Farmers up to their ears at harvest-time always keep an ear open to their radio as usual.

They're interested in their own local weather conditions... their own local crop-selling conditions... in short, local news that affects them locally.

Harvest-time for farmers reaps a good harvest for you, too.

For Spot Radio turns Radio-Active farmers into active customers for advertisers.
MAN BITES DOG

WNAO-TV in mixed market outshines its "V" competition in audience share of top programs

Why ?? ??

- WNAO-TV delivered the lion's share of the market audience (from market survey ordered and paid for by the VHF competitor.)*

- WNAO-TV commanded top audience rating for 9 out of 15 most popular weekly programs in the market.

- In the rich 1,000,000 population Raleigh-Durham market "television is television regardless of UHF or VHF".

A "U" WITH AN IMPRESSIVE PROGRAM ARRAY:

- WNAO-TV is proud of its

- CBS television programs lead in Raleigh-Durham audience preference.

- WNAO-TV currently telecasts (summer 1955) weekly 41 hours of CBS programs and delivers the top share of the audience against all local and outside channels.

IN RALEIGH-DURHAM WNAO-TV IS THE BEST CIRCULATION BUY FOR SPONSORS WHO WANT AUDIENCES NOT ENGINEERING CONTOURS. BY ANY SLIDE RULE, AUDIENCE RATING OR COST PER THOUSAND, WNAO-TV GIVES YOU A MAN SIZE BITE OF THE RALEIGH-DURHAM MARKET.

* Latest Hooperating

Avery-Knodel, Inc., Exclusive National Representatives

John H. Bone
General Manager
Covering More
...of rich, industrial, outstate Michigan
than any other TV station!

Delivering America's greatest trademarks in America's 36th Market....

WJIM-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, Inc., 1920 DeSales St., N.W., Washington 6, D.C. Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.
AMERICA'S 10th TV MARKET

WGAL-TV
LANCASTER, PENNA.

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have $5½ billion to spend each year—America's 10th TV Market.

Representatives:
MEEKER TV, INC.

STEWART STATION
Clair McCollough, Pres.

NBC and CBS

New York
Los Angeles
Chicago
San Francisco
HEAVY rains and flash floods attributed to hurricane Diane soaked sections of Eastern seaboard last Thursday and inundated many areas in Pennsylvania, New Jersey, New York and New England. All radio and television networks covered storm on their regular news shows and aired bulletins on its progress.

Ten inches of rain were dumped over central Massachusetts. WTAG Worcester kept the area informed. Phone hookups were operated all over central New England. WTAG-FM went on air five hours early.

KYW Philadelphia was on air at 8:30 Friday morning to announce what it termed exclusive report that 450 marooned Scouts had been evacuated by boats, amphibious vehicles and helicopters. Hour later wire stories still reported Scouts marooned. Area kept informed of overflowed streams and closed roads, and water contamination rumor was spiked.

WIP Philadelphia kept parents informed of situation at upstate camps. Reports were broadcast from Scranton and Wilkes-Barre areas. Regular programming was cut to minimum for brief circuit reports.

NBC-TV sent cameraman Tom Priestley to Port Jervis, N. Y., where he shot aerial films of that city, western Massachusetts and Connecticut. Santino Scizzo covered same area for network on ground. Dave Wegman was sent from Washington to Pocono mountains where two trains were stranded.

In Boston, Bill Cooke toured city with three cameramen shooting film there and in eastern Massachusetts. Network reported that WKNY-TV Kingston, N. Y., WLEV-TV Binghamton, and WPTZ (TV) Philadelphia, covered network in their respective areas.

On NBC Radio, coverage began with network's morning newscast World News Roundup when telephone interview with wife of mayor of Port Jervis was broadcast. Other storm news was heard on regularly scheduled broadcasts and was highlighted with reports from local NBC affiliates in storm areas. Network spokesman reported that Gabe Pressman, roving reporter, was stranded in four feet of water en route to Port Jervis by car and completed trip by rowboat.

WCAU-AM-TV Philadelphia kept full crew on job. Photos and detail maps along with alternate routes into city shown on morning TV newscasts.

WOR New York newscasters Jim Yoell and Dick Vigil did a survey of storm areas by phone early Friday morning for broadcast on early morning news shows. Information centered mostly on points of interest such as blocked roads, bus and train schedules, and flood damage.

**CBS Radio Fall Changes**

SERIES of fall programming changes for CBS Radio announced Friday, including news that Jack Benny, who has been heard on radio for 23 years, will not be carried on radio next season but will concentrate on television on CBS-TV. In other moves, CBS Radio will place show starring Edgar Bergen in Sunday 7:05-8 p.m. slot starting Oct. 2; has canceled Amos 'n Andy (Sun., 7:30-8 p.m.) but continues Amos 'n Andy Music Hall (Mon.-Fri., 9:30-9:55 p.m.). Bergen show may be sold on CBS Radio's new "segmentation" plan (see story page 78).

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**WBZ NEEDS DIESEL**

WBZ-AM-TV Boston put off air by power failure at 10:26 Friday morning but returned in three minutes with diesel power. Twenty-seven tv cameramen covered Southern Massachusetts to report flood damage, with Dick Hand, WBZ-TV correspondent, chartering plane to get air shots of Western Massachusetts flood damage. Stations reported washed out and landslide spots as well as train wreck. At 6:30 Friday morning Munson state police barracks and WBZ radio newsroom to broadcast appeal for Hampton residents to rescue man stranded in car. Appeal was heard and boat removed victim. Area was entirely isolated except for tv and telephones. Just year ago WBZ-TV tower toppled on station building in hurricane Carol.

---

**BUSINESS BRIEFLY**

**BAKERY SIGNS** Gordon Baking Co., Detroit, signs to sponsor Kukla, Fran & Ollie, on WBKB (TV) Chicago, WABC-TV New York, WXYZ-TV Detroit and WSJV-TV Elkhart, all ABC-TV stations, Mon.-Fri., 7-7:15 p.m. Agency: D'Arcy Adv., N. Y.

**BEER FILMS** Mel Gold Productions, N. Y., has completed two one-minute film commercials for Roger & Porter Adv., Rochester, on behalf of its client, Gennesee Brewing Co., Rochester.

**AMANA PROJECT** Ruby TV-Film Productions, N. Y., has signed with Maury Lee & Marshall Adv., N. Y., to produce 30 tv film commercials for Amana Products, Amana, Iowa, alternate sponsors of upcoming Phil Silvers Show on CBS-TV.


**NECCO EXPANDING** Necco Sales Corp., Long Island City (candy products), N. Y., will start spot tv campaign in 40 eastern and midwestern markets in mid-September and running until end of year in metro to expand distribution gradually to Midwest. Business placed through C. J. LaRoche & Co., N. Y.

**SPOTS FOR NYTOL** Block Drug Co., Jersey City, has instructed its agency, Harry B. Cohen Adv., N. Y., to line up availabilities for tv spot campaign on behalf of its Nytol sleeping powder. Campaign to start early October in undisclosed number of markets.

**PHILLIPS ON 115** Phillips Petroleum Co., Bartlesville, Okla., planning spot radio campaign in 115 midwest markets during September to push its motor oil. Agency is Lambert & Feasly, N. Y.

**CAMELS STORIES** R. J. Reynolds Tobacco Co. (Camels) sponsorship of Crusader, dramatic series, will start on CBS-TV Oct. 7 (Fri., 9-9:30 p.m. EDT). Agency: William Esty Co.

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**Delinquency Report Coming**

SENATE Juvenile Delinquency Subcommittee's long-awaited special report on tv programming as possible factor in juvenile delinquency will be released Friday. Report will make half-dozen major recommendations, it was understood, two of which are for legislation and one for further research by "public and private foundations" to determine effects of tv programming on childhood behavior.

---

**Union Takes Anti-Toll Stand**

BLAST at pay tv eaded 53rd annual convention of California State Assn. of L at San Diego Friday. Resolution said toll tv would impose economic burden on those least able to afford it, with average family paying estimated $1,156 yearly for shows now free.

---

Court Dismisses Action Against Newhouse Interests

MILLION DOLLAR antitrust suit brought by WNDR Syracuse against Newhouse newspapers and radio stations in Syracuse (Post-Standard and Herald Journal-WSYR-AM-FM-TV) dismissed by Federal Judge Stephen W. Brennan Friday.

WNDR brought suit to collect treble damages charging Newhouse newspapers and stations with unlawful restraint through "package deals in advertising" and alleged false rumors about WNDR's financial stability.

In granting summary judgments for dismissal, Judge Brennan said he did not believe "that an antitrust action is the vehicle in which the plaintiff may obtain relief because of unfavorable news items or failure to publish items which the plaintiff feels are newsworthy."

The judge also said he felt that WNDR was not in direct competition with the two newspapers.

Kudner Appoints Hatch

APPOINTMENT of Clarence Hatch Jr. as senior vice president of Kudner Agency, New York, to today (Monday) by J. H. S. Ellis, president. Mr. Hatch has been executive vice president of D. B. Brother & Co., Detroit, and previously was with Campbell-Ewald. He is founder of Detroit Television Council and served as president in 1952. This year he was elected chairman of Michigan Council of American Assn. of Advertising Agencies.
It's Easy When You Know How!

MEREDITH Radio and Television STATIONS

KANSAS CITY: KCMO Radio & KCMO-TV
SYRACUSE: WHEN Radio & WHEN-TV
PHOENIX: KPHO Radio & KPHO-TV
OMAHA: WOW Radio & WOW-TV

Affiliated with Better Homes and Gardens and Successful Farming Magazines

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. and Blair-TV
Closed-Circuit Tv Stations Planned in 15 Western Areas

PLANS to establish commercial closed-circuit tv "stations" in some 15 communities in western states disclosed to B&T Friday by Irving Kahn, secretary of Trans-Community Television Network Inc., headquartered in Beverly Hills, Calif.

Network affiliation agreements already signed with NBC and DuMont, Mr. Kahn said, and negotiations in progress with ABC and CBS.

"Stations" in each town would originate film and local live shows, sell local spots in addition to national accounts, it was explained. Programs would be fed to subscribers over wire lines, similar to community tv systems, it was said. Plan is similar to project inaugurated by Potomac Valley Television Co. in Cumberland, Md. (see story, page 94).

Installations underway in Douglas, Ariz., and Bishop, Calif., Mr. Kahn said, and company hopes to have six communities wired and operating in two months. Equipment will be RCA, he said. Demonstrations for city councils have been underway using mobile units.

Firm plans full network rates and local rates, Mr. Kahn said. Home installation charge will vary, but would be about $100 for installation and $3 to $5 monthly for service, he predicted.

Lloyd C. Strite, Los Angeles businessman, is chairman; Jerome L. Doff, attorney, president; Alan Lane, advertising agency, vice president. Mr. Kahn is associated with Mr. Lane.

Several Station Sales Go Up for FCC Approval

APPLICATIONS for FCC approval of sales involving more than $500,000 filed with Commission Friday, including WUSN Charleston, S. C. (see below).

Largest sale involved that of WBLK-AM-TV Clarksville and WPAP-AM-FM Parkersburg, both W. Va., by News Broadcasting Co. (Ohio Valley Broadcasting Co.) to WSTV Inc. for $370,000. Mr. Duff, principal of WSTV Inc. (WSTV-AM-FM- TV Steubenville, Ohio) is Jack N. Berkman and John J. Lau.

News Publishing owns 30% of WTRF-AM Wheeling and publishes Wheeling Intelligencer and News Register and other papers.

Aaron B. Robinson, who has interests in seven ams and one tv, is selling WDXL Lexington, Tenn., for $58,850 to nine principals who each will own 11.1%. Among buyers are Neil B. Bunn, secretary-treasurer, who has been WDXL general manager, and Ben Enochs, chief engineer. Mr. Robinson also owns WCMA Corinth, Miss.; WDXE Lawrenceburg, Tenn.; WDXN Clarksville, Tenn. (sole owner); WENK Union City, Tenn., and WTPR Paris, Tenn.

Carl F. Humboldt, Tenn., 50% of WJH is being sold for $30,000 by Miss Marion Warmath to J. Frank Warmath, who now will be sole owner. Miss Warmath and Mr. Warmath are distant cousins.

WUSN Charleston, S.C., Sold

WUSN Charleston, S. C., sold to Sol Panitz, advertising agency executive in Washington, D. C., and Barry Winton, a former New York City orchestra leader, tv film representative with headquarters in Richmond, Va. Transaction handled through Blackburn-Hamilton Co. Sale price was $110,000.

WGN-TV Moves Up

NEW 73-ft. antenna for WGN-TV Chicago welded into place Friday atop city's new Prodenental Bldg., looking toward improved reception and greater power from new $300,000 50-kw transmitter, to be installed in October. Antenna is 304 ft. higher than present one atop Tribune Tower, extending 914 feet above ground level. Structure built to withstand gales up to 135 miles an hour according to Carl Meyers, director of engineering of WGN Inc. Transmitter expected to be in operation on 40th floor by Thanksgiving Day.

WGN-TV Petersburg Denies Misrepresenting Location

WXEX-TV Petersburg, Va., Friday denied charges it is misrepresenting itself as Richmond station as alleged by WTVR (TV) Richmond (B&T, Aug. 15). WXEX-TV told FCC that throughout comparative hearing it represented that it would serve not only Petersburg, but northern sector of service area including Richmond. The Petersburg station said WTVR's petition is "in reality a plea to perpetuate and sustain WTVR monopoly in Richmond."

In reply to other charges, WXEX-TV said Irving Abeloff, vice president and general manager, who has resided in Petersburg since September 1953, and not in Richmond. Further, WXEX-TV said, it maintains business-sales staff in Richmond, headquartered at WLEE—which owns 43% of WXEX-TV. For this reason, phone is answered, "WLEE, WXEX-TV," station said.

WXEX-TV (ch. 8) began commercial programming affiliated with NBC Aug. 15. WTVR (ch. 6) is affiliated with CBS and ABC.

UPCOMING


Aug. 25: NARTB Final Committee, Palmer House, Chicago.

Aug. 27: New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque. For other Upcomings see page 102

Columbia Cuts Color Price; Raytheon Offers New Models

CBS-COLUMBIA is announcing today (Mon.) slash in retail price of nearly 28% on its console color tv set using CBS-Hytron "205" picture tube, which with its 205 sq. in. viewing area is equivalent to monochrome 21-in. tube. Tv and radio receiver division of CBS says move is to "help stimulate interest in color television and to assist in building audience for the ambitious color programming schedule projected for this fall." Color console, model 20C3, formerly retailed at $1,100. New price will be $795.

