KPRC-TV

Baker, Hostetler & Patterson
1956 Union Commerce Bldg.
Cleveland 14, Ohio

... 5 YEARS OLD THIS MONTH

And Still FIRST in Houston . . . thanks to
552 Man Years of
TV Experience

Both ARB and Pulse confirm the dominance of
KPRC-TV, Channel 2, in the Houston market.
"The South's First Television Station"

WTVR

Channel 6, Richmond, Virginia takes Pleasure in Announcing its New Interconnections with ABC and CBS

Maximum Power 100,000 watts

Maximum Height 1049 Ft.

Represented Nationally by Blair TV Inc.
WBRE-TV

COVERAGE LEADERSHIP

VERIFIED by ARB* and PULSE*

*WBRE-TV... the nation's first MILLION WATT STATION delivers to the advertiser the majority of viewers in the key marketing area of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport with an average weekly share of audience of better than 40% and leads all other stations coming into this vast manufacturing and agricultural market by 23% to 400%.

*WBRE-TV not only leads in audience ratings in the Wilkes-Barre-Scranton area, but also delivers more than 40,000 more sets than the second station in the market.

*These two thoroughly competent survey organizations show that WBRE-TV unquestionably is the leading TV station in Northeastern Pennsylvania which comprises more than 17 Counties and a population of over 2,000,000.

VERIFIED SET COUNT OF 259,500 as of June 1, 1955.

WBRE - TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!

*Your Headley-Reed representative has all ARB studies that prove WBRE-TV's leadership in coverage; in audience; in programming; in perfect picture... which all adds up to making it the leader in Advertising Value.

*These two thoroughly competent survey organizations show that WBRE-TV unquestionably is the leading TV station in Northeastern Pennsylvania which comprises more than 17 Counties and a population of over 2,000,000.

VERIFIED SET COUNT OF 259,500 as of June 1, 1955.

WBRE - TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!
HAVE YOU USED

the $5 1/4 billion winner—

Channel 8 Mighty Market Place?

Channel 8 Mighty Market Place
Harrisburg
York
Lebanon
Reading
Hanover
Pottsville
Gettysburg
Hazleton
Chambersburg
Shamokin
Waynesboro
Mount Carmel
Frederick
Bloomsburg
Westminster
Lewisburg
Carlisle
Lewistown
Sunbury
Lock Haven
Martinsburg
Hagerstown

WGAL-TV
LANCASTER, PENNA.
NBC • CBS • DuMont

Here's the TV market that everybody's
talking about! A mighty market with an
effective buying income of $5 1/4 billion—
with more than 3 million prospects
for your product. Get you share of
sales—buy WGAL-TV.

Representatives:
MEEKER TV, Inc.
New York • Los Angeles • Chicago • San Francisco
POST TIME, SEPTEMBER? Senate Commerce Committee investigation on TV won't begin before mid-September or early October. Chairman Magnuson has approved manpower recommendations of Majority Counsel Sidney Davis, authorizing prompt appointment of six professional staff members as beginning (see lead story page 27).

RIDERS has been written into all Ford tv-radio contracts, including Lincoln-Mercury spot announcements scheduled to be launched this month, providing that if current labor negotiations end in strike, contracts are cancellable within 24 hours. Kenyon & Eckhardt, New York, handles Lincoln-Mercury. J. Walter Thompson Co., New York, places Ford Motor schedules.

MACK'S DATE • Senate Commerce Committee hearings on Richard Mack's nomination to FCC would have been held this Wednesday if fellow FloridianSen. George Smathers, committee member, had had his way. He asked Chairman Warren Magnuson near weekend to set hearing for regular committee meeting Wednesday, but failed to wedge it in so near deadline. With pressure to get Mack nomination through Senate before incumbent Comr. Frieda Hennock's term expires June 30, it's possible Wednesday meeting may bring announcement that hearing date is being set several days ahead of next regular committee meeting June 22.

COMR. Frieda B. Hennock will establish law offices in Washington after leaving FCC. It's understood she has several offers of partnerships in New York as well as in Washington but has decided to specialize in communications and administrative fields in Washington, rather than return to New York.

NEW FTC CODE • Trade practice rules for radio-tv industry which were proposed in September 1953 are expected to be promulgated by Federal Trade Commission last in June. Rules seek to maintain fair competitive conditions in advertising and sale of radio sets, tv sets and parts and accessories. New code will amend old rules for radio receiving set manufacturing industry of July 1939.

FCC VETERAN hearing examiner Fanney Neyman Litvin will retire Oct. 1 after 30 years of government service—27 in communications. Mrs. Litvin joined original Federal Radio Commission in 1928 and has served continuously as attorney and hearing examiner since. She handed in her initial decision in Hartford ch. 3 case (story page 58) last Tuesday and will file her retirement request as of Sept. 17. She plans to travel extensively and does not now contemplate entering private law practice in Washington. She is a Montana native and before joining FCC served for three years as law clerk on staff of late Senator Walsh (D-Mont.).

OUT OF TOWN • Mass evacuation of key government agencies from Washington week of June 13 in civil defense test includes FCC. Destination: Classified. But don't expect normal business that week, since FCC will not hold regular meeting. FCC role in test is to see how it could keep vital communication services functioning in event of surprise enemy attack.

THIS couldn't be confirmed last week, but understanding is that International Telemeter Corp. (80% owned by Paramount Pictures) plans to include recommendation in subscription tv comments to FCC that pay-tv entrepreneur purchase necessary time from stations at card rates, cut station in for any spots or IDs it may sell within that period. ITC attorney Paul A. Porter and colleagues spent last week in New York doing spade work in preparation for June 9 deadline comments.

MEXICAN MEETING • Long delayed resumption of radio allocation talks with Mexico is now tentatively scheduled July 6 in Washington, but firm date still hangs on outcome of Cuban visit to Mexico on their mutual frequency problems. Mexicans went to Cuba earlier this year, but nothing was settled. State Dept. is calling U.S. industry-government conference June 24 in Capital to prepare for July 6 session.

FCC CHAIRMAN George C. McConaughy leaves for Europe July 22 on month's quasi-official trip and will confer with heads of communication administrations of various countries. Accompanied by Mrs. McConaughy, he will visit Paris, Geneva, Heidelberg, Bonn, Scandinavian countries and Scotland, his ancestral land. FCC authorized trip holding that visit by FCC chairman has been long overdue.

forced draft • FCC is under virtual mandate to Congress to clear up all pending "ready" cases by end of July. This commitment was made orally by Chairman McConaughy at recent Appropriations Subcommittee hearing and chairman since has been cracking whip on staff. Commission plans to be in recess during entire month of August except for emergency matters.

NASTY incident was barely avoided by Advertiser Federation of America in annual $500-convention trip essay contest among high school students. Two national judges already had picked entry of eastern girl as top winner when third judge read opening line, "All advertising stopped at 10 o'clock today," and felt it had familiar ring. Entry was lifted word-for-word from NATB President Harold E. Fellows' famed speech of three years ago.

COMMUNITY QUARREL • There's bit of irony in fight building up between some telecasters and community tv systems and it may be pointed up at National Community Television Assn. convention in New York beginning today (Monday). It is this: William C. Grove, KFBC-TV Cheyenne, Wyo., has been leading fight to get broadcasters to take stand on property rights in programs and their use by community tv systems, once he became cable operator himself in Sydney and Scottsbluff, Neb. He lost out, it is understood, when Collier Electric Co. offered to furnish not only Cheyenne signals but also those from Denver vhf stations.

GEORGE B. STORER, president of Storer Broadcasting Co., played round of golf at Burning Tree Country Club with President Eisenhower last Thursday at part of foursome. Scores, following custom, were not divulged.

HOUSE HUNT • Quest for FCC's own headquarters in Washington is underway in earnest since Chairman Warren G. Magnuson (D-Wash.) got behind project recently. FCC and its predecessor FRC have been quartered in borrowed or temporary space virtually since creation of original Commission in 1927. Since 1934 Commission has been "stepchild" of Post Office Dept., utilizing portion of 13th & Pennsylvania Ave. building, plus temporary headquarters for its examiners and some of its clerical operations.

REPORTS that Terrence Clyne, vice president and chairman of plans review board, McCann-Erickson, would succeed Alfred Scalpone as vice president in charge of radio-television at agency, circulated last week but could not be confirmed. Mr. Scalpone resigned to join CBS-TV (story page 91).
Outstanding...
say the time buyers who know us best!

Weymouth Symmes
PARIS & PEART
says...

"The signal dominates
the entire market."

Mildred Fulton
McCANN-ERICKSON,
INC. says...

"It's the right
station
in the right market for
sales results."

Reggie Schuebel
REGGIE SCHUEBEL, INC.
says...

"Buying WNHC-TV is no
shot in the dark—
you can't miss."

John Murphy
KUDNER AGENCY, INC.
says...

"I have found product
sales satisfaction
every time."

Channel 8
SERVING HARTFORD & NEW HAVEN AREAS
Population 3,564,150 TV Homes 934,448
represented by the katz agency, inc.
FREE TV, FEE TV CAN'T CO-EXIST, SARNOFF SAYS IN FCC STATEMENT

ASSERTING that free tv and fee tv cannot co-exist practically, Brig. Gen. David Sarnoff, chairman of NBC and RCA boards, says in statement filed with FCC today (Mon.) that subscription television would cause degradation of free tv program quality, jeopardize free tv economically, might lead to government regulation of broadcast services on common-carrier basis and could ultimately destroy free-tv system altogether (text of main portion, page 48).

Statement, being filed on behalf of NBC, also says fee tv would lure free tv's top programs and talent, take over sports coverage, cause public service programming to suffer and block out free television for millions (in single-station markets, whenever fee-tv programs were being carried). Gen. Sarnoff also notes that petitions filed by pay-tv promoters "carefully avoid any commitment that pay-television would not carry NBC's programs" and says "clearly this omission was not merely inadvertent."

Appendix to statement charges that Zenith Radio Corp., long-time advocate of Phonevision pay-tv system, "has a record of first opposing introduction of black-and-white television and, thereafter, taking the position that free television was economically unsound and could never succeed."

Comdr. E. F. McDonald Jr., president, and other NBC officials are quoted as having said that "without a box office to pay for good progrmamming, [television] is economically so unsound that it will never succeed (1937)"; "We [Zenith] are not making and do not plan to make any black-and-white receivers (1946)";

"I have said that television required a box office to pay for the type of programming that would give it mass appeal, and events have borne me out (1947)." "We have always said that television would eventually be a great industry—but not until a box office was found which would provide the type of programs necessary to put television set sales into the millions (1948);" "The [Zenith] new line of television receivers to be placed on the market this fall will contain many improvements and advanced features. Provision will be made in all models for the incorporation of Phonevision...

Phonevision in no way interferes with regular free-television service, which will make television economically sound (1948)."

ABC and CBS plan to file with FCC on Thursday—deadline—in opposition to pay tv.

Two More Groups Join Organizations for Free TV

ORGANIZATIONS for free tv announced citizen groups in Ohio and New Jersey have joined its ranks in opposition to pay-tv: National League of Viewtelevisioners, Newark, N. J., which already has asked FCC for postponement of June 9 deadline for comments, and Greater Cleveland Set-owners for Free tv with headquarters at suburban Berea, Ohio.

Joseph J. Mahoney, chairman of New Jersey unit, claiming that 7 million letters would reach FCC if adequate time were allowed for public to make views known on pay tv. Postponement to Sept. 9 for comments, and proposal for networks to conduct "honest poll" via 30-second announcements on 10 most popular programs asked by Mr. Mahoney.

SLOAN'S ABROAD

WARNER LAMBERT (Sloan's liniment and Waterbury's compound) currently recording radio commercials in 13 foreign languages with aim "to tap the vast, potential foreign market," according to Henry Olmsted, president of Olmsted Sound Studios, New York, which is making recordings. Languages being used include: Hindustani and Gujarati (for area covered by Radio Ceylon in Pakistan and Ceylon); also for liniment product, in basic Ceylonese, Tagalog, Ilongo, Cebano and Haitian Creole in concept "in countries with potential buying markets in these areas." Mr. Olmsted claimed radio coverage in foreign lands trebled in post-war years and nearly every home either owns or has access to radio.

BROADCASTING  •  TELECASTING

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• BUSINESS BRIEFLY

GEN. FOODS ON SAT.  • General Foods, N. Y., has picked up Saturday 11-11:30 a.m. period on CBS-TV, effective July 9. It will sponsor Commander Cody as summer series, then follow with new program called Thunder, starting Oct. 8. Latter show, produced by Television Programs of America, is based on famous Black Beauty horse story. Benton & Bowles, N. Y., is agency.

GEN. FOODS, REVLON  • General Foods, N. Y., through Young & Rubicam, N. Y., expected to co-sponsor with Revlon cosmetics through William Weintraub Co., N. Y., new Johnny Carson Show, Thursday, 10-10:30 p.m. on CBS-TV, effective June 30. Public Defender currently is co-sponsored in that period by Revlon and Philip Morris Inc. Latter client did not pick up its first option and General Foods signed up immediately.

MAXWELL HOUSE SPOTS  • General Foods, for Instant Maxwell House coffee, breaking television spot campaign in 30 markets, effective July 13, run to July 3. Agency, Benton & Bowles, N. Y.

MARGARINE BUYING  • E. F. Drew Co., N. Y., for its newest product, Trinit margarine, buying combined radio-tv-newspaper campaign all along Eastern Seaboard, effective in mid-June and will continue with "first rate" promotion. Drew looking for "full opposition" to Cavender's margarine, and to comparing product with Brand's margarine. MacManus, John & Adams, N. Y., is agency.

WHITE ROCK SPOTS  • White Rock Sparkling Beverages, N. Y., will start heavy radio spot campaign July 13 using 200 spots per week for duration of summer, New York stations only. Agency: David J. Mahoney Adv., N. Y.

Senate Appropriations Unit Approves FCC Funds in Budget

SENATE Appropriations Committee Friday reported favorably on Independent Offices Appropriations Bill for fiscal 1956 (HR 5240), which carries House boost of $170,000 over Budget Bureau figure for total of $6,870,000. Of boost, "future project answers to inquiries from constituents for information, copies of decisions, rulings and so forth."

WMAL-TV Gets Power Boost

WMAL-TV Washington, operating on ch. 7, granted permit by FCC Friday for boost in effective radiated power from 6,870 kw visual, 11.7 kw aural to 252 kw visual, 134.5 kw aural.
it takes KPTV's Television Giant
to cover the Portland, Oregon scene!
WTSP Claims WFLA Grant Departed From FCC Policy

FCC departed from established policy when it held local ownership and integration preference by WTSP St. Petersburg, Fla., not significant enough to win grant of Tampa-St. Petersburg ch. 8. Case was told Friday in Washington. Case is on appeal by WTSP from FCC grant last year to WFLA-Tampa Tribune and denial of WTSP's application for same ch. 8 facility.

WTSP counsel Telford Taylor argued that Commission always gave heavy weight to local ownership and integration. WTSP is owned by Nelson Pouyer (St. Petersburg Times). WFLA, on other hand, said Mr. Taylor, is owned by principals living in Richmond, Chicago and New York.

FCC reply, by General Counsel Warren Baker, was that Commission policy is to give weight to local ownership and integration when there's question of carrying out program proposals. In this case, Mr. Baker said, FCC held that on basis of past operations it could rely on WFLA to carry out what Commission called better program proposals.

Arguments was before Circuit Judges E. Barrett Prettyman, David L. Bazelon and George Thomas Washington.

WFMF Chicago Asks FCC To Consider Multiplex Plea


FCC Wednesday denied WWDC-FM plea, WFMF noted that its own petition was not considered since it was filed Tuesday. WFMF claimed its new legal arguments and factual data deserve review. WPEN-FM Philadelphia also petitioned Tuesday for relief under fm rules, ordered effective July 1 (earlier story page 61).

New Mexico Application

KSVP Artesia, N. M., petitioned FCC Friday for rule-making proceeding to switch ch. 10 from nearby Roswell to Artesia, now allocated ch. 21. KWSV-TV operates on ch. 8 at Roswell. No bid Pending for ch. 10.

Orlando Tv Petition Filed

NEW TV station on ch. 18 at Orlando, Fla., requested in bid filed with FCC Friday by WABR Winter Park, Fla. Orlando now served by ch. 6 WDBO-TV. Proposed ch. 18 outlet asks effective radiated power of 20.9 kw visual with antenna height 228 ft. above average terrain. Estimated construction cost $88,700. First year operating cost $60,000, revenue $96,000.

Jackson Outlet Withdraws

POST-THAW tv deletions increased to 143 (29 vhf, 114 uhf) with surrender Friday of operating ch. 25 WVT (TV) Jackson, Miss., pursuant to merger agreement with ch. 12 WSLL-TV three years after FCC last month [May, 23, April 18]. Jackson becomes vhf-only market, is also served by ch. 3 WLBT (TV).

Robert Soule WFLB President

ROBERT G. SOULE elected president of Onondaga Radio Broadcasting Co. (WFLB Syracuse), succeeding Oscar F. Soule, his brother, who becomes chairman of board. New president said no changes in station personnel or management contemplated. Robert Soule, active in civic affairs, served as president of Syracuse Chamber of Commerce, was one of organizers of Syracuse Governmental Research Bureau.

FCC Satellite Ruling

WAY cleared Friday for FCC to act on surviv ing application of Southwest Oregon TV Bostg. Corp. for satellite tv station on ch. 4 at Roseburg, Ore., with dismissal of competitive bid by Southern Oregon Bostg. Co. Under merger agreement, latter gets 50% interest in prospective grantee. Southwest is under common ownership with ch. 13 KVAL-TV Eugene, Ore., which it would rebroadcast. Southern is identified by ch. 5 KBEST-TV Medford, Ore.

FCC Outlines Test Procedure

RADIO stations in local areas may go into Conelrad operation on voluntary basis during June 15-16 national civil defense test, FCC said Friday, but first must obtain Commission approval if daytime transmission is planned. Stations may obtain permission for Conelrad during midnight-6 a.m. experimental period from FCC field supervisor for Conelrad. Commission emphasized no national Conelrad exercise is planned and urged stations to cooperate with local state or federal civil defense authorities in any tests they may consider. Chief communication role during national test will involve amateur stations under Reaces (Radio Amateur Civil Emergency Service) plan, Commission said.

UPCOMING


June 5-8: Alpha Delta Sigma (adv. fraternity), convention, Palmer House, Chicago.

June 6-8: National Community TV Assn. convention, Park Sheraton Hotel, New York.

June 12-14: Iowa Broadcasters Assn., Creston Beach Lodge, Lake Okoboji. For other Upcomings see page 107.

PEOPLE

SIDNEY J. NATKIN, formerly vice president and director, Mandel Bros., Chicago department store, to Gordon Best Co., advertising agency, as vice president.

DIANE YOUNG, formerly in public relations work with Art Franklin Inc. and Mal Braveman Assoc., both N. Y., to Screen Gems Inc., N. Y., as promotion writer.

JOEL MCPHERON, vice president, Geyer Adv., N. Y., to Compton Adv., same city, as member of account group of Socony Mobile Oil Co.

CBS Color Microscope To Be Shown Medical Group

NEW electronic color microscope, using equipment developed by CBS Labs, division of CBS Inc., will be demonstrated today (Monday) by Smith, French, Kline & French Labs at annual meeting of American Medical Assn. in Atlantic City. In demonstration, cancer cells, magnified 15,000 times, will be shown in full color on large screen.

Peter C. Goldmark, president of CBS Labs, said demonstration will culminate six years of experience in application of electronics to medical education by his organization. He added that he had, developed under direction of John W. Christer, vice president of CBS Labs, enables microscopic slides living or dead, to be enlarged and projected electronically in full color with magnifications up to 30,000 on six-foot screen.

Four Affiliate With ABC-TV

AFFILIATION of four stations with ABC-TV being announced today (Monday) by Alfred R. Beckman, ABC-TV director of station relations. They are: KWTX-TV Waco; KTVK Phoenix; and operated by KWTX Broadcasting Co., with M. N. Bostic as general manager; WMGT (TV) Pittsburg, Mass. (ch. 19), owned and operated by Graylock Broadcasting Co., of which John T. Parsons is general manager; KCCV-TV Sacramento (ch. 40), owned and operated by Capitol City TV Corp., with Ashley R. Robinson as general manager, and KLTV (TV) Reno, Nev. (ch. 8), owned and operated by Nevada Radio-Television Inc., of which Harry Huey is general manager.

AAA Committee Named

AMERICAN Assn. of Advertising Agencies last Friday announced members of operations committee who will supervise 1955-56 AAA activities. They are: J. Paul Hoag, Hoag & Provan in charge of executive section, including association finances, general information service and group insurance plan; Victor O. Schwab, Schwab & Beatty, in charge of agency administration, mechanical production and AAA's area of personnel; George C. Reeves, J. Walter Thompson Co., Chicago, in charge of media operations, international advertising and area of research; Robert D. Holbrook, Compton Adv., New York, in charge of region and council activities, membership and area of ethics, and J. Davis Danforth, BBDO, New York, in charge of television and radio administration and area of relations.

Inside Grey Adv. Agency

"THE Story of Advertising" will be told on Mr. Executive program Saturday on NBC-TV, 12:30 p.m., when cameras will take viewers to Grey Adv. in New York so they can see for themselves how agency works on campaign. Agency is planning, with producers, to give filmed version of program fullest possible distribution to colleges and other institutions across country.
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Page 10 • June 6, 1955
WNBQ famous "Chicago School" of television has a bright new honor pupil on its roster—the BOB & KAY WITH EDDIE DOUCETTE show.

Every weekday, 12:45 to 2:00 p.m., these three Chicago favorites turn the pages of their TV Magazine of the Air. Women are making a pleasant daily habit of Bob & Kay's interviews with fascinating people, Eddie Doucette's cooking demonstrations, and musical features by the Art Van Damme Quintet and Joe Gallicchio's orchestra.

Yes, the new show is stacking up nicely! And, backed by an active promotion and merchandising service, it's well embarked on a career of making sure for advertisers that THE PAY-OFF IS AT THE POINT OF SALE!

A few weeks after its premiere, BOB & KAY WITH EDDIE DOUCETTE invited its viewers to send in their names, addresses and telephone numbers, to qualify for attractive prizes. For four weeks running, the mail stacked up at the rate of 2,500 pieces a week. A grand total of 10,000 pieces of mail—and the show's just getting going!

For stirring audiences to action, there's nothing like a "Chicago School" television program on WNBQ. That's how things stack up in the Midwest.

WNBQ NBC TELEVISION IN CHICAGO

represented by NBC SPOT SALES
Famous on the local scene... yet known throughout the nation
Niagara's mighty cataract is familiar to thousands of sightseers.

However, it is more important locally, for it supplies power to nearby communities.

So with the Storer Stations. The power they project into a campaign makes real the slogan "for sales success—sell it on a Storer Station."

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY
NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director  •  118 E. 57th St., New York 22, Eldorado 5-7690
BOB WOOD, Midwest National Sales Mgr.  •  230 N. Michigan Ave., Chicago 1, Franklin 2-6498
GAYLE V. GRUBB, Pac. Coast Nat’l Sales Mgr.  •  111 Sutter Bldg., San Francisco 4, Calif., WEST 1-2093
IN REVIEW

TOWN MEETING:
A 20-YEAR CAVALCADE

ON MAY 30, 1935, George V. Denny Jr. stepped up to a microphone on the stage of Town Hall, just off New York's Times Square, and called to order the first America's Town Meeting of the Air. A week ago yesterday, May 29, 1955, the program celebrated the completion of 20 years on the air by replacing its usual topical debate with a documentary on the series itself, made up of excerpts from the Town Meeting broadcasts through the years.

The voices of the speakers, raised in defense of or in opposition to some burning issue of the day, were vivid reminders of some of the most stirring broadcasts of the past two decades. The skillfully selected excerpts from the nearly 900 Town Meeting broadcasts were individually interesting and nostalgic; in combination they created a vivid summary of American history from the early days of the New Deal to the present Eisenhower era.

On the anniversary broadcast was heard again the debate on President Roosevelt's proposal to enlarge the membership of the Supreme Court between Hugo L. Black, then Senator from Alabama and later a Supreme Court justice himself, and Sen. William H. King of Utah. Here was Wendell Willkie, in his first nationwide broadcast, arguing for business in a debate with Robert H. Jackson, trust-busting Assistant Attorney General. Here was a vigorous exchange of pointed views and amiable insults between two New Deal stalwarts, Harold L. Ickes, FDR's Secretary of the Interior, and Gen. Hugh S. (Iron Pants) Johnson, NRA administrator. Mr. Ickes also was heard in a debate on freedom of the press with publisher Frank E. Gannett.

Dean Acheson, later to be Secretary of State, was a little known Washington lawyer in January 1941 when he debated the question, "Is a Hitler Defeat Essential to the United States?" with Verne Marshall, chairman of the "No Foreign War" Committee. Not much later, Norman Thomas, Socialist Party leader, from the Town Hall platform, opposed President Roosevelt's lend-lease policy. Mr. Willkie, who had lost the previous year's election to FDR, rising from his seat in the audience to "call upon all Americans to give him (the President) such power in this most severe crisis . . . so that he may save America" by helping Britain save herself.

Other voices reminded the anniversary audience how much has happened in recent years: Jan Massaryk, Czech patriot, calling for negotiations with Russia in prewar Europe; Alabama Congressman John Sparkman and Nebraska Sen. Edward R. Burke debating the merits of a fourth term for FDR; Sen. Tom Connally of Texas, speaking from San Francisco in April 1945 when the United Nations came into being, with commentators Raymond Swing and H. V. Kaltenborn also discussing this attempt to insure peace, and a report on UN's effectiveness made only a few months ago by former UN Secretary-General Trygve Lie.

There were voices that needed no identification—Adlai Stevenson, Richard Nixon, Florence Locust, Thomas E. Dewey, Joseph R. McCarthy—and others whose names were extremely familiar, if their voices were less so—India's Jawaharlal Nehru, Korea's Dr. You Chan Yang, historian Arnold Toynbee, cartoonist Al Capp, Father Edward J. Flanagan, revivalist Billy Graham, Rabbi Joshua Loth Lieberman. And many more.

For adept editing of 20 years of Town Meeting history into a memorable hour of listening, an arduous task admirably carried out, producer-director William R. Traum, Town Hall's radio-tv director, and co-producer Harriet C. Halsband deserve a prominent place in next year's Peabody awards list.


THE PETRIFIED FOREST

ONE of Robert Sherwood's most successful dramas was picked for NBC's Producer's Showcase last week and, in both color and mono-channel, it came off very well indeed.

The story is of a life-quenching moment in a gas station-barbecue oasis near the Petrified Forest of Arizona after a visitation by (1) a "writer" who comes from nowhere bound for nowhere, and (2) a fleeing gangster who is on his way to the border with his gang.

Mr. Bogart breathed vivid life into the role of the gangster, Duke Mantee. Grim visaged, unshaven and right-tipped, he expressed the epitome of a man living tautly between life and death. Henry Fonda, who had the difficult assignment of portraying the rootless writer, was properly philosophical in the part. The writer, Alan Squier, was himself shot by Duke Mantee so that Gabrielle, the daughter of the roadstand owner, could collect his insurance and keep her rendezvous with destiny in France. This sacrificial scene was superbly played by Mr. Fonda.

Gabrielle was, in our opinion, somewhat miscast. The part was played by Lauren Bacall, whose range characterization did not jibe with the imaginative, delicate desert flower, yearning for France and art, and reading Francois Villon while keeping her football player beau at arm's length. And while we're on the subject of miscasting, that football player looked as if he had been out of school for at least a decade.

A bow should go in the direction of Natalie Schafer, who played Mrs. Chisholm. At the right moment and with the proper quickening of her attitude, she changed from a stuffy matron to a hot blooded woman eager for some hard livin'.

There was some excellent camera work—Miss Bacall in a pensive listening attitude held on camera for what seemed to be a full minute, while Mr. Fonda expressed his belief that nature was in revolt against the intellectuals; the Duke and his men with guns at the ready advancing into the lights of the oncoming Dustberg. The setting of the beleaguered cafe was also in the best tradition of staging.

All in all a rewarding performance; another plus for tv's ability to do serious drama.

Production cost: $44,000. Broadcast in color and monochrome on NBC-TV, May 30, 8:30-9:30 p.m., one of the Producer's Showcase series, telecast at that time every fourth Monday, sponsored by RCA and Ford Motor Co.

Producer: Fred Coe; director: Delbert Mann; associate producer: Bill Nichols; technical director: Lawrence Elkan; associate director: Dominick Dunne.

Adapted from the play by Tad Mosel from the original stage play of Robert E. Sherwood. Music director: Harry Sarnick; settings: Edward Stephenson; costumes: Robert Campbell; unit manager: Perry Cross; make-up: Fred Williams.


THE TOP BRASS

M'sees the Old Outfit, especially when the Old Wound stiffens up on rainy days. Hates civilian red tape; fights back with requisitions.

In the Washington area, advertisers commanding the biggest audiences use WTOP Radio. WTOP has (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station. You too can get top sales results with Washington's top station.

WTOP RADIO

Represented by CBS Radio Spot Sales

Page 14 • June 6, 1955
Nielsen now reports that radios in automobiles add as much as 33% to the radio audience. And advertisers get these listeners free—a big bonus!

In Baltimore, the Department of Motor Vehicles has announced that today there are more than 300,000 passenger cars with radios in the Baltimore metropolitan area.

Surveys by ARB and PULSE prove that W-I-T-H dominates this big out-of-home audience day and night. Just another reason why W-I-T-H gives more listeners-per-dollar than any other radio or TV station in Baltimore. Get the whole story from your Forjoe man.

IN BALTIMORE BUY WITH

Tom Tinsley, President
R. C. Embry, Vice-President

Represented by Forjoe & Co.

June 6, 1955 • Page 15
No need to wait any longer for production live color TV equipment! RCA has it now... a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.
... with the revolutionary all-electronic processing amplifier which combines all signal processing functions in a single chassis.

12-Page Descriptive Brochure Available on Request.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
IN 18 years of intimate association with broadcasting, Jules M. Collins, sales manager in charge of licensing activities of the American Society of Composers, Authors and Publishers, has become increasingly impressed with the interdependence of music and broadcasting.

Since radio and television account for more than 75% of ASCAP's income, Mr. Collins recognizes the media's contributions to the well-being of the performance rights organizations and is determined to help broadcasting prosper, so that ASCAP will prosper, too. Conversely, he believes that "the life blood of radio and television is entertainment, and music is the basic material of entertainment."

Though Mr. Collins' tenure with ASCAP dates back to 1937, when he joined the organization as manager of the radio department in charge of licensing stations, he says his role in the famed "war" with broadcasters in 1940 was minor. But from the sidelines he absorbed the import of the struggle: the need for ASCAP to organize and establish stations, he says his role in the government to live together in harmony.

He is grateful that both sides have acquired a maturity that presages cooperation for many years to come.

Mr. Collins always has been a music lover, but his career took several turns before ASCAP beckoned.

Jules Maurice Collins was born in Pittsburgh on March 10, 1901, but was raised in Boston where his father was a shoe manufacturer. He attended the Boston Latin School and was graduated from Harvard College in 1923.

For several years, Mr. Collins worked for his father's shoe business, but decided to return to school for a law degree. He was graduated from the Harvard Law School in 1930. After three years with a Wall Street law firm and several more years in the legal departments of Paramount Pictures and Universal Pictures, Mr. Collins joined ASCAP in 1937.

Mr. Collins recalls that the Society's radio station licensees then numbered 600, as compared with about 3,000 at the present time. There are now about 400 TV station licensees also.

The mushrooming growth of ASCAP's broadcasting activities, Mr. Collins says, is graphically illustrated by the drastic overhaul of the Society's operational methods. In 1937, he points out, ASCAP's contacts with radio stations were handled almost exclusively through correspondence from the New York office, with occasional visits from managers of the Society's branch offices. Today, a specially created radio-telephone station relations division, staffed by a crew of eight trained men, services ASCAP's radio stations.

The division is the culmination of a plan that Mr. Collins had in mind for many years. In the 12 years from 1937 to 1949 that Mr. Collins served as manager of the radio department, he gradually became dissatisfied with what he called "the long-distance approach" existing between the Society and broadcasting licensees. He believed it was necessary to organize a trained staff that would personalize relationships with the radio industry. Lack of personnel during the war years upset his timetable, but in July 1954 the division finally was established.

Following his appointment as sales manager of ASCAP in March 1949, Mr. Collins retained his interest in broadcasting; he still is overall supervisor in this field. Additionally, he is responsible for the administration of 21 ASCAP branch offices throughout the United States.

The latest project designed to assist stations is a new program guide entitled ASCAP Music on Records. The guide is a listing of ASCAP music by categories, which provides the program director with a ready source of material for programming ASCAP music. This identifies the composition by giving a listing of the composer, author, publisher and the serial numbers and type of recordings. A category is sent to stations each month and, according to Mr. Collins, ASCAP Music on Records has proved "an instantaneous success and of great help to program directors."

At 54, Mr. Collins is a slim, graying man, full of bounce, who derives much pleasure from hobnobbing with broadcasting executives. He is a familiar figure at NARIT conventions, where he has been most cordially received by many friends in the radio-tv industry. But he confesses that many of the oldtimers he knew in years past have been replaced by newer and younger faces.

Looking back at the past 14 years of amiable co-existence between ASCAP and broadcasters, Mr. Collins views the future with optimism. He points out that the first agreement between the Society and broadcasters was extended after the first nine years and voices the belief that another contract will be negotiated without fuss in 1958.

Mr. Collins and his wife, the former Ethel Quint, reside in New Rochelle, N. Y. They have two sons, Arnold, 19, a sophomore at Harvard College, and Matthew, 14, a cadet at New York Military Academy, Cornwall, N. Y.

In between frequent business trips, throughout the country, Mr. Collins tries his hand at golf but believes his game can be "greatly improved." He also enjoys photography and listening to new recordings, both popular and classical.

Mr. Collins is a member of the Radio and Television Executives Society, the Westchester Harvard Club, the Harrison (N. Y.) Country Club and the Variety Club.
Starting this week:

The biggest year in ABC's history

The first-round gong of the Wednesday Night Fight of June 1 opens a year of new programs, new excitement, new progress on ABC-TV. The FIGHTS are the first of many additions and innovations that will give terrific audience and advertising punch to ABC's programing.

This new building, on a solid foundation of successful shows from last season, adds up to our biggest, busiest year ever. We're starting early and punching hard.

---

NEW PROGRAMING:

WEDNESDAY NIGHT FIGHTS — TV's top-rated regular sports show helps give ABC the brightest Wednesday night on any network.

MICKEY MOUSE CLUB — Walt Disney's newest programming magic should do for weekday afternoon television what DISNEYLAND did for nighttime this past season ... a lot of blue-chip advertisers agree with us.

WARNER BROS. PRESENTS — A major Hollywood studio comes to television with a regular program that shapes up as a Tuesday evening "blockbuster."

LIFE IS WORTH LIVING — Bishop Sheen's famous "lectures" move to ABC for their fall debut on both radio and television.

WYATT EARL — Television's first adult "western," a new program type, produced by an old master, Lou Edelman (who has made the Danny Thomas Show a top-award winner.)

...and plenty more, on the schedule and on the way.

NEW BUSINESS:

Since January, ABC-TV has signed more than $43 million in new business and renewals — a record that already tops our television billings for all 1954 — a thumping vote of confidence from the country's leading advertisers and agencies.

NEW SPONSORS:

18 brand-new network sponsors have come to ABC-TV since January. They join a list that reads like "Who's Who of Advertising."

You'll be glad you turned to ABC TELEVISION NETWORK.
PULSE proves WERE has the highest rated quarter hours — Daytime, Evening, and Saturday and Sunday. (Pulse: March — April 1955)

HOOPER proves WERE has the highest share of radio audience in every time segment. (Hooper Radio Audience Index: January — April 1955)

NIELSEN proves WERE has the highest Total Day audience (6 am-Midnight) every day in Cleveland and its eight county area. (Nielsen: March 1955)
RED HOT!

WERE CLEVELAND/OHIO

Richard M. Klaus, General Manager
Represented by: Venard, Rintoul & McConnell, Inc.

SELL Cleveland!
OPEN MIKE

Accentuate the Positive

EDITOR:

Thanks for giving extracts of the fine talk made by Oliver Gramling of The Associated Press before a recent meeting of the Alabama Broadcasters Association. I think this was an excellent talk and it ought to inspire many people to think in a positive manner regarding the future of radio.

It has been my feeling that if broadcasters, that is, radio broadcasters, looked upon radio as a new medium, and television as something which has been here for thirty or more years, they might make a more positive approach to the job ahead.

I am happy to report that the first five months of 1955 show the largest billings for our station WTWA. The gain is a very healthy one and is an indication that our people in Thomson are on their toes. Listening is holding up very well in spite of the fact that there are a number of television stations that put strong signals into Thomson.

Edgar Kobak
WTWA Thomson, Ga.

Invitation to Chaos

EDITOR:

May I add to the cheers for: perforated show-sheets? Now I can return my blades to the razor.

Would it be possible to add the editorial "Invitation to Chaos" and the accompanying cartoon [B&W, May 2] to the list of reprinted material available? I cannot understand how a person running for office would be in favor of a change which would give opportunity for more competition to their office, let alone comprehend how the advocates of this expect the broadcaster to keep his financial head above water.

James F. Vormelker
Syracuse, N. Y.

Long Runs for Operas

EDITOR:

Reference is made to the item appearing in your May 9 issue headed "Opera Theatre Return...".

We read that "... the series, which features complete opera programs, is the only one of its kind on the air today and will have a longer run (21 weeks) than any opera series."

As the originator and producer of Festival of Opera with well over 150 consecutive weeks of broadcasting over Mutual's New York station, WOR, I would like to point out that here is another important program featuring complete operas and with certainly a much longer run than 21 weeks.

Erberto Landi
New York

Newscast Carbons

EDITOR:

Your article on page 104, May 9 issue, entitled "CKLB's Carbon Copies" [of news announcements about local organizations and clubs which the station sends them for their scrapbooks], made us smile here. We've done that for months, only we go a step further. We realize that many of our clients never hear our news due to the fact that we are a day-timer and they are in a position where they have no radios. Hence, we send a carbon copy to any person whose name is mentioned in a news story.

Charles J. Ellis, President
KCHA Charles City, Iowa

WINS

A total of 4,598,850
Radio homes
day and night!

use one of America's 2
GREAT independents

50,000 watts... 24 hours a day

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRYANT 9-8018-18

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0718

Page 22 • June 6, 1955
CHECK YOUR CATALOGUE on the double-billion dollar, two-station Houston market. The best buy is I.

A

B(lack)

C(at). Full schedule plus other net shows, top local artists, syndicated film, top power with 316,000 watts—all at lower rates. And we're all alone with local color programs—at least one half-hour show daily.

Log in this cat—as your best buy—KTRK-TV—Channel 13—lucky for Houston—lucky for you.

KTRK-TV The Chronicle Station, P. O. Box 12, Houston 1, Texas, Channel 13
Houston Consolidated Television Co. — General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
National Representatives: BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.; Basic ABC

BLAIR-TV.
VIC DIEHM Says: IN MY BOOK

BOSTON 1260 KC 5000 WTS.

WVDA has the Gems in Radio...

"The Jim Pansullo Show" ... a brand new early morning feature on WVDA is conducted by that jovial record spinner ... Jim Pansullo, and we predict many a phenomenal sales record for the products advertised on his show. Jim opens the show at 6 AM, Monday through Saturday. 9 o'clock is closing time, and every minute of those three hours are packed full of good music, good selling and good will.

From one to six it's "A Guy Named Smith" every week-day afternoon over WVDA. Here is a disc jockey show handled by a well seasoned spinner. Joe packs a tremendous amount of entertainment and enthusiastic know-how into five hours. Joe is a former Chelsea, Massachusetts boy, with a wealth of experience and a wonderful record for product promotion.

The same high caliber of personalities here representing WVDA are typical of all stations under the masterful guidance of Vic Diehm.

Sherm Feller is one of the busiest, hardest working disc jockeys in the business. Sherm has the late stint on WVDA from 10:45 to 1:00 AM. Sherm's many accomplishments include his ability as a composer of music ... he has several hits to his credit. The studio is packed to overflowing with his faithful admirers who range from newsboys to potentates. Sherm is a one man show packed with personality, entertainment and selling ability! If you have something to sell, Sherm will sell it.

Cornelius T. Scanlon, City Editor of the Boston Evening American is the latest top talent member of WVDA's staff. "C. T." brings with him a wealth of news-gathering experience, both newspaper and radio. He has done across-the-boards news analysis on CBS and NBC affiliates here. Mr. Scanlon has a ready made audience valuable to any advertiser. Besides his newspaper and radio talents, he holds A.B. and LL.B. degrees, and is a member of the Massachusetts and Federal Bars.

WHOL WAZL WHLM WIDE WVDA
(All Stations Represented by Paul H. Raymer Company)
New Personalities
Easy Listening
Wonderful Music
Select Commentaries

...and Here
are 4 that
Sparkle
Brightly!
KWKH's daytime SAMS area covers 80 counties . . . hundreds of towns and villages like Belcher, Louisiana (pop. 260). And oh, how we whet their appetites for KWKH programming!

Latest Hoopers show that KWKH is preferred over the second station in Metropolitan Shreveport—morning, noon and night—up to 104%!

In listeners per dollar KWKH outstrips the next-best Shreveport station by 89.4%. Get all the facts from The Branham Company.

KWKH
A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

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

Nearly 2 million people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma and New Mexico not shown on map.)
TELEVISION INVESTIGATION: COUNSEL MAPS HIS TARGETS

Sidney Davis, who'll head Sen. Magnuson's probe of everything tv, submits master plan. Keystone: study of a new allocations system, perhaps squeezing three new vhf channels into the fm band. Study is apart from network-monopoly to be undertaken by FCC.

A BROAD PLAN for investigation of television, tapping innermost aspects of network operations, station monopolies, programming, talents, prices and rates and—most important—allocations, has been submitted to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) by Sidney Davis, majority counsel to the committee, BtT learned authoritatively last week.

Keystone of the plan is an allocations study and the recommendation that an ad hoc (for this case alone) committee of engineers be named to re-examine existing allocations, with a view toward enlargement of the vhf spectrum to accommodate as many stations as possible. This phase, as a matter of fact, already has been activated, with requests made of the FCC, the major networks in tv, the Radio-Electronics Television Mfrs. Assn. and the Ultra High Frequency Coordinating Council to designate engineers to undertake this technical study, under auspices of the committee.

Mr. Davis, young New York attorney who last March was induced by Chairman Magnuson to accept the majority counselship, has been exploring the television scene in Washington and New York intensively since he assumed office. He had been chief counsel of the Senate Judiciary Anti-Monopoly Subcommittee during the last Congress. He had planned to return to his lucrative New York law practice, but at the insistence of Sen. Magnuson took an additional nine-months' leave of absence.

The reallocation study by the ad hoc committee, while basic, nevertheless would constitute only one facet of the overall inquiry. Mr. Davis, it is reliably reported, proposes a study by an initial staff of eight professional members, six of them lawyers, an economist and an accountant, along with four non-professional clerks and typists. The scope of the inquiry would cut across the entire framework of network and station operations with the networks and agencies, rates, discounts, program packaging, multiple ownership and, in fact, cover practically every question that has been raised regarding monopoly, or purported trends toward monopoly, in the television broadcast field.

The reallocation study, however, is regarded by Mr. Davis as the root of the problem. Before other drastic proposals are considered, he is reported as feeling that the committee owed it to the public and to the industry to ascertain whether there are possible alternatives that can be speedily applied, and without undue violence to existing operations.

The reallocations proposal, it was learned, is contained in a separate memorandum to Chairman Magnuson. The other proposals are advanced in a more voluminous document. The memoranda were submitted May 18—before the May 25 address of Sen. Magnuson to the NARTB convention in Washington.

The non-technical recommendations, it is understood, cover nearly a dozen sub-inquiries. No phase of network operations, including talent, programming or rate structures, would be left untouched. Separate staff members would be assigned to each phase.

The recommendations are totally apart from the network-monopoly study which would be undertaken by the FCC with a special fund earmarked of $80,000 already approved by the House and awaiting Senate action. Approval of the funds is regarded as assured.

Chairman Magnuson, in an informal address before the NARTB convention on May 25, emphasized that the committee would make a "study" rather than an investigation and that the industry would not be made a "whipping boy." He said hearings were expected to begin after Congress recesses late this summer.

That the committee intends to proceed with the engineering allocation phase is foreshadowed by the request made through counsel Davis for appointment of members to the ad hoc committee. This committee of perhaps six would represent a cross-section of the best informed engineers. The aim would be to bring about a more equitable distribution of vhf channels and increase their number to the point where sufficient vhf stations could be authorized for "a national and truly competitive system." It was held this would be the least costly to the public and result in minimum dislocations.

Implicit in the plan is minimum use of uhf facilities if the vhf re-evaluation works. Every plan looking toward salvation of uhf, Mr. Davis is said to believe, appeared to have serious handicaps and would involve such major dislocations as to place undue burdens upon the public. Hence, the new approach.

This project would involve: An engineering study to determine the feasibility of using the 88-108 mc band (the fm portion of the spectrum) for three additional vhf channels, leaving room for the existing 322 licensed fm stations on "in between" buffer channels.

Since there are only 12 channels in the present uhf band, the provision of three additional channels would pave the way for increasing the number of vhf stations by 25%.

The ad hoc committee would be called upon to devise appropriate channel separations in the fm portion of the spectrum to eliminate co-channel interference, thus possibly paving for assignments in excess of the 25% minimum.

The ad hoc committee also would work with the FCC in re-examining the present allocation tables incorporated in the sixth and final television report of 1952. Unused vhf assignments, including the 29 that have been turned back, could be incorporated in a new projected allocation table, according to this view, and the engineers could also upgrade the allocations.

ROAD MAP FOR MAGNUSON'S TOUR THROUGH TELEVISION

Here are major points Sidney Davis (see cut), majority counsel, proposes Magnuson committee study during its full-scale tv probe.

- Reallocation of the spectrum to create more vhf.
- Monopolistic trends throughout the tv industry.
- Control of programming and talent.
- Problems of independent program packagers.
- How time is sold and priced.
- Network affiliation practices.
- Multiple station ownership and its effect on competition.
- AT&T network charges.
plan based on experience since the Sixth Report was invoked.

The committee also would consider re-assignment of channels under a more realistic plan. One such avenue, it was indicated, could be use of the "drop-in" technique and possible directional beam along both seaboard so that signals would not be dissipated over the oceans.

Finally, the Magnuson committee was told by Mr. Davis that if the ad hoc committee concluded that the regulations based on the suggestions advanced, fell short of solving the overall problem of uhf alone, then it might consider proposals for selective de-intermixture.

Another reallocation plan going beyond the proposal advanced by Mr. Davis, but nevertheless parallel to it in some measure, had been proposed a fortnight ago by FCC Commr. Robert E. Lee in an address at the NARTB convention. His proposal, "designed to provoke study," was to move all tv into 47 uhf channels, moving fm and all non-broadcast services elsewhere. Commr. Lee and Mr. Davis had not conferred on their respective plans. Commr. Lee's, covering the rule as a whole, had been outlined in BTV's post-convention issue [page 72, May 30].

**Networks and Balance**

Mr. Davis reportedly recommends that the over-all network control begin with an investigation of the "economic impact" of networks on the balance of the television field, the economic justification for the fixed trade practices in the entertainment field, he proposes with advertising agencies, talent agencies, independent station licensees, affiliates and program packaging concerns.

The study, he suggests, should contrast the economic pattern of doing business with the history of radio's development. The truth or falsity of allegations that two networks dominate television as to business affairs likewise should be explored, he proposes.

In this sphere, Mr. Davis is understood to suggest that the FCC be asked to supply germaine material in its files. Last year, when the inquiry was under Republican auspices, the FCC declined to supply any information obtained "in confidence."

Mr. Davis is represented as believing that this phase of the study would entail the services of two experienced communications lawyers, an accountant and an economist. He also suggests that perhaps much of this information could be supplied by the FCC through the new investigation it proposes to conduct in the network-affiliate field.

"Restrictive trade practices" constitutes another area proposed for study. This would survey "monopolistic trends and tendencies" and trade practices which allegedly have grown up in the field and which would tend to limit competition and foster monopoly.

Among these would be such questions as: Do networks control programming? If so, do they accomplish this by control of talent (actors, directors, writers, producers, etc.)? Do they control more talent than they can use? Have they suppressed some of this talent to keep it out of independent channels and competition? To what extent is programming available or not available to uh? Do the networks make it difficult for uh to get programming? Do they unreasonably discriminate against uh? Mr. Davis, here, is understood simply to pose questions tossed at him in conversations with those in the television field. He believes that several hundred people in various advertising agencies, talent agencies, performers and related fields, would have to be interviewed. Facts would have to be separated from gossip and conjecture. He reportedly estimates that at least two lawyers would be needed.

A projected "long study" would cover purposed network control of prime time in top markets. Mr. Davis is understood to suggest that a study in this area would show whether tie-in sales (the alleged reluctance of networks to sell prime time unless the sponsor will accept a network package show) is practiced to any appreciable degree. One man would be assigned to this study.

The chief counsel also is represented as feeling that a study should be made of rate cards and the rate structures generally in the television field to ascertain whether there is support for allegations of price discounts which are discriminatory and tend to limit competition. One man would be assigned to this project.

In the independent packaging field, Mr. Davis reportedly advises Chairman Magnuson that there are indications that no independent packager can produce a new format or show without what amounts to network clearance and acquiescence. In many instances, he is said to have reported, the independents find themselves faced with relinquishing control and ownership of their shows, often to the extent of cutting in the networks for 50%. One man would be assigned to this project.

Another exploration would be in network affiliation practices. Mr. Davis, it is understood, reported there were charges that the networks tend to make tie-in arrangements with the larger multiple owners, thereby "excluding" other competition. Tie-ins between talent and affiliates also might be involved. He is said to feel the study should determine how far the networks have gone in making tie-ins affiliations with such of their talent as own stations (e.g., Bob Hope with NBC [KOAA-TW Denver] and Gene Autry with CBS [KOLL-AM-TW Phoenix]). Here the question would be, in Mr. Davis' view, whether networks bind some talent to them through affiliation and whether they agree to eliminate possible competition from independent licensees against such talent ownership. One lawyer would be assigned this problem.

In the area of multiple ownership, per se, the Davis report is understood to recommend a study of patterns of purported concentration of control which may be emerging from the FCC's relaxation of rules. Are there being created economic alliances through friendly cooperation in networks which may foreclose competition of single-owner stations which might be denied network affiliation as against chain-owned stations? That would appear to be the main tack in this phase of the proposed inquiry.

The large multiple owners, according to the analysis, should be studied with a view to gathering evidence to determine whether they are adversely affecting independent single-owner competition. Mr. Davis would raise the question whether it is easier for the multiple owner to get a network affiliation and, if so, how widespread is the practice and what are the consequences in terms of developing a nationwide competitive system; further, whether this development, if it exists, would threaten regional and grass roots ownership; whether regionally-owned stations are being forced to sell out to chains by threat of loss of network affiliation.

Also in this sphere would be the magnitude of multiple ownership and whether it is becoming the rule, the effect of such ownership on competition between stations and whether multiple owned stations are selling time as a unit or package for the entire chain with joint rates used; finally, whether multiple ownership results in cheaper rates and discounts. Possibly two men would be needed for this phase of the study.

Suggestion also is made that allegations of excessive cost of coaxial cable and microwave rates be studied, this as a separate project which would involve primarily AT&T and its associated Bell companies. One man would be assigned this at the outset.

A system of priorities would be set up, presumably with the allocations study the first phase and the programming, talent next in line. Additional manpower would be added as circumstances indicated. The suggestions for a staff of eight professional and four non-professional people was regarded by Mr. Davis as a minimal basis.

Senator Magnuson's committee has a budget of $200,000 for investigations during the current sessions. Senator Magnuson previously had indicated that $100,000-$150,000 of this fund would be expended for the television-network study.

ABC-TV's new hour-long musical show which begins July 2 (9-10 p.m. EDT) and features Lawrence Welk and his Champaign Music will be co-sponsored by the Dodge Dealers and the Dodge Div. of Chrysler Corp. Witnessing Mr. Welk sign the pact are these top Dodge Div. executives (l to r): Robert C. Somerville, vice president in charge of sales; Jack W. Minor, director of advertising and merchandising, and W. C. Newberg, president.

Page 28 • June 6, 1953

Broadcasting • Telecasting
BENTON & BOWLES Inc. has been appointed by the Florida Citrus Commission to handle its approximately $3.3 million dollar radio-tv-magazine-newspaper account which had been held by the agency for the past five years by J. Walter Thompson, and also picked up the $1.5 million S. C. Johnson & Son (wax) account.

The appointments last week capped agency realignments that saw Bon Ami & Co. (cleaner), New York, after 11 years with BBDO, switch to William H. Weintraub Co.

In addition changes were made or about to be made by Charles Antell Inc., Colgate-Palmolive Co. for its television account, John C. Breck Co., Bymart-Tintair Inc. and Eastco Inc.

About two dozen agencies returned Citrus Commission questionnaires indicating an interest in handling the account. Of these the commission invited six to make presentations in Florida. BBDO withdrew "due to a competitive situation." B&B, JWT, Dancer-Fitzgerald-Sample, Grant Adv., and Cunningham & Walsh displayed their ideas in what was termed by agencymen as a $150,000 two-day hearing.

The budget, based on the amount of fruit sold and which this year was $3.5 million, shows $1,875,000 for tv, $375,000 for radio, $650,000 for magazines, and $400,000 for newspapers. Radio and tv will be mostly in spots and station breaks and represents an increase in expenditures for television, a decrease in radio and newspapers, and about the same for magazine space.

The new budget probably means the end of the Commission's sponsorship of Florida Calling on 567 Mutual stations and the $750,000 Twenty Questions on ABC-TV.

B&B, which will pick up the account as soon as JWT's commitments are fulfilled—in about 90 days, held the account once before for seven years and then relinquished it to JWT in 1950.

Wax Accounts Split
S. C. Johnson & Son, Racine, appointed Benton & Bowles to handle the advertising budget of approximately $1.5 million of Johnsons' new wax polisher and scrubber, paste wax and Jubilee kitchen wax, all of which has been handled by Needham, Lewis & Brorby, Chicago. The latter agency will continue to handle advertising for Glo-Coat, Pride furniture polish and all industrial and maintenance products. NL&B also will continue to handle the Robert Montgomery Presents show, which Johnson sponsors on alternate weeks on NBC-TV. Foote, Cone & Belding continues with all of Johnson's automotive products, plus Beauti-fier liquid cleaning and polishing wax.

Bon Ami, which has an advertising budget of approximately $750,000 and is a spot user, moves to Weintraub, New York, effective July 1. This is the third account the Weintraub agency has landed within the past month, the others being Chanel Inc. and Selcho & Richter (Scrabble and Parchesi).

Bon Ami was understood to have made its choice on the basis of Weintraub's success for Bab-O, a competitor, which the Weintraub agency serviced for approximately three years.

Although the plans for Bon Ami are still in the contemplative stage, a spokesman for the agency told B&W that radio and television will be used. In addition, the agency plans to put a good deal of the advertising budget of Selcho & Richter into television spots starting next fall.

Charles Antell Inc. appointed Product Services Inc. for its beauty division in addition to its other products. Details of an extensive national campaign in all media will be released within a month.

Colgate-Palmolive Co. has a new shampoo product, tentatively called Glance, which will be handled by Cunningham & Walsh, New York. Media plans are being worked out.

International Silver Co. appointed Young & Rubicam, which handles its other products, to supervise the budget for the firm's hotel division.

Bymart-Tintair named Kastor, Farrell, Chesney & Clifford, New York, to handle its Hair Magic shampoo hair coloring, in addition to the other products that agency has been servicing. Media plans for the new product are being completed.

Eastco Inc., White Plains, N.Y., serviced by Ruthrauff & Ryan, named Lennen & Newell, New York, for advertising on Clearasil, Clearasil medicated soap, Dr. Merrick's Scratches, and new products to be developed under the company's plans for expansion. The firm has an advertising budget of a half million and is expected to continue using radio and television spots.

John C. Breck Co., Springfield, Mass., whose advertising has been handled by Charles Sheldon Inc. for the past 18 years, is understood to be looking over other agency presentations and is expected to make an announcement shortly. Firm is one of the oldest manufacturers of hair preparations on the market.

CITRUS COMMISSION, S. C. JOHNSON SWELL B&B ACCOUNTS $4.8 MILLION

Florida group turns over $3.3 million account and wax company switches $1.5 million to Benton & Bowles. Bon Ami and five other firms report new agency appointments.

PARSONS Ammonia Co. has purchased a five-times a week schedule on WABC New York disc jockey programs calling for a 13-week series now and another 13-week block in the fall. L to r: Arthur Van Horn, WABC disc m.c., Philip C. Ingham, ammonia company president, and Martin Block, WABC disc m.c. The account is handled by Kiesewetter, Baker, Hagedorn & Smith, New York.

COLORCASTING

Advance Schedule
Of Network Color Shows

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

NBC-TV
June 6 (11 a.m.-12 noon): Home, pick-up of U. S. Military Academy's pre-commencement activities.

June 7 (10-10:30 a.m.): President Eisenhower's address to the graduating class at West Point.

June 8 (11 a.m.-12 noon): Home, in- fership, participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B-W]
Abstract animation for a DeSoto commercial

EVERY once in awhile, an advertising agency comes up with what it considers a humdinger of a commercial. BBDO has come up with just such a one for DeSoto, which will burst upon the scene Thursday via NBC-TV's Your Bet Your Life.

Responsible for the execution of this "something different" in tv film spots is Playhouse Pictures, Hollywood. Owned by Adrian Woolery, a former partner in United Productions of America with a background going back to Walt Disney Productions, PP came into being three years ago. Gathering men, who like him were experienced in animated film making and filled with the desire to make "entertaining" commercial spots, Mr. Woolery has chalked up assignments for Wildroot Cream Oil, Kellogg's corn flakes, Mars candy bars, Ever-sharp's Inka ink, Bondex paint, Copperstone Suntan Oil, Ideal dog food and other accounts.

This history of accomplishment has reached a peak, according to all concerned, in three one-minute PP-produced DeSoto commercials, the last one, in particular.

As to style, it is abstract fragmentary animation. After six weeks to secure a meeting of minds among BBDO, DeSoto Division of Chrysler Corp. and PP, another six weeks was spent completing the project.

The agency sent PP a full face of star Groucho Marx from which to work. PP started fiddling around with designs and came up with the abstract that was sent to and approved by BBDO in New York. A big problem at this stage was to get the abstract drawings to look like and please Groucho. BBDO then wrote the script and PP designed the business and action to fit it. After BBDO accepted the models, PP put them into animation and it went back to the agency to be put together with an original musical score.

The new commercial combines animation with live action shots of the new DeSoto line, and it opens with the stylized Groucho, whose eyebrows and cigar keep time as he sings:

"New DeSoto! The car that's built for beauty!
New DeSoto! Longer, lower—wider, too.
Smartest of the smart cars, DeSoto is all new!
Smartest of the smart cars, It's the car for you!
See DeSoto! It's stylish all the way!
Go drive the new DeSoto At DeSoto-Plymouth dealers today!"

As Groucho sings, the camera moves in to a closeup of his glasses; his eyes fade out and the lenses reflect two images of a DeSoto Fireflite four-door; then switches to one frame of the spectacles, with the car practically filling the screen, and match dissolves to live car running along the highway. As the announcer describes the various special features of the DeSoto Fireflite they are illustrated in closeup, with occasional interruptions from Groucho who pops into the picture to emphasize some copy point.

Cost of the animated portion of the one-minute film spot—comprising 90 feet per one minute—figures out at $50 per foot.

And how important is this particular one-minute commercial? Playhouse Pictures feels its aim to make tv film spots that will sell through their entertainment value is being satisfied. BBDO believes it has a quality commercial that is novel and entertaining, according to Harry Grey, head of the agency's tv film department in Hollywood. DeSoto, contingent upon the reaction and public acceptance of the fragmentary technique, may just decide to apply this same technique to the introduction of its new model and in future magazine and newspaper advertising.

Heavy Radio-Tv Campaign Underway for Rheingold Beer

HEAVY Southern California radio and tv campaign for Rheingold beer, to continue through the summer months, has already started, Philip Liebmann, president of Rheingold Brewing Co., Los Angeles, told sales representatives during a sales meeting there.

Through Footo, Cone & Belding, Los Angeles, over 320 station-break spot announcements and participations are scheduled monthly for the Los Angeles market alone, on KRCA (TV), KNXT (TV) and KABC-TV. Additionally, the weekly syndicated film, Rheingold Theatre, with Douglas Fairbanks Jr. as host, has been renewed on KRCA, KFMB-TV San Diego, and KMI-TV Fresno, as has the weekly live bilingual half-hour KNXT Fantango Rheingold, aimed at Spanish-speaking audience.

In radio, a total of over 2,000 station-break spot announcements and participations are scheduled, averaging over 300 regular spots and participations weekly in the Los Angeles market alone. Included are spots on Spanish, Negro and German programs.

Bait Ad Practices Draw Jail Sentences, Fines

STIFF jail sentences and fines were given a Lynwood, Calif., used car dealer and one of his salesmen, who were found guilty of fraudulent "bait-switch" tv advertising on a Hollywood station by a Los Angeles Municipal Court jury [BET, May 23, et seq.].

Sentenced by Judge Byron J. Walter to 180 days in jail and a $1,000 fine on two California business and professional code violations was Jack Tankersley, owner of Farmer Jack's, used car lot. Gene King, the salesman, received a 90-day sentence and a $500 fine. Additionally, Farmer Jack's, as a corporation, was assessed another $1,000 fine.

Messrs. Tankersley and King were both convicted of selling a 1953 Chevrolet, advertised on KCOF (TV) Hollywood on Jan. 30 for $999, to a Los Angeles Better Business Bureau shopper for $1,300. Only Mr. Tankersley and Farmer Jack's were found guilty of the second
count, the Feb. 6 sale of a 1951 Plymouth offered on KCOP for $699, at $1,045.

Calling the bait-switch practices "reprehensible from several aspects," Judge Walters commented that the evidence of "trickery and deception" was "overwhelming."

Meanwhile, the Municipal Court trial of Carl Worthington Motors, Huntington Park, on similar charges, the result of a campaign against alleged false TV advertising practices by Los Angeles police and the Better Business Bureau, was postponed until June 15.

**Fidler Misrepresented Show, Advertiser Charges in Suit**

RETURN OF a $2,750 advance payment on a 13-week TV program has been asked of Jimmy Fidler, former KCOP (TV) Hollywood movie commentator and newspaper columnist, from a Los Angeles Superior Court.

Ernest A. Henriques, Southern California distributor of Hi-Pro Products (product reducing preparation), Hollywood, charged Mr. Fidler with misrepresenting his former KCOP program and with several other contract breaches.

Through attorney William Sarnoff, Mr. Henriques alleged that Mr. Fidler had promised a national TV campaign for the product, although KCOP is a local independent station and the movie commentator had no plans for national syndication; that Mr. Fidler promoted a rival product, E-Z Off E-Z On, in which he purportedly had a personal interest, on the same KCOP program; and that after three telecasts, only approximately 10 orders for Hi-Pro had been received.

KOCOP canceled the Fidler program on May 27 for lack of advertisers, station spokesperson stated.

**Lady Esther Sets $160,000, 20-Market Spot Radio Drive**

LADY ESTHER Div. of Zonite Products Corp. will launch a $160,000 spot radio campaign on about 25 stations in 20 markets June 13, it was reported last week by its agency, Dancer-Fitzgerald-Sample.

The campaign will run nine weeks and consist of one-minute announcements and chain breaks, according to Harry C. Pick, the agency's media director. The firm recently concluded a TV spot campaign on about 20 stations.

At the same time Mr. Pick denied the implication in published reports that D-F-S may have will include some of the basic materials that was to be furnished by "Hoorereports on

**LATEST RATINGS**

3. Our Gal, Sunday (Participating) (CBS) 2,385
4. Ma Perkins (CBS) 2,385
5. Helen Trent (Amher. Home) (CBS) 2,385
7. The Ford Theater (NBC) 2,247
8. This Is Noro Drake (B. Myers) (CBS) 2,201
9. Helen Trent (Participating) (CBS) 2,201
10. Brown & Burton (CBS) 2,155

**Day, Sunday** (Average for all programs)

1. Adventures of Rin Tin Tin (MBS) 1,101
2. Old Fashioned Revival Hour (ABC) 917
3. Symphonies 825

**Day, Saturday** (Average for all persons)

1. Gunsmoke (CBS) 1,789
2. Robert Q. Lewis (Killery) (CBS) 1,422
3. Larry Lassiter (12,000) (CBS) 1,192

**PULSE**

**Top 20 Regularly Scheduled Once-a-Week TV Shows**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Home (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I Love Lucy (CBS)</td>
<td>27.7</td>
</tr>
<tr>
<td>2.</td>
<td>Gunsmoke (CBS)</td>
<td>27.7</td>
</tr>
<tr>
<td>3.</td>
<td>The Lone Ranger (CBS)</td>
<td>27.5</td>
</tr>
<tr>
<td>4.</td>
<td>The Adventures of Rin Tin Tin (MBS)</td>
<td>27.4</td>
</tr>
<tr>
<td>5.</td>
<td>The Life of Riley (NBC)</td>
<td>27.4</td>
</tr>
<tr>
<td>6.</td>
<td>The Andy Griffith Show (CBS)</td>
<td>27.4</td>
</tr>
<tr>
<td>7.</td>
<td>The Beverly Hillbillies (CBS)</td>
<td>27.4</td>
</tr>
<tr>
<td>8.</td>
<td>The Honeymooners (CBS)</td>
<td>27.4</td>
</tr>
<tr>
<td>9.</td>
<td>The Dick Van Dyke Show (CBS)</td>
<td>27.4</td>
</tr>
<tr>
<td>10.</td>
<td>The Steve Allen Show (CBS)</td>
<td>27.4</td>
</tr>
</tbody>
</table>

**Top 10 Radio Programs**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Home (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Amos 'n Andy (CBS)</td>
<td>10,850</td>
</tr>
<tr>
<td>2.</td>
<td>People Are Funny (Paper Mate) (NBC)</td>
<td>9,614</td>
</tr>
<tr>
<td>3.</td>
<td>Lux Radio Theatre (CBS)</td>
<td>2,568</td>
</tr>
<tr>
<td>4.</td>
<td>Jack Benny Show (CBS)</td>
<td>2,431</td>
</tr>
<tr>
<td>5.</td>
<td>Dragnet (NBC)</td>
<td>2,293</td>
</tr>
<tr>
<td>6.</td>
<td>Your Bet Your Life (NBC)</td>
<td>2,064</td>
</tr>
<tr>
<td>7.</td>
<td>People Are Funny (Toni) (NBC)</td>
<td>2,018</td>
</tr>
<tr>
<td>8.</td>
<td>Our Miss Brooks (Amher. Home) (CBS)</td>
<td>1,880</td>
</tr>
<tr>
<td>9.</td>
<td>FBI in Peace and War (CBS)</td>
<td>1,743</td>
</tr>
<tr>
<td>10.</td>
<td>Gunsmoke (CBS)</td>
<td>1,743</td>
</tr>
</tbody>
</table>

**Leading Cities’ Monitoring Proposed in New Hooper Plan**

A NEW TV and radio monitoring service covering a number of "leading cities across the country, and presenting compilation of spot activity as well as network commercials" will be announced in detail this week, James L. Knipe, president of C. E. Hooper Inc., said Thursday.

Mr. Knipe said the reports will show "competitive use and strategies as revealed by the time purchases of advertisers" in radio-TV on a market-by-market basis. Cooperating with the Hooper firm will be the American Research Bureau, which has long operated under the American Research Bureau.

"Hooperreports on" is to be furnished by "Hoorereports on

**American Viscose Sets TV Promotion for Avisco**

AMERICAN Viscose Corp. will place the biggest advertising and promotional campaign in its history behind a drive to make the name Avisco (fabrics) a quality symbol. Television and print advertising will be used, starting in September.

The campaign, announced by Vice President Harry L. Dalton, has been developed by the company and its agency, N. W. Ayer & Son, Philadelphia.

Quality programs previously sponsored by manufacturers of carpets, sheaths, apparel, other products will be maintained and extended to other fields. To join in these programs, which include the use of the Avisco name and "integrity tag," manufacturers will be required to certify that their products meet established standards as specified by Avisco.

**Broadcasting • Telecasting**

June 6, 1955 • Page 31
Radio-Tv Gets $400,000 In Glass Container Promotion

ABOUT a third of an approximate $1.2 million advertising campaign urging the use of glass bottles and jars is allocated to radio and tv by Glass Containers Mfrs. Institute Inc., New York.

According to Robert B. Shirley, account executive, Kenyon & Eckhardt, New York, agency handling account, the institute has purchased a 13-week participation schedule on NBC-TV's Home show and plans use of radio-tv spots on local stations in a number of major markets. First of the drive has started in Washington with bottled milk being promoted on WMAL-TV and WTOP-AM-tv there.

Maier Joins Crook Agency

HENRY W. MAIER Jr., account executive with CBS Radio Spot Sales in New York, has been named marketing director of Crook Adv., Dallas, effective July 5. James P. Anderson, the agency's executive vice president, announced last week.

Maier was advertising manager for International Milling Co. before joining CBS Radio Spot Sales three years ago, serving subsequently as manager of its offices at Memphis and Atlanta.

Agencyman S. K. Evans Dies

S. KEITH EVANS, 79, vice president and account executive of Wortman, Barton & Spohn, New York advertising agency, died last Tuesday from injuries suffered in an automobile accident near Westport, Conn. Mr. Evans was one of the founders of the Advertising Men's League, predecessor of the Advertising Club of New York, of which he had been a member for more than 48 years, and also was a leader in the formation of the Astn. of New York Advertising Agents, which later became a unit of the American Assn. of Advertising Agencies. (AAA continues on page 42)

Tv Networks' Jan.-April Gross Up 35%; Offsets Radio Drop

A RISE of more than $34.6 million in gross tv time sales of the radio-tv networks for the first four months of this year dwarfed the approximate $7.6 million decline in gross radio time sales for the same three networks.

According to Publishers Information Bureau's data, the three radio-tv networks—ABC, CBS and NBC—each has been growing many more dollars in 1955 than the concurrent losses in radio.

ABC-TV in January through April picked up more than $4 million over last year's four-month period; CBS-tv more than $19 million, and NBC-tv more than $11.6 million. In radio, the fall-off for the period was about $1 million for ABC, $4 million for CBS and $2.2 million for NBC. Mutual declined some $2 million in gross billings and DuMont, which has been slowly cutting its network operation, had its gross billings reduced more than half to $2,412,195. On an April-to-April comparison, DuMont again had its gross billings more than halved.

Total gross billings of the radio networks up to April this year was $42,153,922 compared to $51,652,729 that time last year, while tv gross billings totaled $312,018,673 through April of this year compared to last year's four-month period of total of $99,555,185.

Network figures—1954 and 1955—compiled by PIB for both radio and tv for April as well as the first four months are listed in the accompanying table.

<table>
<thead>
<tr>
<th>Network Radio Networks to Date</th>
<th>Network Television Networks to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ABC</strong></td>
<td><strong>CBS</strong></td>
</tr>
<tr>
<td><strong>Jan.</strong></td>
<td><strong>Feb.</strong></td>
</tr>
<tr>
<td>15,831,141</td>
<td>14,944,256</td>
</tr>
<tr>
<td>723,960</td>
<td>597,257</td>
</tr>
<tr>
<td><strong>$44,554,991</strong></td>
<td><strong>$51,023,641</strong></td>
</tr>
</tbody>
</table>

*In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating work radio time charges for those nighttime network radio programs where ABC rate card No. 6 was in effect. **Revised as of 6/2/55.

Gale Retires From GM Posts

As V. P., Advertising Director

SAMUEL C. GALE, General Mills Inc. vice president and director of advertising has announced his retirement from those posts but has agreed to a GM advertising consultant. James S. Fish, GM assistant director of advertising, has been named to succeed Mr. Gale effective June 1.

Mr. Gale has been with General Mills and its predecessor, Washburn Crosby Co., since 1921. Mr. Fish has been with the firm, except for military service, since 1938, and has been assistant director of advertising since January 1954.

Firm Claims Law of Extremes Rules Tv Commercials' Effect

A LAW of extremes seems to govern the "effectiveness" of tv commercials, according to Schwerin Research Corp., New York. In its May Bulletin, the company said at one extreme of effectiveness is the area of "demonstration and proof" and on the other top end is the "emotional field, employing mood, allusion and allied devices."

As an example of how a product becomes more desirable with time, the company noted that the sales of more than $3 million for Kodak since 1921.

In the rising sales of more than $3 million for Kodak since 1921.

According to the American Ads and Salesman's Association, its office in New York, the firm named its office in New York, the firm named Advertising Director, has been named to succeed Mr. Gale effective June 1.

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WHO IS IOWA’S FAVORITE RADIO STATION FOR NIGHTTIME LISTENING!

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

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

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

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

FREE & PETERS, INC., National Representatives
"The Little Rascals," the fastest audience-grabber on film, is now available on a participating basis on Monday, Thursday and Friday (6:00-6:30 p.m.) on Channel 5. Offered subject to prior sale. Further details from The Katz Agency, our national representatives.

Greater Nashville watches channel 5

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

Channel 5's signal gets home to at least 43,000 more families than any other national tv station.

WLAC-TV

100,000 watts • channel 5
CBS Basic Affiliate
Nashville, Tenn.

For availabilities, check our national reps, The Katz Agency.
TV, TRAFFIC AND SALES

A DEPARTMENT STORE FINDS THE FIRST BUILDS THE OTHER TWO

IS TELEVISION a good advertising medium for department stores? Can tv produce store traffic and sales at a sales-to-advertising ratio comparable to newspapers or radio?

To get some factual answers to those realistic questions, H. P. Wasson & Co., one of three leading department stores in Indianapolis, and ch. 4 WTTV (TV) Bloomington, Ind., which serves the Indianapolis area, mapped out a test spot campaign of ten 60-second spots a week, to promote a newly-established toy department and fifth floor youth center.

The spots were placed around two NBC-TV morning shows, Ding Dong School and Home. The Ding Dong School spots advertised toys and children’s clothing; the Home spots were for household items, appliances, garden equipment and the like. The test began March 14, with a 20-inch trainer bicycle as one of the first featured items. Hundreds were sold in the first few weeks of the campaign.

Bunnies Move Over

With Easter approaching, Wasson and WTTV wanted something different from the traditional bunnies all the other stores were featuring. The answer was to keep the bunny, but to add two new traffic-pulling features that only WTTV could provide and only Wassons display. These were two of the station’s favorite juvenile attractions—cartoonist Les Satherwaite and cowboy “Uncle Bob” Hardy—who agreed to come to Wassons on the two Saturdays before Easter to entertain and sign autographs for any admirer who came in to see them.

Invitations were issued by the stars on their WTTV programs, by the store in its weekend newspaper ads and through windows decorated with large pictures of Les and Uncle Bob. The kids were told they’d get autographed pictures, free candy, balloons and rides on the merry-go-round. The station prepared 3,000 pictures; the store ordered 2,000 balloons and bushels of candy; Les brought his drawing board and pencils; Uncle Bob got his saddle shined and provided an ample supply of blank cartridges for his six-shooter.

By 10 a.m. of the first Saturday more than 500 people had ridden the escalators to Wasson’s fifth floor. Mrs. McCoy, an experienced toy buyer, knew what to expect and ordered 5,000 more balloons. The pictures soon were given out—and Les’ hand nearly did, from drawing a picture for each child who came to see him. Uncle Bob punctuated his western stories with shots from his gun and between these and the bursting balloons the fifth floor personnel went home with battle fatigue at the end of the day.

When it was all over, store officials estimated that 20,000 persons had visited the fifth floor during the day. The heaviest traffic was on the escalators, indicating that the crowd was shopping the entire store. The lunchroom served 900 hamburgers.

The next Saturday (April 9) was the same and more. The store offered 100 of Uncle Bob’s Western Clothes Corrals (clothes hangers for youngsters) to the first children to visit him; the supply was gone before the store had been open 20 minutes. The lunchroom offered a special “Les and Uncle Bob” lunch (hamburger sandwich, mashed potato and ice cream soda) and served more than 700 of them. The manager reported the two Saturdays as the “two biggest days in the lunchroom’s history.”

What does this promotion prove? Why is it important? After careful analysis, here are some of the conclusions reached by Wasson and WTTV:

First, that television can help the downtown department stores meet the challenge of the suburban shopping centers by bringing foot traffic into the downtown area. Tape-recorded interviews made by WTTV revealed that most of the people made special trips to Wasson’s to see these television personalities.

Second, that tv introduced the department store to an area market. The recorded interviews determined that approximately 20,000 people had come from outside Indianapolis. Thus, a store need not depend entirely on the big city market, but can appeal to people from the whole area served by the television station.

Third, that a tv promotion can produce sales. The toy department made one-half of its anticipated month’s sales the first day, and other sections on the fifth floor tripled their day’s quota. There was a marked increase in the entire store’s sales for these two days.

Another result, which probably made no contribution to the sales record of the two tv Saturdays but which gave Wasson’s executives considerable personal satisfaction, was seeing executives and shoppers from competing stores in Wasson’s both Saturdays.

Summing it up, Walter Wolf, president of H. P. Wasson & Co., said: “These were two of the finest days of the 50 years of Wasson’s history.”

Already, WTTV and Wasson’s have gotten together to try to plan even bigger and better promotions for the future, with the test tv campaign scheduled to continue for 10 months.
STEVE DONOVAN, the great
The very first telecast of Steve Donovan, Western Marshal in Seattle-Tacoma drew a smashing 18.8 rating versus the competition of "Where Were You" (17.0), "I Led Three Lives" (11.0), and "Beulah" (2.8), in the 7:00-7:30 PM time period.* And this is just the first round.

Steve Donovan, Western Marshal is the brand-new . . . all-new . . . two-fisted Western. Each of the 39 half-hour episodes is packed full of action entertainment. Filmed under the supervision of veteran Western TV producer Jack Chertok, this series offers top quality production for viewers and advertisers alike.

Steve Donovan, Western Marshal delivers double-action impact — not only on television but also at the point of sale. Sponsorship makes available to you an unprecedented barrage of merchandising material, personal endorsements, premiums.

Westerns rack up an average 30.0 Nielsen rating — 24% higher than the ranking average of all evening programs.** And Pulse ratings list six out of the top ten syndicated shows as Westerns.***

Now here is Steve Donovan, Western Marshal to beat them all. Excitement and action to capture your audience; powerful merchandising to sell your product — all wrapped up in a single potent NBC Film Division package.

Get Steve Donovan, Western Marshal on your side in the battle for sales in your markets. Don't delay — your market may be snapped up soon.

Write, wire or phone now.


NBC Film Division

serving all sponsors
serving all stations

30 Rockefeller Plaza, New York 20, N. Y.

Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.

In Canada: RCA Victor, 225 Mutual Street, Toronto; 1551 Bishop Street, Montreal
THE DIRECT APPROACH employed by evangelist Billy Graham in the furtherance of religion is proving to be equally effective in selling one of the most recent social forces—television.

Much in the manner that Mr. Graham attracts prospective converts to a large meeting hall and attempts to convince them to become believers, a CBS Television Spot Sales emissary is preaching to key executives of advertising agencies and advertisers throughout the country at breakfast and luncheon sessions and attempting to "convert" them to spot television. He is believed to be the only such representative of a tv spot sales group to be engaged in such a mission.

The one-man "evangelist" for CBS Television Spot Sales is Jack Mohler, director of sales development for the unit (see cut). In the past three months he has visited more than a half-dozen of the largest cities in the country and has preached, in this order: television, spot television and CBS Television Spot Sales to breakfast meetings, luncheon sessions and individual agency and advertiser conferences. Mr. Mohler is at the beck and call of anyone who is interested in listening to the CBS Television Spot Sales presentation, "The Best Spot in All Advertising."

After three months of effort, CBS Television Spot Sales is convinced that Mr. Mohler's Messianic zeal is beginning to reap rewards. Clark B. George, national sales manager of the unit, told B&T that it is still too early to pinpoint the results of this crusade, but reported that several advertisers, never before in spot tv, have swung to the medium and many more have evinced interest. He believes that a significant progress report will be available by the fall when the cumulative effect of Mr. Mohler's mass presentations, in-person follow-ups to prospects and supporting mailing pieces should exert influence.

The reasons why CBS Television Spot Sales decided on this personal missionary approach are varied. It wanted to tell the decision-making agency and advertiser executives that spot television is not expensive; can be easy to buy, and can provide highly satisfactory sales results. CBS Television Spot Sales was convinced that many advertisers did not understand the medium and therefore shied away from using it.

Three months ago Mr. George decided to take action. He felt that all advertising entering a more competitive era and the time was ripe to tell the story of spot television. The blueprint of the presentation was mapped out by Messrs. George, Mohler and Don Foley, sales promotion manager of CBS Television Spot Sales.

Once the presentation was completed, the next step was to make certain that people would listen to it. CBS Television Spot Sales hit upon the by-no-means-novel notion of inviting executives to luncheon and breakfast meetings by telegram, and has found this method most efficacious.

Mr. Mohler gives an easy presentation separately to agencymen and advertisers, either at breakfast or at luncheon. It is also available in brochure form. Mr. Mohler uses his late afternoons in a particular city to talk on spot tv in the offices of agencies or advertisers.

The presentation designed for the mass meetings leads with a tribute to television as a whole, calling it the greatest medium of mass communications and mass selling. It drives home these points: television is already in 32.5 million homes and will be in 37.5 million homes (3 out of every four) by the end of 1955; there are six times as many tv sets as the paid circulation of the biggest magazine; the average tv family in 1954 spent 4 hours 42 minutes a day watching tv; in 1955 manufacturers and retailers will invest more than a billion dollars in television advertising.

Once this magnitude of television is established, the presentation shifts to spot television and "permits you to use all of television's selling power in the precise way that fits the specific requirements of your sales problem." It lists these advantages of spot television for the advertiser: selection of market and number of markets desired (no wasted circulation); pick of stations within each market with "the best signal, best coverage, biggest audience and lowest cost per thousand"; devising of the campaign with a view to sales strategy with choice of spot announcements or a specific program; selection of the right time to reach prospects; decision on the intensity of the campaign in each market; decision on the size of the budget.

After making this case for spot television, the presentation goes on to a specific "pitch" for CBS TV Spot Sales.

Once Mr. Mohler returns to New York, he works up follow-up campaigns with leaflets and brochures for the wired-and-dined executives. For those clients who have been particularly indoctrinated on the value of spot tv, Mr. Mohler, in conjunction with Mr. Foley, prepares a specially tailored presentation outlining the advantages of CBS Television Spot Sales can accomplish for them.

Mr. George views this one-man spot tv crusade, supported by activities of CBS Television Spot Sales personnel in branch offices and New York headquarters, as a continuing effort. He estimates that Mr. Mohler has "rhapsodised on "The Best Spot in All Advertising" to about 40 invited executives and will not have completed the target list of 10 largest cities until this summer. Plans are to maintain this project through 1956 and 1957.

Though Mr. George realizes that the presentation is a basic spot television sales presentation, he believes that CBS Television Spot Sales will "get its rightful share of the business" and, in turn, help the stations it represents. These are: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTW (TV) Charlotte, WXIX (TV) Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KODI-TV Portland, KNXT (TV) Los Angeles, WBTW (TV) Florence, S. C., and WMBR-TV Jacksonville, Fla.
TALK TO THE MAN ON THE STREET
Lady time buyers command the most attention with this method, which requires total recall, and you meet such interesting people. Obvious hazard: You meet few farmers on Madison Avenue.

RUB SHOULDERS WITH PEOPLE IN ALL WALKS
Excellent for Brooks-Brothers type, especially if he can talk Common Man's Language. Drawbacks: All walks lead to Grand Central, where few Iowans commute: dandruff.

ASK THE LITTLE WOMAN
Fairly limited application: incidence of Ex-Eastern Iowa wives among advertising fraternity low (higher in California). Good, though, far as it goes. Station loyalties long-lived.

GUIDE TO SURVEYS
for independent time buyers who do their own sampling

ASK A CAB DRIVER
(No good for rainy weather. No cabs.) Take Route 30 west for 982 miles—hang the expense! We know where you can get your bent ear straightened on arrival (and your straight elbow bent).

