 400% for participating products were reported as a result of the Top Value Week merchandising plan inaugurated by KFSD-TV San Diego, according to Jay Grill, sales manager. The plan includes in-store point-of-sale promotion, stack displays and cards, shelf strips, newspaper advertising by KFSD-TV and the participating stores and of the-air ID spots. One such week, conducted in the three-store chain of Roy's Markets in the city, brought 400% sales increases in Chase & Sanborn coffee and Nabisco Ritz crackers. Similar gains in the same and other chains, from 20% to 300%, were also recorded.

WTG (TV) SALES CONTEST
SALES CONTEST for its account executives has been instituted by WTG (TV) Washington. Prizes, ranging from "new automobiles and mink capes to portable radios and electric razors," will be awarded on the basis of new business written and any dollar increase in current business. WTG thinks the contest sales drive will be successful because any "account executive who doesn't bring home his share of the magnificent loot offered had better be sure his membership dues in the YMCA are paid up."

'SANDLOT GAME OF THE WEEK'
"SANDLOT Game of the Week" will be televised this summer by WNBK (TV) Cleveland with the Cleveland Coca-Cola Bottling Co. as sponsor. Starting June 4, greater Cleveland youngsters, from 12 to 21, will appear before WNBK cameras Saturdays, noon to 1 p.m. Gail Egan, veteran sportscaster and publicist, now public relations director of the Cleveland Recreation Dept., will do the play-by-play. Tentative plans call for the appearance of leading athletes and sports personalities as guests.

SIGNATURES FOR WKMI
WKMI Kalamazoo, Mich., staged a contest in which contestants were to solicit the signatures of listeners of the station. A list of at least 15 names won a WKMI cigarette lighter and the three contestants with the highest number received diamond rings. Thousands of entries were received, according to the station, with the top three containing 2,104, 1,462 and 915 signatures.

WCOJ BROCHURE
WCOJ Coatesville, Pa., has sent advertisers and agencies a brochure billing itself as first in public service, with the news and in facilities. The brochure also says the station is in an area of "first class industry," listing the names of the manufacturers. WCOJ won first prize in the New York Herald Tribune Fresh Air Fund competition, was first with the news of recent twister in the area, beating other media by hours, and utilizes "first class facilities" for "first class broadcasting."
"BRIDES SCHOOL" section to the mid-morning Club 4 show of Grace Lundberg on KTVT (TV) Salt Lake City has been added "in preparation for the 'marr{y, marr}'y' month of June." The section started May 16 and covers fashion, etiquette, honeymoon spots and other items of interest to the prospective brides and their families. Subjects on "Brides School" include a marriage counseling discussion; a feature on furniture a bride should consider in setting up her first home; etiquette and protocol of a wedding reception, and others.

MCCAW AT BANQUET

I. ELROY McCaw, owner of WINS New York and several radio-stations in the West and Honolulu and president of the Washington State Assn. of Broadcasters, was the guest of honor and speaker at the Ninth Annual Awards Banquet at the State College of Washington May 14. The banquet was sponsored by the National Collegiate Radio & TV Guild and KWSC Pullman, Wash., owned and operated by the school. Mr. McCaw, a Washington State graduate, presented the Edward J. Murrow and Judith Waller awards to the outstanding young man and woman in radio and tv at the college.

RECORD CONTEST

SPECIAL PROMOTION in cooperation with Coral Records was conducted by KNIZ Houston, Tex., in which the station asked listeners to guess the number of times during a week it played Lawrence Welk's Coral recording, "Hey, Mr. Banjo." The record was spun 177 times during the week, including times when just portions of the disc were played. KNIZ reports 1,263 entries were received with 13 having the correct answer. Based on earliest postmarks, prizes were a radio-phonograph combination, seven electric coffee makers and five new record albums.

PICK TEMPLE, cowboy star and host of his own program on WTOP-TV Washington, signs what is described as "the longest contract ever negotiated between a Washington advertiser and an entertainment personality." The five-year, $250,000 pact with Giant Food Department Stores is witnessed by Clarkson Gemmill (I), Giant stores advertising and public relations director, and Robert S. Maurer of Henry J. Kaufman & Assoc.

TEAMWORK IN TULSA

TELEVISION, a magazine and a shopping center teamed up in Tulsa, Okla., to climax a two-week promotion with an hour-long tv show that brought plaudits from all concerned. KOTV (TV) Tulsa joined with Life magazine and the Utica Square shopping center in an elaborate production which was designed as the pattern for a series of Life promotions to be launched in other cities. The show originated from an outdoor garden area in Utica Square.

Featured in the program, titled Life Under the Stars, were Gov. Raymond Gary of Oklahoma; officials of Life and Time; movies starlets, and KOTV representatives Cy Tuma, newscaster; Hugh Finkle, sportscaster; Barbara Smith, women's page editor, and Dick Campbell, operations manager. Mr. Campbell served as m.c. of the telecast.

Highlight of the program was the selection of the winning contestant in the Oklahoma Tulip Maid contest. The winner is scheduled to make a guest appearance on CBS-TV's Toast of the Town and then fly to Holland as a guest of KLM Dutch Royal Airlines and the Associated Bulb Growers of Holland. Two other Tulsans won trips to Mexico City and Acapulco as guests of American Airlines.

BASEBALL CONTEST

WEEKLY baseball contest in which listeners predict the outcome of a week's National League activity is being conducted by WFOX Milwaukee. Scorecards with printed baseball bases are distributed by the station. On first base, contestants predict the team which will win the most runs during a week; on second, the number of runs the Braves will score; third, the team which will win all National League games will score; at home plate, the home runs all NL teams will hit. If the first two bases are guessed correctly, entrants win tickets to the Brave games; the first three, Brave tickets plus $500 in cash; if all four are correct, an all-expense paid trip to all the 1955 World Series games is won, in addition to the other prizes.

WPTR 'NEWSBEAT'

NEWSBEAT on newspapers of several hours is claimed by WPTR Albany, N. Y., for its on-the-spot coverage of a $150,000 fire to the New York Central main passenger bridge between Albany and Rensselaer, N. Y. Within minutes after the blaze broke out and before most of the fire fighting equipment had arrived at the two-alarm fire, Ken Parker, WPTR news director, was at the scene giving an eye-witness account. Regular programming schedules were interrupted in order that he might be the first to bring the news.

MBS TO COVER GOLF EVENT

MBS will air five shows in its coverage of the 14th annual Palm Beach Golf Tournament, held June 1-3 at Lobdell's Deepdale Golf Club for benefit of the New York Boys' Club anti-delinquency program. Among "amateur celebrities" slated for Wednesday's round: Thomas F. O'Neill (president and board chairman of Mutual), Dean Tracy, J. H. Whitney, Robert R. Young (New York Central board chairman) and former Army Secretary Frank Pace Jr.

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage to through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type... heavy legs and braces... designed for 100 MPH wind and one-half inch ice load... hot dip galvanized or primer undercoat... supports all types of television antennas and coastal feed line or wave guide... complete erection by experienced crews.

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TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S. Government, Bell Telephone System and leading manufacturers. TOWER reflectors are used widely by tv stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators
And Constructors

The World Over

TOWER

Construction Co.
SIoux City, Iowa
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B·T)

May 19 through May 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abstractions:

megacycles. D-day, N-night. LA-local sun.
set, mod., modification, trans., transmitter, un., unlimited hours. EGA-ERGA-special service authorization. STA-special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations

As of April 30, 1955

Station

AM

FM

TV

Licensed (all on air)

2,704

522

134

CPS on air

8

13

1013

CPS not on air

58

13

121

Total on air

2,721

539

1,055

Total authorized

2,815

552

1,074

Applications to hearing

New station requests

291

18

15

New station MDS in hearing

Facilities change requests

242

9

38

Total applications pending

851

62

62

Licenses deleted in April

0

1

4

CPS deleted in April

1

0

0

* Does not include noncommercial educational station and television stations

† Authorized to operate commercially, but station may not yet be on air.

Am and FM Summary through May 25

Station

On

Air

Licensed

CPS

On

Air

Licensed

115

1,601

57

1,601

115

442

77

442

Applications filed since April 1, 1954:

New Commercial

560

437

1,237

New Noncommercial

58

38

94

Total

618

475

1,331

APPLICATIONS

ACTIONs of FCC

New TV Stations

ACTIONs by FCC


Rincon, N. D.—North Dakota Bcstg Co. (KXJB-TV Valley City, KCBH-AM-TV Minot, N. D.) granted vhf ch. 12 (204-210 me): ERP 13.2 kw visual, 6.8 kw audio; antenna height above average terrain 98 ft. above ground 307 ft. Estimated construction cost $74,000, first year operating cost $200,000, revenue $250,000. Post office address: 343 Desert Inn Rd., Las Vegas. Studio and transmitter location: Fremont Hotel, 2d & Fremont, Las Vegas, Geographic coordinates 36° 10' 12.5" N, 115° 4' 36.2" W. Transmitter duration 20', antenna height above average terrain 100' ft. Grants also contemplated.


Midwest

$50,000 DOWN

Balance of $75,000 on liberal Terms

Appraisals • Negotiations • Financing

BlaCkburn-HampLInG ComPanY

L-I CAGO

San Francisco

Salary

William T. Stabler

11 Sutter St.

Radio-TV Newpaper Brokers

EASTERN

WASHINGTON, D.C.

James W. Blackburn

Ray R. Hamilton

101 West Washington St.

Chicago Tower

Chicago 4-3735

ILLINOIS

SAN FRANCISCO

William T. Stabler

11 Sutter St.

E x brook 2-5671-2


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1755 DeSales St., N.W., Wash., D.C., Office Hours
May 30, 1955 • Page 111

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Member APCE

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Emerson 3266
Dallas, Texas

KEAR & KENNEDY
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Hudson 3-9000
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EX 3-8073
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National Press Building
Washington, D.C.
Telephone District 7-1200
Member APCE

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Radio & Television
Engineers
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A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg., Republic 6-2347
WASHINGTON 4, D.C.
Member APCE
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Wanted: Commercial manager for small, high-income, non-TV market. Salary plus commission. Opportunity to earn good money. Send full details, references, and tape if you do air programs. Must be aggressive, honest and reliable. Car necessary. KSHB, Liberal, Kansas.

Salesmen wanted. Box: Des Moines, Iowa. Males, $20 a week, plus 25% commission. Box 176A, B-T.

Salesman for outstanding western New York station in an outstanding city. Excellent opportunity with salary, plus commission. Send full information to Box 616G, B-T.

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**Radio**

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Managerial

Sales manager, New Mexico. Need imagination, versatility and aggressiveness. Future Station manager. Good salary. All details first letter. Box 569A, B-T.

General manager must be successful sales manager. Young, aggressive, anxious for promotion to similar position, metropolitan market. East. Unusual opportunity. Box 567A, B-T.

Wanted: Commercial manager for small, high-income, non-TV market. Salary plus commission. Opportunity to earn good money. Send full details, references, and tape if you do air programs. Must be aggressive, honest and reliable. Car necessary. KSHB, Liberal, Kansas.

Salesmen

Wanted: Man or woman salesman. $20 a week, plus 25% commission. Box 176A, B-T.

Salesman for outstanding western New York station in an outstanding city. Excellent opportunity with salary, plus commission. Send full information to Box 616G, B-T.

For Your PERSONNEL NEEDS LOOK TO
LELAND POWERS SCHOOL OF RADIO-TELEVISION-THEATRE

Broadcasting and Advertising executives recognize Leland Powers remarkable leadership in Radio and Television training. L.P.S. has trained so many students for successful broadcasting careers—MORE and MORE radio, television, and agency executives are employing MORE and MORE Leland Powers graduates.

Throughout half-century, L.P.S. has attained notable prominence for its training in expression through the spoken word. Fifty years old in teaching experience, yet the School is as young and fresh in methods as the newest radio-station.

Results are what count!

Make Your Needs Known to Leland Powers.
You can count on results!

**LELAND POWERS SCHOOL**
GRADUATE RELATIONS DEPARTMENT
25 EVANS WAY, BOSTON 15, MASS.

**CLASSIFIED ADVERTISEMENTS**

**Radio**

**Help Wanted**

Immediate opening radio time salesman with or without first phone ticket. Guarantee $800.00 weekly salary, plus commission. Apply in person only. WAIM Radio and TV, Anderson, S. C.

Wanted: two salesmen for CBS affiliates. $100 weekly salary, plus commission. Apply in person only. WAIM Radio and TV, Anderson, S. C.

Experienced salesman, 15% commission. Immediate list of excellent active accounts. Ideal working conditions. Write for advancement in broadcasting. Send full details to Wayne Wright, WBCK, Battle Creek, Michigan.

Manager and salesmen. Our men earn from $9000 to $10000 a year. Write for complete information. 100% salaries. Send photo, and resume. Box 569A, B-T.

One of America's great independent stations will hire top-flight disc jockey or producer. Don't assume wrong job. You are capable of hard sell and strong in audience building. This is a major job in a major market. Box 555A, B-T.

Attractive opening for staff announcer: extra facilities for man who can broadcast play-by-play. Flexible working arrangements if can sell, with additional income based on production. Box 592A, B-T.

Fast growing regional station in Illinois—not Chicago—wants to add to its staff a young announcer who also can write. Fine opportunity to get into highly successful newspaper-radio organization which needs alert, resourceful young men. Prosperous, unusually progressive community. Best working conditions, liberal salary, bonus, extra benefits. Send full details, audition, to Box 600A, B-T.

Announcers


Experienced announcer. Must have above average delivery, voice and intelligence. West Pennsyl- vania interested. Box 603A, B-T. Send photo, tape and resume. Box 568A, B-T.

One of America's great independent stations will hire top-flight disc jockey or producer. Don't assume wrong job. You are capable of hard sell and strong in audience building. This is a major job in a major market. Box 555A, B-T.

Attractive opening for staff announcer: extra facilities for man who can broadcast play-by-play. Flexible working arrangements if can sell, with additional income based on production. Box 592A, B-T.

Fast growing regional station in Illinois—not Chicago—wants to add to its staff a young announcer who also can write. Fine opportunity to get into highly successful newspaper-radio organization which needs alert, resourceful young men. Prosperous, unusually progressive community. Best working conditions, liberal salary, bonus, extra benefits. Send full details, audition, to Box 600A, B-T.

Announcer with more than three years experience to learn sales. Salary and commission. Box 626A, B-T.

Announcer. Experienced baseball play-by-play announcer with staff job after season ends. Send tape, photo, references to Box 632A, B-T.

Miami, Florida market. Old, established network affiliate needs disc jockey to do local news current high-rated record and sales. None others need apply. Good base plus plus plus sales and income. Background, references, picture, tape audition, salary required. Box 646A, B-T.

Announcer with more than three years experience to learn sales. Salary and commission. Box 626A, B-T.

Miami, Florida market. Old, established network affiliate needs disc jockey to do local news current high-rated record and sales. None others need apply. Good base plus plus plus sales and income. Background, references, picture, tape audition, salary required. Box 646A, B-T.

Announced

Wanted dependable married night duty experienced newscaster. Will work entire season ends. Send tape, references to Box 630A, B-T.

Wanted experienced copywriter available. Write for complete Information. Box 635A, B-T.

Radio operator for control board, some maintenance. Milwaukee's most modern am and tv station. Chance to break into tv. Box 564A, B-T.

First class engineer, reliable, steady, report at 8:00. Will be chief. Phone Party, WWGP, Sanford, N. C.

Technical

Radio operator for control board, some maintenance. Milwaukee's most modern am and tv station. Chance to break into tv. Box 564A, B-T.

First class engineer, reliable, steady, report at 8:00. Will be chief. Phone Party, WWGP, Sanford, N. C.

Production-Programming, Others

Reporter-newscaster—send complete information, KVOR, Colorado Springs.

Copywriter, typist. Give full details. WFID, Findlay, Ohio.

**Radio**

**Help Wanted**

Immediate opening for personality DJ hillbilly and pop work. Southeastern preferred. Contact manager and send tape and letter WACL, Waycross, Georgia.

Attention—hillbilly morning men! Need imme- diately. Character hillbilly DJ that can capture early morning audience and sell commercial! Write: Rex Osborne, Manager, Radio Station WPRT, Fernport, Tennessee.

**Radio**

**Help Wanted**

Three years: Sales manager; five years: radio sales. Two years radio sales experience; seeking exceptional, permanent sales opportunity. Box 691A, B-T.

Is your leg jammed? Want a fulltime manager? W.W. is only one you fail. I guarantee if you have five years experience, engineer, announcer, program and sales. Will phone. F. T. Anderson, employed by assistant manager. Box 628A, B-T.


Florida: Two years radio—five as sales manager. Excellent programming background. Will arrange personal interview. Box 640A, B-T.

Former radio station owner desires management or chief engineer position. Experienced all phases of broadcast including FCC detail work in engineering. 12 years broadcast with top billing sta- tions. Box 644A, B-T.

Salesmen

13 years selling radio also sports. Like permanent job southeast. Box 612A, B-T.

Announcers

Superior, experienced announcer available. Good records, no requirements. Family. Box 596A, B-T.

Excellent announcer . . . nine years experience. First phone . . . employed. Wants Florida. Box 576A, B-T.

Announcer, disc jockey, veteran, 25, single. Versatile, earnest worker, seeking experience, radio- TV training, broad musical knowledge, pleasing personality, photo, tape, resume. Box 656A, B-T.

Announcer—DJ, strong news, excellent commer- cials, college graduate, veteran—tape and resume. Box 534A, B-A.

Negro disc jockey, rhythm and blues, with com- mercials. Good experience in both. Box 596A, B-T.


Announcer—copywriter with first class license. Also experienced in small market management, sales and programming. Seeks opportunity in south. Box 620A, B-T.


Staff announcer, news, sports, DJ, commercial, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 660A, B-T.
**RADIO**

**Situations Wanted—(Cont'd)**

**Summer replacement announcer.** Experienced, mature. Also copy. Taught radio production. Box 660A, B-T.

Light experience, good potential, excellent commercials and news. Has sales ability. Box 660A, B-T.

Sportscaster—wants agency or big station connection. Interested only in college or professional football, basketball. No base. Top-notch sports and mc. Available after Sep 1. Box 611A, B-T.

Top—flight Announcer, excellent Announcer, negro, crazy lady, 35 yrs experience. Will travel, tape to request. Box 622A, B-T.

Top—heavy-voiced announcer, commercial delivery, married with child, request midwest area. Box 617A, B-T.

**Announcer—3 years experience.** Married, vet. TV. Tape, photo, details on request. Box 618A, B-T.


**Announcer:** Interested in news and sports: city class D or C baseball. Prefer south. Employed. Tape. References. Reply Box 620A, B-T.


Dramatic announcer-cartoonist. Interested in permanent position with possibilities. Eleven years experience. No drifter, will travel. Offer of good job, tape and resume upon request. Box 623A, B-T.

Somewhere there must be station willing to pay a living wage and deal in realistic manner. Male announcer, 8 years experience, capable chief, tape, make an offer. Box 644A, B-T.


Announcer presently employed present location wishes to relocate, experienced all phases of broadcast and sales. Excellent news DJ, family, 32, sober, reliable. Box 625A, B-T.

Announcer—army veteran, desires staff opening, 1 year experience, will travel. Tapes to 60, Box 632A, B-T.

Announcer-authoritative news. Good commercial, DJ, 25, vet. Tape, resume. Box 647A, B-T.

Top-flight experienced announcer seeks change. Presently with major market indie. College grad. NBC trained. Know all phases. Want progressive station that offers fine life. Box 648A, B-T.


DJ, live voice, versatile, sports, play-by-play, 28, major market, 2 years experience, reliable. Pete Franklin, 72 Proph Avenue, Franklin Square, L. L. New York, Floral Park.

Manager—desires position in tv, sales experience, 5 years in radio. Available June 1st. TV or AM, sales manager. 250 Grace, Newark, New York. Phone 11127.


Announcer—Staff, singer. Strong on news, commercial. Do copying, DJ, 3rd class ticket, married—will travel. Tony Coggin, 1162 79th Street Brooklyn.

**TELEVISION**

**Help Wanted**

**TV program director-producer.** Operator well-known am-fm stations in southeast now recruiting key personnel in preparation for new vhf operation this fall. Immediately interested program director and two top-notch producers. Will consider only experienced, highly-professional applicants with first-class technical and administrative phases. Those selected these key positions will have excellent opportunity to grow with winning tv team. Submit details. Replies confided.

Program director would like to enter tv directing. 2½ yrs PD, 250w indie, northern Illinois. Seven years career. Seeking personnel. Available mid-June. Box 614A, B-T.

California medium market. For network station, needs full-time Announcer, experienced. Hit double in brass, rough art, sets and other production duties. Ideal for experienced local or college graduate. State salary expected and complete background, first letter. Box 651A, B-T.

WLWD-TV, Dayton, requires traffic manager.

**Situations Wanted**

Managerial

Sales manager. Experience: General sales manager of two tv stations. Family man, young, aggressive, well-qualified. They need city battle with progressive operation. Box 655A, B-T.

Programming-Production, Others

Tv producer-director with network experience desires change. Presently employed by a leading a leading network. Age 26, N. Y., all agency background. Box 519A, B-T.

Offering you economical and intelligent production to qualify and ready by direct contact experience. Box 530A, B-T.

**WE HAVE YOUR MAN**

EXECUTIVE & STAFF LEVELS CONFIDENTIAL CONTACT

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Manager Consulting Corporation.

Our placement clients constitute THE LARGEST NATION-WIDE pool of well qualified and experienced personnel ready to go to work for you.

**CURRENT AVAILABILITIES**

**TV AND RADIO**

General Managers

Continuity Editors

Network Executives

Station Managers

Commercial Directors

Technical Supervisors

Chief Engineers

Program Managers

Promotion Directors

Production Directors

Special Events Engineers

Classical Music Directors

Television Salesmen

Announcers/Actors

Television Writers

Inquire about other categories

In most of the above categories we have clients qualified for both major and smaller market stations. Each client has written or wired his requirements, desiring the position, qualifications desired and the salary range. We will screen all qualifications and furnish a carefully selected group for your consideration and direct contact.

**Broadcasters Executive Placement Service, Inc.**

708 Bond Blvd., Washington 5, D. C.
TELEVISION

Situations Wanted—(Cont'd)

Young woman, thoroughly experienced producer (foreground) and public relations man and two years in TV, interested in responsible position with network. College graduate, related experience in education, public relations. Send resume, Box 680A, B-T.

Top sports and newsmen contemplating change, 15 years radio news and sports. Two years in network. Network trained plus experience. Served with Associated Press as correspondent and TV camera commercial experience. University education. Age 40. Married and father of one daughter. References from top officials. Interested in permanently and minimum of $125.00 per week. Box SNA, B-T.

Producer-director. 2 years experience in all phases of television production: Directing, cam- era work, & video engineering. California directing of various remote telecasts, wish to remain in Tex. Send full details. Box 181, B-T.

FOR SALE

Station

Mississippi small market $75,000. 1/4 down; Presto, Gold King, etc. $60,000; Tennessee earning $40,000, priced at $150,000 with liberal terms. Paul E. Snowden, 811, 3rd Ave. W., Bar- ron, % KUHT. University of Houston, Houston, Texas.

FOR SALE

Deep, frequency 2504

For Sale: Theatre Radio and television stations buy and operate early date. Write: Owner, Box 604, B-T. needed fm xmt, 1 kw or more, State all including lowest price first letter. Box 606A, B-T.

WANTED TO BUY

Equipment

Radio, Texas, Oklahoma, Arkansas, Missouri, sales. Licensed TV operator. Ralph Erwin, Broker, Box 811, Tulsa.

Wanted: 435 foot guyed, insulated am tower, ready for shipment, also used "progar" amplifier. Box 680A, B-T.


WANTED TO BUY

RCA Portable Programme Monitor


INSTRUCTION

Your FCC first phone license in a hurry. Nation's largest, professional school offers brand new, streamlined course. Guaranteed coaching—nation-wide placement. Full information mailed to you free (no salesman will call). Get the best—It costs no more! Northwest Radio & Television School, 1211 N. W. 21st Avenue, Portland 9, Oregon.

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grant- ham School, Dept. 1-K. Address either: Hollywood Blvd., Hollywood, Calif., or 737 11th Street NW, Washington, D. C.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1156 W. Olive, Burbank, California. See display ad next week.

MICHELIN

SRT-TV! TV! TV! Interested in tv workshop? Send name, address, phone to: Video Showcase Assn., 641 E. 26th St., New York City.

RADIO

Help Wanted

Manager

A successful daytime independent playing specialized music 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 over- ride. Our staff knows of this ad. Write details immediately.

Box 495A, B-T.

FOR SALE

Small Market Station

Interested in single station small market in West, preferably Central California, Washington or Oregon. Will consider Texas. Must be profitable operation at present priced right. Tim Timothy, 75 E. Wacker Drive, Chicago 1, Ill.
BROADCASTING

Michigan—Craig E. Davids & Roy W. McLean d/b/a as Eaton County Bestg., Co., 1390 kc., 1 kw, d/b/a as Crago. Post-office address 440 Federal Square Blvd., Grand Rapids, Mich. Estimated construction cost $25,537, first year operating cost $49,000, broadcast store, and include Mr. Craig E. Davids (½), attorney, and Roy W. McLean (½), accountant. Filed May 12.


Athens, Tenn.—Arthur Wilkerson tr/a Arthur Wilkerson Bestg. Co., 1360 kc., 1 kw daytime. Post-office address Lenoir City, Tenn. Estimated construction cost $26,327, first year operating cost $25,000, revenue $35,000. Mr. Wilkerson is owner of WILL-AM-FM Lenoir City, and WACW Crossville, Tenn. Filed May 19.

Existing Am Stations

EMPLOYERS WANTED

Employees required, by ambitious men and women highly trained as:

Employer

1. Announcer

2. Club Secretary

3. Radio-Tele-Actor

4. Radio-Artist

5. Scriptwriters

6. Program Directors

7. Program Directors

8. Production Assistants

TV BROADCASTERS!

Let us help you with your personal problems. Use our Free National Placement Service. It is designed to help you find a job WHERE YOU ARE in the United States.

These men and women are well-screened and highly trained. Give us your specific needs and we will go to work for you now! Write R. H. Deutsch, Vocational Director.

RADIO TELEVISION TRAINING SCHOOL

5100 S. Veremont, L. A. 37, Cal.

New FM Stations

BROADCASTING


Existing FM Stations

BROADCASTING

WDUN-FM Gainesville, Ga.—Northeast Georgia Bestg. Co., granted CP to change ERP to 183 W; transmitter-studio move; and Bridge Road, antenna height above average terrain 540. Granted May 16; amended May 24.


STATION DELETED

WIN (FM) Lebanon, Ind.—Radio Station WIN, granted CP to change from daytime to nighttime only while operating on 1250 kc, 1 kw daytime; subject to condition that non-directional operation will not be authorized.

INSTRUCTION

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RADIO TELEVISION TRAINING SCHOOL

5100 S. Veremont, L. A. 37, Cal.

Cancellation

G. F. Roberts of KGFI, Roswell, N. M., writes:

"Please cancel our ad, sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at BT. We are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion. If you have any equipment gathering dust in your station, why not try BT and see what results we can get for you, too.