Raytheon Mfg. Co. introduced color tv 21-inch model that will retail from $795 to $895, designed for mass production. Raytheon also displayed portable radio, priced at $89.95, using small "A" pack battery for about 2,500 hours of playing time. Portable was shown by Henry F. Argento, vice president and general manager, as new concept in radio. Raytheon plug-in radio as we have known it for 28 years. CBS-Columbia also revealed full line of new black-and-white receivers, featuring 21-inch and 24-inch models and with suggested list prices covering $169.95 to $299.95 range.

NBC Leases N. Y. Theatre

LEASING of Ziegfeld Theatre in New York from Billy Rose for use as color and black-and-white tv studio to be announced show by NBC-1954, NBC-Television, Network expects to start remodeling in October and have theatre ready for color originations starting fall 1956.

Seattle Tt Permit Deleted

PERMIT for ch. 20 KCTL (TV) Seattle deleted Friday by FCC. Station, licensed to Seattle Construction Co., was dropped for lack of prosecution and is second tv in week deleted (story, page 82). Grant was first made April 7, 1954, and expired last June 7. Number of tv deletions now 149, 119 uhf.

Cobb Heads Am Committee

MEMBERSHIP of new NARTB Am Radio Committee announced Friday by President Harold E. Fellows. Grover C. Cobb, KVGB Great Bend, Kan., named chairman. Other members are:


Network representatives: Charles T. Ayres, ABC; Charles R. Denny, NBC; Arthur Hull Hayes, CBS; Earl M. Johnson, MBS.

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the week in brief

THE MONEY IN POST-FREEZE TV
Official FCC report shows the profit goes to vhf stations and v's and u's that have CBS-TV or NBC-TV network affiliations 27

32 MILLION TV HOMES
That's how many the U. S. Census counts. It's a springboard figure from which more detailed reports can be prepared 30

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That's how many U. S. manufacturers have sent to distributors since 1946 when post-war production started 30

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LET'S LOOK AT THE RECORD!

Within 90 days of inaugurating new daytime programming, KTLA has rocketed to 2nd position in the vast 7-station Los Angeles market — only one/tenth of a percentage point behind the top o & o network station . . . . . and far ahead of the remaining 3 networks and 2 independent stations!

Noon to 6 p.m.  
Monday through Friday  
(July 1955 ARB)

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<tr>
<th>Station</th>
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KTLA  
5800 Sunset Boulevard  
Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY
HOLLYWOOD TELEVISION

Now being sponsored by GENERAL FOODS!

COMMANDO CODY
(SKY MARSHAL OF THE UNIVERSE)
26½ minutes each

Now ready for National Sponsorship!

BEHIND THE SCENES
Situation comedy about Hollywood
ALL STAR CAST • 26½ minutes each

Now ready for National Sponsorship!

COMMANDO CODY
(SKY MARSHAL OF THE UNIVERSE)
26½ minutes each

BEHIND THE SCENES
Situation comedy about Hollywood
ALL STAR CAST • 26½ minutes each

Now ready for National Sponsorship!

SAX ROHMER'S World Renowned
ADVENTURES OF DR. FU MANCHU
Adventure! Mystery! Intrigue!
26½ minutes each

Now Syndicating!
“EMMY” AWARD WINNER
STORIES OF THE CENTURY
Outstanding Entertainment! • ALL STAR CAST
39 Subjects • 26½ minutes each

Now ready for National Sponsorship!

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Now Syndicating!
“EMMY” AWARD WINNER
STORIES OF THE CENTURY
Outstanding Entertainment! • ALL STAR CAST
39 Subjects • 26½ minutes each

NOW READY! (13 completed)

STRYKER OF SCOTLAND YARD
Mystery at its best!
ALL STAR CAST • 26½ minutes each

Now in Production!

REX ALLEN in FRONTIER DOCTOR
26½ minutes each

HOLLYWOOD TELEVISION SERVICE, Inc. is STILL FIRST in the Television

NOW IN RELEASE: 237 QUALITY FEATURES • 93 TOP WESTERNs

32 Branches in the United States and Toronto, Canada
SERVICE, INC. proudly presents

THE NEW
THIRTY MILLION DOLLAR PROGRAM
ALL NEW FEATURES
NEVER BEFORE OFFERED TO TELEVISION!

Here's the sensational NEW EMERALD GROUP!

5 starring JOHN WAYNE!

THREE FACES WEST starring John Wayne with Charles Coburn, Sigrid Gurie
WHEEL OF FORTUNE starring John Wayne with Frances Dee, Ward Bond
LADY FOR A NIGHT starring John Wayne with Joan Blondell, Ray Middleton
LADY FROM LOUISIANA starring John Wayne with Dorothy Dandridge
IN OLD CALIFORNIA starring John Wayne with Binnie Barnes, Patsy Kelly

and

WYOMING starring Vera Ralston, John Carroll
EARL CARROLL'S VANITIES Dennis O'Keefe, Eve Arden, Pinky Lee
THAT'S MY MAN Don Ameche, Catherine McLeod
ROMANCE AND RHYTHM Kenny Baker, Frances Langford, Ann Miller
I, JANE DOE Vera Ralston, John Carroll, Ruth Hussey
THE FLAME Vera Ralston, John Carroll, Broderick Crawford
HIGH AND HAPPY Eddie Albert, William Frawley, Bill Goodwin
LAKE PLACID SERENADE Vera Ralston, Harry Owens & Orch.

and other NEW TOP DIAMOND and HILLBILLY GROUPS
now available at HOLLYWOOD TELEVISION SERVICE, Inc. Branches

Field to serve Quality Pictures, DIRECTLY, PROMPTLY and EFFICIENTLY!

ADVENTURE SHOWS (26½ min. ea.) An outstanding selection of Drama, Mystery, Action!
THE MAN FROM THE SOUTH

NBC stuck its neck out a week ago yesterday and put on a little gem of the bizarre. It had people talking all week.

The talk has been of two kinds—glee that TV has grown up to the point where it can put on a macabre, off-beat play that had a real shocker as its climax, and quizzical unease by the more pragmatic whose attitude was summed up by one viewer with a shocked, "What is this?"

The play, on Cameo Theatre, was Raold Dahl's "The Man From the South," a twisted fantasy which first appeared in The New Yorker magazine.

It is about a bet between an American and his wife at the green baize of a roulette table with the European, through a blaze of cigarette smoke, ominous in the background. The rest of the production was—almost—on the same plane.

Actually, and in truth, the story was a little thin for TV. As an example of the grotesque, we can see how it would lend itself to quiet cheers from New Yorker stalwarts. But as tv, the story's very queerness was its undoing. It seems to us that radio did, and still does, this sort of thing much better.

That NBC realized it had a fragile piece of story-telling on its hands was obvious when it lured Charles Addams, New Yorker cartoonist of the vampire, bats, spider webs, haunted house fame, as narrator. Actually, Mr. Addams, a soft-spoken and not uncommon-looking flesh and blood creature (no ghoul, he), served only to introduce the play and incidentally (or maybe not so incidentally) show some of his cartoons. It was an attempt to set the scene, engender the mood, but, again, it didn't quite come off.

Undoubtedly the one whose portrayal came off best was that of the veteran stage and screen actor Joseph Schildkraut as the man from the South (of France). Perhaps it was his European accent, perhaps it was his makeup (angular facial contours, staring eyes), but he seemed to be the only member of the five-man cast who had the feel of the play.

The climax certainly brought this viewer out of his seat. It showed the wife of the European proclaiming that she had finally bested him in his madness for betting his cars against others' fingers and then reaching with an almost fingerless hand for the car keys. But, again, you never can tell about people; one viewer disgustedly termed it in the most "wretched taste" he had ever witnessed.

He probably isn't a devotee of Edgar Allen Poe, Guy deMaupassant or Oscar Henry. For those who are, the Aug. 14 experiment must have been a real joy.

Production costs: Approximately $16,000.
Broadcast Aug. 14 as program of the Cameo Theatre series, NBC-TV, Sun., 10:10-10:30 p.m., alternately sponsored by Procter & Gamble Co. through Blowe-Bein-Toiga and Internata Cellationia Products through Foxfe, Cone & Belding.

Cast: Charles Addams, narrator; Joseph Schildkraut, as the Man From the South.
Writer: Raold Dahl; producer-director: Albert McCleery; associate director: Jules Seidman; script editors: Ethel Frank, Peter Kotriner; technical director: Harold Platt; set designer: Spencer Davies; lighting: Boris Isaacson.

THE CATHOLIC HOUR

RELIGIOUS programming, on the whole, has no great reputation to maintain. Few people turn to it for entertainment, although a great many do for inspiration.

Whatever the reputation, a new series is being added to it with the current series being presented on the Catholic Hour. It features the works of contemporary Catholic authors in half-hour dramatizations. The first two of the four Sunday afternoon programs on NBC-TV offer a yardstick to others who would put across their religious point via TV.

The opener—"Hint of an Explanation"—was an intriguing tale of a boy and temptation. It was done in flashbacks, the boy now grown into a man telling the story to a fellow passenger on a train. It told how the boy nearly succumbed to the temptation offer of a magnificent, for the time, toy electric train if he would steal a consecrated communion wafer for the town's freethinker. He resists successfully, and at the end it is revealed that the boy has gone on to become a priest.

It was beautifully done. The story was good—Graham Greene is no slacker as an author. It was fairly simple, didn't require elaborate production and wasn't all recorded any. It came through on the strength of the story, the direction and acting.

Unfortunately, the second offering—"Stage of Fools"—fell short of the mark set by the first. It was from Charles Brady's novel of the same name, and dealt with the ideological struggle between Henry VIII and the philosopher and statesman Thomas More, later to be made a saint. The issue here was bigger, involving politics as well as morals. The production was simply done, but the idea didn't get through.

A virtue of both programs, and presumably of the whole series, is that there is no involved pitch for the church or any arm thereof. At the beginning it says merely that this is the Catholic Hour. The story begins and continues straight through without interruption. At the close there is notice of the magazine and an address if the viewer wants further information. The viewer gets an entertaining drama, an idea he can accept or dismiss, and no haranguing.

Production costs: Approximately $7,500.
Broadcast on NBC-TV, Sundays, 3-3:30 p.m. EDT.

Aug. 7
Cast: traveling companion, John Stanley; narrator: Francis Bethencourt; Blacker: Basil Howes; Davit: Robin Michael.
Produced in cooperation with National Council of Catholic Men.


Aug. 14
Cast: Fool: Dennis Patrick; Thomas More: John Stanley; Cromwell: Ronald Long; Lord Audley: James Milliholland; Ann Boleyn: Iola Lynn.
Produced in cooperation with National Council of Catholic Men.

when Michigan gets football fever...

the BIG GAMES are on the KNORR "BIG 4"

save 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

represented by HEADLEY-REED

DEARBORN—DETROIT carries all games played by UNIVERSITY OF MICHIGAN and NOTRE DAME

JACKSON, MICHIGAN carries all games played by UNIVERSITY OF MICHIGAN and NOTRE DAME

FLINT, MICHIGAN carries all games played by UNIVERSITY OF MICHIGAN and NOTRE DAME

SAGINAW, MICHIGAN carries all games played by UNIVERSITY OF MICHIGAN
now tied together!

to better serve YOU

DID YOU KNOW?

Son
now
380 Madison Ave.
Francisco,
Oxford 7.3120
Hollywood
to
17, N. Y.
California Dallas,
2
6453 Cypress 7797
tied together!

August
520 Lovett Boulevard
Houston, Texas
Room
Justin 452
22, 1955

EDITOR:
Three cheers for your editorial, "Jimmy Isn't Harping Any More" [B&T, Aug. 8].
Mr. Petrillo's "free ride" on network shows has long been a point of protest with us. Your editorial failed to mention transcribed public service programs, however, and I submit that even we independents can't escape the long arm of union free-loading. Some transcribed public service shows, particularly Here's to Veterans, contain that off-heard phrase, "... through the cooperation of the American Federation of Musicians, James C. Petrillo, president."
I have even considered cancelling all programs giving such undue credit, but have hesitated to arise worthwhile public service agencies of free air time. So I have left them in our schedule, muttering all the while that somebody ought to do something. You've done it...

Jerry S. Hughes, Prog. Dir.
KMLW Marlin, Tex.

...Is Well Deserved

EDITOR:
In regard to your editorial, allow me to put in an unsolicited word for the American Federa-
tion of Musicians.
For a long time we have gladly and volun-
tarily given them credit for the many live music broadcasts on WGMS. The reason is, con-
trary to the facts supposed in your editorial, that the AF of M—and in our case its Local 161—have been most generous in allowing remote pickups for sustaining broadcasts without payment of extra fees.
The policy of Mr. Petrillo in this respect has been to encourage the growth of good music for cultural purposes... Here in Washington, and for hundreds of miles around, school chil-
dren are able to hear the student concerts of the National Symphony Orchestra in their classrooms due to the broadcasts which the orchestra, WGMS and the union provide free of charge. The WGMS contribution, while a proud one, is small compared to that of the musicians...
We do not begrudge the musicians' union its credit line. As a matter of fact, in paraphrasing your final sentence, the listening public never had it so good.

M. Robert Rogers, Pres.
WGMS Washington, D. C.

When Not to Broadcast

EDITOR:
Happy to see Chicago radio and television stations have adopted a policy on handling racial disturbance news [B&T, Aug. 1]. WTMJ, WTMJ-TV news department has had policy of not broadcasting news of racial or other disturbances ("Teen-age gangs") while in pro-
gress. In fact, this policy later was written into stations' revised manual of practice dated Janu-
ary 1953.

Jack Krueger, News Editor
WTMJ-AM-TV Milwaukee, Wis.

Radio's Resurgence

EDITOR:
I've read my Aug. 8 issue of B&T and for the third time turned back to pages 10B and C. Not only is B&T to be complimented for devoting a special issue to Radio's Resurgence, but may I nominate the guy who wrote the copy of this ad for top honors of the year. It crackles.

Carl Haverlin, Pres.
Broadcast Music Inc., N. Y.

EDITOR:
Just a note to tell you that I think your ad in B&T of Aug. 8 on radio is the best thing we've come across in many moons. I was so impressed with this that I read it to the staff meeting Monday morning and we are making some radio promotion spots out of it...

Walter J. Brown, Pres.
WSPA Spartanburg, S. C.

Doorbell Ringing

EDITOR:
Many thanks for that excellent article on Bache & Co.'s radio activities [B&T, Aug. 8]. Not only were Mr. Harold L. Bache and the other partners delighted to see it—but every spot salesman in the country is ringing my doorbell.

Henry Gellermann, Dir.,
Advertising and Public Relations
Bache & Co., New York

American Airlines Radio—1932

EDITOR:
The American Airlines story [B&T, Aug. 11], was well done and most interesting, especially to me, because I wrote the first radio advertis-
ing in 1932 that American Airlines ever pre-
sented. This show originated at KTAT Fort Worth and went out weekly over the Southwest Broadcasting Co.'s 12 stations (see cut).
Insofar as I know, this was the first radio advertising by any airline... I was publicity-
continuity director for SBC from '32-'34.

Great National Life Insurance Co.
Dallas, Texas

American Airlines Radio Programming, Vintage 1932
"Mike Booms* are important...

*We ought to know... ours have been lowered on the nicest people.

But in Louisville...

WHAS-TV Programming pays off!

Are you participating?

"GOOD LIVING" 10:00—10:30 A.M. Monday through Friday (Market's only live daily homemaker program.)

Your Sales Message Deserves The Impact of Programming of Character

Victor A. Shoulis, Director
Neil Cline, Station Mgr.
Represented Nationally by Harrington, Righter & Parsons,
New York, Chicago, San Francisco
Associated with The Courier-Journal & The Louisville Times

Broadcasting • Telecasting
August 22, 1955 • Page 17
NEW PROOF...

one radio station dominates
the Great Lakes area

You'll start to find out about WJR's amazing sales power the minute you put your nose in the revolutionary new report on radio listenership made by Alfred Politz Research, Inc.

Here's a really new method of audience study—qualitative as well as quantitative. It proves that radio stations, like printed media, have circulations—regular, faithful listeners.

Based on an extremely large sample (1,873 interviews) checked around the clock, Politz found that in the Great Lakes market WJR is the constant companion of more people than any other radio station.

In fact, in an average day, 41.4% of all adults specify that WJR is their radio station.

That's even more meaningful when you realize that in the parts of four states surveyed by Politz there are 196 other radio stations fighting for listeners.

Politz asked what kind of programs listeners preferred, and what station they chose for their favorite program.

Read this: for comedy, 52% prefer WJR; 47% prefer WJR for drama; for the news, 42% choose WJR; for music (and some other stations are nothing but) 24% choose WJR; 38% prefer the sports news via WJR; and 37% of farm listeners prefer WJR market reports.

Politz didn't stop there. His researchers found that people regard one station as best for "reliability and completeness," for "handling of advertising," "types of programs," for "helpfulness," and in "public spirit." Again, WJR.

That isn't all. The real payoff in station preference and trust came in answer to a question asking what people would do in case of a war rumor. More than 50% said they'd turn on the radio. And 25% of the total said they'd turn on WJR.

Even that isn't all. The whole report is must reading for anyone concerned with advertising and selling.

For your free copy either write directly to WJR, Detroit 2, Michigan, or your local Henry I. Christal man.

The Great Voice of the Great Lakes

WJR Detroit
50,000 Watts CBS Radio Network

Don't wait! Ask today for your free copy. This offer is limited to those who have something to sell in Detroit and the Great Lakes area.
Marchin' through what? Not the traditional cotton fields, because most of them have given way to modern diversified farming, with a tremendous dairy and cattle business building too. And there's a great industrial section here.

Right here in the Macon area alone, there are 175 manufacturing plants employing more than 38,000 persons, providing a livelihood for more than 147,000 citizens. Those citizens, and most of the business people, and the lucky ones who toil not, have plenty of spendin' money these days, because business is really good. They have lots of spare time, which many of them spend watching WMAZ-TV.

How many? Just about everybody with a television set (some 96,000) in Middle Georgia is watching WMAZ-TV these days. Take a look at our last Pulse and you'll see what we mean. All the top fifteen once a week shows, and the top ten multi-weekly shows on Channel 13. And we've added some mighty good ones from CBS, ABC and NBC since that survey was made. So folks are probably watching us more than ever now.

So you'd better hitch onto the bandwagon and get your share of that spendin' money. Avery-Knodel will give you the word about WMAZ-TV.

FOR 30 YEARS Joseph John Hartigan has been imprinting his name indelibly on advertising rolls as one of its top media men.

Today he is senior vice president, media director and executive committee member of Campbell-Ewald Co., an advertising agency with estimated gross broadcast billings in excess of $10 million a year—and one of the few last year to record an increase in radio revenue.

"Service, performance and distribution of the sponsor's dollar for maximum effectiveness" have long been Mr. Hartigan's prime requisites for a radio or tv program. His credo recalls the days when he placed Musical Moments on some 600 radio outlets throughout the country for Chevrolet.

Authorities will tell you that Mr. Hartigan "recognized radio" early in his advertising life. Perhaps the best recent example of his belief in the aural medium was the placement for Chevrolet Div. of General Motors Corp. of a bevy of weekend five-minute newcasts on CBS Radio. (Chevrolet also sponsors Dinah Shore on NBC-TV and other shows.)

Among other accounts for which he places radio and television are Goebel beer, Delco batteries (a GM product), United Motors Service, Rheem Mfg. Co., Flagg Bros. shoes and GM Acceptance Corp. Chevrolet (which earmarked $8 million for radio-tv alone the past year) is the "big one," of course.

The story of Mr. Hartigan's 39-year-old advertising career—one that bridges motor cars, accessories, steamboat cruises, adding machines, tires, golf balls, shoes, banking, steel and other products—had its beginning in Chicago amid humble circumstances.

A Chicagoan by birth (April 27, 1899), Joseph John Hartigan was the 13th of 14 children. When their father (John J.) died, the 10 Hartigan boys all pounded newspaper beats, passing along the chores progressively to their younger brothers as they took full-time employment. Despite struggle and toil, young Joseph and seven brothers, along with sister Mary, managed to organize a baseball team (The Hartigan Tigers) and played various amateur teams. The Hartigan club was probably the scourgé of any local neighborhood it happened to be playing in at the moment. Mr. Hartigan recalls.

He graduated from Mark Sheridan grammar school in 1912 and St. James High School in 1915. The educational gamut was a slow process, with young Hartigan studying on street cars enroute to his various jobs. While in school, he worked in the Chicago Tribune's classified advertising department and doubled as a "leg" man for editorial from 1910 to 1918, still managing to complete a four-year high school course in three years.

When one of Mr. Hartigan's brothers formed City Circulation Co., a magazine distributing firm, the youth joined him. After high school he still worked nights for the Tribune and days as space buyer for Critchfield Adv. Agency.

Mr. Hartigan joined Campbell-Ewald Co. in 1925 as media director and has been there ever since. He was promoted to vice president on March 3, 1931, and to senior vice president in 1950.

Aside from promotions and prestige, the years have brought Mr. Hartigan a number of honors and "firsts." Among the latter: he telephoned the first newspaper advertisement—Detroit-Los Angeles; placed the largest single individual order ever given Curtis Pub. Co. and largest pact with a newspaper chain. And a network executive credits him with placing "the largest single tv contract up to date—for one year."

Mr. Hartigan seems to have bridged his liking for Chicago with a rich allegiance for Detroit, where he has been active in various civic, philanthropic and advertising functions (Heart Fund, Red Cross, Community Fund and bond drives). He is former director of Advertising Federation of America (1936-38) and ex-president of the Detroit Adcraft Club.

At present Mr. Hartigan is prominent in the American Assn. of Adv. Agencies (as chairman of the Outdoor and Transportation Committee and ex-officio member of media relations committee). He was AAAA secretary in 1942. He also is director and member of the National Outdoor Adv. Bureau's executive group and director of the Traffic Audit Bureau.

Mr. Hartigan married the former Helen (Bunny) Regner. They have two sons (Joseph John Jr., 28, and John Theodore, 24) and a daughter, Lucille Therese, 21. They maintain a log cabin in Oscoda, Mich. He likes fishing and baseball and is a member of the Detroit Athletic Club, The Players and the Detroit Golf Club.

In baseball Mr. Hartigan has only one allegiance, according to his colleagues—a consuming admiration for the Chicago White Sox which carries on to the present day in spite of their ups and downs in the American League standings."
WOODLAND-TV is big territory!

Wherever the fish are biting, you'll find Shakespeare tackle — from WOODLAND, U.S.A.

“Shakespeare” is a name dear to the hearts of fishermen — from Alaska to the Caribbean. And the Shakespeare Company, manufacturers of tackle for both fresh and salt water use, is one of the largest in the industry.

Companies like Shakespeare give Western Michigan industry the kind of diversification that makes for sound prosperity. Many world leaders are located here ... in Kalamazoo, Battle Creek, Muskegon, Lansing ... and in the primary trading center of Grand Rapids. This rich area is served by WOOD-TV — which has the 20th highest set coverage in the country. For top sales results, schedule WOOD-TV, Grand Rapids’ only television station!
**WSBT-TV DOMINATES THE SOUTH BEND MARKET**

No other station, UHF or VHF, whose signal reaches the South Bend Market, even comes close to WSBT-TV in share-of-audience. South Bend is a fringe area for Chicago and Kalamazoo TV stations. To illustrate: After WSBT-TV began carrying the Ed Sullivan Show, this program’s South Bend audience increased over 300%; further proof: When WSBT-TV went on the air, set ownership in South Bend jumped from 29% to 80%! (Hooper, Nov., 1954).

**WSBT-TV VIEWERS COMprise ONE OF AMERICA’S RICHEST MARKETS**

South Bend’s Metropolitan Area is the Nation’s 5th richest in family income. The South Bend-Mishawaka City Corporate Area is Indiana’s 2nd largest in income and sales!

**WSBT-TV GIVES YOU A BIG, PROSPEROUS 14-COUNTY COVERAGE AREA**

Population of the station’s coverage area is 814,600 or 248,900 homes. Effective Buying Income ... 81,342,802,000. An exceedingly important market!

**WSBT-TV REACHES 181,953 UHF EQUIPPED SETS**

95% of the TV homes in the area are UHF-equipped to receive WSBT-TV.

---

**LEE CURRLIN**

on all accounts

AT 31, Lee Currlin, assistant media director of Benton & Bowles, New York, may be young in years, but he is “old” in media experience.

Over the past nine years, he has accumulated a diverse background in advertising media, gained during tenure at three separate advertising agencies. His skill and years of earnest effort were recognized last September when Benton & Bowles promoted him to his present post, encompassing supervision of three time-buyers and two print buyers.

Mr. Currlin, who was born in New York Aug. 6, 1924, attended Hofstra College, Hempstead, L. I., studying business administration, both before and after World War II service with the U. S. Air Force. He enlisted in the Air Force in 1942, and was discharged as a lieutenant (navigator) in 1945. While in the service, Mr. Currlin furthered his education by attending such schools as Louisiana State U., Penn State, Arkansas State College and Oswego State College.

Mr. Currlin confides that it was by chance that he entered the advertising agency field. Like many young men with no specific goal in mind, he was casting about for a temporary job in the summer of 1946 and was offered a post with Kenyon & Eckhardt. Apparently he enjoyed the summer stint because he has remained in the agency field since that time.

In his three years at K & E, he progressed from radio estimator to assistant timebuyer. In 1949, he shifted to William H. Weintraub Co. as timebuyer and left three years later as chief timebuyer. His association with Benton & Bowles dates back to 1952 when he joined the agency’s timebuying department.

As assistant media director at the agency, Mr. Currlin is concerned with print and broadcast media purchases for Procter & Gamble’s cosmetic products—Prell and Pin-It. On tv, Prell currently sponsors one-half of This Is Your Life and part of Welcome Traveler; Pin-It, one-half of Topper and America’s Greatest Bonds. The agency also uses spot tv for both products, Mr. Currlin said, adding that neither is involved with radio at the present time.

Mr. Currlin is married to the former Helen Leonard of New York. They have an adopted son, Lee Charles, one-year old. The Currlin family makes its home in V-V-V St. ‘Arts,’ L. I.

Mr. Currlin’s favorite outside pastime is baseball—strictly from the spectator point of view. He is a rabid New York Giants rooter and as such is waiting for 1956.
does a

MILLION

make a market?

“Positively, yes”, say more than 150 highly-successful national, regional and local advertisers who have used WBTW during the past year.

WBTW, with 316,000 watts on Channel 8, provides quality network and local shows for 1,106,700 potential customers in the 26 Eastern Carolina counties making up its basic service area. Those million potential customers have a billion dollars in effective buying income ... and fully half of them receive no other Grade “B” television signal.

Check WBTW by your own standards for a productive television budget allocation. Let CBS Television Spot Sales show you how it qualifies in facilities, audience and results.
NEW... RCA

All New Type

10,000 WATTS

Good Color Performance Depends on These Specifications

- Power Output...1 Watt
- Differential Gain (Linearity)... 0.5 db max.
- Differential Phase Distortion (at 3.58 mc)...less than 1%.
- Amplitude Frequency Response ... Flat within 0.3 db 60 cycles to 6 mc.
- Synchronizing Signal Compression...Negligible.
- Low Frequency Square Wave Response...Less than 1% tilt at 60 cycles.

For descriptive literature on this newest of microwave systems or help in planning your microwave setup, consult your RCA Broadcast Sales Representative.
High-Power Microwave

TVM-1A designed for Color TV
(Best for Monochrome, too)
ERP AT 7000 MC

The TVM-1A is the only microwave equipment designed specifically as an integral part of a complete color TV system...from color originating equipment to color receivers. Whether you’re a monochrome or color user, you will appreciate these special advantages:

**HIGH POWER**
An increase of 10 in transmitter power and about 3 db in receiver sensitivity offers 20 times the power margin of the popular RCA TTR-TRR series of microwave equipment. This means greater operational reliability with an increased fading margin.

**SOUND DIPLEXING**
Included in the TVM-1A system is high quality audio channel for the simultaneous transmission of sound along with picture information. This sound channel is well within FCC requirements for a studio-to-transmitter link (STL).

**TRANSMITTER AUTOMATIC FREQUENCY CONTROL**
Transmitter AFC offers exceptionally good frequency response and highest stability. It is especially useful in multihop operation with unattended repeater stations.

**TRANSMITTER PICTURE MONITORING**
This facility assures an actual high quality "air" signal. It simplifies trouble shooting procedures and is also extremely useful in the operation of unattended repeater stations.

RCA Pioneered and Developed Compatible Color Television

**RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.
More North Carolinians listen to WPTF than to any other station.

N.B.C. Affiliate for Raleigh-Durham and Eastern North Carolina

WPTF
680 KC
50,000 watts

North Carolina's number one salesman in the South's number one state

R.H. Mason
General Manager

Gus Youngsteadt
Sales Manager

National Representative FREE & PETERS

Page 26 • August 22, 1955

Broadcasting • Telecasting
WHO'S MAKING THE MONEY IN POST-FREEZE TELEVISION?

- Major network affiliation is the surest way to profit
- Next best guarantee is to be a vhf in a big town
- Life is tough for uhfs under the guns of vhf competition

Complete tables, pages 28 and 29.

In the cold light of dollars and cents the story of post-freeze tv—tough sledding for uhf and tough sledding for most stations that don't have major network affiliation—was told last week.

Based on a survey of 272 post-freeze tv stations that were on the air as of July 1, 1954, the FCC's Economics Div. last Friday issued its third financial status report of post-thaw video operations. The survey covered the 10-month period from January through October 1954 and follows another report, released by the Economics Div. in June, which dealt with overall tv revenues [B+T, June 20].

The latter report showed that during 1954 tv income of all stations and network soared to $591 million, 37% above 1953, and that profits before federal insurance taxes increased to $90.3 million, 32% above 1953.

In last week's analysis of the post-freeze financial picture, these things were conspicuous:

- Whether vhf or uhf, NBC or CBS affiliation was the key to success.
- Profit-wise, uhf showed up poorly when it competed with vhf.
- Profits were larger in cities with larger populations. An analysis of this was made only in the case of vhf.

Of the 272 stations surveyed, 266 reported their financial positions—144 vhf and 122 uhf. Reporting a continuing profit were 52 v's and only 18 u's. Losses were reported by 92 v's, although 50 of these showed a profit in one or more months at the end of the survey period. In the case of uhf, 104 had a loss, with 15 showing profit at the close of the period.

A footnote to the overall profit and loss picture was that 31 of the 89 u's that showed continual losses had suspended operations by June 4, 1955. In the case of vhf, one had suspended out of the 42 that showed continual losses.

The average monthly loss for vhf was $8,750 and for uhf $8,260.

The importance of NBC and CBS affiliation was dramatically emphasized in these figures. Of the 52 v's showing an overall profit, 46 were affiliated with NBC or CBS. In uhf, 14 of the 18 profit stations were affiliated with those networks.

Network affiliation was tabulated for those stations that carried more than 7½ hours per week, based on the sample week Oct. 10, 1954. Of the vhf stations that reported either an overall profit or a monthly profit by October, 83 were affiliated with NBC or CBS, with 29 showing average monthly revenues of over $50,000 and three with revenues of less than $10,000.

In the case of uhf, 26 stations showing either an overall or monthly profit were affiliated with NBC or CBS. Of the 26, seven had average monthly earnings of over $50,000.

In the case of vhf, 182 stations showed either an overall or monthly profit, 31 of these taking in average monthly revenues of over $50,000 and six with less than $10,000.

In uhf, 33 reported either an overall or monthly profit, eight with average monthly revenues of over $50,000 and two with less than $10,000.

What happens when v meets v or v meets u? The results are telling in both cases.

In areas where a uhf competes with two or more v's, only 10 showed an overall or monthly profit; one of these had average monthly revenues of over $50,000. Continuing losses were reported by 24 u's. In markets where a u competes with one v, 11 reported some profit, three of these taking in over $50,000 average monthly revenues. Continuing losses were reported by 28. And where a u has no uhf competition, 12 showed profit, four with average revenues of over $50,000. Only six had continuing losses.

Either overall or monthly profit was reported by 30 v's that compete in markets with two or more other v's. Of these, 13 had average monthly revenues of over $50,000, and one had less than $10,000. Continuing losses were reported by 14.

In markets where a v competes with one other v, 29 showed some profit, 15 of these with average monthly revenues of over $50,000 and three taking in less than $10,000. Losses were reported by 16.

Profits were reported by 33 v's in markets where there is no other uhf competition. Of these, three had average monthly revenues of over $50,000 and 11 showed continuing losses.

Percentagewise, 68% of the vhf stations showed a profit when faced with competition from two or more other v's, as compared with 29% for uhf under the same conditions. When one other vhf is in the market, 71% of the v's showed a profit while only 28% of the u's reported a profit.

When there is no threat of other uhf competition, 75% of the v's and 67% of the u's reported a profit.

About 90% of the v's showed a profit of over $30,000, with or without competition, with 75% of the u's showing a similar profit. Profits of between $20,000 and $30,000 were reported by 56% of the u's, the same for the v's.

In the less than $20,000 category, 49% of the v's showed profits, with or without competition, and 12% of the u's.

In the case of uhf, the combination of large population and NBC or CBS affiliation proved highly successful.

In metropolitan areas of 175,000 and over, 36 stations showed a profit, 33 of which were affiliated with NBC or CBS, with 22 having average monthly revenues of over $50,000.

In areas of between 75,000 and 175,000 population, 29 showed profits, with 22 of these affiliated with a major network. Of the 22, five had average monthly revenues of over $50,000.

Markets with populations of under 75,000 had 28 stations affiliated with NBC or CBS showing a profit, two of these with revenues of over $50,000. Another 15 stations in this population category showed a profit but none with top average monthly revenues.

The financial report was prepared by Hy Goldin, chief, and James Sheridan, assistant chief of the Economics Div.
THE FACTS AND FIGURES OF

Table 2
POST-FREEZE TELEVISION STATIONS

<table>
<thead>
<tr>
<th>Network Programs Carried</th>
<th>Profitable Overall October 1954</th>
<th>Losses thru January thru October 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF - NBC - CBS*</td>
<td>46</td>
<td>101</td>
</tr>
<tr>
<td>- All other</td>
<td>6</td>
<td>42</td>
</tr>
<tr>
<td>Subtotal</td>
<td>(52)</td>
<td>(143)</td>
</tr>
<tr>
<td>UHF - NBC - CBS*</td>
<td>14</td>
<td>42</td>
</tr>
<tr>
<td>- All other</td>
<td>4</td>
<td>42</td>
</tr>
<tr>
<td>Subtotal</td>
<td>(18)</td>
<td>(58)</td>
</tr>
</tbody>
</table>

* Stations carrying network programs of NBC, CBS (or both) in excess of 7½ hours per week (based on week of October 10, 1954).

Stations reporting overall loss for the 10-month period but reporting profitable operation in October or in October and one or more earlier months (see Table 1).

Table 3
VHF POST-FREEZE TELEVISION STATIONS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Monthly Revenues</td>
<td>Over $50,000</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>$40,000 - $50,000</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>$30,000 - $40,000</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>$20,000 - $30,000</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>$10,000 - $20,000</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Less than $10,000</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>102</td>
<td></td>
</tr>
</tbody>
</table>

Table 4
UHF POST-FREEZE TELEVISION STATIONS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Average Monthly Revenues</td>
<td>Over $50,000</td>
<td>8</td>
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<td></td>
<td>$40,000 - $50,000</td>
<td>2</td>
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<td></td>
<td>$30,000 - $40,000</td>
<td>7</td>
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<tr>
<td></td>
<td>$20,000 - $30,000</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>$10,000 - $20,000</td>
<td>4</td>
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<tr>
<td></td>
<td>Less than $10,000</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td></td>
</tr>
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Table 5
VHF POST-FREEZE TELEVISION STATIONS

<table>
<thead>
<tr>
<th>NBC - CBS</th>
<th>All Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $50,000</td>
<td>29</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>13</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>18</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>15</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>5</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>83</td>
</tr>
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</table>

Table 6
UHF POST-FREEZE TELEVISION STATIONS

<table>
<thead>
<tr>
<th>NBC - CBS</th>
<th>All Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $50,000</td>
<td>7</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>3</td>
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<tr>
<td>$30,000 - $40,000</td>
<td>6</td>
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<tr>
<td>$20,000 - $30,000</td>
<td>7</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>5</td>
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<tr>
<td>Less than $10,000</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>26</td>
</tr>
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</table>

Table 7
VHF POST-FREEZE TELEVISION STATIONS

<table>
<thead>
<tr>
<th>VHF STATIONS WHOSE AREA IS SERVED BY TWO OR MORE OTHER VHF STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $50,000</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
</tr>
<tr>
<td>Less than $10,000</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Table 8
VHF POST-FREEZE TELEVISION STATIONS

<table>
<thead>
<tr>
<th>VHF STATIONS WHOSE AREA IS SERVED BY ONE OTHER VHF STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $50,000</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
</tr>
<tr>
<td>Less than $10,000</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Table 9
VHF POST-FREEZE TELEVISION STATIONS

<table>
<thead>
<tr>
<th>VHF STATIONS WHOSE AREA IS SERVED BY NO OTHER VHF STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over $50,000</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
</tr>
<tr>
<td>Less than $10,000</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
### Table 10
<table>
<thead>
<tr>
<th>UHF Post-Freeze Television Stations</th>
<th>UHF Stations Whose Area Is Served by Two or More UHF Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Monthly Revenues</strong></td>
<td><strong>Profit or Loss Group</strong> by October 1954</td>
</tr>
<tr>
<td>Over $30,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>3 - 4</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>Total</td>
<td>1 - 2</td>
</tr>
</tbody>
</table>

### Table 11
<table>
<thead>
<tr>
<th>UHF Post-Freeze Television Stations</th>
<th>UHF Stations Whose Area Is Served by One VHF Station</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Monthly Revenues</strong></td>
<td><strong>Profit or Loss Group</strong> by October 1954</td>
</tr>
<tr>
<td>Over $30,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>3 - 4</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>Total</td>
<td>1 - 2</td>
</tr>
</tbody>
</table>

### Table 12
<table>
<thead>
<tr>
<th>UHF Post-Freeze Television Stations</th>
<th>UHF Stations Whose Area Is Served by No VHF Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Monthly Revenues</strong></td>
<td><strong>Profit or Loss Group</strong> by October 1954</td>
</tr>
<tr>
<td>Over $30,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>3 - 4</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>Total</td>
<td>1 - 2</td>
</tr>
</tbody>
</table>

### Table 13
<table>
<thead>
<tr>
<th>VHF Post-Freeze Television Stations</th>
<th>Per Cent of Total VHF Stations Within Each Group That Were Profitable Overall or Showing Monthly Profits By October 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Monthly Revenues</strong></td>
<td>Number of Other VHF Stations Serving Area</td>
</tr>
<tr>
<td>Over $30,000</td>
<td>2 or More</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>36%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>44%</td>
</tr>
<tr>
<td>All Stations</td>
<td>68%</td>
</tr>
</tbody>
</table>

### Table 14
<table>
<thead>
<tr>
<th>UHF Post-Freeze Television Stations</th>
<th>Per Cent of Total UHF Stations Within Each Group That Were Profitable Overall or Showing Monthly Profits By October 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Monthly Revenues</strong></td>
<td>Number of VHF Stations Serving Area</td>
</tr>
<tr>
<td>Over $30,000</td>
<td>2 or More</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>36%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>44%</td>
</tr>
<tr>
<td>All Stations</td>
<td>68%</td>
</tr>
</tbody>
</table>

### Table 15
<table>
<thead>
<tr>
<th>VHF Post-Freeze Television Stations</th>
<th>Population of Metropolitan Area:</th>
</tr>
</thead>
<tbody>
<tr>
<td>175,000 and Over</td>
<td>Under 75,000 - 175,000</td>
</tr>
<tr>
<td>NBC-CBS</td>
<td>All Other</td>
</tr>
<tr>
<td><strong>Average Monthly Revenues</strong></td>
<td>NBC-CBS All Other</td>
</tr>
<tr>
<td>Over $30,000</td>
<td>22 - 23</td>
</tr>
<tr>
<td>$40,000 - $50,000</td>
<td>2 - 3</td>
</tr>
<tr>
<td>$30,000 - $40,000</td>
<td>6 - 7</td>
</tr>
<tr>
<td>$20,000 - $30,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>$10,000 - $20,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td>Less than $10,000</td>
<td>1 - 2</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>33 - 38</td>
</tr>
</tbody>
</table>

### Notes:
1. Stations carrying network programs of NBC, CBS (or both) in excess of 7½ hours per week (based on week of October 10, 1954).
2. During period January thru October 1954.
3. Includes stations reporting profit overall for period and stations reporting overall loss for period but reporting profit in October or October and one or more earlier months (see Table 1, Group D-1).
HOW MANY HOMES HAVE TV? UNCLE SAM SAYS 32 MILLION

That oft-dreamed-of figure, an authentic total of U. S. television sets, came a lot closer last week when the Census Bureau reported its estimate—67% of the nation's households. It gives the industry something concrete to go on, and will prove a bonanza to the advertiser who wants to know who can see his commercial.

IT'S OFFICIAL: 32 million households, 67% of the U. S., have one or more tv sets. So says the U. S. Census Bureau, which last week released the first government estimate of set circulation since television became a national medium.

On the strength of this figure an authentic industry estimate of county-by-county set television circulation may be in the making. The television air will be cleared of its statistical confusion by the end of the year, if this proposed industry effort to reduce national data to local proportions can be worked out.

As G. Maxwell Ule, research vice president of Kenyon & Eckhardt, put it, "A true picture of the present television situation has been given." Mr. Ule was chairman of the Advertising Research Foundation's working committee on ratings standards [8·T, Aug. 1; Dec. 27, 1954]. And Hugh M. Bevillé, NBC director of research and planning, called it "the best estimate we've had in a long time."

What the Census Bureau estimate did not show, however, was a breakdown on another 6.7 million sets that had been delivered by factories to U. S. dealers.

As of July 1, the number of tv set deliveries by factories totaled 38,762,535, according to Radio-Electronics-Tv Mfrs. Assn. (see this story page). Where are the missing 6.7 million receivers?

Substantial numbers of these sets are being looked at by above-average size groups in clubs, taverns, and hotel restaurants, in hotels and motel rooms, public schools, colleges, churches, restaurants and other public and semi-public places. Another 2.4 million are sitting on store shelves or resting on distributors' warehouses. Many old sets have been discarded.

And somewhere between a half-million and 1¼ million of them are being used every day in homes having more than one television receiver. This figure at the moment is an elastic one. Within a month the Census Bureau promises to produce an estimate of multiple-set television homes.

Pending this government compilation, another figure will be announced shortly by American Research Bureau.

On the basis of a nationwide survey covering 17,600 homes, ARB will say that 4.3% of the nation's television homes have two or more television sets in use.

Market Research Corp. of America announced its own tv figures last week. These showed that 68% of all U. S. families had tv as of July 1955 (see story page 31).

The U. S. announcement of estimated total tv circulation was issued jointly by the Census Bureau and Advertising Research Foundation, marking an historic development in the history of television. The government bureau had conducted a count of tv sets in April 1950 during the decennial census, coming up with a figure of 12.3% tv home saturation or a total of 5.1 million tv homes.

In the five-year interim the U. S., aided by lifting of the FCC freeze, increased its tv-home ratio from 12.3% to 67% saturation.

And since June, when the newest Census Bureau figure was compiled, RETMA factories have turned out 700,000 sets and U. S. families have bought 500,000 sets.

While media history was made last week, the agencies and advertisers that spend media money are still anxious to get county-by-county figures bearing an official aura. There's little chance of such a government figure before the 1960 U. S. Census, apparently, but industry sources will supply carefully calculated figures in the meantime.

Advertising Research Foundation, a cooperative media-advertiser-agency organization, is anxious to promote circulation of a county circulation table of tv households. An ARF group will meet Aug. 31 in New York to ponder the possibility of taking the new census figures and all other available data—government and industry—and using it as a basis for county television circulation estimates.

What media and advertising groups have in mind is a wrap-up of all available statistical resources, including the current Census Bureau county-by-county figures on farm television homes; privately compiled county, state and city data; Census Bureau data soon to be released showing a breakdown of the June 1955 figures by four regions of the U. S., along with urbanization breakdowns and multiple-set homes; Census Bureau figures showing number of households by counties (1950), with possible industry projections; metropolitan area data showing tv circulation on the basis of industry sampling; RETMA data on factory shipments to dealers (see story below), and a group of set-junking and correction factors to be applied to each county and city. Thrown into this statistical pot will be data on size of households and latest manufacturing and factory shipment figures.

At NARTB field tests are being conducted on methodology for what is expected to result in continuing county-city television circulation data. These figures have been in the working stage for a couple of years, the association working on the theory that any private industry figures must be professionally developed and relatively foolproof.

NARTB, the tv networks and Television Bureau of Advertising underwrote cost of the Census Bureau's June study showing out tv home saturation. The bureau added a question to its June Current Population Survey in which 25,000 households were surveyed. The survey is designed mainly to produce employment and income data. They cover 230 areas, or 455 counties and cities, with between 20,000 to 22,000 surveys completed out of the 25,000 total.

A second Census Bureau television figure will be compiled within four or five months, financed by the same industry sources.

The bureau's 67% saturation and 32 million

TV MAKERS DELIVER 39.5 MILLION SETS

TELEVISION manufacturers have delivered 39.5 million receivers to dealers and distributors since 1946, when postwar set production started, according to figures compiled by B·T·R Radio-Electronics-Tv Mfrs. Assn.

This RETMA total is based on an official announcement that 38,762,535 sets had been delivered by factories as of last July 1. In the meantime an estimated 700,000 sets have moved off factory platforms into dealers' hands.

RETMA found that 3,084,717 tv sets were shipped during the first six months of 1955 compared to 2,667,503 in the same 1954 period. June shipments totaled 407,087 sets compared to 348,181 in May and 297,505 in June 1954.

A breakdown showing the total number of tv sets delivered to states (not an accurate factor for tv state circulation estimates) follows:

<table>
<thead>
<tr>
<th>State</th>
<th>6 months</th>
<th>Total 1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>State</td>
<td>1955</td>
<td>1955</td>
</tr>
<tr>
<td>Alabama</td>
<td>55,072</td>
<td>416,761</td>
</tr>
<tr>
<td>Arizona</td>
<td>17,299</td>
<td>141,224</td>
</tr>
<tr>
<td>Arkansas</td>
<td>36,884</td>
<td>216,746</td>
</tr>
<tr>
<td>California</td>
<td>237,209</td>
<td>3,387,128</td>
</tr>
<tr>
<td>Colorado</td>
<td>22,411</td>
<td>253,790</td>
</tr>
<tr>
<td>Connecticut</td>
<td>41,115</td>
<td>676,701</td>
</tr>
<tr>
<td>Delaware</td>
<td>6,430</td>
<td>115,275</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>31,400</td>
<td>382,574</td>
</tr>
<tr>
<td>Florida</td>
<td>105,508</td>
<td>659,191</td>
</tr>
<tr>
<td>Georgia</td>
<td>68,413</td>
<td>627,577</td>
</tr>
<tr>
<td>Idaho</td>
<td>13,121</td>
<td>83,416</td>
</tr>
<tr>
<td>Illinois</td>
<td>166,254</td>
<td>2,654,001</td>
</tr>
<tr>
<td>Indiana</td>
<td>77,357</td>
<td>1,104,819</td>
</tr>
<tr>
<td>Iowa</td>
<td>43,354</td>
<td>608,471</td>
</tr>
<tr>
<td>Kansas</td>
<td>40,710</td>
<td>350,933</td>
</tr>
<tr>
<td>Kentucky</td>
<td>53,127</td>
<td>480,532</td>
</tr>
<tr>
<td>Louisiana</td>
<td>69,806</td>
<td>460,970</td>
</tr>
<tr>
<td>Maine</td>
<td>28,143</td>
<td>199,440</td>
</tr>
<tr>
<td>Maryland</td>
<td>42,355</td>
<td>674,158</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>84,971</td>
<td>1,204,445</td>
</tr>
<tr>
<td>Michigan</td>
<td>122,063</td>
<td>1,804,376</td>
</tr>
<tr>
<td>Minnesota</td>
<td>49,245</td>
<td>625,404</td>
</tr>
<tr>
<td>Mississippi</td>
<td>29,549</td>
<td>176,500</td>
</tr>
<tr>
<td>Missouri</td>
<td>81,938</td>
<td>1,003,999</td>
</tr>
<tr>
<td>Montana</td>
<td>9,227</td>
<td>48,653</td>
</tr>
<tr>
<td>Nebraska</td>
<td>24,807</td>
<td>303,683</td>
</tr>
<tr>
<td>Nevada</td>
<td>4,232</td>
<td>24,892</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>11,016</td>
<td>131,858</td>
</tr>
<tr>
<td>New Jersey</td>
<td>98,043</td>
<td>1,762,896</td>
</tr>
<tr>
<td>New Mexico</td>
<td>10,961</td>
<td>77,729</td>
</tr>
<tr>
<td>New York</td>
<td>29,013</td>
<td>5,005,213</td>
</tr>
<tr>
<td>North Carolina</td>
<td>82,950</td>
<td>638,037</td>
</tr>
<tr>
<td>North Dakota</td>
<td>9,873</td>
<td>66,609</td>
</tr>
<tr>
<td>Ohio</td>
<td>153,946</td>
<td>2,746,924</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>46,059</td>
<td>458,608</td>
</tr>
<tr>
<td>Oregon</td>
<td>40,546</td>
<td>259,022</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>190,012</td>
<td>3,202,869</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>14,216</td>
<td>244,097</td>
</tr>
<tr>
<td>South Carolina</td>
<td>47,494</td>
<td>272,962</td>
</tr>
<tr>
<td>South Dakota</td>
<td>9,234</td>
<td>59,183</td>
</tr>
<tr>
<td>Tennessee</td>
<td>65,307</td>
<td>527,081</td>
</tr>
<tr>
<td>Texas</td>
<td>186,941</td>
<td>1,553,185</td>
</tr>
<tr>
<td>Utah</td>
<td>11,895</td>
<td>186,119</td>
</tr>
<tr>
<td>Vermont</td>
<td>9,798</td>
<td>63,420</td>
</tr>
<tr>
<td>Virginia</td>
<td>55,514</td>
<td>613,998</td>
</tr>
<tr>
<td>Washington</td>
<td>53,547</td>
<td>546,276</td>
</tr>
<tr>
<td>West Virginia</td>
<td>32,812</td>
<td>330,545</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>62,270</td>
<td>786,739</td>
</tr>
<tr>
<td>Wyoming</td>
<td>2,877</td>
<td>65,088</td>
</tr>
<tr>
<td>U. S. TOTAL</td>
<td>3,071,906</td>
<td>38,868,877</td>
</tr>
<tr>
<td>Alaska</td>
<td>4,590</td>
<td>10,086</td>
</tr>
<tr>
<td>Hawaii</td>
<td>8,221</td>
<td>63,772</td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>3,084,717</td>
<td>38,762,535</td>
</tr>
</tbody>
</table>

Broadcasting  Telecasting

Page 30  August 22, 1955
tv homes figures are subject to an approximate 1% error. According to the bureau, there is one chance in three that the tv home estimate is wrong anywhere between 66-68% saturation.

There is only one chance in 20 of error if the tv circulation estimate lies in the 65-69% range, according to the bureau.

Looking at it another way, there is only one chance in 20 that the total number of tv homes does not lie between 31,360,000 and 32,640,000 homes.

But these estimates are based on application of the 67% tv saturation figure to a Census Bureau estimate of 47,788,000 U.S. households as of April 1955.

Actually, a more up-to-date estimate of U.S. households for June 1955 would be 47,977,000 instead of 47,788,000.

Applying the 67% saturation figure to the April households (47,788,000) produces 32,017,960 tv households as against 32,144,590 tv households for June 1955 would be 47,977,000 households is used. In view of the approximate 1% error factor, however, this difference is not deemed important by statisticians.

Several private proposals to measure tv circulation by cities and counties are in the works. ARB, headed by James W. Seller, has tentatively proposed to the tv networks to compile such figures next summer on the basis of 500,000 personal interviews. This would cost an estimated $1.2 million. Mr. Seller told BVT. He plans to submit a more detailed proposal in a fortight. Standard Audit & Measurement Service has invited reaction to a similar type of measurement and A. C. Nielsen Co. is known to have put out feelers.

In announcing to subscribers the U.S. findings, A. W. Lehman, ARF managing director, promised a somewhat more detailed report in September. He said it will provide "detailed information on the tv status of households, multiple-set tv households and tv sets in the U.S.

He recalled that last November an analysis of national radio-tv conditions had been supplied by ARF on the basis of May 1954 findings [BVT, Nov. 1, 1954].

In Public Interest

Mr. Lehman said the new figures mark "the first time that the U.S. Census Bureau has added any questions to its Current Population Survey at the request of a non-government agency. It did so in the belief that such information would be of the general public interest, would fill an industrywide need, and because the request came from a non-profit organization representing an entire industry."

Financing the study, as well as the upcoming study, were ABC, CBS, NARTB, NBC and TVB.

Text of the Census Bureau's announcement of its tv findings follows:

"More than six times as many households had television sets in June 1955 than in 1954, according to the results of a survey of the United States recently conducted by the Bureau of the Census. About 32 million, or 67% of the households enumerated in June had one or more television sets, whereas in 1950, the first time that a question on television was included in a census of housing, there were about five million households with television sets, or 12% of the total.

"The current information on television sets was obtained in conjunction with the June 1955 enumeration of the Current Population Survey. The information was obtained at the request of the Advertising Research Foundation. More detailed analysis of the results of this survey will be released in the near future.

---

**TV SET CIRCULATION 68% OF U.S.—MRC**

Market Research Corp. bases findings on 5,800-family panel. Figure is 1% greater than that found by U.S. Census.

SIXTY-EIGHT percent of U.S. families have tv receivers, as of July 1955, according to Market Research Corp. of America. Based on its continuing reports covering a 5,800-family panel, MRC found increases in almost all market categories with the most market increases occurring during the last 12 months in small towns and rural communities. The figure compared with a 67% tv household saturation figure compiled by the U.S. Census Bureau as of later June (see story page 30).

MRC broke down its tv family figures this way:

<table>
<thead>
<tr>
<th>PERCENT OF FAMILIES IN EACH GROUP WITH TELEVISION SETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. '54</td>
</tr>
<tr>
<td>---------</td>
</tr>
<tr>
<td><strong>UNITED STATES TOTAL</strong></td>
</tr>
<tr>
<td><strong>Regions</strong></td>
</tr>
<tr>
<td>Northeast</td>
</tr>
<tr>
<td>South</td>
</tr>
<tr>
<td>North Central</td>
</tr>
<tr>
<td>Mountain &amp; Southwest</td>
</tr>
<tr>
<td>Pacific</td>
</tr>
<tr>
<td><strong>City Size</strong></td>
</tr>
<tr>
<td>Farm</td>
</tr>
<tr>
<td>Under 2,500</td>
</tr>
<tr>
<td>2,500 to 50,000</td>
</tr>
<tr>
<td>50,000 to 100,000</td>
</tr>
<tr>
<td>100,000 and Over</td>
</tr>
<tr>
<td><strong>Total Family Income</strong></td>
</tr>
<tr>
<td>Upper Fourth</td>
</tr>
<tr>
<td>Next Fourth</td>
</tr>
<tr>
<td>Lowest Fourth</td>
</tr>
<tr>
<td><strong>Education of Family Head</strong></td>
</tr>
<tr>
<td>Grade School</td>
</tr>
<tr>
<td>High School</td>
</tr>
<tr>
<td>College</td>
</tr>
<tr>
<td><strong>Size of Families</strong></td>
</tr>
<tr>
<td>1 and 2 Members</td>
</tr>
<tr>
<td>3 Members</td>
</tr>
<tr>
<td>4 and 5 Members</td>
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<td>6 Members and Over</td>
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<td><strong>Age of Household</strong></td>
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<td>Under 35 Years</td>
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<td>45 Years and Over</td>
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<td><strong>Presence of Children</strong></td>
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<td>5 Years and Under</td>
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**EX-LAX CAMPAIGN LEADS SPOT BUYING**

Others who will launch spot radio and/or tv campaigns within next two months include Monticello Drug Co., Monarch Wine Co., Musterole Co., Knouse Foods and Kiwi.

EX-LAX Inc., New York, is preparing a gigantic spot announcement radio campaign breaking early in September on more than 700 stations, leading nearly a half-dozen other advertisers in spot radio and television buys last week.


Ex-Lax breaks its spot announcement campaign on about 700 radio stations and in a few television markets effective Sept. 5. Plans encompass a six-week campaign followed by a two-week hiatus and then another six-week campaign. Warwick & Legler, New York, is agency.

Monticello Drug Co., Jacksonville, Fla. (666 cold preparation), starts its annual spot campaign on 150 radio stations on Oct. 3, to continue for 22 weeks. As the weather gets colder the frequency on each station steps up from as much as three times a week to 10 times a week.

Charles W. Hoyt, New York, is agency.

Musterole Co., Cleveland (cold remedy), effective Oct. 17 starts a radio spot campaign for 20 weeks on 29 stations. Erwin, Wasey & Co., New York, is agency.

Monarch Wine Co., New York, will start its annual fall campaign on Oct. 2 in about 130 radio and 75 tv markets. Contracts run for 13 to 26 weeks in tv and 13 weeks in radio. Agency is Emil Mogul Co., New York.

Knouse Foods, Peach Glenn, Pa. (Lucky Leaf brand), is buying three stations in Pennsylvania on Sept. 14 for a 14-week radio spot announcement campaign to promote its pie-filling and juices. Knouse agency is N. W. Ayer & Son, New York.


**IDEAL TOYS DETAILS TV PROMOTION DRIVE**

IDEAL TOY Corp., New York, last week announced details of its $375,000 television campaign [BVT, March 21, April 11], which spokesmen said will be "the largest single media advertising expenditure in toy industry history.

Starting Sept. 11, for 13 weeks, Ideal will sponsor a 15-minute segment of Winky Dink (CBS-TV, Sunday, 12 noon-12:30 p.m.) on 60 stations; from late October to Christmas it will participate in Romper Room locally in 23 cities; on Thanksgiving Day, in cooperation with NBC, it will present Macy's Thanksgiving Day Parade on more than 80 NBC-TV stations.

Benjamin F. Michtom, board chairman, said tv was selected because "it is the perfect medium combining the motion, sound and play appeal of toys; it is the perfect medium to reach the pre-school child under six, the age group that receives more than 50% of the toys made
Free Spots to Win

AN ADVERTISER can win a free 13-week spot announcement schedule (one spot a day, Monday-Friday, best available time) and $250 cash in a contest being conducted by WBT TV (TV) Charlotte, N. C. The ch. 3 station, nearing a half-million set count, will award the prizes to the one who guesses closest to the day, hour and minute this month that the 500,000th set will be sold. Entries are limited to one per person, but agencies or firms may submit up to 33, symbolic of the year WBT, radio companion to WBTV, went on the air. Entries, which must include the product to be advertised, should be addressed to "Set Count, WBTV Charlotte, N. C." The contest closes Aug. 31 and the winner will be announced on Sept. 12.

by Ideal; and the impact of tv is the most dynamic sales influence on the American scene today."

The company has also lined up spot announcements or giveaway prize presentations on various networks and local shows including Pinky Lee, Art Linkletter, Tennessee Ernie, Dave Garroway and local programs in 40 major cities.

Ideal toys are also included in the American Toy Promotion and Toy Guidance Council campaigns on television (WBT, Aug. 15). The company has more than 25 toys based on tv personalities, officials announced last week. Included are Pinky Lee, J. Fred Muggs, Phoebe B. Beebe, Jack Webb, Hopalong Cassidy, Howdy Doody, Clarabelle, Roy Rogers, the Campbell Kids, Betty Crocker, Rin Tin Tin, Winky Dink, Dennis the Menace, Joe Palooka and Davy Crockett.

To aid its retailers, Ideal has produced a "Tv Timetable" promotion kit to show local dealers how to tie-in point of sale ads with toys shown on tv.

Grey Adv. is the agency.

Live vs. Film Popularity

Tested in Survey by Trendex

FINDINGS of a two-part survey conducted by Trendex on live vs. film tv shows were announced last week by that company. In part one, questions were asked of the home viewer at the time the call was made. Part two consisted of asking people not viewing at the time of the call whether they had seen one or more of six popular programs. If the answer was yes, they were asked whether the show was live or film. Results showed that the majority correctly identified the production as being live or on film.

In the first section of the survey, Trendex said, 70.8% correctly identified the show as live or film, 9.7% gave wrong identifications and 19.5% did not know. Preference for live tv was expressed by 51.8% while 6.0% preferred film and 42.2% had no preference.

Answers as to why a viewer preferred live tv included clearer pictures, more realistic effect, more interesting, and better plays, with clarity of picture chosen by 33.3% as the chief reason for the preference.

Of those polled 30% selected better scenery as the reason for their preference for film with 21% giving a more finished production for their liking and 13% stating more action was the reason they preferred watching a show on film.

Would Pay TV Be Sponsored, Too?

Cinema editors hear industry spokesmen say that it probably would. Participants: agencymen Don Belding, movieman Mervyn LeRoy, toll tv proponent Paul MacNamara and free television advocate Dr. Dallas Smythe.

ALTHOUGH many pay-as-you-see television proponents have emphasized that their system would free the viewer from commercials, a seminar of industry spokesmen in Hollywood last week disclosed the belief that toll tv probably would have commercials and sponsored programs too.

Held before a meeting of the American Cinema Editors in Hollywood Monday night, the panel disclosed views that:

(1) Toll payee must in free tv would soon be hured to share the box office "jackpot" inherent in the pay system; (2) present free tv advertisers, once their prime hours were taken over by toll tv and audience circulation fell off, on toll tv, indicating that the policy question has not been resolved. He said pay tv will not be a substitute for free tv. Rather, he explained, pay tv will take only a part of the broadcast hours and will present programs which presently are not available.

The Telemeter executive said pay tv will effect an improvement in present programming, bring major sports events back to the home screen, put first-run movies in the home and enable more stations to operate throughout the U. S., thereby expanding coverage. He explained pay-tv would permit movie distribution costs to be reduced from the present 85% of box office to about 40%, thus increasing the producer's share of the box office and boosting creative incentive.

Dr. Smythe attacked Mr. MacNamara's stand by noting pay tv cannot exist with "creative" programming for minority audiences and noted Telemeter's brief before FCC said subscription tv would require mass audience to be economically practical. He said Zenith "was even more blunt about it." Dr. Smythe said the lure of the home box office in pay tv would drive top talent and management out of free television and the patent factors in pay tv would result in an acute monopoly situation.

This panel debated the pay-tv puzzle before American Cinema Editors in Hollywood last week. At left is film editor moderator William Murphy. Standing is ACE president Richard Cahoon. Mr. Belding and Mr. LeRoy took the neutral side; Mr. MacNamara and Dr. Smythe argued for and against, respectively.

The free-tv advocate pointed out that widescreen movies are not adaptable to tv anyway and said sports are available "in reasonable abundance" now. The present system constantly is obtaining better programs, Dr. Smythe added, citing General Teleradio's recent acquisition of RKO Radio Pictures Inc.

The Warner Bros. producer indicated Tele-meter's pay-tv experiment as a wired system in Palm Springs, Calif., was a flop as far as he was concerned. He said some films he paid 80k to see on his home set the company should have paid him $1.60 to watch.

Mr. Belding observed "the basic economic structure of the U. S. is competition. Toll tv has every right to exploit television, but the people will make the ultimate decision, not the government." He said that under the fundamental American concept, toll tv has every right to exist if it can.

The agency executive foresaw toll tv serving to collect the annual fund drive of Red Cross
WHO's Farm Director,

HERB PLAMBECK

gets behind the

IRON CURTAIN!

YOU'VE been hearing about the twelve American farm experts who are now touring Russia, while twelve Russian farmers study American agriculture in Iowa.

We of WHO are tremendously proud that our own Herb Plambeck was chosen as the only radio farm news man to accompany the American delegation to Russia. He's taking pictures and making on-the-spot recordings. You will be able to hear these on WHO. His material will be available to NBC, ABC, CBS, MBS, Clear Channel Broadcasting Service and the U. S. Department of Agriculture.

You can imagine the pressure that must have been used by every sort of medium, for representation on this trip. Why was Herb selected? Because, in addition to being the favorite farm commentator in America's most productive farm area, he was recom-
mended by the U. S. Department of Agriculture and by the nation's three largest farm organizations—The American Farm Bureau Federation, the National Grange and the National Farmers' Union (also by the National Association of Radio and TV Farm Directors, and other groups).

Herb's Russian tour is a tremendous "plus" for WHO listeners and advertisers. It's the sort of "plus" you always expect—AND GET—from Iowa's most important station.

BUY ALL of IOWA—
Plus "Iowa Plus"—with

WHO

Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
MAXIMUM POWER . . . MAXIMUM TOWER
HEIGHT . . . IN THE RICH MARKET OF

RICHMOND
PETERSBURG AND CENTRAL VIRGINIA

WXEX-TV covers all the rich heart of
Central Virginia. Its tower is 1049 ft. above
sea level—the maximum height allowed.
It’s 943 ft. above average terrain—more
than 100 ft. higher than any station serving
the Richmond market. And WXEX-TV has
maximum power—316 KW.

So you just can’t cover more land area
or more TV families with any other station!
You can get the whole exciting story of this
new basic NBC-TV station for Richmond,
Petersburg and Central Virginia from your
Forjoe man.

WXEX-TV

Basic NBC-TV Network – Channel 8
Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

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Broadcasting • Telecasting
IS THAT VIDEO PICTURE BEING WASTED?

TO THE average American housewife is daytime television a visual medium or is it treated as "radio," that is, heard but not seen? Indicated in a study completed by a graduate student at Ohio State U., Columbus, Ohio, is that "a considerable proportion of all women television listeners give little or no attention to the pictures on the television screen, but listen to the audio portion of the program in the same divided-attention manner as that in which they listen to programs on radio, particularly during the daytime and during early evening hours."

The survey was made last Feb. 23 and 24 of Columbus, Ohio, "television listening" by Joseph M. Ripley Jr., a graduate student in radio-television programming at Ohio State U.'s department of speech.

Among his findings:

- Throughout the day, tv sets are in use in a relatively high proportion of homes in which a member of the family is home and available to listen (nearly a fourth of such homes during the daytime, and more than half of such homes at night). But only a small proportion of housewives who listen to tv actually give "relatively full attention" to the tv program—about one-third during the daytime and one-half between the hours of 6-10 p.m.

- At least 40% of all women listeners to tv programs during the daytime and 20% at night are not even in the same room with the tv set in use.

- Type of household activity in which the housewife is engaged at any given time has a definite influence on the likelihood that she will be listening to or watching a tv program.

- Proportion of "relatively high attention" listeners was found "reasonably constant" during daytime with the highest average level of attention at 2-4 p.m. and lowest average level of attention between 4-6 p.m. After 6 p.m., women's attention still remains relatively low for first two hours and then reaches a peak in the 8-10 p.m. period.

- Type of program to which the housewife is "listening" on tv has a direct relationship to the level of attention which she is likely to give to the program.

In his report, Mr. Ripley qualifies the survey as having been made of only one city—Columbus, which he describes as "a reasonably typical tv market, with a metropolitan area population of more than 500,000" and with three commercial vhf stations. Of telephone homes reached in the study, he says, 90.8% had tv receivers.

Mr. Ripley also notes that the interviewing days were "ordinary" both from standpoint of tv programs (no program "specials" offered) and of weather. Information was asked on the use of any tv or radio set at the time the call was completed and whether or not there were any children under 13 "at home and awake" at the time. If the respondent was a woman, she also was asked if she was "doing anything else" besides listening to radio or tv, and if listening to tv, whether she was in the same room with the set or in a different room when the phone rang. Telephone calls attempted, he records, totaled 7,970, of which 4,779 were completed with 4,064 women reached and asked for information on tv interviewing.

Mr. Ripley found that during 8-10 a.m., 11.7% of homes using tv sets had children under 13 years of age compared to 5% for homes with no children. Other comparisons (with the homes with children given first): 10-12 a.m., 27.6%, 13.5%; 12-2 p.m., 19.2%, 12.1%; 2-4 p.m., 24.2%, 14.8%; 4-6 p.m., 28.8%, 9%; 6-8 p.m., 46.4%, 30.8%; 8-10 p.m., 57.8%, 53.8%.

While quite noticeable differences were found in tv use as to homes with or without children, no similar situation was found in the extent of use of radio, with the daytime sets-in-use figure for radio almost exactly the same in homes with or without children under 13 years of age, according to Mr. Ripley.
REEVES TO HEAD BATES CO. BOARD

Rosser Reeves succeeds late Tom Harrington as board chairman in realignment at agency. John M. Lyden elected senior vice president. Three others advance.

ROSSER REEVES, vice chairman of the board of Ted Bates & Co., has been named chairman of the board of the agency, William H. Kearns, president, announced last week. Mr. Reeves succeeds the late Tom Harrington.

The board also elected John M. Lyden as a senior vice president and Archibald McG.

Foster as vice president and account supervisor on the Brown & Williamson Tobacco Corp. account. Thomas J. Carnese, vice president and general manager, was named a member of the executive committee, and Howard O. Anderson, assistant vice president, was named administrative assistant to the executive committee.

Domino to Use 50 Tv Markets To Introduce New Sugar Line

AMERICAN Sugar Refining Co., New York (Domino sugar), will use 50 television markets in addition to print media to introduce its newest product, Domino Confectioners 10X Powdered Sugar. The campaign will be placed in major metropolitan areas, starting in October and running for eight weeks.

The firm has distribution in 37 states. In addition to the advertising campaign in television and newspapers, Domino is supplying retailers with merchandising aids.

Confectioners 10X Powdered sugar is the second important new product that American Sugar has announced this summer. Domino's Instant Superfine sugar, for iced drinks, fruits and cereals, was placed on the market last month.

Ted Bates & Co., New York, is the agency for American Sugar.

McCann-Erickson's Falasca To ANPA Promotion Post

APPOINTMENT of Edward A. Falasca, copy chief in the sales promotion department of McCann-Erickson Inc., as director of promotion for the Bureau of Advertising, American Newspaper Publishers Assn., New York, was announced last week by Harold S. Barnes, director of the bureau. Mr. Falasca at M-E worked on such accounts as the Chrysler Corp., Schenley Distillers, CBS Radio, Congoleum-Nairn, Mennen Co., Nestle, National Biscuit Co., Atlas Tires & Batteries and Esso Standard Oil Co. He also was formerly associated with WKIP Poughkeepsie, N. Y., as chief announcer.

American Research Bureau Hires Kaufman, Ridgeway

THE American Research Bureau has added Herbert S. Kaufman and Rupert R. Ridgeway to its executive staff at College Park, Md. Mr. Kaufman will head the special projects section and Mr. Ridgeway will be in charge of production of all regular ARB reports.

Mr. Kaufman is a graduate of Indiana U. with two years of post-graduate work in marketing research at the U. of Miami. For the past two years he has been in Army counterintelligence. Mr. Ridgeway, a graduate of Whittier College, Whittier, Calif., has just completed three years in the Navy. Prior to that, he worked with Northrup Aircraft and Telecasters, the west coast television survey organization which has joined forces with ARB.

Celanese Names Jane Wallace

APPOINTMENT of Jane Wallace as director of advertising and promotion of the Textile Div. of the Celanese Corp. of America, New York, was announced last week. Mrs. Wallace has been with the company since 1949 when she joined Celanese as assistant to the director of advertising. In 1953, she became coordinator of advertising and promotion for the Textile Div. She will be responsible for directing the identification program, product publicity, school relations and the newly created market liaison and retail relations department of the division.

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D-F-S Establishes Creative Review Board

A NEW Creative Review Board has been set up by Dancer-Fitzgerald-Sample Inc. It will be headed by Lawrence D’Aloise, vice president, who has been appointed creative director of the agency.

In addition to Mr. D’Aloise, executives from D-F-S New York office on the board are: Marjorie Greenbaum, vice president; Walter Mead, vice president; Frank Riggi, vice president; William A. Irwin, vice president; Norman Mathews, vice president of the radio and television commercial production department (member of review board on all radio and tv projects), and Warren Krey. Messrs. Irwin and Krey were appointed to new positions. Mr. Irwin becomes director of art and Mr. Krey coordinator of creative activity.

Also serving on the board are Frances Kennedy, vice president in charge of creative work at D-F-S Chicago office and Dexter Glunz, vice president in charge of creative work at D-F-S San Francisco office.

The agency has operated a creative committee for many years. The new board, according to D-F-S, will further emphasize this activity and will have invested in it all responsibility for the agency’s creative work.

Black, Prochazka, Thomas
Named Benton & Bowles V.P.’s

APPOINTMENT of three new vice presidents of Benton & Bowles, New York, were announced last week. Named were: James Black, account supervisor; Otto Prochazka, creative supervisor, and Austin A. Thomas, business manager of the art department and supervisor of production and traffic.

Mr. Black has been the company since March 1953 and before that was associated with William Weintraub & Co. agency and Ford Motor Co. Mr. Prochazka, associated with the firm since August 1954, had been with Anderson & Cairns and Ruthrauff & Ryan agencies. Mr. Thomas has been with Benton & Bowles for more than 14 years.

Nylon Yarn Maker Sets 50-Market Tv Spot Drive

A SPOT CAMPAIGN will be launched in more than 50 tv markets on Sept. 26 by Deering, Milliken & Co. on behalf of its Agilon stretch nylon yarn, the Television Bureau of Advertising announced in New York last week.

TvB said the one-minute spot campaign is designed to popularize the nylon stocking product made by Deering, Milliken, which in the past has been a heavy user of magazines.

The spot commercials, produced by the Amos Parrish Agency, promote the new yarn’s stretch that permits both seamless and full fashioned hosiery, a development that the manufacturer believes can revolutionize the hosiery field. The spots also will be used in a training film that will advise the firm’s sales people of the promotion campaign.

Frigidaire Names Kudner For Appliance Accounts

FRIGIDAIRE DIV. of General Motors, which has been with Foote, Cone & Belding two decades, has named Kudner Agency, New York, to handle its major appliance advertising, it was announced last week by Mason Roberts, General Motors vice president and Frigidaire general manager. Frigidaire’s commercial air conditioning and refrigeration advertising will continue to be handled by Kircher, Helton & Collett, Dayton, agency appointed to this phase in June of this year.

‘Ads, Women & Boxtops’ Published in Book Form

EXPANDED version of a series of articles which ran last year in B&T under the title of ‘Ads, Women and Boxtops,’ was published in book form last week by Printers’ Ink Books, Pleasantville, N. Y.

The series and the book, also titled ‘Ads, Women and Boxtops,’ were written by Duane Jones, president of the Duane Jones Co., as told to Mark Larkin. The purpose of the 128-page volume is to serve primarily as a “how to” book for all concerned with package products in the food and drug fields, including manufacturers, distributors, advertisers, merchants, sellers and consumers.

Mr. Jones, called the “boxtop king,” long has advocated air coverage as the quickest and most economical way of building a mass market. He incorporates into the book many case histories of products that were marketed successfully through the use of radio and television.

Priced at $3 per copy, ‘Ads, Women and Boxtops’ is available at local bookstores or may be obtained from the publishers.

American Finance Conference Hits Car Dealers’ ‘Bait’ Ads

“BAIT” advertising by automobile dealers in radio-tv and newspapers has been scored by the American Finance Conference in its current newsletter distributed to some 35,000 dealers.

Among practices cited by the national association of independent sales finance companies are wild discounts, over-allowances, no-down payments and long-term arrangements. These types of deals usually appeal to “lookers, not buyers,” dealers were warned, and are potentially dangerous. What’s more, such advertising lacks “believability,” it was pointed out.

Dealers were urged to act through local trade groups to point out the fallacies of “bait” advertising, to use state and local laws to curb such practices and to solicit the help of the Federal Trade Commission and local Better Business Bureaus.

Banks Elected to R&R Board

BEN BANKS, a vice president with Ruthrauff & Ryan Inc. since 1952, has been elected a member of the board of directors. Mr. Banks previously was with Koehl, Landis & Landon and Maxon Inc. Before rejoining R & R in 1945, he had served an earlier stint with the agency up until 1936.
No matter where they spend their summer weekends, more people enjoy themselves with CBS Radio than they do anywhere else in network radio. During the weekend, the average sponsored program on CBS Radio commands a 45% greater audience per minute than the number two network. This makes every minute count that much more on the CBS RADIO NETWORK

Source: Nielsen Radio Index, Second Report for June, 1951; 8:00 a.m. to 11:00 p.m., Saturday and Sunday (Average Audience basis).
88%
Sylvania Plans TV Campaign

SYLVANIA Electric Products Inc. will utilize its "Be the Clock" on CBS-TV to advertise its new "Softlight," described as the "first new development in incandescent home and commercial lighting during the past 30 years." The new product will be demonstrated on "Be the Clock" from September through December, according to a Sylvania advertising spokesman. Agency for Sylvania is J. Walter Thompson Co., New York.

Baker Moves to Brady Co.

APPOINTMENT of Richard M. Baker as vice president in charge of a newly created publicity and public relations division of the Brady Co., Appleton, Wis., advertising agency, was announced last week by Richard H. Brady, president. Mr. Baker, who will join the Brady Co. in September, has been director of public relations and special assistant to the president of Ansul Chemical Co., Marinette, Wis.

Eight Subscribe to ARF

ELECTION of eight more subscribers to the Advertising Research Foundation, New York, was announced last week by ARF's board of directors. They are: Hazard Ad., Co., New York; Lever Bros., Reader's Digest Assn.; Steel magazine; Standard Rate & Data Service Inc.; U. of Maryland; Northwestern U., and Rutgers U.

Holiday Football on Radio

GENERAL TIRE Co., Akron, Ohio, has signed to sponsor the National Football League game between the Detroit Lions and the Green Bay Packers at Detroit's Briggs Stadium Thanksgiving Day, Nov. 24, on MBS. Television network to carry the contest has not been selected. Play-by-play on radio and television will be handled by Harry Wismer.

SPOT BUSINESS

Desoto Div. of Chrysler Corp., Detroit, through BBDO, is preparing availables for introduction of new models, effective Oct. 12-28 in radio and television. Approximately 80 markets will be used.

Delaware, Lackawanna & Western Coal Co. (Blue coal), N. Y., through Sullivan, Stauffer, Colwell & Bayles, N. Y., planning radio spot announcement campaign, effective Sept. 12, for 10 weeks in number of markets.

NETWORK BUSINESS

General Mills Inc., Minneapolis, and Parker Pen Co., Janesville, Wis., sign for alternate-week sponsorship of The Life and Legend of Wyatt Earp on ABC-TV (Tues., 8:30-9 p.m. EDT), effective Sept. 6. Agencies: Dancer-Fitzgerald-Sample, N. Y. (General Mills); Tatham-Laird, Chicago (Parker).

Procter & Gamble Co., Cincinnati, signs to sponsor It's Always Jan., featuring Janis Paige, on CBS-TV (Sat., 9:30-10 p.m. EDT), effective Sept. 10. Agency: Compton Adv., N. Y.


Scout Paper Co., Chester, Pa., signs to sponsor Father Knows Best on NBC-TV (Wed., 8:30-9 p.m. EDT), effective Aug. 31. Agency: J. Walter Thompson Co., N. Y.

Miles Labs (pharmaceuticals), Elkart, Ind., will replace Tues. 2:2-15 p.m. sponsorship of Robert Q. Lewis Show on CBS-TV (Mon.-Fri., 2:2-30 p.m. EDT) with Tues. 3:45-4 p.m. sponsorship of Bob Crosby Show on CBS-TV (Mon.-Fri., 3:30-4 p.m. EDT), effective Sept. 27 for 52 weeks.

Mogen David Wine Corp., Chicago, signs for sponsorship of Dollar a Second, returning to ABC-TV (Fri., 9-9:30 p.m. EDT), effective Sept. 2. Agency: Weiss & Geller, Chicago.


AGENCY APPOINTMENTS

Electric Institute of Washington has appointed M. Belmont Ver Stanig Inc., Washington, to carry out special campaign promoting use of "adequate wiring." Campaign, with $100,000 budget, starts Sept. 19 with all media to be used.

Pompeian Corp., Baltimore, appoints Applestein, Levinstein & Golnick Inc., same city, for Pompeian Milk Massage Cream.


Revo Inc. (refrigeration, freezer equipment), Deerfield, Mich., appoints Fuller & Smith & Ross, Chicago.

Tv Time Foods (Tv Time popcorn), Chicago, has named Ruthrauff & Ryan, Chicago.

Wyman Oil Products Inc., Mineola, N. Y., has appointed Anderson & Cairns, N. Y. Firm will use chief spot radio to launch initial campaign in seven-state area. Victor Seydel, vice president-director of radio and TV for Anderson & Cairns, will supervise radio activities.


Eastern Wine Corp. (Chateau Martin wines), N. Y., has appointed Stephen Goerl Assoc., N. Y., to handle advertising and promotion of new product to be introduced and tested in eastern cities. TV-radio will be used.

Glamorene Inc. (carpet cleaner), N. Y., appoints Product Services Inc., same city. Fall-winter plans will be announced shortly.

AGENCY SHORTS


Jack Trustman Adv. Agency, Detroit, has moved to new and larger offices at 8720 Chicago Blvd. W.

L. F. McCarthy & Co., Cincinnati, has moved to new and larger offices at 712 PROVIDENCE BANK BLDG.


John W. Shaw Inc., Chicago, will enlarge office space Sept. 1, taking over building next door to present office.

A&A PEOPLE

Irving Gilman, special projects director, and John A. Kellogg, market research director, Institute for Motivational Research, Croton-on-Hudson, N. Y., elected vice president for business, administrative and public relations activi-
WJAR-TV
CHANNEL 10 PROVIDENCE
GIVES SOLID ENTERTAINMENT!

...and SELLS MERCHANDISE!

Put your product before the BIG TV AUDIENCE in Southern New England through Channel 10, Providence.

WJAR-TV
Dominant Providence, Rhode Island
Represented by WEED TELEVISION
No matter what operating channel... rated power... or topographical characteristics—there is a dependable G-E antenna to suit your station requirements.

For more than 20 years a crack team of antenna design and manufacturing specialists has probed the secrets of antenna development. This full time General Electric program has resulted in today's wide range of antenna models—49 basic designs—built for full time dependability.

New uses of better materials, new production techniques, and more efficient manufacturing methods are additional results of this intensive research effort.

The detailed close-ups highlighted here are but a few of the G-E advancements which combine to make a G-E antenna a dependable investment for vital full time service.

Whether for VHF or UHF, batwing or helical models, your local representative can fill you in on the latest progress in antenna development. Call or write today. General Electric Company, Section X285-22, Broadcast Equipment, Electronics Park, Syracuse, N.Y. In Canada, write: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

**THEN AND NOW**

▲ **EARLY TV ANTENNA DESIGNS** were basic installations—often mounted atop wooden poles—as shown at left at W2XB Schenectady in 1939. Range and pattern coverage were limited—yet adequate for early transmission needs.

▲ **TODAY AT ROCHESTER**—this G-E VHF helical, in service with WVET & WHEC, and the batwing antenna of WHAM, combine to offer the solution to a complex multi-station transmission problem. G-E antenna research has consistently improved design and manufacturing methods—leading to 49 basic antenna models for many wide requirements.
BRASS FEED LINE JUNCTION BOX is machined throughout. Silicon rubber cushion mount relieves mechanical strain.

BATWING FEED POINT at Styroflex termination has Teflon end seal. Connection to inner conductor at end seal is extra-sturdy collet-type.

THE NEW G-E HELICAL ANTENNA. It is this G-E model which was used in combination with the batwing antenna for the Rochester installation shown at left. Cylindrical shape offers less tower load. G-E helical design, in use with UHF since 1952, makes possible a simpler antenna providing the equivalent power gain of batwing models. No de-icing problems—the helix serves as a heater. G-E catalogs 49 basic antenna models for VHF or UHF needs.

CONSTRUCTION DETAILS like these help G-E antennas provide all the coverage your transmitter can produce...without danger of wind or power overloading.

Progress Is Our Most Important Product

GENERAL ELECTRIC
ties and vice president in charge of newly-formed research planning div., respectively.

James R. Blocki, assistant product advertising manager, Kraft Foods Co., Chicago, promoted to newly-created position, advertising services manager.

Charles Standard, formerly in national sales dept., NBC, to Blow-Beirn-Toigo, N. Y., as account executive; Bob Roberts, formerly production manager, WLWT (TV) Cincinnati, to agency's tv commercial dept.; Henry H. (Bob) Marshall, formerly with Ogilvy, Benson & Mather, N. Y., to agency as copywriter; Joseph Palestak Jr., formerly in outdoor advertising dept., Foote, Cone & Belding, N. Y., to B-B as outdoor media associate director; James A. Gray, formerly media dept. manager, Stockton- West-Burkhart, Cincinnati, to print media dept. as spacebuyer.

Gordon Stephens, formerly with Gibbons-O'Neill Inc., Cleveland, to McCann-Erickson, same city, as account executive; Charles Hanson, formerly with Young & Rubican, Detroit, to creative-contact staff, McCann-Erickson, Detroit, as sales promotion account executive.

Lloyd Winslow to Aubrey, Finlay, Marley and Hodgson, Chicago, as account executive.

John L. Bricker, Colgate-Palmolive Co., Jersey City, N. J., appointed merchandising director, toilet article dept.

Lawrence Barnard, drug merchandising manager, Life magazine, to Carl S. Brown Co., N. Y., as merchandising director.

Joseph Field, public relations and publicity director, Compton Adv., N. Y., resigns with discontinuance by agency of program publicity dept.

Paul Martin, formerly tv art director, Geyer Adv., N. Y., to Kenyon & Eckhardt, N. Y., in similar post.


Rosemary McGirney, copywriter, McKee & Albright, Phila., to creative staff, Erwin, Wasey & Co., L. A., as copywriter.

Joseph Durand, NBC-TV, to Perrin-Paus Adv., assisting in handling number of tv shows for coming season.

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### TV NETWORK FILM PACKAGES SEEN IN PARAMOUNT PLANS

Vast new television city being erected in downtown Hollywood, matching facilities of NBC and CBS and anticipating day when film colony concedes video will be more important than theatrical films. KTLA (TV) seen as key station of national hookup.

ALTHOUGH officials of both Paramount Pictures Inc. and its subsidiary KTLA (TV) Hollywood won't admit it, the major movie interest appears to be preparing a master invasion of the television network and film packaging fields, both black-and-white and color, possibly by the first of next year.

Paramount is quietly building a tv city in downtown Hollywood that in physical scope would appear destined to match the production facilities of both NBC and CBS on the West Coast.

For years a pioneer in development of basic technical equipment and systems which comprise the entertainment phase of the vast communications industry, Paramount is playing all sides of the street in anticipation of television's commercial potential. This in itself is a giant hedge against the day feature movie production admits to second place instead of first in the minds of Hollywood film executives.

With KTLA as key station, the movie major is seen filling the unoccupied gap of the former DuMont Network with the film organization under the name of Paramount Television Network.

Actually a nucleus operation for four years, although hardly out of the paper stage, PTN would film live originations at KTLA and circulate them as a superior quality kinescope to its affiliates. Special new kinescope equipment is reported to be installed.

PTN now has under contract some 50 to 60 tv stations from coast-to-coast, north and south, but only a few now are used on certain package-type shows, according to informed sources.

Paramount obviously is ready to exploit pay-as-you-see television—both system-wise and in programming—through its subsidiary International Telemeter Corp. ITC is fighting for subscription tv authority at FCC (see toll tv seminar story published a few days ago) and through another subsidiary interest, Chromatic Television Labs., color tube developer, Paramount is ready to keep pace with technical developments.

Paramount holds the largest minority interest in DuMont, now owned and operated stations, WABD (TV) New York and WTTG (TV) Washington. Speculation is strong that Paramount may acquire both WABD and WTTG to comprise the East Coast and Nation's Capital origination centers for its network operation (CLOSED CIRCUIT, Aug. 15).

KTLA is operated by subsidiary Paramount Television Productions Inc., under the supervision of Vice President-General Manager Klaus Landsberg. The station moved three months ago from 5451 Marathon St. to 5800 Sunset Blvd., the old movie lot of the Bros. A major reconstruction job is underway.

Mr. Landsberg conceded extensive new studio facilities for local KTLA operations will evolve, including color. The old Warner facilities have not been totally torn down or stripped and rebuilt from foundation. Other buildings are being refined. Best estimate obtainable is that Paramount spent about $2 million acquiring lot and will match that a couple of times over in the reconstruction and technical furnishing.

Two programs presently are being sent out on film to station affiliates of Paramount Network. One is the weekly full-hour Bandstand Review, sponsored by Post, Rice Chex and Wheat Chex, through Guild, Bascomb & Bonfigli. It is aired on 13 PTN outlets, including KTLA. Another sent out weekly, but with local sponsorship, is wrestling from Olympic Auditorium in Los Angeles. This goes to some 50 stations.

PTN makes its profit out of production costs, with the advertiser buying affiliates at their individual local instead of national rate, with the station retaining the full amount. It is believed the same pattern would be followed should PTN be fully activated.

KTLA presently is telecasting from both its old and new homes but Mr. Landsberg said the local production move to 5800 Sunset will be completed by the end of this year. By that time KTLA will have in operation two large theatre studios, two big indoor sound-stage type studios and an external studio area.

The complete reconstruction should be over by April or May next year, he estimated.

All engineering will be done from a complete master control building and all camera facilities, both monochrome and color, can be moved from stage to stage. KTLA is ready for color, both live and film, Mr. Landsberg said, his station being the only independent in the market so equipped. "KTLA is the only station outside of NBC New York with its own color tv remote unit," he said.

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### UP MOVIE TONE NEWS PURCHASED BY BBC

UNDER what was said to be "the most comprehensive news and newspaper agreement in television history," United Press Movietone News last Monday started service to the British Broadcasting Corp.

The contract, signed by T. R. P. Hole, editor of BBC, and A. L. Bradford, vice president of UP, provides for news and film from the entire world. BBC is the second British organization to sign in recent months with a U. S. gathering group. Last May Independent Television News Ltd., news programming company set up by the Independent Television Authority, entered into an agreement with CBS News Ltd. to supply filmed coverage of North and South America and the Far East [B'T, May 23].

Mr. Hole called the move "an interesting and important step in the development of the BBC service of news and information to the public."

He said BBC is looking forward to United Press Movietone's coverage, encompassing service on a seven-day basis, 24-hours a day.

F. H. Bartholomew, president of UP, said the new agreement is a "further extension of the worldwide broadcasting service by UP." He noted that since United Press Movietone News was organized in 1951, it "has grown into the largest and television's first truly global news service."
“this guy must’ve been a beginner!”

“I mean it,” says John, well-known mixer at that favored haunt of Boston agency folk, the Statler lounge bar. “There he was, sitting behind his Wurzburger, crowing about the spot schedule he’d just made up for Mother Dumple’s All-American Piccalilli. And you know what? This character completely overlooks two of the best spot buys in New England!

“Sure — you know and I know! WABI for radio and WABI-TV for television. Real super-stuff in Maine’s seven most terrific counties with almost half-a-billion retail sales! Everybody knows they’re a ‘must’. But not junior-boy! Cripes, he must’ve been a beginner or something...”

John, of course, might be drawing unfair conclusions. Could be that Mother Dumple’s has no distribution in our big Bangor-centered market of 350,000 customers. But, brother, there’s no slicker way to get it (and gild up a piccalilli sales chart in the bargain) than by putting these double-barrelled Down Easters to work for you!

Represented by: George P. Haltingbery — Nationally Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. German, Jr.
MEET THE BIG 4

Meet News Director ROD MACLEISH! He's the gallanting globe-trotter who literally covers the news for WBZ-WBZA. He analyzes it. Reports it. With clarity, color and completeness. Among his many exclusives: Interviews with Adenauer, McCarthy, many others! Articles and stories published in Saturday Evening Post, American, Redbook, Family Circle. Monday-Friday, 12:05-12:15 P.M.

Meet LEO EGAN! New England's number-one newsman, according to Nielsen! Most often found on WBZ's News Wagon, equipped with mobile phone and tape-recorder to scoop the news exactly when and when it happens. At the Charlestown prison riot, for instance, Egan scored his usual first! Monday-Saturday, 7:30-7:45, 8:00-8:05, 8:30-8:35 8:55-9:00 A.M.

Now you know them. You know the men who make the news more than just wire service copy over WBZ-WBZA. These Big 4 are reporters in fact. Their own eye-views, objective interpretations and presentations keep all of New England on its ear. Families by the hundreds of thousands follow the station that keeps them dramatically up-to-date.

If you want to give your products a newsworthy pitch, do it dramatically on WBZ-WBZA. Talk to Bill Williamson, Sales Manager, at ALgonquin 4-5670. Or call Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808. New York.
Meet Streeter Stuart! Veteran WBZ-WBZA newsman famed for on-the-spot descriptions and dynamic interviews with people who make the news. Typical breath-taking bulletins: Taped interview with commandant of an Alaskan air base when Russian MIG's shot down an American patrol plane off Alaskan coast. Monday-Friday, 6-6:05 P.M., 7-7:05 P.M., 11 to 11:15 P.M., and 11:55 to 12:00 P.M.

Meet Arch MacDonald! Outstanding broadcaster recently cited for “personality, diction, adaptability, voice, and versatility,” won the coveted Davis Memorial Announcer’s Award. Famous program pioneer and ad-lib reporter par excellence. Monday-Friday, from 9:25-9:30 A.M., 1:00-1:05 P.M., 2:00-2:05 P.M.

WBZ+WZBA—Boston+Springfield

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ+WZBA
PHILADELPHIA—KYW
PITTSBURGH—KDKA
FORT WAYNE—WOWO
PORTLAND—KEK

TELEVISION
BOSTON—WBZ-TV
PHILADELPHIA—WPTZ
PITTSBURGH—KOKA-TV
SAN FRANCISCO—KPIX

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Free & Peters, Inc.
Study on Spot TV Films
Released by ABC Film Arm

A STUDY of spot tv films, prepared by ABC Film Syndication, is being distributed to tv station salesmen to aid them in selling local non-tv advertisers on the visual medium and on syndicated film.

Called "A Reel Sales Builder," the presentation studies "advertising value of syndicated television film" emphasizing that the spot advertiser obtains the advantages of flexibility; large variety of top programming with "proven" audience appeal; strong promotion, advertising, merchandising and publicity support from both syndicators and tv stations and a sales vehicle for many different types of advertisers.

The market and number of syndicated films per week (approximate average), as listed by ABC Film:
- Los Angeles, 100; Denver, 70; San Francisco, 65; New York, 65; Chicago, 50; Washington, 50; Salt Lake City, 40; Columbus, 35; Atlanta, 35; St. Louis, 35; Philadelphia, 35; Milwaukee, 35; Cincinnati, 50; Boston, 30.

Promotion Contest Set
For 8 Screen Gems Shows

NATIONWIDE promotion contest for eight national tv programs was launched last week by Screen Gems Inc., tv subsidiary of Columbia Pictures Corp. The drive is designed to stimulate audience interest in Screen Gems' network and nationally sponsored programs on the local level, according to Henry S. White, director of advertising.

The shows are Adventures of Rin Tin Tin, Captain Midnight, Celebrity Playhouse, Father Knows Best, Ford Theatre, The Pati Page Show, The Damon Runyon Theatre and Tales of the Texas Rangers. The contest, described by Mr. White as the largest of its kind ever conducted, is open to promotion managers of any U. S. station carrying one or more nationally-sponsored Screen Gems' programs. It will run for 13 weeks, starting Oct. 2.

Winners will be judged on the basis of the best individual program promotion and exploitation created for any one of the shows carried by the station. First prize will be a 13-day Caribbean cruise for two. Other prizes include projectors and screens, hi-fi systems, air conditioners, deep freezers, Rolleiflex cameras and gold wrist watches.

Canyon Films Sues Disney

CANYON Films, Los Angeles, has filed a $100,000 suit in Superior Court there against Walt Disney Productions, it was reported last week. The suit alleges breach of contract for production of the tv series, When I Grow Up. It is charged that Mr. Disney last March agreed to let Canyon produce a minimum of five films, then decided to do them himself. Canyon principals include Jack Couffer, Conrad Hall and Marvin Weinstien.

Sterling Names Chicago Chief

ELLIOTT ABRAMS of Sterling Television Co., has been transferred from the Cincinnati area to head the Chicago office. Mr. Abrams has been with Sterling four years, and will be responsible for sales in the Midwest.

FILM SALES

ABC Film Syndication, N. Y., has sold Anniversary Package of 13 feature films to KOMO-TV Seattle and KRON-TV San Francisco.

Hollywood Television Service Inc., Hollywood, has sold 13 feature films to WCBS-TV New York, available to station Jan. 1, 1956, and raising to 93 number of first-run films in library for 1955-56 season. Package was reported to have cost $20 million to produce and includes such stars as John Wayne, Charles Coburn, Dennis O'Keefe and others.

Guild Films Inc, N. Y., reported last week that in five-day period sales to sponsors of new Liberace tv film program amounted to about $250,000. Stations involved in sale are WVEI-Boston, WABD-TV Cleveland, WGR-TV Buffalo, N. Y., KLZ-TV Denver, WTVI (TV) Miami, KPRC-TV Houston, Tex., KDFW-TV Dallas, Tex., and others.

From Early Morning . . . to Late Night

MOST PEOPLE LISTEN TO WAKR

Here's How the Audience is Divided

<table>
<thead>
<tr>
<th>STATION</th>
<th>%</th>
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<tbody>
<tr>
<td>WAKR</td>
<td>44.6%</td>
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<tr>
<td>STATION &quot;A&quot;</td>
<td>17.9%</td>
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<tr>
<td>STATION &quot;B&quot;</td>
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<td>STATION &quot;D&quot;</td>
<td>4.4%</td>
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WAKR is 1st in Listeners

The current TRENDEx audience measurement report again confirms WAKR's dominant position in Akron Radio.

WAKR-TV

Now in its 3rd YEAR

* TRENDEx - Akron Audience Survey
  June, 1955

WAKR-RADIO • WAKR-TV

RADIO - TELEVISION CENTER - 833 Copley Road - Akron 20, Ohio
Target: $899,481,000.00
Buying Power Market

WBRZ Channel 2
Baton Rouge, Louisiana

The only TV station completely covering the rich heartland of Louisiana. New payrolls — new wealth are generated in Louisiana by oil, gas, sulphur, salt, lumber, industry, agriculture.

Market Data Predicted Service Area* WBRZ, Channel 2

Population ........................................... 860,000
TV sets in area ........................................ 164,650
Effective Buying Power .......................... $899,481,000
Retail Sales ......................................... $580,937,000
Food Sales ......................................... $129,460,000
Automotive Sales .................................. $122,571,000
Drug Sales .......................................... $16,371,000

Source: Sales Management's Survey of Buying Power, 1954
*Class "B" †Television Magazine

NBC-ABC
Power: 100,000 watts
More Tower: 1001 ft. 6 inches
Largest TV Antenna in the United States
12 Bays — Channel 2
Represented by Hollingbery

Retail Sales: $580,937,000.00
and KDKA-TV Pittsburgh. Guild said Liberec stations and sponsors plan to undertake exten- sive promotional campaigns, including premium records, point-of-sale tie-ins and newspaper advertising.

**RANDOM SHOTS**

A. V. Cauger Service Inc., Independence, Mo., has available series of animated tv spot com- mercials for syndication to auto service deal- ers. Package consists of three one-minute or nine 20-second spots or both. Spots will include auto service dealer's name and sales message and can be purchased outright for any tv market. Specimen reels and descriptive liter- ature and rates are available from firm at 10922 Winner Rd., Independence. Cauger also is dis- tributing to dealers of Massey-Harris Co. (farm equipment) series of five one-minute open-end tv spots, covering various lines of Massey- Harris equipment.

Intercolllegiate Conference (Big Ten) is offering to tv stations 24-minute kinecope pre-season film outlining 1955 Big Ten football prospects, on purchase or loanout basis. Film is recom- mended for use in Class A time between Sept. 1-23 and provides for insertion of two-minute commercials before, after and during running with time to be sold for all but alcoholic bever- age ads. Cost of prints is $45 and if purchased may be used for library purposes or for inserts on other shows. Film is obtainable from Wil- liam Reed, Intercolllegiate Conference, Office of Commissioner of Athletics, La Salle Hotel, Chicago 2.

**Association Films, N. Y., is making available for free loan to tv stations series of short sub- jects on Italy, titled Italian Rainbow. Associa- tion Films is requesting stations to pay service charge for films.**

Films of the Nations, N. Y., is making available free to tv stations second of new series on France titled Landmarks of France. New four-and-a-half minute films, produced by D. P. M. Productions, N. Y., in cooperation with French government tourist office are being offered in color and black-and-white.


**FILM PEOPLE**

William Koenig has resigned as associate story editor of RKO Radio Pictures to be- come story editor for Cavalcade Theatre, pro- duced by Four Star Productions, Hollywood.

Fred Todor, general plant superintendent, Color Service Inc., named head of color facili- ties at Circle Film Labs, N. Y.

Floyd Crosby signed as photography director, Tv Reader's Digest, ABC-TV film series.

Richard Carlton, vice president in charge of operations, Sterling Television Co., N. Y., father of boy, Ralph Kenneth, Aug. 7.

Marlen Parsonnet, chairman of board, Parson- net & Wheeler Inc. (tv films and commercials), N. