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24th year

COVERS CENTRAL KANSAS
KTVH
HUTCHINSON

240,000 WATTS VHF CHANNEL 12

KTVH IS THE "BIG ONE"
IN THE WICHITA AREA

Windy, the very spirit of Kansas TV, is pointing out that top flight...day and night...CBS shows plus strong, high-interest local programs put KTVH in first place in Wichita, Hutchinson, and the entire Central Kansas area. KTVH rated 15 out of the top 15 programs (March 1955 Telepulse). Latest ARB, too, gives KTVH credit for carrying the majority of leading film and network shows. Windy says, "To be a big one, join a big one!"

Represented Nationally by H-R Television, Inc.
Pioneering research in cosmetics has made Revlon one of the most famous names in the field. Revlon lipsticks, for example, provide an almost endless variety of distinctive colors and shades to meet the demands of discriminating users. In the field of broadcasting, the Havens & Martin, Inc., Stations are famous for their pioneering research in the development of a wide variety of programs universally popular with a vast and loyal audience in one of the South's richest areas. Discriminating advertisers prefer the First Stations of Virginia to convert this responsive audience into sales. WMBG-AM, WCOD-FM & WTVR-TV are equally well known as "Richmond's only complete broadcasting institution." Join with confidence the growing list of advertisers who use the Havens & Martin Stations to reach one of the South's richest areas.
EVERY DAY
EVERY WEEK
EVERY MONTH

KGUL-TV's audience continues to grow and grow*

*The average audience is increasing with each report. According to Telepulse, KGUL-TV's share of audience... sign on to sign off... increased 15.3% in May over April 1955.

(Telepulse, Houston-Galveston Metropolitan Area May 1955)

NOW—MORE THAN EVER—THE
“BEST BUY IN TEXAS”

GULF TELEVISION COMPANY GALVESTON, TEXAS

REPRESENTED NATIONALLY BY
CBS TELEVISION SPOT SALES
Here in this great market are 3 million prospects for your product... prospects with $5 1/4 billion to spend each year. There's a song in the air for you... a song of selling results when you advertise on WGAL-TV.

STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
LANCASTER, PA.

Representatives: MEEKER TV, INC.
New York • Los Angeles • Chicago • San Francisco
PUBLIC CAMPAIGN FUNDS • Advertis- 
ing Council looks with favor on pro- 
posal of Philip L. Graham, publisher of 
Washington Post & Times Herald and 
chairman of WTOP In, to use public serv- 
ices advertising to solicit public funds for 
financing of all political campaigns. Coun- 
cil, formerly headed by Mr. Graham, at 
recent meeting conditioned its tentative 
approval upon setting up of an appropria- 
ted bi-partisan group, representing both pol- 
tical parties as well as industry and labor, 
to raise out-of-pocket costs for Ad Coun- 
cil campaign.

HOW MUCH would Advertising Council need to launch public service advertising campaign from sponsoring group? Offi- 
cull estimate is $30,000-$50,000. Mr. 
Graham's project, disclosed in address at 
U. of Chicago month ago, would urge 
small contributions from citizens, to sup- 
plant undesirable gifts from underworld 
or self-servimg special interest groups. 
Radio and tv, plus printed media, would be 
used to teach importance of good gov- 
ernment and respect for political life. Both 
GOP and Democratic National Commit- 
te chairmen have endorsed plan.

MCCAW BUYING • Negotiations look- 
ing toward sale of KFEL-TV Denver (ch. 
2) by Eugene P. O'Fallon to J. Elroy McC- 
aw reportedly were in final stages last 
Friday in Denver. Contract contemplates 
payment of $400,000 for 100% of stock, 
plus assumption of corporate liabilities 
amounting to approximately $535,000. 
Purchase would be arranged through series 
of notes, with acquisition by Mr. McCaw's 
Gotham Broadcasting Co. (WINS New 
York). Among Mr. McCaw's other prop- 
erties are KYA San Francisco, KELA 
Centralia, Wash., and KTVM (TV) 
Tacoma-Seattle (ch. 13).

MACY'S New York, understood to be 
negotiating through Gray Adv., with 
WRCA-TV New York for spot television 
campaign which would start in fall and 
run for 52 weeks. If it goes through, 
Macy's move might lead other department 
stores across country into heavier tv use.

TV IS BIGGEST • Contrary to newspaper 
reports, Philip Morris will spend more 
money this year in tv than in any other 
medium. Overall tv expenditures on spot 
base should eclipse $4 million despite 
dropping of I Love Lucy and Public De- 
defender, it's learned authoritatively. Telev- 
sion Bureau of Advertisers last May 
was instrumental in selling PM on 26- 
week spot campaign running in excess of 
$1 million until end of year (on 52-week 
period it would exceed $2 million). News- 
papers have sought to make capital out of 
PM cancellation of networks and when 
TVB week ago announced that for first 
time national advertisers have invested 
more in tv than in any other medium 
(story page 35), not single New York 
newspaper carried story. Newspapers 
previously had played up Bureau of Ad- 
vertising claim that their national billings 
were at all-time high and higher than any 
other medium.

WNHC-AM-TV New Haven has been 
notified by NBC that affiliation contracts 
are cancelled effective Oct. 1 for tv and Dec. 
1 for radio. Aldo DeDominics, general 
manager and secretary-treasurer, disclosed 
receipt of cancellation notices. Ch. 8 tv out- 
let is primary NBC affiliate but also carries 
CBS-TV and ABC-TV programs. FCC last 
week announced it had continued without 
date oral argument on application to trans- 
fer WKNB-AM-TV New Britain from 
Julian Gross, et al, to NBC for $606,000 
[BT, Jan. 10]. Ch. 30 uhf slated to re- 
place WNHC-TV.

CLYNE ADDS DUTIES • Terry Clyne, 
vice president and chairman of plans re- 
view board of McCann-Erickson, New 
York, will get additional responsibilities 
of management supervisor of entire radio- 
tv department, and top man will be ap- 
 pointed vice president in charge of that 
department, reporting to Mr. Clyne. New 
vice president is expected to be named 
within next two weeks.

NEWS soon will be forthcoming on FCC 
decision to delete radio station on grounds 
of aiding and abetting horse race gam- 
betting in violation of state laws. Case in- 
volves small station in East, and FCC will 
hold that station defied Commission warn- 
ings and broadcast not only local track 
but outside results which allegedly were 
broadcast to satisfy "bookie" demands. 
Note: FCC within fortnight renewed li- 
censes of four stations in Miami area in- 
volving race track broadcasts but found 
these were in category of tip sheet selling 
rather than illegal gambling.

NO VACANCY • To oft-rising question 
whether CBS Radio plans to develop own 
version of NBC's weekend Monitor mara- 
thon, CBS network officials offer this an- 
swer: "Where would we put it?" They 
point to Sunday commercial schedule par- 
cularly, with afternoon Woolworth Hour 
and Rhythm on the Road, and evening 
Kraft hour, Jack Benny, Amos 'n' Andy, 
and My Little Margie among sponsored 
shows either continuing through summer 
or expected back in fall.

SOME members of FCC regard their up- 
coming decision on de-intemixture of uhf 
and vhf in some markets as determination 
whether Commission will completely 
abandon uhf. No decision yet whether 
FCC will establish overall pattern or 
handle issues argued last week on "cate- 
by-case" basis. Likewise, while effort will 
be made to decide cases prior to Aug. 1 
summer recess, it appears to be race against 
time (see page 60).

LIGHT BREAKFAST • Swift & Co.'s 
decision to drop ABC Radio's Breakfast 
Club after 14 years hit network's Central 
Division hard, following as it did similar 
move by Quaker Oats Co., which carried 
three 15-minute segments of program 
weekly. Swift reportedly is shopping for 
new network tv property and may also con- 
tinue Horace Heidt Show Wagon. It is 
emphasized that early-morning show will 
continue with new advertisers in prospect.

PROBLEM of spectrum allocation being 
given consideration at highest level these 
days. Arthur S. Fleming, Defense 
Mobilization administrator, and Harold M. 
Botkin, assistant director for telecommu- 
ications, recently met with FCC Chair- 
man George C. McConnaughy and Comm. 
E. M. Webster, to explore prospect of 
orderly long-range plan to accommodate 
all services (with emphasis on tv) in most 
desirable slots.

LEAVING CHICAGO • Radio Adver- 
siting Bureau has closed its Chicago office, 
attributing decision to desire for greater 
administrative efficiency. Instead of hav- 
ing three national salesmen in New York 
and one in Chicago, bureau will have four 
in New York (plus two to be added by 
fall). Officials say all national salesmen 
now will be able to specialize on given 
product categories, whereas man working 
alone (as has been Chicago case) must 
necessarily be "expert" in all fields. Con- 
solidation also eliminates liaison tags. De- 
cision to close Chicago office stemmed 
from Gale Blocki Jr.'s resignation, effec- 
tive June 15, to become vice president and 
Chicago manager of Simmons Assoc., 
radio station representation firm [BT, May 23].

JERRY SILL, Midwest broadcaster, re- 
portedly in process of selling WMIL Mil- 
waukee and his interest in WAGE-TV 
Marquette, Mich. (ch. 6). Upon consum- 
ation, he plans to return to his old haunts 
in East and to radio-ve or both.

ABC BUILD-UP • Underlining revitali- 
zation program in progress at ABC, net- 
work this week will announce expansion of 
advancing, promotion and publicity 
department in New York and Hollywood, 
enscaping several promotions to newly 
created posts and substantial additions in 
personnel in two cities.
There's unanimity in Kansas City:
No matter how you count the audience
the no. 1 station is

WHB

10,000 WATTS, 710 KC

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEX—give WHB the top daytime spot with all-day average ratings as high as 45.7% (Hooper). So no matter what ratings you buy by, your best Kansas City buy is WHB. Talk to the man from Blair or WHB General Manager George W. Armstrong.

HERE IS THE WHB LEADERSHIP LINE-UP:
FIRST PLACE—HOOPER
Average share of audience 7 a.m.-6 p.m., Mon.-Fri., May-June, 1955
FIRST PLACE—PULSE
Average share of audience, 6 a.m.-6 p.m., Mon.-Sat., March-April, 1955
FIRST PLACE—TRENDEX
Average share of audience, 8 a.m.-6 p.m., Mon.-Fri., Jan.-Feb., 1955

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz
WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.
New Business, Renewals Announced by CBS Radio

NEW business and renewals on CBS Radio announced Friday by John Karol, vice president in charge of network sales.


KMBC-AM-TV Affiliations With ABC Announced

NEW ABC Radio affiliations include: KMBC Kansas City and KFMR Concordia, Kan., effective Dec. 1, and WOSA Wausau, Wis., effective last Friday. KMBC-TV Kansas City joins ABC-TV Sept. 28. KMBC-AM-TV and KFMR are owned and operated by KMBC Broadcasting Co., subsidiary of Cook Paint & Varnish Co. WOSA is owned and operated by Rep. Alvin E. O'Konski (R-Wis.). Affiliations being announced jointly by Alfred R. Beckman and Charles W. Godwin, ABC-TV and ABC Radio directors of station relations, respectively. In Kansas City, KMBC-AM-TV replace KCMO-AM-TV as network's affiliates. KCMO stations are switching to CBS which formerly affiliated with KMBC outlets. KCMO-AM-TV also had been affiliated with DuMont. John T. Schilling is vice president and general manager of KMBC, on air since 1921, operating on 980 kc with 5 kw, of KMBCTV, which operates on ch. 9, and of KFMR, 550 kc, 5 kw.

Miss. Tv Ch. 6 Shift Asked

WABO Greenwood, Miss., Friday asked FCC to move ch. 6 from Clarksdale, Miss., to Greenwood. WJHP Jackson, Tenn., had asked FCC to move Clarksdale vhf to Indiana, Miss. [BTV, June 20].

SUMMER BETTER

RADIO listening drops off in summer? More evidence to refute that old belief was advanced Friday by CBS-owned WCBS New York. Station cited Pulse ratings for first seven local daytime participation programs to show that all but one enjoyed higher listening in June than January—and that single exception broke even. Among others, June ratings ran from 5.4% to 25% ahead of those for same shows in January.

Jacksonville School Group Eager to Switch to Uhf

JACKSONVILLE, Fla., educators not only have no objection to proposal to switch educational reservation from ch. 7 to ch. 36, but are eager. That is only way to develop educational tv in Duval County area in foreseeable future, Iva T. Sprinkle, secretary, Board of Public Instruction, wrote to FCC.

Proposal to swap educational reservation made last spring by ch. 36 WJHP-TV Jacksonville (Jacksonville Journal). Uhf station not only proposed transposing reservation, but also offered to turn over ch. 36 facilities to educators and units of operation [BTV, April 18]. Jacksonville station said it had been informed it would lose NBC affiliation when ch. 12 came on air. Initial decision favoring WPDO Jacksonville is outstanding for ch. 12. WMBR-TV Jacksonville on ch. 4 is affiliated with CBS.

'Wide World' Spurs Travel

URGE to travel to Mexico and Canada has taken upward swing, NBC-TV reports, as result of visit made to those countries last Monday on Wide Wide World, NBC-TV's international spectacular. Mexican government's tourist bureau told network "phone hasn't stopped ringing" since telecast and callers are mentioning show as source of south-of-the-border interest. "We usually get about 200 letters a day but now we're getting between 250-300—all of them mentioning the television program," Bur- reau's Augusto Jordan told network. Alan Field, manager of Canadian government tourist bureau, told NBC-TV "at least 50 people have called saying how much they liked the Straitford section and majority of them have bought their tickets already."

'BACK TO RADIO'

MAIL from John Q. Citizen and spouse in favor or against pay tv is still coming into FCC, where Vol. 57 was last volume at week's end. Oppositions still in majority, as they have been since middle of May. Latest correspondence takes position exemplified in one note from housewife: "If subscription tv comes in, OUT goes our tv set and back to radio for us!"

BUSINESS BRIEFLY

• MAGAZINE ON RADIO • Newsweek magazine, through Scheidler, Beck & Werner, New York, is turning to radio to promote magazine sales, with spot campaign starting mid-July using early morning news time, 7-8 a.m., in about 15 markets, for eight weeks.

• INSECTICIDE SERIES • U. S. Rubber Co. (Arakite insecticide) will use radio spot announcement campaign in about 20 southern markets starting mid-July for four weeks. Fletcher D. Richards, New York, is agency.

Series of Station Transfers Involves Five Radio Properties

SALE of three radio stations—two in Kentucky and one in North Carolina—announced Friday, at same time application filed with FCC for approval of sale of two Florida stations. Subject to FCC approval, following transactions reported Friday:

WWKO Ashland, Ky. (1420 kc with 5 kw, daytime) sold by States Broadcasting Co. (Charles F. Trivette, president) to Connie B. Gay, Washington country music personality, for $102,000. Mr. Gay's Town & Country Time originates at WMAI-TV Washington, syndicated on film in 40 markets. Mr. Gay has application pending for FCC approval of purchase of WVWW and control of WPJB (TV) Fairmount, W. Va. [BTV, May 30].

WINN Louisville, Ky. (1240 kc, 250 w, KBS) sold by Kentucky Broadcasting Corp. (Harry McTigue, president) to Harry Kaye and associates for less than $100,000. Mr. Kaye group controls WORC Worchester, Mass., and WLOW Norfolk, Va.

This is second broadcast sale in Louisville last week; WKLO-AM-TV was sold to Charles W. Sawyer, former Secretary of Commerce and Ambassador to Belgium, for $350,000 (see page 65).

WRZ Clinton, N. C. (880 kc with 1 kw, daytime), sold by W. R. Roberson to Clinton business group comprising A. G., George T. and John B. Williams and J. L. Austin. Mr. Roberson is president of WRRF and ch. 7 WITN (TV) Washington, N. C.

Blackburn-Hamilton was broker in WWKO and WRRZ transactions; Allen Kander in WINN purchase.

Meanwhile, applications were filed for FCC approval of transfers of control of WOBS-AM-TV Jacksonville from E. D. Rivers Sr. to Carmen Macri for $90,000, and of WWPG-AM-FM Palm Beach, Fla., from Charles E. Davis to Mr. Rivers for $185,000.

Mr. Macri, president-general manager and 21.1% owner of WOBS stations, will acquire Mr. Rivers' 60% interest. Payment will be $2,500 each quarter for 10 years at 6% interest on unpaid balances. WOBS operates on 1360 kc with 1 kw, daytime. WOBS-TV is per- mittee of ch. 30.

WWPG is on 1340 kc with 250 w and is ABC affiliated. WWPG-FM operates on 97.9 mc, with 22 kw.

Sale of WEAT-AM-TV West Palm Beach to General Teleradio Inc. for consolidated figure of $500,000 reported earlier last week. July 4, 1953 • Page 7
TV time buyers like you prefer WBEN-TV because of the production quality they've learned to expect from this pioneer station. On the air since 1948, WBEN-TV is—by far—Buffalo's oldest TV outlet. This means seven long years of experience in giving commercials meticulous handling by a crew of production experts who have been with WBEN-TV since its beginning.

These skilled crews take each commercial smoothly over the rough spots—from sound to lighting, from camera to CONSTANT control room shading. The result is a quality treatment that only experienced conscientious—specialists can produce.

So when you buy TV time in Buffalo, buy QUALITY! Buy WBEN-TV!

WBEN-TV DELIVERS

Western New York is the second richest market in America's richest State. And—WBEN-TV delivers this market as does no other television station.

in Buffalo—TV dollars count for more on channel 4

CBS NETWORK

WBEN-TV

BUFFALO, N.Y.

WBEN-TV Representatives
HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO
WESTINGHOUSE disclaimed Friday it was under any duress to swap its radio-television stations in Philadelphia for NBC's Cleveland properties.

In reply to petition filed by WGR-TV Buffalo asking that all seven WNBC-TV, NBC-A New Britain, Conn., for hearing after merger of NBC station facilities and equipment. In cooperation with educational partner, KGTB said, provision might be made to sit aside specific time periods each day for educational programming.

This is second move to combine educational outlet with commercial facility. Last spring, Michigan State College's ch. 60 WAKT-TV East Lansing, joined forces with commercial television Corp. of Michigan, seeking ch. 10 in Onondaga-Parma, Mich., on area share-time arrangement [BT, May 22].

In discussing possible arrangements, KGTB said it would provide all station facilities and equipment. In cooperation with educational partner, KGTB said, provision might be made to sit aside specific time periods each day for educational programming.

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CBS SETS SINGLE RADIO RATE
It's the third radio network to put one price on day and night, and the fourth, NBC, is "reviewing" its rate structure .......... 27

TV TOP TOPIC AT WESTERN AD MEET
Advertising Assn. of the West, at annual convention, gives awards to best commercials on radio too .......... 29

EWELL & THURBER REORGANIZES
It's United Adv. Corp. now and C. E. Rickerd is boss .......... 29

FACTS ON NETWORK ADVERTISING
What clients are spending on both radio and television .......... 30

TOP ECHELON OF JWT MOVES UP
Resor becomes chairman, Strouse president, Flower and Meek vice chairmen .......... 32

TV: BIGGEST NATIONAL MEDIUM
National advertisers are spending more in tv than in any other medium .......... 35

BRITISH MOVIE—NBC SPECTACULAR
Network buys Rank film for color presentation .......... 40

FELLOWS SIGNS FIVE-YEAR DEAL
His new contract with NARTB also provides for consultancy for another four years .......... 42

WESTERNS ARE GOOD FOR KIDS
NARTB quotes experts who say cowboy shows don't harm but help the growing-up process .......... 48

THE MONTHLY TELESTATUS
B+'T's report of tv network shows, television stations on the air and all about them. Tear it out for reference ..51

DE-INTERMIXTURE: WILL IT WORK?
FCC hears two days of argument for and against proposal to keep uhf and vhf apart .......... 60

ANOTHER UHF THROWS IN TOWEL
WEEU-TV Reading, Pa., can't find enough advertising support .......... 62

TOLL TV OPPOSITION MOUNTS
New York Herald-Tribune polls public, finds 76% don't want to pay .......... 64

BAITERS-SWITCHERS CONVICTED
New York sewing machine company and officers found guilty of fraudulent tv advertising .......... 64

SIX STATIONS CHANGE HANDS
Subject to FCC approval, four tvs and two arems are sold. Cowles buys 80% of KTVH (TV) Hutchinson, Ks. 65

MILITARY TELEVISION COMPETITION
It's causing more trouble for commercial radio outlets .......... 67

MRS. BULLITT GETS PORTLAND VHF
She and associates win over Westinghouse and other applicants for ch. 8 .......... 70

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Page 10 • July 4, 1955
Big budget or small, your prospects are bigger and better when you put your money on WXIX, Milwaukee's new CBS Television station. At card rates which are only 30% to 50% as high as the cost of the other stations (maximum discounts applied), WXIX has proved in a matter of weeks to be the best buy—by far—in the compact seven-county Milwaukee marketing area. In terms of station breaks, for example, WXIX (whose average ratings have gone up 16.1%) averages 138% more viewers per dollar than the second station (whose average ratings have dropped 21.4%)... and 352% more viewers per dollar than the third station (whose ratings have dropped 36.5%). Specifically, WXIX station breaks deliver an average of 19 viewers per penny! Putting it another way, that's a cost of only 52 cents per thousand!

Join the more than 300 local, national spot and network sponsors who are now investing their advertising dollars on WXIX, and get more for your money in Milwaukee.

WXIX Milwaukee CBS Owned Represented by CBS Television Spot Sales

Sources: Television, March-May 1955
Rates from AROS, May 1955
Mid-Gulf States

EDITOR:
Thank you for calling special attention to the "Mid-Gulf States" article in the June 27 issue of B&T. I had read "Georgia" and "The Carolinas." This latest study is equally interesting and valuable.

My warmest congratulations to you and to Frank Beatty. I assume that there will be more coming. It is solid material like this (plus the news content that you mention) that makes B&T the top source of information in our industry.

Frank Stanton, Pres.

EDITOR:
..."The Mid-Gulf States" in your June 27 issue. This area is of particular importance to us; and from scanning this issue we find it full of information which I am sure we will be referring to from time to time.

Your articles on "Georgia" and "The Carolinas" were also of much interest to us. I have just discovered that these issues have been destroyed through a misunderstanding. If you have additional copies of either or both of these issues, could we please have another copy of each for our permanent files?

Edwin H. Ginn, Mgr., Agricultural Advertising
Hercules Powder Co., Wilmington, Del.

[EDITOR'S NOTE: Copies of each for Edwin H. Ginn, Mgr., Agricultural Advertising, Hercules Powder Co., Wilmington, Del.]

Dear Mr. Ellsworth:

Your article on the "Mid-Gulf States," along with those on Georgia and the Carolinas, contained impressive and highly useful information about these areas. You are to be congratulated for these comprehensive jobs.

We hope your spotlight is going to shine on some of the established regions as well as newer ones. They have stories of expanding markets too...

Diesel Richards, Radio-TV Dir.
The New England Council for Economic Development
Boston, Mass.

[EDITOR'S NOTE: B-T Intends to explore all expanding markets of America, including New England.]

Write-Up His Ally

EDITOR:
Thank you so much for the recent write-up in B&T [FILM MAKER, May 5]. I would like to let you know that this sort of thing does bring results. Last Wednesday Bea Adams, Pet Milk account executive for the Gardner Agency, called at our office to see a "Mr. Ellsworth." After preliminary conversation, I found to my surprise that she had read the article and was duly impressed. The Gardner Agency being in St. Louis, she had made it first on her agenda to call at Mercury on her arrival in Los Angeles. Yes, we did get a job, and thanks once again.

V. E. Ellsworth
Mercury International Pictures Inc.
Hollywood, Calif.

Re-Discovery of Radio

EDITOR:
Your story on the [Fort Wayne TV] presentation made by NBC was well done [B&T, May 30]. Being the northermost media in the Fort Wayne area, we were much interested in it.

One point overlooked, of course, is the splendid success now being enjoyed by tv advertisers who have "re-discovered" radio, NBC to the contrary. This area is enjoying, as well, increased business volume from TV advertisers who are finding it not the answer to local sales problems, while it may serve as a mass "introducer" for a product. After all, it's those day-by-day sales figures that count.

Just yesterday an area advertiser who went 100% into TV, paying enough per spot to buy a creditable weekly radio schedule, called us to report that his radio budget was the only sales tool that worked. He used to provide traffic for his sale, and that the traffic is terrific! It must be that the 60% drop in "quantity" of listening reported by NBC does not reduce the "quality" of the results— or was the "Fort Wayne Story" loaded for TV?...

E. H. Munn Jr., Sta. Dir.
WTVB-AM-FM Coldwater, Mich.

Anderson Stand-By

EDITOR:
We are standing by with an RCA 1 kw transmitter, full studio gear, a studio building...As soon as the boys down in Washington decide what they are going to do, we will get on the air pronto. [WCBC-TV holds a grant for ch. 61 in Anderson.]

We believe in uhf, and have backed our belief with over $100,000 worth of investments in equipment, building, etc. We are ready to increase our investment substantially. We believe these moves have proved our good faith and the honesty of our intentions. We cannot, however, proceed further until we know we will be allowed to program continuously in our allocated spectrum...Washington tells us we can expect the situation to stabilize within the next sixty days. Personally, I don't believe anybody thinks anything can be done in this short time. When we know definitely that we have the green light we will proceed and I will send you the completed [TELECASTING YEARBOOK] questionnaire at once.

Fred M. Mullen
WCBC-AM-TV Anderson, Ind.

Good Ideas Do Get Around

EDITOR:
I was very interested in Bill Stewart's letter [OPEN MIKE, June 13] commenting that he previously had used the current WKDA Nashville "What Listeners Won't Hear" campaign [B&T, May 9].

The reason for my interest was that KITE used the same campaign when it first took the air back in 1947 and has used it ever since.

Glen Krueger, Promotion & Merchandising
KITE-AM-FM San Antonio

Cartoon Collector

EDITOR:
Some months ago at my request you sent us an original of a Sid Hix cartoon which we had enlarged and framed. This cartoon, depicting the bad dreams of a station manager counting sheep, all of which are named after the various unions with which broadcasting has to contend, now hangs in our Labor Relations Conference Room and has caused much interesting comment.

We would appreciate it if you could send to us the original of the Sid Hix cartoon appearing in the June 20, 1955, issue as we would like to devote it to the same use, and it would be very apropos in view of the many demands of most unions for credits, especially in television.

As in the previous case, as soon as we had the original blown up for proper framing we would return it to you.

L. D. Bates, Asst. Dir. Labor Relations
CBS, New York.

[EDITOR'S NOTE: The cartoon, depicting two scrub ladies complaining that they're "the only two in this studio who don't get a credit line," has been sent to Mr. Bates.]

OPEN MIKE

THE CIVIL SERVANT

Card-file memory that goes back to McKinley. Favorite song: "I Wish I Could Shimmy Like My Sister Kate." Three-time winner of the Sack Race at the annual office picnic.

Perennial winner at serving the interests of advertisers in the Washington market in WTOP Radio. with (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. WTOP represents the best for advertisers because it represents the best in broadcasting. That's why advertisers looking for capital sales results depend on Washington's top station.

WTOP RADIO
Represented by CBS Radio Spot Sales

Page 14 • July 4, 1955

Broadcasting • Telecasting
WBAP-TV offers low band, 1113 ft. tower, clear signal, indoor antenna service in both Fort Worth and Dallas. Yes — WBAP-TV'S maximum power gives rabbit ears reception in both Fort Worth and Dallas.

FIRST in coverage, picture clarity, programming and color in the wealthy Fort Worth-Dallas market

WBAP-TV

SOON STARTING OUR 7TH YEAR OF TELECASTING

WBAP-TV
THE STAR-TELEGRAM STATION • ABC—NBC • FORT WORTH, TEXAS

AMON CARTER
Chairman
AMON CARTER, JR.
President
HAROLD HOUGH
Director
GEORGE CRANSTON
Manager
ROY BACUS
Commercial Manager

FREE & PETERS, Inc. – National Representatives
In August of last year, an advertisement to the trade proclaimed: "NBC opens the year of excitement on television!"

The season is passing and many who were honestly skeptical have admitted that the year's performance is measuring up to the prophecy.

It has been the year of 90-minute Color Spectaculars, of Gobel and Medici and Caesar's Hour, of Today-Home-Tonight, of unprecedented special programs like "Peter Pan." But such an enumeration, as proudly as we make it, is only a small part of the story. This was the season when television programming shed the shackles of tradition: ceased to be the child of radio and became a medium of its own — the greatest medium of entertainment and enlightenment that the world has ever seen.

The growth of the medium was a tribute to the entire industry. At NBC we are proud that we took a bold and adventurous course, and we will quicken the pace in the year to come. Here is a portion of what you may expect:

COLOR SPREAD - The success of this season's Color Spectaculars is now history. But next season NBC Spectaculars will move still farther forward. Appropriately, the first show in the new "Color Spread" Spectacular series will be a special 2-hour telecast of Thornton Wilder's theatrical masterpiece "Skin of Our Teeth" — starring Mary Martin and Helen Hayes. "Color Spread" will also open up an affordable new selling opportunity of major importance for most advertisers.

ONE-TIME "SPECIALS" - Already scheduled are a repeat of "Peter Pan," and a musical version of the Pulitzer Prize play "Our Town" featuring Frank Sinatra. In addition, NBC will pioneer in a new direction. First-run full-length A-films will be seen for the first time anywhere, on NBC Television. The first of these film features will be Alexander Korda's color production of "The Constant Husband" starring Rex Harrison.

MAURICE EVANS PRESENTS - the finest theatre of all time, presented Sunday afternoons by the distinguished producer-director-actor. Included in Mr. Evans' schedule of hour-and-a-half color programs will be several Shakespearean productions in which he himself will star.

SPORTS - NBC will continue to be the leading sports network, with a year-round calendar of key events in every area of sports, including the full schedule of NCAA football.

ORIGINAL DRAMA AND MUSICALS - Included in the Producers' Showcase schedule of 90-minute plays will be original works by outstanding contemporary playwrights. These dramas will be mounted with all the expertise that marked Producers' Showcase this season. Robert Montgomery Presents, The Kraft Theatre, The Philco-Goodyear Television Playhouse will continue to present weekly full-hour dramatic productions, and will be joined this year by the new 60-minute Pontiac-Armstrong Theatre scheduled on Tuesday nights.

VARIETY - Berle, Raye and Hope will appear in the Tuesday night hour that has become a television tradition. In addition, Perry Como will be star and host of a big new Saturday night hour of unmatched variety entertainment. The Colgate Hour on Sunday will be decked out in fresh, resplendent entertainment dress. And NBC will showcase its newest candidates for Gobel-type laurels as "the most exciting discovery of the year." Keep your eye on personalities like Jonathan Winters and Sue Carson!

SPECIAL PROGRAM EVENTS - Throughout the year NBC will use prime time periods to present special television events, such as "1976, Your World of Tomorrow" on October 9th; "Nightmare in Red," an hour-long history in film of Russian communism from 1905 to the death of Stalin, featuring a great deal of secret footage seen now for the first time; "The Jazz Age," a highlight report of America's boisterous, "bubble" years; and "Young India," a probing film commentary on the people and the problems of a country vitally important to Americans.

This is a sketch in brief of some of the things next season holds for NBC's audiences and advertisers. It is our goal to present whatever the vast and variegated American public enjoys, wants, hopes for and should have from television. And for sponsors, NBC will continue to devise flexible buying patterns which make TV available to advertising budgets of every size.

This year our slogan has been "Exciting Things are Happening on NBC Television." It holds good for 1955-1956 . . .
MacDougall's pipes are getting hoarse from overwork. All day long the glens echo to, "Hail to the Chief — Channel 8!"