BROADCASTING • Telecasting

New FM Stations

BROADCASTING


New FM Stations

BROADCASTING

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BROADCASTING • Telecasting
KOAT  Albuquerque, N. M.—FCC by memorandum opinion and order, effective immediately, (1) overturned a previous decision made Feb. 4, 1964, of administration of Alvarado Best Co., to change facilities of its station KAFN, N. M. from 1260 kc to 2500 w. U. to 860 kc, 1 kw-N. 5 kw-L. S. A.-N. (2) designated same for hearing on notice and made KOWA, Denver, participating in并向 the Bureau, parties to proceeding. (3) ordered the filing of affidavit on 860 kc by midnight June 17, and resume operation on its present frequency within 120 days of midnight June 17. (4) at the time of this column, the Commissioner of the FCC granted Petition to Remove to Denver, effective immediately, on ground that FCC had no jurisdiction to act (June 17, 1964). (Action May 18.)

May 19 Applications

ACCEP TED FOR FILING

License for CP

KCUI Fort Worth, Tex., West, East Best Co.—License to cover CP (BR-5366) as mod. which authorized new TV station in Fort Worth area (BR-5271). (Action May 19.)

WTVQ-TV Louisville, Ky., West, East Best Co.—License to cover CP (BR-5339) as mod. which authorized new TV station in Louisville area (BR-5171). (Action May 19.)

WCSY Chicago, Ill.—License to cover CP (BR-5330) as mod. which authorized new TV station in Chicago area (BR-5291). (Action May 19.)

WWTV-MX Milwaukee, Wisc.—License to cover CP (BR-5335) as mod. which authorized new TV station in Milwaukee area (BR-5316). (Action May 19.)

May 19 Decisions

AC TIONS ON ACTIONS

By Examiner B. C. Cunningham

BLOOM, Miss., Radii Associates Inc.—WLOX Best Co.—Denied petition of WLOX Best Co. for continuance of hearing in this case, which is presently scheduled for May 24, and, further, ordered, on the evidence produced, that the application is denied. (Action May 19.)

WTTB-TV Nashville, Tenn., Central Best Co.—License to cover CP (BR-5319) as mod. which authorized new TV station in Nashville area (BR-5299). (Action May 19.)

WPHS-TV Milwaukee, Wisc.—License to cover CP (BR-5343) as mod. which authorized new TV station in Milwaukee area (BR-5322). (Action May 19.)

WWPT-DG St. Louis, Mo.—License to cover CP (BR-5324) as mod. which authorized new TV station in St. Louis area (BR-5304). (Action May 19.)

WJET Erie, Pa.—License to cover CP (BR-5325) as mod. which authorized new educational TV station (BR-5305). (Action May 19.)

WJAC-TV Johnstown, Pa.—License to cover CP (BR-5327) as mod. which authorized new educational TV station (BR-5307). (Action May 19.)

WFES-TV Memphis, Tenn.—License to cover CP (BR-5324) as mod. which authorized new TV station in Memphis area (BR-5303). (Action May 19.)

WGSY-TV New York, N. Y.—License to cover CP (BR-5325) as mod. which authorized new educational TV station (BR-5305). (Action May 19.)
May 24 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 20

 Granted License


 WPDN Potsdam, N. Y., St. Lawrence Radio Inc.—Granted license for am broadcast station (BLH-7099).

 WMBF Sumter, S. C., Donnie Evans Enterprises Inc.—Granted license for changing day time and night time (DA & N) (BMPC-121).

 KTTN Trenton, Mo., Trenton Bestg. Co.—Granted license to cover CP (BLCT-6591).

 WAVC Andalusia, Ala., Andalusia Bestg. Co.—Granted license covering change of facilities, in stationary and directional antenna (DA & N) and mount fm antenna on South tower. (BLH-7092).

 WNJB Willsboro, Pa., Farm & Home Bestg. Co.—Granted license for fm broadcast station (BLH-7093).

 KGYN-FM Eugene, Ore., KGYN Inc.—Granted license to cover CP (BPH-2026) which replaced expired permit (expired 2-20-55) for new fm station (BLH-1047).

 Modification of CP

 The following were granted extensions of completion dates as shown:

 RBCT Santa Clarita, Calif., to 9-9-55. WABJ Adrian, Mich., to 9-9-55.

 KYW Boonville, N. Y., to 7-17-55.

 Remote Control

 The following stations were granted authority to operate by remote control:


 Actions of May 19

 Early Sign-off

 WOCH North Vernon, Ind., Dorrell Ochs—Granted authority to sign-off at 5 p.m. CST, for period ending Sept. 20.

 Actions of May 18

 Modification of CP

 The following were granted extensions of completion dates as shown:

 RBCT Santa Clarita, Calif., to 12-15-55. KEDD Wichita, Kan., to 11-30-55.

 Remote Control

 The following stations were granted authority to operate by remote control:

 WPAD Paducah, Ky.: WIAN Lancaster, Pa., while using non-directional antenna.

 Actions of May 16

 Remote Control

 The following stations were granted authority to operate by remote control:

 WSWG Birmingham, Ala., while using non-directional antenna; WIEF Foley, Ala.

 May 24 Applications

 Accepted for Filing

 License

 WTTS Bloomington, Ind., Sarkes Tarzian Inc.—(BR-2340).

 WIFE Evansville, Ind., South Central Bestg. Corp.—(BR-1591).

 WIBB Evansville, Ind., WIBC Inc.—(BR-985).


 WBTQ Linton, Ind., The Linton Bestg. Co.—(BR-7289).

 WAZF Yazoo City, Miss., WAZF Inc.—(BR-7289).


 WLAC Nashville, Tenn., WLAC Inc.—(BR-482).

 Remote Control Returned

 WILD Birmingham, Ala., Pilot Broadcasting Corp.—(BR-1089).

 KPOZ Pensacola, Miss., Cy N. Bahkel—(Unnecessary).

 Modification of CP

 KBAK-TV Bakersfield, Calif., Bakersfield Bestg. Co.,—Mod. of CP (BFCT-1105) as mod., which authorized new tv station to extend completion date to 9-24-55 (BMPC-3129).

 KJEO (TV) Fresno, Calif., O'Neill Bestg. Co.—Mod. of CP (BFCT-1104) as mod., which authorized new tv station to extend completion date to 12-8-55 (BMPC-3129).

 KBTV Sacramento, Calif., Sacramento Telecasters Inc.—Mod. of CP (BFCT-976) as mod., which authorized new tv station to extend completion date to 12-9-55 (BMPC-3129).

 KGPK Channel 7, Bakersfield, Calif.—Mod. of CP (BFCT-603) as mod., which authorized new tv station to extend completion date to 12-9-55 (BMPC-3129).

 WHIZ-TV Youngstown, Ohio, Southeast Ohio Television System—Mod. of CP (BFCT-1109) as mod., which authorized new tv station to extend completion date to 12-9-55 (BMPC-3129).

 Application Returned

 Kalieppal, Mont., Leslie L. Sterling and William H. Patterson 6/5 and new fm station, CP #& W. H. Patterson, Route 3, Box 125, Spokane, Wash.—CP for new fm station on 730 kc., 1 kw, daytime hours of operation (Tower CON- tract Agreement dated after Section 1).

 License for CP

 WCTW (FM) New Castle, Ind., Courier-Times Inc.—(BRH-61).

 License for CP

 WINA-FM Charlottesville, Va., Charlottesville Bestg. Corp.—License to cover CP (BFH-1946) as mod., which authorized new fm station (BLH-1046).

 WINK-TV Ft. Myers, Fla., Ft. Myers Bestg. Co.—License to cover CP (BFCT-195) as mod., which authorized new tv station and to change from employing 7-tv to H. H. 1, Benetton, Iowa, 3 miles east of Davenport, Iowa (not a move) (BLCT-306).

 Modification of CP

 WTVX (TV) Gastonia, N. C., Air-Pix Corp.—Modification of CP (BFCT-1016) to change from employing 7-tv to H. H. 1 (BLCT-3115).

 May 25 Decisions

 BROADCAST ACTIONS

 Renewal of License

 Granted renewal of license of following stations on regular basis:


 UPDATING

 MAY

 May 31: Deadline, presidents for the Republic Television Awards (script contest), New York.

 May 31: BAS Clinic, Elizabeth City, N. C.

 JUNE


 June 1: BAS Clinic, Ft. Worth, Tex.

 June 2: BAS Clinic, Chicago, Ill.

 June 3: BAS Clinic, Ft. Lauderdale, Fla.

 June 4: BAS Clinic, Charlotte, N. C.

 June 6-8: National Community TV Assn. convention, Park Sheraton Hotel, New York.

 June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okoboji.


 June 15: BAS Clinic, Ft. Lauderdale, Fla.

 June 16: BMI Clinic, Montreal, Que.

 June 16: BMI Clinic, Charleston, S. C.


 June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.

 June 17: BMI Clinic, Edgewater Beach Hotel, Detroit, Mich.

 June 17: BAS Clinic, New York, N. Y.

 June 17: BAS Clinic, Birmingham, Ala.


 June 22: BAS Clinic, Des Moines, Iowa.

 June 22: BAS Clinic, St. Louis, Mo.

 AUGUST


 Aug. 9: BAS Clinic, Charleston, S. C.

 Aug. 10: BAS Clinic, Baltimore, Md., as mod., which authorized new fm station.

 Aug. 11: BAS Clinic, Norfolk, Va.

 Aug. 11: BAS Clinic, Springfield, Ill.


 Aug. 22: BAS Clinic, Tampa, Fla.

 Aug. 23: BAS Clinic, Birmingham, Ala.

 Aug. 24: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.

 Aug. 25: BAS Clinic, Portland, Ore.

 SEPTEMBER

 Sept. 5: BAS Clinic, Los Angeles.

 Sept. 7: BAS Clinic, Bakersfield, Calif.

 Sept. 8: BAS Clinic, San Francisco.

 Sept. 8: BAS Clinic, Detroit, Mich.


 Sept. 18: BAS Clinic, Seattle, Wash.

 Sept. 19: BAS Clinic, Portland, Ore.
Mr. President

DATELINE, Washington, May 24, 1955—NARTB.

On this day history was made. The President of the United States rated radio and television as media in their impact as news media. He said it off the cuff, and he recognized that in so doing he was inviting the criticism of the press.

Read it for yourself, in full text, on pages 30-31 of this issue. Read it, and read it again. Read it and realize the "tremendous responsibility" that you who have any part in broadcasting bear in today's One World.

What President Eisenhower said in his informal talk to more than 3,000 radio, television, advertiser and agency men and women will be analyzed, bisected and dissected from now on. But he spoke clearly. It isn't necessary to read between the lines or to draw inferences. He called radio and television the methods of communication upon which reposes "tremendous responsibility"—"in some ways, I think transcending that that is placed before the publisher."

The President called radio and television "professions." He didn't toy with phrases in asserting that radio and television must be free from government interference except for that "one canopy of 'air'" which entails government regulation in what we have always alluded to as the "traffic cop" concept.

What President Eisenhower postulated in the first appearance of a President of the United States before a broadcasters' convention must be construed as a mandate to the Congress and the FCC. He recognized radio and television as modern, more ubiquitous and vibrant extensions of the press, with all the rights and prerogatives of a free press—and with even greater responsibilities. He espoused news in news programs, and editorial opinion which must be clearly labeled.

It was President Eisenhower, the statesman and world leader, who spoke those phrases that make the broadcast media proud of their estate. But it was General Eisenhower, who commanded the Allied legions in World War II, who knew that even a decade back radio had overspent the press in reaching the hearts and the minds of people. Since those days have come the eyes of television to supplement the ears of radio.

General Eisenhower knew what the totalitarian Hitlers and Mussolinis wrought through their puppet radio stations; he also knew that a "confidential" survey by the U. S. Office of Facts & Figures (which became the Office of War Information) made in 1942 (and published in facsimile and text in B&T's issue of June 22, 1942) proved that the public relied on radio for its war news to the extent of nearly two-to-one over newspapers.

So President Eisenhower last Tuesday gave to the nation's broadcasters a new catechism. The full significance of his comments will become accepted in time. The press will probably be disposed to let them be forgotten.

There were other talks that gave broadcasters pause at the 33rd annual convention. For the most part the speakers were less generous than was the President. FCC Chairman McConnaughey reiterated his philosophy of minimum regulation, but he warned that more attention will be given to station license renewals now that the processing lines and the hearing schedules in television enable release of manpower from these other activities.

Keynoter Mark Ethridge, publisher of the Courier-Journal and the Louisville Times (WHAS-AM-TV), who 18 years ago rescued a faltering National Assn. of Broadcasters from internecine strife, warned of the "agonizing reappraisal" ahead at the hands of Congress and the FCC. He spoke more from his position as a publisher than as a broadcaster. He said some things that needed saying, and it is just as well that the broadcasters heard them as a prelude to the President's observations.

From House Commerce Committee Chairman Priest came comments that must have had their origin in informed sources close to the FCC. He cautioned that Congress is of a mind to tighten up the law; that subscription television could be an open road to common carrier regulation, thus destroying the very free estate of which the President spoke and which Chairman McConnaughey had espoused. He ran up another red flag in commenting that there is a growing demand for modification or repeal of the "charter of freedom" which has been granted broadcasters.

The convention left broadcasters with plenty to ponder. The President told them, almost in so many words, that they should editorialize, like the newspapers. But how many stations are staffed to assume this grave responsibility? Our admonition now, as it was several years ago when "editorializing" was blessed, rather guarded, by the FCC, is to go slow, and to think it through calmly and soberly. Do it first at the local level. Do it with experienced newsmen. Make progress slowly, but solidly.

Some will draw wishful inferences from the comments of the President and other officials who addressed the convention. Some who heard the President, insist that he inveighed against toll TV because he repeatedly alluded to "free" radio and television. One has to reach pretty far to draw that inference.

President Eisenhower recognized the importance of being the first Chief Executive to personally appear before a broadcasters' convention. He said he was "very proud" of establishing this precedent, and predicted that future presidents would find it "practically necessary" to "appear before you, and tell you in their turn, what is in their hearts at the moment."

Perhaps the President did not know the travail involved in breaking through White House barriers to get him to establish this precedent. Repeated rebuffs did not deter those who were determined to have the President there. Clair R. McCollough and Henry Clay, co-chairmen of the convention, made it their first order of business. Robert K. Richards, former second-in-command at NARTB and now its public relations consultant, followed through with such tenacity that the White House guard found itself forced to capitulate.

When recognition came, it more than justified the effort. President Eisenhower's talk was monumental. If nothing else had happened, it would have offset any inconveniences experienced in holding a big convention in the nation's capital. Another thing did happen: Broadcasting became a full-fledged profession in Washington last week.
LEADERSHIP IN PITTSBURGH

6 a.m.—12 noon
Mon.-Fri. WWSW LEADS
Saturday WWSW LEADS
Sunday WWSW LEADS

12 noon—6 p.m.
Mon.-Fri. WWSW SECOND
Saturday WWSW LEADS
Sunday WWSW LEADS

6 p.m.—12 mid.
Mon.-Fri. WWSW SECOND
Saturday WWSW SECOND
Sunday WWSW THIRD

*Pulse Jan.-Feb. '55
†Pulse Winter '55

5000 WATTS—970 KC
24 HOURS EVERY DAY
When it comes to attracting kids, the Pied Piper of Hamelin has nothing on our fascinating space personality, "Commander 9." The Commander's half-hour television triumph, programmed at 5:30 p.m. Monday through Friday, is the highest rated locally produced kids' show in the Kansas City market! Format includes the spellbinding M.C. -ing of the Commander plus filmed action serials—presented via a space gimmick that's strictly out of this world!

As a merchandising tie-in, the Commander is available for personal in-store appearances. Recently more than 3,000 youngsters turned out to see him at the opening of a small suburban variety store. Equally enthusiastic reports have come from every sponsor who has booked a similiar appearance.

"Commander 9" is just one of the top-rated local shows offered by KMBC-TV. Ask your Free & Peters Colonel to show you the latest Telepulse listings on Channel 9 news, weather, sports, "Happy Home" and "Comiclub." The ratings prove conclusively that "the Swing is to KMBC-TV."

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Kansas City's Most Powerful TV Station
Primary CBS-TV Basic Affiliate