EAR-to-GROUND METHOD
Good for listening to Indians on warpath but can lead to complications. Acute otitis media may result from exposure to rich Iowa soil. You want corn growing out of your ear?

LET-PULSE-DO-IT-AFTER-ALL METHOD
Pulse reports that WMT (mail address Cedar Rapids, 600 kc, CBS, national rep Katz) has more listeners in its 33 county primary area than all other radio stations in the area combined.
A STATION AND A COLLEGE GET TOGETHER TO MAKE IT BETTER

By William J. Green

JOE WILSON had been working late in his cellar shop, and as he walked into the kitchen to catch a light snack before bed, his eye caught the green electric clock on the wall.

Eleven o'clock—time for the late local news.

Joe flipped on the radio and settled back in the kitchen chair to enjoy a sandwich and to catch up on what had happened in his town over the past few hours.

Four minutes later, Joe snapped the radio off. Hadn't he read all that stuff in the evening paper? How could they call it "news" when it had already been in the paper?

Joe isn't an unusual case; in fact, he is so typical of an American public which today demands its news to be fresh, and not merely a rehash of what the local papers print, that his views bear consideration by every station in the country.

To their credit, most stations recognize this problem. Unfortunately, many are at a loss as to what to do about it. As all of us realize, covering local news "on-the-spot" costs more money for reporters than most stations can afford and there's nothing they can do about the situation.

But one station manager has done something about it, and is now presenting the people of his audience with a real late evening local news show that scoops the newspapers on most of its news. This manager, Richard A. Clark of WRUN Utica-Rome, N. Y., has found a solution to this problem, and what's more, he has done it without costing the station a cent.

What Mr. Clark did was to grant the request of a journalism instructor from Utica College to let his students cover stories for WRUN. Before he knew it, Mr. Clark had a bonanza on his hands, with the entire advanced newswriting class of Prof. Raymond Simon working for him one and two nights a week. These embryo reporters

THE AUTHOR is a former student of Utica College of Syracuse U., New York, and now is on active duty with the U.S. Army in the Far East. His description of the arrangement for student work on WRUN Utica, and later on WKTV (TV) there, shows how a station solved the problem of blanket local coverage without a large salary outlay for professional newsmen.

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cover the news, write their own stories, edit their own news show, and provide WRUN with a good news coverage of Utica and the surrounding area. The end result has been an up-to-the-minute local newscast that is as shly done as if the reporters had been hired by the station instead of given the favor of working there.

What's more, the students quickly erased the main doubts that Mr. Clark had about the success of the plan. Concerned over trusting news gathering to a group of "mere college sophomores," he soon found that they not only could do it, but that they could do it well. Now in its third year—second at the station after a trial year of phoning in the stories from the college—this program could hold the key to better news coverage for the entire industry.

"I've found," says Dick Clark, "that trained college journalism students working under the proper supervision can handle a local radio news show and give us coverage we could not possibly afford otherwise."

Note that he speaks of adequate supervision and trained students. That's one key to the set-up, for the system which Prof. Simon has in operation at WRUN is dependent upon these two factors. Before entering this course in reporting, each fledgling reporter has had at least one previous newswriting class at the college. That means that he is ready to handle most of the stories that may break. If anything particularly tough comes up, where a case of libel may be in question, Mr. Simon steps in to catch the trouble spot.

Another key to the success of the program is the organizational system of operation arranged by Mr. Simon. When the class of about 20 meets at the studio at 6:45 each Wednesday night, two students are selected as editors for the night. The rest are reporters.

The editors, along with their professor, stay at the station taking phone calls, checking the wire service, the two-way radio, and rewriting any newspaper stories that are to be used, including all new information. Meanwhile, the reporters, already given assignments, are out covering the city from one end to the other in pursuit of news.

"One reason I selected Wednesday night for the class was because it seems to be a favorite night for important meetings," Prof. Simon admits. "I particularly wanted the students to learn how to cover Common Council, town board and board of education meetings. Most of these occur on Wednesday in our area."

Add to this the usual and unusual happenings that find their way to the police blotter and two nearby State Police substations and you've got a sure-fire formula for a good news show. Stories that break early are brought back to the Utica offices of the station, where the student reporters write the news for radio presentation. Late stories are phoned in to the editors who take the information and write the stories themselves. Prof. Simon makes a final check of all copy before it is given to the announcer.

To what lengths these apprentice journalists will go for a story was demonstrated by the student who scooped local reporters on a story about two girl stowaways on an Air Force plane. Learning that one of the girls had been sent to a local hospital, he wangled an interview and got an "exclusive" that was picked up not only by the local newspapers but by The Associated Press as well.

Cases like that are unusual, of course. The students are much more likely to be hunting up a local angle to a statewide or national story.

Possibly the nicest compliment the "WRUN experiment" has received comes from Utica's tv station, WKTV (TV). Three of Mr. Simon's advance students are now employed on a part-time basis at WKTV. Each night of the week, including Sunday, one of them handles the news of the tv station from 7 to 11 p.m.

Obviously, the story is not all in favor of the station. The students also benefit. As one Utica College journalism major put it: "It's a lot better to be writing about something that really happened, than to take some facts out of a book and try to make a story out of them."

Both parties are equally satisfied: The young journalists are given an opportunity to gain "real experience" and the station gets a show that is check full of the type of local news the Joe Wilsons of the country are looking for.
KCMC-TV Dominates the ARK-LA-TEX with Power & Programs!

On the air 110 hours per week with Maximum Power

the only full power station between Memphis & Dallas... nearly 500 miles!

An amazing area story of Power... Programs... Mail... Promotion... Circulation and cost-per-thousand in a Billion-Dollar Market area... Tops in Texarkana-Shreveport and the ARK-LA-TEX

KCMC-TV
Represented by VENARD, RINTOUL & McCONNELL
WALTER M. WINDSOR, General Manager
WEDDELL TO WEST COAST

WILLIAM WEDDELL, vice president in charge of broadcasting at Leo Burnett Co., Chicago, is transferring the base of his operations to the agency's west coast office in Hollywood. He told BrT last week he will maintain his home on the coast and work on film, color tv and other activities for Burnett's servicing office there but commute regularly to Chicago and other points.

In AT DRADLINE May 30 Mr. Weddell was inadvertently reported to be slated for a west coast berth with J. Walter Thompson Co. The Burnett agency plant personnel changes later this summer, it was reported.

NETWORK NEW BUSINESS

International Cellucotton Products Co. (Kleenex), Chicago, will sponsor Midwestern Hayride on NBC-TV (Fri., 8-8:30 p.m. EDT), starting July 8. Agency: Foote, Cone & Belding, Chicago.

Reynolds Metals Co., Richmond, Va., will sponsor Do-it-Yourself hobby show on NBC-TV (Sun., 7:30-8 p.m. EDT) for 13 weeks, starting June 26, and will occupy time period to be vacated by Mr. Peppers June 12. Agencies: Cigalon E. Frank, Chicago, and Buchanan Co., N. Y.

Ideal Toy Corp., N. Y., will sponsor first quarter-hour segment of Sunday Winky Dink and You program (CBS-TV, 12 noon-12:30 p.m. EST), starting Sept. 26. Agency: Grey Adv., N. Y.

Elgin National Watch Co., Elgin, Ill., signs for alternate-week sponsorship of Person to Person on CBS-TV (Fri., 10:30-11 p.m.), effective Sept. 2. Agency: Young & Rubicam, N. Y. Other sponsors are American Oil Co., Balti more, in East and Hamm Brewing Co., St. Paul, Minn., in West.

Whitehall Pharmaceutical Co., N. Y., will sponsor Name That Tune on CBS-TV (Tues., 7:30-8 p.m. EST), effective Sept. 27. Tune has been sold to CBS-TV by Ashley Steiner Agency, N. Y. Whitehall agencies: Sullivan, Stauffer, Colwell & Bayles and Biow-Bein-Toigo, both N. Y.

NETWORK RENEWALS

Associated Products Inc. (Five Day deodorant pads) renews alternate-week sponsorship of Tony Martin Show, starting Sept. 5, on NBC-TV (Mon., 7:30-7:45 p.m. EDT). Webster-Chicago Corp. (Webcraft record players, tape recorders) signs for alternate-week for fall series. Agency for Associated: Grey Adv., N. Y.; Webster-Chicago: John W. Shaw Adv., Chicago.


AGENCY APPOINTMENTS

Stauffer System and Stauffer Home Plan, L. A., name Foote, Cone & Belding, same city.

O'Keefe & Merritt Co. (gas ranges, washers-dryers), L. A., appoints Hixson & Jorgensen Inc., same city. Tyler MacDonald is account supervisor, with Jane Collin and Paul Keye assistant account executives.

Plymouth Dealers of Southern Calif. (organiza-

GERRY STEVENS (r), president of Gerry Stevens Inc., New Haven (Firestone dealer), contracts for his firm's 10th consecutive year of sponsorship of the 7:45 a.m. news Dier WEU these with Edwin Schwick- zter, commercial manager of the station.

tion of 100 Plymouth dealers), names Strom berger, LaVene, McKenzie, L. A. T. L. Strom berger is account supervisor; A. Hays Busch, account executive.

Ciba Pharmaceutical Products, Summit, N. J., has appointed J. Walter Thompson, N. Y.

Dubuque Packing Co. (packaged, canned, frozen foods), Dubuque, Iowa, has appointed Perrin-Paus, N. Y. T. Y. Tebo is account executive. Radio-tv planned.


Modern Faucet Mfg. Co., L. A., for new de tergent spray dishwashing brush names Hal Siebhans Inc. there. Tv spot announcement campaign in Southern California and midwestern market will start in August. Robert Laws is account supervisor.

L. A. Metropolitan Buick Dealers name Dan B. Miner Co., same city. Continuation campaign of approximately 400 radio spots monthly being used on 12 L. A. area stations.

Warning Products Corp. (appliances), N. Y., subsidiary of Dynamics Corp. of America, names Anderson & Cairns, N. Y., effective June 15.


AGENCY SHORTS


L. C. Fitzgerald Inc., Providence, R. I., has moved to 228 Weybosset St.; telephone remains Gaspee 1-6760.

Applestein, Levinstein & Golnick Adv., Balti more, has absorbed accounts of Berle Adv., same city, and Gustav Berle moves to former agency in executive and creative capacity.


John T. Lyons Inc., 52d & City Line Ave., Bala Cynwyd, Pa., near Philadelphia, established by Mr. Lyons, formerly advertising and sales promotion manager, Philco Distributors Inc., and Arthur A. Shaw, president, Dyco Institute of Tested Selling, now division of agency. Telephone: Mohawk 4-5550.

Rippey, Henderson, Kostka & Co., Denver, will move to new and larger quarters in penthouse, Sherman Plaza Apartment Bldg., Aug. 1.

Phillips-Ramsay Co., San Diego, Calif., partner ship of W. L. Phillips and Charles C. Ramsey, has been incorporated.


A&A PEOPLE

Howard A. Stone, vice president, appointed president, Daniel Starch & Staff, Mamaroneck, N. Y., succeeding Dr. Daniel Starch, who becomes chairman of board.

Norman D. Waters elected president, Norman D. Waters & Assoc., N. Y.; Bliss Woodward, secretary, elected vice president; Louis Landes man, general manager and assistant treasurer, elected treasurer; Elaine L. Waters, assistant secretary, elected secretary; Murray Platte, media director, appointed general manager.

Gerald P. Deppe, former account executive, Krupnick & Assoc., St. Louis, appointed executive vice president, account executive and service director, Weintraub & Assoc., same city.

William H. Steele appointed vice president and account executive, Foote, Cone & Beld ing, N. Y.; Clyde E. Rapp named presi dent.

Mowry Lowe, formerly general manager, WEAN Provi dence, R. I., to Bo Bernstein & Co., same city, as vice president in charge of radio-tv.

Buckingham Gunn, formerly radio-tv supervisor, Foote, Cone & Belding, Chicago, appointed vice president and radio-tv director, Clinton E. Frank Inc., same city.

Joseph C. Lieb, Biow-Bein-Toigo, N. Y., named vice president and account supervisor.

Le Grand L. Redfield, vice president and partner, Picard, Marvin & Redfield, N. Y., to Hilton & Riggio, N. Y., as vice president.

Harold O. Hayes, senior account executive, Fuller & Smith & Ross, Chicago, appointed vice president.

John J. Schneider, with Biow-Bein-Toigo since 1953, elected vice president and account superv isor.

John H. Hush, vice president and account executive, J. Walter Thompson Co., N. Y., since 1937, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and account executive.
CONTRACTS for sponsorship of the U. of Wisconsin football games on WIBA Madison, Wis., are signed for their respective firms by (l to r): seated, A. C. Breuch, Pennsylvania Oil Co. president, and Robert C. Tensfeldt, vice president of the Stoppenbach Sausage Co., Jefferson, Wis. The agreement calls for airing of games from Sept. 24 through Nov. 19 on the station, which is carrying the games for the 30th year. Standing (l to r): W. J. Chapin, WIBA sales staff; David Wilson Jr., Pennsylvania Oil Co. secretary-treasurer; Fred Gage, WIBA sportscaster; John Bouch, Stoppenbach secretary-treasurer; Howard Johnson, WIBA business manager, and Kenneth F. Schmitt, WIBA station manager.


Donald J. Kelly, advertising designer, American Express Co., N. Y., appointed assistant vice president.

John W. Haley, advertising manager and public relations director, Narragansett Brewing Co., Cranston, R. I., elected to board of directors.

John R. Allen, radio-tv manager for program and commercial production, Lever Bros., N. Y., to media dept., Tatham-Laird Inc., Chicago, as radio-tv program director.


Toni Pearson assumes radio-tv director responsibilities, Larrabee Assoc., Washington, for Jean Senter, on temporary leave of absence until September.


Bernard C. Schramm Jr., production manager and media assistant, Applestein, Levinstein & Golnick Adv., Baltimore, appointed media director.

Laurence O. Pratt, vice president and account executive and supervisor, BBDO, New York, has retired from agency to become consultant in advertising and public relations with office in Dover, Mass.

Henry S. Bokhof, formerly vice president, Foote, Cone & Belding, Chicago, to Tatham-Laird Inc., same city, as group copy director.


Mabel G. Ritchie appointed advertising director, Morris B. Sachs Inc. (clothing), Chicago.

Paul A. Danielson Jr., research director, Better Living magazine, N. Y., appointed research director, Harold Cabot & Co., Boston.

Margaret E. Williams, Music Corp. of America, N. Y., to radio-tv dept., N. W. Ayer & Son, N. Y., as film supervisor.


Lawrence Wechsler, production manager, Bureau of Advertising, American Newspaper Publishers Assn., to Helena Rubenstein Inc., N. Y., as cooperative advertising manager.

Mary Thomas to research dept., Waldie & Friggs Inc., Chicago, as statistical operations supervisor.

Herman Harney, farm field director, KFAB Omaha, appointed agricultural research director, Ayres, Swanson & Assoc., Lincoln, Nebr.

Lester C. Sents, wholesale salesman, south central sales district, Miller Brewing Co., Milwaukee, promoted to point-of-sale supervisor of firm.

Charles R. Tanton, formerly executive vice president, French & Preston, N. Y., to McCann-Erickson, N. Y., as assistant marketing director.

Dave Murray, formerly program director, WENS (TV) Pittsburgh, named assistant advertising manager, Duquesne Brewing Co., Pittsburgh.

Jim Bishop, president, Jim Bishop & Assoc., L. A., buys all stock in firm held by Doug Daley, vice president.


Robert E. Franklin, formerly account operations and creative director, T. W. Moss (sales promotion), Detroit, to account service staff, McCann-Erickson, Cleveland; Max R. Milten, formerly with D. P. Brother & Co., Detroit, to M-E, Cleveland, account staff.

Don R. Cunningham, formerly with Stockton, West, Burkhart Inc., Cincinnati, and Thomas F. Mascherl to account management staff, Earle Ludgin & Co., Chicago.


Robert M. Stevens, general advertising manager, Servel Inc. (large appliances), Evansville, Ind., to McCann-Erickson, Cleveland, as account executive; Lee Wardrip, formerly with Ross Roy, Detroit, to M-E Cleveland office as sales promotion and display manager.

Michael Altomari, formerly with Albright Assoc., N. Y., to S. Duane Lyon, N. Y., as account executive.

Donald Anderson, formerly brand advertising manager, Colgate-Palmolive Co., Jersey City, N. J., to J. Walter Thompson, N. Y., as account representative.

Thomas G. Petrie to Kenyon & Eckhard, Chicago, as account coordinator.

Sue Ward Seward, formerly with WFLA-TV Tampa, Fla., to tv dept., Fuchs, Zemp & Celander Inc., St. Petersburg, Fla.


Carter Corner, formerly with Foote, Cone & Belding, N. Y., to creative staff, Compton Adv., N. Y.

Willis Davis, formerly with Wilding Pictures Inc., Chicago, to tv-radio dept., Needham, Louis & Brochy, Chicago, as tv art visualizer.
DISNEY SIX-MONTH GROSS SHOWS $5.5 MILLION RISE

Tv film expansion cited by Roy Disney in submitting report.

WALT DISNEY PRODUCTIONS and domestic subsidiaries, for the six months ending April 2, reported a net profit of $430,048, equal to 66 cents per share on the 652,840 shares of common stock outstanding, as compared with $283,662, or 43 cents per share, in the corresponding period last year, President Roy O. Disney reported to stockholders. Gross income for the period totaled $9,876,175, an increase of $3,544,348 over the $4,331,827 reported during the same period a year ago, he said. Of the current total gross income, $8,379,604 has reportedly accrued from tv and motion pictures.

In discussing ABC-TV Disneyland and upcoming ABC-TV Mickey Mouse Theatre, Mr. Disney declared that "this proved to be a powerful factor in the exploitation and marketing of our motion pictures. Tv is growing everywhere and we anticipate its increasing importance to us, not only at home but throughout the world."

It was announced that Walt Disney Productions, which controls approximately 65% and holds $300,000 in stock in Disneyland amusement center, will increase its investment by an additional $1,250,000. American Broadcasting-Paramount Theatres, which owns approximately 34% of DisneyLand Inc., will reportedly invest an additional $630,000 in the project.

Official's Sales Drive Passes $2.5 Million Mark

SALES CAMPAIGN by Official Films Inc., New York, in the U. S., England and Canada has resulted in gross sales exceeding $2.5 million over the past 30 days, it has been announced by Herb Jaffe, executive vice president.

Mr. Jaffe said this figure includes the national sale of Robin Hood to Johnson & Johnson and Wildroot for washing over CBS television plus other transactions involving My Little Margie, The Stu Erwin Show, Overseas Adventure, The Star and The Story, Secret File, U.S.A. and This Is Your Music. Additionally, Mr. Jaffe said, Official has completed negotiations for bringing Robin Hood, Colonel March and My Hero to the British market over the commercial channels in London, Birmingham and Manchester, and also is is in the final stages of a Canadian sale of Robin Hood.

Meanwhile, Harold Hackett, president of Official Films, announced that the company has completed arrangements for producing a new 39 episode, half-hour tv films series titled Sir Henry Morgan. It will be produced in cooperation with Independent Television Programs Ltd., London, starting in October.

TV's Produce

TELEVISION apparently can help sell even such products as packaged potatoes, tomatoes and oranges. RCA-TV film producer has reported that the Fadler Produce Co., Springfield, Mo., sponsored MCA-TV's Counterpoint film series on KYTV (TV) Springfield for 13 weeks. The company wrote MCA-TV that in comparison with average sales over the corresponding period of 1954, sales of package potatoes jumped 468.9%; tomatoes, 62.8% and oranges, 129.1%.

NBC Film Div. Expands; Names Four to New Posts

AS PART of expansion plans at the NBC Film Div., Jake Keeve, national sales manager, announced the creation of four new administrative posts in the sales department and the election of four division salesmen to fill them. The promotions include those of William P. Breen to southeastern sales supervisor; Robert R. Rodgers to New York City sales supervisor; John F. Tobin to northeastern sales supervisor, and Edward A. Manatus to central sales supervisor.

Mr. Breen has been with the division as a salesman for the past two years. Mr. Rodgers joined NBC as a writer in the press department in 1949, later served as an NBC Spot Sales representative for two years and became film division salesman in 1953. Mr. Tobin was on the sales staff of KFI-TV and KHJ-TV, both in Los Angeles, before he joined the division's western sales force in 1953. Mr. Manatus was appointed to the division's central sales staff in 1953 and previously had been advertising manager of the Bryant Machine & Engineering Co., Chicago.

Five Account Executives Added to TPA Sales Staff

APPOINTMENT of five new account executives to the staff of Television Programs of America was announced last week by Michael M. Silberman, TPA executive vice president. The TPA sales staff now totals 38 men, including the five new men and Leon Bernard, who joined TPA a fortnight ago as midwestern division manager.

The five new account executives and their sales areas are: Jack Burnback, who resigned from MCA-TV and was account executive for CBS Radio sales and Ziv before that, who will serve the Pacific Northwest; James Gates, who was with Ziv radio and Wide Biddeford, Me. (New England); Murray King formerly production director of Adventures of Blinker and head of his own production firm (Cleveland area); Donald Menard, resigned as sales manager of WENS (TV) Pittsburgh and before that with WDRT-TV Pittsburgh (Detroit area), and Barry Winton, who was formerly the orchestra leader at New York's Rainbow Room and also an account executive with Official Films for the past two years (Richmond, Va., area).

NTA PROPOSES TO OFFER 312,500 COMMON SHARES

Film distributing firm will sell at $5 a share. New issue will probably reach the market early in June.

NATIONAL TELEFILM ASSOC. proposes to offer 312,500 shares of common stock to the public for estimated net proceeds of $1,260,000. The capital, according to NTA, distributor of motion picture feature films and special film series to tv stations, will permit the company to take steps toward improving its financial position.

As outlined by NTA, these steps encompass "substantially more favorable" financing arrangements in acquiring film distribution rights; subsequent and "important" reductions in financial charges; payment with part of the proceeds of a factor's loan; addition of the balance to NTA's working capital as well as creating funds for purposes of (1) acquisition of distribution rights, (2) retirement of film acquisition loans and (3) for repurchase of lenders' participation in the gross proceeds of related films.

In a statement filed with the Securities & Exchange Commission, registering the shares which NTA proposed to be sold at $5 a share, NTA pointed out that upon completion of the offer, there will be 650,000 shares of common outstanding. Underwriter of the issue is Charles Ploh & Co., member of the New York and American Stock exchanges. The new issue is expected to reach the market early in June.

Only recently NTA acquired two feature film packages, obtaining in April exclusive tv distribution rights to seven motion pictures produced by Sir Alexander Korda's London Film Studios and in May, 26 feature films produced by the J. Arthur Rank Organization. It has also seven-year rights to "The Fallen Idol," prize-winning British motion picture acquired from Trafalgar Film Corp. of Switzerland.

NTA also is backing National Affiliated Television Stations Inc. in association with General Electric Co. NATS was formed with the intention of helping both uhf and vhf tv stations with management, sales programming and financial problems. Some 700 hours of film from NTA's library has been turned over to NATS.
the biggest daytime coverage in Texas

... AND LOCALLY

Highlights of Local Sales
(Six weeks ending May 20, 1955)

- 27 5-minute newscasts per week
- 8 15-minute newscasts per week
- 5 15-minute daytime serials per week
- 2 half-hour musical programs per week
- 85 announcements per week

All the above are long-term contracts!

This fine sales record reflects local advertisers' high regard for KENS' sales effectiveness.

Ask FREE & PETERS, Inc. for details.

SAN ANTONIO, TEXAS

Express-News Station

KENS

680 CBS

50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS
Evangelist Billy Graham Contemplating Film Series

DISCUSSIONS are underway for a new series of film programs starring evangelist Billy Graham. This film series, which would mark his return to television after nearly a year's absence.

Preliminary talks have been held between Walter F. Bennett, head of the Chicago advertising agency bearing his name and Mr. Graham's agent, and William Landau, general manager of United Film & Recording Studios, that city. Format and program length have not been determined but it was reported the type of show would be similar to that of the earlier House of Decision, with cost estimated at over $700,000.

The evangelist appeared on ABC-TV and on a spot basis until July last year. His radio series is carried by ABC and MBS affiliates as well as other stations in the U. S. and Canada.

Walter F. Bennett & Co. handles the Billy Graham Evangelist Assn. and about 10 religious accounts.

Screen Gems, General Mills Sign for Texas Ranger Series

SCREEN GEMS Inc. has signed to produce a new film series, Tales of the Texas Rangers, for General Mills, it was announced by Ralph Cohn, vice president of Screen Gems. Production on the first 26 films will begin in early June at the studios of Screen Gem's parent company, Columbia Picture Corp. The half-hour series will be telecast over 64 CBS-TV stations Saturdays, 11:30 a.m. EDT beginning late this summer, it was announced. Screen Gems will syndicate the series to local advertisers in markets not covered by General Mills.

Bob Hope in Bulova TV Films

BOB HOPE, radio-television comedy star, has been obtained for a special series of dealer tv commercials by the Bulova Watch Co. Three dealer tv films of different lengths—2-minute, 1-minute and 20-seconds—were made in Hollywood and all star Mr. Hope in a specially prepared script written for the watch company. Films will be made available to Bulova jewelers upon written request before June 30. Some 447 cities are expected to show the Hope commercial during the number of its 1000 television series, "The Seven Little Fays," starring Mr. Hope, will be shown in theatres across the country.

Religious Film Series Set

A RELIGIOUS TV film series titled Life Everlasting, which features Dr. Howard E. Kershner, editor of Christian Economics, is in production. Thomas O. Sabin, New York and Washington tv program specialist, has announced. Each program is five minutes long, including time for a 35-second spot announcement. Details on the series may be obtained from Dr. Kershner, president of The Christian Freedom Foundation Inc., P. O. Box 517, New York 17.

K&W Film Service Formed

FORMATION of K&W Film Service Corp., New York, an organization specializing in the production of opticals, animation photography and special effects, was announced last week by Norman Witten, formerly supervisor of Transfilm's animation camera and opticals department, and Ralph Kock, formerly with Technicolor Films. Headquarters is at 1675 Broadway, New York 19. Telephone is Circle 5-8081.

WITH THIS contract-signing, 26 J. Arthur Rank Productions' films are acquired by National Telefilm Assoc. for tv film syndication in the U. S. Concluding the agreement are Robert Benjamin (1), president of J. Arthur Rank Productions, and Oliver Unger, executive vice president of NTA. The films, some of which bear release dates as recent as 1953, are part of NTA's "Fabulous Forty" film package.

in addition to other material. Eli A. Landau, NTA's president, is executive vice president of NATS, and NTA's Executive Vice President Oliver Unger is vice president of NATS.

NTA, during the last six months, obtained distribution rights to 66 feature films and 65 film episodes. Its library now totals 240 available feature films in addition to 661 episodes of 23 series of various films.

In its registration statement, NTA said that as of the end of March, "total unfiled exhibition contracts exceeded $1,150,000." Exhibition contracts written in April, according to the statement, reached a "record monthly high of $266,000, a trend which has continued in May." Up to May 17, contracts totaled $249,000 for that month.

NTA Announces More Sales

NATIONAL TELEFILM ASSOC., New York, has announced it has its "Fabulous Forty" package of feature films to WTCN-TV Minneapolis, WVET-TV Rochester, KOA-TV Denver, KPIX (TV) San Francisco and KDEA-TV Pittsburgh, as well as 29 films from the package to WCBS-TV New York.

In addition, NTA has sold to WCBS-TV The Fallen Idol, Carol Reed Production, which will be released for tv showing after October. The "Fabulous Forty" group consists of 26 films acquired from J. Arthur Rank, plus films from other sources. The catalogue includes films produced between 1946 and 1953.

NTA Adds Jesse, Derby Films

DISTRIBUTION rights to "Yesterday and Today," motion picture film starring George Jessel, and to 32 half-hours of The Mad Whirl, a roller derby series now in production, have been acquired by National Telefilm Associates Inc., New York. The Jessel film, still in theatrical release, will be available for tv in September.

GF Film Shown on Hill

SEVERAL congressmen and government officials attended the screening of two episodes of Confidential File, a tv film series dealing with social problems, by Guild Films Inc. last fortnight. The films, on narcotics and horror comics, were shown in the House Office Bldg. in conjunction with the NARTB convention.
HEAP BIG HUNK
OF RICH MICHIGAN
MARKET!

Big wampum here! 80% of Michigan's 6-billion dollar buying power is covered by Knorr Broadcasting Corporation's 4-power-packed stations. And, folks listen, continuously...in their homes...in their cars...to the stations that broadcast what they love most...NEWS, MUSIC and SPORTS!

BUY ANY 2 OR MORE
OF THESE POWERFUL
STATIONS AND SAVE
10% FROM RATE CARD

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

Represented By Headley-Reed

You Buy Michigan's Biggest Buying Power Through...

KNORR Broadcasting CORP.
THE American people now receive, free, the best television service available anywhere in the world. There are more television broadcast stations in the United States than in all the rest of the world combined. There are more television receivers in the United States than in all the rest of the world combined. American television stations offer the American people more television programs and a wider choice of television programming than any other television service in the world.

On April 13, the chairman of this Commission testified before the House Committee on Interstate & Foreign Commerce that during the (post-war) period the television industry has grown from infancy to an industry in which the American people have invested over $10 billion in television receiving equipment and in which the annual volume of television advertising, set sales, servicing and operating combined runs close to $4 billion per year.

The American system of television broadcasting was introduced, has grown into a dynamic industry, and has served the public under the traditional American broadcasting policy of freedom to listen and freedom to look.

It has always been and continues to be the policy of NBC to encourage constructive new developments in the radio-television science, art and industry which serve the public interest. The record of NBC in pioneering network radio broadcasting, black-and-white television, compatible color television and uhf is clear proof of this fact. Based on our 35 years of experience in radio and television broadcasting, we are convinced that national pay-television service is not in the public interest.

The promoters of pay television would change the American system of "free broadcasting" to a restricted system of "paid narrowcasting." Their standard of public interest is "no fee—no see."*

The promoters of pay television claim that they want free television to continue. They assert pay television would be merely a "supplementary service"** which would co-exist with the present free service and that "the authorization of subscription television will not detract from but rather will have the tendency to enhance the service now rendered."*** These promoters are obliged to take such a position because they know that this Commission would not approve a pay television system if it recognized that the effects of such a system would be the destruction in whole or in part of the overwhelmingly popular American system of free television.

The pay television promoters attack present free television programming with the statement that it is not in fact free because it is paid for by advertisements reflected in the prices of the products. This argument is as absurd as contending that purchases of automobiles and clothing subsidize the press and that, were there no press, automobiles and clothing would cost the consumer less. Of course, it is elementary economics that advertising produces increased sales which in turn make possible increased production, lower costs, and lower prices to the consumer. Moreover, the lower prices are enjoyed by all buyers—those who do not own receiving sets as well as those who do.

Because television has proved to be the most effective advertising medium available to the American public, it has been one of the principal stimulants of an expanding economy based on the traditional American free enterprise system. Television has widened the area of the mass market and this, in turn, has strengthened the processes of mass production and distribution. The result has been an enlargement of the American standard of living and an increase in the efficiency of the whole American economy. And this affirmative value of television is quite apart from television's values in providing diversified entertainment and education without charge to the American public.

Any system of national pay-television such as is proposed by the petitioners is incompatible with the economics of continuing the present national free television service to the American people.

Pay television violates the American concept of freedom to listen and freedom to look.

Co-existence between free television broadcasting on the basis of competitive private enterprise, as we know it today, and pay television, as proposed by its promoters, is in our view impractical. We believe that pay television would degrade and ultimately destroy the present system of free television.

Free Television Programming Quality Would Suffer

The greater the circulation of any medium, the greater becomes its advertising value. As applied to television broadcasting, this has meant that as the size of the television audience has increased the free television broadcaster has had more available to spend on improved programming.

The pay television promoters assert that their programs would attract audiences of many millions. Their programs would be broadcast at choice hours to ensure the largest possible cash audience. Since a television receiver can only receive one program at a time, the audiences available for free television during these hours would be diminished by many millions. To the extent the free television audience is diminished, whether in large urban areas or in rural areas, there would be less circulation available to the sponsor. And if there is less circulation available to the sponsor, there would be less money available to stations and networks for free television programming. All this would mean that the quality and quantity of free television programming would decline.

Outstanding Programs and Stars Would Move From Free to Pay Television

Those who offer their services in the entertainment business are affected by precisely the same economic incentives as those who offer their services in any other kind of business. In general, stars, directors, writers, musicians and others sell their services to those in a position to offer the largest financial inducement. Over the years many outstanding stars and programs have shifted from one station to another, from one sponsor to another, and from one network to another because they were offered more money.

The pay television promoters say they would offer better programs because their system furnishes the means to pay more for stars and program material. If this is so, the result would be that any free television star or program material good enough to attract a large audience would be approached by the pay television promoters who could offer more money than free television.

Comdr. McDonald of Zenith has belittled NBC's free presentation of "Peter Pan" by saying that "with the same show on subscription television, and the same audience paying 25 cents per set to watch the attraction at home, the box office would have received $5 million to be divided between the producer, the distributors, and the broadcasting stations."

Not only would McDonald have all Broadway-type performances limited to pay television, he also urges that if such performances are on pay television, the networks be forbidden to compete for the subscription television audience.

If we correctly interpret McDonald's purpose, it is to have this Commission promulgate a rule which would discriminate against free television networks in favor of pay television operators. Clearly, there can be no "Peter Pan" or similar broadcasts on free television in Comdr. McDonald's calculations; nor can it be suggested

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** Joint substitute petition concerning subscription television of Zenith Radio Corp. and Teco Inc., Nov. 20, 1954, page 8. In this connection, however, it may be noted that Comdr. McDonald of Zenith has always opposed free television.
on reference to free public service programming by them. They have made crystal-clear the fact that they would not be those for which the public would be required to pay cash into slot machines to be installed in American homes—and it is obvious that the program material which would be presented on pay television would consist of programs that would attract the largest amount of cash.

Under the present American system of free television, broadcast stations and networks would have a public service responsibility to present programs in the public interest even though many of these programs represent substantial expenditures and produce no monetary return. NBC and its affiliates carry, at their own expense and as a public service, addresses by the President and national, state and local government officials. NBC also carries a public service educational, religious, operatic and other cultural programs. Many of these programs have limited audience appeal, and are not sponsored. NBC bears the very substantial costs of presenting these public service programs, including interconnection charges and refunds of revenue to sponsors whose programs have to be canceled to make room for free public affairs programming.

The pay television promoters, while promising all things to all people, carefully limit their promises to all things to people—for cash. A well-rounded television service should—and under the free broadcasting system does—include programs of information, education, culture and religion, even though these programs may not attract sponsors. But, because there is no cash in such programs, they would not be carried on pay television.

If the stations and networks should be required to compete with pay television promoters, the economics of competition will dictate that funds previously available for public service programming must be diverted to sources which would yield revenue and reduce losses. One of the greatest contributions that the free television system has made to the public interest has been the strengthening of the democratic process by helping to create an informed public opinion on important national and international issues. Anything that tends to weaken the free television system would automatically tend to reduce its ability to continue to render this costly and invaluable service.

Motion Picture Producers May Gain Control of TV Programs

Pay television makes strange bedfellows and the recent alliance between the powerful motion picture interests and the pay television promoters is highly significant. For years the large motion picture companies have refused to make their programs available for television. This refusal applied to the old pictures in their vaults as well as to their new products.

On May 24, 1954, a new approach was signaled by the spokesman for the motion picture industry, Eric Johnston, president of the Motion Picture Assn. Mr. Johnston wholeheartedly endorsed pay-television [in an address before the Omaha Chamber of Commerce].

The reason for the abrupt Hollywood turnaround is obvious. Paramount Pictures, promoters of Telefunken, other motion picture companies, having been legally divorced by the courts from several thousand theater box offices to which they were for so long wedded, are now panting for marriage to cash boxes that can be attached to 35 million television receivers now in American homes. We believe with them that the continued dynamic growth of television to enable Hollywood to dominate and control television programming.

It is obvious that the motion picture industry is looking to pay television as an opportunity to collect billions instead of millions of dollars by obtaining direct access to American homes for their products. This new opportunity would be built on the structure which free broadcasting has created. But, in exploiting this structure, pay television would threaten destruction of the whole free television enterprise. And pay television, as administered by Hollywood, would operate without responsibility for balanced and diversified programming in the public interest—a responsibility which the broadcasters have assumed.

It is for the government to determine whether the self interest of the motion picture industry, in seeking these advantages for itself, should override the public interest. Will imposing the American system of free broadcasting on the pay television system now bring great values to the public in service and in fresh concepts of television programming.

Pay Television Would Block-Out Free Television for Millions

There are presently 45 areas throughout the country in which only one television station remains acceptable television service can be received by 2 million homes, or more than 6.5 million people, who live in the 45 single station areas. In addition, there are 16 areas which now have no acceptable television service but in each of which there is outstanding an application for permission to build a single television station. About 1.5 million people live in these 16 areas. Accordingly, there are now, or soon will be, more than 8 million people who receive all their television service from a single free television station.

No broadcast station is now able to transmit free television programs at the same time it transmits pay television programs. Despite this obvious physical fact, Comdr. McDonald of Zenith, in a letter of March 30, 1955, to all Zenith franchised dealers, blandly proclaims that television "will not disturb present-day 'free' programs" and urges his dealers to write to this Commission and their Congressmen and Senators in support of pay television.

None of the pay television promoters even remotely suggests that he would risk any investment of his own to build new stations for pay television. Each of the pay television promoters wishes to utilize, without any investment of his own, the facilities free television has built and supports. If the pay television promoters were to be successful, the more than 8 million people living in single station areas would be deprived of all free television service whenever pay television programs were broadcast. These more than 8 million people would be forced to compete with the cash box of the pay television promoters for their television programs or have none at all.

Additionally, there are 64 areas in which acceptable television service can be obtained from but not to a broadcast station. About 12.5 million people live in these areas. Whenever one of the two broadcast stations in these areas transmits a pay television program, these 12.5 million persons would lose half of their free programming. And, if pay television is not to be the monopoly of one promoter alone, competing pay television programs could completely black-out all free television service in

*Memorandum from John Reed Kilpatrick, president of Madison Square Garden Corp., to the FCC.

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two station areas. The result would be that about 20 million Americans would have their choice of pay television—or nothing.

The same principle of reduction in free television by pay television is applicable to all areas irrespective of the number of stations serving those areas. To the extent that any television station is not interested in providing programs, free television service from those stations would be automatically and completely blocked and television receivers made blind unless the set owner pays his tribute to the pay television promoters.

The suggestion of initially limiting pay television to urban areas would not provide a practical solution to this problem. On the contrary, it would aggravate the problem because it is the concentrated large circulation available only in urban areas which makes possible the costly programs which free television now provides to rural as well as urban areas.

Conclusion

We believe that before the Commission adopts a policy the end result of which might well prove to be the end of the American system of free broadcasting, there are matters of political, economic and social import which should properly be resolved only by the Congress.

Unlike the present free system of television, pay television would come into homes like gas and light and telephone service for which the consumer pays. The rates and other aspects of such public utility services are now regulated by the government. If pay television broadcasting were to be authorized, the public interest may require that it likewise be treated as a public utility and made subject to similar regulation by the government. In such an event the practical difficulties of maintaining part of the American radio and television system free and part regulated would seem almost insurmountable. Such a situation might ultimately lead to government regulation, on a common carrier basis, of all radio and television broadcast services—a result that no one advocates but all must guard against. Only the Congress can set the legal bounds of such regulation.

To the extent that pay television might be financially successful, it would jeopardize the basis for economic survival of a free television system. In these circumstances, free television broadcasts would inevitably be forced by economic necessity to engage in pay television, and this, in turn, would set off a chain reaction which ultimately would mean the end of our American system of free television.

Many years ago I said, "The richest man cannot buy for himself what the poorest man gets free by radio." After almost a half century of service in this science, art and industry, I am proud that we have thus far been able to keep both radio and television free to the American people.

Our American principle of freedom to listen and freedom to look is chiefly responsible for the growth of the most dynamic industry in the world today. It has made the American people the best informed in the world and it has done so without discriminating between the poor and the rich.

It would be tragic for this Commission to authorize pay television to cripple this great democratic medium for the free dissemination of ideas, education and entertainment "to all the people of America." My earnest plea to the FCC is: "Keep American radio and television broadcasting free to the public."

Zenith Signs U-K Pact for Pay-TV

SUBSCRIPTION TV front last week saw Zenith announce the signing of a contract with British film magnate Sir Alexander Korda for the establishment of pay tv in the United Kingdom and Ireland, and the Phonevision proponent raising a Washington test gear for demonstration scheduled this week for Washington officialdom (B&T, May 23, 30).

The British plan is, Zenith President Comdr. E. F. McDonald Jr. said, for Sir Alexander to seek government permission to broadcast pay tv programs. He will also make arrangements for the manufacture of toll tv equipment, Comdr. McDonald said. The contract, Zenith said, is similar to that made last year with the Rola Co. of Melbourne, Australia, for establishment of toll tv in that country and New Zealand.

Zenith will demonstrate pay tv techniques to high government and diplomatic officials in conjunction with the Washington Evening Star's ch. 7 WMAL-TV, which three weeks ago received FCC approval to experiment with scrambled video during the morning hours before its regular program day begins. This authorization runs to June 25.

Meanwhile, FCC clerks were filling Volume 44 of the now longest docket case in its history, with mail from the public still running heavily in opposition to toll tv—as it has for the last four weeks. Previously, public comments had been overwhelmingly in favor of pay tv.

Among the communications filed last week was one in principle of subscription tv from Sidney W. Dean Jr., McCain-Erickson vice president.

Mr. Dean suggested that three classes of broadcasters be established: (1) commercial, (2) FCC and (3) educational. He also recommended that channels be assigned in accordance with markets—small population areas, four commercial, four subscription and one nationally large population areas, seven commercial, seven subscription and two educational.

He proposed that all tv be moved to the uhf band, and that subscription tv be given a trial in a few large markets. He estimated that subscription tv revenues might approach $4.5 billion at the end of the second year of pay tv's establishment. He predicted commercial tv's revenues in five to 10 years hence as double the present $1 billion. He estimated that the cost of establishing a national subscription tv service would be about $15 billion.

In its May 31 issue, the New York Herald Tribune devoted two full pages to pay tv, with signed articles by CBS President Frank Stanton, and Zenith President E. F. McDonald Jr., among staff-written pieces.

In its June 3 issue, the Wall Street Journal featured pay tv on its front page, editorially plunged for a try-out of toll tv with the risks being taken by the entrepreneur.

WQXI-TV Atlanta Uhf Quits; Cities Lack of Conversions

WQXI-TV Atlanta, Ga., last week informed the FCC that it was ceasing operation last Tuesday. This now raises to 31 the number of post-thaw tv stations suspending operations, but which have retained their permits.

Robert W. Rousansville, permittee of the ch. 36 outlet, told the Commission by letter through his attorney that he must take the station off the air, not so much because of the lack of revenue, but primarily because of the lack of uhf conversions in the Atlanta market.

WQXI-TV began full time operation on December 18, 1954, with all local live and film programming since no network shows were available. There are three pre-freeze operating vhf stations in Atlanta, each with network affiliation.

Mr. Rousansville reported that the total income of the station has not equaled $1,000 per month, with losses exceeding $10,000 per month. He stated that he was taking the station off the air "with the hope that either the Commission or Congress will take some steps to alleviate the situation which uhf broadcasters now find themselves faced."

FCC to Establish File On Vt Field Strength Data

ESTABLISHMENT of a central file for the collection and dissemination of field strength surveys of tv stations was announced by FCC last week as an aid to its staff and the industry. The file will be maintained by the Technical Research Division of the Office of Chief Engineer. Because some data is of competitive commercial value, FCC said, two categories will be maintained, one for use of the FCC staff only and another public.

The Commission explained that the Radio Propagation Advisory Committee, sponsored by FCC and consisting of representatives of individual stations and other government agencies, is working on uniform measurement standards but at the present there is no one standard as to the methods by which the field strength measurements were made. FCC pointed out that the filling of such data does not imply that it has been given any official approval or status. Its usefulness will depend on its intrinsic technical value, the Commission said.

ENRIQUE JORDA (l), conductor of the San Francisco Symphony Orchestra, discusses with Ampex Corp. officials Wolfe Frank (l) and Harrison Johnston the concert Mr. Jorda auditioned for the U.S. Information Agency as a salute to Genoa, Italy. Ampex tape-recorded the concert as a public service, in cooperation with KEAR San Francisco, the 36th in a series of recorded salutes from U. S. cities to cities in other countries to be distributed by USIA. Mr. Frank soon assumes duties as manager of the Ampex London, England, office; Mr. Johnston is director of Ampex International.
You'll get wider TV coverage, a clearer signal, and better competitive position with a higher tower by IDECO

There's more cash in wider TV coverage, but you'll have to stretch for it with a taller antenna tower... a dependable tower that will reach way up to help broaden your sales area and add to your bank balance. When you choose that money-making higher tower, remember this... no other tower manufacturer today can match IDECO's experience in tall tower design and construction.

Here's experience you can see, and depend on:

1 IDECO has built over 40% of the country's TV towers over 1000 feet tall... twice as many as the second company's total... more than all the other companies combined.*

2 IDECO pioneered tall TV towers, in 1950 built the TV industry's first tower over 1000 feet tall.

3 IDECO has built the tallest TV tower in the world... KWTV's 1572-foot structure in Oklahoma City.

Yet... there has never been a single IDECO TV tower failure

*TOWER HEIGHT DATA FROM TV FACTBOOK, SPRING 1955 EDITION

No matter what direction your plans take... a higher TV tower for wider coverage and greater competitive advantages, or a tower of any height for your new TV station... let IDECO's experience, reputation and engineering "know-how" put you on the road to a successful, profitable operation. Get the full picture and all the facts... write now to IDECO, or contact your nearest RCA Broadcast Equipment representative.

DRESSER - IDECO COMPANY
One of the Dresser Industries  •  Columbus 8, Ohio
Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.
ENGINEERS COMMEND REALLOCATION PLAN

Comr. Lee’s approach to solving uhf-vhf problems is considered good by technical personnel. Big stumbling block: Whether non-broadcast services will be willing to move for the sake of television.

SECOND thoughts cropped up last week among radio engineers on Comr. Robert E. Lee’s suggestion two weeks ago that tv be reallocated to 47 channels in the 60-342 mc band, and that fm be moved from its present 100 mc place in the spectrum to the band between 342 and 362 mc.

All agreed that the idea was a logical and a well-thought-out approach to the vexatious problems of vhf and uhf. But... how would the other services that now occupy segments within the 54-216 mc vhf tv band take it? Would the military move? The Navy already has eyes on chs. 2-6 [B&T, Jan. 17].

What about the huge investment by the Civil Aeronautics Authority and the aviation industry in navigational and communications equipment? How about the huge investments in land mobile services—taxi, police, fire and other non-broadcast radio services?

These were some of the doubts afflicting radio engineers the second week after Comr. Lee’s espousal of a reshuffle in the vhf band.

The immensity of coordinating all the services, persuading them that a reallocation was in order and that they should move out of their 10-year-old homes for the benefit of tv brought pessimistic expressions from many contacted by B&T last week.

None wanted their names used, but all were free with questions indicating their doubts that the move could be made.

The gist of these comments follows:

1. It's a long term project—maybe 30 years. There is a possibility that some bands might be opened up soon, but would that help the present situation?
2. There's a money angle too. If the government services—and that means predominantly the military—move, will Congress appropriate millions to permit the purchase of new equipment? The military isn’t going to accept such a move if they aren’t sure that Congress will play ball with finances.
3. When the aeronautical bands are opened, that gets into the realm of international agreements. Once you open that box, other nations who have just begun developing their radio communications systems will be clamoring for additional frequencies. Can we afford to take that chance?
4. Lee’s speech was the best argument yet for moving all tv to the uhf bands. His premise was that tv should be in contiguous bands. All right, let’s move it all up to uhf. There’s plenty of space there.
5. Three years ago the Joint Technical Advisory Committee—a combined IRE-RETMA venture—anticipated this recommendation. But, it recommended that tv be placed in a band beginning at 100 mc and ending at 700 mc.
6. Moving fm to a 300-mc band would just about wreck that service. Fm-ers are just barely getting along. They were moved once in 1945 (from 45 mc band to the present 100 mc band). Another move would spell ruin.

FM Study Sought

Not all the comments were so skeptical.

What is needed, one allocation expert hazarded, is a group to work for the efficient use of the spectrum the way the Hoover Commission task forces study and recommend actions to make the government more efficient and less costly. It could be done. Undoubtedly over a long period of years. But someone, or some agency, has got to take the leadership and persist until a solution is found. The cost doesn’t matter—for the benefits would be overwhelmingly in the public’s favor.

Comr. Lee made his suggestion at an engineering session of the NARTB Engineering Conference two weeks ago. He proposed consolidating all tv in the 60-342 mc band, placing fm in 342-362, and reassigning all other services either below 60 mc or above 362 mc.

The Dalles Protest Denied

ECONOMIC protest of Radio Mid-Columbia Inc. against non-hearing grant for the third radio station at The Dalles, Ore., was turned down by FCC last week as without sufficient cause. Radio Mid-Continental, permittee for a new outlet on 1300 kw with 1 kw daytime, complained about an FCC grant on April 14 to The Dalles Broadcasting Co. for 1 kw on 930 kw there, with directional antenna at night. City’s existing station, KODL, was founded in 1940 and is assigned 250 w day, 100 w night on 1230 kw, with permit for 1 kw on 1400 kw, directional night.

18,747,440 Packages of Cereal!!

MR. CEREAL MANUFACTURER—

Just one package of your cereal sold each week to the radio homes in WGN’s area would mean 18,747,440 packages sold in a month!!

WGN reaches more homes than any other advertising medium in Chicago, and our Complete Market Saturation Plan has proven it can sell your products to these homes.

*Nielsen Coverage Service
Dig these CRAZY words of warmth from the "Big Freeze"

"Aw gee ... does he mean us?"

"Right you are, son ... Mister Sam M. Vogel, President of the National Frozen Food Distributors Association, tells us that KATV has had a large hand in expanding the wonderful frozen food industry!"

"Man! Those are real cool words from the National President! If KATV can help make a hot item out of such cold stuff ... just think of what they can do for other advertisers!"

"That's because KATV is the hottest station in a real cool market, son ... an advertiser just can't go wrong on KATV!"

For a real cool deal in Arkansas see:

Bruce B. Compton
National Sales Manager
Studios in Pine Bluff & Little Rock

KATV
Channel 7
John H. Fugate, Manager
620 Beech Street
LITTLE ROCK, ARKANSAS

For the hottest deal in Arkansas see:

Avery-Knodel, Inc.
National Reps.

A TV channel in Arkansas gives a warm message.
PITTSBURGH CH. 11 APPLICANTS MERGE

WWSSW Inc., WJAS owner each will hold 50% in new applicant, whose way will be clear for grant. It would be second commercial vhf there.

MERGER of the two Pittsburgh ch. 11 applicants, WWSSW Inc. and Pittsburgh Radio Supply House Inc. (WJAS) was announced last week (CLOSED CIRCUIT, April 25), thus assuring an early grant of Pittsburgh's second commercial vhf station.

Subject to FCC approval, Pittsburgh Post-Gazette (WWSSW-AM-FM) and Pittsburgh Radio Supply House agreed to take 50% interest in each in WWSSW Inc. Later will transfer its am and fm stations to its parent newspaper company. Pittsburgh Radio Supply House will sell the 34-year-old WJAS.

After completion of several intermediate steps, Pittsburgh Radio Supply House will dismiss its application, leaving the field clear for a grant to WWSSW Inc. Following the sale of WJAS, it will then take over half of the stock and notes in the reorganized WWSSW Inc. Stock will comprise 2,500 shares of Class A and an equivalent number of Class B, the former to be owned by the Post-Gazette and the latter by Pittsburgh Radio Supply House. Each class of stockholder will elect three directors with the seventh to be chosen by the other six. Each stockholder also will hold $250,000 in 3½% notes.

WWSSW's History

WWSSW was founded in 1932 and operates on 970 kc with 5 kw. WWSSW-FM operates on 94.5 mc with 20 kw. WJAS is an MBS affiliate on 1330 kc with 5 kw. Pittsburgh Radio Supply House, which also owns WHJB Greensburg, Pa. (620 kc with 1 kw day, 500 w night), is owned by H. Kenneth Brennan and family.

The ch. 11 Pittsburgh hearing began in April 1954 and ended March 21 this year, An initial decision is awaited.

Also awaiting an initial decision are five applicants for Pittsburgh's ch. 4. They are WCAE and KQV Pittsburgh, WLOA Braddock, Irwin Community Tv Co. and Wespen Tv Inc.

The only commercial vhf station operating in Pittsburgh is the Westinghouse-owned KDKA-TV on ch. 2. It is affiliated with all four networks. Westinghouse bought the ch. 2 station (then WDTV [TV]) from DuMont last year for $9.75 million. WENS (TV) Pittsburgh operates on ch. 16 and WQED (TV) Pittsburgh, on ch. 13, is the educational outlet. CPs are outstanding for ch. 47 WTQV (TV) and ch. 53 WKJF-TV.

Pending before the FCC is a request to move ch. 9 WSTV-TV Steubenville nearer to Pittsburgh and to approve its sale to CBS for $3 million. This move has been questioned by the FCC in a McFurland letter to the station and to CBS.

USIA Schedules New Program To Show U.S. Foreign Policy

A NEW weekly radio program, described as a "factual review of official statements on the United States' position on foreign affairs," was begun by the U. S. Information Agency's Voice of America May 28.

Theodore C. Streibert, USIA director, said the new 15-minute program, Foreign Policy Re-
Sales Manager's Dreams Come True

As of now, every available time-spot on KMPC has been sold 100%! That's because KMPC consistently and continually does the best selling job in the vast and prosperous Southern California area. Of course, the "Sold Out" situation may vary from day to day and good time opportunities on KMPC open up.

Therefore, to you good sponsors who want to sell—fast—although KMPC may not have open the exact segment you desire today, come aboard and we'll do our best to fit you in your preferred position as fast as time opens up.

KMPC 710 KC LOS ANGELES
50,000 watts days 10,000 watts nights.

GENE AUTRY, President, R. O. REYNOLDS, Vice Pres. & Gen. Mgr.
Represented Nationally by A. M. Radio Sales
Chicago • New York • Los Angeles
FCC Proposes to Recall

The proposal drew a sharp dissent from Comr. Frieda B. Hennock, who described it as a "major blow" to educational tv and which "should be opposed by all public service and educational groups alike at this crucial time in the development of educational tv."

Should the proposal be adopted, the notice said, ch. 11 would be open for contest by all qualified commercial applicants. FCC turned down KGTV's request that the notice include a show cause order which would require the uhf station to switch to ch. 11, thereby giving it exclusive access to the vhf facility. FCC said the educational reservation could be switched to ch. 23 as well as KGTV's ch. 17, thereby removing any compulsion factor in the station's decision to remain on the facility or seek another channel.

FCC also turned down KGTV's request for interim operation on ch. 11 pending outcome of the rule-making proceeding. The majority notice said such interim operation might be considered prejudgment of its ultimate decision in the ch. 11 case.

Comments on the ch. 11 proposal are due July 1. FCC said, with replies 10 days later. The majority report was adopted by Chairman George C. McConnaughy and Comrs. E. M. Webster, Robert T. Bartley, John C. Doerfer and Robert E. Leedy.

KGTV has suspended operation on ch. 17. WHO-TV is operating on ch. 13 while KRNT-TV is under construction on ch. 8. No applications are pending for either ch. 11 or ch. 23, FCC said.

In her dissent, Comr. Hennock commented that "the interest of commercial broadcasters in usurping vhf channels reserved for educational use is no cause for surprise. It is extraordinarily surprising, however, that the Commission pledged to a policy of a nationwide reservation of educational channels, has at this time . . . taken the retrogressive step which in essence invites the piecemeal destruction of the educational reservation."

Miss Hennock claimed that "in departing from this basic policy today, the Commission clearly must be charged with the knowledge that by its present action numerous commercial broadcasters will be encouraged to follow the example of this applicant in the hopeful anticipation that the Commission will continue to let down the barriers it has up until now maintained against encroachment of the educational reservation."

UHF KJEO (TV) Criticizes De-Intermixture Opponents

UHF CH. 47 KJEO (TV) Fresno, Calif., last week charged that the opposition of the Central California Educational TV Committee to its petition requesting "de-intermixture" in the Fresno area by substituting ch. 12 for reserved ch. 18 was generated by Paul Bartlett, principal stockholder of KFRE there, and E. J. Rodman, former principal owner of KFRE.

KFRE and KARM Fresno are competitors for ch. 12 at Fresno. Initial decision favoring KARM was issued last August. KJEO charged that Messrs. Bartlett and Rodman misrepresented and misinformed the educational committee that the FCC would not permit any changes in the channel assignment nor de-intermix the channels at Fresno and that KJEO's petition to de-intermix was not sincere and was only done to delay the ch. 12 grant. KJEO charged that Mr. Rodman was an interested party because of the indebtedness to him by KFRE.

KJEO asked the Commission for an opportunity for all interested parties to make a showing that de-intermixing of the Fresno area would be in the public interest.

WLOL Sale Approved

FCC has approved the sale of WLOL Minneapolis, Minn., for $300,000 from Independent Broadcasting Co. to BFR Broadcasting Corp. [BFT, May 2]. The BFR Broadcasting Corp. comprises N. L. Benton, Edward Rubens and Joe Floyd, each owning one-third interest. The same interests own ch. 11 KELO-AM-TV Sioux Falls, S. D., and KDLO-AM-TV Florence, S. D. Independent Broadcasting is headed by Ralph L. Atlass, president and general manager of WIND-AM-TV Chicago.
Is This "COVERAGE"?

YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND —

42 rich counties with a population of 642,250 — 207,050 families. KOLN-TV reaches over 125,000 families unduplicated by any other station!

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

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

CHANNEL 10 • 316,000 WATS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives
Examiner Favors WTIC
For Hartford Vhf Ch. 3

INITIAL DECISION proposing to grant a new tv station on ch. 3 at Hartford, Conn., to WTIC-AM-FM there and denial of the bid of Hartford Telecasting Co. was issued last week by FCC Examiner Fanny N. Litvin.

The examiner concluded that neither applicant could be preferred on the basis of experience in radio broadcasting; staff proposals; studio and facilities, but that Hartford Telecasting Co. would be preferred on the ground of diversification of control of mass media of communication. Preference must be given to WTIC, the examiner said, because of local ownership; participation in community affairs; integration of ownership and management; preparation for tv, and proposed programming, which outweighs the desirability of diversification of mass media of communication.

The examiner concluded that all charges made during the hearing alleged to be detrimental to the opponent had not been sustained. WTIC had charged that George C. Cameron Jr., 24.2% stockholder of Hartford Telecasting, had failed to understand and fulfill his duties as licensee and principal stockholder of KOTV (TV) Tulsa, Okla., when that station was owned by him. WTIC had further charged that the programming of KIST-KEYT (TV) Santa Barbara, Calif., and KOTV reveal important and significant differences from the program proposals of Hartford Telecasting, and from program commitments made by them to the FCC.

Harry C. Butcher, former naval aide to General Eisenhower during World War II and one time Washington CBS vice president, is owner of KIST and minority stockholder of KEYT (TV). Mr. Butcher is president and 24% stockholder in Hartford Telecasting.

On the other hand, Hartford Telecasting charged that Travelers Insurance Co., parent corporation of WTIC, economically dominates the Hartford area through the ownership of stock in other insurance companies, banks, public utilities, railroads and industrial companies, through its investment and deposits of money, and through interlocking directorates. Hartford Telecasting had also accused four officers and directors of Travelers Insurance of having given perjurious testimony.

Whitefish Bay Ch. 6 Proposed For Independent Television

INITIAL decision proposing to grant ch. 6 at Whitefish Bay, Wis., to Independent Television Inc. was announced last week by FCC Hearing Examiner J. D. Bond, signalling close of a lengthy contest for the Milwaukee area facility.

Former contestant Hearst Corp., operator of WISN there, withdrew from the ch. 6 competition upon purchase of ch. 12 WTVV (TV) Milwaukee for $2 million from Milwaukee Area Telecasting Corp. The original ch. 12 firm was a merger of four original applicants.

Way was cleared in April for the proposed grant to Independent when WMIL Milwaukee dropped its ch. 6 application in an agreement assuring it $25,000 as partial re-payment of its litigation expenses. Independent is comprised of local businessmen headed by hostility and underwear manufacturer Jack Kahn.

Broadcast Bureau Defends Saul Haas

FCC Broadcast Bureau last week came to the defense of Saul Haas, chief owner of KIRO Seattle, in its exceptions to an examiner's initial decision in the Seattle Ch. 7 television contest.

Although not disputing the examiner's ultimate conclusion that KIRO should be favored over competing bids by KXA and KVI there [B•T, April 11], the Broadcast Bureau said the examiner's determinations about Mr. Haas personally "are not supported by the record."

The Broadcast Bureau disagreed with the examiner's conclusion that Mr. Haas "had used his public position" as a U. S. Collector of Customs 20 years ago for "private gain" of ownership in the station while serving with Charles Thomsen, KIRO stockholder, on a tax case. The Bureau also disagreed with the examiner that Mr. Haas' "fuzzy recollection of details 20 years ago constituted evasive testimony. The Bureau said if the alleged miscon- duct were true, the proposed grant to KIRO "would constitute gross error."

Treasuary Investigation Cited

The Broadcast Bureau admitted that the record concerning Mr. Haas' acquisition of KIRO stock is "contradictory and susceptible to varying interpretations," but pointed out that he clearly shows he did not undertake nor secure any special consideration for Mr. Thomsen in his tax problems.

The brief commented this conclusion is fortified by the Treasury Dept.'s own "thorough" investigation of the same charges.

NEW AUDIENCE BORN! We've boosted our power to 250,000 watts. Here, where the terrain is flat for miles and miles around, that's important. It means we have a big, brand-new audience.

Plus that, we've added new facilities, experienced personnel, new merchandising services to help you sell. Our representatives will show you how costs-per-thousand hit the skids when you use KFDA-TV.
Biloxi Ch. 13 Applicants
To Be Heard There By FCC

INQUIRY into the background and reputation of principals in both applicants for ch. 13 at Biloxi, Miss., will be held on home ground and not Washington, FCC ruled last week upon request of one contestant, WLOX Biloxi. In order to help expedite the proceeding involving bids of WLOX and WVMI, FCC agreed that the further hearing will be held in Biloxi "at the earliest date practicable."

In February, the Commission reopened the ch. 13 case and remanded it to a hearing examiner for a new initial decision based on the further evidence ordered to be obtained [BT, Feb. 28]. An examiner originally had proposed to grant the facility to WVMI and deny the competitive bid of WLOX [BST, July 12, 1954].

FCC noted that Edward Ball, a 1.5% stockholder in WVMI, will receive 55% of the stock as security in return for lending the station money to build the tv station. The Commission said it wanted more information on this agreement. The Commission also said it desired information about the general reputation of Mr. Ball and J. S. Love Jr., president and 44.6% owner of WLOX. Both have local hotel interests and issues concerning state gambling and liquor laws have been raised in the case.

ANPA Board Tells Slocum
To Fight Antitrust Suit

BOARD of the American Newspaper Publishers Assn. has instructed its president to fight the Dept. of Justice antitrust suit filed last month in the New York District Court [BT, May 16].

In a brief resolution, the board instructed President Richard W. Slocum (Philadelphia Bulletin-WCAU-AM-FM-TV) to "take such steps as he may deem necessary, including legal procedure, to respond to the charges in the suit."

Deadline for filing answers to suit, brought against four other media organizations, has been extended to July 5.

The government's complaint charged that ANPA, Publishers Assn. of New York City, Associated Business Publications Inc., Periodical Publishers Assn. of America and Agricultural Publishers Assn. conspired to restrain trade in adopting an advertising agency recognition system and in requiring the charge of 15% agency commission as an element in such recognition.

Kefauver Says Tv Hearings
Indicated Delinquency Effect

SEN. ESTES KEFAUVER (D-Tenn.) last week said that in hearings held by the Senate Juvenile Delinquency Subcommittee, of which he is chairman, it was "indicated" that "the excess of crime and violence shown on the television screen tended to make a child immune to human suffering and could lead to delinquency."

Sen. Kefauver made the statement in announcing forthcoming hearings in Los Angeles (June 14-16) on "crime and horror" movies. The subcommittee's hearings on tv programming as a possible factor in juvenile delinquency ended in April [BT, April 11]. Earlier hearings were held during the 83d Congress [BT, Oct. 25, June 14, 1954].

A special report by the subcommittee on tv programming is scheduled to be released "in the near future," Sen. Kefauver said.

HUNGRY FOR SALES?
— then here's food for thought about Buffalo —

WGR-TV is proved in survey after survey to be the "favorite" station. In the 24 weekday quarter hour segments from 6 PM to midnight, WGR-TV leads in 17. WGR-TV delivers your audience. (Pulse)

WGR-TV Buffalo, completely serves the nation's 14th largest market. Covers 470,436 "able to buy" homes in Western New York State plus a bonus of 443,349 Canadian set-owning friends.

Serve yourself some sales . . .
sell Buffalo thru

WGR-TV

CHANNEL 2

BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

Broadcasting • Telecasting

June 6, 1955 • Page 59
GUAM TV DISPUTE MAY GO BEFORE FCC

FIGHT of Harry Engel's KUAM Guam to stop construction of a military "morale" tv station on ch. 8 there appears slated for review by the full FCC later this month as the armed forces last week undertook "re-evaluation" of their controversial project [B&T, May 30].

Involving such basic issues as the historic conflict over the "dual authority" for assignment of the radio spectrum between FCC and the Interdepartmental Radio Advisory Committee, the KUAM protest also concerns charges of government competition with private business.

KUAM complained that the military tv station, to be installed by the Armed Forces Radio Service and operated by the Air Force on its base in Guam, will constitute unfair competition. KUAM pointed out that the tv outlet will use kinescopes of regular tv network programs, including commercials, and will capture the martial market in Guam. This market already is served by numerous movie and other recreational facilities, KUAM said, and is the radio station's principal listener group.

Mr. Engel's station already has explored establishment of a commercial tv station in Guam, it was learned, but such an outlet is not practical from an economic standpoint at this time because of the high costs of transporting films to and from the island, located nearby on the opposite side of the globe. The military is not faced with the same cost problem, it was noted, since the films are supplied at no cost.

Mr. Engel told the Commission and military representatives during an informal meeting a fortnight ago, it was reported, that certain national advertisers on KUAM have said they would cancel their tv advertising if they get a free ride into Guam via the kinescopes on the military tv outlet.

KUAM: Free Enterprise

Mr. Engel wrote FCC it would be unfair to allow the government tv station to put KUAM out of business in view of the overriding policy to make Guam self-sufficient. Local businesses, KUAM claims, it has contributed substantially to this business growth.

AFRS officials have pointed out that their policy historically has been not to compete with commercial broadcasters in making their radio or tv installations both in the U.S. and abroad. However, this policy has followed that of FCC in which radio and tv are considered as two separate media, one not being protected from the other, they noted, with the Guam case posing a new problem. An AFRS radio station at Guam was closed down when KUAM took the air, it has been pointed out, in compliance with this AFRS policy.

AFRS policy not to allow its tv stations to compete with any commercial tv operation was established with the first military radio tv outlet at Limestone Air Force Base in Maine in 1953. The question was posed in behalf of local interests by Sen. Margaret Chase Smith (R-Me.) and the no-competition policy was set forth in a reply by Brig. Gen. Joe W. Kelly, Air Force Director of Legislative Liaison, who also indicated the Maine venture constituted a test for possible use in other isolated areas.

In the U.S. and its territories, the channels used by the military are assigned by IRAC with FCC approval. When IRAC first assigned ch. 8 for use in Guam by AFRS, FCC raised no objection since there was no commercial tv bids pending there which would cause conflict.

AFRS reported that the Limestone installa-
tion, a low power station on ch. 8, programs 72-75 hours weekly, of which some 60 hours constitute rebroadcasting of network kinescopes. The remaining hours include training programs, some live, and other film material. This is about the most extensive operation to date, AFRS indicated.

AFRS has had a low power uhf booster outlet in operation about a year at White Sands, N. M., picking up ch. 4 KROD-TV El Paso.

At Inyo-Kern, Calif., site of a Navy test center, an AFRS installation picks up Los Angeles tv outlets and routes them via closed circuit in the base area, AFRS said. This unit has been operating three years.

A fourth AFRS outlet in the U.S. is in the "process of procurement" at Fort Huachuca, Ariz., on the Mexican border, AFRS related. This also is slated as a closed-circuit operation, it was said.

Besides the Guam station, AFRS reported seven overseas installations, all low-power tv stations on either chs. 8 or 10 which now are on the air or under construction. A 50-w tv station has been operating at the Air Force base in the Azores since last October while a similar unit has been on the air at Wheelus Field, Tripoli, since December, it was related. A 50-w station began a signal in Keflavik, Iceland, in early March and a fortnight ago a similar station commenced at Thule, Greenland. At Dahiran, Saudi Arabia, a 30-w outlet is "just getting underway," AFRS said.

July 6 is target date for commencement of the AFRS tv station at Kindle Air Force Base in Bermuda where, as in Iceland and Saudi Arabia, special technical precautions are being taken to prevent civilian reception of programs because of local censorship restrictions.

A 200-w tv outlet is projected for Okinawa, to be Army operated, with a power boost planned later to provide island-wide coverage. Kinescopes of the top network shows are provided to AFRS by the four tv networks after clearance from advertising agencies and sponsors. Union regulations prevent deletion of the commercial portions of the programs, it was noted.

CBS sends three prints of each show for a total of 300 kinescopes weekly, while other networks send prints of their top shows. The kinescopes go from one AFRS station to another on round robin basis.

Chicago Mayoralty Opponents Reveal Radio-Tv Time Outlays

THE HIGH COST of campaigning was brought home to the citizens of Chicago last week when Mayor Richard Daley and his defeated GOP opponent, Robert E. Merriam, revealed their political expenditures for the recent mayoralty election.

Mr. Merriam reported advertising outlays of $35,000, which included $15,000 for tv time and $16,000 for radio, and an overall cost figure of $409,000 for the primary and election drives. The television outlay included a daily program with Mr. Merriam, while the radio tab covered 28 five-minute programs and 690 spot announcements. Expenditures were handled through Citizens for Merriam group.

Mayor Daley scoffed at a Merriam claim he had spent over $1 million on campaigning and estimated his cost at between $450,000 and $500,000. He noted that Mr. Merriam "relayed heavily on expensive television programs, which we did not have."

Simultaneously with their reports, Jack Russell & Assoc., Chicago talent counseling office, announced it will serve as agent for Mr. Merriam's services in radio and television.
FM MULTIPLEX PLAN EFFECTIVE JULY 1

FM STATIONS must put their functional music operations on a multiplex basis effective July 1, FCC ruled last week, if they wish to offer such service on a fulltime basis.

Turning down a petition by WWDC-FM Washington to reconsider its new fm rules regarding functional music and multiplex programming, FCC reaffirmed its earlier ruling that the background music service is not "broadcasting" under the provisions of Sec. 3(c) of the Communications Act. Therefore, FCC said, such supplemental service must be aired by multiplex, as a subsidiary service to the fm station's regular program fare, if it is to be provided on a fulltime basis.

According to the Commission's new fm rules, however, background music service may be continued on a simplex basis for another year during all hours except the minimum weekly 36 hours during which a regular balanced program schedule must be maintained [BT, March 28]. It is this 36-hour exception which prompted WWDC-FM to ask for reconsideration in view of the rule's effect on the present simplex background music business.

Originally, the new rules were to take effect June 1, but this deadline was stayed pending consideration of the WWDC-FM plea.

No New Information

In turning down WWDC-FM's petition, FCC said no new argument was presented that the Commission had not already taken into account in its previous deliberation on what constitutes "broadcasting." FCC noted that the background music service, "while capable of being received by the general public, was not so intended" and said such operations "are essentially geared and directed to reception by the commercial institutions, stores, transit audiences or other subscribers involved."

Concerning WWDC-FM's request that the rules be modified to permit fm stations engaging in functional music operations to request a hearing on the question of whether such operations is in the public interest, FCC explained that its new rules were adopted after extensive rule making proceeding in which all interested parties had "ample opportunity to present their views to the Commission." FCC noted "voluminous comments were filed," including those from WWDC-FM, and "to permit any licensee at this stage to request a hearing with respect to its individual operation would merely nullify the results of this extensive proceeding."

FCC's opinion was endorsed by Chairman George C. McConnaughey, and Comrs. E. M. Webster, Frieda B. Hennock, Robert T. Bartley and Robert E. Lee. Comr. John C. Doerfer voted to grant the WWDC-FM petition.

Meanwhile, on the eve of the Commission's action, WPEN-FM Philadelphia petitioned for reconsideration of the fm rules on grounds comparable to those advanced by WWDC-FM. FCC has not acted on this pleading. WPEN-FM pointed out that despite claims by Multiplex Services Corp. that its equipment is available in 30 to 90 days on firm order, such equipment has not been "sufficiently field tested."

WPEN-FM argued it will cost between $20,000-30,000 to convert its functional music operation to multiplex and is willing to do so when equipment is ready, but doesn't feel the issue should be rushed since it has been under consideration for several years. Immediate disruption of the present service is "unreasonable," WPEN-FM claimed, and may cause financial and program impairment generally in that area.
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LLOYD C. DO

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JOHN starrin
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is Dr. Wayne Hudson
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Made expressly for
local and regional
sponsors—a brilliant,
new series of dramas
taken from the
best seller by
Lloyd C. Douglas,
famed author of
"Magnificent Obsession"
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GRAHAM SAYS PUBLIC SHOULD FINANCE POLITICS

Newspaper publisher calls for public service campaign by The Advertising Council to help support the activities of candidates for elective office.

The USE of public service advertising to solve the problem of financing political campaigns was proposed last week by Philip L. Graham, publisher of Washington Post & ‘Times’ Herald (WTOP-AM-FM-TV) and board member and former chairman of The Advertising Council.

Addressing a U. of Chicago School of Business dinner in Chicago Wednesday, Mr. Graham advocated a public service advertising campaign to inform the public that individuals should, in the interests of “good citizenship,” contribute money to the political party or candidate of their choice.

Mr. Graham said the Advertising Council could conduct such an educational advertising campaign which would stress to each citizen that it is important to support with contributions their party and candidates. He cited a Gallup Poll taken after the 1954 elections which showed, he said, that while only one person in 20 made a political contribution, the same poll showed that 33% of U. S. families (some 16 million families) would have contributed $5 each if they had been asked—which would have totaled $80 million.

He cited three “important” sources of political contributions which he said tend to give elected officials undesirable obligations or make them dishonest: (1) the underworld; (2) special interest groups, including foreign interests, and (3) those hoping to be appointed to high offices. He also criticized present “unenforced, hypocritical” federal laws limiting political campaign expenditures and contributions to “unrealistic” amounts.

He said legislative proposals for “free” or government-subsidized radio and tv time are superficial and will only create “new problems.” He praised the efforts of Senate Elections Subcommittee headed by Sen. Thomas C. Hartings Jr. (D-Mo.) to “write more realistic laws about political contributions,” calling the subcommittee’s activities “some of the most constructive in many years.”

Mr. Graham said his proposal to educate the public to make political contributions “can be accomplished quickly enough to be effective in the 1956 campaign.”

He said that through radio and tv, magazines and newspapers, billboards, car cards and other media the “average American” can be taught “the importance of good government” and to respect those in political life. He predicted that “the political financial problem will continue to grow because of our growth in population and growth in power of communications.”

Mr. Graham had told a reporter earlier that he talked over the plan with the chairman of the Republican National Committees and that both were enthusiastic.

New York Press Backs Stanton ‘Free Time’ Plan

A SYMPATHETIC reception greeted CBS President Frank Stanton’s proposal for free network time to political candidates [B&T, May 30], in widely divergent segments of the New York press.

Dr. Stanton had proposed that the Communications Act governing equal time to qualified political candidates be modified to permit CBS to air a series of “Lincoln-Douglas” debates between the presidential candidates of the two major political parties.

The New York Post was first to comment. On May 25, the Post editorially concluded that Dr. Stanton’s proposal “warrants real study and debate” because “what Stanton is proposing essentially is that we be allowed to accept the reality that we live under a two party system.”

By “clinging to the fetish of free time for everyone,” the paper said, “we are in fact denying free time to the millions who lack the inequality of financial resources that now exists, we may well be getting ‘one party’ tv before we are through.” The Post noted no newspaper felt obliged to provide equal space for views of the Greenback candidate or the Vegetarian leaders: “Stanton has a case when he says tv ought to be allowed to inhabit the real world, too.”

To the New York Daily News (WPX) [TV] New York) Dr. Stanton’s statement “makes sense.” After describing the Stanton proposal, the paper on May 26 observed: “We think Congress should consider amending the law in some such way. This is a two party country, and we hope that with the winning of eight or ten or 18 parties—never have amounted to much. Why not recognize that fact, and revise the law to fit it?”

That same day, the New York Times (WXQR-AM-FM New York) in a news story bylined James Reston noted that President Eisenhower now is on tv via his weekly news conferences and asked: “Could he increase the number of tv conferences during the campaign and thus be on a free tv national network two or three times a week while the Democrats had no such opportunity of equal time?”

Suggested by Mr. Reston was that on a presidential commission with public broadcasting company, FCC and major party members to explore the free tv problem and come up with recommendations before emotions of the campaign are underway.

Jack Gould in the Times on May 29 went further than Dr. Stanton:

“It is time that Sec. 315 [of the Communications Act] is interpreted with a view allowing the broadcaster to make his own journalistic decisions. If he is not deemed qualified to do so, then it can only be asked by what standard did the FCC give him a license in the first place?”

Mr. Gould, however, took a dim view of Senate Interstate & Foreign Commerce Committee Chairman Warren G. Magnuson’s (D-Wash.) suggestion that broadcasters should be required to donate some fixed amount of time to qualified candidates. That, the radio-tv columnist said, is not unlike saying a newspaper ought to contribute columns to politicians with no voice on the use of the columns.

KOVV (TV) Asks S. F. Move

KOVV (TV) Stockton, Calif., has asked the FCC to move its studio to San Francisco. It claimed that it was not able to make out under its present assignment (it said it was more than $400,000 in the red after six months of operation; it cost more to build than to build) and although it emphasized that its technical facilities were superb, KOVV, owned principally by radio manufacturer H. Leslie Hoffman, broadcasts on ch. 13 with 316 kw, from an antenna 3,612 ft. above average terrain on Mt. Diablo. The station now covers San Francisco-Oakland-Sacramento-Stockton area. The station said permission to move its assignment to San Francisco would help Stockton stations and Sacramento stations.

The old World War I ditty, “How’re you going to keep ’em down on the farm after they’ve seen Paree,” has a new twist and it’s giving the FCC complications.

It goes like this: “How’re you going to keep ’em off of the air after they’ve seen Spokane.”

The reference is to the score of unlicensed tv boosters sprinkled through the Snake River valley in Washington. Unable to pick up direct signals from Spokane and cut off from Seattle tv by the Cascade Range, both 100-125 miles away, people in little communities in the area banded together in 1954 and erected boosters. These pick up Spokane’s ch. 4 KXXL-TV and reradiate them on the same frequency. For months all was well and tv was a real treat to the hardy few, who paid a few dollars per month for the service.

Then came the FCC. Last fall, FCC monitors began picking up these unauthorized transmissions. Notices were issued, boosters were padlocked. Paddocks were broken and transmissions restarted. More equipment was flown out from the FCC. Embattled citizens enlisted the aid of their senators (Warren G. Magnuson, chairman of the Senate Commerce Committee which oversees the FCC) and told of their grievances. Discussions were had with the FCC. But, there was no gainsaying, the operations were unlicensed, they were electro-magnetic transmissions, and if allowed to continue unhindered the FCC would have to establish a new allocation for tv stations, change locations plan, and with other services [B&T, Nov. 22, 1954].

Late in April, the FCC issued show cause orders to 20 individuals in the region. Early in May Examiner J. D. Bond held hearings in three communities where unauthorized boosters were still in operation. These were Quincy, Nespelem and Bridgeport. FCC Asst. General Counsel Richard A. Solomon conducted the听证会.

The defendants, representing themselves, made a spirited defense. Acknowledging the fact that the boosters were illegal, they nevertheless argued that the Commission, in some way, should permit this kind of operation for tv-less communities. One argument was that the apparatus radiated such low powers .02 w) that any radiation was well within the state and thus not subject to FCC jurisdiction. The FCC’s position, which has been upheld by courts, is that any radiation comes under its jurisdiction.

Even before the hearings were held, the FCC figured there was a way out. It authorized early this year an experimental 200-w. translator type boosters. But, they were not in the “范围内”.

This takes Spokane’s ch. 4, converted to ch. 16 and sprays it down the valley to the town of 3,000 with 160 tv-owning families. According to Ben Adler, Adler Communications Labs, Inc. (who had supplied this translator for $8,900, collected by donations of $67.50 by each set owner. Last week the FCC authorized another type of booster for Coalinga, Calif., some 50-odd miles from Fresno. Grant was made to Lambda-Paciﬁc Engineering Co. Inc., which will use one of its own boosters to pick up and retransmit Fresno ch. 47 (KJEO TV) to the San Joaquin Valley community. Although the grant was made subject to stringent en-

UNLICENSED TV BOOSTERS CREATE PROBLEM FOR FCC

Broadcasting • Telecasting
A.S.E. can switch channels
in the blink of an eye...

to keep your picture clear...

To help keep network TV pictures clear as they go from city to city, the Bell System is installing Automatic Switching Equipment (A.S.E.) on all major multi-channel radio relay routes.

Here's how it works:

Even the most carefully engineered microwave radio systems are affected by some fading caused by atmospheric changes. The only way to avoid this interference in television pictures carried from city to city by radio relay is to switch the signals to another path.

Manual switching is not fast enough to beat sudden fades. To make the change-over automatic, the Bell System designed A.S.E. which switches radio relay channels in a split second.

Now—when fading threatens—it is recognized by an electronic device that sends a warning signal back to the control station. The picture is then switched automatically to a protection channel. The entire operation could take place several times a second without disturbing your program in any way.

Advances of this sort in equipment and technique assure that the television public will have the benefit of the best possible service now and in the future.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow
Proudly created to Outperform!

Mitchell Cameras

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

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

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

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera Corporation

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

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
A monthly situation report on present and planned TV stations and television network shows

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<th>State</th>
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how to tell summer from winter

There's only one difference between WCCO-TV's summer and winter audience. The difference is that for the past two summers, more people have watched WCCO-TV in the summer than during the preceding winter.

At a time when better-than-average sales are the pattern, Channel 4 has up to 50 per cent more summer viewers than any other Northwest television station.

For WCCO-TV is a sales-potent member of the Northwest family circle—a family increased by a generous share of the 350,000 vacation visitors each summer.

The year around, WCCO-TV puts your message before more Northwest customers. Your nearest Free & Peters Colonel will gladly give you complete details.

WCCO-TV
The other member of the family
MINNEAPOLIS - ST. PAUL
CBS
New TV Stations

The following tv stations started regular programming in May:

- WFRV-TV Green Bay, Wis. (ch. 5);
- KHBC-TV Hilo, Hawaii (ch. 9), and
- WBBQ (TV) Birmingham, Ala. (ch. 10), educational.

LOUISIANA

- KALB-TV (5) NCB, ABC, CBS, DuM; Weed;
- KTMA (25) CBS, DuM; Young; $2,000

BATON ROUGE

- WAFB (28) ABC, DuM; Holleringby; 148,000; $2,000

LAFAYETTE

- WSBQ-TV (10) CBS; Venard, Browne; 8/15/53-6/5/55

LANG CHALES

- KLPL-TV (7) NCB, ABC; Weed; 6,781; $200
- WTAB (25) CBS, DuM; Young; 79,460; $1,500

MADISON

- KNOE-TV (8) NCB, ABC, DuM; H-R; 3,030,000; $1,250

NEW ORLEANS

- WDSU-TV (4) NCB, ABC, CBS, DuM, Blair; 326,316; N, LF, LL; $700
- WJNO (61) ABC, CBS, DuM; Bolling; 131, 840; $200
- WCKG (28) Gill-Perns; 4/5-unknown

SHREVEPORT

- KSLA (12) NCB, ABC, CBS, DuM; Rayner; 8,325,000; $400
- KCSB (12) 1/9/55/unknown (ch. 12 at present operated by Interstate TV Corp.)