MacDougall, N. Y. is having its best fling in years! Even the dour Scot can't resist the fun on WHEN-TV.

But they're canny spenders, these uptostores. Their sporrans are plump and well-lined, they've a close way with tuppence and thruppence. It takes Channel 8, as full of witchcraft as Very Old Scotch, to turn a reluctant silver trickle to a fat, golden stream.

SEE YOUR NEAREST KATZ AGENCY

CBS ARE DUMONT A MERRIED STATION CHANNEL 8 SYRACUSE, N.Y.

WIDE WIDE WORLD

NBC-TV's newest invitation to posteriority, *Wide Wide World*, came off last Monday evening as an easy hour and a half of following the cameras as they hopped across the country and into Canada and Mexico.

The network's continent-covering travelogue slipped without a hitch from glimpses of the New York beehive emptying out for the day to an idyllic farm setting in Iowa; from Chicago to Denver; from San Francisco to a beach at San Diego; from theatre-going crowds in Times Square to skiers on Mt. Hood; from a rehearsal of Shakespeare in Stratford, Ont., to a fiesta and bullfight in Mexico. To establish time and places, the production ended with shots of San Francisco's Golden Gate in lingering daylight and the pattern of electric lights on Gotham's darkened streets.

As anchor man and narrator, astride a high stool before a spinning globe, Today's Dave Garroway managed to restrain the obvious awe of the broadcaster in relaying such phrases as "three countries, 10 cities, 40 cameras, a dozen mobile units and a thousand technicians." A possible clue to the viewer's reaction to World as a whole might have been in his impatience to get on with the show after seeing the RCA and Ford-Lincoln-Mercury commercials, which, although well done, were slightly lengthy.

In all the pre-announced events came off: Planned shots of a Bourbon Street jazz session and Guy Lombardo in a water spectacle at Long Island's Jones Beach were replaced by two pickups from an evening jazz "concert" in Washington's open-air Carter Barron Amphitheatre, where such perennials as bandleader Woody Herman, trumpet soloist Bobby Hackett and the one and only Louis Armstrong called their children home. Shots were in compatible color and the second (after-dark) pickup caught the warm sepia tones of Pappa Dippermouth, songstress Velma Middleton, reedman Barney Bigard and others as they did things to "That's My Desire" and other tunes.

Viewers got a taste of how a mood is established by a stage director and his troupe as Canadian Broadcasting Corp. cameras looked in on a rehearsal of a scene from "Julius Caesar" for the 1955 Shakespeare Festival at Stratford, Ont. Here actors out of costume seemed entirely unaware of an audience as Brutus and his conspirators plotted the death of Caesar. At one point the director made the technical observation to his cast to remember that "this is not to be on TV but on a real stage."

A sample of fun and humor South of the Border was successfully translated to the U.S. audience from Tijuana, Mexico, by a pickup from Emilio Azcarraga Jr.'s *Television de Mexico* network. This showed the daring footwork and foolishness of the great Mexican comic, Cantinflas, in a weapons fight with a live and enraged *toro*.

Some high points of the 90 minutes: Pan shots showing members of the Washington audience doing some delighted wriggling to Pappa Dip's brand of jazz and showmanship; at Stratford, a flock of pigeons rising in flight as the narrator compared their departure to that of the transmigration of the fancies of the "Julius Caesar" cast and audience to the Rome of 2,000 years ago; Cantinflas' saucy, hip-wriggling dance as he confronted an exasperated and bewildered fighting bull.

The easy-going sincerity of Vaughan Monroe was matched against the clowning of Milton Berle for the RCA commercials, while the Ford commercials used pantomime and the outdoors to show there is a Ford, Lincoln or Mercury in everyone's future and that the housewife makes the final choice.

To further appeal to women and to impress the title upon the viewer's mind, narrator Garroway closed with a verse of a late poetess Edna St. Vincent Millay which begins:

"The world stands out on either side
No wider than the world is wide...."

Production cost: Approximately $125,000

Broadcast in color on NBC-TV, June 27, 8-9:30 p.m. EDT, as one of the Producers' Showcase Series, colorcast every fourth Monday

Sponsored by RCA and Ford Motor Co., both through Kenyon & Eckhardt

Executive producer: Barry Wood; director: Dick Schneider; writer: Saul Levens; unit manager: Al Cooperman; music director: Henry Sosnik; scenic designer: Reuben Terrautan

Cooperating networks: CBC and Emilio Azcarraga's Mexican TV network

Cooperating stations: WRCA-TV New York; WNBQ (TV) Chicago; WHO-TV Des Moines; KOA-TV Denver; KPTV (TV) Portland, Ore.; KTVT (TV) San Antonio; KRON-TV San Francisco; KFSD-TV San Diego and WRC-TV Washington

CONVENTION IN MIAMI BEACH

IT WAS said that in Convention in Miami Beach, sponsored by Philco Corp. on ABC-TV, the television audience for the first time teletuned in on a "full color" show. They did get an "inside view" of the manner in which American industries launch new products on their way to the consumer.

Inside view, bosh. It was an eye-full.

The telecast gave the electronically minded viewer the beauty in a white bathing suit on water skis; the beauty in a white bathing suit swimming under water; hula dancers without white bathing suits, bushed; a parade of fully clothed, exotic models carrying Philco portables, and much of Lee Ann Meriwether (Miss America of 1955) and Bess Myerson (a Miss America alumnus).

There was much "entertainment," and, in true convention style, even low comedy. This bit was performed by a straight man and a punch-drunk fighter, with such dialogue as this: Straight man: "I missed that fight." Fighter: "Yeah, wish I'd missed it, too."

Actually, Miami Beach's Fontainebleau Hotel and the more than 1,000 Philco distributors who were convening there on Aqua Maids, Johnny Desmond and John Daly, who had to battle a power failure that gave all sorts of microphone trouble, came over the screen in good, show-business form.

Viewers who were paying close attention also heard about and saw new Philco developments, including tiny transistors and unique circuitry; a transistorized hearing aid operable by a battery the size of a dime; an "electronic brain"—Transac computer, that is; an industrial tv camera, Philco's scanning equipment for color broadcasts; a microgrid tuner with an X-155 vacuum tube; an automatic tv set that can be switched on and off and from one channel to another merely by pressure of the hand on the top-rear section of the receiver, and a transistorized phonograph. A demonstration of a Philco refrigerator by one of the underwater maids was different. Miami Beach looked very appealing. And pity the Philco distributor who missed making the real thing, but watched the program with his wife sitting nearby.

Sponsor: Philco Corp., through Hutchins Adv. Network: ABC-TV, June 28, 8-9 p.m. EDT.

Producer: Paul Belanger; associate producer: Hal Davis; director: Mat Harlib; writer: Mort Southeim; costumer: Pauline Kons; technical director: George Weber; lighting director: Immy Fiorentino.
JOE FLOYD and
KELO tv
SIOUX FALLS
SOUTH DAKOTA
CHANNEL 11
NBC (PRIMARY)
CBS ABC DUMONT

78% Coverage of South Dakota
— Plus Minnesota and Iowa

are happy to announce the appointment of

H-R TELEVISION
as national representatives

H-R TELEVISION, INCORPORATED

As noted in the original preface by Hoyland Bettinger, a consultant, who died three years after the first publication of Television Techniques, this book "is directed to all who make use of the medium: the sponsor and his representatives; script and continuity writers; studio and control room production crews; remote pick-up and motion picture field units; actors and performers, for they should be on speaking terms with all aspects of the medium; and, finally, the producer, on whose shoulders all of the problems are heaped.

Mr. Cornberg, NBC director of studio and plant planning, brings up to date such subjects as audio and video technique, script writing, directing, producing, lighting and pictorial composition. New data to accommodate the increased use of color in telecasting over the past few years are included. Line drawings and photographs are used to illustrate means and methods discussed in the text.

LEONARD SPINRAD'S CLOSED CIRCUIT DATA BOOK. Published by Leonard Spinrad, 511 E. 20th St., New York 10, N. Y. 72 pp. $10.

A CHRONOLOGY of more than 200 closed-circuit telecasts, plus a detailed description of this type of video transmission with costs for both black-and-white and color, a list of companies providing this service with their personnel, unions and their officials and other pertinent data are included in this mimeographed volume. A complete index adds much to its value as a reference book.

TRADEMARK MANAGEMENT. Published by the United States Trademark Assn., 522 Fifth Ave., New York 36, N. Y. 130 pp. $5.

RESULTING from more than three years research and reflecting the policies of the majority of USTA members, this publication tells, in simple non-technical language, what to look for in a trademark and what to avoid and outlines the procedure of creating, registering and protecting a trademark. It defines what is and what is not registrable, explains how trademarks acquire value through use and also how they may be lost through uncontrolled overuse.

HANDBOOK OF 630-TYPE TV RECEIVERS, by Simon S. Miller and Howard Bierman. John F. Rider Publisher, 480 Canal St., New York 13, N. Y. 194 pp. $3.50.

"THE first and probably the best postwar, mass-produced television receivers incorporated the now famous RCA model 630 TS-type circuitry," the authors of this handbook for servicemen state in their preface. The book discusses in detail and with many diagrams the "whys" and "hows" of each of the original 630-type receiver sections and the modifications to date.


READERS of this "television fable," complete with the author's own marginal doodles, are apt to draw a comparison with the sprightly opening credits on The George Gobel Show. The fable deals with a mythical professor (Oviceaput) who is concerned about television and its impact on others, particularly his son, and ends with an appropriate moral. Donley Fedderson (not related to the Don Fedderson who produces television programs) is professor and chairman of Northwestern U.'s Dept. of Radio & TV and co-director of the NBC-Northwestern Summer Television Institute.
Oil and the Crises of Our Times

by MARGUERITE HIGGINS

Famous Foreign Correspondent

In the short space of a decade I have been an eyewitness to four hot wars and have observed innumerable crises of the cold war. Each crisis has underlined for me our world's dependence on oil.

On one of my first assignments to war, I became conscious of oil's role in combat. My first flight to the front in World War II was made on an air force cargo plane ferrying oil and gasoline to General Patton's 3rd Armored Division—the tanks had outrun the slower-moving supply trucks.

When Germany surrendered, I interviewed many of the top Nazis and always asked them this question: "What, in your opinion, was the decisive factor in the war?"

Reichsmarshall Hermann Goering, Nazi Luftwaffe chief, answered that it was "the bombings, because they destroyed our oil. At the end," the Nazi air chief continued, "fuel was so short that we couldn't get our planes into the air to defend our cities." Germany's state-controlled oil industry failed when the chips were down.

During the war in Korea, I went ashore with the Marines at Inchon. This was the surprise beachhead assault behind enemy lines that broke the back of the North Korean Army. And during the amphibious landing one of the first things brought ashore was oil. Without oil we would have been unable to maintain our mobility and thus exploit the advantage gained by this imaginative operation.

In Indo China, the Communists mined the roads almost nightly. In Northern Indo China many areas became isolated pockets that could be supplied only by airlift. Without the fuel to keep those planes aloft, the Communists in Indo China would have won much more, much earlier.

The vest pocket war between Chiang Kai-Shek's Nationalists and the Communist Chinese was the scene for one of the strangest experiences of my war correspondent's career. I went out on patrol aboard a motorized sampan! Our fuel? Gasoline!

In the past few months I have toured the citadel of the cold war, Soviet Russia. I journeyed nearly fourteen thousand miles by automobile, plane and rail. It was with special interest that I made comparisons, for I am aware that in the crises of the future, as in the past, America's oil industry can spell success or failure, victory or defeat. As could be told from the lines waiting at Russian service stations (for gasoline is still in short supply) and the knock in my car engine, the totalitarian nations have many five year plans to go before they can match in quantity and quality the oil produced in America's free competitive society.

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.
THE KEEN EYES of George Brett of late have been showing a suspicious twinkle.

Sixty-three years young last April, Mr. Brett this July has special big plans for his fishing rod, hunting rifle, gardening tools and particularly for his grandchildren he is going to let romp uninhibited around the homestead located at Smoke Rise in northern New Jersey where the "topography resembles Vermont" and the distance to Times Square is only 50 miles.

Mr. Brett, vice president and director of The Katz Agency, is easing out of the sales field and into outdoor activity.

But this doesn't mean Mr. Brett will hang up the sword and shield used these many years to battle for ethics and stable structures in the radio and tv field. He will still be at the same stand at The Katz Agency as a consultant on industry affairs and he has all intentions of retaining a very active board membership with Television Bureau of Advertising until the end of the year.

Mr. Brett is the type of executive who will show up for a routine day at the office and be truly surprised by an office party given in his honor—as was the case at 477 Madison Ave. last Wednesday, two days before retirement.

Also typical of this affable executive: Just before the surprise party, he had penned a post-interview reflection for BT that went: "I know of no other business — where so many business associates become one's personal friends."

George Warren Brett was born April 3, 1892, in Newark, N. J., the son of George L. Brett, a silk wholesaler from Poughkeepsie, N. Y., and Lizzie Brewer Brett, originally from Manhattan. White Mr. Brett was in high school, neighbor Victor Young of Frank Seaman Adv., has since faded into advertising annals, liked the way young George handled a mower on Mr. Young's lawn and asked if he would like a regular job when summer vacation came along.

That sealed Mr. Brett's first sale and for six years he traveled to New York to the agency, where he was in the publication checking department.

Even then, Mr. Brett knew where he was headed and others recognized the fact.

Mr. Brett went places, too. As he puts it, the agency made him manager of the department when the two-man staff was cut to one. His second job was with the E. Katz Special Advertising Agency as a space salesman. Mr. Brett has been with Katz for 41 years.

When Mr. Brett joined, Katz represented newspaper and farm publications. As some of its newspaper clients went into radio, so did Katz. Soon the company bore the name of The Katz Agency and did business in three media—print, radio and tv. The radio entity was set up in 1935. By then, Mr. Brett, who was growing with Katz and radio, was vice president-sales manager. When radio and tv were separated and each set up as an independent arm of the firm, along with print, Mr. Brett wound up as director of sales policy for radio and tv.

Reflecting on radio and tv, Mr. Brett feels that there's a place for each advertising medium and warns that too much attention, distortion and disparagement have been given to the competitive nature of each—newspapers vs. magazines, radio vs. newspapers and now tv vs. radio. Righly used, he notes, all media can be successful.

A serious handicap for developing national advertising for newspapers initially and later spot radio and now spot tv, Mr. Brett feels, has been the differential in local and national rates.

"Complications from a two-price system operate in the long run to the advantage of magazines and network radio and network television," he says. The instability of rate structures irks Mr. Brett's sensitivities. He comments: "Magazines and newspapers graduated long ago from the days of rate cutting. But radio and tv have not yet attained their maturity in that respect.

"It should be impossible for the general advertiser to get a local rate if he does not qualify for it. It's a matter of definition. Advertisers and agencies ought to be criticized for attempting to buy at the lowest possible price. The responsibility in enforcing the principle of the same rate to all advertisers under the same conditions rests exclusively with the advertising medium—the seller and not the buyer."

Mr. Brett says he has been "brought up in the old-fashioned school of rate card integrity. I don't believe in rate deals." Right now, Mr. Brett sees some improvement in the radio situation but it is "incredible that there should be rate cutting in television."

In the setting up of TVB, Mr. Brett, among the representatives, was perhaps the most persistent gadfly. He also is a director of Station Representatives Asn., an active member since its creation. He helped promote Broadcast Measurement Bureau. He was a member of the original Advertising Men's League that later became the Advertising Club of New York. He is president of the Maplewood, N. J., Country Club and a long-time member of the Seigniory Club of Quebec.

He was married in September 1915 to an ex-school teacher from Newark, the former Marguerite Helen Jack. They have a son, Warren Brett, who is a space salesman with Look magazine, and a daughter, Ruth Elizabeth.
IN ALBUQUERQUE, NEW MEXICO IT'S
KOAT-TV
ALVARADO TELEVISION CO., INC.
PHONE 5-8716
Channel
REPRESENTED NATIONALLY BY
George P. Hollingbery
ALBUQUERQUE
PIGGLY WIGGLY
PRESENTS
WORLD PREMIER
"GANG BUSTERS"
THURSDAY
JULY 7
1955
7:30 - 8:00 P.M.
DISTRIBUTED BY
GENERAL TELERADIO, INC.
1440 BROADWAY
LONGACRE 4-8000
ABC
AND
DUMONT
TELEVISION NETWORKS

AL CADWELL
President
WALTER STILES
Vice President - General Manager
TED L. SNIDER
National Sales Manager
Albuquerque, 5-8716
JOHN L. McGuire
Denver National Bank Bldg.
Cherry 4-8191

ABC AND DUMONT TELEVISION NETWORKS
If You Can’t
Lick ‘em — Join ‘em

Just back from visiting with my daughter’s family—and playing Grandpop to two of the cutest kids you ever saw. While there I picked up a couple of new ideas on child raising:

If your child’s learning to use a pen, provide an old fountain pen—filled with bluing. Looks and writes like ink, but won’t stain clothes or furniture permanently.

Maybe you have a boy, like my grandson, who thinks he’s too old for a bib—but isn’t. A big cowboy bandana works just as well, and it looks he-man to boot.

From where I sit, getting along with children is like getting along with grownups—it requires an effort to see things from the other person’s point of view. At any age, there’s no accounting for tastes. Take my neighbor who keeps a parakeet and drinks hot coffee in the summertime. That seems strange to me . . . a man who’s partial to hound dogs and a cooling glass of beer. But I’d be “childish” to say it was wrong.

Joe Marsh

Copyright, 1955, United States Brewers Foundation
Going on the air SEPTEMBER

Serving the ARK-LA-TEX

Forming the 3-R MARKET

KTBS-TV

CHANNEL 3

SHREVEPORT, LA.

RICH . . . Spendable Income—over 1 Billion dollars*

READY . . . TV Sets—100,000 plus†

RESPONSIVE . . . 1954 Retail Sales

*SRDS NBC 857,709,000*

MAXIMUM POWER

VIDEO . . . 100,000 WATTS

AUDIO . . . 69,800 WATTS

TOWER . . . 1151 FT. ABOVE GROUND

Represented by PETRY

July 4, 1955 • Page 25
still taller in the saddle

Starting August 29, WCCO-TV adds two more family favorite cowboys to its hard hitting lineup.

Gene Autry and Roy Rogers
in hour-long shows across the board at 4:30 p.m. weekdays.

Here’s a great opportunity for you to lasso the big action audience in the Twin Cities.
Available now on a four sponsor participation basis. Ask Free & Peters for details of the powerful WCCO-TV Western Story.*

WCCO-TV
The other member of the family
Minneapolis-St. Paul
CBS

* The January 1955 Telepulse shows that in a typical winter month, every one of WCCO-TV's four big western adventure shows tops all competing programs, and beats the average of all shows in our four-station market by from 41% to 212%.
CBS RADIO JOINS MOVEMENT FOR SINGLE DAY-NIGHT RATE

With ABC Radio and Mutual already set on uniform rate plans, NBC Radio remains as the only major om network not officially in the trend. However, NBC officials last week indicated their own rate structure was being reviewed.

RADIO network rates were entering a new phase of their stormy history last week, with further developments yet to come.

The trend toward a single rate for both daytime and evening periods in network radio, started by ABC last fall and followed by Mutual a fortnight ago, took on parade aspects: CBS Radio came to an agreement with the board's request it "will undertake to add more co-operative programs when and wherever it is found practical."

Aug. 25—expiration date of the affiliation contract amendments by which CBS Radio stations last summer agreed to additional discounts equalizing day and night rates to advertisers—was set as effective date for all the changes, including the proposed one-year agreement on a 20% cut in the rate of network payments to the stations. Contracts embodying this proposal were being readied late last week for distribution to all affiliates.

To put the plan into effect, CBS Radio needs approval by stations representing at least 85% of its U. S. rate card. Officials voiced confidence the affiliates would give approval by returning signed new contracts by the deadline which was put at July 15.

The new contracts, officials said, are entirely new. That is, they eliminate various amendments which have been made over the past several years by incorporating those provisions in a new contract form which also carries a one-year clause providing for the 20% cut in station compensation. While the reduction-of-compensation clause will be renegotiated or rescinded after a year, authorities explained, the single-rate provisions are "permanent."

Although CBS Radio's new single-rate card was still in preparation last week—network authorities noted that agreement with the affiliate board was on "the principle," with details to be worked out—the announcement made clear that there will be "no change in cost to advertisers, excepting on Saturday and Sunday, where the rates are to be increased to equal the present Monday-through-Friday rates."

The increase in weekend rates comes to about 5%, officials estimated. Present weekend advertisers will be protected for one year, but stations will be paid as if the increase already were in effect.

Agency executives for the most part welcomed the move.

Jim Luce, head of the timebuying depart-

THE BILLINGS

TELL THE STORY

Jan-May, 1955, as compared to $63.7 million in the same period last year. For all but DuMont television billing continues to rise—$165.5 million for the first five months compared to $125.4 million in the same 1954 period.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,080,272</td>
<td>$2,307,029</td>
<td>$11,497,432</td>
</tr>
<tr>
<td>CBS</td>
<td>3,923,796</td>
<td>5,116,152</td>
<td>20,286,915</td>
</tr>
<tr>
<td>MAS</td>
<td>1,450,889</td>
<td>1,908,178</td>
<td>6,927,559</td>
</tr>
<tr>
<td>NBC</td>
<td>2,692,560</td>
<td>2,780,725</td>
<td>12,599,541</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$10,107,517</td>
<td>$12,112,104</td>
<td>$65,764,833</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$3,606,427</td>
<td>$2,411,656</td>
<td>$16,224,301</td>
</tr>
<tr>
<td>CBS</td>
<td>10,029,800</td>
<td>11,488,168</td>
<td>78,056,922</td>
</tr>
<tr>
<td>DuMont</td>
<td>273,640</td>
<td>988,350</td>
<td>2,685,835</td>
</tr>
<tr>
<td>NBC</td>
<td>13,291,687</td>
<td>11,033,987</td>
<td>66,372,049</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$33,500,554</td>
<td>$25,922,161</td>
<td>$165,539,107</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NETWORK RADIO TOTALS TO DATE</th>
<th>ABC</th>
<th>CBS</th>
<th>MAS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$2,487,140</td>
<td>$4,181,787</td>
<td>$3,172,532</td>
<td>$2,744,204</td>
<td>$10,768,663</td>
</tr>
<tr>
<td>Feb.</td>
<td>2,387,900</td>
<td>3,950,767</td>
<td>1,291,938</td>
<td>2,584,620</td>
<td>10,215,225</td>
</tr>
<tr>
<td>Mar.</td>
<td>2,445,765</td>
<td>4,093,641</td>
<td>1,446,535</td>
<td>2,953,486</td>
<td>11,139,227</td>
</tr>
<tr>
<td>Apr.</td>
<td>2,096,355</td>
<td>3,637,124</td>
<td>1,365,658</td>
<td>2,624,671</td>
<td>9,923,808</td>
</tr>
<tr>
<td>May</td>
<td>2,080,272</td>
<td>3,923,796</td>
<td>1,450,889</td>
<td>2,652,560</td>
<td>10,107,157</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$11,497,432</td>
<td>$20,286,915</td>
<td>$6,927,559</td>
<td>$13,599,541</td>
<td>$52,371,440</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NETWORK TELEVISION TOTALS TO DATE</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$3,718,195</td>
<td>$15,831,141</td>
<td>$723,960</td>
<td>$13,172,695</td>
<td>$33,445,991</td>
</tr>
<tr>
<td>Feb.</td>
<td>3,567,696</td>
<td>14,694,726</td>
<td>597,275</td>
<td>17,419,541</td>
<td>31,279,338</td>
</tr>
<tr>
<td>Mar.</td>
<td>3,806,425</td>
<td>16,036,896</td>
<td>628,625</td>
<td>14,103,093</td>
<td>34,574,039</td>
</tr>
<tr>
<td>Apr.</td>
<td>3,527,558</td>
<td>15,463,359</td>
<td>643,353</td>
<td>13,285,933</td>
<td>32,379,185</td>
</tr>
<tr>
<td>May</td>
<td>3,606,427</td>
<td>16,020,800</td>
<td>688,420</td>
<td>13,591,687</td>
<td>33,500,554</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$18,226,301</td>
<td>$78,054,922</td>
<td>$5,816,015</td>
<td>$66,572,049</td>
<td>$165,539,107</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 gross network radio time charges for those night-time network radio programs where ABC rate card No. 6 was in effect.

‡ Revised as of 6/30/55.
ment at J. Walter Thompson Co., said he felt that “anything that will help close the gap between gross and net radio rates is a move in the right direction.”

Don Severn, of Blow-Bern-Toigo station relations, observed: “I think it’s good. It still think radio is a great medium and it should be looked upon by owners in that light.” A representative of Broadcast Bowles considered it part of “radio’s trend. CBS is recognizing, at last, a realistic fix on the sets-in-use situation. This is calling radio, radio.”

Linnia Nelson, tv analyst at Kudner Agency, had certain reservations regarding the single-rate idea, however. She said:

“How difficult to comment on whether or not a single rate for both day and nighttime on radio is a good thing. Only the sellers of radio can tell us how many they are delivering or how much. If, by a true measurement of circulation they feel that they can, by this revision, compete with other media and keep on good standards at a practical profit, then it is the thing to do. If it is ‘exposed rate cutting’ which will lead to a loss in overall operations and quality—then it is wrong. Proof of circulation for the money invested will be the only answer.”

CBS Radio’s Purpose

CBS Radio said its moves—not only the single rate but also the proposed cut in station compensation and the increase in co-op programs and in 70-second station breaks for station sale—were “designed to provide the strongest program schedule at both network and station levels, and to maintain a sound business relationship between the network and its affiliated stations.”

The announcement said the decisions, reached by network officials and the affiliate board in sessions Tuesday and Wednesday, were based on “an extensive examination and study of current problems affecting both groups.” It also reported that “both groups emphasized that the strongest possible radio structure will be maintained, and both plan continuing study and exploration to improve the continuance of the leadership of the CBS Radio network, as well as to insure future healthy growth of each of the CBS affiliates in its own areas.”

The CBS Radio affiliate board is headed by Kenyon Brown, KWFT Wichita Falls, as interim chairman during the illness of John Patt, WJR Detroit, who is recuperating from a heart attack (see story page 73). Worth Kramer, WJR, is serving as a board member in Mr. Patt’s stead. Other members (also see election story, this page):

Arnold F. Schoen Jr., WPRO Providence, secretary-treasurer of the board; C. C. Caley, WMBD Peoria; George Coleman, WGBl Scranton; Saul Haas, KIRO Seattle; C. T. Lucy, WBRY Waterbury; Hull Hayes, president; J. Kelly Smith, administrative vice president; William Schudt, vice president in charge of station relations, and Ole Morby, manager of station relations.

Mutual’s single-rate plan, approved by the MBS board June 22, went into effect July 1. It pegged gross rates for all time periods at 50% of the old gross evening rate and established a single discount table.

Unlike the CBS Radio plan and the one which ABC Radio put into effect last Oct. 1, Mutual’s plan results in reductions averaging up to approximately 25% in net costs of evening time. Daytime costs, however, remain virtually unchanged; there are slight increases in the cost of afternoon periods “in some areas” [B&T, June 27].

The new MBS rate card, made available last week, shows that the gross hourly rate for the 43 stations that make up the basic group is $4,517.50. For the 416 U. S. affiliates it is $6,921.50. These rates apply from 6 a.m. to midnight (rates from midnight to 6 a.m. “quoted on request”). The rate for a 45-minute period is 80% of the gross hourly rate; 30 minutes, 60%; 25 minutes, 50%; 15 minutes, 40%; 10 minutes, 30%; and 5 minutes, 20%.

The new discount structure:

Gross Weekly Billing Dollar Value Discount

| Less than $2,000 | 0 |
| $2,000-5,000 | 20% |
| $5,000-7,000 | 25% |
| $7,000-12,000 | 30% |
| $12,000-20,000 | 35% |
| $18,000-35,000 | 37.5% |
| $23,000 or more | 40% |

In addition to the dollar volume discount, the new card provides for an annual rebate of 7 1/2% of gross billings in the case of 52 consecutive weeks of broadcasting. Advertisers whose annual gross billings total or exceed $1.2 million within a 52-week period may take an overall 74.5% discount in lieu of other discounts and annual rebate.

Three Directors Elected By CBS Radio Affiliates

RESULTS of elections to choose directors in Districts One, Two and Three were announced last week at a meeting of the board of the CBS Radio Affiliates Assn. (story page 27). To take office in September, the new directors of the affiliates group are:

J. Maxwell Ryder, WBRY Waterbury, Conn., succeeding Arnold F. Schoen Jr., WPRO Providence (District One); George D. Coleman, WGBl Scranton (District Two), and Donald W. Thornburgh, WCAU Philadelphia, succeeding C. T. Lucy, WRVA Richmond, Va. Under the by-laws governing the CBS Radio

RCA Commercials: Uncle Milty Does Three, All in 1 Min., 45 Sec.

QUICK CHANGE ARTIST Milton Berle, along with Vaughn Monroe, scooted into a live commercial promoting RCA tv sets last week on “Wide Wide World,” passing three complete clothing changes and using four sets all in a one-minute forty-five second commercial.

Your pace was set by a double for Mr. Berle shown in a long shot as he took off across the stage—a 70-foot map—on a scooter. The scooter stopped in front of an igloo, where the camera panned up for a close-up of Means. Monroe and Berle inside the structure. Mr. Berle wore a fur parka over baggy pants.

While Mr. Monroe continued the audio and the double moved on to a tepeem map, Mr. Berle off camera was whipping off the parka underneath which he wore Indian pants. He slipped into a blanket and a bowler hat, complete with braids, and returned in time for the Indian tepee scene.

After that, he moved out again and slipped off the blanket and baggy pants—beneath which, as a bottom layer, he wore shirt, vest, and striped pants—put on a black frock coat and fedora to reappear as a senator in the Washington scene extolling the merits of the RCA tv sets the world over. The commercial was on Producers Showcase Monday, 8-9:30 p.m., photographed by RCA & Ford Motor Co. through Kenyon & Eckhard (see In Review page 18).
TV RIDING GENERAL ECONOMIC BOOM, McMAHAN TELLS PACIFIC GROUP

Mc Cann-Erickson hates to think what might have happened to video industry if depression had started before enough sets were in the market. Now it's ready to stand up to any challenge from the outside, advertisers are informed.

UNTIL now, television has been a "gravy train" and the advertising agency in the medium hasn't had to be too smart or work too hard.

This was the opinion expressed by Harry W. Mc Mahan, vice president in charge of radio- tv commercials, N. Y., at the annual convention of Advertising Assn. of the West in Portland, Ore., last week.

Tv has enjoyed a 10-year general business boom unparalleled in American history, Mr. Mc Mahan observed. "When I look back five years ago," he said, "I hate to think what a depression might have done to tv before enough sets were in the market. ... such things as a depression or consumer distrust— or toll booths— might have hurt five years ago, but not now. We're ready to withstand any challenge from the outside."

He is not "the most optimistic person you'll find" on color and admitted to this in time, color will be dominant, he said, adding "I feel it has been pushed far beyond its need— color is going to be a valuable asset to our commercials later on, but right now it is only a novelty, good for publicity and promotion."

Motivational research is "helpful but not infallible" and at present is no more than a supplement to existing market research-- how," Norton O'Meara, vice president and associate copy director of J. Walter Thompson Co., Chicago, told the convention. He spoke on the need for original material in advertising copy.

Other speakers included Dean J. E. McCarthy of Notre Dame U., Thor M. Smith, vice president, American Weekly, and Albert J. Wood, president, A. J. Wood & Co.

Ewells & Thurber Reorganizes Into U. S. Advertising Corp.

REORGANIZATION of Ewells & Thurber Assoc. as United Adv. Corp., with C. E. Rickard as president, became effective Friday.

The agency, which realized broadcast billings of about $250,000 the past year, has thus resumed use of the name it bore when founded in 1921 by Mr. Rickard, who has been vice president, has acquired the interests of James C. Ewell, who severed relations with the agency in July 1954, and Hal H. Thurber, who left effective Friday. John E. Combes becomes vice president and Al Bonk continues as radio- tv director.

The new corporation will continue to headquarter at 23 E. Jackson Blvd., Chicago, and retain offices in Toledo.

Among key accounts to be retained are Wilson & Co. (butter, egg and margarine products), Ideal dog food, Benzol gas refiners, Encyclopedia Britannica, Schulze & Burch Biscuit Co., Juergens & Anderson Jewelers and Pullman Coach Co.

Mr. Rickard has been in advertising 35 years, starting his career as assistant advertising manager for Chevrolet Motor Co. He formerly had his own agency, Clark & Rickard, and was with Ewells & Thurber in Detroit.

Politz Study Debunks Belief Tv Stirs Magazine Reading

BELIEF that when a family acquires a tv set its members stop reading magazines—an opinion widely held only a few years ago—is definitely untrue, according to "The Audiences of Nine Magazines," report of a national study made by Alfred Politz Research for Look magazine.

In television-owning households, the Look study reveals, 51.8% of individuals read one or more magazines (of the nine studied), compared to 40.4% of individuals in non-tv homes.

The advantage of tv households holds true for both men and women. In tv homes, 38.6% of the men read one or more magazines, compared to 36.2% of the men in non-tv homes. For women, the magazine reader figures are 56.8% in tv homes, against 43.9% in homes without tv.

The Look study, comparing size and characteristics of Collier's, Life, Look, Saturday Evening Post, Better Homes and Gardens, Good Housekeeping, Ladies' Home Journal, McCall's and Woman's Home Companion, was conducted under the confidential consultation facilities of the Advertising Research Foundation.

Wall to Wall With Tv

TELEVISION is credited with a large increase in business for a South Bend, Ind., carpet and furniture store, which used a 10-second spot for 10 weeks on WSBT-TV there. The total cost of the campaign was $300, according to John D. Hymes, manager of Hurwich & Haller, who says that over $7,500 in direct sales can be traced to the spot announcements, besides an increase in store traffic. The announcements consisted of a slide showing a picture of the front of the store, obviating the necessity of repeating the address in the ad copy. As Mr. Hymes points out, "... it's a real success story for tv on a very limited budget."
THE FACTS AND FIGURES OF NETWORK ADVERTISING

P&G'S APRIL TV BUYING 41% AHEAD OF SAME MONTH IN 1954

IN ONE year, Procter & Gamble has increased its monthly expenditure on network tv more than 41%, according to figures based on Publishers Information Bureau data.

In April of this year P & G spent a record amount on network tv—$2,807,563—compared to a network tv expenditure for April 1954 of $1,988,830. With its April network radio purchases added, the combined P & G figure comes to $3,657,280, nearly $100,000 more than March, about $500,000 over February and some $300,000 above January.

Once again, two-thirds of the top 10 network tv advertisers were spending more than $1 million per month on the network medium. The same advertisers which placed in the March over-$1-million category reappear in that exclusive bracket during the month of April.

On the combined basis, three network advertisers placed in the radio and tv top tens both last April and for the previous April. All three increased their combined expenditures: P & G by nearly 14.5%; Colgate-Palmolive over 10%, and Gillette by some 47%. More tv outlay by each firm was the principal factor boosting the budget.

In the April radio top 10, General Motors, Liggett & Myers Tobacco and National Dairy Products were among the new leaders, replacing General Foods, Sterling Drug and General Mills whose network radio expenditures during April of 1954 placed them in the top 10 grouping.

Only one spot in the tv top 10 changed, Lever Bros. replacing General Mills as the 10th ranking advertiser. Although appear-

**TV ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING APRIL OF 1955 AND 1954 WITH JANUARY—APRIL TOTALS**

<table>
<thead>
<tr>
<th>Product Group</th>
<th>April, '55</th>
<th>Jan.-April '55</th>
<th>April, '54</th>
<th>Jan.-April '54</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Acc.</td>
<td>$354,675</td>
<td>$1,358,043</td>
<td>$281,616</td>
<td>$1,330,469</td>
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<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>3,387,048</td>
<td>13,865,129</td>
<td>2,330,968</td>
<td>8,968,071</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>768,845</td>
<td>2,331,775</td>
<td>624,260</td>
<td>2,212,774</td>
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<tr>
<td>Bldg., Materials, Equip. &amp; Supplies</td>
<td>159,243</td>
<td>397,355</td>
<td>181,825</td>
<td>515,348</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>632,406</td>
<td>3,035,701</td>
<td>607,935</td>
<td>2,572,430</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>124,251</td>
<td>542,849</td>
<td>70,212</td>
<td>313,121</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1,590,795</td>
<td>7,160,952</td>
<td>958,142</td>
<td>4,576,111</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>6,721,235</td>
<td>27,382,466</td>
<td>5,103,578</td>
<td>19,721,279</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>440,729</td>
<td>1,560,001</td>
<td>265,098</td>
<td>1,170,982</td>
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<tr>
<td>Horticulture</td>
<td>35,422</td>
<td>43,903</td>
<td>11,669</td>
<td>11,669</td>
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<tr>
<td>Household Equipment &amp; Supplies</td>
<td>2,286,400</td>
<td>10,731,512</td>
<td>2,083,090</td>
<td>8,815,772</td>
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<tr>
<td>Household Furnishings</td>
<td>383,915</td>
<td>1,088,429</td>
<td>498,471</td>
<td>1,797,843</td>
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<td>Industrial Materials</td>
<td>667,947</td>
<td>2,516,585</td>
<td>477,906</td>
<td>2,044,281</td>
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<td>Insurance</td>
<td>149,652</td>
<td>658,145</td>
<td>159,080</td>
<td>608,022</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>452,243</td>
<td>1,672,281</td>
<td>275,355</td>
<td>957,257</td>
</tr>
<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>474,755</td>
<td>2,166,746</td>
<td>432,592</td>
<td>1,505,668</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>75,063</td>
<td>294,625</td>
<td>9,468</td>
<td>58,793</td>
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<tr>
<td>Radio, Tv Sets, Phonographs,</td>
<td>824,255</td>
<td>3,463,594</td>
<td>841,032</td>
<td>2,969,126</td>
</tr>
<tr>
<td>Musical Instruments &amp; Access.</td>
<td>3,384,433</td>
<td>13,599,390</td>
<td>3,556,263</td>
<td>13,622,380</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>3,591,773</td>
<td>14,106,754</td>
<td>2,951,808</td>
<td>10,896,898</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>8,455</td>
<td>41,259</td>
<td>78,408</td>
<td>28,900</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>5,885,878</td>
<td>22,535,433</td>
<td>3,520,959</td>
<td>13,703,738</td>
</tr>
<tr>
<td>Tote &amp; Toilet Goods</td>
<td>36,280</td>
<td>162,705</td>
<td>61,799</td>
<td>522,680</td>
</tr>
<tr>
<td>Travel, Resorts &amp; Hotels</td>
<td>307,207</td>
<td>1,301,333</td>
<td>225,827</td>
<td>962,078</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$32,719,305</td>
<td>$132,018,673</td>
<td>$25,528,953</td>
<td>$99,928,035</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

Page 30 • July 4, 1955

Broadcasting • Telecasting
The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of April 1955.

Network's gross billings hit $132,018,673 for the January-April period compared to $99,928,035 for the comparable months last year. In radio, gross billings stood at $214,163,923 compared to $51,643,327. On the April-to-April comparison, radio’s monthly gross billings dropped more than $2 million, while tv picked up more than $7 million.

Strides were made in April in total time sales for nearly every tv network product group. The automotive category was up about $1 million, food and food products more than $1.5 million, household equipment and supplies were up, as were soaps, cleansers and polishes and toiletries and toilet goods. The latter product group jumped from more than $3.5 million in April 1954 to nearly $6 million in April 1955 with Gillette Co. ($1,113,312) the leading advertiser in that category. Smoking materials were off from the previous April in network tv but up in network radio. But every one of the million-dollar product categories in network radio were down according to the tabulation.

**ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING APRIL OF 1955 AND 1954 WITH JANUARY-APRIL TOTALS**

<table>
<thead>
<tr>
<th>GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY-APRIL, 1955, COMPARED TO 1954</th>
<th>LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING APRIL 1955</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jan.-April</td>
</tr>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$ 50,001</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>44,668</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>166,886</td>
</tr>
<tr>
<td>Bldg. Materials, Equip. &amp; Fixtures</td>
<td>15,369</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>138,907</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>65,706</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>1,078,263</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>2,003,436</td>
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<tr>
<td>Freight, Industrial &amp; Agricultural Development</td>
<td>16,151</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>462,286</td>
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<tr>
<td>Horticulture</td>
<td>28,360</td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
<td>278,942</td>
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<tr>
<td>Household Furnishings</td>
<td>45,895</td>
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<tr>
<td>Industrial Materials</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>123,826</td>
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<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>68,625</td>
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<td>Political</td>
<td>7,998</td>
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<tr>
<td>Publishing &amp; Media</td>
<td>91,613</td>
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<td>Radios, Tv Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>108,460</td>
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<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>11,283</td>
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<td>Smoking Materials</td>
<td>927,888</td>
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<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>1,046,248</td>
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<td>Sporting Goods &amp; Toys</td>
<td>204,956</td>
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<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>1,263,966</td>
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<tr>
<td>Travel, Resorts &amp; Hotels</td>
<td>31,500</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>830,990</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$9,923,808</td>
</tr>
<tr>
<td><strong>Source:</strong> Publishers Information Bureau</td>
<td></td>
</tr>
</tbody>
</table>

**TOP TEN TV NETWORK ADVERTISERS IN APRIL 1955**

1. Procter & Gamble $2,807,563
2. Colgate-Palmolive 1,503,556
3. General Motors 1,314,806
4. Chrysler 1,131,401
5. Gillette 1,113,312
6. General Foods 1,041,520
7. R. J. Reynolds Tab. 876,778
8. American Tobacco 866,372
9. General Mills 761,995
10. Lever Bros. 755,278

**TOP TEN RADIO NETWORK ADVERTISERS IN APRIL 1955**

1. Procter & Gamble $849,717
2. General Motors 545,778
3. Gillette 429,521
4. American Home Prods. 316,508
5. Colgate Palmolive 302,471
6. Miles Labs 291,397
7. Lever Bros. 282,077
8. Liggett & Myers Tab. 277,260
10. Swift & Co. 224,922

Broadcasting • Telecasting

July 4, 1955 • Page 31
J. W. THOMPSON ELEVATES TOP OFFICERS

Stanley Resor elected board chairman, to be succeeded as president by Norman H. Strouse. Henry C. Flower Jr., Samuel W. Meek are elected vice chairman.

ELEVATION of Stanley Resor to chairman of the board and election of Norman H. Strouse to succeed him as president of J. Walter Thompson Co. were announced Friday.

The elections, held at a meeting of the agency board Wednesday, were announced Friday. Also elected were Henry C. Flower Jr.,

with JWT since 1929, and Samuel W. Meek, with the agency since 1925, as vice chairman of the board.

Mr. Strouse has been with the agency since 1929 when he joined its San Francisco office as an assistant and acting manager. In 1945, Mr. Strouse moved to JWT's Detroit office as a vice president, and eight years ago was named manager of that office. He also has been a director of the agency.

Active in various advertising affairs, Mr. Strouse served for several years on the board of governors of the San Francisco chapter of the

ASSM.

K & E REVEALS PLANS FOR CHICAGO EXPANSION

THERE is no such thing as a "bad medium" for an advertiser but only the "effectual use" of media by agencies involved, Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt Inc., told to over 200 media representatives in Chicago Thursday.

Mr. Brophy spoke along with other key K & E executives at a luncheon reception for network, station, representative and other media executives at the Ambassador East Hotel. Purpose of the luncheon was to announce the agency's expansion plans for Chicago and to introduce Walter Lawrence, newly-appointed vice president in charge of that office [B&T, June 27].

The appointment of Harry Sager, media-research director of Krupnick & Assoc., St. Louis, for the past six years, as new media chief for K & E in Chicago also was announced.

Media can be used effectively and successfully when it is utilized over an extended period of time, Mr. Brophy asserted. He blamed incom- petent agencies for much ineffective use of media, blaming the "bad medium" on "ineffective use to you and me." He also noted that "radio is no longer effective or that if is no longer a factor" and that "television is no longer a medium." He said the "bad medium" was "too expensive." William B. Lewis, K & E president, said the agency's goal is to become truly national with a limited number of accounts (30-35), and cited Kenyon & Eckhardt's stock option, retirement and other "incentive plans."

Its Chicago media plans were discussed by Joseph Braun, vice president and media director. K & E will expand its office force (now about 15) in a bid to accommodate new accounts with roots in the Midwest. The Chicago office now handles the Whirlpool account and services Lincoln-Mercury. It will handle others within the framework of media considerations and the clients' particular desires, he added.


FACILITIES of the W. E. Long Co., Chicago advertising and management consultant service for various baking institutions, have been purchased by its clients and will be operated as a cooperative association of independent bakers effective Jan. 1, 1956.

Gerald L. Williams, Williams Baking Co., Scranton, Pa., has been elected president of the co-op. E. E. Hanson currently is president of W. E. Long Co. Present management and executives of the Long agency, including Ed C. Fritz as radio-tv director and David Hayes, will be retained to direct operation of the association. No personnel changes are contemplated.

Decision to form a cooperative was made at the 41st general managers conference of nearly 150 leading bakers in Chicago last week.

Sterling Drug Elects Hiebert

J. MARK HIEBERT, executive vice president and a director of Sterling Drug Inc., has been elected president of the company, succeeding James Hill Jr., board chairman and retiring president. Mr. Hill, who became president in 1941 and board chairman in 1949, upon the death of Edward S. Rogers, continues as both chairman and chief executive officer of Sterling Drug.
Radio in Baltimore is BIG!

The only way to reach every family in the Baltimore Trading Area is by radio. Radio offers 98.6% penetration of the whole Baltimore metropolitan area. No other advertising medium offers anything like this penetration. The only way to get your message to everybody is radio! Yes!

Radio in Baltimore is BIG!

And the big bargain buy in Baltimore radio is W-I-T-H. Top Nielsen circulation in the home county goes to W-I-T-H. Combined with low, low rates, W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. Ask your Forjoe man for the whole story!

IN BALTIMORE BUY WITH

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

National Representatives: Forjoe & Co.
STEINMAN STATIONS
top management
and engineering executives
both chose
Stainless
for their 480-foot mountaintop tower

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

Stainless, inc.
North Wales, Pennsylvania
TVANNUALVOLUMEAT$841MILLION

Oliver Treyz, TVB president, says national advertisers are putting more money into TV than into any other medium.

NATIONAL advertisers are now for the first time putting more money into television than into any other advertising medium, President Oliver Treyz of the Television Bureau of Advertising asserted. He said they are now investing in TV at an annual rate of $841 million, "a record expenditure in any medium."

This figure represented expenditures for both time and talent in both network and national spot television. It did not include local TV advertising, but TVB officials supplied an estimate in that category to complete the breakdown between network, spot and local business (time and talent) as follows, showing the annual rate at which investments currently are being made:

Total $858,000,000
Network 253,000,000
Local 250,000,000

This would mean that advertisers will put a total of $1,091,000,000 into television time, talent and production during 1955, assuming their expenditures continue at the pace achieved in the first four months of this year.

Mr. Treyz cited Publishers Information Bureau data as showing that national advertisers boosted their network billings for the Jan.-April period of 1955 by 53% over their total for the same period of 1954. Expenditures in spot television also are up one-third, he said.

TVB also noted that the Bureau of Advertising, American Newspaper Publishers Assn., has estimated that national advertisers currently are spending at an annual rate of $650 million for newspaper space. Even adding $30 million for their newspaper advertising production costs, TVB pointed out that the $780 million total still would be substantially below the annual rate of their expenditures in network ($858 million) and national spot ($253 million).

"In one ear Mr. Treyz said, "network television has leaped from the third to the first medium in national advertising expenditures. As the fastest growing and now the biggest medium for national advertising it is becoming more and more important in sustaining the dynamic growth of our economy."

"TV spending of $1 billion Expected by Standard & Poor"

TELEVISION advertising expenditures could reach $1 billion this year and the decline in radio billings seems to be leveling off, according to the Standard & Poor analysis for June 23. Total advertising expenditures for the year are projected at approximately $8.7 billion and could possibly reach $9 billion in a strong general economy," S & P states, noting that this would be the ninth consecutive record year, up from $8.15 billion in 1954.

Overall, the first four months of 1955 saw advertising expenditures 11% ahead of those for the same period in 1954, with all major media showing gains except network radio, which declined 17%. The gain for network TV was 34%, for newspaper 14%, the analysis reports.

"Television advertising outlays in 1955 could exceed $1 billion, as compared with approximately $810 million in 1954," S & P predicts.

MacManus, John & Adams Opens New Office in Miami

MIAMI OFFICE of MacManus, John & Adams Inc., Bloomfield Hills, Mich., agency was opened last Friday in the Alfred I. DuPont Bldg., James R. Adams, president, announced (BWT, June 27). Kenyon Lee, vice president who has been with the agency 10 years, is in charge. He has been associated with the Dow Chemical account. He formerly was with WQAM Miami. Mr. Adams said the Miami office "will enable us to better serve our present clients ... and provide a selective type of advertising counsel" for other Florida firms. The agency accounts to be serviced from the new office include Cadillac and Pontiac divs, of General Motors Corp., Champion Spark Plug Co., Dow Chemical, Bendix Aviation Corp. and Ferry-Morse Seed Co.

Ford Details Contents, Stars Of 90-Minute 'Star Jubilee'

DETAILS of contents and featured personalities of Ford Star Jubilee, and second half tv program to be sponsored by the Ford Div. Ford Motor Co., over CBS-TV, starting Sept. 24 (BT, June 20), were announced last week by L. W. Sneed general sales manager of Ford Div. J. Walter Thompson Co. is the agency. The series, consisting of 10 productions, will be telecast on Saturday at 9:30-11 p.m. EDT. Among the stars who will appear on Ford Star Jubilee are Bing Crosby, who will be featured on two programs, and Noel Coward and Mary Martin, who will give a two man performance based on theatrical successes in which they have appeared. Mr. Coward also will produce and star in his Blithe Spirit and the American premiere of Peace In Our Time.

Theatrical producer Paul Gregory will produce two of the Ford shows, one of which will be The Big Banjo, a musical salute to America's minstrels, with an all-star cast. Other productions in the series have not been set.

D'Arcy's Oberwinder Retires; Orthwein Elected as Successor

J. FERD. Oberwinder, president of D'Arcy Adv., St. Louis and New York, for the past 10 years, announced his retirement last week. He has been a member of the firm for 43 years.

Percy J. Orthwein, with the agency since 1926 and executive committee chairman since 1951, was elected to succeed Mr. Oberwinder as president. Robert M. Ganger was re-elected chairman of the board. He has been with the agency since 1953.

In a farewell message to the stockholders, Mr. Oberwinder said, "It has been stimulating indeed to see this nucleus grow from an annual sales volume of some $600,000 to its present volume in excess of $50,000,000; and from that meager start in St. Louis to a nationwide organization with agencies in St. Louis, New York, Chicago, Cleveland, Los Angeles, Atlanta, Dallas, Houston, Toronto, Mexico City, and Havana.

Simplicity Switches to TV

SIMPLICITY PATTERNS, New York, last week signed a three-year agreement with NBC-TV for $250,000 per year, the firm's first, for participations on Today, Home and Tonight. Significant aside from the exceptionally long-term firm tv contract is the fact that the advertising budget for Simplicity was switched from women's magazines into television. Agency is Grey Adv., New York.

One-Third Non-Tv Families See Tv Regularly, Whan Says

OVER one-third of non-tv families see tv programs regularly outside their homes, according to an analysis of the Topeka, Kan., audience by Dr. F. L. Whan, of the Kansas State College Committee on Radio-Tv Policy. Based on nearly 2,000 cases, the study probed viewing habits in a 20-county area.

The survey showed 38.6% of non-tv families see tv regularly in other places, with 16.3% of tv families looking at programs outside their homes. The non-tv families see their programs at a neighbor's home in 55.1% of cases, and at a relative's home 35.6% of the time. Other places of viewing include store or downtown, July 4, 1955 • Page 35
Export Advertising Volume Rising Rapidly, Survey Shows

RESULTS of the sixth annual survey by the International Advertising Assn., New York, announced last Thursday, showed that U.S. companies’ international advertising in 1954, exceeded “by a considerable margin” the $280 million expended for international advertising in 1953. An IAA spokesman set the 1954 figure at upwards of $300 million.

Of those companies responding to the survey, 95% said their export advertising volume in 1954 was greater than or equal to 1953; 94% of those doing business in branches and subsidiaries said this volume in 1954 was equal to or greater than the amount spent in 1953. Export advertising volume in 1953 will equal or exceed 1954, it was predicted by 90% of the executives in companies advertising internationally. Among companies with branches and subsidiaries advertising overseas, 97% expect their branches’ 1955 advertising volume to equal or exceed last year’s.

GREY TO GET LEAF ACCOUNT

GREY Adv. last week acquired the H. D. Lee Co., Kansas City, account. Lee Co. has an advertising budget of approximately $500,000 for its Leaf clothes for work and play. The account will move to Grey from Gardner Adv. next Jan. 1.

GE Adds 18 Outlets

GENERAL ELECTRIC Co. has added 18 stations to its lineup for The General Electric Theatre (CBS-TV, Sun., 9:30-9:30 p.m. EDT), raising to 146 the number of outlets now carrying program. Summer series of 13 repeat shows began on June 26. Agency is BBDO, N. Y.

AGENCY PEOPLE

N. R. Lorman, mrozhandizing and sales promotion director, Product Services Inc., N. Y., appointed vice president and plans board member; Ruth Davis, Norton & Condon (public relations), N. Y., to Product Services as publicity director.


Arthur E. Trask, account executive, Dan B. Miner Co., L. A., elected vice president.

James K. Maloney, art director, Lennen & Newell, N. Y., appointed vice president.

Ray M. Schoenfeld, media buyer, Kruipnick & Assoc., St. Louis, appointed media manager, succeeding Harry N. Sager, media director, who moves to Kruipnick & Eckhardt, Chicago, in media capacity; Neilene C. Zeis, research assistant, named market research manager.

Horace D. Nalle, account supervisor, Geare-Marston, Phila., named vice president.

John R. Sheckers, radio-TV director, Cunningham & Walsh, N. Y., appointed vice president.

Arthur R. Ross appointed eastern manager, tv-radio dept., Campbell-Ewald Co., N. Y.

William J. Stenson, formerally timebuyer, Weiss & Geller, Chicago, to Campbell-Mithun Inc., same city, as chief radio-timebuyer.

AGENCY APPOINTMENTS

Reed Products Co. (tablets), St. Louis, and Wisconsin Malting Co. appoint Charles O. Puffer Co., Chicago. Reed has been using radio.

Gold Seal Div., Congleme-Nairn (smooth surface floor and wall covering), Kearney, N. J., has appointed Dancer-Fitzgerald-Sample, N. Y.

Food Div., G. F. Heublein & Bro. (A-1 sauce, other food products), N. Y., names Bryan Houston Inc., N. Y.


Rhodes Pharmacal Co., Cleveland, appoints Carlos Franco Assoc., N. Y., as marketing and research consultants for all products.

NETWORK NEW BUSINESS


Procter & Gamble Co., Cincinnati, signs for segments of new series, It Pays to Be Married on NBC-TV (Mon.-Fri., 3:30-4 p.m. EDT) effective July 4. Program replaces The Greatest Gift (1:30-1:45 p.m.) and Concerning Miss Marlowe (3:45-4 p.m.). Agency: Benton & Bowles, N. Y.

Toni Div., Gillette Co., Chicago, will sponsor Dollar a Second for eight weeks on NBC-TV (Tues., 9:30-10 p.m. EDT) starting tomorrow (Tues.). Program will return to NBC-TV in fall. Agency: Weiss & Geller, Chicago.

American Chicle Co. (gum), Long Island City, N. Y., and International Cellucotton Products Co. (Kleenex), Chicago, to sponsor on alternate weeks Summer Theatre, re-runs of outstanding TV film dramas of past season, on NBC-TV starting tomorrow (Tues., 9:30-10 p.m. EDT) and ending Aug. 23. Agencies: Ted Bates Co., N. Y., for American Chicle; Foote, Cone & Belding, N. Y., for International Cellucotton.

General Foods Corp., White Plains, N. Y., to sponsor Ray Milland show on CBS-TV (Tues., 8:30-8:30 p.m. EDT) when it moves to new time slot, Fri., 9:30-10 p.m. EDT, effective July 8 through Sept. 30, replacing Our Miss Brooks for summer season. Agency: Young & Rubicam, N. Y.

Warner-Lambert Co., N. Y., will sponsor five programs of NBC-TV Robert Montgomery summer show (Mon., 9:30-10:30 p.m. EDT) on July 4 and 18, Aug. 1, 15 and 29. Agency: Kenyon & Eckhardt, N. Y.

NETWORK RENEWALS

Coca-Cola Co., N. Y., renews Cole Time on MBS (Tues.-Thurs., 7:45-8 p.m. EDT) starting July 5. Agency: D’Arcy Adv., N. Y.

BROADCASTING • TELECASTING
ANNOUNCEMENT

It is with deep regret that the Hawley Broadcasting Company announces the discontinuance of its television service on WEEU-TV, Channel 33, in Reading, Pa. Telecasting ceased after the completion of regular programming on Thursday, June 30, 1955.

The decision to cease operations was reached only after serious, careful, and long deliberation. The Hawley Broadcasting Company has operated an Ultra High Frequency television station for over two years, having commenced telecasting in April of 1953.

It has been the goal of the Hawley Broadcasting Company, since its original entry into television, to provide a community service to the residents of Reading and Berks County. This service was augmented by bringing to the viewers of this area the top nationally-known programs of both the NBC and ABC television networks. It has been our sincere feeling that an opportunity for local participation in the new mass communications media should be available in a city and county as large as Reading and Berks.

However, due to the tremendous operating costs involved in maintaining an efficient television service in our community, coupled with apathy on the part of national and network advertisers to support the Channel 33 development, suspension of operations has become necessary. It is not the desire nor intent of the Hawley Broadcasting Company to lay the blame for this unfortunate situation on the doorstep of any individual or group. The problems facing operators of Ultra High Frequency television stations across the nation are varied and complex. The competitive factors involving viewing habits and lack of equal opportunity to be on every television dial are only part of the story. The electronic curtain has been drawn, and WEEU-TV, Reading, Pennsylvania, now joins the long list of Ultra High Frequency television stations across the nation that have found it necessary to withdraw from operations because of the economic instability that is plaguing UHF broadcasting.

The Hawley Broadcasting Company has requested permission from the Federal Communications Commission to cease all television operations for a period of six months. During this period, a careful study and analysis of the situation will be made. If it is at all possible to resume operations at a later date in television broadcasting on a more sound and stable basis, this will be done.

The suspension of television operations in no way affects the operation of WEEU Radio which will continue to serve you as it has over the years.

May we at this time express our sincere thanks and appreciation to all of the advertisers, locally, nationally, and on the networks, who supported our efforts during our more than two years operation. Our expression of gratitude is also extended to all the many civic, cultural, educational, religious, medical, governmental, social, and entertainment groups who assisted us materially, and in nearly all cases without remuneration, to help make our Channel 33 operation a community station operated in the interest of the people of Reading and Berks County.

Hawley Broadcasting Company
PAUL COATES' CONFIDENTIAL FILE

SOLD TO BARDAHL

ON THE VITAPIX STATION LINE-UP
PLUS NEW YORK AND MANY OTHER MARKETS

COAST-TO-COAST • EVERY OTHER WEEK • STARTING IN SEPTEMBER

HURRY ALTERNATE WEEKS IN MOST MARKETS STILL AVAILABLE ACT NOW

All These Guild Shows...

READY NOW FOR REGIONAL AND NATIONAL SPONSORS

CONFIDENTIAL FILE
Paul Coates' crusading behind-the-scenes report on America... with candid closeups of its people and problems. A new and exciting concept in the presentation of dramatized journalism. It's the show all America will soon be talking about.

THE GOLDBERGS
On their 25th anniversary The Goldbergs have moved to Haverville, U.S.A. and Molly's having the time of her life... with new friends, a new home, and fresh new adventures. Now, all America will love Molly, (the country's greatest saleswoman, too!) more than ever.

GUILD FILMS
460 PARK AVENUE • NEW YORK 22, N.Y.

Page 38 • July 4, 1955

Broadcasting • Telecasting
It's Here! A National and Regional Spot Plan That Combines Program and Time in a Single Package!

**VITAPIX PROVIDES THE TIME...AND GUILD PROVIDES THE PROGRAMS**

**THE VITAPIX STATIONS**

- **KGNC-TV** Amarillo, Texas
- **WSB-TV** Atlanta, Georgia
- **WRDW-TV** Augusta, Georgia
- **WMAR-TV** Baltimore, Md.
- **WABT** Birmingham, Ala.
- **WBZ-TV** Boston, Mass.
- **WCR-TV** Buffalo, N. Y.
- **WMT-TV** Cedar Rapids, la.
- **WBTV** Charlotte, N. C.
- **WGN-TV** Chicago, Ill.
- **WKRC-TV** Cincinnati, Ohio
- **WXEL-TV** Cleveland, Ohio
- **WDAK-TV** Columbus, Ga.
- **WBSN-TV** Columbus, Ohio
- **WHIO-TV** Dayton, Ohio
- **KLZ-TV** Denver, Colo.
- **WWJ-TV** Detroit, Mich.
- **WGBS-TV** Ft. Lauderdale, Fla.
- **KFJZ-TV** Ft. Worth, Tex.
- **WMBV-TV** Marinette-Green Bay, Wis.
- **WFMV-TV** Greensboro, N.C.
- **WFBC-TV** Greenville, S. C.
- **KPRC-TV** Houston, Texas
- **KTVH** Hutchinson, Kan.
- **WFPM-TV** Indianapolis, Ind.
- **WKZO-TV** Kalamazoo, Mich.
- **KCMO-TV** Kansas City, Mo.
- **WQAL-TV** Lancaster, Pa.
- **KOLN-TV** Lincoln, Neb.
- **KTLA-TV** Los Angeles, Cal.
- **KDBS-TV** Lubbock, Texas
- **WMTV** Memphis, Tenn.
- **KSTP-TV** Minneapolis, Minn.
- **WSM-TV** Nashville, Tenn.
- **WNHC-TV** New Haven, Conn.
- **WDSU-TV** New Orleans, La.
- **WTAR-TV** Norfolk, Va.
- **WKY-TV** Oklahoma City, Okla.
- **WOS-TV** Omaha, Neb.
- **KPHO-TV** Phoenix, Ariz.
- **WFTZ** Philadelphia, Pa.
- **KDKA-TV** Pittsburgh, Pa.
- **WGAN-TV** Portland, Maine
- **KONTV** Portland, Ore.
- **WJAR-TV** Providence, R. I.
- **WLS-TV** Roanoke, Va.
- **WHAM-TV** Rochester, N. Y.
- **WHRF-TV** Rock Island, Ill.
- **KWTV** St. Louis, Mo.
- **KSL-TV** Salt Lake City, Utah
- **KTVK** San Antonio, Tex.
- **KRON-TV** San Francisco, Calif.
- **KING-TV** Seattle, Wash.
- **WHEN-TV** Syracuse, N. Y.
- **WSBW** Toledo, Ohio
- **KVOO-TV** Tulsa, Okla.
- **KWFT-TV** Wichita Falls, Tex.
- **WILK-TV** Wilkes Barre, Pa.

**I SPY** starring RAYMOND MASSEY

Distinguished actor, Raymond Massey, brings you the true and exciting stories behind history's most famous spies. I SPY sets a new trend for impact in mystery, intrigue and adventure.

**INA RAY HUTTON SHOW**

The first truly original musical personality to come along in years...and GUILD has surrounded this vivacious bundle of talent with top guest stars. A show that literally sparkles with glamour and gaiety...music and mirth. Nothing like it on TV!

VITAPIX provides desirable time periods in all markets selected...on stations with proved audience leadership. Single billing...single proof of performance...maximum flexibility. To see how VITAPIX-GUILD coordinated facilities can serve you — contact GUILD FILMS today!
NBC-TV GETS BRITISH FILM AS SPECTACULAR

'The Magic Box,' J. Arthur Rank production, acquired from National Telefilm Assoc. for reported price of $75,000.

NATIONAL TELEFILM Assoc., New York, announced last week that NBC-TV has acquired rights to J. Arthur Rank's production, 'The Magic Box,' for presentation as a 1½-hour color 'spectacular' on a date still underetermined. The price paid by NBC-TV to NTA was reported to be $75,000.

The motion picture originally was acquired by NTA as part of its 'Fabulous Forty' films produced in Great Britain. Along with the 39 other films, "The Magic Box" was placed in syndication by NTA and sold to 18 stations, including WCBS-TV New York. To effect the agreement with NBC-TV, NTA accordingly had to obtain releases from each of the 18 stations —including the CBS-owned outlet.

The releases were granted, Elia Landau, NTA president, said, because of "the sincere desire of each of the stations to help build prestige for feature films shown on TV in this country. It has only been during the past several months that top-grade feature films have been made available by their producers for showing on TV, and these stations recognized that the showcasing of a feature film on so important a program as an NBC-TV 'spectacular' would be in the long run, benefit them all."

In obtaining rights to "The Magic Box," NBC-TV contracted for the showing on a color 'spectacular,' as well as an option for a re-run. The network originally had planned to schedule the feature film on its Producer's Showcase program on July 25 (8:30 to 9:30 p.m. EDT), but late last weekend altered its plan.

NTA reported that as a sidelight to this transaction, Technicolor Ltd., London, is making up prints of the film, utilizing a new laboratory process. It is said to be that organization's first opportunity in the U.S. to demonstrate the quality of its work for TV.

Featured in "The Magic Box" are 60 of Britain's outstanding film personalities, including Robert Donat, Laurence Olivier, Peter Ustinov, Leo Genn, Michael Redgrave, Glynis Johns, among others. The screen play was by Eric Ambler and direction by John Boulting.

Six Buy Film Episodes For Summer Replacements

SIX national advertisers have purchased, as summer replacements of network shows, 35 out of the 52 half-hour filmed episodes available of "Herald Playhouse," dramatic series formerly titled 'Schlitz Playhouse of Stars.'

Don L. Kearney, vice president in charge of sales, ABC film syndication, announced last week.

Sales included: Pet Milk Co., through Gardner Adv., both St. Louis and S. C. Johnson & Son, Racine, Wis., through Needham, Louis & Brorby, Chicago, alternate-week sponsorship on CBS-TV, Tuesdays, 9:30 to 10 p.m. EDT, started June 21; Maytag Co., Newton, Iowa, through McCam-Erickson, Chicago, and W. A. Sheaffer Pen Co., Fort Madison, Iowa, through Russel M. Seeds, Chicago, alternate-week sponsorship on CBS-TV, Tuesdays, 8:30 to 9 p.m. EDT, starting July 12; American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, both New York, sponsorship on ABC-TV, Wednesdays, 8:30 to 9 p.m. EDT, effective July 20, and Eastman Kodak Co., through J. Walter Thompson, both New York, sponsorship on NBC-TV, Wednesdays, 8:30 to 9 p.m. EDT, starting July 13.

Patrick Rastall, southwest sales representative, handled the Pat Milk, Johnson, Maytag and Sheaffer Sales; Nat V. Donato, newly appointed eastern sales manager [8*7, June 27], handled the American and Eastman sales.

$1.45 Million in Sales Listed For Three Official Shows

OFFICIAL FILMS Inc., New York, reported last week that sales on its latest three properties alone have accounted for more than $1,450,000 over the past two months. The figure includes sales on "My Little Margie" ($750,000), "Trouble With Father" ($300,000) and "Dateline Europe," which also is syndicated under title of "Overseas Adventure" ($400,000).

Herb Jaffe, Official's vice president in charge of sales, noted that the figure is exclusive of the company's other revenue-yielding properties — "The Star and the Story" and "Secret File," U.S.A.

Mr. Jaffe added that Official has completed an overseas sale for an estimated $100,000, under which "The Scarlet Pimpernel" will be carried on the commercial channels in London, Birmingham and Manchester. Starting date in London is September and in the other two cities, the first of January.

Gannaway, Ver Halen Form
New Film Production Firm

TV and motion picture production company of Gannaway-Ver Halen Inc. has been created by the partnership of Al Gannaway, who produced 43 half-hour "Grand Ole Opry" tv films, and Charles Ver Halen.

Pilot reels for two tv series, "Young Sheriff and Tramp Steamer," are now being offered. GPI will distribute Gannaway-Ver Halen's tv and radio properties. Plans are being formulated to record "Hired Guns," a motion picture feature being reacred for shooting, as a radio series.

Tom Hubbard, story supervisor, will write, direct and act for the new production firm. Production supervisor and associate producer will be Robert Vreeland and supervising editor will be Leon Barsha.

Screen Gems Names Cron

APPOINTMENT of John B. Cron as director of the newly-established European sales division of Screen Gems was announced last week by Ralph M. Cohn, vice president and general manager. Mr. Cron also will serve as general manager of Screen Gems of Great Britain Ltd. He will open an office in London within 60 days. Mr. Cron was national sales manager of the NBC Film Division from 1948 until early this year.
Whose electric bills will he have to pay?

Is this youngster going to grow up to help pay a lot of other people’s electric bills—just as you do today?

You’re actually helping to pay the bills of 4 million businesses and homes that get subsidized electricity from federal government power projects.

Government-subsidized electricity is sold to customers for less than it costs. Who pays the difference? All taxpayers, including you.

If the groups that want the government to build more and more electric power projects have their way, your children some day may have to help pay many more millions of other people’s electric bills.

Isn’t that another good reason for opposing any more unnecessary federal government power projects?

AMERICA’S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine
Associated Artists Appoints Hoffman, Craig to Branches

ROBERT HOFFMAN has been appointed midwest division manager and James Paul Craig, southeastern division manager of the TV Div. of Associated Artists Productions, New York, it was announced last week by W. Robert Rich, general sales manager of the TV Div.

Mr. Hoffman has resigned as midwest manager of Television Programs of America to assume his new post with AAP, with headquarters in Chicago. He previously had been in executive capacities with MCA, NBC and Ziv. Mr. Craig, who will make his headquarters in Atlanta, comes to AAP from Colorado Springs where he was district manager of the Alexander Film Corp.

AAP has formed a new subsidiary of the TV Div., called The 199 Corp., which will endeavor to promote and encourage national sponsorship of feature films for television. Arthur Kalman, vice president of AAP, has been named president of the new subsidiary.

CBS Film Gets 'John Silver'

DISTRIBUTION of The Adventures of Long John Silver, produced in Sydney, Australia, by Joseph Kaufman, motion picture producer, will be handled by CBS Television Film Sales Inc., New York, Fred J. Mahlstadt, the organization's director of operations and production, announced last week.

The series will be distributed for national sale after which it will be syndicated for local sales. Star of the series is Robert Newton, who played the same role in Walt Disney's "Treasure Island" and in the cinemacope production of "The Adventures of Long John Silver."

TPA Names Three to Sales

APPOINTMENT of Gene Rahn, Wylle Adams and Lon T. Boutin to the sales staff of Television Programs of America Inc., New York, was announced last week by Michael M. Sillerman, executive vice president. Mr. Rahn, most recently with Ziv Television Programs and previously advertising manager of the Dayton (Ohio) Daily News, will cover the Midwest for TPA. Mr. Boutin, joining TPA's west coast staff, previously was sales director for Bob Champett Productions. Mr. Adams served most recently as vice president of Gannaway Productions and formerly was an account executive for CBS-TV and ABC-TV. He will cover the Louisiana area.

FELLOWS SIGNS LONG-TERM NARTB PACT; WASILEWSKI TO HEAD GOVT. RELATIONS

Association president's new contract, with elevator clauses, runs up to 1960. He then will be retained as consultant until 1964 when he reaches 65.

NARTB's headquarters staff is preparing for an avalanche of new and continuing industry services by filling vacancies and adjusting the headquarters operation. With President-Board Chairman Harold E. Fellows signed to a new long-term contract [BWT, June 25], the association's leadership is assured for some years.

Another important step announced at the summer NARTB board meeting was appointment of Vincent T. Wasilewski as manager of government relations [CLOSED CIRCUIT, June 20]. Mr. Wasilewski moves to the new job Aug. 10. Currently he is chief attorney of the association.

No indication was given after the board meeting of any plan to fill the second vacancy in the government relations unit which had been headed by Vice President Ralph W. Hardy, who joins CBS Inc. Sept. 1 as Washington vice president [BWT, June 20]. Oscar Elder, former assistant to Mr. Hardy, has joined the Robert K. Richards public relations firm.

The Pay-TV Issue

One of the major assignments facing NARTB is the board-ordered campaign to acquaint Congress and the public with the facts about fee-tv. This campaign was ordered by the board to offset the barrage of publicity stuff distributed over the nation on behalf of fee-tv. A special committee will guide NARTB's campaign.

President Fellows' contract is for five years and carries an increase in salary retroactive to June 1, 1955, NARTB announced. No other details were made public.

The contract was given final approval Saturday afternoon, June 25, as final item on the three-day board agenda. The last year of a five-year contract that started June 1, 1951, was bought up by the board. Under that contract Mr. Fellows received $35,000 for the 1951-52 year with $5,000 raise each year, amounting to $50,000 for 1954-55. The pact still had a year to run at the $50,000 figure.

After buying up the fifth year, the board approved a contract that had been agreed on by Mr. Fellows and a negotiating committee. This elevator pact is understood to provide a salary of $55,000 for the 1955-56 year, retroactive to last June 1, moving up $5,000 a year to reach $75,000 in 1959-60. It is understood each $5,000 annual expense allowance was increased to around $12,000.

Effective June 1, 1960, it is understood, Mr. Fellows will become consultant, with provision for active participation in association affairs, at a salary of $20,000 a year until he reaches age 65 in 1964. A retirement annuity of around $7,500 a year, depending on actuarial tables, would go into effect at that time.

The discussion of the presidency and board chairmanship held by Mr. Fellows had included mention of an executive vice president or second-in-command post but this was tabled by the board. The second-in-command position had been held by Mr. Richards, who now serves as consultant to NARTB. He took part in the board meetings at Hot Springs.

Mr. Fellows took office in June 1951 after a selection committee had looked over a large field of candidates. The choice drew widespread industry approval. Since that time Judge Justin Miller, former board chairman, has served as a consultant. Judge Miller participated in the recent board sessions.

NARTB's finances and membership rolls have been strengthened during Mr. Fellows' four-year administration. Total membership as of July 1 was 2,060 compared to 1,463 in 1951, a four-year increase of 37%.

AM station membership has risen from 964 to 1,258 stations, up 30%; fm stations dropped from 371 to 335, following the pattern of fm economics; tv membership up from 57 to 277, reflecting growth of the video industry; associate membership from 67 to 128, almost double.

Network membership now includes all four radio and all four tv networks compared to two each in 1951.

Total projected income of NARTB in June

RE-ELECTED to top NARTB Radio and TV Board posts [BWT, June 27] were (1 to r): Campbell Arnoux, WATAR-TV Norfolk, Va., vice chairman, and Clair R. McCollough, Steinman Stations, chairman of tv board; Henry B. Clay, KWKH Shreveport, La., chairman, and E. K. Hartenbower, KCMO Kansas City, vice chairman of radio board.

FIVE-MAN committee will direct NARTB Tv Code Review Board's analysis of audience reaction, with Ward Quaal, WLWT (TV) Cincinnati, as chairman. Left to right: Joseph E. Baudino, Westinghouse Broadcasting Co.; Merle S. Jones, CBS; Mr. Quaal; Clair R. McCollough, Steinman Stations, and Frank M. Russell, NBC. Formation of committee was announced at the NARTB joint board meeting at Hot Springs, Va.
NOW! A COMPLETE TV STUDIO PACKAGE FOR LESS THAN $25,000

Sarkes Tarzian, Inc. offers station operators a solution to high-cost television operation. Especially suitable for present AM stations who will be getting into TV.

There's no need to think—or talk—in terms of hundreds of thousands of dollars to put a television station on the air today.

This minimum package—developed and produced by Sarkes Tarzian, Inc.—is made up of studio equipment required to put live...film...and slide pictures on the air. Includes all required control facilities. The audio and video equipment is so arranged that expansion to more elaborate operations may be made with minimum cost. No additional control equipment would be needed.

Write for detailed description and price lists. Or, better still, visit our plant; see the equipment in operation, and get complete details first-hand.

BROADCAST EQUIPMENT DIVISION, Sarkes Tarzian, Inc. Bloomington, Indiana

Sarkes Tarzian—producer of the World's finest television tuner in the World's largest tuner plant...6½ acres under one roof.
in television—what you don't know can hurt you!

Q. Where can I get some really up-to-date information about stations equipped for color TV?

A. Easy enough. It's all in the 1955 Telecasting Yearbook... where the facilities are — what they're equipped to handle. Most complete run-down on color TV ever assembled by anybody.

Q. How are food and drug sales going in Coconino County these days?

A. Just look them up in the 1955 Telecasting Yearbook! It has the full market data story on every U.S. county — including Chattahoochie, Dimmitt, Musselshell and Smith.

Q. C.D.M. & S.? Is that a new agency I didn't know about?

A. No... but if it were, the 1955 Telecasting Yearbook would have the latest directory facts on their TV accounts and the top people who handle them. Accurate stuff, right up to press time.

Q. How soon is there likely to be television service in a market like, say, Hubcap, Nebraska?

A. Well, if there's a CP outstanding with an on-air date projected — the 1955 Telecasting Yearbook will give you all the information available. And, of course, the complete story about every existing station is neatly listed in the big state-by-state directory.
Q. Say... what doesn't this 1955 Telecasting Yearbook contain?

A. Your advertisement — if you haven't already reserved space. And, if not, now's the time to do something prompt about it... because the deadline (July 15) is rolling upon us like a monsoon!

Q. You think it's a good place for us to be represented?

A. "Good" is no word for it. Like its predecessors, the 1955 Telecasting Yearbook will go to 15,000 of the most active people in television... men and women who thumb through, read, study and re-read its nearly 500 pages of vital TV facts, day after day, week after week, in every corner of America. This is the perfect, indispensable place for you to tell your story! Unless you prefer being a hermit... .

Q. What's it cost?

A. Despite TV's incredible growth — and the far greater readership the 1955 Telecasting Yearbook will enjoy — rates are the same as last year for contract advertisers. Otherwise, rate card No. 8 applies.

Q. Where do I sign?

A. Right here... on the coupon below. This will save you a good position where multiple readings of the 1955 Telecasting Yearbook are sure to put your facts, again and again, before the people who count all year long. But hurry. Your competitors may be reading this, too!
1951 was only half that of the current fiscal year, after deducting 30% of radio dues diverted to Broadcast Advertising Bureau (now Radio Advertising Bureau) during the bureau's first year, after which radio dues were cut 30%

About 65% of the overall doubling of income is traced to the fast growth of television, with about 20% due to the gain in radio station membership. Income from associate members has doubled in the four years.

In other actions the board confirmed selection of the Conrad Hilton Hotel, Chicago, as site for the 1956 national convention, scheduled April 15-19. The 1957 convention will be held in Chicago with the 1958 industry meeting moving to the West Coast. Either Los Angeles or San Francisco will be the site of 1958 convention.

Naming of Mr. Wasilewski to the government relations post follows six years of association service. He joined NARTB in 1949 after receiving the degree of Doctor of Jurisprudence at the U. of Illinois. He is a member of the American Bar Assn., Committee on Copyright Law Revision and Federal Communications Bar Assn.

The board's summer meeting included a number of other actions. Phoenix, Ariz., was picked as site for the winter board meeting, scheduled in late January. A special meeting of the Radio Board is to be held this autumn to act on proposals to implement the Radio Standards of Practice (see standards story page 47).

Organizational setup for the new Assn. for Professional Broadcasting Education was approved by the board after hearing a report by Herbert L. Krueger, WTAG Worcester, Mass., chairman of the NARTB Education Committee.

WAAM (TV) Seals Rates

IN LINE with NARTB's new plan to promote the TV Code, WAAM (TV) Baltimore has included a reproduction of the "Seal of Good Practice" on its rate card. Kenneth Carter, WAAM general manager and a NARTB TV Board member, said the station "is endeavoring to help make a success of the TV Code as an instrument of self-regulation, with public acceptance of the code dependent upon public awareness of its operation and provisions."

Five broadcasters will be named to serve on the APBE board. The organization was formed to bring about jointly a higher standard of training at colleges for those planning to enter the broadcast profession.

NARTB pays $5,000 a year to the project. Serving as board members representing educators are Leo A. Martin, Boston U. and Kenneth Harwood, U. of Southern California, three years; Russell Porter, U. of Denver, and Robert Crawford, Michigan State College, two years; Sydney Head, U. of Miami (Fla.), one year.

Judge Miller met last week with Mr. Fellows to discuss plans for a demonstration of camera-microphone pickups from a courtroom, to be conducted by the American Bar Assn. The ABA Canon 35 restricts use of electronic reporting in courtrooms. A closed-circuit test will be held next month in Philadelphia.

Mr. Wasilewski, reporting on behalf of the government relations department, informed directors that "after discussions with responsible government officials, there appears to be no real danger that commercial channels will be preempted for military or public use."

Gilmore N. Nunn, WLAP Lexington, Ky., told the board about work of the Inter-American Assn. of Broadcasters and its fourth general assembly held April 9-19 at Lima, Peru. He said that "every year since its inception, the association has grown in stature and influence . . . and its record is clearly one of important and increasing successes in all fields of endeavor in the various countries where problems have arisen." He urged continued support of IAAB by NARTB and cited examples of the way it has preserved free radio in the Western Hemisphere.

These board committees were named:

By-Laws: Ward L. Quail, WLWT (TV) Cincinnati, chairman; George H. Clinton, WPAR Parkersburg, W. Va.; Harold Hough, WBAP-TV Fort Worth; Alex Keese, WFAA Dallas; Robert B. McConnell, WISH Indianapolis; Robert D. Swexey, WDSU-TV New Orleans.


We are pleased to announce
the opening of a new department to negotiate
the purchase, sale and financing of

RADIO AND TELEVISION PROPERTIES

Under the direction of

ROBERT E. GRANT

KIDDER, PEABODY & CO.

FOUNDED 1865

First National Bank Building 33 South Clark Street
CHICAGO 3, ILLINOIS
TelephoNE ANdover 3-7350

NEW YORK PHILADELPHIA SAN FRANCISCO BOSTON

Offices and correspondents in thirty other principal cities in the United States
NARTB TIGHTENS ITS RADIO CODE

LIST of warnings, “don'ts” and acceptability standards for the NARTB Radio Standards of Practice was adopted by NARTB’s Radio Board at its June 24 Hot Springs, Va., meeting (B&T, June 27). The additional language brings the radio standards and television code closer together except for the lack of a punitive section in the radio document.

A special committee to be named by President Harold E. Fellows will study the enforcement problem and attempt to fill the gap prior to a special Radio Board standards meeting slated for late autumn.

The text of the new provisions, printed herewith, shows how broadcasters are to handle such matters as bait-switch, liquor, beer-wine and other types of advertising problems peculiar to the medium.

E. R. Vadeboncoeur, WSYR Syracuse, N. Y., who proposed adoption of an implementation section during the May NARTB convention in Washington (B&T, May 30), suggested at the recent board session that the special committee might consider use of a sound symbol for stations subscribing to the standards, plus creation of a review board with authority to implement the document.

Walter E. Wagstaff, KIDO Boise, Idaho, was chairman of the Standards of Practice Committee that drew up the revisions.

First the board dropped the 6-11 p.m. maximum time limits for radio commercials, with the daytime standards now prevailing over the entire day. These provide the following commercial allowable time:

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Under “Presentation of Advertising” in the standards, the second paragraph was omitted (see text, Broadcasting Yearbook-Marketbook). This paragraph, dealing with integrity of the advertiser and truthfulness of claims, is covered in the new acceptability language.

The first paragraph under “Contests” was omitted for a similar reason. It deals with advertising designed to “buy” an audience.

Text of the “Acceptability of Advertisers and Productions” section (added at the end of the standards) follows:

1. A commercial radio broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, he should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements.

Moreover, in consideration of the laws and customs of the communities served,

Gene Autry and Roy Rogers full-length feature films, (the best Westerns ever made) are being shown for the first time in this area on Tom Chase's ever-popular “Trail Time” program!

“Trail Time”, long the number one rated local daytime show in the Omaha-Iowa area, can't help be better even now!

In the last “Hooper Roundup”… “Trail Time” drew a whopping 35.0 rating … the opposition—8.5!

Let Tom Chase … Roy Rogers … and Gene Autry ride herd on your product and put it in an average of 108,500 homes reached daily by “Trail Time”!

Contact Fred Ebener, Sales Manager, or your nearest Blair TV man for availabilities.

Gene Autry and Roy Rogers

first run films on…

‘TRAILTIME!’
each radio broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community.

The foregoing principles should be applied with judgment and flexibility, taking into consideration characteristics of the medium and the form and content of the particular presentation. In general, because radio broadcasting is designed for the home and the entire family, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to existing laws.

c) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

d) All advertising of products of a personal nature, when accepted, should be treated with special concern for the safety of the listener.

e) The advertising of tip sheets, publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

3. Care should be taken to avoid presentation of "ball-switch" advertising whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes.

Fla. Assn. of Broadcasters Elects Danforth President

HAROLD DANFORTH, WDBO Orlando, was elected president of the Florida Assn. of Broadcasters at the June 23-26 FAB meeting. He succeeds John Browning, WSPB Sarasota.

Dennis Parker, WTAN Clearwater, was elected first vice president; John Phipps, WTAL Tallahassee, second vice president, and Guy Hamilton, WTYS Martinez, secretary-treasurer.

The new officers serve on the board along with Miller N. Babcock, WGBS Miami; John Browning, WSPB Sarasota; James L. Howe, WIRA Fort Pierce; Larry Rollins, WSIR Winter Haven, and George Thorpe, WQO Cables.

FAB called on public officials to permit broadcasting of all meetings of public bodies, contending denial of these rights renders a disservice to the people. A second resolution was passed by Dr. J. Wayne Reitz, president of the U. of Florida, to attend a conference with educators in October concerning broadcast training, including advertising, at institutions of higher learning.

TV WESTERNS ARE GOOD FOR KIDS

They're shot at by critics, but NARTB finds solid support behind gun-toting heroes of the range. It's even suggested these tales should pack more action.

TV WESTERS, with their six-shooters and six-shooters, are favorites of tv critics. Actually they're a healthy part of the television scene, in the opinion of many leading citizens who have studied the matter.

What's more, westerns are good for children, according to the comments of students of psychology and delinquency, NARTB points out in a pamphlet just published by its Tv Information Committee headed by Jack Harris, KPRC-TV Houston.

If anything, tv producers should pack more action into their stories of the wild and woolly plains, in the opinion of Dr. Duncan Emrich, of the Library of Congress, Folkslore Section. The cowboy "is a vital part of the American cultural heritage," said Dr. Emrich. "For this reason tv westerns are good for children. They help to establish the American ideal. Moreover, the movies were made to move, and westerns do move. This is something tv producers sometimes forget."

Set owners seem satisfied, judging by an article titled "Few Complaints" in the Catholic magazine Commonweal. This article stated, "Here and there a public figure, a teacher, or a religious leader demands time or raises a question as to the nature and quality of tv fare. Again, on rare occasions, you may hear an anxious parent who wonders if Hopalong and the rest are not building up a dream world that is too exciting and makes everyday juvenile existence seem a bore. But set owners, in the main, seem to like what they're getting."

Rogers' Views

In a recent American magazine article, Roy Rogers, tv cowboy, summed up the western matter this way:

"I am utterly convinced that bringing back our Old West for tv as an avenue of children is a wonderful thing. The whoops and bang-bangs of youngsters may annoy Mothers, but in imitating cowboys the kids are learning to love the outdoor life and to respect the ideals and virtues of the Western pioneers. It is good too much to make America great. Their imitation of cow- boys also helps them let off a lot of youthful steam they might otherwise let off by imitating gangsters and criminals."

"The plot typically involves little more than the triumph of law and order, decency and clean living. We Western 'heroes' never cuss, spit, gamble, shoot pool, or get into a bar except to have it out with bad men. We never hit a little man.... We refuse all rewards.... We give villains more than an even break, even on the draw."

Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, told NARTB's convention last May he listens to Roy Rogers before leaving to preach his Sunday evening sermon, knowing that "crooks always lose and goodness triumphs." He termed the rise of Davy Crockett through tv "one of the greatest things in a long time."

The magazine Changing Times put it this way, according to NARTB's review: "Don't get mad at the kids. If your six-year-old spins the dial to find the sound of the loudest six-shooter, he is just doing what comes naturally. Ten and 11-year-olds love blood-chillers and whoodunits as well as westerns. What's wrong with tv anyhow? The answer is that nothing is wrong with television. ... As long as parents remain passive or put the blame on the industry, tv will be a tool poorly used."

To which Dr. Eleanor E. Macoby, of the Harvard Dept. of Social Relations, adds: "The child may learn that aggressive action is permitted in some conditions for defending a battle where the action is directed against an enemy, but he can also learn that unprovoked aggression against members of one's own society or family will bring him consequences important to know about television; not only how many killings there are in the programs the child sees but who does the killings, why he does it, and what the consequences are for the person who does it. The tv industry, of course, has recognized the importance of the outcome of stories for the moral training of children and it has adopted a code which requires that criminals shall always be punished in television."

Caley is Appointed Chairman of RAB Nominating Group

APPOINTMENT of Charles C. Caley, president and general manager, WMBD Peoria, Ill., as chairman of a five-member committee to nominate officers and successors to retiring board members of Radio Advertising Bureau for 1956 was announced last week by Joseph E. Basdino, chairman of RAB's 1955 board. Mr. Caley is former board chairman of RAB.

Other members of the nominating committee are: Ward D. Ingrim, general manager, KRL, Los Angeles; Edgar Kobak, president, WTWA-AM, Houston; Joe H. Moore, executive vice president, WLS Roanoke, Va., and William B. Quarton, general manager, WMT Cedar Rapids, Iowa.

The five-man committee will make its nominations at RAB's annual membership meeting in November.

Cole Elected President of Virginia Broadcasters

JOHN L. COLE JR., WHEL South Boston, was elected president of Virginia Assn. of Broadcasters at the June 25-26 meeting, held at Staunton. He succeeded Frank E. Koehler, WDBB Roanoke. Emerson J. Pryor, WDVA Danville, was elected vice president, and Kenneth Gordon, WFTF Front Royal, secretary-treasurer.

Elected to the board were Campbell Armoux, WFTF Norfolk; Charles P. Blackley, WTON Staunton; John W. Shultz, WHEE Martinsville, and E. S. Whitlock, WRNL Richmond.

Charles H. Tower, NARTB employer-employee relations director, discussed the economics of broadcasting. As the basis for a discussion of personnel matters Mr. Tower gave delegates a chance to study a personnel case, after which the officers were reviewed. It was recommended that "makers" included Mr. Pryor; Charles E. Seebeck, WTON Staunton, and F. Ambert Dail, WGH Norfolk.

Hutton J oins NARTB

WALLACE E. HUTTON, public relations director of the D. C. division, American Cancer Society, was named NARTB promotion manager last week, serving under Joseph Strickr, manager of publicity and informational services. Mr. Hutton had previously been in the American National Red Cross public relations office and is a journalism graduate of Indiana U. He succeeds Don Frifield, resigned.

Page 48 • July 4, 1955
ACL is ready NOW to fill your order for Complete Low Power TV Station Equipment

ACL has been prominent in conducting experimental activities in the low power and satellite/booster TV field.

ACL has been operating an experimental low power transmitter (KE2XPS) on Channel 25, at New Rochelle, N. Y., since early 1954. An experimental satellite transmitter (KC2XFF) on Channel 53, at Waterbury, Conn., has also been in operation under commercial conditions since July 1954. These experiments have resulted in the development of time-proved and field-tested equipment.

Low power television transmitters are available for both UHF and VHF. They are capable of furnishing 150 watts peak visual power and 75 watts of aural power output, and are suitable for both color and monochrome TV broadcasting. They provide effective coverage for smaller communities of restricted area.

The transmitters are housed in three cabinet racks for UHF and in two cabinet racks for VHF.

- Equipment available for all UHF/VHF channels
- Front panel controls
- Forced air cooling
- All components readily accessible
- All tube circuits metered
- Circuit overload protection and interlocks used throughout
- Single linear amplifier for both aural and visual carriers — amplifier tuning circumvents vestigal sideband filter requirement — no external diplexer required — single transmission line and antenna
- Low-cost, long-life, air-cooled tubes
- Low power consumption — standard 117 v. 50/60 cps, single phase circuit—less than 2 kw total load
- All FCC standards for Low Power TV are met.

ACL PRODUCTS, INC.
TV Station Equipment Subsidiary of ADLER COMMUNICATIONS LABORATORIES
One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620
GUARANTEED ANNUAL WAGE?
IN WNEM-TV TERRITORY, OF COURSE!

WNEM-TV DOMINATES

THIS RICH
GENERAL MOTORS MARKET

G.M. DATA IN WNEM-TV AREA: 19 G.M. PLANTS
111,114 EMPLOYEES—$545,411,532 ANNUAL PAYROLL

FLINT
SAGINAW
BAY CITY
MIDLAND

PULSE PROVES WNEM-TV HAS
70%

AVERAGE SHARE OF AUDIENCE

WNEM-TV area businessmen look eagerly to summer... each year over 2 million tourists spend over $150,000,000 tourists dollars in WNEM-TV territory—what a tremendous plus for the WNEM-TV advertiser who sells not only the over one million regular GAW citizens of WNEM-TV land but also the million odd tourists that "hiatus" to WNEM-TV's rich vacation land during the summer.

WNEM-TV

FOR GOOD NATIONAL AVAILABILITIES... CALL HEADLEY REED, NEW YORK, CHICAGO
MICHIGAN SPOT SALES—DETROIT

Page 50 • July 4, 1955
A monthly situation report on present and planned TV stations and television network shows.

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., TELESTATUS, 1735 DeSales St., N. W., Washington 6, D. C.
"Man, this ain't no ladder... it's a list of the Top Ten TV shows in the Central Arkansas Market according to the March 1955 ARB survey!"

"It's a ladder, son... and every rung is a step nearer the top for every KATV advertiser!"

"Sing on, Dad... this ladder is beginning to interest me!"

"It should interest you, boy... and it should interest any advertiser who wants to climb to the top in Arkansas!"

"Should? Man, it does!!! Not only does KATV have ALL TEN of the Top Ten... but this page just isn't long enough to include all of their top programs. Why, Dad, we could go on-and-on-and-on..."

"A real cool advertiser's dream-come-true! Complete details on climbing the ladder to success in Arkansas is available from those Hep Reps... Avery-Knodel, Inc."

To climb to the top in Arkansas see: Bruce B. Compton National Sales Manager

To climb to the top in Arkansas see: Avery-Knodel, Inc National Reps

To climb the top in Arkansas see: John H. Fugate, Manager

620 Beech Street
LITTLE ROCK, ARKANSAS
**NEW TV STATIONS**

**The following TV stations started regular programming in June:**

- KLFY-TV, Lafayette, La. (ch. 10)
- KCOR-TV, San Antonio, Tex. (ch. 41)
- KTVQ-TV, Norfolk, Va. (ch. 27)

**Broadcasting**

**Telecasting**
### Evening Comparative TV Network Showsheet

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<td>6:15</td>
<td>John &amp; Pink</td>
<td>The</td>
<td>Sunday</td>
<td>Lauty Show</td>
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<td>6:30</td>
<td>You Are There</td>
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<td>6:45</td>
<td>Sherry</td>
<td>Peanut Butter Diner</td>
<td>You Asked For It</td>
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<td>Let's Take a Trip</td>
<td>7/17 Campbell Pride of the Family</td>
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<td>Toni Prevelly</td>
<td>Cayla (alt.) People Are Funny</td>
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<td>July 17 Distel's Disneyland (Sea Fontastes)</td>
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<td>Focaccia</td>
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<td>Sotz of the Town</td>
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<td>Lea-Agn. Voice of Firestone L</td>
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<td>President's Press Conference F</td>
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<td>Eugenius Drug Licthau Inc.</td>
<td>Changes of a Lifetime</td>
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<td>Stock Club</td>
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<td>Scranton Life Begins at 80</td>
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<td>10:00</td>
<td>Dodge</td>
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<td>John Montibur alt. wks. Remington Band What's My Line L</td>
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<td>10:45</td>
<td>Norwalk Sunday News News</td>
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<td>Look Up and Line</td>
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<td>Tom Luliett</td>
<td>Family Adventure</td>
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<td>Out - What's On Today</td>
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<td>Faith for Today</td>
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Let's build them now!

This is the season of the year when millions of Americans go vacationing in the family car. Most of them are good, careful drivers who obey traffic regulations and the rules of the road. And yet, a shocking number are killed or permanently injured in highway accidents.

Why?

Principally because we are trying to drive 1955 model cars over 1925 model roads.

A recent estimate of the National Safety Council puts the cost of our highways at $10,000,000,000. Precious lives and property are being lost at the rate of 5,000 per year.

What is the solution? Your Senator and every legislator in your State and the national Congress has a safe and efficient highway system as a top priority. We must make up the past 30 years of neglected road building, and we must plan for the future. And we must do it now.

Every delay, irritation, injury and death that we permit costs the lives of nearly 100 of your fellow Americans. Better highways will save lives. And if you don't own an automobile, you have a vested interest in the safety and comfort of our highways.

And finally, your State Legislatures have the power to act. They can get quick action from Congress if they want them to. It will take the combined efforts of all Americans to correct this situation. Congress and the State Legislatures have before them the chance to build a road system that will give the United States a system of streets and highways that will not merely meet today's needs but also take care of the traffic volume for years to come.

Even if you do not own an automobile, you have a vital stake in our highway system. Some 77% of the country's freight, including a very large percentage of the food you eat, the clothes you wear, the raw materials needed by the nation's factories, is transported by motor vehicles. And every time you ride in a car, you pay the cost of an accident. A better highway system will mean lower transportation costs, for you and your fellow Americans.

America's future depends on better and safer highways. Let's build them now!
The question concerns the maintenance of television broadcasting services in markets where there are both VHF and UHF channels available. It seeks to determine whether the FCC approval for a particular station to switch to UHF was properly made, considering the impact on viewers in areas that primarily use VHF channels.

**Question:**

Is deintermixing required? What are the implications for television broadcasting in markets with VHF and UHF channels? How does the FCC decide on such proposals, especially when there are strongholds or communities that rely on VHF signals?

**Response:**

The FCC must examine whether deintermixing is necessary to maintain a competitive marketplace. This involves assessing the impact on viewers who depend on VHF signals for broadcasting services. The decision is made to ensure that viewers are not left with fewer options, especially if the move would result in the deletion of valuable broadcasting slots.

**Considerations:**

- **Competitive Standards:** Balancing the need for competitive broadcasting with the protection of existing viewership.
- **Technical Feasibility:** Ensuring the technical solutions can be implemented without compromising service quality.
- **Legal Framework:** Adherence to legal regulations and public interest considerations.

The FCC's approval is based on a comprehensive review of these factors, ensuring that deintermixing does not disproportionately harm viewers in essential service areas.
Here's the most advanced remote control units for radio station transmitters ever devised. Rust Industrial, pioneers in the field, now offer two new systems never before achieved! Proven in actual operation in both full time and complete systems today. Start saving thousands of dollars tomorrow!

FUNCTION

WRITE

10 FUNCTION SYSTEM

Recommended for use in non-directional and multi-directional installations. Thereafter, writing functions are required.

CALL, WIRE OR WRITE FOR FREE CATALOGUE!

120 SILVER STREET
MANCHESTER, N.H.

© 1953 RUST INDUSTRIAL CO., INC.
"it is generally agreed that the \textit{technology and economics of television} make it \textit{inexpedient} for the \textit{Federal Communications Commission} to continue to \textit{exist} in its present form. Of course, the \textit{effectiveness} of the \textit{Commission's} \textit{operations} is \textit{indispensable}, and \textit{its} \textit{work} \textit{must} be \textit{continued} if the \textit{distribution} of \textit{information} is \textit{to be maintained}. The \textit{Commission} \textit{must} \textit{exist} for \textit{some} \textit{purpose}, and \textit{some} \textit{reason} must be \textit{found} for \textit{its} \textit{existence}. The \textit{proposition} before the \textit{Congress} is \textit{that} the \textit{Commission} \textit{should} \textit{be} \textit{abolished} and \textit{that} \textit{its} \textit{functions} \textit{should} be \textit{transferred} to \textit{some} \textit{other} \textit{body}. The \textit{abolishment} of the \textit{Commission} \textit{does} \textit{not} \textit{mean} \textit{the} \textit{end} \textit{of} \textit{television}, \textit{but} \textit{it} \textit{does} \textit{mean} \textit{the} \textit{beginning} \textit{of} \textit{a} \textit{new} \textit{era} \textit{of} \textit{television}.
themes of Strei-will tv that Secre-tion's broadcasting. Mr. Strei-will made of the Commission's restriction...
The cooperation of the state of the \textit{Washington} and the city of \textit{Seattle} was \textit{the result} of a \textit{general} agreement on \textit{a radio} broadcast plan that \textit{was} \textit{proposed} by \textit{the} \textit{consortium} of television and radio \textit{stations} in the state of \textit{Washington}.

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FOUR TV SALES NET NEARLY $2 MILLION

KTVH (TV) Hutchinson, Kan., WEAT-AM-TV West Palm Beach, Fla., WKLO-AM-TV Louisville, and WLBK-TV Lebanon, Pa., changed hands subject to FCC approval.

FOUR TV stations changed hands last week—subject to the usual FCC concurrence—with almost $2 million involved in the transactions.

In two of the purchases, uhf stations which had once been on the air were involved. In two other instances, am stations were part of the purchase.

Biggest of the sales was that of ch. 12 KTVH (TV) Hutchinson, Kan. [CLOSED CIRCUIT, April 25], 80% interest in Hutchinson TV Inc. was bought by Cowles' Minneapolis Star & Tribune Co. for $1,070,000. KTVH holds the CBS affiliation for the Wichita area.

WEAT-AM-TV West Palm Beach, Fla., was sold to General Teleradio Inc. for a combination approaching $300,000. WEAT-TV operates on ch. 12 and is ABC affiliated.

WKLO-AM-TV Louisville was sold to Great Trails Broadcasting Co. for $370,000. Great Trails is owned by Charles W. Sawyer, former Secretary of Commerce and Ambassador to Belgium. WKLO-TV once operated on ch. 21.

WLBK-AM Lebanon, Pa., which once operated on ch. 15, was sold to Triangle Publications Inc. ($575,000) for $115,000 plus assumption of obligations totaling $125,000.

KTVH, which began operating in June, 1953, is owned by a group of Wichita business and professional men.

They include John P. and Sydney F. Harris, W. D. P. Carey, R. J. Laubengayer, Ben M. Wyse and Howard O. Peterson. The last is general manager of KTVH. These stockholders will retain 20% interest in the Hutchinson-Wichita station.

The Harrises also own KSAL Salina, KIUL Garden City and 24% of KFBI Wichita, all Kansas, and KBUR Burlinga, Iowa. They also publish the Hutchinson News-Herald, Chanute Tribune, Ottawa Herald, Salina Journal and Burlington Hawk-Eye Gazette.

KTVH-KFBI Merger Protested

Last summer an agreement to merge KTVH with KFBI was announced, but was withdrawn following protests by KAKE-TV [B*T, Aug. 16, Oct. 18, Nov. 15, all 1954]. In addition to the Messrs. Harris, some of the other KTVH stockholders own varying interests in KFBI.

The Minneapolis Star & Tribune Co. (Minneapolis Tribune and Star) last fall bought CBS' 47% interest in WCCO-AM-TV Minneapolis, Paul for $3,530,000 [B*T, Nov. 8, 1954].

At that time, John Cowles, president and publisher of the Twin Cities newspapers, told his staff:

"Because of the rapid growth of television advertising and the possibility that in a few years color tv will absorb an increasingly larger proportion of national advertising appropriations, the directors of the Star and Tribune concluded it was prudent to make this investment as a partial hedge against a possible future decline in newspaper earnings."

Mr. Cowles is also chairman of Cowles Broadcasting Co. His brother Gardner (Mike) Cowles is president of the broadcasting company.

Cowles stations are KRNT-AM-FM-TV Des Moines, WNAX Yankton, S. D.; and KTVT (TV) Sioux City, Iowa. Murphy Broadcasting Co. (K50-AM-FM Des Moines) holds an option to buy 40% of KRNT-TV. Cowles also publishes the Des Moines Register and Tribune and Look magazine.

The present management of KTVH will be retained, according to Mr. Carey, who is the present president of Hutchinson TV Inc. He also said the transfer application will be filed soon.

The purchase of the WEAT stations involves payment of $101,000 plus a five year management contract at $12,000 annually to James R. Meachem, who, with his wife, own 169,000 of the 240,000 shares issued and outstanding stock. General Teleradio will lend WEAT Inc. $78,000 to redeem the remaining 71,000 shares now held by a number of stockholders, and $15,000 for the outstanding 5% debentures. Mr. Meachem is the president and general manager of the West Palm Beach stations.

WEAT-TV began operating late in 1954. WEAT was founded in 1948 and operates with 1 kw on 850 kc. It is affiliated with NBC.

The WEAT Inc. balance sheet as of March 31, 1955, showed total assets of $440,830 of which $27,742 were current assets. Total current liabilities were at $29,759 and a deficit of $43,316.

Reason for selling, according to the application, was insufficient capital and lack of cash assets. — General Teleradio Inc. is 90% owned by General Tire & Rubber Co. and 10% by R. H. Macy Inc. It owns WNAC-AM-FM-TV Boston, WOR-AM-FM-TV New York, KHIJ-AM-FM-TV Los Angeles, WHBQ-AM-TV Memphis, KFRC San Francisco, and 55% of WGTN-AM-FM-TV Hartford, Conn. It is also majority owner of Mutual Broadcasting System.

Balance sheet of General Teleradio for April 30, 1955, showed total assets of $15,598,659, of which $8,758,572 were current assets. Total current liabilities amounted to $5,058,528, including a $500,000 note to the Chase National Bank, and two $300,000 notes each to the First National Bank of Memphis and the Memphis National Bank of Commerce. General Teleradio also showed a long term debt of $114 million to Chase National Bank and of $2 million to parent General Tire. The April 30 balance sheet showed an earned surplus of $5,911,251.

In 1953, General Teleradio had a net income after taxes of $1,194,112, the application showed, and in 1954, $1,549,964. The WKLO Louisville stations are owned by a group of local businessmen including Harold J. Piukett, Milton S. Trost and Emanuel Levi. WKLO began operating in 1948 and transmits on 1080 kc with 5 kw day and 1 kw night. It is affiliated with ABC.

WKLO-TV began operating in the fall of 1953 and suspended operation in April 1954. It is seeking the allocation of chs. 7, 9 and 13 to the Louisville area (see story on de-intermixture, page 60).

The WKLO balance sheet for May 31, 1955, showed total assets of $169,935, including $53,142 current assets. Total current liabilities were shown as $62,575, and a total deficit of $259,220 was reported in the transfer application.

In 1954, WKLO radio had a net income of

THE BEST MUSIC IN AMERICA

a repertory of distinction

and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

July 4, 1955
Hennock Departs

FCC COMR. Frieda B. Hennock entered the private practice of communication law Friday with the Washington law firm of Davies, Richberg, Tydings, Beebe & Landy, the day after completing her seven-year term as a member of the FCC. [CLOSED CIRCUIT, June 27]. Her Commission successor, appointed by President Eisenhower, is Florida Democrat Richard A. Tydings. Hennock's office will be at FCC 10 a.m. Thursday morning. Law firm with which Miss Hennock is now associated is comprised of ex-New Dealers Joseph E. Davies and Donald R. Richberg, plus ex-Sen. Millard E. Tydings (D-Md.). Mr. Davies was once Federal Trade Commission chairman and Ambassador to Russia in mid-'30's; Mr. Richberg, NRA board chairman in 1935. Mr. Tydings, in Senate 1926-51, was defeated by McCarthy forces.

Allocation Talks With Mexico To Be Resumed This Week

FIRST plenary meeting in renewed U. S. talks with Mexico over standard broadcast frequency allocations is scheduled in Washington this Thursday afternoon, it was learned last week. The Mexican delegation is expected to arrive by air Wednesday night.

FCC Comr. Rosel H. Hyde, who headed the U. S. delegation during initial discussions in Mexico City late last year, will head the American delegation again. State Dept. last week reported it had received word from Mexico that its delegation would consist of Carlos Nunez, Lazara Barajas, Ignacio Ramirez Carraza, Manuel Zorrilla and Hector Ocampo Guerra.

Preparations for the U. S.-Mexican negotiations were made at a meeting of some 38 government and industry representatives in Washington June 24. The treaty talk last year was dropped in May after it had become apparent that the countries did not agree on certain fundamental issues. In the interim, Mexico has been seeking to iron out its allocation differences with Cuba, which were considered a key to its agreement with the U. S.

Whitefish Bay Ch. 6 Grant Made Effective by FCC

ORDER making effective immediately an examiner's initial grant of ch. 6 at Whitefish Bay, Wis., to Independent Television Inc. was announced by FCC last Wednesday. TV stations now operating in the Milwaukee area include ch. 19 WXIX (TV), ch. 4 WTMJ-TV and ch. 12 WISN-TV. Ch. 25 WCAN-TV has suspended and ch. 31 WFOX-TV is in construction stage.

Independent Television is composed of local businessmen headed by Jack Kahn, hosier and underwear manufacturer. Way was cleared for the grant in April when WML Milwaukee dropped its ch. 6 bid in an agreement assuring it $25,000 as partial repayment of its litigation expenses. Former contestant Hearst Corp., operator of WISN, withdrew from the lengthy ch. 6 fight earlier when it bought ch. 12 WTVW (TV) (now WISN-TV) for $2 million from Milwaukee Area Telecasting Corp. The original ch. 12 firm was a merger of four applicants.

The reason I'm always smiling, George? Well, I took an ad in the Telecasting Yearbook last year and I got over 100 responses. From everywhere. Don't forget, George, reserve another ad in the Yearbook soon. It comes out in August. Thanks, George.
KUAM CITES MAINE TV ‘EXPERIMENT’

Military use of ch. 8 at Limestone, Me., with low power but still infringing on the local commercial outlets, was brought to Commission’s attention to demonstrate what would happen if armed services get ch. 8 Guam grant.

ALTHOUGH the military claims its proposed low-power tv station on Guam won’t hurt the audience of Harry Engel’s KUAM there—even though the military station will use regular ch. 8 and will go off from all major tv networks with the commercials intact—Mr. Engel last week told FCC to take another look at what has happened to the “experimental” low power tv outlet at Loring Air Force Base, Limestone, Me., which is in competition with WAGM Presque Isle.

The Limestone tv unit, which started on ch. 8 with 800-watt power at Christmas 1953 as a test and last May 18 boosted its power to 50 w, now is reported to have a service range of 20-30 miles. Its program schedule includes kinescopes of the top shows from all networks and is published regularly in the nearest of nearby cities (see picture). According to Dick Clarke in the Boston Globe Feb. 13, the tv station’s signal was being watched on some 15,000 tv receivers. Others report the signal covers the towns of Limestone, Ft. Fairfield, Caribou and Presque Isle and is seen in Canada. KUAM protested the impending Guam military tv outlet at Loring Air Force Base, Limestone, Me., which is in competition with WAGM Presque Isle.

KUAM wrote FCC Wednesday and expressed hope for a “more equitable” disposition of the matter that the President is the sole authority for assigning frequencies to government stations. The Commission submitted it to the Defense Dept. and expressed hope for an “early” disposition under the jurisdiction of the Commission.

The competition from the government station would be absorbed by a variety of standard broadcast stations who each would cushion one of the impacts of the other. In this instance KUAM, the only commercial standard broadcast station on the Island of Guam, must receive the complete and devastating brunt of the government-subsidized television service proposed.

The competition from the Guam situation was brought to the FCC by the Armed Forces Radio Service television station at Presque Isle (20 mi. away) Star-Herald regularly carries program listings. This listing was from May 19 issue.

KUAM wrote FCC Wednesday that the Secretary of the Air Force “will be informed to hold in abeyance all actions relating to this project until further advised by this office. We assure you that it is the desire of the Dept. of Defense to resolve this matter equitably from both the standpoint of possible competition with a commercial enterprise and that of education, information and guidance of military personnel and their dependents stationed on the Island of Guam.”

Mr.化进程 assured KUAM, “You will be advised of any new developments in this matter.”

On Thursday Mr. Engel wrote FCC that the letter to FCC concerning the dual authority between the President (through the Interdepartmental Radio Advisory Committee) and FCC for allocation of the radio spectrum, Mr. Engel wrote that FCC “misconstrued” the purport of Sec. 305 of the Act “as well as its role in IRAC.”

“First of all,” he said, the section provides that “All such government stations shall use frequencies as shall be assigned to each or to each class by the President.” This language means nothing more, of course, than that the President of the United States has set-aside governmental frequencies but are regular commercial frequencies capable of reception on standard readily available television receivers.

“In the event the President was making some governmental frequency available so that the AFRS was bringing a television service to Guam using a special transmitter and received on specially built receivers so that these special frequencies could be received, I would never have before the FCC for the assistance I am convinced it is a legal position to give me.

“Secondly, Sec. 305 of the Act provides that ‘All such stations... that transmitting any radio communication or signal other than a communication or signal relating to government business, shall conform to such rules and regulations designed to prevent interference with other radio stations and the rights of others at the Commission may prescribe.’ (Emphasis added.) It is clear that under the provisions of Sec. 305 the Commission has considerable authority in the assignment of regular commercial frequencies to governmental agencies. Moreover, it appears clear that the rights of the commercial broadcasters are protected under the Communications Act in misuse of such frequencies...”

KUAM cites Maine TV ‘Experiment’

LORING AIR FORCE BASE TELEVISION SCHEDULE

The broadcast programs are presented on a daily basis from Armed Forces Radio Service, Patrick Air Force Base, Fla., but changes without notice.

MONDAY, APRIL 11, 1955

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Ch. 8</th>
<th>Ch. 9</th>
<th>Ch. 10</th>
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<tr>
<td>8:30</td>
<td>The Big Picture</td>
<td>ABC</td>
<td>ABC</td>
<td>ABC</td>
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<tr>
<td>9:00</td>
<td>Picnic Time</td>
<td>CBS</td>
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<tr>
<td>10:00</td>
<td>The Big Picture</td>
<td>NBC</td>
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<td>11:00</td>
<td>The Big Picture</td>
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<td>5:00</td>
<td>The Big Picture</td>
<td>WCN</td>
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</table>

CREAM of best shows on all four tv networks is offering of the experimental” low power military tv station on Guam. Since Christmas 1953 at Loring Air Force Base, Limestone, Me., which is in competition with WAGM Presque Isle, the station’s newly boosted 50-w signal on ch. 8 apparently is seen by civilians in a wide area since the Presque Isle (20 mi. away) Star-Herald regularly carries program listings. This listing was from May 19 issue.

The competition from the Guam situation would be absorbed by a variety of standard broadcast stations who each would cushion one of the impacts of the other. In this instance KUAM, the only commercial standard broadcast station on the Island of Guam, must receive the complete and devastating brunt of the government-subsidized television service proposed.

“In order that the Commission might properly evaluate the tremendous force of this impact, copy of the program schedule of the Armed Forces Radio Service television station at Presque Isle is attached hereto so that the Commission can appreciate the overwhelming appeal of the entertainment fare which is continually fed to the public by such an operation.”

“The President of the United States is granted authority by the Act to assign such governmental frequencies as he deems necessary to fulfill the requirements of defense or other governmental purposes.”
MULTIPLEX RULE PUT IN EFFECT

FCC refuses to waive its new fm rule as fm outlets adjust schedules to include 36 hours 'balanced' programs weekly.

FM STATTONS specializing in functional music operations began making alterations in their program schedules in an effort to comply with FCC's last-minute refusal to reconsider its multiplex decision [B&T, March 28]. The earlier ruling declared that background music programs could contain a supersonic "beep" tone to keep the receivers of subscribers from picking up voice transmissions and commercials, do not constitute "broadcasting" within the meaning of the Communications Act since they are essentially a point-to-point type of service. The ruling, however, said functional music programs may be continued after July 1 providing they are aired via multiplex transmission under a newly authorized special communication authorization.

FCC allowed a one-year grace period from July 1 in which fm stations could continue their use of music background material on the present simplex basis, but with the condition that a minimum of 36 hours weekly be devoted to regular balanced program material in which "beep" signals were omitted. It is this condition that has been protested by the stations, since they claim multiplex equipment is not available and the 36-hour chunk knocked out of their background music schedule would hurt them economically.

Extend Schedules

By last Thursday it appeared that some fm stations planned to fik the problem by extending their fm schedules to permit duplication of their "balanced" am programming during non-background music hours. During the day quarter-hour and half-hour programs would be cleared of commercial material and aired purely simplex without beep, thereby serving both FCC's condition and the background music subscriber. The commercials are switched to other time periods in which the beep could be used, one station explained.

WWDC-FM Washington, which is moving its 7 a.m. sign-on up to 6 a.m. and carrying Art Brown's morning show from WWDC-AM, said it has scheduled some of its radio talk shows such as the D. C. Commissioners Report on fm on a delayed basis.

WWDFM-FM more than a month ago protested the multiplex ruling and was turned down by FCC in a separate ruling on June 1 [B&T, June 6]. WWDFM was among those who last week were denied a further pleading in this respect. Others who joined were WFME-FM [Club: WPEN-PFM Philadelphia, WMW-FM Meriden, Conn., and WEA-FM Evanston, III.

In denying the petitions Thursday on the eve of the July 1 deadline, FCC declared no new arguments had been presented which already had not been considered. The Commission acknowledged it felt the functional music operations to be of some public interest, hence its conclusion to allow them under certain conditions as a subsidiary service.

"In permitting this type of operation," FCC said, we emphasized that functional music must be conducted only as an adjunct to the regular broadcast service, a subsidiary operation in order to assist the main undertaking—the broadcast service to the public.

Declaring its 36-hour weekly program mid-
WTIF, WPWR GET EVIDENTIARY HEARINGS

Stations in Tifton, Ga., and Laurel, Miss., deemed by FCC to need more than oral argument hearings in economic protest cases.

OBSERVINGLY heeding the mandate of the Court of Appeals in its recent ruling in the Clarksburg case, FCC last week decided all "oral argument" hearings in two economic protest cases were not sufficient and rescheduled the radio proceedings for full evidentiary hearings. The cases involve WTIF Tifton, Ga., and WPWR Laurel, Miss.

Meanwhile, the Commission called for hearing on an economic protest against a new TV satellite grant for ch. 43 KBAS-TV Ephrata, Wash., while concurrently postponing oral argument hearing on the protest against NBC's purchase of ch. 30 WKNB-TV New Britain, Conn. This argument, formerly scheduled Thursday, was put off without date given consideration of whether a full evidentiary hearing should be ordered [BWT, June 27].

In the Clarksburg case, the Court of Appeals ruled that FCC erred in not giving a full hearing to a Sec. 309(c) economic protest filed by a local newspaper against the 1954 grant of ch. 12 to WBLK Clarksburg, W. Va., and remanded the proceeding to the Commission [BWT, June 13]. In view of a prospective flood of new economic protests on the basis of this interpretation, FCC is supporting legislation to revise Sec. 309(c) of the Communications Act to clarify who may file protests (story on this page).

WWGS Protest

In the Tifton proceeding, FCC ordered an evidentiary hearing on the application of Radio Tifton for a new AM station (WTIF) to operate on 1570 kc with 1 kw daytime. Oral argument was held Feb. 28, just 18 days after the Commission issued an order which postponed the effective date of the grant (Dec. 15, 1954) on the basis of protest by WWGS Tifton, made party to the proceeding [BWT, Feb. 21].

In the Laurel case, the Commission called for evidence on the application of American Southern Broadcasters for a new AM station (WPWR) to operate on 1430 kc with 1 kw daytime. Oral argument was held Feb. 23. FCC on Jan. 26 had postponed the effective date of the grant (Nov. 24, 1954) on the basis of protests by WLAU and WAML, both existing Laurel outlets which were made parties to the hearing.

The Ephrata tv proceeding stems from an economic protest filed by KSEM Moses Lake, Wash. FCC scheduled hearing July 18 on the application of Basin tv Co. for a new tv satellite (KBAS-TV) on ch. 43 at Ephrata, to rebroadcast ch. 29 KIMA-TV Yakima. Effective date of the May 4 grant for KBAS-TV was postponed. KSEM, whose petition for the allocation of ch. 8 in the area is now a rule-making proposal, before the Commission claimed that uhf KBAS-TV in combination with the KIMA-TV group's other tv interests would hurt its radio business and prevent establishment of a competitive operation on ch. 8.

NBC's prospective purchase of WKBW-AM-TV for $600,000-plus was designated for hearing following economic protest by ch. 8 WNHC-TV New Haven, Conn. NBC also proposed to move the WKBW-TV transmitter site closer to Hartford. Fortnight ago, this prospective NBC acquisition as well as NBC's proposed $312,000-buy of ch. 17 WBUF-TV Buffalo and swap of radio-tv stations in Cleveland for Westinghouse outlets in Philadelphia were asked to be consolidated by FCC into one hearing in a protest petition filed by ch. 2 WGR-TV Buffalo [BWT, June 27]. NBC proposes to exchange its WTAM Cleveland for Westinghouse's KYW Philadelphia, with the network's WNBK (TV) Cleveland and $3 million being swapped for Westinghouse's WPTZ (TV) Philadelphia.

Congress Considers Sec. 309(c) Bills

CONGRESS stepped closer to untying FCC hands in Sec. 309(c) economic protest cases last week as the House Commerce Committee reported favorably an FCC-endorsed bill (HR 5614) to amend the Communications Act provision while the Senate Communications Subcommittee scheduled a hearing Thursday on a companion measure (S 1648).

The House action followed hearings June 22 and 24 [BWT, June 27]. The Commission requested modification of Sec. 309(c) to allow discretion in acting on economic protests and to decide whether to stay new tv-radio grants pending formal hearing. Comm. John C. Doer-fer, however, predicting a flood of new protest cases to pile on top of the 70 now before the Commission, called for outright repeal of Sec. 309(c).

More Cases Expected

Expectation of mounting new protest cases was based on the effect of a recent ruling by the Court of Appeals in remanding a protest case to the Commission for full evidentiary hearing rather than the shortcut "oral argument" procedure used by the Commission in some instances to meet the statutory requirement for expedition of such cases. The court ruling was in the protest of a Clarksburg, W. Va., newspaper against a 1954 grant of ch. 12 to WBLK Clarksburg [BWT, June 13]. FCC already is rescheduling new hearings on certain pending cases.

Under the present construction of Sec. 309(c), anyone who can prove economic injury from some FCC grant is entitled to a full hearing on the grant, which automatically must be stayed pending completion of the review. The unique factor involved is that while the protestant has no right to reconsideration of a grant because he claims an economic hurt, the fact he shows economic hurt entitles him to demand a review of the grant to consider some defect of the grantee or error in FCC's action which may be construed contrary to the public interest. It amounts to a privilege without a right, according to Comm. Doerfer, who noted how the law is wrongly used to delay new competition.

Hearing on the Senate bill before Commerce Subcommittee Chairman John O. Pastore (D-R.I.) begins 11 a.m. Thursday with substantially the same list of witnesses who appeared a fortnight ago before the House committee. FCC is to be represented by Chairman George C. McConnaughey.

House Committee Proposes New Study of Copyright Law

THE HOUSE Appropriations Committee set precedent last week by recommending $20,000 for a study by the U. S. Copyright Office of the Copyright Law, which has not had a major revision since it was enacted in 1909.

The committee action came in reporting the Legislative Appropriations Bill (HR 7117) for fiscal 1956, after an appropriations subcommittee heard testimony June 7 from Arthur Fisher, register of copyrights, that the U. S. had undergone "revolutionary" changes, technical and organizational, in the copyright field since 1909. "For example, there was no radio or television industry at that time. The motion picture industry was just a fragment. The recording industry had not developed."

The $20,000 figure compares with a $39,000 budget estimate for hiring seven lawyers and clerks for a three-year study on revision and redrafting of the present law. The new lawyers would relieve more experienced ones to do the work.

Wellsville Grant Finalized

NEW AM station on 790 kc with 500 w day-time at Wellsville, N. Y., was granted in a final decision by FCC Wednesday to Radio Services of Wellsville. The ruling upholds the initial decision of an examiner, who favored the grant despite some interference to WPIC Sharon, Pa. The grantee includes 12.5% owner Joseph M. Cleary, general manager of WESB Bradford, Pa.

You Get All This EXTRA when You Buy WCKY

*Average Share of Out-Of-Home Audience
6 a.m.-6 p.m.; Mon. thru Sun. Summer '54; Winter '55
WCKY ...... 28%
Net Sta. A .... 20%
Net Sta. B .... 14%
Net Sta. C .... 7%
Net Sta. D .... 12%

*Pulse Buy ALL The Market—Buy WCKY

July 4, 1955 • Page 69
PORTLAND CH. 8 TV GRANT FINALIZED

Competing applications of Westinghouse and Portland Television denied. Comr. Lee dissents and votes for grant to Westinghouse.

NEW TV station on ch. 8 at Portland, Ore., was granted to Mrs. A. Scott Bullitt's North Pacific Television Inc. by FCC last week in final decision which upheld the initial decision made by Examiner Elizabeth C. Smith in mid-1954 [BT, June 28, 1954].

Mrs. Bullitt heads KING-AM-TV Seattle and was an original member of the Television Code Review Board of NABT. KING is 60% owner of North Pacific while a substantial minority interest is divided among four local businessmen, Gordon D. Orput, Paul F. Murphy, Henry A. Kuckenberg and W. Calder McCall. Mrs. Bullitt is executive vice president of the grantee.

Competing applications of Westinghouse Broadcasting Co. (KEX Portland) and Portland Television Inc. were denied in the Commission's final ruling in the ch. 8 case, one of the first post-war comparative tv hearings. A forth application, that of Cascade Television Co., was dismissed with prejudice for lack of prosecution.

Comr. Robert E. Lee dissented from the majority opinion and voted for a grant of the Westinghouse bid.

The Commission majority concluded the final choice was between the bids of North Pacific and Westinghouse.

FCC said "we find the integration, the residence and the civic participation of North Pacific most persuasive when measured against the complete absence of these factors in the Westinghouse application." The two were found in balance on programs with North Pacific cited for superior children's shows. North Pacific was favored in diversification.

Portland Television was preferred in the areas of local residence and diversification, but was rejected because of lack of broadcast experience and deficient program plans.

On an issue of whether Westinghouse met the statutory requirement forbidding broadcast licenses to firms whose stock is owned more than 25% by aliens, the final decision concluded that Westinghouse and its parent firm, Westinghouse Electric, more than met the issue since the Commission felt the firm's 22.5% estimate was high in view of the statistical analysis problem involved in sampling owners of millions of shares of stock. An expert witness for Westinghouse testified that the probability that a complete census of all stockholders would show that more than 20% of such stock was owned by aliens is less than one chance in 33,000.

FCC noted that the examiner was satisfied to resolve the question on the basis that past licensing actions of the Commission show Westinghouse qualified on this point. FCC "has found Westinghouse so qualified in the past," the final ruling said, "and were this, also, an ex parte proceeding, the Commissioner could by application of the same process determine the question." It was raised only because the hearing was competitive, FCC explained.

Roswell Tall Tower Approval Favored

A TALL tv tower has got to be a "real" danger to air navigation in order to be denied construction authority, an FCC hearing examiner held last week in issuing the first official finding on tall tv towers which began obstructing to any radiator more than 1,900 ft. above ground.

In an initial decision, FCC Hearing Examiner Hugh B. Hutchison held that ch. 8 KSWS TV in Roswell, N.M., could build a 1,610-ft. above ground tower at a site 43 miles east of Roswell in the Caprock area.

There was no concrete showing, Mr. Hutchison ruled, that the erection of the proposed KWSF-TV tower would be an actual menace to air navigation.

The grant of the 1,610-ft. tower was opposed by the Air Force, Navy, Marine Corps, Air Transport Assn., and the Aircraft Owners & Pilots of America. [BT, April 18].

Mr. Hutchison held a menace to air navigation could be said to exist if an "unreasonably" hazardous is involved. He said that the evidence indicated the proposed location and height did not violate established criteria.

The evidence indicated, Mr. Hutchison declared, that the "height of a tower does not in itself contribute substantially to hazards to all air navigation when such tower is located beyond terminal area of an airport in the absence of any other obstructions or malfunctioning or breakdown of aircraft, or violation of air regulations."

Referring to what he termed "generalized" military objections, Mr. Hutchison warned:

"Indeed, if this Commission were to be persuaded solely on the basis of such generalized objections that the proposal under consideration would in fact constitute a menace or a hazard to air navigation ... in the interest of consistency, the practical result would be to require it to bar arbitrarily the erection of all future radio and tv towers of any appreciable height.

Mr. Hutchison declared that the new KSWS-TV site was much to be preferred than the existing 790-ft. tower only 9.2 miles from Walker Air Force Base. John A. Barnett, owner of KSWS, testified that it was at the request of Walker AFB officials that he decided to find another transmitter site. They claimed, he said, that his present tower was dangerous.

Case, first involving military objections to tall tv towers, was approved by the regional airspace subcommittee, and by all but military members of the Washington Airspace Panel of the Air Coordinating Committee. The FCC required ACC approval for tower locations, which holds hearings when there are separate views by ASP members.

The fact that KSWS-TV would serve 98,000 people, many of them with their first tv signal from the new site and tower height, impressed Mr. Hutchison.

Actually, KSWS-TV was favored to change from its present 900-ft. above average terrain antenna to the new 1,786-ft. antenna height above average terrain. It would also boost its power from 115 kw to 160 kw.

Still awaiting initial decision is the request of KEGO-TV Eiel, Oklahoma, which wants a 1,326-ft. tower. This, too, was opposed by the military and aviation interests.

Scheduled to be heard July 18 is the request of W5WW (TV) Selma, Ala., for a 1,993-ft. tower. Intervenors are also the military and aviation associations. Pending is a prospective application from WHAS-TV Louisville for a 2,510-ft. tower.

For a number of months, military members of the ASP objected to any tv tower more than 1,000 ft. above ground. Last May, however, in a sudden change in attitude, there were no objections to a 1,110-ft. tower for KWWL-TV Waterloo, Iowa [BT, May 30].

The "problem" of tall towers and aviation is the subject of a study by a joint committee of CAA and FCC members. There have been several meetings, but none recently. Also in progress are studies to develop improved marking and lighting of radio and tv towers to make them more apparent to pilots in varying kinds of visibility.

III. Broadcasters Win Fight For Tv Libel Protection

BROADCASTERS won their fight in the Illinois State Legislature last week against a proposal which threatened to shear them of protection against political libel on the air.

The Illinois House amended the controversial Cordage bill which had been backed by protests by broadcasters, the Illinois Broadcasters Assn., Illinois News Broadcasters Assn., Broadcast Adv. Club of Chicago and other groups [BT, June 27].

The amended version, concurred in by the Senate and sent to Gov. William Stratton, includes tv under the 1945 Radio Libel Law. The broadcasters feel that the bill, as amended, prevents broadcasters from getting into court, thus protecting broadcasters on tv as well as on radio against criminal action.

In the original version of the bill, it had been thought that truth per se was defamation for certain statements, under the state constitution. The legislature thus further amended the 1945 law to include the reservations that "good faith" and "for justifiable ends." Another provision also protects employs of stations against a jail sentence or fine—a provision which was omitted from the bill (S 672) introduced by Sen. William J. Connors.

Another measure (S 205), authored by Sen. George Drach, was pending in the House Thursday, tabbed the day for adjournment. If it passes, broadcasters also would be protected on civil suits (for damages).


Five Win Renewals

FIVE license renewal grants have been announced by FCC following the consideration that programs questioned by the Commission had been dropped. KTLA (TV) Hollywood won renewal after giving up its tv-bingo show, Play Marco. Four Miami area radio outlets received licenses upon telling the Commission that certain controversial horse race tipster shows were dropped: WFEC and WMIE Miami, WMBM and WAHR Miami Beach.

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Further Data Asked On Reynolds' Buys

DONALD W. REYNOLDS, because of the diversification of media principle, has been asked by the Commission for additional information in connection with further consideration of applications for license assignments of KORK Las Vegas and KOLO Reno, both Nevada, to firms of which he is sole owner.

Grants of KORK to the Southwestern Broadcasting Co., for $60,000, and of KOLO to the Western Broadcasting Co. for $190,000 were made April 6 and stayed April 13 [8*, April 18] because of charges by KLAS-AM-TV Las Vegas that Mr. Reynolds was offering joint rates for some of his broadcasting and newspaper facilities after he had told the Commission that he did not intend to do so. Specifically KLAS alleged joint rates were being used by KLRJ-TV Henderson [Las Vegas], and KZTV (TV) Reno and the Las Vegas Review Journal.

At the time the grants were suspended Mr. Reynolds' justification consisted of the following (25% for use of both TV stations) had been discontinued. He said he had not realized a "parenteral" remark was to be taken at full value. The Review Journal, he said, had "bent over backwards" to be fair to KLAS-TV. When KLAS-TV refused to pay the Journal for printing the带着 it that normally charged a fee the newspaper consented to run them free, Mr. Reynolds stated.

In requesting the additional information the Commission cited Mr. Reynolds mass communications interests:


Through that company Mr. Reynolds is owner of the Ely (Nev.) Times and is owner of the Custom City (Nev.) Appeal which is leased to its present publisher, Neal Van Soney. The Southwestern Pub. Co. is also the parent corporation of the licensees of broadcasting stations: KHKB Okmulgee; KBR Springdale, Ariz.; KFSA-AM-FM-TV Ft. Smith, Ark.; KLRJ-TV Henderson, and KZTV (TV) Reno, and has applied for Commission consent to the assignment to it of KNAC-CB Ft. Smith, from American Television Co., which application has been scheduled for hearing on June 30, 1955."

Whether the grants should be approved, the FCC continued, "raises questions of whether such further extension of control of the media of mass communications by the applicant in the instant case would be consistent with the public interest."

Am Granted at St. Albans; Facility Changes Approved

GRANT of a construction permit for a new am station at St. Albans, W. Va., was announced Thursday by the FCC. The Commission also permitted changes in existing facilities of WSHE Sheboygan, Wis., and WTMJ Ocala, Fla., and designated an Othello, Wash., am application for hearing.

Raymond J. Kandel was given a building permit for a new am station on 1300 kc, 1 kw day, at St. Albans.

Modification of its construction permit was given WSHE to change from 800 kc, 250 w day, to 950, 500 w with directional antenna.

WITM was permitted to change its operation on 1290 kc, from 1 kw unlimited hours with directional antenna at night, to 5 kw until local sunset and 1 kw at night with directional antenna.

Othello Broadcasting Co., Othello, Wash., was designated for consolidated hearing on its application for a new am station to operate on 1050 kc, 250 w day along with applications from Umatilla Broadcasting Enterprises and John Trottan, both Pendleton, Ore.

Senate, House Agree on Cut In Budget of Census Bureau

THE SENATE and House last week adopted a joint conference report (H.R. 1050) (HR 6367) which leaves unaltered a House cut to $4 million from the $4,655,000 budget estimates for the Census Bureau's census of business, manufactures and mining for fiscal 1956.

The bill now goes to the White House for the President's signature.

Also unaltered was a House cut of funds for the Census Bureau's census of agriculture from budget estimates of $6 million to $5.5 million. The Senate had declined to restore the $500,000 cut.

House-House conference compromised on Census Bureau salaries with a final figure of $65 million. The House had cut the $7.4 million budget estimate for Census Bureau salaries to $6.3 million and the Senate had restored it to $7.1 million in previous actions.

The conference accepted a House cut of funds for the National Bureau of Standards from $775,000 to $7 million. The Senate had tried to restore $450,000 of the $750,000 cut before the bill went to conference.

FCC Waives Rules In Power Grants

FCC last week waived Sec. 3.28 of its broadcast rules—the rule stating under what public interest conditions power increases may be made even though a certain amount of interference with established stations is created—for WCEM Cambridge, M.d., and KTOE Man- kato, Minn.

WCEM was permitted, under the waiver, to increase its power on 1240 kc from 100 w to 250 w because it is the only Cambridge station and the interference created would not be disastrous to other programming. Waiver of the rule allowed KTOE to increase its nighttime power from 1 kw to 5 kw with a change in its directional antenna system to protect CKOM Saskatoon, Sask. KTOE, operating as proposed, would get a net gain in service involving an area of 815 square miles and a population of 23,782 people, or approximately 162% and 54.6%, respectively, of the present 1 kw nighttime service.

In its application KTOE emphasized its public service programming and its shows tailored to fit the cultural background of the nearby population area.

'Star' Praises Congressmen For Anti-'Discrimination'

EDITORIAL praising Reps. Oren Harris (D-Ark.) and John V. Beamer (R-Ind.) and Sens. Carl Hayden (D-Ariz.) and Homer E. Capehart (R-Ind.) for their bills seeking to remove "discrimination" against newspaper applicants for radio or tv licenses (HR 6367, June 27) was entered in the Congressional Record last week by Rep. William G. Bray (R-Ind.).

The editorial, in the Indianapolis Star June 27, said that "when the FCC denies a license solely on the grounds that a newspaperman has applied for it, or because of the policies followed by the newspaper involved, it is applying indirect pressure on that paper to change, re- direct, or drop some of its editorial activities."

The Star is affiliated with WIRE Indianapolis, which an FCC hearing examiner has proposed be denied its application for ch. 13 there on grounds of diversification of mass media (HR 6367, June 13).

KVOA-AM-TV Sale Approved

KVOA-AM-TV Tucson, Ariz., transfer from KTAR Broadcasting Co. to the Arizona Broadcasting Co. (Clinton D. McKinnon, president) for $222,404 was approved by the FCC Thursday. KVOA is 1 kw on 1290 kc. KVOA-TV operates on ch. 4.

KANSAS CITY'S MOST POWERFUL TV STATION

KMB-C-TV

Effective September 28, 1955, KMB-C-TV joins the nation's most dynamic and fastest-growing television network—the NBC Broadcasting Company. For programming details, consult your Free & Peters Colonel or Don Davis, First Vice President

Ask GILL-PERNA Inc.

PLATTSBURG, N.Y.

BROADCASTING • TELECASTING

July 4, 1955 • Page 71
STORER MAKES NEW SALES APPOINTMENTS

Firm announces sales promotions and appointments, and will set up new, strengthened national sales department July 18, headed by Tom Harker, vice president-national sales director.

Creation of a new and strengthened national sales department and a series of appointments and promotions of its sales executives were announced last week by Storer Broadcasting Co. The new department will be set up July 18, supervised by Tom Harker, vice president and national sales director.

Mr. Harker explained that the move would permit closer liaison between Storer stations and national advertisers and agencies, thus supplementing efforts of SBC's national representatives by providing "swift and accurate" information on market and station statistics, availabilities and clearances. The sales executive lineup:

As announced a fortnight ago (B'W'T, June 27), Robert C. Wood, Midwest sales manager at Chicago, moves to New York as national sales manager. Reporting to him will be Lewis P. Johnson, with Storer in Chicago since March, who has been appointed Midwest sales manager, and Paul B. Evans, formerly a sales executive with NBC Spot Sales, Chicago, and at one time with Paul H. Raymer Co. and Leo Burnett Co., who becomes Midwest radio sales manager.

William E. Kelley, SBC sales executive in New York since last December and formerly national sales manager of the then Storer-owned KGHS-TV (now KENS-TV) San Antonio, has been promoted to eastern television sales manager. John R. Porterfield, formerly general manager of WGLV (TV) Easton, Pa., becomes eastern radio sales manager. Mr. Porterfield also had been associated with American Television Corp., NBC and Paul H. Raymer Co.

The San Francisco office, which is headed by Gayle Grubb, Pacific Coast national sales manager, remains unchanged.

Mr. Harker, noting that the company's seven radio and TV outlets are located in "highly important and competitive markets," said the national sales office will work closely with SBC's national representatives, The Katz Agency, John Blair & Co. and NBC Spot Sales.

WGBS-TV Boosts Sales 390%

PHENOMENAL sales increase of 390% has been recorded by WGBS-TV Miami, Noran Kersta, managing director of the Storer Broadcasting Co. station, announced last week. This figure was reached by comparing the four-month period of Feb. 1 through May 31, with January. WGBS-TV was bought by Storer early this year. Mr. Kersta attributes the increase to a combination of excellent programming and an extensive all-out promotion campaign. WGBS-TV, an NBC affiliate, operates on ch. 23.

RCA-Equipped KPTV (TV)

Readied for One Million Watts

SECOND million-watt RCA-equipped uhf station, KPTV (TV) Portland, Ore., is nearing completion, A. R. Hopkins, manager of Broadcast Equipment Marketing, RCA Engineering Products Division, announced last week. Mr. Hopkins said an RCA 25 kw transmitter already has been installed and tested at KPTV.

An ultra-gain uhf pylon antenna which will make the installation complete is now undergoing final tests at RCA's antenna site in Camden, N. J. It was scheduled for shipment to Portland at the end of last week. Maximum power operation at KPTV is planned for mid-July, according to Russell K. Olsen, station's managing director.

Both the 25 kw transmitter and the uhf antenna are similar to the RCA equipment installed at WBRE-TV Wilkes-Barre, Pa. That station went on the air in December 1954 as the nation's first one-million watt uhf television outlet.

Searles Named to Head WMIL

NEIL SEARLES, formerly sales manager of WFOX Milwaukee, has been appointed general manager of WMIL that city, succeeding Jerome Sill who has resigned to devote attention to his other broadcast interests. Mr. Searles, who had been with WFOX the past 24 years, has been in broadcasting for 24 years. He started in Milwaukee in 1931 as an announcer and later became for many years official announcer for the U. of Wisconsin football games.

WLAC-TV Names Reuschle

APPOINTMENT of Robert M. Reuschle as national sales manager of WLAC-TV Nashville, Tenn., has been announced by T. B. Baker Jr., executive vice president and general manager of WLAC-TV Inc. Mr. Reuschle is a former Young & Rubicam and McCann-Erickson TV sales executive and is a 17-year radio-TV veteran.

Mr. Baker also announced the appointment of William H. White, former National Dairy Corp. sales and finance executive, as account executive with the WLAC-TV sales staff.

Shortest TV Show

BLATZ BREWING Co. sponsors what is described as "the shortest program in television" on WXIX (TV) Milwaukee. A one-minute "sports flash" each night at 9:30 gives a selling message and promotes its 10:10 p.m. Sports Final with Hal Walker. Mr. Walker announces the latest score of night games in a 40-second live shot which is followed with a 20-second film commercial. He advises viewers that final scores and details will be available on Sports Final. The idea was conceived by Theodore F. Shaker, WXIX general sales manager; Ted Rosenak, Blatz vice president for advertising, and Emmett Jacques, Blatz consumer advertising manager.

Selling ... 217,930 Families with One Billion Dollars

One of the Nation's Great Independent Stations

DAYTON, O.

"THE CITY BEAUTIFUL"
WXYZ Adds Emphasis to Fm; Larry Gentile New Director

SPECIAL fm program plans and the appointment of a director of fm operations were announced last week by James G. Riddell, president of WXYZ-AM-FM-TV Detroit. Larry Gentile has been named fm operations director. Mr. Gentile’s 23-year background in radio includes selling, writing and promotion, Mr. Riddell said.

The new programming lineup, which became effective yesterday (Sunday) includes Martina Block’s ABC Radio show, not scheduled on WXYZ-AM, which moves into the WXYZ-FM 3-4 p.m. time slot, Monday through Friday. Mr. Gentile is airing a show daily 4-8 p.m. From 8-9 p.m. weekdays, Paul Winter broadcasts a program similar to Curtain Calls, now heard on WXYZ-AM. On Saturdays the fm outlet is scheduling programs from 6-8 p.m. and on Sundays from 12:30-8 p.m. Over-all format is music, news, weather and sports.

Gibson, Softness Named

AS PART of the expansion of its client services divisions, H-R Representatives Inc., New York, radio-tv station representative firm, has announced the formation of a research department under the direction of Avery Gibson, formerly assistant promotional director. Frank M. Readley, firm’s president, has also announced the appointment of Donald G. Softness, formerly a publicist with DuMont Television Network, as director of promotion at H-R.

FIRST CONTRACT signed by KRNT-TV Des Moines, Iowa, which plans to go on the air July 31 [B*T, June 27], calls for a dairy-bank alternate sponsorship of the Sun.-Fri. segment of a seven-days-a-week, 20-minute news program (10:00-10:20 p.m.) featuring newscaster Russ Van Dyke. At the signing (l to r): Robert Dillon, vice president of Cowles Broadcasting Co. and general manager of KRNT-AM-TV; Bill Hippee, KRNT-TV local sales manager; Jonathan Fletcher, vice president of Home Federal Savings & Loan Assn., and Herbert E. Erickson, vice president of Anderson-Erickson Dairy Co. Sponsorship for the news show was rounded out with the Saturday program purchase by the Waterman Waterbury Furnace Co. of Minneapolis.

John Patt Leave's Hospital

JOHN F. PATT, president of WIR Detroit and WIRT (TV) Flint, both Mich., is now at his home in Shaker Heights, Ohio, convalescing from a heart attack suffered May 25 during the NARTB convention in Washington. His condition is reported much improved. Mr. Patt spent four weeks in Georgetown U. Hospital in Washington following his attack.

Widow Gets Clark Estate

ENTIRE estate of ex-Sen. D. Worth Clark (D-Idaho), who died June 19 in Los Angeles [B*T, June 27], was left to his widow, Mrs. Virgil Clark, in a will filed in Los Angeles Superior Court Probate Dept. last week. Included in the estate are holdings in KJBS San Francisco, KULA-AM-TV Honolulu and KGIL San Fernando, Calif.

ATTENTION: TV STATION MANAGERS

Top-flight trained, experienced personnel in all phases of television operation available immediately.

The Hawley Broadcasting Company, operator of WEEU-TV, Channel 33, Reading, Pennsylvania, has discontinued its television operation.

If you need camera men, video operators, audio operators, projectionists, announcers, transmitter engineers, technicians, film librarian, home economist

Write, wire or phone immediately

WEEU-TV
433 PENN STREET
READING, PENNSYLVANIA
Telephone: REading 6-7335
Lebhar Resigns Bremmer Post After Reported Policy Tiff
BERTRAM LEBHAR Jr., vice president and sales director of Bremmer Broadcasting Co. (WAAT and WATV (TV) Newark, N. J.) has resigned, effective Aug. 1.

The resignation was understood to have been caused by difference over sales policy at the station. Mr. Lebhar's immediate plans were not made known.

Following Mr. Lebhar's decision, the station Friday announced the following appointments: Edward S. Lennon, former vice president of Bremmer, to administrative vice president; Edward Cosman, formerly radio sales manager, to director of sales for both radio and TV; Sydney Kavaleer, TV sales executive, to director of TV sales, and Harold Edison, formerly with the sales department, to director of radio sales.

Scheuer Rejoins Triangle
JOHN D. SCHEUER Jr., executive vice president-general manager of KTVI (TV) St. Louis, Mo., last Monday rejoined the Triangle radio-TV division. Mr. Scheuer was administrative assistant to the general manager of WFIL-AM-TV when he moved to KTVI in 1954. In his new position Mr. Scheuer will be in direct supervision of all public relations and programming for the Triangle stations.

KSFO Elects Wassenberg
ROMAN W. Wassenberg, general manager of KTVU (TV) Stockton, Calif., has been named executive vice president and general manager of KSFO San Francisco. He succeeds Alan L. Torbet who leaves KSFO to assume ownership and management in another radio interest.

Mr. Wassenberg, whose appointment was announced by W. J. Dunn, president of licensee San Francisco Broadcasters Inc., is a 12-year veteran of Bay Area broadcasting. He previously served with KROW Oakland, KPIX (TV) San Francisco and last January became general manager of KTVU.

Mr. Torbet has been with KSFO since 1952.

Tessin Joins Free & Peters
FRANK A. TESSIN, former manager of the San Francisco office of Headley-Reed Co., has joined Free & Peters Inc., station representative, in the same city. According to Hal W. Hoag, Free & Peters' vice president and west coast manager, Mr. Tessin will work with national spot radio advertisers and agencies in the Pacific Northwest.

WPTZ (TV) Sets Sales Record
FOR the second consecutive month, WPTZ (TV) Philadelphia has established an all-time sales record for the pioneer TV station with May sales topping April, which had held the record. Alexander W. Dannenbaum, sales manager for the Westinghouse outlet, reports that local business gained 38.7% and national spot was up 18.6% over May 1954. Total sales in May 1955 were up 17.5% over the same month last year, according to Mr. Dannenbaum.

STATION PEOPLE
Robert Fulton appointed commercial manager, KERG Eugene, Ore., succeeding Herb Michael; Clifton Cole named program manager.

James P. Brown, formerly national sales manager, KBTY (TV) Denver, to KOSI Aurora, Colo., as commercial manager.

George Cushing, vice president, WJR Detroit, is retiring.

Robert H. Henahery, assistant program manager, WWJ-AM-FM Detroit, appointed program and production manager.

Ray Storr to WJAN Spartanburg, S. C., as program director and disc m.c.; Jim Turner, formerly with WSTP Salisbury, N. C., to WJAN as sports director.

George Greenwood, formerly with sales dept., KELO-TV Sioux Falls, S. D., to WNAX Yankton, S. D., as promotion manager.

Nick Basso, news director, WSAS-AM-TV Huntington, Va., appointed to newly-created position, news and public relations director.

Thomas Mullahy named to newly-created position, public affairs director, KRON-TV San Francisco.

Norma Barz, research associate, Film Council of America, appointed film supervisor, WTTW (TV) Chicago, forthcoming educational TV station, under one-year contract; Rachel W. Steven- son, formerly producer, Louis G. Cowan Inc. (program package), N. Y., to WTTW as writer-producer-director; William G. Manschot Jr., production manager, WBAY-TV Green Bay, Wis., to WTTW as studio facilities supervisor.

Bob Ray appointed news director, WJNO West Palm Beach, Fla.; Tony Forleza, formerly control room operator, KX1B Fargo, N. D., and Bernard Loebe, formerly with WGBS-TV Miami, to WNO-TV engineering staff.

Paul G. Ross, accounting supervisor, Westinghouse Broadcasting Co., to KYW Philadelphia, WBC outlet, as auditor, replacing late Edward F. Kane.

REPRESENTATIVE APPOINTMENTS
WBNY Buffalo, N. Y., appoints Burke-Stuart Co., N. Y., as national representative, effective July 15.

KJL Lincoln, Neb., appoints William G. Rambeau Co., N. Y., as national representative.

KTLD Tallulah, La., has appointed Indie Sales Inc., N. Y., as national representative.

WTVD (TV) Durham, N. C., appoints Edward Petry & Co., N. Y., as national representative.
NBC-TV REVAMPS DAYTIME LINEUP IN PROGRAMMING POLICY CHANGE

There'll be 'service' programs featured in the morning and 'entertainment' in the afternoon under streamlining formula. Affiliates committee holds one-day meeting, then joins network officials in discussion of common problems.

MORNING on NBC-TV will be a time for "service" and afternoon will be "entertainment" time under changes in daytime programming announced last week by Thomas A. McAvity, NBC vice president in charge of the television network.

The announcement coincided with meetings of the NBC-TV Affiliates Advisory Committee to consider the network's daytime programming and plans to strengthen it (George C. Caciurt, June 27). The committee, headed by Walter J. Damm of WTMJ-TV Milwaukee, met alone on Wednesday and then conferred with NBC President Sylvester H. Klayer Jr., Vice President McAvity and other network officials Thursday. Both meetings were closed.

Coincident with the new programming schedule Mr. McAvity announced that Procter & Gamble had signed for 10 afternoon quarter-hours a week, starting today (Monday). These consist of the 12noon-12:15 p.m. (EDT) segment of half-hour Tennessee Ernie Ford Show, Monday through Friday, and five quarter-hours a week of It Pays to Be Married, which moves into the Monday-Friday 3:30-4 p.m. period today. Benton & Bowles is the agency for P&G.

Other Revisions

Other programming changes include a 15-minute addition to the half-hour Ding Dong School, children-and-parents series, starting today, and a new 15-minute program, People at Home, which will star Artlene Francis and go into the 4-5 p.m. slot immediately succeeding the hour-long Home show, which also features Miss Francis, starting Aug. 8. Way of the World, which has been seen at 10:15-10:30 a.m., moves to 4:45-5 p.m. to make way for the 15 minutes being added to Ding Dong School.

Mr. McAvity explained: "This streamlining of our daytime schedule is an extension of our efforts begun some months back to revitalize our daytime fare so that viewers and advertisers will have clear-cut programming patterns designed especially for their specific viewing wants and advertising needs. Starting with Today, there will now be four hours of morning programming running the entire gamut of 'service.' In the afternoon, entertainment will beaccented more strongly than ever."

The new daytime lineup is:

7-9 a.m.: Today; 10-10:45 a.m., Ding Dong School; 10:45-11 a.m., People at Home; 11-12 noon, Home.
12-12:30 p.m., Tennessee Ernie Ford Show; 12:30-1 p.m., Feather Your Nest; 1:30-3 p.m., Ted Mack Matinee; 3-3:30 p.m., It Pays to Be Married; 4-4:15 p.m., Way of the World; 4:15-5 p.m., First Love; 4:30-4:45 p.m., World of Mr. Sweeney; 4:45-5 p.m., Modern Romance; 5:30-6 p.m., Pinky Lee Show; 5:30-6 p.m., Howdy Doody.

Members of the NBC-TV Affiliates Advisory Committee, in addition to Chairman Damm, are William Fay, WHAM-TV Rochester; Fred Mueller, WEEK-TV Peoria; William Warren, KOMO-TV Seattle; Robert Hanna, WRGB-TV Schenectady; James Moore, WSLS-TV Roanoke; Clair McCollough, Steinman Stations; Robert Lemon, WTTV (TV) Bloomington, Ind., and Jack Harris, KPRC-TV Houston. All were present except Mr. McCollough.

The network delegation included Messrs. Weaver and McAvity; George Fry, vice president in charge of network sales; Richard A. R. Pinkham, vice president in charge of network programs; Harry Bannister, station relations vice president; Joseph V. Heffernan, vice president, and David Adams, staff vice president.

KRAYER to CBS-TV

As Eastern Sales Mgr.

GEORGE KLAYER, midwest sales manager of CBS-TV with headquarters in Chicago, has been appointed to the newly created post of eastern sales manager for the network, William H. Hylan, CBS-TV vice president in charge of network sales, announced last week. The assignment is effective July 25.

Before becoming midwest sales manager in 1953, Mr. Klayer had served as an account executive in New York in CBS-TV's network sales department. Prior to that time, he was an account executive with CBS Radio's sales staff in both New York and Chicago. He also has been associated with George P. Hollinger Co., Edward Petry & Co. and Kindred, Mac- Lean & Co., a point-of-purchase advertising firm.

Mr. Klayer has been with CBS since 1946 when he joined the network as sales service manager of WBBM Chicago, CBS o&o station. He later became an account executive in both the radio and tv sales departments. Before his network affiliation, Mr. Klayer was a buyer with Marshall Field & Co., Chicago.

NBB Newsmen's Troubles

JUNE 22 was a day that spelled "trouble" to NBC overseas correspondents. In Singapore, cameraman Jim Robinson was confronted by a knife-wielder when he shot some pictures of a group of Chinese students from Indonesia aboard a Dutch vessel. In Korea, cameraman Yung Si Kwon was trying to do a feature story on the Korean War anniversary when a North Korean soldier threatened him with a gun, repeatedly "taking aim," but not shooting. And the Argentine revolution brought imprisonment to Robert Lindley, NBC Buenos Aires correspondent, and Jess Subin, NBC cameraman. They were held for two hours and released.

Pro N. Y. Giants' Football Planned by DuMont Network

TWELVE games of the New York Giants' professional football team will be carried by DuMont Television Network, Sept. 24 through Dec. 11, Ted Bergmann, managing director of the network, announced last week. Atlantic Refining Co., through N. W. Ayer & Son, Philadelphia, has signed to sponsor half of each game with the other half being offered to other sponsors.

A network spokesman said that coverage of other pro-football games was in the discussion stage at DuMont. The Giants' schedule includes six games from the Polo Grounds, New York, and six played on the road. All road games will be seen on WABD (TV) New York but games played in New York will be blacked out in the metropolitan area. Atlantic's agency is making arrangements for the telecasts to be carried in New England and New York State.

NBC-TV Plans Development Of New Comedy Performers

TWO-FOLD plan centering around the development of comedy performers at NBC-TV was announced last week by Leonard Hol, director of program development for the network. The first phase involves the development of a group of NBC-TV contract players which includes Kaye Ballard, Paul Gilbert, Pat Carroll, Jonathan Winters, Sue Caron and Harry Minno; the second is to seek out promising unknown talent.

Comedy writers will prepare material for the
contract performers, Mr. Hole said, and the development department will arrange appearances for them on tv, radio and in theatres. Regarding the discovery of new talent, Mr. Hole said there would be intensive scouting for talent in summer theatres, little theatres, resorts, nightclubs and college and university theatrical productions.

A search for comedy writers got underway at NBC-TV last month with the help of colleges, universities, little theatres, drama schools and NBC-affiliated radio stations. More than 1,000 aspirants have already submitted comedy material to the network as a result of the search, Mr. Hole said.

**NBC Plans 'Wide World' Repeats on Regular Basis**

REACTION to "Wide World" telecast by NBC-TV last Monday evening (see In Review, page 18), has encouraged the network to produce similar shows two or three times a month.

Davidson Taylor, NBC vice president in charge of public affairs, announced last week the proposed shows, which are available for sponsorship, will be scheduled Sunday afternoons, Mr. Taylor said.

Barry Wood, NBC director of special events, who served as executive producer of "Wide World," will produce the forthcoming programs.

Mr. Taylor reported that the initial program was so complex that two senior executives of the American Telephone & Telegraph Co. were on hand at the master control room at NBC to cope with any problems that might come up. Mr. Taylor said "the people from AT&T worked as though they were members of Barry Wood's crew and as though the success of the show depended solely on them—which, of course, to an enormous extent it did." Both the Mexican Telephone Co. and Bell Telephone Co. of Canada worked with AT&T on the project. Mr. Taylor also commented that "the linkage of the three chief countries of North America would have been impossible without the enthusiastic cooperation of A. Davidson Dunton, chairman of the board of governors, Canadian Broadcasting Corp., and Don Emilio Azzurra, head of Tele-Sistema-Mexicana."

**13 Color Programs Scheduled for Berle**

MILTON BERLE will present a full season of color productions on NBC-TV starting Sept. 27, with 13 live color shows to be presented (every third Tuesday, 8:30 p.m.) under the sponsorship of the Whirlpool Corp. and RCA through Kenyon & Eckhardt, New York, and the Sunbeam Corp. through Peirz-Paus, Chicago.

In announcing this development in New York last week, Thomas A. McAvity, NBC vice president in charge of network promotion, observed that Mr. Berle becomes "the first top tv star to present a full season of color productions."

The tremendous growth of tv since 1948 was underlined by Mr. Berle when he commented that his first show on NBC-TV in that year cost $12,000 for time and talent, while this year each show will be estimated at $182,000.

He declined to give the cost of each program in the upcoming cycle.

**Three More Tv Outlets Affiliated With ABC-TV**

AFFILIATION of KSWO-TV Lawton, Okla., WHUM-TV Reading, Pa. and WHTN (TV) Huntington, W. Va., with ABC-TV was announced last week by Alfred R. Beckman, director of station relations for the network. WHUM-TV will replace WEEU-TV (story page 62) as the network's Reading affiliate and WHTN will succeed WSAT-TV as ABC-TV's Huntington outlet.

KSWO-TV is owned and operated by Oklahoma Quality Broadcasting Co. Its affiliation was effective June 1. General manager of the ch. 7 station is Ross B. Baker. WHUM-TV, on ch. 61, is owned and operated by Eastern Radio Corp. It became ABC-TV affiliate July 1. Humboldt Greig is president and general manager. WHTN will join the network effective Sept. 27. The ch. 13 station is owned and operated by Greater Huntington Radio Corp. President and general manager is Fred Weber.

**Religious Series Test To Be Carried on CBS-TV**

EXPERIMENTAL series of religious broadcasts will be carried through July and August on CBS-TV, it was announced last week by the network and the National Council of Churches of Christ in the U.S.A. The series will be presented as part of a regularly scheduled show, Look Up and Live, Sundays, 10:30-11 a.m.

Announcement of the workshop sessions came jointly from the Rev. S. Franklin Mack, director of the council's Broadcasting & Film Commission, and George Grothers, CBS associate director of public affairs for television. Mr. Grothers said there will vary in content and form as "widely as is consistent with the basic religious truths and the limitations of television techniques."

Among the programs planned are: a variety show with such musicians as Bobby Hackett and Eddie Sauter of the Sauter-Finegan Band; an on-the-spot broadcast from New York's East Harlem Protestsants Parish; a sermon on "The Theology of Jazz," delivered by the Rev. A. L. "Misplaced" Pearson

DURING last week's telecast of Ozark Jubilee on ABC-TV the camera swung across the audience to pick up a number of young men bearded in honor of the 100th anniversary of Marshfield, Mo. Only one man seated in this group was beardless. Red Foley, m.e. of the show, introduced him as "the misplaced hillbilly now living in New York, John E. Pearson," who's head of the station representative organization of the same name.

Kershaw of Oxford, Ohio; dramatic readings, and panel interviews. Mr. Mack said he regarded the series as an "effort to discover how best to use television—which is essentially an entertainment medium—for the communication of the ideas and ideals of religion."

**ABC Radio's '24-Plan' Offers 5-Min. Units**

ABC RADIO'S "24-Plan" now has been revised, offering 28 different five-minute periods in its weekend broadcast schedule and permitting purchases in units of five, starting with 10 per week. The new schedule is a revision of ABC Radio's nighttime saturation plan made public about six months ago (BT, Jan. 17).

Each period is five minutes and carries 1.25 commercial minutes. The total price is based on each unit's cost with no additional frequency or volume discounts and with no limit to the length of order.

According to ABC Radio's statistics, the new saturation plan offers 15 broadcasts a week for $42,000 a month as compared to a cost of its former plan of $45,000 a month for 12 broadcasts per week. Other revisions: Five nights a week offered to a sponsor instead of four; instead of a choice of three time periods, the advertiser can select six. According to ABC, the price for (time and talent) 10 broadcasts is $7,500; 15 broadcasts, $10,500; 20 broadcasts, $14,000, and 25 broadcasts, $17,500.

The saturation plan, ABC said, can deliver the advertiser's message over the full network of 352 stations on various time periods distributed Monday through Friday (between 7:15 and 10:25 p.m. EDT).

Basis of the programming is news and music. As in the "24-Plan," ABC Radio also points up what it calls "plusses" with its saturation plan. These include program ownership; single-order speed; varied audience; scheduled broadcasts; "attentive" audience and "frequency."

**THE SMART BUY IN MILWAUKEE**

**WISCONSIN COVERAGE AT LOCAL RATES**

WOWX 860 KC

**Regional Coverage**

Adam J. Young, Jr., Inc., Nat'l Reps.
Irish Grid Network Reports 70 Stations Signed for Fall

ABOUT 70 stations have signed to participate in the Irish Football Network coverage of Notre Dame U. games this fall, it was revealed last week by WSBT South Bend, Ind.

Plans for 1955 coverage of Irish home and away contests were reported by Joe Boland, manager of the Irish Football Network and sports director of WSBT, which owns and operates the hookup. Mr. Boland who will handle play-by-play, said 70 is the largest number ever signed at a comparable date in any of the network's seven years of operation.

Network will have access to all games under an agreement with the university limiting all other national networks to broadcast of one game each played by Notre Dame at South Bend. Last year the IFN served 125 stations.

Welsh Named by CBS Radio

HARRY WELSH was named last week as director of network copy in CBS Radio's Sales Promotion & Advertising Dept. succeeding William Jayme, who has joined McCann-Erickson as a copywriter. Mr. Welsh was a copywriter with CBS Radio for the past four years.

At the same time, Arnold Benson, a copywriter in CBS Radio Spot Sales Promotion & Advertising Dept., was appointed to a newly created position of director of stations promotion service in CBS Radio Spot Sales. Before joining CBS Radio, Mr. Benson was with Esquire as a promotion writer and before that served in the WRCA-AM-TV New York promotion dept. He also had been at J. Walter Thompson and Grey Adv. Agency.

Frank Joins NBC-TV

NORMAN FRANK, program supervisor of CBS Radio, resigned from his post last week, effective the end of July, to become producer-director of the new Artlene Francis show, People at Home, which will be launched on NBC-TV in mid-August (Mon.-Fri., 10:45-11 a.m. EDT). His successor at CBS Radio has not been selected. Mr. Frank has been with CBS Radio since March 1952.

NETWORK PEOPLE

Winstead S. (Doodles) Weaver, comedian, NBC-TV Swift Show Wagon with Horace Heidt, and brother of Homer L. (Pat) Weaver Jr., NBC president, assumes assistant producer duties with Heidt show.

Buddy Bregman, musical director, former NBC-TV Colgate Comedy Hour, assigned to NBC-TV Allen in MovieLand program in similar capacity.

Wyllis Cooper, 56, veteran radio-tv and motion picture writer, and former producer-director, NBC-TV Stage 13, died June 22 after long illness.

Manufucturing

FTC SETS RULES FOR MANUFACTURERS

Federal Trade Commission issues set of rules banning misrepresentation for the manufacture, sale or distribution of sets, parts and accessories.

SET of rules for the radio-tv manufacturing industry that has been in the files of the FTC since April 1955 has been issued by the Federal Trade Commission last week (B+T, June 27). Action follows a series of conferences with industry associations dating back to 1950.

Objectives of the new rules are to maintain free and fair competition in the industry and the harpooning of any unfair practice or trade abuse. It succeeds the code of 1939 for the radio receiving set manufacturing industry.

One of the rules brands as deceptive any statement that may mislead a tv set purchaser on the actual size of the picture to be received for the size of the screen. If a screen has a rectangular shape, the size indicated should be the horizontal distance between the sides. In the case of a circular screen area, the size should be measured in terms of the screen's diameter.

The convertibility of a tv set either for color, uhf or other services also comes under scrutiny of the new FTC code. Any statement made that a set can be readily adjusted, without added parts, to receive color signals or uhf when such is not the case is considered a deceptive act.

In similar fashion the rules defy misrepresentation of the effectiveness of antennas and their ability to "bring in" distant transmissions. Specifically it is unfair to state that built-in or indoor antennas will perform as well as outdoor antennas when this is not the case.

Restrictions also are placed on the general performance claims of radio or tv sets and accessories. It involves such things as reception of foreign broadcasts and distant stations: interference, noise, and static, and quality of signal.

Other rules in the new code take up deceptive pricing practices and the allocation of advertising and promotion allowances on a proportionally equal basis.

The rule dealing with the size of the tv picture becomes effective in six months. Most of the other rules will go into operation in 30 days.

Graybar to Distribute Ampli-Vision Products

AN AGREEMENT was reached last week under which the Graybar Electric Co. will serve as national distributor of manufactured products of Ampli-Vision, a division of International Telemeter Corp.

Announcement was made jointly by Louis A. Novis, vice president of Telemeter and assistant to the president of Paramount Pictures, which owns more than 80% of Telemeter, and George Ira Jones, manager of electronic sales for Graybar.

Ampli-Vision manufactures electronic components for use in community television sys-
SET PRODUCTION GAINS OVER 1954

RADIO and tv set production are running far ahead of last year.

Through May, radio set output for 1955 ran 44% above 1954—5,833,954 sets compared to 4,048,904 a year ago, according to Radio-Electronics-Tv Mfrs. Assn.

The usual seasonal dip that normally marks set production in May was felt in tv but radio showed surprising strength by defying the trend. Total radio output was 1,141,035 sets in May compared to 1,099,775 in April and 722,104 in May 1954.

Tv set output totaled 3,238,820 for the first five months of 1955 compared to 2,301,055 a year ago—an increase of 31%. In May the tv production totaled 467,394 sets, falling from April's 583,174, but well above the 396,287 receivers made in May 1954.

Of May's radios, 8,726 had fm facilities plus another 1,782 tv sets that had fm tuners. Of the tv sets, 61,784 were equipped with uhf tuners.

Heaviest increase in radio set output, by model, occurred in clock radios, which rose from 72,602 in April to 130,618 in May.

Following are radio and television set production totals during the five months of 1955:

<table>
<thead>
<tr>
<th>Television</th>
<th>Radio Sets</th>
<th>Portables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>654,583</td>
<td>280,121</td>
</tr>
<tr>
<td>Feb.</td>
<td>703,514</td>
<td>233,831</td>
</tr>
<tr>
<td>March</td>
<td>583,174</td>
<td>200,740</td>
</tr>
<tr>
<td>April</td>
<td>467,394</td>
<td>141,007</td>
</tr>
<tr>
<td>May</td>
<td>3,238,820</td>
<td>1,168,580</td>
</tr>
</tbody>
</table>

TOTAL 3,238,820 1,168,580 914,433

OTHER EQUIPMENT: Dallas also shipped 1,361,529 television receivers (story, page 24); 31,614 dual readers for the first five months of 1955. The dual reader is a one-combination receiver for tv and fm radio. Over 2,165,000 were sold a year ago.

DuMont Creates New Division, Appoints Christaldi as Head

FORMATION of a new technical products division at Allen B. DuMont Labs Inc. was announced last week by William H. Kelley, vice president and general manager.

The division will be headed by Dr. P. S. Christaldi, who has been with the DuMont organization since 1938, most recently as manager of the instrument division.

Mr. Kelley said the new division resulted from the increased emphasis on industrial and communications electronics, instrumentation, and tv equipment for broadcasting and industry. The technical products division, under Dr. Christaldi, will manufacture and sell the products formerly handled by the company's instrument division and communication products division.

Dual Reader Announced

THE CAMERA MART Inc., New York has announced the Dual Reader, the firm's newest addition to the field of 16mm film editing equipment. The device consists of an optical sound reproduction unit, combination speaker-amplifier and a base plate to which "any 16mm motion picture viewer can be used in conjunction with the sound." The design permits the sound head to be positioned for single or double system tracks and for editing from either right to left or left to right viewers and provides for an adjustment so that the "picture and sound are separated by exactly 26 frames for synchronization," according to Camera Mart. The equipment operates on 110-120 volts, 60 cycles AC and is priced at $195.00. Further information and literature can be obtained from the company at 1845 Broadway, New York 23.

What You Don't Know About Television CAN Hurt You.

See Pages 44 & 45

NEWEST 16mm film editing equipment of Camera Mart Inc. is this device called the Dual Reader.

Emerson Revises Price Policy; New Line Shown in New York

BENJAMIN ABRAMS, president of Emerson Radio & Phonograph Corp., last week announced establishment of uniform retail prices throughout the country for Emerson products. He said the uniform prices will be possible by pre-payment of freight charges by the company. Mr. Abrams also said the company is discontinuing the practice of ending retail prices just under the rounded dollar figure claiming that "consumers are not fooled by price endings." Prices hereafter will be in round numbers.

Price announcement was made during Emerson's annual distributors convention in New York last Monday through Thursday. Mr. Abrams also addressed the gathering on the dangers that could arise from pay-see tv (story, page 64).

Admiral Automation Line Sent to RCA Under License

ADMIRAL Corp. announced Tuesday it has shipped part of a tv receiver "automation" line to an Rca plant in Indianapolis under a license agreement negotiated last January.

The electronically-controlled automatic equipment is similar to that utilized by Admiral for the production of its own tv receivers the past year, according to John B. Hussia, executive vice president of the Chicago manufacturer.

Rca was licensed under patents involving radio, television and automation, it was explained.

MANUFACTURING PEOPLE

Richard Hodgson, trend planning director, Fairchild Camera & Instrument Corp., Syosset, L. I., N. Y., elected vice president and promoted to reconnaissance systems div. general manager.

E. W. Windahl, Dubuque, Iowa, branch manager, Graybar Electric Co., N. Y., appointed Indianapolis branch manager; D. A. Sliger, inside and outside lighting sales manager, succeeds Mr. Windahl.

George Deters appointed equipment picture tube sales manager, Raytheon Mfg. Co., Chicago.

W. Walter Jablon, formerly sales manager, Radio City Products Co., Easton, Pa., appointed general sales and advertising manager, Presto Recording Corp. (sound recording equipment), Paramus, N. J., succeeding Thomas B. Aldrich, resigned.

CBC GRANTS TWO MORE TVS FOR ONTARIO

New outlets, expected on the air by yearend or early 1956, will be located at Timmins and North Bay.

FIRST TV stations for northern Ontario are expected to be on the air by yearend or early in 1956 following recommendations made by the Canadian Broadcasting Corp., board of governors for stations at Timmins and North Bay. Applications for five new TV stations were heard at the CBC board meeting at Ottawa on June 24.

Application by CKRD Red Deer, Alta., for a TV station was turned down, while the application for a low-power station at Schefferville in the new iron ore mining area of northern Quebec was deferred pending investigation.

Successful applicants were J. Conrad Lavigne, owner of CFCL Timmins, who asked for a licence for a station on ch. 6, with 18.5 kw video and 9.25 kw audio power, and G. A. Alger and associates who applied for a station on ch. 10 with 28.5 kw video and 14.25 kw audio power.

A second application for North Bay by J. F. Grainger, publisher of the North Bay Nugget, and Keith Packer, manager of CFCH North Bay, was turned down.

Power Increases Authorized

CKCO-TV Kitchener was recommended for a power increase from 16 kw video to 29.4 kw video, from 8.45 kw audio to 14.6 kw audio, with antenna height raised from 501 feet to 928 feet above average terrain. CHCH-TV Hamilton, ch. 11, was recommended for power increase from 16.9 kw video to 100 kw video and from 10.05 kw audio to 60 kw audio, with antenna increased from 622 feet to 641 feet above average terrain.

Applications for new broadcast stations were deferred or turned down. Two applicants for a station at Swift Current, Sask., 250 watts on 1400 kc, were deferred and an application of F. C. Wilson with the power of 1200 kc at London, Ont., was also left over for further study. Applications for stations at Corner Brook, Nfld., and Weyburn, Sask., were turned down.

CKCH Hull, Que., was recommended for a 2-kw station, while CIVI Victoria, B. C., for a broadcast pickup license.

Application for the low-power TV station at the iron ore mine in the Quebec-Labrador area at Schefferville was deferred for further study, as applicant A. K. Hansen, communications director of the North Shore-Labrador Railway, had asked for 20 hours of CBC kinescope programming. He pointed out that the station, for the families of the 1,200 workers at this isolated mine, would only be able to supply one hour of programming a day without help from CBC kinescope material.

CBC's Chairman A. D. Duntoun pointed out that this would place the financial responsibility on CBC.

CBC board also decided on a new regulation regarding simulated sport broadcasts after hearings from various station owners and associations and the Canadian Assn. of Radio & Television Broadcasters. The new regulation, in brief, requires written assurances of approval of the simulated or reconstructed broadcasts by the sporting group putting on the game, assurances that the broadcast is not developed from other broadcasts and that no reconstructed broadcast may be made at the same time that an actual broadcast of the event is on the air in the area.

Radio Free Europe Marks Fifth Anniversary Today

FIFTH anniversary of the start of Radio Free Europe will be marked today (Monday) with a salute to people behind the Iron Curtain for their resistance to Communism and determination to regain freedom. When the Radio Free Europe operation began in 1950, only one mobile shortwave transmitter, located in West Germany was used, broadcasting a total of 10 hours a week to Czechoslovakia, Poland, Hungary, Romania and Bulgaria.

As the operation enters its sixth year, more than 29 shortwave and medium wave transmitters and relay stations located at three West German sites and in Portugal are on the air.

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PROFESSIONAL SERVICES

Franco Appoints Hubbell
Vice President-Gen. Mgr.

APPOINTMENT of Richard W. Hubbell as vice president and general manager of Carlos Franco Assoc., New York, newly established advertising, research and marketing consulting firm, was announced last week by Carlos Franco, president. Mr. Hubbell, with various stations, sports associations and the CBC Board of Governors, has been active in the TV consulting field since 1944.

Since he entered the field, he has been associated in executive capacities with DuMont Television Network, CBS-TV, Crosley Broadcasting Co. and Easton Publishing Co. (WEEX-AM-FM and WGLV (TV) Easton, Pa.). He also has served in the production-directions departments of WQXR and WOR, both New York, and with "The March of Time." In 1951, he joined the U. S. Department of State as head of tv. During 1952-53, he set up the tv service for Voice of America.

Hoffman Joins Law Firm

MALCOLM A. HOFFMAN, who has headed the trial staff in the government's pending monopoly suit against RCA, resigned Friday as Special Assistant U. S. Attorney in the Dept. of Justice Antitrust Division (New York office), to join the New York law firm of Rosenman, Goldmark, Collin & Kaye, counsel to CBS. In resigning, Mr. Hoffman, who also has been in charge of a suit brought against General Electric Co. (Carboloy Case), said he was leaving with knowledge that current prosecutions, including the one against RCA, would be brought "to successful conclusions."

PROFESSIONAL SERVICE SHORTS


Optical Products Corp., N. Y., has retained Bosh Stock Assoc., same city, for public relations and promotion campaign for new eyeglass frame, "Solitaire." Radio-tv will be used. Jack P. Felton Adv., N. Y., continues as Optical Products agency.

Radio's Reliable Resources (brokerage, financing, management), Phila., has moved to new and enlarged quarters at 1237 Vine St.; telephone: LO 4-4429.

Harnes-Rotman Inc. (public relations), Chicago, has opened Detroit office, 621 Free Press Bldg., with Dick Frederick, Detroit newspaperman and publicist, representing firm there.

PROFESSIONAL SERVICE PEOPLE

Richard Godon appointed vice president, Tele- radi Inc. (radio-television management), Pueblo, Colo.

Audrey Kreitman promoted to editor, St. Louis edition, Wm. Guille; Bob Sander appointed production manager, Kansas City edition.


World TV Survey

TOTAL number of television stations in operation throughout the world is 570, according to a report issued last week by the United Nations Educational, Scientific & Cultural Organization, New York. The figure is based on a UNESCO world survey made in 1953 and brought up to date as of February 1955. The study sets the world total of TV receivers at 42 million in 1955 compared with 24,700,000 in 1953 and reveals that 20 more countries on every continent are planning to introduce television.
**EDUCATION**

N. Y. Controller Asks Funds for Educ. Tv

SUGGESTION that funds be appropriated to study the problem of an educational tv system in New York State was made last Tuesday by State Controller Arthur Levitt when he addressed an all-day regional meeting of the New York State Committee for the White House Conference on Education. Board of regents' recommendation for a state-wide educational television network was rejected by a committee set up by former Gov. Thomas E. Dewey at the conclusion of its study a few years ago.

Mr. Levitt said the matter of educational television was far from dead, and that the time had come to revive the program. "Educational television could be used to spread the best available teaching talents in the public schools to a wider audience of students," Mr. Levitt said, adding that "such an application of television would be particularly useful."

He stressed that in after-school hours educational television would "supplement and complement the school curriculum."

Mr. Levitt also told his audience that "in the field of adult education, the potentialities of educational television are unlimited."

**12,000 Students Reported Taking Credit Courses by Tv**

SURVEY by the committee on television of the American Council on Education discloses that approximately 12,000 students have taken credit courses by tv from a list of 170 regular academic courses offered by 44 different institutions.

The U. of Houston (Tex.) has had credit enrollments for a single course running as high as 700, according to the survey. Examination results at the U. of Houston, as well as at other schools, indicate that tv students do as well as those taking regular classroom instruction.

At the U. of Southern California, Los Angeles, 213 students took examinations for college credit the first time Dr. Frank Baxter gave his Shakespeare on tv course.

Non-credit enrollment (where syllabi or special materials are purchased to follow the course) is at least 1,000 in the survey claims: a course on the religion of man offered by Washington U., St. Louis, and carried by educational KETC (tv) there has 1,067 such viewers, and last year the U. of California sold 1,072 syllabi for its credit course on art appreciation.

A new book, "Credit Courses by Tv," published a fortnight ago by the American Council on Education, presents an analysis of problems and procedures involved in college-level tv instruction and a summary of a conference on credit courses by tv held this spring at the Kellogg Center, East Lansing, Mich.

**Foreign Radio-Tv Specialists To Attend Missouri U. Course**

PROGRAM designed to show American broadcasting methods and policies to 18 foreign radio-tv specialists has been started by the Missouri U. School of Journalism, Columbia, Mo. The project was arranged by the U. of Missouri, State Dept. and governments of foreign nations. Eighteen broadcast leaders, 14 from Central or South America, are on the university campus to hear a series of lectures to be coordinated with internships in American radio and tv stations. They will be in the United States six months. KOMU-tv, university station, and KFRU Columbia are providing laboratory fa-

**Tv Station Starts in Bangkok As First on Asiatic Mainland**

START of operation of the first tv station on the Asiatic mainland, located in Bangkok, Thailand, was announced last week by Meade Brunet, vice president of RCA and managing director of RCA International Div. The station has two studios and incorporates the latest techniques in video and audio, according to Mr. Brunet, who returned recently from Thailand. Licensee of the outlet is the Thai Television Co., a government-sponsored agency. Plans call for the use of tv as a mass-scale education medium. "The same television standards that are presently in use in Western Hemisphere, Japan and the Philippine Islands are bringing to Thailand the finest quality images," Mr. Brunet reported.

Apparatus includes an RCA 11-kw transmitter, complete studio equipment and an RCA mobile tv unit for remote telecasts.

**CHNS’ Redmond Elected**

GERRY REDMOND, manager of CHNS Halifax, N. S., was elected president of the Atlantic Assn. of broadcasters at the annual meeting at St. Andrews-by-the-Sea, N. B., on June 21. He succeeds Fred A. Lynds, CKCW-AM-Tv Moncton, N. B. John Hirtle, manager of CKSB Bridgewater, N. S., was elected vice-president; Art Manning, manager of CKCL Truro, N. S., as secretary, and Geoff String, CJON St. John's, Newfoundland, as treasurer.

**INTERNATIONAL SHORTS**

German radio-tv set dealers report 16% increase in grosses in first 1954 quarter over same period last year with grosses up 31% by March. Record number of 24,500 tv sets shipped in March.

Vienna, Austria, is first city in country with tv with start of test operations of 100 w tv transmitter on air two hours per day.

James Lovick & Co. (adv.), Vancouver, B. C., has moved to new quarters at 1178 West Pender St.

CKCY Sault Ste. Marie, Ont, and CKVR-Tv Barrie, Ont., have joined Canadian Assn. of Radio & Television Broadcasters.

**$3,752,000 Is a Lot of Hammering!**

**THE MARKET**

Pennsylvania Anthracite Region Retail Sales—$888,584,000 Building Supplies—$3,752,000

**THE BUILDERS—**


city with Complete Coverage of 5 Counties Cost—60 Cents per 1000 Families

**MAIL DOWN THIS RICH MARKET!**

1954 Consumer Markets—SRDS See FOR/JOE & CO.

WISL 1 kW—Shakokin, Pa.
WHLW 1 kW—H facilble, Pa.

**How To Attend the Missouri U. Course**

**EDUCATION**
DAY AT THE RACES
A DAY at the races was staged last Wednesday for staff members and performers of WRLA-AM-TV New York as hosts to grocery manufacturers' representatives of New York. About 400 persons attended the all-day outing. The party traveled by boat from Manhattan Island to the New Jersey shore where it embarked by bus to Monmouth Park Track. For those whose broadcasting schedules didn't permit the trip via boat, travel to Monmouth was by helicopter.

LIVESTOCK QUOTATIONS
LIVESTOCK QUOTATIONS direct from the Oklahoma City Livestock Exchange are being broadcast on WKY Oklahoma City by Bill Hare, secretary to the exchange, as a new service to the state's farmers and ranchers. The program is aired daily at 12:30 p.m. Mr. Hare is also vice president of the Oklahoma Agriculture Advisory Council and chairman of the market promotion and public relations committee of the National Livestock Exchange. According to WKY, Oklahoma City is the nation's eighth largest cattle market.

WFBR LUNCHEONS ADMEN IN N. Y.
A SERIES of luncheons to acquaint agency and advertiser people with the sales story of WFBR Baltimore was held at the Stork Club in New York a fortnight ago. A combination slide and easel presentation, based on a Pulse survey of 22 counties where one or more Baltimore stations can be heard, was employed to claim that in terms of ratings, WFBR ranked either first or second in all of the rated time periods. The study, presented by WFBR Vice President and General Manager Robert D. Jones Jr., also compared WFBR ratings with those of other stations and included sketches of the station's music, news, sports, audience participation and women's programs.

BIRDS AND ELEPHANTS
EIGHT PARAKEETS have been delivered to local agencies by WLOW Norfolk, Va., with the attached message, "Any advertising campaign that does not include WLOW in Norfolk is strictly for the birds." Similar promotions are planned throughout the summer, according to Robert Wadson, vice president, who is considering as one possibility a "radio spectacular," an elephant for agencies with the note, "WLOW, the biggest radio buy in town."

2,000 BALLOONS
TO PUBLICIZE the coming of CBS-TV's new program, The 564,000 Question, WSTV-Televille, Ohio, dropped 2,000 balloons from an airplane over five cities in the Wheeling, W. Va.-East Liverpool, Ohio, area. Printed on the balloons were the program's name and time and the station's call and channel. Separate flights were made to each of the cities. The biggest problem, WSTV-TV reports, was blowing the balloons up. It took Bill McClainton, public relations director, and a helper eight hours and a tank of compressed nitrogen.

STICKER CAMPAIGN
PLYMOUTH and its more than 6,000 dealers will use a sticker campaign to promote Plymouth News Caravan on NBC-TV in all its correspondence sent to customers and prospects. The stickers, one and a half inches by one and five eighths, with a photo of John Cameron Swayze, will also be used by the dealers in areas receiving the tv show. Plymouth, through N. W. Ayer & Son, New York, sponsors the show on NBC-TV Monday and Wednesday except every other Monday.

BISHOPVILLE TO ATLANTIC CITY
TO MARK its first anniversary, WAGS Bishopville, S. C., held a celebration featured by a beauty contest to select Miss WAGS. The winner was Martha Diane Cheek, beating out 61 other contestants. She was chosen by the city to represent Bishopville in the Miss South Carolina pageant where she again was adjudged winner. She will compete in the Miss America contest at Atlantic City Sept. 5.

'OPERATION TUBERCULOSIS'
RESPONSE of nearly 1,000 cards, letters and phone calls have been received by KING-TV Seattle for its special, one-hour, live production, "Operation Tuberculosis." The program, conducted from a Seattle hospital, included approximately 35 minutes from a surgery room during an actual operation on a TB patient. The operation was preceded by a short description of tuberculosis in laymen's language. The show, prepared in cooperation with the King County (Wash.) Medical Society, the Washington State and King County depts. of health and the King County Anti-Tuberculosis League, was over two years in the making.

BUILDING AN AUDIENCE
EXTENSIVE year-long promotion campaign to build listenership is being conducted by WBEN-TV Buffalo, N. Y. Included is the use of 11 by 84-in. bus cards, silk screened in five colors, intended to show riders the lineup of tv entertainment available on WBEN-TV. The cards change every month. The station also has bought sign-off time on Buffalo, Niagara Falls and Lockport, N. Y., stations which leave the air in late afternoon and early evening hours, reminding listeners to tune over to WBEN-TV for the balance of the evening. In addition, 20-in. newspaper ads and 20 outdoor wall signs are being utilized by WBEN-TV.

FILM ABOUT INDIANS
FIVE-MINUTE black-and-white tv film to herald the 34th performance of the renowned Inter-Tribal Indian Ceremonial, 11-14 in Gallup, N. Mt., has been prepared by KOB-TV Albuquerque as a public service. The film has been scheduled for showing on 15 western and southwestern tv stations. The film is designed to acquaint people with the event and to contribute to a better understanding of the Indian, showing preservations of the Indian civilization, culture, economy and art. Stations interested in programming the film without charge in late July or early August prior to the ceremonial may write to Duke Kerstein Adv. Agency, 500 Zd St., N. W., Albuquerque, or Ceremonial Assn., Box 1029, Gallup.

IKE VISITS NEW ENGLAND
EXTENSIVE COVERAGE to President Eisen- hower's New England visit was provided by the North Country group of stations, WIKE Newport, WTWN St. Johnsbury and WNIX Springfield, all Vt. During four days, North Country special events crews covered the Vermont State Dairy Festival at Rutland where the President spoke, the President's address to members of the New Hampshire State Legislature at Concord and a concert by the U. S. Army Field Band at Franconia Notch which was followed by a Presidential speech. Interviews, color and a description of Ike's golf game via a battery-operated tape recorder were originated from the Mountain View House Hotel library at Whitefield. Don Thurston of WIKE made a recording of White House press secretary James Haggerty's statement at a special news conference regarding the Russian MIG attack on an American Patrol plane. The recording was aired verbatim shortly after the conference closed while "press men were still banging out copy and stumbling to phones." On the last day the station covered the President's arrival and remarks at Lancaster, N. H. WIKE and WNIX are named after the President and Vice President, respectively.

**programs and promotion**

---

**expert tv lighting**

low cost . . . flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U.S. and Canada.

Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

**JACK A. FROST**

Department 8T

234 Piquette Ave.

Detroit 2, Michigan

July 4, 1955
Station Authorizations, Applications  
(As Compiled by B • T)  
June 23 through June 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.


APPLICATIONS DISMISSED

WHYN-TV Springfield, Mass.—Dismissed application proposing switch from ch. 55 to ch. 36 with station at Northampton, Mass. Dismissed June 29.

New Am Stations . . .

ACTIONS BY FCC

Montgomery, Ala.—John F. Shea, 1270 kc, 1 kw daytime. Post office address 1133 Alford Ave., Birmingham, Ala. Estimated construction cost $13,700, first year operating cost $26,000, revenue $32,000. Mr. Shea is owner. Filed June 21.

Oceanside, Calif.—San Luis Rey Beach, Co. amends application for 1460 kc, 1 kw to 100 kw to 2 kw, daytime and night. Post office address 307 North Hill St., Oceanside. Estimated construction cost $38,321, first year operating cost $40,000, revenue $70,000. Principals include Pres. John N. L. Smithfield, N. C., and Benjamin F. Cary (15%). Granted June 23.

Application Granted

Goldsborough, N. C.—Wayne Bestg. Co. granted 190 kc, 1 kw, vhf visual and uhf, site and transmitter. Granted June 17. ERP 575 kw visual and 575 kw auditory. Filed at Millbury St., Goldsboro. Estimated construction cost $24,500, first year operating cost $57,000, revenue $85,000. Principals include Pres. John L. Hensley (4%), inates Ralph L. Edgerton (8%), farm equipment; Sec.-Treas. Lawrences and Earl Carr (29%), Raymond W. Smithfield, N. C., and Benjamin F. Cary (15%). Granted June 23.

APPLICATIONS

Rupert, Idaho—Inland Bestg. Co. (KWEI Weiser), granted 1450 kc, 1 kw, daytime, site and transmitter. Effective date and location of station not announced. Estimate construction cost $20,000, revenue $25,000. Principals include Pres. Marvin L. Smith, L. (71%); George L. Ring (4%) and Sec.-Treas. Edwin C. Miller (23%). Granted June 23.

APPLICATIONS

Hudson, Miss.—Ralph G. Smith, D. B. McSorley, W. C. McSorley, W. C. McSorley 1295 kc, 1 kw, daytime. Post office address 2300 W. Second St., Greenville, Miss. Estimated construction cost $23,500, first year operating cost $55,000, revenue $100,000. Mr. Hirsch is manager KFVS Cape Girardeau and principle stockholder K2JIM Sikeston, Mo. Filed June 21.

Amite, La.—Louis Albert and Mack Smith d/b/a Al and Mack Smith, 1550 kc, 1 kw, daytime. Post office address P. O. Box 971, Hazlehurst, Miss. Estimated construction cost $18,725, first year operating cost $24,000, revenue $38,000. Messrs. Smith and Smith are 100% interest in WAFL McComb, and WMDC Hazlehurst, both Miss. Filed June 21.

APPLICATIONS

Kalamazoo, Mich.—Joseph P. Butler and Ralph E. Kmieciak, 1570 kc, 1 kw, daytime. Post office address 274 Axcell St., Kalamazoo. Estimated construction cost $27,800, first year operating cost $33,000, revenue $60,000. Mr. Butler (85%) is office equipment salesman. Mr. Patterson (15%) is sales engineer Gates Radio Co. Filed June 22.

APPLICATIONS

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. 7-4242

Page 82  •  July 4, 1955
APPLICATION DISMISISSED

RENO, Nev.- Nevada Radio-Television Inc. FCC dismissed application for station on 540 kc, 5 day, pursuant to sec. 1.368 of rules (multiple applications). Dismissed June 2.

Existing FM Stations... 

APPLICATIONS BY FCC

KGLN Glendevwood Springs, Colo.—Granted change from 1360 kc 250 w unlimited to 880 kc 1 kw daytime. Granted June 25.

WTOB Cambridge, Md.—Granted change from 1450 kc to 1400 kc 500 kw daytime, to change antenna height to 420 ft. Granted June 23.

WJJK Detroit, Mich.—Granted mod. of cp increase from 10 kw day to 1 kw day and 5 kw night, to 1 kw day and 1 kw night, with directional antenna. Granted June 23.

WMPR Ft. Lauderdale, Florida—Granted change from 1910 kc 250 w daytime to 1970 kc 500 w daytime. Granted June 22.

WBBR Nashville, Tenn.—Granted increase in power from 1 kw daytime to 5 kw daytime on 950 kc. Granted June 22.

WIZE Metuchen, N.J.—Granted change from 1360 kc 250 w unlimited to 1460 kc 5 kw daytime. Granted June 22.

KULE Ephrata, Wash.—Granted increase in power on daytime antenna only on 270 kc. Granted June 22.

WERZ Mercer, Wis.— Granted increase in power from 300 w to 1 kw, operating daytime only on 1290 kc. Granted June 23.

CALL LETTERS ASSIGNED

KPOP Los Angeles, Calif.—Standard 9stg., Co., 1926 kc 5 kw, limited time with KDKA Pittsburgh, Channel (K), 1926.


WCPC Houston, Miss.—WCPC Bcstg., Co., 1320 kc 1 kw, daytime. Granted June 26.


APPLICATION DISMISISSED

WARBLE Creek, Mich.—Dismissed at attorney's request application to change from 1400 kc to 1450 kc, 500 kw, to change directional antenna to specify 1720 kc and makes change in license. Filed June 22.

Elkhart, Ind.—Clarence C. Moore amendment for station on 1460 kc 250 w unlimited to specify 1010 kc 250 w daytime only. Granted June 25.

New FM Station...

APPLICATION


Existing FM Stations... 

APPLICATIONS BY FCC


STATION DELETED

WJPB (FM) Joppom, Mich.—Application cancelled and dismissed time for lack of prosecution. Deleted June 23.

CALL LETTERS ASSIGNED

WHPS (FM) South Bend, Ind.—Commercial Bcstg., 98.3 mc 1 kw. Granted June 22.


WLYF (FM) Clinton, Texas.—Gran, granted change of ERP to 10 kw, Granted June 26.


APPLICATIONS

KQXR (FM) Bakersfield, Calif.—Seeks change from 1550 kc to 1450 kc 500 kw ERP to 14.5 kw, antenna height to 140 ft. Granted June 24.

WFMJ-FM Deasboro, Ky.—Seeks change of ERP to 7.8 kw and antenna height above average terrain to 192 ft. from present 7 kw and 231 ft. Granted June 22.
Network Outlet
Midwestern Regional
$125,000.00

Growing in excess of $12,000.00 monthly. Showing small profit. Income and profit can be materially improved. Excellent market. $5,000.00 down. Balance out over period of years.

Appraisals • Negotiations • Financing
BLACKBURN - HAMPTON COMPANY
radio-TV-newspaper brokers

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.

CHICAGO
Bay S. Hamilton

WICHITA

SACRAMENTO

111 Butler St.

DALLAS

RENO

131 N. Broad St.

Fresno 2

BLACKBURN - HAMPTON COMPANY
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WASHINGTON, D. C.
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Washington Bldg.

CHICAGO
Bay S. Hamilton

WICHITA

SACRAMENTO

111 Butler St.

DALLAS

RENO

131 N. Broad St.

For the Record

July 2, 1955
classified advertisements

Payable in advance. Checks and money orders only.
Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$3.00 minimum.
All other classifications 30¢ per word—$4.00 minimum • Display ads 15¢ per inch.
No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 1785 DeSales St. N.W., Washington 6, D.C.

Announcements

Major market—top independent will hire Mizdrew disc jockey for busy station. Send tape and letter to Program Director. Box 896A, B.T.

Wanted: Hard working, level-headed staff announcer for top radio organization in Midhug. Excellent opportunity, employee benefits, ideal working conditions. Send complete information, resume and salary expected. Do not send tapes. Personal interview will be required before position is filled. Write Box 897A, B.T.

IN GREEN BAY...

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 selection service. No cost! TiTi MONEY! Our graduates are well qualified and professionally trained in our studios using standard commercial 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 assures you of prompt, personal attention. Write or call COLLECT, John Birrel, Placement Di-rector...

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N. W. 21st Ave., Portland 9, Oregon
with schools in
BOLLYWOOD • CHICAGO • WASHINGTON, D.C. • PORTLAND

radio

help wanted

managerial

salesman—hot rock who can sell. Wonderful opportunity. Small southern market. Box 886A, B.T.

Commercial manager's position available September 1st. Take complete charge of all local sales on a five midwest major network affiliated station. Need a man of leadership that has the capacity of creation as well as follow through with sales staff. Prefer a mature man with strong background in advertising.

Manager—salesman needed in small market. Must be able to sell and manage successfully. Percentage to be negotiated. Box 896A, B.T.

Station manager—must have fine personal sales record and top references. New 1000 watt station. Billings, Montana. Will pay good salary plus share of profits. Write: KSPO, Spokane, Washington.

salesmen

Wanted: Man or woman salesman, $50 a week, plus 20% commission. Box 894A, B.T.

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 897A, B.T.

Immediate opening for experienced radio salesman in west-coast Palm Beach Independent service. Excellent opportunity. Box 896A, B.T.

WANTED: Broadcaster—50's, 60's. A minimum of 10 years major market experience. Box 896A, B.T.

radio

help wanted

Staff announcer—small but good independent in southern state. Living condition pleasant. Pay good. Send resume, tape and photo. Box 895A, B.T.

Declay. Personally with ability to attract audience in large market, by skilful selection of pop music. Give complete background, salary expected, when available, and enclosed snapshot. Confidential. Box 896A, B.T.

Newman. Experienced in all phases—including sales and production. Local reporting on TV and radio. Advise previous experience, references, salary expected, and attached snapshot. All replies confidential. Box 897A, B.T.

Announcer—a disc jockey who knows how to handle his turn. Sense of humor program: could be a single with good comedy routine or a couple of minutes in which he can advance his opportunity. Please send tape, photograph, background and salary requirements. Box 898A, B.T.

Announcer with first class ticket and familiar with opera and opera stations. Please send tape, photograph, background and salary requirements. Box 899A, B.T.

South Carolina radio station needs clean cut announcer-engineer. Must be able to maintain equipment and operate studio. Salary $80 to $90, depending on experience and ability. Send resume, tape and information. Complete information. Box 900A, B.T.

Don't need "network quality," drunk, personality problems, or poor credit risks. Do need stable, experienced man with third ticket. You'll like our indie operation in midwest town of 25,000. Start $75. Box 113C, B.T.

Do we have your tape? No immediate opening. But always interested in top DJ personalities. KOWH Omaha. WHA Kansas City. WTKK New Orleans. Tapes promptly returned. Send all tapes to: Todd Storz, President, Mid-Continent Broadcasting Company, Omaha 2, Nebraska.

Daytime 500 watt has immediate opening for DJ announcer-engineer. Excellent opportunity. Good pay and working conditions. KWSW Seattle, Box 901A, B.T.

Fine music station needs announcer with first class engineering ticket. Contact WCRB, Waltham, Massachusetts, 5-7080.


Pep DJ-cop copywriter now. Hillbilly DJ-copwriter August. Light experience considered. Apply only in person. WXMT Kings Mountain, N. C. Jones Braggs.

technical

Chief engineer-announcer, for progressive independent in deep south. Send resume, tape and photo. Box 902A, B.T.

Chief engineer who can handle traffic and write copy for small station. Experience a must. Please send letter to right party. Must use typewriter. Male or female. Box 100C, B.T.

Programming-Production, Others

Want to learn new? Young, single announcer with good voice can deliver and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Send full with brief tape if possible. Box 113B, B.T.


radio

situations wanted

managerial

Desire managerial position, 5 years radio experience, 2½ years successful commercial manager. Young, married, intelligent. Excellent references. Box 896B, B.T.

Manager—young and experienced and capable. Engineering and station management. Family man. Box 901A, B.T.

Manager—radio veteran. Take charge station or sales management. Capable, efficient. References Box 107A, B.T.

Commercial manager desires position, 15 years experience. Excellent sales background. In sound proposition. Phone Hagerstown, Md., 746, or write 424 North Locust St., Hagerstown.

salesmen

Thorough, mature salesman, management experi-ence, wants commission job where work pays off. Medium northern market. Box 896A, B.T.

Sales manager for high caliber, low turnover operation, medium market. Eleven years sales and programming experience available as valuable manager's assistant. Box 904A, B.T.

Announcer—negro. DJ, commercial news; experience light, ambitious. Tape available. Box 905A, B.T.

Deep, mellow voice, 3 years staff announcing experience. $75 week minimum. Box 906A, B.T.

Top-flight experienced announcer seeks change. Present with major market. High college grad, NBC trained. Know all phases. Want full-time position and station that offers fine future. Box 897A, B.T.

Experienced announcer, age 27, desires permanent position. Veteran of 5 years radio. Experienced news writer and sportscaster. Successful DJ. Desire southern position. Will travel elsewhere if offer is right. Box 907A, B.T.

Announcer. Experienced, dependable and sober. Most preferred. First class license. Box 908A, B.T.

College grad. — draft exempt — metropolitan experience, combo man—any location — strong music and news. Box 909A, B.T.

Top disc-comedian .... 34, radio 12 years—tv 3 years both in major market. Excellent ad- lib—professional know-how—intelligent, zany type. Excellent sales. Box 910A, B.T.


Top-flight commercial announcer, newscaster, family, interested relocating permanent position radio. Box 912A, B.T.


Former name band vocalist, working DJ (small station) large eastern city, well liked. Desires position: Vocalist, MC, DJ — radio and TV — with large station, comparable market. Experienced in all phases show-business, tape, record, brochure requests. Box 914A, B.T.


Pianist wants to learn announcing. Prefers work New York or bordering states. Reply Box 915B, B.T.

Broadcasting school graduate, good staff poten-tial. Knowledge of news, music, sports. Person-able, sincere. Box 916A, B.T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 916B, B.T.

Announcer, 9 years — 1 year television, Staff, audience experience. Married, veteran. Box 917A, B.T.

Staff announcer. Married, versus all phases. Recent broadcasting school graduate. Will travel. Tape, resume on request. Box 917B, B.T.

Top-notch, experienced staff man. Commercials that sell. Exceptional DJ shows. Box 105C, B.T.
ATTENTION!  
SALESMEN and Small Station Commercial Managers

Station established over 15 years in one of the leading markets in the Great Lakes region is expanding staff. Rare opportunity in sales position open now, with best prospects for advancement to executive position near future—plenty of room at the top. If you are a worker and like to sell, send full details first letter.

Box 951A, B&T

FOR SALE

Equipment

TOWERS RADIO TELEVISION
Antennas-Cable Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd., Portland 11, Oregon

WANTED TO BUY

Stations

LOSING OPERATION WANTED AM or TV

Experienced broadcaster wants AM or TV operation that is in the RED. This well known broadcaster has successful record that he will apply to produce a profitable operation. For details write:

Box 117C, B&T

WANTED—PROGR & RECORDING LATHE

Langvin Type 119-A Progar & RCA Type 2060 A.

Full details please to:

R. L. Roberts, KJBS Broadcasters
1470 Pine St., San Francisco 9, Calif.

FOR THE RECORD

extension of time to July 10, in which to file exceptions to initial decision re renewal of license. Ealingopolis, Ind.—Grant joint petition of applicants for ch. 19 for extension of time to July 10, in which to file exceptions to initial decision.

Columbia Amendment Co., Publishers & Newspapers Inc., Paducah, Ky.—Grant joint petition for extension of time to and including June 24 within which to file reply briefs to exceptions to initial decision in re ch. 6.

BY Examiner James D. Cunningham

WHDH Inc., et al., Boston, Mass.—Grant joint motion of applicants for ch. 17 for extension of time to and including June 24 within which to file exceptions to initial decision.

BY Examiner J. D. Bond

Issued fifth pre-trial order in re applications of the Toledo Blade Co., et al., applicants for ch. 9 in Toledo, Ohio, staying the fourth pre-trial order of March 25 so as to provide dates for examining witnesses for the several applicants. (Action of 6/26.)

KNAC-AM Fort Smith, Ark.—Issued order granting extension of time for hearing in re extension from June 21 to June 26. (Action of 6/27.)

By Examiner Herbert Furness

Broadcast Bureau—Granted request to postpone D s argument conference scheduled for June 27 to July 1, in re applications of WAGG, Ft. Oglethorpe, Ga., and E. W. Mckinney-Smith, Paducah, Ky. (Action of 6/27.)

KOAT Albuquerque, N. M.—Granted request for change of time for examining exhibits in proceeding re (Action of 6/27.)

June 23 Applications

ACCEPTED FOR FILING

License Renewal


APPLICATIONS RETURNED

Remote Control

Henderson Beeg. Co., Kenston Henderson, Ky.—(Re: VHF 屚 studio move.)

APPLICATIONS RETURNED


June 27 Applications

ACCEPTED FOR FILING

Modification of CP

KSD-AM San Francisco, Calif.—Mod. of cp (as mod., which authorized a new TV station) to extend completion date to 7-1-55.

KCBS-TV Cedar Rapids, Iowa.—Mod. of cp (as mod., which authorized a new TV station) to extend completion date to 7-1-55.

WTVK-AM & TV City, Mich.—Mod. of cp (as mod., which authorized a new TV station) to extend completion date to 7-1-55.

WJHL-AM Johnson City, Tenn.—Mod. of cp (as mod., which authorized a new TV station) to extend completion date to 7-1-55.

KPKW-FM Yakima, Wash.—Mod. of cp (as mod., which authorized a new TV station) to extend completion date to 7-1-55.

APPLICATIONS RETURNED

KFYJ Grand Junction, Colo.—CP to increase daytime power from 1 kw to 5 kw. (Notary seal required.)

WORX-FM Madison, Ind.—Renewal of license.

Improperly dated.

License for CP

KRMJ-AM Fresno, Calif.—License to cover cp (as mod., which authorized a new TV station) to change call Sign. to 521-5 Stansfiaas & Van Ness, Fresno.

Modification of CP

WPHN-AM Traverse City, Mich.—Mod. of cp (as mod., which authorized a new TV station) to extend completion date to 1-15-56.

WARD-AM Johnstown, Pa.—Mod. of cp (as mod., which authorized a new TV station) to extend completion date to 1-15-56.

License Renewal

WJDB-FM Hammond, Ind.—Renewal of license.

Remote Control

WCOU-FM Lewistown, Mont.—Operation by remote control from Webber Ave., Lewiston, Mont.

WIMS-FM Michigan City, Ind.—Renewal of license.

WAPD-FM Paducah, Ky.—Renewal of license.

Remote Control

WHAI-FM Greenfield, Mass.—Operation by remote control from 498 St. (Studies of Broadcasting ▼Telecasting

Page 88 • July 4, 1955
June 28 Decisions

**.ACTIONS ON MOTIONS**

- **KOB Albuquerque, N. Mex.**—Granted petition for extension of time to July 5 within which to file objections or change of a license granted under Fifth Motion as mod. (WHAI), Greenfield, Mass.
- **WLOA**—Granted license to operations of station.
- **KPLA**—Granted license to operations of station.
- **WTVN**—Modified license of the station.
- **WRK-TV Williamsport, Penna.**—Granted license to operations of station.
- **WATE**—Granted license to operations of station.
- **KTVW (TV)**—Modified license of the station.

**Modification of CP**

- **KTVY (TV)**—Modified license of the station.

**June 29 Decisions**

**BROADCAST ACTIONS**

- **By the Broadcast Bureau**
  - Actions of June 29

- **KPLA (FM) Los Angeles, Calif.**—Licensed to operations of station.
- **WPOS (FM) South Norwalk, Conn.**—School Board City of South Norwalk granted license for non-commercial educational fm station.

**Modification of CP**

- The following applications for extensions of completion dates as shown: WAGL-FM Hazleton, Pa., to 1-15-55; WESD (FM) San Francisco, Calif., to 1-23-56; WABD-TV Cedar Rapids, Iowa, to 1-5-56; WENY-FM Catskill, N. Y., to 1-15-56; KCRC-TV Cedar Rapids, Iowa, to 1-5-56; WENY-FM Catskill, N. Y., to 1-15-56; KSAN-TV San Francisco, Calif., to 1-23-56.

**Remote Control**

- Licensing extensions of completion dates as shown: WARD-TV Johnstown, Pa., to 1-15-56; WROK Bradenton, Fla., to 1-18-56; KROY Sacramento, Calif., to 1-21-55, condition.

**Broadcasting • Teletasking**

**June 29 Applications**


**Remote Control**

- **WNO**—Henderson, Ky.
- **WRL**—Richmond, Va.
- **WON-FM**—Henderson, Ky.—Operation by remote control.
- **WCOU**—Leawood, Kan.—Change of point of operation by remote control from Webber Ave., Leawood, Kans., to 22324 Lisbon St. Leawood.
- **WHEL**—Landover, Md.—Change of point of operation by remote control from Reservoir Rd., Landover, Md., to 529 S. Fourteenth St., Richland, Wash.

**June 29 Decisions**

**BROADCAST ACTIONS**

- The following stations were granted renewal of license: WBRK-WF, Ft. Worth, Tex.; WIRK New Berlin, Wis.; WKG-WL, Bowling Green, Ky.; WRPO-WV, Wheeling, W. Va.; WYNN-AM Cleveland, Ohio; WNBH-KF, Miami, Fla.; WTVN-Columbus, Ohio; WBCD-WF, Charleston, W. Va.; WNNR-WF, Harrisburg, Pa.

**UPCOMING**

**JULY**

- July 11: Start, Institute of Television Live & Filmed TV, U. of Miami, Coral Gables, Fla.
- July 28: WSB-TV Clinic, Ogden, Utah.
- August 3: WSB-TV Clinic, Ogden, Utah.
- August 12: WSB-TV Clinic, Ogden, Utah.
- August 19: WSB-TV Clinic, Ogden, Utah.
- August 26: WSB-TV Clinic, Ogden, Utah.

**SEPTEMBER**

- September 7: WAB Clinic, Los Angeles, Calif.
- September 7: WAB Clinic, St. Louis, Mo.
- September 8: WAB Clinic, Ogden, Utah.
- September 11: Seventh Dist. AFA Convention, Big Bear Lake, Calif.
- September 19: WAB Clinic, El Paso, Tex.
The INTRODUCTION to cursor of against the non- newspaper against the newspaper applicant. He might itself has so covered of Appeals broadcast networks have decided to try to positive thinking. casters okay. This period nearly has known public has known and the Carnegie's and the novelist and short story writer, of practical identical Discerning of real expansion. It is getting the X treatment. In the Victorian novels, or the post-Victorian novels of Miss DuMaurier, a familiar character was the sister we don't talk about, who lives in the north tower and has her meals on a tray. Sometimes she turned out to be perfectly nice or even a Joan Fontaine type, but for many, many pegat she is stashed away in the upstairs looney-bin and not allowed to see strangers . . .

Thus radio.

The parallel is not exact, but it is usefully close, for it almost always turns out that the incarcerated incompetent in the attic is really a rich heirloom as well as a pretty one. Give her a facial and perhaps an hour with the dentist and carte blanche at Hattie Carnegie's and the kid is ripe for Rubirosa . . .

Radio has been released from the north tower by the broadcasting companies. Either in earnest, or to provide light summer reading, they have been doing a lot of talking about how good radio is and announcing splendid plans for it. It just goes to show that the broadcasting companies catch on quick to something the public has known all along: radio is okay.

It is gratifying to recognize that now everybody thinks radio is okay—including the people who run it. But merely thinking it is okay will not make it so. What is needed on the part of broadcasters—the networks in particular—is positive action based on positive thinking. Good or bad, the new patterns in network radio suggest that the networks have decided to try to get radio out of the attic. At least they are talking now about the sister they didn't use to mention. When they renew their acquaintance with her, they'll find she's quite a dish.

Anti-Discrimination

INTRODUCTION of practically identical bills in House and Senate to thwart “discrimination” against newspaper applicants for broadcast stations should come as no great surprise to the FCC. The Commission, abetted by recent decisions of the Circuit Court of Appeals in Washington, has been agitating, perhaps unwittingly, this precise action by Congress.

As it has to do was to look at the record. Obviously this was brought to the attention of the authors of the bills by distraught newspaper applicants in recent television cases. These covered not only final decisions by the FCC, but also those named “initial” decisions by hearing examiners. It is natural for the examiners to seek to have the FCC sustain their conclusions, so they contrive to reach conclusions which follow the line the FCC itself has drawn in recent decisions.

Rep. John V. Beamer (R-Ind.), who authorized one of the two House bills, cited 10 cases which he said indicate the FCC favors the non-newspaper against the newspaper applicant. He might have added that there are as many cases which favor the newcomer against the old-line broadcaster.

These acts have been committed in the name of “diversification of mass media”. What isn't decided on this precept, gets the coup de grace under the “public interest, convenience and necessity” clause, which has defied interpretation since the Radio Act (precursor of the Communications Act) became law in 1927.

The preponderant FCC notion (there are exceptions) appears to be that he who has does not get. Most of the multiple owners long ago abandoned the notion that they could procure new facilities on original grant out of comparative hearings. So they have gone into the open market to buy or trade.

Nearly a decade ago, Congress sought to write a specific anti-discrimination provision into the law. But the FCC, as then constituted, insisted no legislation was necessary; that there was no discrimination. Then, three years ago, Congress again proposed such an amendment (in writing), but this was tabled after the then FCC once again gave assurances that there was no discrimination and that there would be none.

So now, the very same “anti-discrimination” amendment has been reintroduced in both Senate and House.

Last year we said on this page that unless the FCC brings some semblance of consistency into its decisions, “we predict that Congress won't be so easily dissuaded from acting upon the anti-discrimination amendment.” That point has been reached.

Hal Fellows—Well Met

THE NARTB joint board of directors acted wisely in extending the contract of Harold E. Fellows as the association's chief executive officer for five years, with provisions that assure his availability and counsel at least four years thereafter.

In the four years that Mr. Fellows has presided over NARTB, the association has shown its greatest progress. It is now at its all-time peak as an effective trade association, devoid of the kind of internecine discord that in past years threatened destruction of the organization and aroused serious talk of rump and splinter movements.

Mr. Fellows infused in NARTB the know-how of a practical broadcaster with nearly two decades in station and agency operations. He built confidence in NARTB through personal appearances throughout the country, perhaps with too little regard for his own health and well-being. The NARTB has met every challenge, legislative, regulatory, political, or crack-pot, in the four years that Mr. Fellows has held the helm, first as president and during the last year as president-board chairman.

Trade associations usually are regarded as stopping-off places—as stepping stones to more remunerative and less onerous pursuits. Young men, particularly, regard such activity as internships, like government. Mr. Fellows, at 56, has elected to make the NARTB his career. The joint board, exemplifying excellent judgment, agreed with him. In 1960, Mr. Fellows can become consultant to NARTB for four years, and enjoy retirement thereafter, under a plan embodied in his new contract.

The need now is to assure continuity of top management in the association's affairs. Junior executives having the qualifications should be induced to regard NARTB as their careers. There should be adequate depth to assure that every top position is backstopped—including that of president. A second-in-command should be selected to relieve Mr. Fellows of non-policy administration, and to take on some of the barnstorming load. We understand this quest is on.
aren't week ends wonderful?

Along with the week end comes WWJ's perfect package—"Music Over the Week End" and "Monitor."

Combining the proved sales strength of WWJ's well established "Music Over the Week End" with NBC's exciting new "Monitor," you can reach an audience of men and women whose minds are on the things they want for themselves—from frosted drinks to furniture.

Sales-minded advertisers are now using over 100 announcements every Saturday and Sunday on WWJ when three of the station's top disc-jockeys—Bob Maxwell, Ross Mulholland, and Shelby Newhouse—sell to week-ending Detroiters and suburbanites while they're relaxed and ready to listen.

Check up on special saturation discounts and plan to sell to Detroit during these wonderful week ends.

"MUSIC OVER THE WEEK END"
Saturday and Sunday
12:15-2:00 P.M.
5:00-6:30 P.M.

"MONITOR"—all other times, with local news every hour.

WWJ AM 990 KILOCYCLES 5000 WATTS
FM—CHANNEL 246 97.1 MEGACYCLES
Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • Owned and Operated by THE DETROIT NEWS • National Representatives: THE GEORGE P. HOLLINGBERY CO.
KMBC-TV is proud to announce its new television affiliation (effective September 28) with America's most dynamic and fastest-growing television network, the American Broadcasting Company. With this swing, KMBC-TV makes a significant, forward-looking change. Television is the medium of today and the future, and we are planning, building and doing things for the future—along with ABC-TV.

Maybe Davy Crockett did it, single-handed. When there is a nationwide Davy Crockett craze—stemming from one wonderful program on one network, it's reason to stop and think about that network.

Walt Disney and his fabulous Disneyland show have meant a great deal to ABC-TV, and to television generally. With the upcoming Walt Disney Mickey Mouse Club, a full-hour of excitement every weekday, we can all look forward to more TV miracles.

Surprised? We're not, for Walt Disney is a product of Kansas City and its schools. Naturally we're proud of Mr. Disney—and loyal, too!

And we Kansas Citians like fights. As you know, the famous Wednesday Night Fights are now on ABC-TV.

A room of peace and contemplation is much more: Wyatt Earp, the first adult western on television. Warner Brothers Presents a full-hour each week of newly produced television, each program built around their highly successful motion picture properties, such as "Casablanca," "Cheyenne" and "King's Row."

With our 1079-foot KMBC-TV tower (tallest in this area) and 315,000 watts of power on Channel 9, we know that families on the perimeter of the Kansas City market (as well as our closer neighbors) will be seeing the fine new programs, and many of their old favorites, on ABC-TV. Network programming available on a dependable service basis only from the KMBC-TV tall-tower transmitter.

Then, there's the matter of time for more local programming. KMBC-TV leads in every local category: highest-rated locally produced women's show... highest-rated locally produced weekday kid shows... highest-rated locally produced news-weather-sports shows... highest-rated late movie. To these we want to add other fine local features for which plans have long been in the making.

So it's off with the old and on with the new, at KMBC-TV—as The Swing to ABC continues and our station identification in late September will proudly announce to viewers: "This is Channel 9, Kansas City, affiliated with the American Broadcasting Company."

KMBC-TV
Kansas City's Most Powerful TV Station