KTBES (TV) NCB; 2/16/55-8/5/55

MAINE

BANGOR

- WABI-TV (5) NCB, ABC, CBS, DuM; Holleringby;
- WTBQ (2) CBS; Venard; $250

PORTLAND

- WLWN (11) ABC, NCB, CBS, DuM; Avery-
- KDY (3) NCB, ABC, CBS, DuM; Gill-Perns;
- WSAV (TV) 3/1/55-Unknown

TWIN FALLS

- KLIX-TV (11) ABC; 3/15/55-Unknown (granted
- STB 6/8/55)

ILLINOIS

BLOOMINGTON

- WBNL (15) McGilivra; 113,242; $200
- WCIA (3) NCB, CBS, DuM; Holleringby; 307;
- N; $800

CHICAGO

- WBBM (TV) 3) CBS, CBS Spot Sla.; 2,957,000;
- $2,355,000
- WBBK (TV) 17) ABC; Blair; 2,355,000; $1,500
- WGN-TV (CBS, DuM; Holleringby; 2,000,000; $1,500
- WNBQ (3) NCB; CBS Spot Sla.; 2,045,000; N.
- WBCD; LF; $5,000
- WMPM (TV) 36) 1/8/52-Unknown
- WIND (TV) 34; 1/8/52-Unknown
- WPST (4) 2/10/54-Unknown
- WTTW (TV) 11/15/54-Unknown

DIANEVILLE

- WDIY (26) ABC; Everett-McKinney; 45;
- $150

DECATUR

- WTVF (17) ABC, DuM; Bolling; 160,000; $200

EVANSTON

- WTLQ (38) 11/5/52-Unknown

HARRISONBURG

- WSOL (TV) 22) ABC; Walker; 30,000; $150

PEORIA

- WEEK (TV) 45) NBC; Headley-Reed; 213,056;
- $600
- WTVH (TV) 19; CBS, ABC; Petry; 213,056; N.
- $800
- WURL TV Co. (8) Initial Decision 11/5/54

QUINCY

- WQHM-HANNIBAL, MO.
- WQEM (TV) 10) NCB, AAC, Avery-Knodel;
- 150,000; $500
- KQHA (TV) 7) See Hannibal, Mo.

ROCKFORD

- WREX (TV) 13) CBS, ABC; H-R; 256,000; N.
- $800
- WREX (TV) 30; NCB, ABC; Weed; 100,000; $250

ROCK ISLAND

- DAVENPORT
- WQYO (TV) 4) NCB, CBS, DuM; Avery-Knodel;
- 260,201; N; $700

SPRINGFIELD

- WICS (20) NCB, DuM; Young; 103,580;
- Sangamon Valley TV Corp. (3) Initial Decision
- 11/20/50

URBANA

- WILT (TV) *11; 11/4/55-Unknown

INDIANA

ANDERSON

- WCBI (61) 2/25/55-Unknown

BLOOMINGTON

- WTVC (TV) 4) NCB, ABC, DuM; Meeker; 423,029
- (also Indianapolis); N; $800

EKHART

- WSYV (32) ABC, NCB, DuM; H-R; 208,129; LS;
- $250

EVANSVILLE

- WFIE (62) ABC, NCB, DuM; Venard; 94,315;
- $250
- WENT (50) See Henderson, Ky.
- Evansville TV Inc. (1) Initial Decision 10/4/54

Broadcasting • Telecasting

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## Evening

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<td>6:00 PM</td>
<td>Leh &amp; Fisk</td>
<td>The Sunday Movie</td>
<td>Johny Matl, alt.</td>
<td>Pan Amer, the Press L.</td>
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<td>6:15</td>
<td>Electric Companies</td>
<td>All Wks.</td>
<td>Gen. Foods</td>
<td>Roy Rogers F</td>
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<tr>
<td>6:30</td>
<td>Skipper Brown</td>
<td>Peanut Butter</td>
<td>Gen. Foods</td>
<td>Roy Rogers F</td>
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<td>6:45</td>
<td>President's</td>
<td>Pepsi-Cola</td>
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<td>7:00</td>
<td>Pepsico-Cola Playhouse</td>
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## Daytime

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<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
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<tr>
<td>9:00 AM</td>
<td>The Morning Show</td>
<td>9:00 a.m.</td>
<td>Participating Spoons</td>
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<td>9:15</td>
<td>Look Up and Live</td>
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### EVENING

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**Explanations:** Programs in capital, underlining: Time, EST. L: live; F: fill; K: time-sharing. E. Eastern network(s): K. Mutuals.

**CBS:** — Gary Moore M.– T. 10:30–1:00 a.m., Fri.
10:15–11:30 a.m., Thu.
19:30–21:15 Mon., 10:00–11:00 Mon., Tue., Thu., Fri.
2:15–4:30 a.m., Thu.
10:30–12:00 Mon., Wed., Fri.
2:15–4:30 a.m., Thu.
10:30–12:00 Mon., Wed., Fri.
2:15–4:30 a.m., Thu.
10:30–12:00 Mon., Wed., Fri.
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2:15–4:30 a.m., Thu.
10:30–12:00 Mon., Wed., Fri.
2:15–4:30 a.m., Thu.
10:30–12:00 Mon., Wed., Fri.
2:15–4:30 a.m., Thu.
KCMC-TV (5) CBS, ABC, DuM; pearson; 305,000; $200

KSL-TV (7) See footnote

KTPV (9) See Steubenville, Ohio WLTV (11) 2/11-53 Unknown

WEST VIRGINIA

BLUEFIELD

WJTV-TN (8) Katz; 23/4/45-Unknown

CHARLESTON

WCHS-TV (8) ABC, CBS, DuM; Brantham; 490,425; $150

WVNK (99) See footnote

CLARKSBURG

WBHR-TV (12) Brantham; 2/17-54 Fall '55

FAIRLEIGH

WPBS-TV (13) See footnote

HARRINGTON

WPBN (15) ABC, 3/3/52-30/6-52; 750,000; $200

HOUR-

WPIT (17) CBS, 12/6/54-Unknown

KSHS-TV (17) See footnote

WILKES-BARRE

WYOU-TV (12) ABC, CBS, DuM; pearson; 305,000; $200

WFMU (13) ABC; pearson; 149,000; $350

WMST (17) CBS, 3/28-Unknown

WNYC (17) CBS, 12/13-52

WQOW (17) CBS, 6/19-Unknown

WQSB (17) See footnote

WQXJ (17) ABC, CBS, DuM; pearson; 305,000; $200

WRIH (17) See footnote

WRTT (17) ABC; pearson; 305,000; $450

WSTV (17) See Steubenville, Ohio WLTV (11) 2/11-53 Unknown

WISCONSIN

EAU CLAIRE

WEAU-TV (13) ABC, CBS, DuM; holleringby; 225,000; $500 (film)

GREEN BAY

WBAY-TV (3) CBS; weed; 235,000; $400

WFMF (3) ABC; DuM; Healy-need; 300,000; $800

WMBV-TV (11) See Maritime

LA CROSSE

WKBT (11) ABC, CBS, DuM, Raymer; 90,000; $200

MADISON

WISC-TV (7) See footnote

MUINKES

WXIX (19) CBS, CBS Spot Sis.; 393,555; N; $700

WTMJ-TV (4) ABC, Harrington, Riggler & O'Connell, Jr., Ont.

WTTW (12) ABC, DuM; Pettry; 104,300; N; $500

WCAN (22) See footnote

SUPERIOR (DULUTH, MINN.)

WDSM-TV (6) CBS; DuM; Free & Peters; 169,400; $200

KDAL-TV (3) See Duluth, Minn.

WAUSAU

WSAU-TV (7) CBS, ABC, NBC, DuM; Meeker; 87,200; $200

WYOMING

CHEYENNE

KFBC-TV (5) CBS, ABC, CBS, DuM; holleringby; 66,100; $100

KENTON (1) (2) ABC, CBS, DuM; Fletcher, N. Y.

KTVX (11) NBC, DuM; Alaska Radio-TV Sis.: 26,000; $550

FAIRBANKS

KAF-FM (12) NBC, ABC, CBS, Weed: $150

KUPF (11) DuM; Alaska Radio-TV Sales: 3,500; $135

HAWAII

HILO

KHBC-TV (9) Satellite of KGBM-TV

HOUSSUOU

KGBM-TV (9) CBS; Free & Peters; 65,000; $200

KONA (11) NBC, NBC Spot Sis.; 71,100; $300

KULA (4) (9) CBS, DuM; Young; 14,460; $300

WAILUKU

KMAU (3) 1/18/55-Unknown (Granted STA April 8)

PUERTO RICO

MAYAGUEZ

WORA-TV (5) 1/27/55-Unknown

SAN JUAN

WKAQ-TV (4) ABC, NBC, DuM; Caribbean Networks: 43,345; $200

WKAQ (2) Inter-American: 65,000; $300

WUTV (6) 2/26/55-Unknown

CANADA

CALGARY, AITA-

CHCT-TV (3) CBC All-Canada, Weed: 20,000; $200

 EDMOND, ALTA-

CFPR-TV (3) CBC Radio Rep, Oakes: 18,000; KMTP $250

HALIFAX, N. S. -

CBUT (8) CBC, CBS

HAMILTON, ONT.

CHCH-TV (11) CBC, CBS, NBC, All-Canada, Young; 367,215

KINGSTON, ONT.

CKWS-TV (11) All-Canada, Weed: 35,000

KITCHENER, ONT.

LONDON, ONT.

CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; 112,000

MONTRAL, QUE.

CBFT (3) CBC French; CBC; 221,216

CBMT (6) CBC, CBC; 221,216

OTTAWA, ONT.

CBOT (4) CBC; 38,500

PETERBOROUGH, Ont.

CHEK-TV (10) CBC, All-Canada, Weed: 30,000

PORT ARTHUR, ONT.

CFPA-TV (2) CBC, All-Canada, Weed: 6,844

QUEBEC CITY, QUE.

CFCM-TV (4) CBC; Hardy, Weed: 50,000

REGINA, SASK.

CCKX-TV (12) CBC, ABC, CBS, NBC, All-Canada, Weed: 18,000

RIMOUSKI, QUE.

CBJR-TV (3) CBC; Stovin, Young; 12,000; $200

ST. JOHN, N. B.

CHSJ-TV (4) CBC All-Canada, Weed: 24,000; $200

ST. JOHN'S, NF.

CJON-TV (6) CBC; All-Canada; Weed: $100

SASKATOON, SASK.

CCKX-TV (12) CBC, ABC, CBS, NBC; All-Canada, Weed: 221,216

SAULT STE. MARIE, ONT.

CJIC-TV (2) CBS; CBC; Weed: 7,500

SUDbury, ONT.

CKCSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed: 16,800

SYDNEY, N. S.

CJCB-TV (4) Weed; 17,466

CTV (5) See footnote

WINDSOR, ONT. (DORONI, MICH.)

CKLW-TV (9) CBC, DuM; Young; 1,409,000

WINNEPEG, MAN.

CBW (4) CBC; $5,000

MEXICO

JUAREZ (EL PASO, TEX.)

XEVT (5) Weed; 196,602

The following stations have suspended regular operations but have not turned in CPs; WBAK- TV Mobile, Ala.; WAFF-TV Pensacola, Fla.; KTVJ (TV) St. Louis, Mo.; WDKT (TV) Toledo, Ohio; WKIP (TV) Louisville, Ky.; WLAM-TV Lewiston, Me.; WPMT (TV) Washington, D.C.; WIFE-TV (Daytime) Dayton, Ohio; KMPT (TV) Oklahoma City; KCET (TV) Los Angeles, Calif.; WTOV (TV) Allentown, Pa.; WLRN-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKFY-TV Pittsburgh, Pa.; WRSF-TV Youngstown, Ohio; WTVL-TV Charleston, W. Va.; WJFF-TV Fairmont, W. Va.; WCAR-TV Milwaukee;
SELLING SIGHT AND SOUND

is easier with these 5 built-in advantages of Kodascope Pageant Sound Projectors

You probably know all too well how technical imperfections in film presentations can stymie program sales. Many TV salesmen avoid these imperfections and get the finest in 16mm. preview projection with one of the six Kodascope Pageant Sound Projectors. Here are five good reasons why:

1. **Crisp pictures.** You get sharp focus in both center and corner screen areas with the Pageant’s built-in field-sharpening element. And for projection under adverse conditions, three of the Pageant models are especially equipped to throw 40% extra light onto the screen.

2. **Clear, comfortable sound.** Pageant Projectors give you better sound five ways. First, the exclusive Fidelity Control lets you focus the sound-scanning beam to get the most from any optical sound track. Next, the powerful 7- and 15-watt amplifiers are true-rated for full delivery. Third, the matched speakers are of ample capacity for the amplifier output. Fourth, special bass and treble controls are built into the 15-watt Pageant models. And finally, low-speed nylon gear operation and permanent pre-lubrication insure that your Pageant will not produce any distracting noise of its own.

3. **Trouble-free operation.** Repairmen say that the main cause of projector breakdowns is improper oiling. You completely by-pass this problem with a permanently pre-lubricated Pageant. It will never need a drop of oil!

4. **Easy portability.** Four Pageant models snap neatly into single, compact units—easily handled anywhere by one person. Two other Pageant models carry in two, trim, matching cases.

5. **Versatility.** At least one of the six newly redesigned Pageant models is specially suited to your particular projection requirements. Prices start at a sensible $425. (Subject to change without notice.)

**Ask for a free demonstration**

You can prove to yourself that a Pageant will be your best friend for selling sight and sound. Let your Kodak Audio-Visual Dealer help you pick and try out the Pageant model that best fits your needs. He also has for you a free copy of a new color catalog giving full details on the new Pageant line. See him soon, or just mail us the coupon below.

---

**For all your TV movie-equipment needs...**

**FOR PERMANENT INSTALLATION**

The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blowers, reel, and main projector drive, plus exceptionally stable drive mechanism, assure ultra-smooth performance. Light source may be either tungsten or high-intensity arc.

**ANYTHING THAT MOVES**

On-the-spot news events, commercials—any TV movie assignment is easily within the scope of the Cine-Kodak Special II Camera. It handles dissolves, fades, animation, and other special effects without additional equipment and without the need for optical printing. With pre-loaded film chambers, your Cine-Kodak Special II will be ready to go into action and stay in action when that big story breaks in your city.

---

**EASTMAN KODAK COMPANY**

Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and Information on Kodascope Pageant Sound Projectors 

Eastman 16mm. Projector, Model 25 □ Cine-Kodak Special II Camera □

NAME ___________________________ TITLE ___________________________

COMPANY ___________________________

STREET ___________________________

CITY ___________________________ STATE ___________________________

(Zone)
Right to Hearing Argued Before Court by WTRI (TV)

IS the FCC required to hold a hearing before it can deny the request of a protestant for a stay of a grant made without a hearing? That was the legality argued before a three-judge appeals court in Washington.

Argument was on the appeal by now-dark WTRI (TV) Albany, N. Y., against the Commission's action refusing to stay the approval of the sale of WROW-TV Albany to Lowell Thomas and associates [BT, May 16]. Commission held that Sec. 309(c) of the Communications Act required a stay except where continued service was, in its opinion, necessary. Before WROW-TV's transfer, the station told the FCC it was questionable whether it could continue operating. WTRI claimed it should have had a hearing before the request for a stay was denied. WROW-TV backed the Commission's action.

The argument was heard by Circuit Judges Charles Fahy, Walter M. Bastian and John A. Danaher. Representing the FCC was Edward W. Hautanen; WTRI, George Bunn, and WROW-TV, D. M. Patrick.

FCC Approval Sought For KOAT-TV Switch

APPLICATION to relinquish control of KOAT-TV Albuquerque, N. M., has been filed with the FCC by Alvarado Broadcasting Co.

The transfer arises through a redistribution and issuance of approximately 20,000 shares of new stock. Under the plan, designed to obtain new operating capital for the station, no one stockholder will hold majority of stock. Two new stockholders, Dr. Arlbert H. Lopez, Albuquerque dentist, and William J. Wylder, KOAT-TV announcer, each pay $1,500 for 4.5% interest. Albuquerque Broadcasting, former owner of 56% interest, will now own 10%, and Albuquerque Exhibitor Inc., former owners of 35% interest, will have 33% interest under the refinancing plan.

KOAT-TV balance sheet as of Feb. 28, 1955, reported its total assets at $397,263 with total current assets as $43,448. Total current liabilities were listed as $238,556 and a deficit of $183,863.

Examiner Clears KGUL-TV For Move Nearer Houston

AN FCC examiner last week recommended that ch. 11 KGUL-TV Galveston, Tex., be permitted to move its transmitter nearer Houston [BT, Nov. 1, Oct. 25, 1954]. Initial decision by FCC Hearing Examiner John B. Poindeexter said protest presented by ch. 13 KTRK-TV Houston failed to prove its case. At stake is the CBS-TV affiliation for the Houston-Galveston area.

FCC permission for KGUL-TV to move its transmitter from 22 miles northwest of Galveston (with a 500-ft. antenna) to a site six miles from Galveston and 24 miles from Houston (with a 1,250-ft. antenna) was granted last September. KTRK-TV protested on the ground that this was an attempt to correct a possible allocation of channels by making ch. 11 a Houston station instead of a Galveston station.

Examiner Poindeexter found that KGUL-TV puts the required minimum signal over Galveston. KGUL-TV already puts a Grade A signal to parts of Houston. He found that KGUL-TV has been programmed as a Galveston station and will continue to be so operated. Pertinent to the question of city "straddling" was this comment by Mr. Poindeexter:

"Since KGUL-TV's service area encompasses Houston, should KGUL-TV be penalized for seeking to take advantage of this lucrative advertising market, provided it does not fail to provide the people of Galveston in its programming and does not fail to provide the people of Galveston an outlet for local expression? There is no probative evidence in the record to support the assertion that KGUL-TV has neglected, or will under the proposal under protest, neglect the needs of the people of Galveston."

S-C Seeks Switch Of Rochester Stations

STROMBERG-CARLSON Co. has asked FCC approval of the transfer of its Rochester outlets WHAM-AM-WHFM (FM)-WHAM-TV to a wholly-owned subsidiary, Stromberg-Carlson Broadcasting Co., as a prelude to the contemplated merger with General Dynamics Corp. [BT, May 21].

The transfer is part of an overall merger plan approved by the board of directors of both companies. Under the plan, stockholders of Stromberg-Carlson will get one share of General Dynamics stock with a par value of $1 for each share of Stromberg-Carlson stock with a par value of $10 at the time the acquisition is affected. Stockholders of both corporations will vote on the plan on June 28, and if approved, Stromberg-Carlson will become the Stromberg-Carlson Division of General Dynamics Corp. The transfer of the broadcast facilities to a wholly-owned subsidiary of Stromberg-Carlson...
HOW OILMEN HELPED TO CREATE...

New Conveniences
For America's Shoppers

by THEODORE V. HOUSER
Chairman of the Board,
SEARS, ROEBUCK AND COMPANY

Between 1920 and 1925 alone, the number of automobile registrations in this country more than doubled. At Sears, we became convinced that the widespread use of automobiles was going to cause a major change in the nation's shopping habits. Therefore, in 1925, Sears opened the first of many outlying retail stores. We believed that shoppers would respond favorably to the merchant who could provide a solution to the parking problem. As you know, that is exactly what happened.

However, neither the widespread ownership of automobiles, nor the resulting new pattern of merchandising, would have occurred without the efforts of the oil industry.

The production efficiency achieved by the petroleum companies has brought gasoline and oil to a price point where everybody can afford it. The distribution pattern set up by the oil industry has made their products conveniently available to all. The research activities of the industry have provided products that meet and encourage the technical advances of the automobile manufacturers. Neither accessibility of supply nor quality nor price of product has ever been a barrier to ownership of an automobile.

The record of both the retail industry and the oil industry is a record of parallel growth and development, each with its emphasis on lower distribution costs, greater customer convenience and improved quality. These developments have been not only parallel, but interdependent.

It seems to me that this record of growth in both industries is an excellent example of how alert businesses interact and respond to the needs of a competitive economy. This drive for growth and improvement is inherent in America's competitive system. The recognition of the value of competition on the part of American consumers and the wise use of the opportunity for competition on the part of American business have created a pressure for progress that has resulted in the unique richness of the American standard of living. As a symbol of our economic system, and as a contributor to our standard of living, the petroleum industry is an outstanding example.

As Chairman of the Board of Sears, Roebuck and Co., Theodore V. Houser heads the world's largest distributor of general merchandise. Once characterized as "the greatest master of mass merchandising in the U.S.," Mr. Houser is an expert on America's changing shopping habits and on the part oilmen play to make these changes possible.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U.S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N.Y.
Webster can't find words to describe WHEN-TV. But the folks of Webster (literate, sensible people that they are*) don't scrabble around looking for new ways to say "Great Terrible!!!" As in 250 similar upstate N.Y. communities*** they just sit back and enjoy themselves, so receptive they purr.

You can learn from Webster and improve your spelling on words like "profit." Better still, take a short course on Channel 8.

* Just love Channel 8.
** There aren't any.
*** 2 1/4 million total population.

SEE YOUR NEAREST KATZ AGENCY

Everybody watches WHEN-TV

A Meredith station

Channel 8

Syracuse, N.Y.

son and not directly to General Dynamics was necessary because General Dynamics has two Canadian citizens on its board of directors and one Canadian officer. If the merger is approved, Stromberg-Carlson Broadcasting Co. will be wholly-owned subsidiary of General Dynamics.

Robert S. Tait, president of Stromberg-Carlson, will be board chairman of the new subsidiary and William Fay, now vice president of Stromberg-Carlson's Broadcasting Division, will become president of the subsidiary.

Balance sheet as of March 27, 1955, listed the total assets of the broadcast outlets at $1,728,000, with total current assets as $296,000.

Modification of Rules Gets Approval of FCC

MULTIPLE modifications of its rules and engineering standards, chiefly to bring them up to date and transfer certain radio standards to the rules, have been approved by FCC substantially as proposed a year ago (B&T, May 10, 1954).

One major change is to provide for "type acceptance" of television transmitters, not here-tofore covered, and to provide for type acceptance instead of "type approval" of am and fm transmitters. This brings the broadcast rules into conformity with the newly adopted type acceptance procedure set forth in Part 2 of the rules, FCC explained, pointing out that lists of type-accepted equipment no longer will appear in the rules but will be available for inspection at the Washington office or field offices of the FCC.

Other changes, largely technical in nature, relate to directional antenna proof of performance and other data, field intensity measurements and direct measurement of operating power. FCC's standard of 30-kc separation between am stations also was added to the rules as new Sec. 3.37.

Tv May Doom Outdoor Rally, Florida Politician Predicts

A PREDICTION that the use by political candidates of the facilities of WMBR-TVJacksonville, Fla., will spell the end of outdoor political rallies in Duval County, has been made by a county Democratic official.

Edgar W. Waybright Sr., senior chairman of the Democratic National Business Committee, said telecasts on WMBR-TV during the county's first and second primaries by 35 candidates seeking various Jacksonville offices resulted in heavier-than-normal voting in the second primary.

He said the Duval County Democratic group sponsored a series of WMBR-TV telecasts during the first and second primaries. Each program was for a half-hour, with candidates receiving specified periods ranging from a half-minute to five minutes each. The committee, he said, bore the greater part of financing, with each candidate paying only a small fee.

WMBR-TV relinquished network broadcast time on the eyes of both primaries in the interest of public service.

Advantages of campaigning on WMBR-TV, Mr. Waybright said, are: (1) greater audience coverage than the outdoor rally; (2) more personal contact with the voter; (3) greater interest in government; (4) encouragement of voting by repeated telecasts, (5) more interest by all members of the family, and (6) removal of impeding factors such as bad weather, poor acoustics and crowded conditions.

Predicting that "all other counties throughout Florida and the country" will "join in this progressive movement," Mr. Waybright said, "I believe that all future rallies will be held on television."

SOUTHERN CALIFORNIA
Democratic women's groups are being urged to join in a national "Teas for TV" movement, designed to aid the Democrats to raise funds for tv time purchases during the forthcoming 1956 presidential campaign.

Mrs. Katie Louchheim, women's activities director of the Democratic National Committee, proposed the "tv teas parties" to local party leaders during a recent visit. According to Southern California Democratic spokesmen, the program will probably get underway by this Labor Day with the slogan, "Come and take a cup of tea; put the Democrats on tv."

The plan involves a "human chain" principle, in which one woman invites 10 guests to a tea party in her home, for which each contributes $1 towards the Democratic tv fund. Each guest is then pledged to invite 10 other guests to her home for a similar contribution. By the end of the fourth round, party officials estimate that a fund of $10,000 can be raised to buy tv time for Democratic candidates.

Business Census Funds Cut in House Measure

THE HOUSE has passed and sent to the Senate the fiscal 1956 appropriations bill (HR 6367) for the Dept. of Commerce. The bill contains House cuts of $455,000 for the Census Bureau's census of business, manufactures and mining, and $500,000 for its census of agriculture.

The measure, as passed by the House, cuts the business census funds from the $4,655,000 estimated by the Budget Bureau to $4 million.

The agriculture census funds were cut from $6 million to $5.5 million.

The House cut Census Bureau salaries from the $7.4 million Budget Bureau estimate to $6.2 million—same as the fiscal 1955 appropriation.

The business census was appropriated $8,430,000 for fiscal 1955—the agriculture census $16 million.

The House also replaced $100,000—which had been requested for the Commerce Dept.'s Office of Import Administration—with the results of the business census into OBBC's national accounts for use by business—with $75,000 "to finance a special study of unemployment."

Secretary of Commerce Sinclair Weeks asked a Senate Appropriations subcommittee, which held hearings on the House-passed bill, to restore the House cuts.

He said the business census fund cuts will seriously delay the release of results and his department will be unable to meet its commitment to accelerate the publication dates.

The Commerce Dept.'s Bureau of Standards received $7 million—a $750,000 cut from Budget Bureau estimates, but $1 million more than for fiscal 1955. The increase will be needed to make "adjustments required by the Comp- troller General" and to expand "research and testing and radio propagation and standards."

Relief for Films to P. R.

IMPORTS into Puerto Rico of 16 mm Spanish-language film for television broadcasting purposes would be exempted from the present tariff under provisions of a bill (HR 6328) introduced by Rep. W. Sterling Cole (R-N.Y.). The measure was referred to the House Ways & Means Committee.
Electric companies at work on atom power plants

Push development of vast new source of electricity

Top engineers of electric light and power companies are speeding work on ways to make atomic-electricity practical for everyday uses.

The first atomic-electric plant for serving the public is now being built near Pittsburgh, Pa. Proposals for four others—near New York, Chicago and Detroit, and in western Massachusetts—are in the hands of the Atomic Energy Commission.

The power from these pioneering plants will probably be expensive to make, yet will be sold at regular rates. From these first plants, however, the electric companies expect to learn much about more economical and efficient atomic-electric projects for the future.

Reducing the cost of making atomic-electricity is problem No. 1—because electricity is already so cheap in America and we have plenty for our needs today.

However, the atom's promise of more power for the future is tremendous. The big job is to make it practical and economical. But the electric companies have solved other tough problems in bringing more and more electricity to more and more people, at lower and lower rates. They'll solve this one for you, too.

First commercial atomic-electric plant in America is under construction at Shippingport, Pa., near Pittsburgh. The atomic heat-producing unit will be below ground level. Turbines, generators and other electric equipment will be the same as in plants using other fuels.

Electric company engineers arrange wooden models of the uranium rods that are the atomic fuel for certain types of atomic-electric plant. Several dozen such uranium rods can supply enough heat to generate a year's electricity for a good-sized city.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine
Kefauver Introduces Bill Granting All Media Access

EQUAL ACCESS to Senate committee hearings would be granted to all media under the provisions of a measure (S Res 101) introduced by Sen. Estes Kefauver (D-Tenn.) on behalf of himself and 17 other senators.

The resolution, referred to the Senate Rules Committee, provides for equal access to all media "subject to the physical limitations of the hearing room and consideration of the physical comfort of committee members, staff and witnesses." But a witness could avoid being televised, filmed or photographed if he objects on the ground of "distraction, harassment or physical handicap."

The resolution on "fair committee procedure" is sponsored by Sen. Kefauver, Repub- licans Margaret Chase Smith (Me.) and Irving Ives (N. Y.), and Democrats Dennis Chavez (N. M.), Paul Douglas (Ill.), Albert Gore (Tenn.), Hubert H. Humphrey (Minn.), Herbert H. Lehman (N. Y.), Warren G. Magnuson (Wash.), Mike Mansfield (Mont.), Pat McNamara (Mich.), Wayne Morse ( Ore.), James E. Murray (Mont.), Matthew M. Neely (W. Va.), Richard L. Neuberger (Ore.), John O. Pastore (R. I.), W. Kerr Scott (N. C.) and John J. Sparkman (Ala.).

World Wide Broadcasting Praises USIA Latin Shows

SPANISH and Portuguese language broadcasts shortwaveLatin America by World Wide Broadcasting System's WRUL Scituate, Mass. —and rebroadcast "at no extra cost" by 54 commercial stations in South and Central America and the Caribbean—are being well received, a Senate Appropriations subcommittee has heard.

Walter S. Lenmon, World Wide president, and Leonard H. Marks, the firm's Washington counsel, told a Senate panel studying the U. S. Information Agency's fiscal 1956 budget that the programs originated in the U. S. have around 2.6 million listeners in Latin America. WRUL also shortwave Latin programs to Scandinavian Europe.

Mr. Lenmon asked that the $255,000 allotted to World Wide by USIA in 1955 for this work be boosted to a minimum of $450,000 for 1956. WRUL also shortwave commercially sponsored programs to the Latin American stations.

The Senate group, headed by Sen. Harley M. Kilgore (D-W. Va.), also heard Eugene W. Castle, author of a book criticizing USIA activities, ask that USIA's Voice of America funds be cut $4 million from the proposed $18.2 million.

Libel Protection Plea Put Before Gov. Harriman

APPEAL for greater protection to independent radio stations from libel suits arising from broadcast statements during political campaigns has been made to New York Gov. Averell Harriman by Fred Barr, program manager of WWRL New York. Mr. Barr explained that usually political candidates confuse their appearances to network radio stations and independent stations present persons who speak in behalf of the candidate.

Although a new law signed April 23 states that New York state stations and their em- ployees are free from liability for defamatory statements by any legally qualified political candidate during a political broadcast, Mr. Barr believes the law "does not lend too much assist- ance to the average independent station." Under the new law a radio outlet is not immune from damage suits resulting from remarks made by speakers representing the candidate, he said.

In his letter Mr. Barr urged that New York follow the example of Connecticut, which recently enacted a law sponsored by the Con- necticut Broadcasters Assn. It provides protec- tion against liability for remarks made by any person not an employee of the station. The protection is not restricted solely to broadcasts by candidates of political parties. According to Mr. Barr, the Connecticut libel law provides a broader protective base for the independent stations.

Illinois Legislation Sought To Tax TV Fight Proceeds

A PROPOSAL will be introduced shortly in the Illinois state legislature to impose a 5% tax on proceeds of televised boxing and wrestling matches as in other states. Livingston Osborne, chairman of the Illinois Athletic Commission, is pushing the legislation, which he said has Gov. William Stratton's support. Mr. Osborne said Illinois is the "only big state that hasn't got a TV tax" and noted the levy is in effect in New York, Michigan, Minnesota, Pennsylvania and Massachusetts. He said it was necessary because of declining attendance and that the 10% state tax on gate receipts may not be adequate to pay expenses of running the commission's board.

FCC Interested in Color Plan

FAVORABLE interest in RETMA's efforts to- ward a voluntary standard for color test signals has been expressed by FCC in its reply to a letter on the subject by RETMA Director W. R. G. Baker, vice president of General Electric Co. Dr. Baker told the Commission RETMA is seeking a standard color bar trans- mission which would permit servicemen to in- stall and adjust color televisions during normal working hours even though color programs were not being aired. The color bar would be located at the edge of regular monochrome programs and not seen by the home viewer. FCC said it "appreciates being advised of this development" and hopes to be informed of results.

Senate Restores USIA Funds

THE SENATE last week restored almost all of $8 million in cuts made by the House from the U. S. Information Agency's $88.5 million fiscal budget for 1956. Final amount approved by the Senate was $88,350,000, which replaces the cut by the House of all Voice of America tv program activities and some of its broad- cast activities.

Funds Bill to House Floor

THE House Appropriations Committee has reported out a bill making appropriations to the Executive Office of the President for fiscal 1956. The measure provides $161,000 for the Office of Defense Mobilization's Interdepart- mental Radio Advisory Committee, same as for fiscal 1955. The bill went to the House floor for action last Wednesday. IRAC is re- sponsible for allocating radio frequencies among government agencies and developing overall government telecommunications policies.
Hyde, Turner to Witness Coast Guard Rescue Tour

FCC Comr. Rosel H. Hyde and George Turner, chief of the Commission’s Field Engineering & Monitoring Div., have left Washington for the Pacific on a Coast Guard air-sea rescue demonstration tour aboard the cutter Wachusett. FCC monitors are key participants in many rescue operations, giving “fixes” on the location of disaster signals. Comr. Hyde and Mr. Turner also will inspect FCC offices in Hawaii and the U. S. West Coast before returning to Washington in mid-June. Comr. Hyde will visit two Broadcast Music Inc. clinics in June on his return trip [B&TV, May 30].

Neustadt, Ex-FCC Attorney Joins Cohn & Marks Law Firm

STANLEY S. NEUSTADT, trial attorney in the FCC General Counsel’s office who resigned May 24, has joined the law firm of Cohn & Marks in Washington, it was announced last week.

Mr. Neustadt received a B.A. degree with general honors from Columbia U., New York, in 1943, and an LL.B. degree from Columbia Law School in 1947. He was with the New York law firm of Bergerman & Hourwich until he joined the FCC in September 1948 as confidential assistant to Comr. Frieda B. Hennock.

During World War II, Mr. Neustadt was an Army Air Force pilot with the Troop Carrier Command, serving in the South Pacific with the rank of first lieutenant. He received the Air Medal.

Mr. Neustadt is a member of the New York Bar and of the bar of the U. S. Court of Appeals in Washington. He is married, has one daughter and makes his home in Alexandria, Va.

Atty. Spearman Recuperating

JOHN SPEARMAN, Washington attorney in the firm of Spearman & Roberson, was expected to return home this week after three weeks in Washington’s Doctors Hospital following a heart seizure May 19. Mr. Spearman is the brother of Paul D. P. Spearman, senior member of the firm, who has been invalided since 1953 following a stroke.

AFRS Releases Three

TERMINATION of contracts of Bud Widom, Fred Hessler and Dave Young, civilian program packager, announcer, commentators, was announced by Armed Forces Radio Service, Hollywood, as part of a retrenchment program forced by budget cuts.

According to an AFRS spokesman, since Messrs. Widom, Hessler and Young are not civil service employees but independent contractors, their contracts end effective June 30. However, no further personnel cuts are presently contemplated, the spokesman added.

AFRS Hollywood will continue to transcribe commercial radio programs and to kinescope certain commercial TV programs for overseas release to service men, in accordance with present agreements, he said.

Examiner Bill Introduced

A BILL which would give hearing examiners of government agencies lifetime status and the pay of a Civil Service Commission GS-18 has been introduced by Sen. Estes Kefauver (D-Tenn.). The examiners would be selected by a three-man Board of Examiner Administration.

From where I sit by Joe Marsh

Buz “Badgers” ‘Em into Coming

Attendance at Rotary Club meetings was a real problem—until Buz Walker, the new president, took over. Buz managed to get 100% turnout last night.

“No matter how good an organization is,” Buz says, “you can’t do a real job unless you get everybody working together and coming to meetings.

“I wanted to be sure all the boys made the first Spring meeting, so I sent each one a badge marked ‘Reception Committee.’ Yes, they all showed up—I have a hunch they’ll keep coming back, too.”

From where I sit, it never hurts to make the other fellow feel he’s important. Also, it never hurts to show a tolerant attitude toward your neighbor’s tastes and habits, his likes and dislikes. Some of us are natural club “joiners,” some are lone wolves... just as some are devoted coffee lovers while some prefer a quiet glass of beer. Whatever our preferences we have a right to a sympathetic “reception” from others.

Joe Marsh

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STORIES SHY FROM RADIO BECAUSE OF PAPER HOLD

"Traditional" place of newspapers and unfamiliarity with timebuying procedure cited as major reasons for department stores' hesitancy in placing radio advertising, Southern California Broadcasters told.

BIGGEST obstacle to entry of department stores into radio advertising is the "traditional" reliance of such stores upon newspaper advertising, with their advertising staffs well-trained in newspaper layout, but unfamiliar with radio timebuying.

This was the feeling expressed by department store advertising managers speaking at the monthly meeting of the Southern California Broadcasters Assn., as part of the reason for the prevalent reluctance of most such stores to use radio.

Margins of profit are constantly narrowing in department store operations, said Walter Powers, advertising manager, The May Co., Los Angeles, in discussing "Where is the Money Coming From for Radio Advertising?" However, he admitted that when Hibb's Department Store, a disc radio advertising manager, told the store's record department of the proposed campaign, the store's advertising department was quick to react, mentioning "the "traditional" use radio.

Radio can be used successfully as a supplementary advertising medium, but to meet ever-growing competition, department store management must continue to rely upon newspapers, James Seyster, advertising-publicity director, Eastern-Columbia department stores, Los Angeles, told the broadcasters. But the Eastern-Columbia singing jingle has made all of Southern California aware of the store's "Broadway at Ninth" location, he admitted.

Sharply differing with the store executives, Henry Mayers, president, The Mayers Co., Los Angeles advertising agency handling the local Sears, Roebuck & Co. account, stated that Sears has doubled its chance of standing up for its radio dollars. Even if Sears were to place advertising in all four Los Angeles metropolitan newspapers it would still miss a population segment as big as Cleveland is, Mr. Mayers said.

Money for a radio campaign could easily come from the elimination of waste "white space" in newspaper advertising, he continued.

Department store management urgently needs educating on the profitable use of radio and the management which learns its lessons well will reap benefits in the form of increased profits and a strong competitive advantage in the retail field, the agency executive concluded.

NARTB Convention Planning Focuses on Chicago for '56

HAVING just completed its 1955 convention, NARTB announced Thursday it will hold the 1956 industry meeting April 19-21 at the Conrad Hilton Hotel, Chicago. Firm contract for the date has been signed, with an option on a 1957 meeting at the same site. The long-range planning looks toward a Los Angeles meeting in 1958.

C. E. Arney Jr., NARTB secretary-treasurer, was going over 1956 convention bookkeeping details last week and plans to make a tentative financial report to the board at its June 23-25 meeting in Hot Springs, Va. Associate members are being notified of the date for the 1956 convention. The Conrad Hilton has greatly expanded its basement exhibit space since NARTB met there in 1952.

Three floors (5, 6 and 7) for light equipment and film exhibits will be available next year, offering a more compact show than the far-flung wings of the Shoreham Hotel in Washington. The Conrad Hilton offers many meeting rooms plus the ballroom and the adjoining Eighth Street Theatre.

Committee of the association expired with the convention. President Harold E. Fellows has been doing preliminary work on the 1955-56 committee lineup but it is not at all complete at this point.

Final attendance figures for the 1955 meeting were 1,576 management and 376 engineer delegates, according to William L. Walker, NARTB auditor. Another 300 women took part in some of the convention events. Approximately 3,000 persons were in the convention hall during President Eisenhower's address.

Devine Named to Head AAAA's Radio-TV Group

JOHN F. DEVINE, J. Walter Thompson Co., has been appointed by the American Assn. of Advertising Agencies' board of directors as chairman of the AAAA's TV & Radio Administration Committee.


AAAANS Announces Dates for Fall Region Meetings

DATES for annual fall conventions were announced last week for the Eastern, East Central, Central and Western regions of the American Assn. of Advertising Agencies.

The Pacific annual meeting will be held Oct. 2-5 at the Hotel Del Coronado at Coronado, Calif. The hotel's new, $800,000, Los Angeles, chairman of the AAAA's Pacific Region, is in charge of program plans.

The Central convention is slated for Oct. 13-14 at the Conrad Hilton Hotel, Chicago. Heading up the convention committee in that region is Chairman Vincent R. Bliss, Earle Ludgin & Co., Chicago.

The Eastern Region's annual conference, which is the largest in agency attendance, will be held Oct. 17-19 at the Roosevelt Hotel, New York, in charge of Long Strubing, Compton Advertising Inc., chairman of the Eastern Region.

The AAAA's Central Region meeting will convene Oct. 24 at the Hotel Statler, Detroit. Ernest A. Jones, MacManus, John & Adams Inc., Bloomfield Hills, Mich., chairman of the East Central Region, will head the program planning.

AAAANS Plans 1956 Meeting For Agencies of 40 Nations

AN international meeting of advertising agency leaders will be held next April 23-May 4 in the U. S., sponsored by the American Assn. of Advertising Agencies, it has been announced by the AAAA.

According to AAAA's president, Frederic R. Gamble, invitations have been issued to executive heads of agencies and to a number of other advertising leaders in more than 40 countries. Mr. Gamble made the announcement in Washington where he was attending the 15th congress of the International Chamber of Commerce.

The U. S. meeting will open in New York and continue in Washington, White Sulphur Springs, W. Va., and possibly in other cities. The Washington program will be under auspices of the Offices of Commerce and State. So far as possible at this stage, arrangements have been made for President Eisenhower to greet the delegates, the AAAA said.

The delegates also will take part in the 38th annual meeting of the AAAA at the Greenbrier Hotel in White Sulphur Springs on April 26-28 and will be invited to participate also in other activities including next year's U. S. Chamber of Commerce convention.

U. S. "host agencies" will help receive delegates and aid in arranging visits to agencies, publishers, broadcasters and suppliers, it was said.

On April 23 in New York, delegates will be received by the mayor at City Hall.

TVB Adds 10 Members; Roster Now Stands at 143

ACTIVE MEMBERSHIP of the Television Bureau of Advertising now totals 143, Norman E. (Pete) Cash, director of TVB's station relations, said last week in announcing an addition of 10 members to its roster [BT, May 30].

New members include the stations: KFTV (TV) Denver; KHEL-TV Keeney, Neb.; KPLC-TV Lake Charles, La.; WDAY-TV Fargo, N. D.; WPLA-TV Tampa; WIBW-TV Topeka, Kan.; WBFM-TV Indianapolis; WOOD-TV Grand Rapids, and WZTV Nashville. Harrington, Richter & Parsons Inc., station representative, also added, brings the number of TVB's station representative members to seven.

Mr. Cash noted TVB is "determined to sell hard to every advertiser we call on that these member stations...are making the advertiser better equipped to use more television and hence increase his sales."
Did you cross pollinate?

However conceived, your ideas for the Advertising Council have grown into great campaigns. And this is no father to son opinion. Just look below at the record of only four of the many hundred you have created since 1942. You can be proud of your brood, but don’t quit now. The Advertising Council still needs your fertile brains to help solve other problems facing America. And by you, we mean the agency account men, writers, artists, and media people who have donated their time, talents, and space for free—and those who haven’t as yet.

Aided U.S. Treasury in the sale of billions of dollars worth of War and Savings Bonds. Helped restore public confidence when a recession was predicted by many. Made millions of men and women aware of their responsibilities in Civil Defense. Helped Crusade for Freedom broadcast the Truth to Iron Curtain countries.

The Advertising Council, Inc., 25 West 45th Street, New York 36, N. Y.
Radio & TV Week to Get Big Sendoff This Year

THE 1955 version of National Radio & Television Week, starting Sept. 18, will bear little resemblance to the faltering promotions of the past 10 years, according to spokesmen for three trade associations jointly sponsoring the event.

Detailed plans will be drawn up June 14 during the 31st annual convention of Radio-Electronics-TV Mfrs. Assn., to be held at the Palmer House, Chicago. Ellis L. Redden, law, Magnavox Co., is chairman of the RETMA Public Relations-Advertising Committee. Joseph M. Sitrick, NABT manager of publicity and information services, represents that association.

The week-long event carries this theme—Dedicated to Better Home Entertainment. Displays of new radios, tv sets and phonographs will be featured in retail stores. An industry-wide promotion will embrace dealers through National Appliance & Radio-Tv Dealers Assn.; National Assn. of Electrical Distributors, and NARTB.

Life magazine will develop institutional display materials for dealer use. The Saturday evening banquet will include a special supplement highlighting development and history of radio-tv. Networks and stations will join the promotions.

A series of regional dinners will be held throughout the nation, with dealers as leaders, participating. The RETMA subcommittee directing preparation is headed by Julius Haber, RCA.

RETMA's June 14-16 convention agenda includes voting on amendments to the by-laws. Two public and group meetings will be held during the three days, according to James D. Secrest, executive vice president. Leslie F. Muter, Muter Co., treasurer and past president of RETMA, will be presented the 1955 RETMA Medal of Honor at the annual banquet.

Wilson Elected to Head California AP Radio Assn.

RAY WILSON of KPFB-TV San Diego, Calif., has been elected chairman of the California AP Radio Assn. succeeding Bill Cothran of NBC Hollywood. Meeting in Los Angeles at its annual meeting, the group also elected Bernard Schwartz, KPRL Paso Robles, vice chairman.

Presentation of 39 certificates of merit in the association's annual news competition was made by Tom Mawhinney, KPFA, radio-tv star (see story page 95).

The value of local coverage to stations themselves and as a means of expanding AP service everywhere in both the radio-tv and magazine fields was stressed by Les Mawhinney, KJU Los Angeles and chairman of the national association of AP radio and tv members.

AFA's Golden Jubilee Meet

Convening Now in Chicago

ADVERTISING Federation of America was to open its golden jubilee convention at the Palmer House in Chicago yesterday (Sunday) with some 1,000 advertising executives expected to be in attendance. The meeting will close Wednesday.

The business session of the convention will open today with a panel session on "Understanding Tomorrow's Markets." The luncheon speaker will be Walter R. Barry, vice president in charge of grocery products, General Mills.

Tomorrow's session will be highlighted by a panel discussion on the role of advertising in the future. Participants will be Leo Burnett, Leo Burnett Co.; Fairfax M. Cone, Foote, Cone & Belding; Earle Ludgin, Earle Ludgin & Co.; Melvin Brorby, Needham, Louis & Brorby; Ray Wells, John Hancock Corvell, Monsanto Chemical Co.; John McLaughlin, Kraft Foods Co., and Ed Taylor, Motorola Corp.

Clarence Eldridge, vice president in charge of marketing, Carrobbell Soup Co., will talk at the luncheon Wednesday, after which the AFA educational committee will sponsor two panels on advertising education.

AIEE Sets Two Sessions

June 28 on TV Subjects

SESSIONS on color television and on tv satellite and microwave link installations will be held June 28 in conjunction with the summer general meeting of the American Institute of Electrical Engineers at Boston, Mass., according to J. B. Epperson, chairman of the AIEE Committee on Television & Aural Broadcasting.

I. J. Kaar, General Electric, will preside at the color meeting and George H. Brown, RCA Labs, will chair the other session.

NATRFD States Meeting

For Washington June 19-22

SUMMER meeting of the National Assn. of Television-Radio Farm Directors will be held June 19-22 in Washington. The meeting will include sessions at the Dept. of Agriculture, tours and a visit with President Eisenhower at the White House.

Registration and get-acquainted ceremonies are scheduled for the opening day, with business sessions starting Monday, June 20. Secretary of Agriculture Ezra Taft Benson and other department officials will meet with the farm directors. The afternoon agenda includes meetings with heads of farm organizations along with farm broadcasters and newsmen.

The group will meet June 21 with Senate and House Agriculture committees, going next to the White House. A Potomac cruise is scheduled in the morning of June 22. Other speakers scheduled to address the convention are: William S. Chesley, Kastor, Farrel, Chesley & Chilton, New York; L. B. Gentry, and Possessions, of Television Film Directors. At present the membership comprises 150 stations in 38 states and possessions, according to Arthur V. Cook, WVET-TV Rochester, N. Y., NATFBD public relations director.

A western conference of NATFBD, held in Washington May 27-29 (BT, May 30), T. Gentry Veal, Eastern Kodiak Co. tv research director, said "great strides must be made in the entire area of color film and transmission to bring it to the present point of monochromatic transmission."

Committees were formed to explore operational procedures and film procurement research. Findings are to be presented at a na
tional conference of NATFBD, to be held next February in Chicago. The western conference will meet in September to form committees.

Comr. Doerfer to Address Community TV Convention

COMR. JOHN C. DOERFER is scheduled to be the featured speaker at the fourth annual National Community TV convention in the Park Sheraton Hotel, New York, today (Monday) through Wednesday.

Mr. Doerfer is expected to discuss the question of FCC jurisdiction over community cable systems, as he did before the national Assn. of Railroad & Utility Commissioners in Chicago last fall (BT, Nov. 15, 1954).

High on the NCTA agenda is the adoption of Code of Practices, including Edward P. Morgan, Washington attorney, tax problems; Dr. Frank G. Kear, Kear & Kennedy consulting engineers, Washington, radiation; Arthur A. Gladstone, FCC, microwave relays. E. Stratford Smith, Washington attorney, is executive secretary of the association.

It's APBE in UAPRE Out

FORMATION of the Assn. for Professional Broadcasting Education was effected during the NATB convention, with the University Assn. for Professional Radio Education dissolved, subject to final action by the NATB board at its June 23-25 meeting. It was reported in the Mayo 30 issue of BT, on the basis of an NATB convention announcement, that the first-named association had been dissolved instead of organized. NATB later issued a corrected announcement. The new association will seek to improve education and training of prospective broadcasters in cooperation with schools and colleges.

TRADE ASSOCIATION PEOPLE


Tv Film Directors Plan 'Idea Clearing House'

CENTRAL clearing house for the exchange of ideas and methods of using tv films at the station level is being set up by the National Assn. of Television Film Directors. At present the membership comprises 150 stations in 38 states and possessions, according to Arthur V. Cook, WVET-TV Rochester, N. Y., NATFBD public relations director.

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WIS. REPORT ANALYZES EFFECTIVENESS OF VHF

New entry into competitive tv market does not have full commercial effectiveness where the old and new stations overlap, university study indicates.

FOUR general findings about the area of sales effectiveness of a vhf tv station came from a study of WBAV-TV Green Bay, Wis., made under the supervision of the School of Commerce, U. of Wisconsin, and reported in Wisconsin Commerce Reports for April 1935. These general findings, for a new 100 kw tv station, are:

1. That, in the direction away from established competition a station may effectively reach points 75 to 100 miles distant (possibly because of listeners' willingness to install expensive aerials, and to be satisfied with imperfect reception where no alternative is available).

2. That, within the area in which a station does not meet effective competition, its commercial effectiveness appears generally to be as great as in the home city.

3. That, in the direction toward established competition, a station's audience appears to be somewhat below the levels technically attainable (presumably because of prevailing listenership and aerial orientation toward the established station).

4. That, within the area where effective competition is met, commercial effectiveness seems to diminish with distance, at a rate quite close to the rate of decline in listenership.

The study was made from Feb. 22 to Sept. 15 last year, starting nine months after WBAV-TV had gone on the air and four months after the station had increased its power from 6 kw to 100 kw and its antenna height from 400 feet to 800 feet. After preliminary estimates of coverage based on engineering contours, station mail, mail ballots and telephone surveys, a sales effectiveness test was conducted for a product promoted and advertised exclusively over WBAV-TV in that area.

Results showed the station to have area coverage up to 85 miles from the transmitter "at least as effective as in the station's home market" of Green Bay. Further, the sales-effectiveness measures were found to be "generally correlated with the listenership ratings (rather than with the set ownership data or with the audience estimates based on both ownership and listenership factors)."

Gavin: WHIO Executive, Killed by Crazed Gunman

JOSEPH J. GAVIN, public relations director and salesman for WHIO-AM-TV Dayton, Ohio, was slain last Tuesday by a crazed killer who ran into two Dayton banks and fatally shot three people and wounded four others.

Mr. Gavin was in the Third National Bank, on business for the stations, when he was shot in the back while talking to a bank vice president. The killer, described by police as a 'religious fanatic' who apparently had no intention of robbing the bank, shot six of his victims in the Third National and his seventh at the Winter Bank.

Mr. Gavin, football coach at the U. of Dayton between 1947 and 1953, was 47. In 1930 and '31 he was captain of Notre Dame U.'s basketball team.

He is survived by his wife, Mary L.; daughters Patricia, 20, Joan, 18, Ann, 14; a son, James, 8, and a brother and sister.

REV. VERNON L. FISHER, president of the Huntington (W. Va.) Ministerial Assn., signs for association sponsorship of an MBS Game of the Day broadcast last month over WHTN Huntington. Present at the signing: John S. Phillips (l.), general manager of the station, and Jack R. Burnley, WHTN sales manager. The Huntington Ministerial Assn. represents more than 70 churches in the Huntington area.

Washington 'Post' Stations Form Program Policy Unit

FORMATION by the Washington Post Co. (WTOP-AM-FM-TV Washington, WMFB-AM-FM-TV Jacksonville, Fl.) of a Program Policy Committee, "to develop new ideas and fresh approaches" to its programs and to examine and appraise programs with particular attention to those in the public service area, was announced last Monday by John S. Hayes, company radio-tv vice president and president of WTOP Inc.

The committee will be composed of nine officials of the company and its stations. First meeting will be held in Jacksonville June 6.

In addition to Mr. Hayes, members of the Program Policy Committee are: Philip L. Graham, president of the Washington Post Co. and chairman of the WTOP Inc. board of directors; J. Russell Wiggins, vice president of the Washington Post Co. and managing editor of its Washington Post and Times Herald; Adrian Fisher, vice president and counsel of WTOP Inc.; George F. Hartford, television vice president, WTOP Inc.; Lloyd Dennis, radio vice president, WTOP Inc.; Glenn Marshall Jr., president of WMFB-AM-FM-TV; Charles M. Stone, WMFB-TV vice president, and Dave H. Booher, vice president of WMBR-AM.

Lawrence E. Richardson, director of general services, WTOP Inc., will serve as secretary for the newly-formed committee.

Latham Retires as Gen. Mgr. Of WKRC-TV Cincinnati

RETIREMENT Tuesday of U. A. (Jake) Latham as general manager of WKRC-TV Cincinnati, marking an end to an association of some 20 years with WKRC-AM-TV, was reported last week.

Mr. Latham joined WKRC in sales in 1935 after having been an automobile salesman for 10 years. When the Cincinnati Times-Star purchased the station several years later, Mr. Latham remained as a salesman. In 1941 he became local sales manager, advancing three years later to sales manager.

In 1950, Mr. Latham left the radio operation to join WKRC-TV, where he subsequently became general manager.
WRCA-AM-TV to Proclaim: 'Paterson Has Everything'

IN A MOVE to cushion the impact of new drive-in shopping centers beyond the city limits, civic and business interests in Paterson, N. J., last week launched a $120,000 advertising and promotion campaign, substantially on WRCA-AM-TV New York, to promote the theme that "downtown Paterson has everything."

The advertising campaign, which was placed through Force Inc., Paterson, will consist of station breaks and program participations on WRCA-TV through June 7 and on WRCA through June 10. Supporting this commercial effort will be a series of editorial integrations, spotlighting Paterson, on various station programs. These will include a remote origination of the Tony and Jina show in Paterson along with appearances of station personalities at retail establishments in the city and regular programming with a Paterson slant.

Law Woff, president of Force Inc., said he expected radio and television "to give us the excitement we want to put the promotion across." Hamilton Shea, vice president and general manager of WRCA-AM-TV, noted that the project affords an opportunity to the stations to "extend their public service, in a concentrated way, to a single community in the stations' listening and viewing areas."

Weed Cites Local Television As Future's 'Proving Ground'

THE LOCAL TV station will be proving ground for the major regularly-scheduled programs of the future, Joseph W. Weed, president of Weed Television Corp., stated last week in a memorandum to clients.

He said that the "growing concentration by networks on mammoth 'one-shots,' 'magazine concepts' and participating programs is reducing—and even eliminating—regular program series with continuing starts on a network basis." He claimed that in local markets, by means of "genuine" spot television, national sponsors are "enjoying the extra values that local shows in all categories offer in building both audience ratings and product sales."

"Although networks are imitating procedures in many ways," Mr. Weed continued, "they do not link program content and the advertised product as a genuine spot. And it is through locally-originated and syndicated shows that the major programs of the future are being groomed. Actually, many local shows surpass the mammoth network programs in ratings on a local basis."

WBBM to Poll Ballplayers On $50 Fee for Interviews

PRACTICE of demanding a $50 fee for live or taped interviews at ballparks will be placed before the ballplayers of all major league clubs the next few weeks by WBBM Chicago.

Players and their representatives will be polled on their sentiments by John Harrington, WBBM sports director, who raised the issue. He charged "a line of demarcation between the press and the broadcasters" and "discrimination of the most flagrant sort". (Closed Circuits May 23). He said radio appearances are not involved in the Harrington complaint voiced to players representatives.

The WBBM campaign has attracted widespread national attention in the press and on radio. It arose when players of the Kansas City Athletics refused to make tape-recorded interviews without compensation.


classification

STATIONS
H. Kenneth Carpenter Dies; Retired WHK Station Director

H. KENNETH CARPENTER, 61, who retired last August as vice president of WHK Cleveland after 20 years as station director, died suddenly Thursday at St. Luke’s Hospital, Cleveland.

He had gone to the hospital early this week for a routine checkup, a procedure he had followed since a heart attack suffered some time ago. Wednesday morning he had told the nurse to serve severely ill patients their breakfast first since he was merely there for a checkup. When the nurse returned with his meal she found him dead.

Funeral services were held Saturday at Church of the Saviour, Cleveland Heights, Ohio. Surviving are Mrs. Carpenter and three daughters.

Mr. Carpenter entered radio in 1925 at the old WEAR Cleveland. He managed the station jointly with the associated WTAM. He became general manager of WPTF Raleigh, N. C., in 1928, returning to Cleveland in 1934 as WHK manager.

In the late 20’s he became active in the old NAB, becoming chairman of the Commerce and later Sales Managers Committee. In this role he instigated moves to standardize rate cards, accounts and spot contracts as well as a code of ethics. He served on the NAB board from 1930 to 1936.

Russell Winnie Jr. Dies

FUNERAL SERVICES were held in Milwaukee Tuesday for Russell Griffth Winnie Jr., 25, son of Russell G. Winnie, assistant general manager of WMJ-AM-TV that city. The youth suffered a cerebral hemorrhage on a suburban Chicago golf course May 28. Mr. Winnie survived by his father, his wife, Nancy, and a son, Scott, age 2.

KLFY-TV Lafayette, La.

On Air Last Friday

KLFY-TV Lafayette, La., began commercial programming last Friday as a primary CBS-TV affiliate, W. A. Patton, general manager of KLFY-AM-TV, has announced. The ch. 10 station, the first tv outlet in Lafayette, will operate with 52.5 kw.

Mr. Patton reported that Venard, Rintoul & McConnell is KLFY-TV’s national representative and that Clarke Brown Co. has been named regional representative. Present area tv set count is 45,330. KLFY-TV is owned by Camellia Broadcasting Co. Its debut increases to 429 the number of operating tv stations.

A complete report on all operating as well as upcoming tv stations is in the monthly TELESTATUS, page 67.

KPTV (TV) Plans July 1 Boost

KPTV (TV) Portland, Ore., owned by the Storer Broadcasting Co., expects shipment of its new maximum-power uhf antenna from the RCA Camden, N.J., plant on June 10. July 1 has been tentatively set as the date when the ch. 27 station can increase its power from its present 204 kw to 1,000 kw.

Faulk to Remain with WCBS

IN A SHIFT of plans, John Henry Faulk, radio and tv personality, has decided to remain in New York. Earlier, Mr. Faulk had accepted an appointment as vice president in charge of public affairs for KTBC-AM-TV Austin and KANG-TV Waco (Texas Broadcasting Corp.) [8BT April 18].

According to WCBS New York, The John Henry Faulk Show will continue in its 5:05-5:35 p.m. period, Mon.-Fri. The station said the decision was promoted by "a deluge of letters from his listeners."

REPRESENTATIVE PEOPLE


Edwin M. Fisher, former local sales manager, KMOX St. Louis, to tv sales staff, Bolling Co. N. Y.

STATION PEOPLE

John F. Box Jr., station manager, WOKY Milwaukee, appointed executive vice president, licensee Bartell Broadcasters Inc.

RHEINGOLD SPONSORS "FAIRBANKS" AGAIN...

3rd YEAR IN A ROW!

In January, almost every other viewing home in New York was watching "Douglas Fairbanks Jr. Presents", (ARB January ’55) Rheingold Beer is so impressed, they're sponsoring Fairbanks regionally for the 3rd consecutive year. Many markets available for first run, 'Nuff said!

"DOUGLAS FAIRBANKS JR.

PRESENTS"

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

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Lewis F. Riefstahl, news director, WLAY Muscle Shoals, Ala., additionally named program director.

Ed Winton appointed program director, KELP El Paso, Tex.

Dean Campbell, sales staff, KEDD (TV) Wichita, Kan., promoted to sales manager.

E. L. Colbourn, formerly local sales manager, W KY Oklahoma City, appointed executive sales director, KBTX (TV) Denver.

Harry Bartolomei, assistant chief engineer, KCCC - TV Sacramento, Calif., appointed chief engineer, KNXV (TV) San Jose, Calif.

Robert O. Paxson, formerly local and regional sales manager, KEDD (TV) Wichita, Kan., to KTVH (TV) Hutchinson, Kan., as local sales manager.

Charles H. Cowling, former station manager, KAVR Apple Valley, Calif., to KCBO San Diego as assistant general manager and sales manager.

Luke L. Roberts, educational and public service director, KOIN-AM-TV Portland, Ore., named KOIN-TV assistant program director in charge of production and public affairs depts.

Glenn Hughes, talent director, KTAL (TV) Hollywood, resigns; Roland Hiltshire, U. of Southern California telecommunications dept., to KTAL as assistant talent director. George T. Corbin, director, KFMB-TV San Diego, to KTAL in similar position, succeeding Jack Parker, who moves to Grant Adv. Inc., Hollywood, as tv director.

Jim Merwin, former account executive KCBS San Francisco, and Charles Craig, former program director, KLAC Hollywood to KOLD Yuma, Ariz., as account executive and traffic manager, respectively.

Joseph E. Lake, assistant sales manager and local sales representative, WDAF-AM-TV Kansas City, appointed commercial manager, WFMY-TV Greensboro, N. C.

Ellison Stambaugh, formerly director, KGNC-TV Amarillo, Tex.; Gene Ziliak, floor manager, KVOO-TV Tulsa, and Joe Duca, KVOO-TV floor crew, appointed KVOO-TV directors; Bruce C. Washburn, formerly station manager, KHOZ Harrison, Ark., and Joe Pierce, formerly with WFAA Dallas, to WWHO-TV as announcers; Hiram Higby, formerly with KANS Wichita, Kan., to station as program personality; Gene Taylor to KVOO-TV as floorman.

Theresa M. Rose, executive secretary, WBUD Trenton, N. J., appointed assistant manager in charge of all daily operations.

Cal Douglas, newsman, WAPI-WAFM (FM)-WABT (TV) Birmingham, Ala., appointed news director; Don Potter, formerly with WCCO Minneapolis-St. Paul, and Betty Lee, formerly with

George Sweeney Jr., former news editor, WJDA Quincy, Mass., to WVBD Boston, succeeding Rod MacLeish, who moves to WBJ Boston as news editor.

Don Marvin, formerly with KSWM-TV Joplin, Mo., to announcing staff, KOTV (TV) Tulsa.

Lou Garris, formerly announcer, WLEE Richmond, Va., to WALA Mobile, Ala., as announcer.

Allen D. Smith, news director, KCKN Kansas City, Kan., to news dept., KCMO Kansas City, Mo., succeeding Bill Cardin, who has been appointed executive assistant to Kansas Congressman Errett P. Schriver.


Thomas O'Leary, apprentice, KCBS San Francisco, named junior writer; Melvin Strom, formerly with KBKH Pullman, Wash., to KCBS as apprentice; Ogden Miles to station as summer relief announcer.

Ted Mangner, farm director, KMOX St. Louis, featured in June 15 issue of People Today.

James F. Murray, manager, KQV Pittsburgh, named to general committee, Allegheny County (Pa.) Fair.

Bob Jennings and Bob Foster, personalities, WLAC Nashville, Tenn., signed to contract by MGM Recording Co.

Edward Benham, chief engineer, KTTV (TV) Hollywood, named to national video techniques committee, Institute of Radio Engineers.

Marjorie Phillips, assistant news editor, KBIG Avalon, Calif., initiated into UCLA unit, Kappa Tau Alpha, national journalism scholarship fraternity.

Bill Beal, sales dept., KABC Hollywood, father of girl, Jeanne Fratini, May 25.

Robert Hanger, news director, WKEY Richmond, Ky., father of girl, Pamela Diane, May 23.


John Douglas, announcer, WMGR-TV Jackson- ville, Fla., father of girl.
PERSONNEL RELATIONS

Heller, AFTRA Leader, Dies in New York at 49

FUNERAL SERVICES for George Heller, 49, national executive secretary of the American Federation of Television and Radio Artists (AFL), were held in New York last Thursday. Mr. Heller died in Roosevelt Hospital there March 30 after an illness of seven weeks.

In his role as executive secretary of AFTRA, Mr. Heller was the chief labor spokesman of more than 25,000 radio and television performers. Last November he negotiated a pension plan with the television networks, said to have been the first for actors established by an American performers union.

Before entering the union field, Mr. Heller was a ballet dancer, actor, singer, computer and play producer. He became a first vice president of the Associated Actors & Artists of America (AFL) in the early 30's, and in 1937 he was an organizer, founder and executive secretary of the American Federation of Radio Artists.

He served in that latter post until 1949 when he was named executive secretary of Television Authority, union of television artists. When TA merged with AFTRA in 1952 to form AFTRA, Mr. Heller was appointed national executive secretary.

WGN Reports It Is Upheld By NLRB in RTDG Dispute

WGN-AM-TV Chicago has reported it has been upheld by the National Labor Relations Board over earlier charged by the Radio & Television Directors Guild of Chicago that the Tribune outlets had violated the labor-management laws.

Notification of the NLRB action, according to WGN Inc., came in the form of a letter from the board dated May 20 and sent to the counsel for the Chicago chapter of RTDG. In the letter, WGN Inc. reported, the board denied the charges and sustained the ruling last November of an NLRB regional director in Chicago. He found insufficient evidence that WGN Inc. had refused to bargain in good faith.

The director pointed out WGN Inc. was within its right not to negotiate for TV directors as supervisory employees inasmuch as they are not covered by Sec. 2 of the National Labor Relations Act.

The NLRB letter was signed by William Feldeman, assistant general counsel.

Floor Shows Telecast Live Hit By Performers Union

AMERICAN Guild of Variety Artists has started to close in on Los Angeles hotels and night clubs for breach of contract with the union in allowing TV stations to telecast floor shows live from their point of origin, according to Irvin Mazzei, AGVA acting western regional director. Current violator is the Ambassador Hotel Cocoanut Grove, which AGVA said, recently violated the AGVA contract in allowing KTLA (TV) Hollywood to cover the Xavier Cugat-Abbe Lane revue for City at Night without payment to the performers for the video appearances.

AGVA contract with the clubs and hotels includes the following clause: "the artist shall not be required to perform or appear, nor shall the operator request or require the performer to appear for compensation of any kind or in any medium regardless of the point of origin of the telecast, without first securing the written consent and approval thereto of the American Guild of Variety Artists."

Sweet and 'Live'

ADVERTISING campaign was launched on June 1 by New York Local 802, American Federation of Musicians, to emphasize that "live" music on radio and TV sounds better than the "canned" variety. Paid advertisements are being used on radio and TV pages of newspapers in the New York metropolitan area. The local will conduct a promotion campaign, directed to trade papers, to radio-TV stations and sponsors.

Hollywood Cameramen Seek Fewer Work Hours Per Week

PLANS to include independent TV film producers in their demands for a 40-hour work week were announced by cameramen of International Photographers Local 659, International Alliance of Theatrical & Stage Employees, Hollywood.

Herbert Aller, business representative for the local, disclosed that most cameramen are presently on a work schedule averaging from 40 to 44 hours weekly. In the latter case, the union wants a 45-hour week with five nine-hour days; in the former, a 40-hour week, with five eight-hour days.

TV film production schedules usually run by the day, generally from one to six, he noted.

Negotiations with the major studios, of which four—20th Century Fox, Warner Bros., Republic and Allied Artists—have TV production subsidiaries, will start in New York this October. Independent film studio negotiations will follow settlement of the major studio contract, Mr. Aller said.

'Anti-Communist' Rule Approved by Writers Guild

APPROVAL of a so-called "anti-communist" amendment to the Writers Guild of America constitution, which would withhold WGA membership from persons admitting Communist Party affiliation before congressional committees or persons convicted of Smith Act violations in court, has been announced.

F. Hugh Herbert, WGA national chairman, announced in Hollywood that the proposal to extend the theatrical film writing code to both radio and TV fields [B*T, May 16] had likewise been approved.

SAG, Producers to Negotiate

NEGOTIATIONS between two producer groups and the Screen Actors Guild, covering TV film actors, singers and announcers who will start in Los Angeles today, SAG has announced. Producer groups are Assn. of Motion Picture Producers (majors) and Alliance of TV Film Producers.

The present TV film contract expires July 20, 1955.

PERSONNEL RELATION PEOPLE

Richard H. Gordon re-elected president, Screen Extras Guild, Hollywood. Other officers re-elected: Franklyn Furnum, first vice president; George Barton, second vice president; Tex Breidel, third vice president; Kenner Kemp, recording secretary; and Jeffrey Sayre, treasurer.

Elected to three-year director's board terms: Mary Benol, Heintie Conklin, Ben Corbett, Franklyn Furnum, Mary Ellen Gleason, Richard H. Gordon, Vi Ingraham, Buddy C. Mason, Snub Pollard, Jeffrey Sayre, George Sowards; two-year term: Eve Gordon; one-year term: Anna Mabry, Max Reid, Roy Thomas, Jack Warthman.

YOUR STAR... YOUR HOST... YOUR SALESMAN:

DOUGLAS FAIRBANKS JR. PRESENTS

To all moviegoers in the country (and that's just about everybody) "Fairbanks" is a magic name. It promises action... danger... excitement. And "Fairbanks" lives up to that promise as producer-host of every show, star of one out of four in the sponsor-proven TV film series:

"DOUGLAS FAIRBANKS JR. PRESENTS"
NBC PLANS FIRST 'WIDE WIDE WORLD'

New show will debut June 27, carry live segments from the U. S., Mexico and Canada. It's budgeted at $150,000.

WITH RCA and Ford Motor Co. as sponsors, NBC-TV will present its first program in the Wide Wide World concept—a 90-minute live show with pickups in three countries, with cameras criss-crossing the North American continent for a total of 32,000 miles—on June 27 at 8-9:30 p.m. EDT.

Other Wide Wide World shows are planned for this summer, NBC President Sylvester L. (Pat) Weaver Jr. said last week in announcing plans for the first one, and next fall Wide Wide World may get an every-other-week or three-weeks-out-of-four Sunday spot alternating with Hallmark's Maurice Evans series (Sun., 4-5:30 p.m.).

Budget for the June 27 production, described by NBC-TV as the "most expansive tv program ever attempted," was estimated at $150,000.

The show will open with shots of New York, Chicago, Des Moines, Denver, Salt Lake City, and San Francisco, then will switch to San Diego beaches, go from there back across the country to New York, nearby Jones Beach and some 10 minutes of Guy Lombardo's "Arabian Nights" water pageant then; then, after Times Square shots, will switch to Stratford, Ont., for a quarter-hour of opening-night festivities and part of "Julius Caesar" at Stratford's famed Shakespearean Festival. Next stop will be Mount Hood and Timberline Lodge in Oregon for skiing shots, followed by a visit to New Orleans for a session of jazz; then to Tijuana, Mexico, for native dancing, art displays and—finally—a live bull fight (with no killing) featuring Cantinflas, noted Mexican comic.

Mr. Weaver, stressing that the "strategy" of Wide Wide World is to "bring the world to the people" and show them places, people and events they would themselves visit if circumstances permitted, conceded that implementing the concept poses a "challenge." But even if the June 27 show should fall short, he said, that would "disprove" only "this particular show," not the concept itself.

Wide Wide World, at least for the immediate future, will not be done in color, although some color inserts may be incorporated.

Asked whether Wide Wide World might speed the expansion of international television, Mr. Weaver noted that trans-ocean live tv is technically possible now, and said that "anything that gets people excited" about international tv will help "open the gates."

With both the Canadian Broadcasting Corp. and Emilio Azcarraga Jr.'s Mexican tv network cooperating in the project, NBC said, the June 27 telecast will have the largest lineup of stations ever grouped for a single tv program.

As further indication of the project's scope, officials said it will involve more than 1,000 performers and technicians, $25 million worth of equipment, 10,000 miles of coordinating telephone lines, 12 remote camera units using 36 cameras, and, in its 90 minutes on the air, will carry viewers the mileage equivalent of one and one-third times around the world.

Dave Garroway will be "master communicator" on the first program, kinescopes of which will be used in soliciting sponsors for future shows. The June 27 telecast will be part of the Producers Showcase series which RCA and Ford sponsor every fourth Monday at 8-9:30 p.m.

Opening the news conference at which the plans were announced, Davidson Taylor, NBC vice president for public affairs, explained that Wide Wide World, conceived by Mr. Weaver, had been "in work" for the past 18 months. Plans for the first program were spelled out by Barry Wood, NBC director of special events, whose department is producing it.

As part of the promotion for the opening show, NBC Radio's forthcoming weekend Monitor show will include pickups from Wide Wide World origin points the weekend before the telecast.

6 Special Monochrome Shows Set for Summer by NBC-TV

NBC-TV will present six one-and-one-half hour special productions in black-and-white during the summer in time periods of this season's Saturday and Sunday night color spectacles.

Jack Rayel, executive producer of the series, said the first summer offering will be carried on Sunday, June 19 (7:30-9 p.m. EDT). It will be called Remember—1938, a nostalgic program centering around films of the summer. Details of the two remaining Sunday shows on July 17 and Aug. 14 will be announced later.

The Saturday summer specials will be launched on July 2 (9-10:30 p.m. EDT) with a production to be telecast from Hollywood in cooperation with a major motion picture studio. Details will be announced later. On July 30, producer-director Alan Handley will present a musical version of the novel, Trilby, titled Svegliati and the Blonde, with Carol Channing, Basil Rathbone and Russell Arms in starring roles and Miss Barrymore as narrator. The third Saturday show, which will be carried on Aug. 27, will be a presentation of the musical comedy, "One Touch of Venus," starring Russel Nype and George Gaynes and a leading lady to be selected.

Spectacular TV 'First'

NBC-TV last week claimed a television "first" in announcing plans to present a full-length color motion picture next fall prior to its movie house release. The film, "The Constant Husband" starring Rex Harrison, will be carried on NBC-TV on Sept. 11 (7:30-9:30 p.m. EDT) with a production to be telecast from Hollywood in cooperation with a major motion picture studio. Details will be announced later. On July 30, producer-director Alan Handley will present a musical version of the novel, Trilby, titled Svegliati and the Blonde, with Carol Channing, Basil Rathbone and Russell Arms in starring roles and Miss Barrymore as narrator. The third Saturday show, which will be carried on Aug. 27, will be a presentation of the musical comedy, "One Touch of Venus," starring Russel Nype and George Gaynes and a leading lady to be selected.

He voiced the belief that the motion picture "may well provide a yardstick for future television-movie house relationships." The picture was presented by Frank Launder and Sidney Gilliat.
CBS-TV Names Scalpone, Sets New Programs

Network announces plans for new programming under Ackerman's Special Projects Div. Scalpone leaves McCann-Erickson to take new post.

A TOP agency executive, Alfred J. Scalpone, McCann-Erickson vice president, last Thursday was named CBS-TV vice president in charge of network programs, Hollywood. Mr. Scalpone on July 1 will fill the post left vacant with the network's promotion of Harry Ackerman to heads CBS-TV's new Special Projects Div.

According to J. L. Van Volkenburg, CBS-TV president, Mr. Scalpone will report to Hubbell Robinson Jr., vice president in charge of network programs, and will coordinate Hollywood TV programming activities.

Earlier, Mr. Robinson had announced that Mr. Ackerman has been appointed executive director of the new division.

Mr. Ackerman, who gives up his vice presidency, also will develop his own program ideas in addition to sharing ownership of some of the series thus developed.

At McCann-Erickson, Mr. Scalpone has been vice president in charge of radio and television and also chairman of the Central Dept.'s management committee. He joined M-E in July 1948 after having been with Young & Rubicam from 1936 to 1947, leaving as manager of radio production in Hollywood.

Along with the announcement of Mr. Ackerman's new slot with CBS-TV, Mr. Robinson revealed some of the programming ideas and series that will be administered by Mr. Ackerman.

Fourteen 90-minute Shows

They include fourteen 90-minute programs to be telecast on Saturday, Tuesday and Thursday evenings with 10 of the shows to be seen Saturday (9:30-11 p.m. EDT) and the other four to be fitted into Tuesday and Thursday schedules. For the Saturday night Jubilee series, on which preparation already is being made in the Special Projects Div., two productions will be "music-dramas" starring Bing Crosby.

Three shows will be associated with Noel Coward, one of them a revue and starring Mr. Coward and Mary Martin based on the pair's "Cafe de Paris" act in London. Mr. Coward also will star in the other two: "Blithe Spirit," which he authored, and "Peace in Our Time."

Three 90-minute shows will be produced by Paul Gregory. The first, "The Big Banjo," is a musical story of the development of rhythm in American entertainment. The other two projects have not been announced. Three Arthur Schwartz productions are scheduled by the division, one of which is an original musical revue to be called "Wonderful World."

Mr. Robinson said that the new projects division "will encompass every field of entertainment on an international basis." He said CBS naturally turned to its "top creative executive" to head it up. Mr. Ackerman will have offices in New York and Hollywood, dependent on production demands.

Mr. Ackerman joined CBS in January 1948 as executive producer of radio programs after leaving Young & Rubicam. In six months he was moved to Hollywood where he became director of network programs and then in June 1951 was moved up to vice president in charge of network programs for CBS-TV. According to the network, Mr. Ackerman's creative talents were associated with "I Love Lucy, Our Miss Brooks, My Favorite Husband, The Line-Up" and others. In radio he guided, among others: "Pursuit, Yours Truly, Johnny Dollar, Gunsmoke, The Line-Up, Mystery Theatre and The Aldrich Family."

Nutrilite Signs Agreement

For NBC Radio Drama Show

CONTRACT for the 26-week Sunday night hour-long NBC Radio show, Your Nutrilite Radio Theatre, to start Sept. 18 and to cost approximately $375,000 in time and talent, has been signed in Hollywood.

Present at contract signing were executives of NBC and of Mytinger & Casselberry Inc., Long Beach, Calif., international distributors of Nutrilite food supplement.

Plan to draw story ideas from listeners for the drama series in a weekly contest much like the former CBS Radio Dr. Christian program drew almost immediate protest from Writers Guild of America West, Hollywood, against "amateur" writers.

WGAW Radio Branch officers pointed out the predecessor Radio Writers Guild had registered a similar complaint against the Christian series, finally forcing the sponsor's agency to pay RWG minimums to weekly contest winners.

Following the current WGAW protest to Dan B. Miner Co., Los Angeles agency for Nutrilite, NBC Radio emphasized that professional radio writers would adapt winning contestants' ideas for programs.

WGAW still maintains the position that "unique professional ability" is required and the guild radio board will meet June 6 to discuss the issue, B+W was told. However, network publicity emphasizing professional adaptations has somewhat softened the guild stand, observers note.

Contestants will be sought in a national magazine and distributor campaign, to be launched by Mytinger & Casselberry. Winners will receive WGAW radio script minimum for each idea, plus additional cash, free vacations and automobiles for better synopses.

HEADS 'N SHOULDERS
ABOVE THE REST!

Top "Hooperatings" in 41 out of a total of 62 measured quarter hours (7:00 a.m., 10:30 p.m.) Monday thru Friday. See the January-February 1955 Hooper Report.

It's a TERRIFIC Story!

Ask BRANHAM!

CARTER M. PARNHAM, President • KEN FLENNIKEN, General Manager
Brown to Publicity Post
As NBC Press Names Four

FOUR promotions within the NBC press department have been announced by Ellis Moore, the department's director. Milton Brown has been appointed manager of program publicity succeeding Don Bishop, now director of publicity for NBC's owned stations, NBC Spot Sales and WRCAMTV New York [B&T, May 23].

Sidney Desfor has been appointed manager of NBC's photo unit. He will be replaced as photo editor by Seymour Friedman. Ernest Otto has been appointed a column editor.

Mr. Brown has been with the network since 1949, serving most recently as column editor. Mr. Desfor joined the network in 1934 and has been photo editor since 1945. Mr. Friedman, who replaces Mr. Desfor, has been with the network since 1945 as a staff photographer. Mr. Otto joined NBC in 1951 as a staff writer.

Chet Huntley Joins NBC

CHET HUNTLEY, ABC west coast newscaster and Peabody Award winner, has joined NBC news as a staff commentator on the West Coast, John H. Thompson, manager of news and special events for NBC's Pacific Division, announced last week. His first major assignment will be coverage of the mid-June tenth anniversary meeting of the United Nations in San Francisco, where he covered the UN's organization in 1945.

Moos in NBC Labor Post

PROMOTION of Charles Moos from labor relations administrator to manager of labor relations for NBC has been announced by B. Lowell Jacobsen, director of NBC personnel. In his new post Mr. Moos will be responsible for all labor activities of the network and will report directly to Mr. Jacobsen.

Mesta Signs DuMont Option

PERLE MESTA, international socialism, has signed an option with Ted Cott, general manager of DuMont owned tv stations, to star in a tv program to be telecast from her home in Washington, D.C., and presented over DuMont's WTTG (TV) Washington in the fall. The half-hour program would present Miss Mesta in talks with government dignitaries and social leaders in Washington.

CBS-TV Juvenile Shows
To Delete 'Fun,' 'Thrills'

ELIMINATION of juvenile delinquency stories which might excite certain "border-line" cases to imitative acts has been established as a nationwide CBS-TV script policy.

Only such episodes which show that a juvenile who cuts himself off from society does not from this act enjoy companionship and "fun and thrills" will henceforth be approved, according to Edward Nathan, manager of the CBS-TV west coast editing department.

Under the new policy worked out by Herbert Carlborg, director of editing, New York, and himself, a "more constructive portrayal" will show that such youths have a "rough go" when they cut themselves away from the community by their delinquency, Mr. Nathan commented.

The new policy is the result of growing experience in the tv field, he observed. Recent evidence from responsible authorities before such groups as the current Kefauver investigating committee has shown that stories concerning delinquency may act to stimulate emulation from impressionable "border-line cases," he said.

Rather than combating juvenile delinquency, such scripts have tended to glorify them, Mr. Nathan noted. "The fact that the delinquents are punished in the last scene doesn't compensate for what's gone before."

Starting Tomorrow Revlon Sponsors '64,000 Question'

DEBUT of $64,000 Question, described as the biggest jackpot program in radio-tv history, has been scheduled for tomorrow (Tuesday) on CBS-TV, 10-10:30 p.m. under sponsorship of Revlon Products Corp. The series is produced by Louis G. Cowan Productions Inc. Agency for Revlon is William H. Weintraub Co., New York.

Hal March, who has most recently been featured on the Imogene Coca Show on NBC-TV, will emcee the new series. Format of $64,000 Question will enable the contestants to hit the $64,000 jackpot in 17 questions and over four weeks of appearances.

Board of editors, headed by Dr. Benjamin Evans, Northwestern U. professor, author and tv moderator, will select questions and decide on answers.
Brown Subs for Patt
On CBS Affiliates Board

KENYON BROWN, KWFT Wichita Falls, Tex., last week was elected interim chairman of the CBS Radio Affiliates Assn. board of directors, serving during the illness of John F. Patt, WR Detroit, affiliates board chairman. Mr. Brown served as chairman prior to election of Mr. Patt last August.

Mr. Patt suffered a coronary occlusion during the NABTY convention in Washington (BT, May 30) and has been in Georgetown Hospital there. He was removed from the oxygen tent Wednesday. While he has not been removed from the critical list, his condition is reported as improved.

**NBC Corners Rights To-Eastern Grid Games**

THE COMPETITIVE drive between NBC and CBS flashed again last week with announcement from NBC that it has acquired rights to a football tv package of five regional college games, in-town teams.

According to a joint statement by NBC Sports Director Thomas S. Gallery and Eastern College Athletic Conference Commissioner Asa S. Bushnell, the five-game package will be added to the eight games authorized by the NCAA nationally by the National Collegiate Athletic Assn. for which NBC already has acquired rights.

The two packages give NBC-TV a lineup of 13 consecutive games this season from September to December.

Only a few weeks ago, indication was given at the NBC-TV affiliates meeting in New York, during which NBC had announced rights for Big Ten and Pacific Coast conference games, that within "a short time" it would announce similar regional agreements with eastern colleges, principally in the New England and Middle Atlantic regions.

The NBC-TV regional package takes in NCAA's Districts 1 and 2 covering the New England states, New York, Pennsylvania, New Jersey, Delaware and West Virginia. Dates for the telecasts are Sept. 24, Oct. 8 and 22, Nov. 5 and 12. The Army-Navy game, played usually in the East, also is on the national schedule for NBC.

The network's football schedule now reads (eastern contests noted only by region, not games): Sept. 17—Miami vs. Georgia Tech; Sept. 24—eastern telecast. Also district 4 (midwest) regional telecast of Notre Dame-S.M.U. (South Bend, Ind.); Oct. 1—Ohio State at Stanford; Oct. 8—eastern telecast; Oct. 15—Notre Dame at Michigan State; Oct. 22—eastern telecast; Oct. 29—Iowa at Michigan; Nov. 5—eastern telecast; Nov. 12—eastern telecast; Nov. 19—UCLA at USC; Nov. 24—Texas at Texas A&M; Nov. 26—Army-Navy at Philadelphia, and Dec. 3—North Carolina at Duke.

Schedules of both NBC-TV and CBS-TV, it can be noted, do not conflict because NCAA's national tv schedule falls on dates when either regional telecasts are set or when CBS-TV has none of its games. (For CBS-TV's tentative schedule and dates see BT, May 23.)

**Paar Asks 'Morning' Release**

CBS-TV's m.c. on the Morning Show, Jack Paar, has said he is asking for a release from the program because he understood the network planned to change the format from comedy-variety to more emphasis on news and to an appeal to children. "I've always felt my type of comedy appealed primarily to adults. I think it would be a mistake to try to adapt my style to a program aimed strongly at children," Mr. Paar commented.

**NETWORK PEOPLE**

Ralph Levy, director, CBS-TV Jack Benny Show, named named executive producer-director of program for 1955-56 season.


Ellingwood Kaye, story-script editor, Bing Crosby Enterprises and Roland Reed Productions, both Hollywood, to CBS-TV there as west coast story-script editor.

Bill Silbert, disc jockey, WMGM New York, to NBC Radio as host, National Radio Fan Club, effective June 17.

Byron Palmer and Joan Weldon, stars, syndicated tv film Starlighters, to CBS Radio, Hollywood, to co-star in weekly On a Sunday Afternoon program.

Briggs Baugh, supervisor, tv co-op programs, ABC-TV, to ABC Radio station relations department.

Beryl Denzer, associate tv producer, CBS public affairs, Washington, and John Andrew Hackimer were married last Saturday.

Thomas W. Sarnoff, production director, NBC Western Div., Hollywood, and Janice Lois Lundon were married May 21.

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**Daytimer Repeats**

TWO daytime tv programs will be repeated on NBC-TV this month by "popularity request," thus making the daytime serial an entry in the current pattern of repeat performances of tv drama. The productions, "Blackmail" and "The False Witness," two of the stories presented in the serial, Modern Romances (sponsored live on NBC-TV alternate Wednesdays and Thursdays by Miles Labs and alternate Mondays, Wednesdays, and Fridays by Colgate-Palmolive Co., 4:45-5:30 p.m. EDT), will be repeated via kinescope June 6 and 27, respectively. The serial completes one story each week, unlike the pattern of other daytime serials in which story and characters continue indefinitely. The repeat programs of the series, on 94 NBC-TV stations, are sponsored by C-P.

**Manufacturing**

Chipp Named Director Of DuMont Engineering

RODNEY D. CHIPP, engineering director of the DuMont Television Network since 1948, last week was appointed director of engineering for all of Allen B. DuMont Labs' manufacturing divisions.

According to William H. Kelley, vice president and general manager of the manufacturing company, Mr. Chipp will coordinate engineering activities of the television receiver, cathode-ray tube, communication products, instrument and government divisions of DuMont. He also will act as liaison between the divisional engineering departments and DuMont's research laboratories.

Although Mr. Chipp will devote his time to engineering matters of the past few years, he also will continue to be available to the network for consultation and engineering help, Mr. Kelley said.

April Radio-Tv Set Output
Above '54, Down From March

OUTPUT of radio and tv sets by factories during the month of April ran ahead of 1954 but the figures for the first quarter of March, five-week production month, according to Radio-Electronics-Tv Mfrs. Assn.

Radio output in April totaled 1,099,775 sets, highest figure for the year aside from March and above the 745,235 radios turned out in April 1954. Four-month radio output of 4,739,919 sets exceeded the 3,326,800 produced in the same 1953 period.

Tv set production in April totaled 583,174 units compared to 831,156 in March and 457,608 in April 1954. Four-month tv output totaled 2,771,426 sets compared to 1,904,718 a year ago.

Radios with fm tuning produced in April totaled 13,894 sets, with 2,547 tv sets having fm tuners. Of the 583,174 tv sets, 103,088 had uffliners.

Following are radio and tv set production by months during the first four months of 1955:

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Sets</th>
<th>Total Radio Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>454,382</td>
<td>288,142</td>
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<tr>
<td>February</td>
<td>610,140</td>
<td>367,475</td>
</tr>
<tr>
<td>March (5 weeks)</td>
<td>483,156</td>
<td>328,674</td>
</tr>
<tr>
<td>April</td>
<td>583,174</td>
<td>328,674</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,771,426</td>
<td>1,904,718</td>
</tr>
</tbody>
</table>

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Magnavox Appoints Two

APPOINTMENTS of Leonard Cramer, former Avco Mfg. Co. executive, as vice-president and general manager of its tv-radio-phonograph division and of James A. Egan as Chicago sales manager have been announced by the Magnavox Co., Fort Wayne, Ind. Mr. Cramer formerly was vice president of Avco. His appointment was announced by Frank Freimann, Magnavox president. Mr. Egan's appointment, to a newly-created post, was announced by V. J. Sanborn, midwestern sales manager.

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**Tube & Transistor Division Established by Philco Corp.**

INCREASING demand for electron tubes and transistors has led Philco Corp. to create a new division, to be known as the Lansdale (Pa.) Tube & Transistor Co. James H. Carmine, Philco president, has announced.

Mr. Carmine also announced that William J. Pelz has been appointed vice president and general manager of the Lansdale plant. Mr. Pelz has been with Philco 30 years and most recently was vice president in charge of operations for the Television Div.

He will be succeeded by Reese B. Lloyd, director of industrial and personnel relations for Philco, according to Mr. Carmine, who also made known the election of William H. Mattison to the newly-created post of vice president in charge of production for television. Mr. Mattison formerly was production manager of the Television Div.

The Lansdale plant, which has been a Philco subsidiary since 1947, will manufacture and market cathode ray tubes, vacuum tubes, transistors, diodes and other semi-conductor devices, Mr. Carmine declared.

### Massive Gates Console Delivered for VOA Use

GATES RADIO Co. has announced delivery of a 22-ft. master control console and a 26-ft. master recording console to the Voice of America studios, Washington.

The master control, which Gates believes will be the largest in use anywhere, provides for presetting and switching of 100 program sources to any of 26 transmitter lines. The recording console is designed to select 100 program sources to feed to any one of the 40 recording positions in the system. Recording facilities are interconnected with 25 equipment racks, 44 recording control cabinets, and 44 switching racks.

### Raytheon Promotes Hobby

JACK L. HOBBY has been appointed manager of publicity and institutional advertising for Raytheon Mfg. Co., Waltham, Mass., the company has announced. Mr. Hobby has been with Raytheon for four years in the public relations, promotion and advertising departments.

He was formerly with International Telephone & Telegraph Corp., New York, as assistant advertising and publicity manager. In his new assignment, Mr. Hobby will devote his full time to planning and supervision of the company's institutional advertising program and to its press liaison and publicity work.

### FTR Has TV Cable Section

ESTABLISHMENT of a community TV cable service section by the Federal Telephone & Radio Co., Clifton, N. J., has been announced by S. J. Powers, vice president, Components Div. Appointed to head the new section was Richard A. Hyer, formerly sales manager for wire and cable products. FTR is a subsidiary of IT&T.

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**Motorola Starts Construction On $1.5 Million Phoenix Plant**

MOTOROLA Inc. has broken ground for a new $1.5 million plant in Phoenix, Ariz., to be used for research, development and production of transistors and related products. The manufacturing firm also announced opening next month of a new showroom in Chicago's Merchandise Mart.

Construction plans in Phoenix, where the facility is expected to be completed by year's end, call for a $7,600-sq. ft. one-story building, close to Motorola's engineering research and development center. John T. Hickey, staff assistant to Daniel E. Noble, vice president of electronics and communications, will coordinate the new operation. The set-making firm plans to put its new Merchandise Mart showroom in operation in mid-June.

**RCA Previews Hi-Fi Units**

AN ESTIMATED $300 million worth of assembled high-fidelity phonographs, tape recorders and component parts will be purchased this year compared to $241 million in total sales last year, Robert A. Seidel, executive vice president of RCA Consumer Products Div., predicted Wednesday. Mr. Seidel spoke at a preview showing of RCA Victor's new and first complete line of assembled hi-fi instruments.

Shown in New York were five models ranging in price from $129.95 (table model with three speakers and three-speed record changer) to $1,600 (twin-console, with four speakers in separate cabinet, including hi-fi tape recorder, three-speed changer and am-fm radio).
**TRANSMITTING EQUIPMENT**

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<th>Station</th>
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**TRANSMITTER SHIPMENTS**

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<tbody>
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<td>tv</td>
<td>new station</td>
</tr>
<tr>
<td>WOCO-TV Minneapolis</td>
<td>2 kw</td>
<td>tv</td>
<td>new station</td>
</tr>
</tbody>
</table>

**RESOR, MORTIMER WIN ART AWARDS**

STANLEY RESOR, president of J. Walter Thompson Co., New York, and Charles J. Mortimer, president of General Foods Corp., were presented special awards Friday at a luncheon in New York marking the opening of the 34th annual exhibition of prize winning work submitted in a contest sponsored by the Art Directors Club of New York.

The special citations were awarded for contributions the recipients had made toward the presentation of graphic art and design "by encouraging art directors to work in the best creative climate."

At the luncheon, medals and distinctive merit awards also were bestowed to winners in 31 categories covering all visual media. In the television category, medals were awarded to commercials made for H. J. Heinz Co. through Maxon Inc., and Skippy peanut butter through Guild, Bascom & Bondigli Adv., San Francisco.

Distinctive merit awards in tv were won by commercials commissioned by the following advertisers: National Biscuit Co., through McCann-Erickson, New York (two distinctive merit citations); Feinestro Bros., Detroit, through W. B. Doner & Co., Detroit; ABC-TV for the United States Steel Hour; General Foods through Young & Rubicam; Chrysler Corp., through McCann-Erickson; CBS-TV for Studio One; and Speedway Petroleum Co., Detroit, through W. B. Doner & Co., Detroit.

William Golden, creative director of CBS-TV advertising and sales promotion, won one medal and four distinctive awards in the competition. Georg Olden, the network's director of graphic arts, and Kurt Welhs, staff artists, were recipients of distinctive merit awards. Other award winners from CBS-TV were Ben Shahn, artist, and Don Briggs, photographer, for work in the network's advertisements.

All prize-winning entries are on exhibit June 3-30 at the Associated American Artists Galleries, New York. Winners in this year's competition were chosen from more than 10,000 entries by 27 judges from the Illustration, art direction, design and photography fields.

**KERN's McELROY WINS FIRST IN CALIF. AP RADIO AWARDS**

TOP HONOR in the third annual awards of California Associated Press Radio Assn., presented in Hollywood May 28, went to Paul McElroy, KERN Los Angeles, newscaster, for his origination and development of news programs in both radio and tv fields.

Nominations for the radio-tv news origination and development award were based on AP records, in consultation with CAPRA executives. Other awards included:

- Non-metropolitan radio news category:
- Best local radio show—first, KMVC Marysville John Mayer newscasts; second, KPRL Paso Robles Noon News; third, KROY Sacramento Hank Thornley newscasts.
- Best special events show—first, KHUM Eureka Frank Brown's Earthquake Coverage; second, KPRL Paso Robles News Coverage Promotion.
- Best editorial or commentary show—KPRL Paso Robles Dorothy Schwartz program.

Metropolitan radio news category:
- Best local news show—first, Mutual-Don Lee Sam Hayes and the News, written by Bob Smalley; second, KABC Hollywood Orval Anderson; third, KKLX Oakland Bill Dosses.
- Best local sports show—first, KABC Hollywood.

**BROADCASTING • TELECASTING**

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wood 1954 Western Region Football Games; second, KNBC San Francisco Ina Blue; third, KCBS San Francisco Carroll Hansen.

Best special events show—first, KCBS San Francisco The Moskovitz Kidnapping; second, KFI Los Angeles Know Your Hoover’s Hometown Happenings; third, KGO San Francisco Board of Supervisors broadcasts.

Best documentary—first, KABC Hollywood A Cell in the Country; second, KCBS San Francisco Port on Stills; third, KMFB San Diego Pat McGuinness Covers a Murder.

Best editorial or commentary show—first, KNX Hollywood Bill Kennedy’s Finn Twin series; second, KGO San Francisco Bill Adam’s Liquid Gold; third, KABC Hollywood Chet Huntley’s Fight Against Communism.

General excellence, metropolitan or non-metropolitan radio news—KMYC Marysville (Joe B. Carroll, manager).

Only metropolitan category received awards this year in television, CAPRA executives noted.

Best news show—first, KABC-TV Hollywood Sierra Madre Flood; second, KMFB-TV San Diego Newsreal; third, KGO-TV San Francisco Wanda Ramey.

Best sports show—KGO-TV San Francisco Sports Panorama.

Best special events show—first, KMFB-TV Sea Dart Crush; second, KGO-TV San Francisco Election Coverage.


Best editorial or commentary show—KNXT (TV) Hollywood Bill Stott’s Liquor Investigation.

General excellence, metropolitan or non-metropolitan tv news—KGO-TV San Francisco (James Connelly, vice president and general manager).

Judging 1955 CAPRA awards were Los Angeles area newspaper radio-tv columnists and editors.

WGAW Asks Radio-Tv Writing Be Considered for Pulitzers

RECOMMENDATION that radio and tv writing be considered for Pulitzer prizes was made by Writers Guild of America West, Hollywood, last week. A letter to the Pulitzer prize advisory board from WGAW council and executive board of radio, tv and screen branch unanimously supported a previous proposal by Jack L. Warner, vice president and executive producer, Warner Bros. Pictures, that annual awards for screen writing be established. Subsequently, WGAW sent another letter to John H. Hohenberg, Pulitizer board secretary, recommending extension of the awards into radio and tv fields.

Baptist Broadcasting Awards

THREE MINISTERS were presented with awards for “notable contributions to broadcasting” in ceremonies held at the American Baptist Convention in Atlantic City May 23. The awards went to the Rev. Stanley B. Hazzard, executive secretary of the New York Baptist Society of the American Baptist Convention; the Rev. Harold N. Geiweitz of Oakland, Calif., and the Rev. Charles H. Schmitz, Syracuse, N. Y., director of broadcast training for the Broadcasting & Film Commission of the National Council of the Churches of Christ, U. S. A.

Chicago Club Announces Annual Advertising Awards

CHICAGO FEDERATED ADV. CLUB has announced its 1955 annual advertising awards for “best work” at a dinner in the Morrison Hotel. Among winners were General Mills and Jewell Radio & Tv Productions (package of Silver Eagle); Pacific Garden Mission and J. M. Camp & Co. for Unshackled, network radio shows; Mystik Adhesive Products (Mystik tape) and agency, George H. Hartman Co., for network radio announcements; Kuklo, Fran & Ollie and ABC-TV; Hawkins Falls and Zoo Parade and NBC-TV; Hallmark Cards and agency, Foote, Cone & Belding, for “Macbeth” on Hall of Fame, for live network tv commercial.

Among local winners in radio were WMAQ, WGN, WBBM in radio and all four Chicago outlets in tv (WGN-TV; WKBK (TV); WBBM-TV; WNBQ (TV)). Other agency winners were Olian & Bronner; Geoffrey Wade Ad; Campbell-Mithun; Leo Burnett Co.; Earle Ludgia & Co., and Foote, Cone & Belding. Kling Film Productions and Sarra Inc. were film company cited.

Advertisers cited in commercials category were Jay’s Foods; American Dairy Assn.; Miles Labs; John Morrell & Co.; Kellogg Co.; Heine Curtis Industries; Perkins Products Div. of General Foods; Ralston Purina Co.; Elgin National Watch Co.; Green Giant Co.; Reynolds Aluminum Co.; Armour & Co.; Hamilton Glass Co.

Local radio program winners were WMAQ for House of Music (local musical program) and WBBM (honorable mention) for Standout (local documentary program). Special features: WMAQ and News on the Spot (news); WGN and The Virginia Gale Show (women’s show); WGN and Chicago Tribune (primary election coverage); WBBM and The Seventh Continent (local public service); NBC and Carnival of Books (network public service).

Commercial announcements: Standard Oil Co. and D’Arcy Adv. Co. (honorable mention) for network spots; George H. Hartman Co. and Ray O’Connell Chevrolet, local spots; WBBM and WBBM Program Promotions (hon-
WINNER of the New Haven (Conn.) Advertising Club's Gold Medal Award "for outstanding service to the people of the community," Patrick J. Goode (2d l), president of WNHC-AM-FM-TV there, was feted at a dinner attended by over 400 national, state and local guests. L to r: Eugene Katz, president of The Katz Agency, New York, station representative Mr.; Goode; Richard Lee, mayor of New Haven; Edward Codel, Katz Agency tv director; Aldo DeDominicis, secretary-general manager of the Elm City Broadcasting Co., stations' licensee; and Edward Obrist, WNHC-AM-TV, manager.

or able mention) for local spots.

In television, program awards went to WGN-TV and Walgreen Co. for Romper Room (local children's program); WBBM-TV and Harris Trust Co. for This Is the Midwest (documentary program); NBC-TV for Out on the Farm (honorable mention), educational network program; WBKB (TV) for Of Medical Matters (local) (Honorable mention); WBBM-TV for Operations New Horizons (honorable mention), local educational; Herbert S. Laufman & Co. and American Medical Assn. for The Doctor Answers (public service); WBKB for Studs Terkel's Briefcase (interview program); WBBM-TV, National Clothing Co. and Martin J. Kelly for Mahalia Jackson Sings (musical); WBBM-TV and Shell Oil Co. for Julian Benton & News (news and commentary); WGN-TV for Chicago and Newsreel (honorable mention); WNQ (TV) for Championship Bowling (sports); WGN-TV for sports coverage (honorable mention); WBBM-TV, Borg Warner Corp. and Magikist Rug Cleaners, for In Town Tonight (variety); WNQ for Clint Yoyle, the Weatherman (weather), and WNQ for City Desk (honorable mention).

Treasury Honors Radio-Tv

RADIO and television industry has been honored by the Treasury Dept. with presentation of Minute Man Award to NARTB. The award was accepted by NARTB President Harold E. Fellows. W. Randolph Burgess, Undersecretary of the Treasury, said, "Millions upon millions of people have been reached through Savings Bond sales messages over radio and television. Your industry has to its credit a public service in behalf of the bond program that deserves unsung praise."

Father's Day Awards Made

RADIO-Tv personalities copped a share of Father's Day awards announced at a Waldorf-Astoria luncheon in New York by the National Father's Day Committee.

Those honored were: Sid Caesar, NBC-TV star, "Television Father of the Year," George Hamilton Combs, WABC New York news commentator, "Radio Father of the Year;" Audrey Meadows, CBS-TV Jackie Gleason Show, "Father's Favorite Female;" Steve Allen, NBC-TV's Tonight and his wife, Jayne Meadows, panelist on CBS-TV's I've Got a Secret, "Husband and Wife Team of the Year;" and Buster Crabbe and his son, Cubby Crabbe, both featured in NBC-TV's film series, Captain Gallant of the Foreign Legion, "Father and Son Team of the Year."

AWARD SHORTS

WKNB-TV New Britain, Conn., presented award of merit for tv advertising from Hartford Adv. Club.

Fred Vinroot, program director, WIST Charlotte, N. C., presented award for "most outstanding performance by an actor" during 1954-55 season of Little Theatre of Charlotte.

Don McNeill, host, Breakfast Club, ABC, made honorary chief of Osage Tribe and given Osage name, "Deer at the Edge of the Forest." Mr. McNeill also presented 1955 "Stick-to-it" Award from Minnesota Mining & Mfg. Co., St. Paul, for staying top radio personality past 22 years. Award was first ever made to radio personality.


WWJ Detroit and American Airlines presented President's Citation award from National Federation of Music Clubs.


Helen Patterson, WAPO Chattanooga, and station presented honorary farm degree at annual Future Farmers of America Convention in Nashville.

Michael Ellis, personality, WPTZ (TV) Philadelphia, honored at dinner of Neighborhood Players of Phila. as Philadelphian "who has contributed most to the appreciation of the theatre arts and has furthered the interest of the little theatre movement in our community."

NBC presented scroll from Sullivan County (N. Y.) Board of Supervisors for "meritorious service to the citizens of the county."
INTRODUCTION

WTIC Hartford, Conn., presented award from Automobile Legal Assn., as "outstanding radio station in Connecticut in the promotion, encouragement and development of highway safety."

W. C. Phelps, farm service director, WKA1 Macomb, Ill., named "Man of the Year" by Toledo, Peoria & Western Railroad in recognition of many civic activities.

WCPO-TV Cincinnati presented safety award from Cincinnati Police Safety Education Section for Play It Safe program.


Sterling C. Quinnan, ABC, vice president in charge of WBKB (TV) Chicago, honored with award of merit from Chicago Dental Society for efforts in developing and presenting TV Dental Clinic on station; Jack Dres, WBKB-ABC-TV sportscaster, awarded plaque by Austin Kiwanis Club for "accurate, unbiased and interesting coverage of sports."

Frank Goss, newscaster, Columbia Pacific Radio Network, Hollywood, and announcer, CBS Radio Hallmark Hall of Fame, received Hallmark Gold Crown lapel pin for "superior and sincere" announcing on program.

Eleanor Powell, star, KRCA (TV) Hollywood Faith of Our Children, cited for program by Jewish National Home for Ashchmatic Children for "distinguished service to the nation's young people."

Charles S. Monroe, CBS Radio manager of program writing, and Norman Ober, CBS Radio staff writer, awarded certificates of honor by American National Red Cross for "distinguished achievement" in 1955 Red Cross campaign.

N. Jay Norman, account executive, King Film Productions, Chicago, honored by Sales Executives Club of Chicago, as "Distinguished Salesman of the Year," at latter's awards banquet in Drake Hotel May 23. He was one of 50 salesmen to be given engraved gold statuettes.

COMPETITIVE TV SOUGHT IN BIG CANADA MARKETS

Canadian association cites survey indicating money is available from advertisers to support more than one station in the larger areas. Musicians union opposes move.

SUFFICIENT revenue from advertisers is available to sustain competitive TV stations in Canada's major markets, according to a survey made by the Canadian Assn. of Radio & Television Broadcasters. T. J. Allard, CARTB executive vice president, told the Canadian Parliamentary Committee at Ottawa that 75 Canadian advertising agencies polled, 28 had replied, and most of these had clients waiting to buy TV time on Canadian stations.

Twelve agencies reported clients wanting time on a Vancouver station, 21 each on Toronto and Montreal stations. There were 13 agencies which had clients buying time on U. S. border stations because they were unable to obtain time on Canadian stations. The reporting agencies stated they had 85 clients ready to buy time when there were more Canadian TV stations.

Mr. Allard reported that Canadian advertisers were spending about $1.6 million annually in New York State to reach Canadian major markets, mainly Toronto and Hamilton, and $200,000 in Washington State to reach TV audiences in Vancouver.

CARTB gave the committee the report of this agency survey to back up its recommendation to the committee that second stations be permitted in Canadian cities where now only one station is licensed. Mr. Allard said the CARTB was confident that Canadians wanted competitive TV and gave figures from the latest Elliott-Haynes Teleratings report to show that in southern Ontario, where U. S. stations can be tuned in, viewers tuned to a number of U. S. and Canadian stations.

Opposition to the CARTB request for competitive TV stations came later, with a presentation by Walter M. Murdoch, Canadian head of the American Federation of Musicians. He told the committee that he did not believe competitive TV stations would stimulate opportunities for Canadian talent. He based his opinion on the development of radio broadcasting in Canada, in which he said only 40 out of 153 independent Canadian radio stations employed musicians. These 40 stations paid out $526,000 to musicians last year compared to $1,617,000 paid out by the Canadian Broadcasting Corp. which operates all Canadian networks for both commercial and sustaining programs. Mr. Murdoch said the union had tried to sell greater use of live talent to private stations but to no avail.

Saar Radio Station to Aim Commercial Signal at France

EUROPA No. One—Radio, a 500 kw station located in the Saar between France and Germany, has started test French-language transmission looking toward commercial broadcasting into France, which is controlled by cooperated stations only. The company operating the radio station also is operating a TV station beaming programs into France's eastern provinces.

BRITISH COMMERCIAL TV PLANS DEBUT ON SEPT. 22

Total of 50 hours per week of programming is scheduled, according to Alan Towers, director of Associated Broadcasting Co. He predicts an 'international TV market' will eventually be created.

COMMERCIAL TV in Great Britain will bow on Sept. 22 with 50 hours per week of programming, of which 15 hours will be on the weekend schedule, according to Harry Alan Towers, director of Associated Broadcasting Co. Associated Broadcasting is a "program contractor" licensed to the Independent Television Authority.

At a news conference in New York, Mr. Towers, who also operates Towers of London, a film packaging company, predicted that in the years to come an "international TV market" will be created with a continued exchange of programs between the U. S. and Great Britain.

Mr. Towers roughly sketched the tentative schedule of commercial TV planned for the London area station which goes on the air Sept. 22. He said that the general 10% of programming time which can be sold commercially has been subscribed fully for about 13 weeks after the London station's debut. Programming will be made up of live and film with some of the film supplied by American companies. At the same time, British film producers already are contracting for U. S. syndication of certain TV series. He also said that Billy Graham, the evangelist, has been signed to make a series of 26 quarter-hour films. That program will be shown Sunday nights.

Among American advertisers which have signed for the 60-minute announcements, called "proximitities," are Procter & Gamble, Colgate-
Palmoil, Coca-Cola and Sterling Drug. Liquor advertising will be permitted on commercial tv in Britain, but, Mr. Towers said, most likely the advertising will be limited. He said it was expected that the Roy Rogers Show which is on NBC-TV in the U.S. would fill the 5-5:30 p.m. slot in the British schedule. Spot rate on the London station will be $2,800 (includes time and talent). Other stations will be opened in the midlands and in the north with still further stations to be opened by the first of the year.

Canadian Set Sales Increase

RECORD SALES of tv sets were made in Canada in the first four months of the year, with a total of 197,193 as compared to 197,257 in the same period of 1954. Sales during the January-April 1955 period amounted to $60,754,034. Of the total sales in the first four months 75,157 sets were sold in the province of Ontario; 45,389 in Quebec province; 20,008 sets in British Columbia; 17,133 sets in Manitoba; 13,507 in Nova Scotia; 12,205 in Alberta; 7,769 in New Brunswick and Prince Edward Island provinces; 5,913 in Saskatchewan, and 102 sets in Newfoundland.

INTERNATIONAL SHORTS

CKCK-TV Regina, Sask., ch. 12, has issued rate card three, effective July 1, with one hour class A time at $235 and one minute at $50.

CION-TV St. John's, Nfld., ch. 6, due on air July 25, has issued first and second rate cards, first effective July 1, second Oct. 1. First card rates start with $160 for one hour class A time, $32 for one minute announcement. Rate card two class A time starts with $200 for hour, $45 for one minute.

CKSO-TV Sudbury, Ont., completing construction of new studio for use in September. New building will provide 6,000 sq. ft. of studio and office space, art dept., staging for television, storage area for tv sets and adjoining will be large parking area.

CBOFT (TV) Ottawa, French-language tv station, will begin operations July 1, commercial division of Canadian Broadcasting Corp. has announced, making Ottawa second Canadian city with two tv stations, one English, one French. Montreal is other city with such arrangement. In both cases CBC owns and operates all transmitters. CBC July 1 increases rates on all tv stations. New rates will be for one hour class A network time: CBHT (TV) Halifax, $220; CBMT (TV) Montreal, $600; CBFT (TV) Montreal, $180; CBOFT (TV) Ottawa, $220; CBOFT (TV) Ottawa, $230; CBWT (TV) Winnipeg, $320; and CBUT (TV) Vancouver, $400. Rates were not increased on CBTL (TV) Toronto, remaining at $350.

INTERNATIONAL PEOPLE

Georges Haard, manager, CBAF Montreal, N. B., to CBOFT (TV) and CBOFT (TV) Ottawa as tv operations manager.

Bob Evans to CKSO-TV Sudbury, Ont., as news editor.

H. E. E. Pepler to radio div., Jos. A. Hardy & Co. Ltd. (station representatives), Toronto, as manager.

Frank C. Murray, assistant manager, CJBQ Belleville, Ont., elected president, Sales & Adv. Club of Belleville.


Broadcasting • Telecasting

EDUCATION

RCA Aids 1,500 Employees In After-Work Schooling

UNDER RCA's tuition loan and refund plan, more than 1,500 employees of RCA are currently taking courses at colleges and universities after working hours. Dr. C. B. Jolliffe, RCA vice president and technical director, has announced. The company spent $141,000 in 1954 to reimburse employees for the completion of their studies made possible by the plan, Dr. Jolliffe said.

RCA personnel may borrow money to pay tuition for college courses which will add to their education under the RCA tuition loan and refund plan. When the courses are successfully completed, the amount is refunded by the corporation. If an employee decides to pay for the courses himself, he is reimbursed when the work is completed.

RCA is making grants of up to $2,500 to each of 60 universities and colleges where RCA personnel have studied during the 1954-55 academic year, Dr. Jolliffe said. The contributions are in appreciation for the cooperation extended to RCA by the schools involved.

During the 1955-56 academic year, RCA will sponsor a scholarship-fellowship plan for the 11th year. To implement this plan, the company launched a scholarship plan in 1945 and extended it to include graduate fellowships in 1947. During 1955-56, the company will award 33 RCA scholarships and 20 RCA fellowships valued at $96,400.

Each scholarship provides the recipient with $800. The fellowships provide grants of up to $3,500 each. Schools where recipients will study will set up the requirements for the awards and select the winners, Dr. Jolliffe said.

P-TA Begins Viewing Survey

SURVEY to determine tv viewing habits of California children is underway, with the California Congress of Parents & Teachers to make results available to both parents and the tv industry sometime in August.

Mrs. H. E. Johnson, Los Angeles radio-tv chairman, reports that 10 survey forms each had been sent by CCPT to 100 northern and 100 southern California P-TA chapters. These 2,000 questionnaires will be distributed by the local P-TA'S, to determine what programs are viewed by children and if these programs are suitable for them.

EDUCATION SHORTS

College students participating in WRCA-AM-TV New York's "Operation Classroom" project under which they have been obtaining experience in various phases of broadcasting, have published first edition of Campus Chimes, their official newspaper. Some 50,000 copies of newspaper, which contains announcement of plan to send two students to Europe in September and interview with dramatist Robert E. Sherwood, have been circulated to 30 colleges and universities in New York area.

William H. Siemerling Jr., who has served apprenticeship at WHA Madison, Wis., is Wisconsin outlet, awarded 1955-56 H. V. Kaltenborn radio scholarship at school.

EDUCATION PEOPLE

Edward De Roo, producer, KRCA (TV) Hollywood Halls of Science program, and instructor in tv production, U. of Southern California, has first novel, "The Fires of Youth," published.
C-C SOAP TELECAST
LEVER BROS. presented the first closed-circuit telecast in the soap industry May 27 on NBC-TV to unveil the new gold-wrapped Lux Soap for its sales organization brought together in 20 key markets. Appearing on the half-hour program emanating from Burbank, Calif., were Warren N. Burding, Lever Bros. vice president; Ray Underwood, general sales manager, and Robert Black, vice president of J. Walter Thompson Co., New York. Appearing on the program, with Ken Carpenter as m.c., Mr. Burding explained the development of the Lux gold-packaged soap. The blocking, preparation and rehearsal of a live dramatic show with scenes from "The Suspect," upcoming on NBC-TV Lux Video Theatre, was shown.

WGN-TV FILM PREVIEW
PLANS for WGN-TV Chicago's fourth annual fall film preview for advertisers and agencies next month have been announced by the Tribune television outlet. First-run packages and network programs now available for local sponsorship will be screened for an expected 400 advertising representatives at WGN-TV's main audience studio June 22. More than 300 attended last year's showing of excerpts from over 30 films, according to Ted Weber, station sales manager. Five and 10 minute capsules will be shown during afternoon and evening sessions, covering the fields of drama, mystery, sports, news, quiz and other type program fare.

'DRUNK DRIVER'
CFPL-TV London, Ont., has filmed a production in cooperation with the London police department on what happens to a drunk motorist when arrested by the police department. The film "Drunk Driver" included a discussion on the affects of alcohol on the human system, with a U. of Western Ontario faculty member and Bob Reinhart, production manager of CFPL-TV, carrying on the discussion. The program was highly commended by London police chief A. E. Knight.

TELEPHONE QUIZ
NEW series of telephone quiz programs, Monarch Coffee Quiz-a-thon, aired 12 times per week, was launched by WBBM Chicago last week, with Josh Brady as m.c. The format of the show calls for listeners to submit questions of "general knowledge" with the correct answers and sources. Monetary prizes will go to the listener called who correctly answers and to the person submitting the query. The jackpot builds up with incorrect replies. A separate contest is conducted each week. After five weeks' time, the listener who has sent in the best question will receive a 1955 Chevrolet automobile.

WRCA-TV TOURNAMENT
SOME 15,000 youngsters from the New York area were expected to attend an athletic tournament in Madison Square Garden Saturday, held by WRCA-TV New York on behalf of its Junior Achievement weekly program, in cooperation with the Savings Banks Assn. The 5-6 p.m. portion of the four-hour tournament is scheduled to be carried on WRCA-TV. Prizes will be awarded to winning youngsters and runners-up in the athletic competition.

KNOW YOUR NEIGHBORS'
COMMUNITIES within the coverage area of WICS (TV) Springfield, Ill., are highlighted in new series of programs, Know Your Neighbor, with interviews of prominent citizens in different cities. The purpose of the series is to give viewers better knowledge of social, economic and industrial aspects of their particular city.

SCOREBOARD for the account executive contest at WTTG (TV) Washington (8+T, May 30) is held by George L. Griesbauer, sales manager, at a get-together of the salesmen and wives, who are "home sales managers" of the campaign. L to r: Mr. and Mrs. Martin Calle; Mr. and Mrs. Jack Corwin; Mr. and Mrs. Jules Huber; Mrs. Duncan Miller, wife of the station's publicity and promotion manager, and Tom Dwyer. Prizes in the contest, as a spur to the wives to spur the husbands, include a trip to Bermuda, automobile, mink cape, Westinghouse washer and dryer and others.

WTVJ (TV) AND BOSCO
MERCHANDISING DEPT. of WTVJ (TV) Miami has prepared jumbo postcards urging grocers to stock Bosco chocolate syrup and has distributed them to approximately 600 retail outlets in its coverage area. The syrup is used as a giveaway item on two programs. The card says, "Kids love it! They're seeing Bosco commercials on WTVJ ch. 4 as they wait for Glenn and Mickey. Never underestimate the power of a child in a grocery store."

WTTM TAPES DOPE RAID
JOE AYARES, newsmen of WTTM Trenton, N. J., took part in the largest dope raid ever staged in the city, according to the station. Mr. Ayares joined 57 city, county, state and federal officers in the raid that netted 23 suspected heroin users and sellers. After attending the pre-raid briefing, he accompanied the officers as they smashed into one of 14 residences used by the addicts and passers, capturing the whole episode on tape, WTTM reports. The Delaware Valley Review, nightly news-roundup show, was devoted to the dope raid and featured the complete tape as recorded. Excerpts were heard on other programs.

Page 100 • June 6, 1955
KEEP IN TOUCH BY RADIO

IN OBSERVANCE of "Radio Month" in Connecticut during June, WNHC New Haven is launching a promotion campaign with on-the-air announcements, together with radio store window streamers and radio contest giveaways. The slogan, "At home or on the go, keep in touch . . . by radio," will be used on station breaks and in all newspaper and billboard advertisements.

ELECTRONIC FOUNTAIN ON TV

TO HELP introduce the RCA Victor new orthophonic high fidelity line, an electronic fountain was used in a tv commercial during the Producers Showcase color spectacular program on NBC-TV last Monday. R. E. Conley, advertising manager of the RCA Victor radio and victrola division, said it was the first time of an electronic fountain in a tv commercial. He said the fountain's color, height and flow respond to the musical sounds from the high fidelity instruments during the one-minute color commercials.

RETURN TO RADIO

WXR New York has issued a merchandising piece, tied in with the return of Henry S. Levy & Sons (bakers) to the station as an advertiser after a two year absence. The brochure is slanted toward retailers, telling them how Levy's bread is being promoted on the air through the use of 61 time signals on WXRR each week.

HOTPOINT SUGGESTS RADIO-TV

RADIO-TV announcements will be among the support sales pitched by Hotpoint Inc. to its dealers for moving more merchandise during the next few months, the company has announced. Four additional sales help in include, besides spot announcements for local usage on outdoor posters, sales movies and a special "do it yourself" ad mat book. The radio-tv part of the account is handled by Maxon Inc., Chicago.

KOOL-TV MOVES

KOOL-TV Phoenix, Ariz., has distributed a large, metal scale model of an Allied Van Lines moving truck to advertisers and agencies to be used as a "Demo Opt" to a CBS-TV affiliate, effective June 16. Pictures of stars of various CBS-TV programs are pasted to the truck. KOOL-TV is owned by cowboy star Gene Autry, whose tv program is seen on the network Saturday, 7-7:30 p.m.

RESULTS ON KABC

EXCELLENT results from a daily saturation schedule, which concentrates on seven-second spot announcements on KABC Hollywood between 8 a.m. and 12:30 p.m., is reported by Van de Kamp's Holland Dutch Bakers Inc., Los Angeles bakery chain, in a letter to the station's manager, Thomas H. E. Bodley, California Adv. Agency, representing the bakery, comments in the letter that the commercial includes in the selling message the product name, description and price, together with adequate sponsor identification, all within the seven seconds. The current 52-week Van de Kamp-KABC contract started last February.

$100,000 KNOTHOLE

BASEBALL PLAYERS in the Pacific Coast League are being offered a chance to get rich and retire by KTVW (TV) Tacoma (Seattle), Wash. The station has installed a plate with a metal knothole in the leftfield fence of the Seattle Rainier ballpark and will present a first check for $100,000 to the batter who hits one through. The knothole is placed 111 1/2 ft. high, 360 ft. from home plate and is 1/2 inch larger in diameter than a baseball. The hole is insured for the amount of the prize money. Research by the insurance company shows only 16 balls hit the fence during the 86 Rainier home games last season and it says chances of the feat "make the risk negligible. We think." The idea was conceived by Roger Rice, KTVW station manager.

TESTIMONIAL TO RADIO

IN A LETTER to Bert Haling, editor of the Life Line, house organ of the Great National Life Insurance Co., Dallas, Texas, Gene Underbrink, GNL Kingsville, Tex., salesman, writes a testimonial to radio. Using one one-minute spot per week on KINE Kingsville at $3 per week, Mr. Underbrink reports as a direct result he has written $600 worth of premium income at a total cost to him of about $50. He is on a program which announces all the births of the Kleberg County (Tex.) Hospital and is entitled to all the addresses, types of jobs and other pertinent information of new parents. The program also has helped his prestige, Mr. Underbrink reports.

SAFETY ON WIP

FOR the Memorial Day weekend, WIP Philadelphia tape-recorded safety messages of a Philadelphia cab driver who was presented a national award, one of 24, for 15 years of safe driving without an accident. The station took a large ad in the Philadelphia Inquirer in which he printed a slogan, "On Memorial Day Honor the Dead, Don't Join Them," as a gruesome reminder to drivers. WIP also aired traffic bulletins on conditions of highways, bridges, bottlenecks and road hazards at least every hour from Friday morning until Tuesday morning. The station, which has a direct line to the Weather Bureau, broadcast frequent weather reports and also maintained constant contact with the Pennsylvania and New Jersey state police.

'LOONEY TUNES' CONTEST

TIE-IN promotion between WABD (TV) New York and Dell Publishing Co., comic book publisher, was launched last week and will run through the month of June. The drive involves a contest on Looney Tunes, the station's 6:30-7:30 p.m. show featuring Bob Bean, caricaturist. To enter the contest young viewers submit a drawing of a Looney Tunes character or make a tracing of the front cover of one of Dell's "Looney Tunes" comic books. Dell is supporting the promotion with posters being sent to news dealers and chain stores. Daily winners will receive four Dell books. A year's subscription to Dell books will be awarded to children whose drawings are selected as the 10 best of the week.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
May 26 through June 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

FCC Commercial Station Authorizations
As of April 30, 1955

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,704</td>
<td>325</td>
</tr>
<tr>
<td>CPSs on air</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>CPSs not on air</td>
<td>98</td>
<td>13</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,724</td>
<td>342</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,725</td>
<td>342</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>2,015</td>
<td>342</td>
</tr>
<tr>
<td>New station requests</td>
<td>161</td>
<td>342</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>142</td>
<td>342</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>323</td>
<td>342</td>
</tr>
<tr>
<td>Total licensed in April</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CPSs deleted in April</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary Through June 1

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed</th>
<th>CPSs in Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>2,736</td>
<td>2,711</td>
</tr>
<tr>
<td>Fm</td>
<td>340</td>
<td>232</td>
</tr>
</tbody>
</table>

APPLICATIONS OF FCC

New Tv Stations

ACTION BY FCC

Wailuku, Maui, Hawaii—Maui Pub. Co. (KIMV) granted vhf ch. 12 (184-216 me): ERP 30.2 kw visual, 15.1 kw aural; antenna height above average terrain 3,940 ft., above ground 100 ft. Estimated construction cost $300,000, first year operating cost $42,000, revenue $45,000. Post office address Box 374, Wailuku, Maui. Studio and transmitter location Mt. Haleakula. Geographic coordinates 20° 43’ 49’’ N., 156° 19’ 39’’ W., Long. Transmitter and antenna GR. Legal counsel Howard P. Matthews, Honolulu. Principals include Pres. J. W. Corbin (41.6%); Maui Pineapple Co. (41.2%) and Kahului Railroads. This is to be a free cable of ch. 11 KONA-TV Honolulu. Confirmed by the FCC.

APPLICATION

Hooshak, Ind.—Sarkes Tarzian Inc. (WTTE-WWTY) (TV) Bloomington, Ind., uhf ch. 21 (812-518 mc): ERP 251 kw visual, 126 kw aural; antenna height above average terrain 783 ft., above ground 173 ft. Estimated construction cost $430,000, first year operating cost $60,000, revenue $65,000. Post office address Box 374, Wailuku, Maui. Studio and transmitter location Mt. Haleakula. Geographic coordinates 20° 43’ 49’’ N., 156° 19’ 39’’ W., Long. Transmitter and antenna GR. Legal counsel Howard P. Matthews, Honolulu. Principals include Pres. J. W. Corbin (41.6%); Maui Pineapple Co. (41.2%) and Kahului Railroads. This is to be a free cable of ch. 11 KONA-TV Honolulu. Confirmed by the FCC.

Existing Tv Stations

APPLICATION

KCOM (TV) Los Angeles, Calif.—The Copley Press Inc. granted CP for ch. 13 to change ERP from 162 kw visual, 83.3 kw aural; antenna height above average terrain 2,900 ft. Granted May 26; announced June 1.

 ACTIONS OF FCC

KNTV (TV) San Jose, Calif.—Standard Radio & TV Co. granted CP for ch. 11 to change ERP to 3.3 kw visual, 2.6 kw aural, directional antenna height above average terrain 3,300 ft. Granted May 22; announced June 1.

WPGC-TV Lafayette, Ind.—WFAM Inc. granted CP of ch. 54 to change ERP to 170 kw visual, 14 kw aural, antenna height above average terrain 4,800 ft. Granted May 22; announced June 1.

WPBC-TV Ann Arbor, Mich.—Washtenaw Broadcasting granted CP of ch. 9 to change ERP to 17 kw visual, 9.6 kw aural; antenna height above average terrain 870 ft. Granted May 25; announced June 1.

WPGL-TV Fayetteville, N. C.—Fayetteville Broadcasting granted CP of ch. 18 to change ERP to 132 kw visual, 7.4 kw aural; antenna height above average terrain 356 ft. Granted May 25; announced June 1.

KOTA-TV Rapid City, S. D.—Black Hills Bcstco. Co. of Rapid City granted CP to operate commercially on ch. 5 until Aug. 8, 1955; CP of ch. 10 to change ERP to 1.1 kw visual, 0.7 kw aural; antenna height above average terrain 340 ft. Granted May 25; announced June 1.

WBIX-TV Nashville, Tenn.—WBIX Inc. granted CP of ch. 8 to change ERP to 178 kw visual, 89 kw aural; antenna height above average terrain 1,380 ft. Granted May 25; announced June 1.

WTVX-TV Green Bay, Wis.—Valleymac Wfx Inc. granted STA to operate commercially on ch. 13 until Aug. 25, Granted May 26; announced June 1.

APPLICATIONS

KAKI (TV) Visalia, Calif.—Sequoia Telecasting Co. granted CP of ch. 25 to change ERP to 257 kw visual, 150 kw aural; transmitter location near northeast goodspeedoord. Antenna height above average terrain 1,431.7 ft. Filed May 24.

KCBF-TV Minot, N. D.—B. D. Bicot Co. seeks CP of ch. 1 to change ERP to 142 kw visual, 10 kw aural, antenna height above average terrain 1,284.4 ft. Filed May 24.

KZDL-TV Florence, S. D.—The Hills Bcstco. Co. seeks CP for ch. 3 to change ERP to 25 kw visual, 15 kw aural; transmitter location, Rapid City, S. D. Filed May 26.

WBAS-TV Wausau, Wis.—Wisconsin Valley Corp. seeks CP of ch. 7 to change ERP to 99.5 kw visual and 68.8 kw aural. Filed May 26.

CALL LETTERS ASSIGNED

KCIS (TV) Shreveport, La.—Shreerport Televis.

WDAM (TV) Hattiesburg, Miss.—Lion Televis.

WTVY (TV) Jackson, Miss.—Standard Life Bcstco. Co., ch. 12. Changed from WBLI-TV

KRPB (TV) Ephraim, Wash.—Basha Television Co., ch. 43.

New Am Stations

ACTION BY FCC

Culver, Wash.—Merle B. Peterson tr/as Culver Bcstco. granted 1480 kc, 1 kw daytime, post office address Box 350, Culver, Ore. Estimated construction cost $15,000, first year operating cost $10,000, revenue $32,000. Mr. Peterson is chief engineer at WQFM (FM) Portland. Granted June 1.

APPLICATIONS


WQFM (FM) Portlad, Ore.—R. C. Shefliff, Sr. (WQFM) granted CP, ch. 90, klw, 3 kw day. Post office address Box 227, Portland, Ore. Estimated construction cost $40,000, first year operating cost $13,000, revenue $30,000. Principals include Pres. Carl W. Murphy (45%), former general manager WRLD West Portland, and Libby Inc. Pres. F. E. auto sales; Sec.-Treas. Albert L. Stancil (35%), former chief engineer WRLF. Filed May 20.

WYPC (TV) New Orleans, La.—Mr. G. H. Gayle, 800 St. Charles Ave., New Orleans, La. Estimated construction cost $148,000, first year operating cost $42,000, revenue $148,000. Mr. Gayle is director and general manager.Filed May 22.

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St. N. W. • Washington 6, D. C., N.A. 8-3233

Lincoln Building • New York 17, N. Y., M.U. 7-4242

Page 102 • June 6, 1955
WAGC Chattanooga, Tenn.—Tenn. Valley Bestc. Co. seeks assignment to WAGC Bestc. Co. for $1,000. WAGC Bestc. is Mid-South Bestc. Corp., operator of WILM Memphis, Tenn. Polling is included as part of percent. Interested: C. K. Beaver, Sec.-Treas. W. O. Wiles. Filed May 24.


Hearing Cases

INITIAL DECISIONS

Hartford, Conn.—New tv, ch. 3. FCC hearing examiner Fanner N. Litwin issued initial decision looking toward grant of application of The Travellers Bestc. Service Corp. for new tv station on ch. 3 in Hartford, Conn., engineering condition and denial of the competing application of Hartford Telecasting Co. for the same facility. Action June 1.

Houston-Galveston, Tex.—FCC hearing examiner John B. Poindexter issued initial decision of WJCM-AM-FM Gulfport, Miss. for modification of Fis' station of ch. 58. Filed May 17. Filed May 20.

WKBW-TV New Britain, Conn.—The New Britian Bestc. Co. FCC hearing examiner made at hearing June 20, petition for reconsideration and modification or waiver of such rules, which had been stayed to June 1 pending determination on WWDc's petition. Comr. Doerer favored grant of petition. Action June 1.

Your One Source
For All Broadcasting Equipment

123 Hampshire Street
Baldwin 2-8202
51 East 42nd Street
Murray Hill 7-7971
130 E. 55th St., N. Y. City 8-0522
2700 Park Avenue
Atwood 8536
7501 Sunset Blvd.
Hollywood 2-6351
1133 Spring St., N. W.
Elgin 3094
1304 East 40th St.
Murray Hill 9-0200

Broadcasting • Telecasting

June 6, 1955

Page 103
Southeastern Single Station Market $50,000.00

Excellent fulltime facility with network. Combination station, outstanding assets, good earning record. Wonderful place to live.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn
Clifford Marshall

SAN FRANCISCO
William T. Stubbs

Sterling 4-4341

FOR THE RECORD

KOBI Albuquerque, N. M.-FCC by memorandum opinion and order, the Commission reopened the record in the proceeding involving dispositions of Albuquerque Bests. Co. (KOBI), Albuquerque, N. M., for mod. of CP toGE to operate on 770 kc with 50 kw, unlimited time, and for license to cover same. This was done to afford opportunity to testify as a public witness. Conr. Hennock absent. Action May 27.


The Dales, Ore.-FCC by memorandum opinion and order, directing the party filed May 4 by Mid-Columbia Inc., permittee of new station on 1250 kc for new station on 1300 kc, in the Dales, Ore., protected area. Action June 30.


Petition-Attorney adopted a further notice in its proceeding looking to promulgation of a rule to require the filing of certain reports by communication carriers and other licensees to own or control patent used in services regulated by the Commission. Comments due by June 30. Conr. Hyde and Doerfer dissented. Action May 27.

WMJA State College, Pa.-Centre Bests. Inc.-FCC designated for hearing on July 5 application of Centre Bests. Inc., owner of WJLZ, for mod. of CP to operate on 990 kc with the consent of CBUT, Ltd., of Buffalo, N. Y., for new station. Action June 30.

Routine Roundup...

May 26 Decisions

May 26 Applications

ACCEPTED FOR FILING

License for CP

WBSE Hillsdale, Mich. (The Tons. & T. Bastes. Inc.-License to cover CP (BR-8498) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

K Zweigewick, Wash. (KWIE Inc.-License to cover CP granted mod. of CP (BR-1175) to extend completion date to 12-12-53 (BMPCT-3213).

WAMW Washington, Wash., Washington Radio Inc.-License to cover CP (BR-8494) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WJW Campbellsville, Ky., Taylor County Bests. Co.-Applications for CP (BR-2853) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WJW Hammond, Ind., South Shore Bests. Co.-Applications for CP which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WRA Peoria, Ill., Princeton Bests. Co.-Applications for CP (BR-2850) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WATW Washington, Ind., Washington Radio Inc.-Applications for CP (BR-3085) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WKY Kansas City, Mo., Commonwealth Broadcasting Corp.-Applications for CP which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WKAY Atlantic City, N. J., Glassow Bests. Co.-Applications for CP (BR-1131) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WJOH Louisville, Ky., Robert W. Rounsaville-Applications for CP (BR-2200) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WFM Madisonville, Ky., Messenger Bests. Co.-Applications for CP (BR-1421) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WOMI Mayfield, Ky., Kentucky Bests. Co.-Applications for CP (BR-1300) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WOMI Owensboro, Ky., Owensboro Bests. Co.-Applications for CP (BR-997) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WAYF Waynedoor, Miss., New Laurel Radio Station Inc.-Applications for CP (BR-2859) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WBBJ Elizabethon, Tenn., Elizabethbon Bests. Co.-Applications for CP (BR-2858) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

WSDK Nashville, Tenn., Nashville Bests. Co.-Applications for CP (BR-2857) which authorized new tv station to extend completion date to 12-12-53 (BMPCT-3213).

Remote Control

KOLN Lincoln, Neb., Frudeger Bests. Co.- (BR-730) Renewal of License

WCBD Anderson, Ind., Civic Bests. Corp.- (BR-2550) Renewal of License

WGBY Gary, Ind., WGBY Inc.- (BR-2578) Renewal of License

WBAI Chicago, Ill., Longport Bests. Corp.- (BR-2556) Renewal of License

WBCL Richmond, Ind., Northern Indiana Bests. Inc.- (BR-1822) Renewal of License

WWIS North Vernon, Ind., Dorrell Bastes. Inc.- (BR-3086) Renewal of License

WILD San Francisco, Calif., States Broadcasting Corp.- (BR-2907) Renewal of License

WSBT Lexington, Ky., Bluegrass Bests. Co.- (BR-1583) Renewal of License

WBNR Newport, Ky., Tri-City Bests. Co.- (BR-2172) Renewal of License

WQW Jackson, Tenn., The Sun Pub. Co.- (BR-741) Renewal of License

NCR Knoxville, Tenn., Knoxville Ra-Tel Inc.- (BR-2843) Renewal of License

RWBW Owosso, Ind., Boisil Bests. Co.- (Re: signature)

WVAG Pikeville, Ky., East Kentucky Bests. Corp.- (Re: signature)

WGBS Russellville, Ky., Ruth H. Hook- (Wrong name)

WGAR Maryville, Tenn., Aluminum Cities Bests. Co.- (Re: name)

WGRS Rogersville, Tenn., Rogersville Bests. Co.- (Wrong name)

WSMT Sparta, Tenn., Sparta Bests. Co.- (Re: name & address)

May 27 Decisions

ACTIONS ON MOTIONS

By Comr. Freda R. Hennock on May 25

Pacasmay, Calif., Amusement Co.-Granted motion for continuation of appeal of Docket 1188, to file exceptions to the initial decision in ch. 6 proceeding (Docket 1188) to May 20, 1955.

By Hearing Examiner H. Gifford Irion

On Examiner's own motion, continued hearing from May 16 to May 27, to file exceptions to the initial decision in ch. 6 proceeding (Docket 1188) to May 20, 1955.

By Hearing Examiner H. Gifford Irion

On Examiner's own motion, continued hearing from May 16 to May 27, to file exceptions to the initial decision in ch. 6 proceeding (Docket 1188) to May 20, 1955.
RADIO

Help Wanted

Managerial

General manager must be successful sales manager. Young, aggressive, anxious for promotion similar position metropolitan market. East. Unusual opportunity, Box 600A, B-T.

Manager-salesman—1000 watt daytime independent. Progressive southern city of 2,000,000. Send detailed particulars—photo, first letter, Box 666A, B-T.

Immediate opening for engineer-announcer. Must have experience in broadcasting. Clint Formby, KPCN, Hereford, Texas.

Wanted: Commercial manager for small, high-income non-tv market. Salary plus commission. Opportunity to earn good money. Send full details, qualifications, references, and photo, if you do air work. Must be aggressive, honest and reliable. No teleokers. Car necessary. KESG, Liberal, Kansas.

General manager-salesman—for new 1000 watt, daytime indie, Clarksdale, Mississippi. Prefer young, ambitious former commercial manager that is sales-minded and cost-conscious. If past record can stand acid test, I'll share the wealth. Announcement not necessary. Apply in own handwriting, qualifications, experience, references—send photo. John M. McLendon, Box 2177, Jackson, Miss.

Salesmen

Wanted: Man or woman salesman, $50 a week, plus 5% commission. Box 1714, B-T.

Salesman for outstanding western New York station in an outstanding city. Excellent opportunity with salary, plus commission. Send full information to Box 61A, B-T.

Experienced salesman-announcer for Virginia network station. Permanent position, fine working conditions. Send all about yourself in first letter. Box 710A, B-T.

Immediate opening radio time salesman with or without first phone ticket. Good salary, excellent working conditions. Send experience and photo. XCHJ, P. O. Box 262, Delano, California.

IN BOISE...

Just like many, many other areas, wise TV broadcasters, interested in well-screened and highly trained personnel, have turned to Northwest Radio & TV School graduates. Why don't YOU start using our FREE Radio-TV personnel service? Save time and money! Our graduates are well qualified and professionally trained in our studios using state-of-the-art equipment. We screen them...train them...refer them to you with complete details, as they fit your specific needs. Let us help you with your personnel needs. We assure you of prompt, personal attention. Write or call COLLECT. John Birrel, Placement Director.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N. W. 21st Ave, Portland 9, Oregon

with schools in
Hollywood • Chicago • Washington, D. C. • Portland

CLASSIFIED ADS
Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
Situations Wanted 20¢ per word—$5.00 minimum • Help Wanted 25¢ per word—$10.00 minimum. All other classifications 30¢ per word—$15.00 minimum • Display ads 15¢ per inch. No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 1736 DeSales St. N. W., Washington 6, D. C.

RADIO

Help Wanted (Cont'd)


Wanted: two salesmen for CBS affiliates. $100 per week plus expenses. No experience necessary. WAIM Radio and TV, Anderson, S. C.

Managers—salesmen. Our men earn from $6,000 to $12,000 yearly selling special features for radio and TV station from coast-to-coast since 1931. We prefer married couples (wives can earn extra $500-$800 per year) working continuously with long tenure. Write Merle V. Watson, Inc, First National Bank Bldg., Peoria, Ill.

Announcers


One of America's great independent stations will hire top-flight disc jockey. Don't answer unless you are capable of making strong and audible broadcast. This is a major job in a major market. We offer excellent working conditions, attractive salary, and photo, first letter. Box 429A, B-T.

Attractive opening for staff announcer; extra inducements for man who can broadcast play-by-play. Floor manager if he can sell, with additional income based on production. Box 529A, B-T.

Past growing regional station in Illinois—not Chicago—wants to add to its staff a young announcer who also can write news. Fine opportunity to establish yourself in newspaper-radio-organization which needs able, resourceful, aggressive, unusually progressive community. Best working conditions, liberal salary and working benefits. Send full details, audition, to Box 603A, B-T.

We're a small friendly station in small community but sound better than most larger stations. We need an announcer with experience, intelligence, and ability. No place for beginners. We're hussy. First phone ticket. Send tape. Full details. Box 523A, B-T.

Immediate opening for personality-plus, versatile, experienced DJ in south Georgia market. Box 698A, B-T.

Attention: Virginia kw daytime needs chief announcer. Assume duties immediately. Work into sales program director—assistant manager. Good salary, bonus. Growing station, best opportunity. Send complete letter first reply, Box 71A, B-T.

Wanted: Experienced staff announcer. Sports and news experience helpful. Box 71A, B-T.

Want dependable married night duty experienced announcer—All network. Send resume. XCHJ, Longview, Texas.

New $50 watt daytime independent needs top announcer. Write: KXRA, Radio Station KXRA, Box 1816, Amarillo, Texas.

Need good morning man immediately—must be good. Send tape, photo and references first letter. Paul S. Retke, PAI, 106 South Main St., Macon, Georgia.

Staff opening. Immediate employment to qualified. WDSC, Escanabas, Michigan.

DJ, straight disc jeb. Good hours and pay. Two years experience. Details and picture to WFIN, Findlay, Ohio.


RADIO

Help Wanted (Cont'd)


Established independent station making first personnel change in almost two years. Our experienced announcer above average in all phases. Send resume, background letter and salary expected to Paul Murphy, Program Director, WONW, Defiance, Ohio.

Experienced negro personality—to work split shifts mornings, sell $50 per day. Our top independent station wants black disc jockey selling special features with unlimited income possibilities. $50 per week for air work plus $30 draw for sales on sales. Interested only top-flight man who will blend into aggressive, friendly staff. Send resume and photo. No tapes unless requested. L. P. Moore, V. P., WPAI, Charleston, S. C.

Experienced announcer, emphasis news, commercial, $60-65. Contact Program Director, WWCO, Waterbury, Conn.

Announcer, ABC station, all day work, send experience references, Bill Hens, Box 391, Pascagoula, Miss.

Technical

Transmitter engineer needed immediately. Write Box 101, WMUL, 13th & G Streets, N. W., Washington, D. C.

Chief engineer-announcer—Capable of building new 1000 watt, daytime indie at Clarksdale, Mississippi. Major market, not-auditory fees. WDBC, Staff 2, Box 1677, Jackson, Mississippi.

Production-Programming, Others

One of the nation's leading clear channel operations offers outstanding opportunity to competent announcer-writer currently on its staff. Modern know-how, showmanship and several years experience necessary. Salary $4000 and up, plus complete benefits. Box 712A, B-T.

Program director wanted immediately by 1000 watt North Carolina independent. Send picture with tape and information regarding experience and qualifications. Box 712A, B-T.

Network tv-radio, experienced direct mail sales promotion. 25-35 years, $6,500. Ace Personnel Services, 52-36 Sixth Ave., New York City.

Copywriter, typist. Give full details, WFIN, Findlay, Ohio.

WR vs BR. We'll match your personnel requirements, against the proven records of qualified people. A confidential service to radio and TV stations, and program producers, anywhere. Floyd Meyers (Agent). Box 2, Monroeville, Alabama, N. Y. C. MU 2-7915. Paul Baron, Dir., Radio-TV Advy. Resumes welcomed from qualified people.

Situations Wanted

Managerial

General manager—thoroughly experienced, 15 years all phases, including sales, successful. Desires medium or small market. Excellent references. Box 658A, B-T.

Combo man: Experienced manager, good salesman, announcer, family man, reliable, sober. Desires job as working manager. Good references. Box 664A, B-T.

Station manager: Complete sales, programming administration background. Early thirties. Maried. Excellent 3 year radio. Salary plus incentive preferred. Box 668A, B-T.

Manager, experienced engineer, sales, all phases of radio. Can make station show profit. Permanent position. Box 668A, B-T.

Manager with eight years small market experience seeks position in southeast. Capable of efficient and economical operation in any market. Strong on sales and programming. Young family man. Several excellent references, best references. Box 711A, B-T.

Your financing or problem station plus my 14 years successful broadcast management can make us a million. Box 715A, B-T.
RADIO
Situations Wanted—(Cont’d)

Salesman

Florida: Sales manager—8 years selling, announcing. Program experienced. Interview possible after June Tenth. Box 687A, B-T.

Situations Wanted—(Cont’d)


Exceptional news, sports, play-by-play and special events experienced announcer. College graduate, married, conscientious, sober, gifted and top voice. Box 706A, 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 future. Box 664A, B-T.

Announcer

Mixdown—also for mixdown—assignment. Excellent appearance, adaptable, mature. College graduate. Experienced in all phases of radio. Effective sports personality. tape, resume, references. Box 506, 506A, 506B.

Top-flight announcer—seeking situation. Experienced, dynamic. NBC, WJZ, 10 years experience. subsidized—one station, $25.00. Prefer midwest. Box 664A, B-T.

Announcer—voice—also for voice—good, adaptable, eager. Ten years radio experience. Has management experience. Prefer permanent position. Box 650A, B-T.

Top-flight announcer—also for top-flight announcer—seeking permanent position. Experience in various fields. Excellent references. Box 659A, B-T.

Voice personality, announcer—seek permanent position. Top-flight—also for top-flight—announcer of all areas. No commutes. Box 663A, B-T.

Technical

Programming: Production—others

Girl, college background, newspaper, radio, film experience. Qualifications. Eager to get into broadcasting. Box 665A, B-T.

The spirit is willing, and the ability is proven (so far) and if you're in the market for a program director, look no further. We handle news, continuity and sales, along with personality disc jockey work and staff announcing background, run don't walk to the nearest mailbox. I'll be waiting for your reply. Box 664A, B-T.

News-announcer: One of midterm's highest rated news reporters looking for position. Ten years experience with one of the leading midwest stations. Station being sold. Box 661A, B-T.

TELEVISION
Situations Wanted

Managerial

Ten years radio, from staff, sports, programming. top management. Want television opportunity. Typical college graduate, best references. Box 666A, B-T.

Announcers

Veritable, fully competent television personality. 5 years experience in market. Will work all phases of the station. Excellent appearance, adaptable, mature. College graduate. Experienced in all phases of broadcasting. Strong news personality. tape, references. Box 501A, 502A, B-T.


Sporcaster with authoritative, warm camera personality. 12 years radio, 1 year television. Excellent play-by-play all sports. Special events. Box 717A, B-T.

Technical

Programming—Production—Others

Experience pays. This man's rich radio-tele experience (12 years old) is the answer to your prayers. In the employ of a major network, willing to take his services. A pioneer in low-cost, efficient, live programming. Prefer New York or California. Young man seeking opportunity as program director, assistant manager. Replies confidential. Box 427A, B-T.

Camera man—2 years experience. All studio operations. Desires production position or camera man. References. Box 515A, B-T.

26, married, 3 years radio and tv, New York major network, all phases broadcast news, looking for job with future and airworth. Box 661A, B-T.

Producer-director. 2 years experience in all phases of television production. Excellent operation, audio and video engineering, film directing of various remote teletapes. Will work in any city. Box 426A, B-T.

FOR SALE
Stations

Flash. One-station market. Established fulltime network operation. Modern, completely air-conditioned one-site operation. Thriving market, big population, high retail sales. Details to financiers—interested principals. Ralph Erwin, Broker, Box 811, Tulsa.


Free list of good radio and tv stations buys now ready, Jack L. Stoll & Associates, 4298 Melrose, Los Angeles 26, California.


Equipment

Ampex 401D tape recorder, $300; Concertone 1401D tape recorder, $150; Truvox tape accessory, $200; Fairchild triple turret arms, $100; Stanay Graal, WA197, Indiana, Pa. Phone 5-6841.
FOR SALE—(Cont'd)
For sale: Presto 6-N portable disc recorder, complete with 8T-B amplifier. WMAM, Marinette, Wis.
For sale: Dage two-camera vidicon chain complete. Original price $12,000. Will take best offer.
D. Rodabaugh, Kierulf Electronics, Box W, Olympic, Los Angeles 15, Calif.

WANTED TO BUY

Stations
Miss.-Ark.-La.-W. Tenn.—Stations or CPs—Towns 5000 plus or cities. Box 87t0, B-T.

Want to buy part interest in or complete radio station in Chicago metropolitan area. New York too big for me and myself. Box 671A, B-T.

Radio, Eastern seaboard. Reply giving gross earnings and asking price. Box 675A, B-T.

Experienced broadcaster seeks tv or am property, or both, now operating in red. Have successful record in radio and tv, willing to apply this successful formula to your property. Write Box 682A, B-T.

Losting operation wanted. Experienced broadcaster wants to apply time tested knowledge to produce good profit. Write Box 688A, B-T.

Will pay cash for 5-man operation, daytime radio station. Write Elmer Wright, Sweetwater Reporter, Sweetwater, Texas.

Radio, Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment Etc.
Wanted: RCA portable mixer pre-amplifier type OP-7 used. Box 604A, B-T.
Wanted: Used portable tape recorder, miniptape, tapepak, etc. Rush particulars. W8IZ, Eau Claire, Wisconsin.

Wanted: 6000 watt transmitter in operating condition, State price and condition. W2FC, Monroeville, Alabama.


INSTRUCTION

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesman will call). Get the best—it costs no more. Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Get your FCC first phone license in 6 weeks. Intensive, personalized instruction in residence or correspondence. For details, write Grantham School, Dept. 1-7, Address either 6064 Hollywood Blvd., Hollywood, Calif., or 727 11th Street 2-W, Washington D. C.

Radio
Help Wanted

MANAGER WANTED

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 override. Our staff knows of this ad. Write details immediately.

Box 495A, B-T.

RADIO
Help Wanted—(Cont'd)

PROGRAMMING-PRODUCTION, OTHERS

PROMOTION ASSISTANT
WANTED!

Top station in major market needs alert young man with some media and possibly research experience. Moderate salary to start but good future. Please write, giving full details, to

Box 709A, B-T.

TELEVISION

Situations Wanted

RADIO-TELEVISION

RADIO-TV EXECUTIVE

8 years Gen. Mgr. medium VHF. 10 years management and ownership small and medium radio plus excellent engineering background. Young, aggressive. Strong on sales and program development. Your further inquiry and interview are invited.

Box 695A, B-T.

MANAGER WANTED

TELEVISION
Help Wanted

INTELLIGENCE

FCC 1st PHONE LICENSE
IN 5 to 6 WEEKS

THE ORIGINAL INTENSIVE 'DOOR OPENING COURSE'
RADIO-TELEVISION
OUR INTEGRITY PROVEN
Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

INTRODUCTION

THE PUBLIC'S DEBT TO RADIO AND TELEVISION

HELP WANTED

STATIONS

RADIO

FOR SALE

TOWERS

RADIO-TELEVISION

ANNOUNCER—NEWSCASTER

9 years experience
Small & large city radio & TV Stations
Seeks position in large market.
Box 676A, B-T.

HELP WANTED

TELEVISION

Rodabaugh, Kierulf Electronics, Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd., Portland 11, Oregon

WANTED TO BUY

TELEVISION

Situations Wanted

TV PROGRAM MANAGER

OR

TV PRODUCER-DIRECTOR

8 years in radio & television. 4 years—TV. TV producer, director—major market. Producer, film buyer—major market. TV program manager—medium market UHF. Currently radio program manager—medium market. Top industry references.

BOX 678A, B-T.

WANTED TO BUY

Help Wanted

RADIO

INSTRUCTION

RADIO-TV EXECUTIVE

8 years Gen. Mgr. medium VHF. 10 years management and ownership small and medium radio plus excellent engineering background. Young, aggressive. Strong on sales and program development. Your further inquiry and interview are invited.

Box 695A, B-T.

INSTRUCTION

HELP WANTED

MANAGER WANTED

FOR SALE

MANAGER WANTED

TELEVISION

WANTED TO BUY

FOR SALE

MANAGER WANTED

TELEVISION

HELP WANTED

RADIO

FOR SALE

WANTED TO BUY

PERSONAL

Specializing in

Employment Service

□ TV PROGRAM MANAGER
□ TV PRODUCER-DIRECTOR

□ 8 years in radio & television. 4 years—TV. TV producer, director—major market. Producer, film buyer—major market. TV program manager—medium market UHF. Currently radio program manager—medium market. Top industry references.

□ BOX 678A, B-T.

□ 8 years Gen. Mgr. medium VHF. 10 years management and ownership small and medium radio plus excellent engineering background. Young, aggressive. Strong on sales and program development. Your further inquiry and interview are invited.

□ Box 695A, B-T.

□ A really PERSONAL personnel service
□ Creative, Executive, Sales Personnel for
□ RADIO & TV STATIONS
□ AD AGENCIES □ PACKAGERS

□ SCREENING the individual for the job
□ the Job for the individual
□ 415 Lexington Ave., N.Y.C. □ 2-1736

□ FCC 1st PHONE LICENSE
□ IN 5 to 6 WEEKS

□ THE ORIGINAL INTENSIVE 'DOOR OPENING COURSE'
□ RADIO-TELEVISION
□ OUR INTEGRITY PROVEN

□ Check the school that
□ others try to copy.

□ WILLIAM B. OGDEN
□ 1150 W. Olive Avenue
□ Burbank, California

□ BE TAUGHT—NOT TOLD
□ UNDERSTAND—NOT MEMORIZE
□ Over 1600 successful
□ students in NINE years
June 1 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau

Actions of May 27
Buffalo, N. Y. — Granted authority to transmit programs from 562 Genesee St. to Buffalo on occasion of transfer of station WCHV-CHC from Niagara Falls. Ont. Canada (BPCT-3941).

Granted License
WFEB Sycahoma, Okla., Best Bet Co. — Granted license covering installation of a new transmitter.

KREM Spokane, Wash., Louis Wasmper — Granted license covering changes in the antenna system and mounting of a tv antenna on north tower (increase height), condition (BPCT-3068).

WZAO Zanesville, Ohio — Granted license for fm broadcast station.

WEBK Tampa, Fla., Hillsboro Best Co. — Granted license covering installation and operation of directional antenna (DA-D) (BPCT-3110).

KAMQ Amarillo, Tex., Top of Texas Best Co. — Granted license covering increase in daytime power, installation of new transmitter and change from AM to FM (DA-1 to DA-2) (BPCT-3115).

Granted CP
WSTV Steubenville, Ohio, WSTV Inc. — Granted CP to install new transmitter (BPCT-3145).

WZTV Eastlake, Ohio, Blue Ridge Best Co. — Granted CP to replace expired CP for installation of new transmitter, as an auxiliary (BPCT-3064).

WKID Urbana, Ill., WKID Best Co. — Granted CP to erect new antenna (decrease in height to 300 ft.) (BPCT-3180).

Modifications of CP
WPPD Darlington, Ill., Blue Ridge Best Co. — Granted mod. of CP to change type transmitter (BPCT-3069).

The following were granted modifications of completion dates as follows: KCTS (TV) Seattle, Wash., to May 1; WOCH Marion, Ohio, to June 15; WQRT Richmond, Va., to Aug. 1; WKLB/FM Burlington, Vt., to June 3; WJZJ/FM Cleveland, Ohio, to Dec. 31; WBCS (FM) Cleveland, Ohio, to Aug. 1; WGGM Montgomery, Ala., to Dec. 31; WGHS/Miami, Fla., to Dec. 31; WBEC Denver, Colo., to Dec. 21-13-35; KGVO/TM Missoula, Mont., to Dec. 17-15; WRBV (TV) Ealing, Ill., to Dec. 1-15.

Actions of May 28
Modification of CP
KRTV Thermopolis, Wyo., Mfred V. Ernst — Granted mod. of CP to change type transmitter, change station location and to operate transmitter by remote control (BPCT-3145).

WCGK Jackson, Fla., Southern Radio and Equipment Co. — Granted mod. of CP to change type transmitter (BPCT-3065).

Modifications of CP
WGGA Gainesville, Ga., Blue Ridge Best Co. — Granted CP to modify type transmitter, as an alternate main transmitter for night use and DID, FM (BPCT-3068).

The following were granted modifications of completion dates as follows: KJEO (TV) Fresno, Calif., to May 10; KTVK (TV) Anchorage, Alaska, to May 10; WHIZ-WZ Zanesville, Ohio, to 12-3-82; KLJY-TV Great Falls, Mont., to 11-1-82; WGBH-Boston, Mass., to May 15; KXAK-TX Bartlesville, Calif., to 12-10-55.

June 1 Decisions

JUNE 1 APPLICATIONS

ACCEPTED FOR FILING
Renewal of License
WPWW Portland, Ind., Glenn West (BPCT-3051).

WBBX Chattanooga, Tenn., WBBX Inc. (BPCT-3543).

Application Returned
KRCH Ocean City, Md., Ocean City Electronics Inc. — License to cover CP (BP-9496) which authorized new station, as of June 1 (1400 kc).

Modification of CP
WEAT West Palm Beach, Fla., WEAT-TV Inc. — Mod. of CP (BPCT-1803) as mod. which authorized new station to extend completion date to 10-20-55 (BPCT-3135).

WHNB-TW Rock Island, Ill., Rock Island Best Co. — Mod. of CP (BPCT-765) as mod. which authorized changes in facilities of existing tv station to extend completion date 10-14-55 (BPCT-3127).

KWTV-FM Tulsa, Okla., KWTV Inc. — Mod. of CP (BPCT-239) as mod. which authorized new station to extend completion date to 12-21-55 (BPCT-3133).

KFHC-AM Cheyenne, Wyo., Frontier Best Co. — Mod. of CP (BPCT-371) as mod. which authorized new station to extend completion date to 12-21-55 (BPCT-3133).

KWGB-FM Clinton, Bos., Clinton Broadcasting Co. — Mod. of CP (BPCT-379) as mod. which authorized new station to extend completion date to 12-21-55 (BPCT-3133).

License for CP
WOL-TV Ashland, Ohio, Ohio State College of Agriculture and Mechanic Arts — License to cover CP (BP-9741) as mod. which authorized new station to extend completion date to 12-1-55 (BPCT-3133).

KLX Oakland, Calif., Tribune Building Co. — License to cover CP (BP-9502) which authorized installation of auxiliary transmitter, at present location of main transmitter, to operate at 2 kw power, at location of new main transmitter (BPCT-3132).

WGNN Fresno, Calif., Family Best Corp. — License to cover CP (BPCT-3133) as mod. which authorized installation of new stn to extend completion date to 12-31-55 (BPCT-3133).

UPCOMING EVENTS

JUNE


June 5-8: Alpha Delta Sigma convention (adv. conv.), Palmer Ave., Chicago.

June 8-9: National Community TV Conv., convention, South Dakota State College, Brookings, S.D.


June 18: RAB Clinic, New York.

June 14: BMI Clinic, Ranch Hotel, Great Falls, Mont.

June 14: RAB Clinic, Hartford, Conn.


June 15: BMI Clinic, Hotel Utah, Salt Lake City.

June 15: RAB Clinic, Boston.

June 16: RAB Clinic, Manchester, N. H.
The Stanton Amendment

FRANK STANTON has proposed a radical amendment to the political broadcasting law to give broadcasters far more authority—and far more responsibility—over their presentations of political news and commentary.

As reported here last week, Dr. Stanton would add the following language to the existing Section 315 which now requires that any broadcaster who allows a "legally qualified candidate" to use his facilities must provide equal opportunity to all other candidates for the same office:

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 thereon are determined by the broadcasting station, or by the network in the case of a network program, shall not be deemed to be use of a broadcasting station within the meaning of this subsection.

Dr. Stanton’s proposal deserves support, not as a final solution to the vexatious problems of political presentations but as a practical step toward final solution.

In the long run, of course, radio and television broadcasters must be freed entirely of government regulation which seeks to apply a manifestly absurd mathematical formula to the amount of time a station or network may devote to political coverage. As long as the government usurps the right of editorial discretion in that important field, radio and television cannot mature into their full potentials as news and communication media.

Unfortunately, the government has usurped that right for more than 20 years. Or, to be more precise, politicians acting as government but thinking as candidates have usurped the right which properly belongs to broadcasters. What every candidate, or every legislator who expects to be one, fears is that some rival will get more exposure than he before the radio and television audience.

In such circumstances it is naive to believe that complete elimination of Section 315 is possible overnight. It may be possible eventually, however, and the adoption of an amendment like the one Dr. Stanton has suggested would enhance the possibility.

Given a chance to exert wider choice over the amount and nature of political broadcasts—more properly, of broadcasts about political developments—broadcasters would be able to present political candidates and issues more intelligently. They would be able, for example, to present the views and personalities of serious candidates who have at least a hope of election, without obligating themselves to give equal time to all the splinter party representatives and crackpots.

Broadcasters, in short, would have a chance to prove their ability to use editorial judgment and to that extent make a record on which they could stand when the time came for the final effort—repeal of all restrictions in Section 315.

Box Office Ballyhoo

THE first phase of the FCC’s consideration of subscription television comes to a close June 9, the deadline for comments. An unprecedented mass of opinion has been collected.

More opinion will come in during the next phase, the filing of comments on the comments, and still more in the third phase, the public hearings which will eventually be held. Unless special experiments are authorized and conducted, the FCC will have to rely upon opinion, rather than provable facts, when the time comes to deliver a decision.

Since that is so, it is important that informed opinion be presented to the FCC by as many broadcasting people as have opinions on the question. In an issue which has both technological and economic complexities, public opinion—of which much is already on file—is apt to be based on the effects of propaganda, from both sides. The weight of public opinion alone should not predominate in the FCC’s decision, since the public’s knowledge of toll TV is necessarily speculative.

So far much of the campaigning by both the advocates and organized opponents of subscription television has been targeted at the public with the obvious intent of creating public pressure on the government. From now on, we suggest, it would be desirable to redirect the campaigning and to concentrate on presenting who case intelligently and without ballyhoo to the agency which must decide whether the U. S. is to attach a box office to its television sets.

That decision is probably the most fundamental the FCC has ever been asked to reach, and the Commission needs help from both sides if it is to reach a just one.

Less propaganda aimed at the public and more cooperation with the FCC will assure a speedier and sounder conclusion to a case which is too vital to be resolved on the basis of rival publicity campaigns.

Impact (by Eisenhower)

IMPACT is the big word in advertising. Call it "cost per thousand," "penetration" or "acceptance," it's still the matter of impressing as many people as possible at minimum cost and inducing them to buy products, services or ideas.

President Eisenhower believes in the impact of radio and television. Without ever using the word he gave broadcasting a tremendous sales tool in his address before the NARTB convention a fortnight ago. He rated radio and television above the press as news media. So did a parade of other speakers, who may not have had material things in mind.

The publisher, the President said, "puts in your home a piece of print. It is essentially cold. . . . " Then he added:

"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."

Could any media ask for more?

Dr. Norman Vincent Peale, the celebrated pastor, credited radio and television with the "great religious revival that is sweeping the United States." Dr. Peale hailed the broadcasters as "false evangelists."

The renaissance of radio was extolled by speaker after speaker. Broadcasters learned they have been underestimated their own strength.

Whether it's selling world peace, or religion or goods, the impact is the thing.

What more do the salesmen of radio and television need? With this kind of inspiration, a few good copywriters can do the job.
This space is expensive

How well are you using it?
Agriculture is big business in the Heart of America. It provides the basic income for thousands of farm families in Missouri and Kansas and by thousands of rural families in western Missouri.

KMBC-KFRM coverage of farm news and views is part of the well-balanced programming that keeps the Team first in the Heart of America. Sports, play-by-play major league baseball, women's programs, kid shows, national, regional and local newscasts, drama, variety, forums and music — serious and popular — are other broadcast features that draw and hold tremendous, varied audiences of loyal listeners. Your Free & Peters Colonel can show you the best way to present your sales message to this ready, willing and able market. Contact a Colonel for availabilities.

For instance, up until this year neither Missouri nor Kansas had graded egg laws. The KMBC-KFRM farm department recognized the need for such legislation and began stumping for government action. Our men lectured on the subject at farm meetings — they devoted sizeable portions of air time to the crusade. They even helped draw up the actual wording of the law. As a result, their efforts helped secure the passage of graded egg bills during the 1955 sessions in both the Kansas and the Missouri legislatures.

Bangs disease in cattle was another problem. Our farm experts helped bring under control Kansas by working with the Farm Bureau and other agricultural organizations. Evans, Riley and Leathers were instrumental in securing the adoption of a state Bangs program. As you know, Missouri does not have a Bangs law. However, there is now a bill before the Missouri legislature, and you can bet that KMBC-KFRM is in it for its passage.

In 1955, our farm department helped arouse interest in the need for Missouri and Kansas laws requiring the cook of garbage which is used as hog feed. Since that time, laws have been passed in both states — and the dreaded VR disease in swine has been greatly reduced.

When our farm staff isn't at work on so many legislative projects, they spend their time publicizing, counseling and addressing the acreage owners of the Farm Bureau, Grange Co-ops, Soil Conservation Service and extension clubs — and just generally working for the good of agriculture.

We're proud of the job our farm department has done and is doing in Heart of America. Their efforts point out one more reason why the KMBC-KFRM Team is nationally known as one of America's great radio stations.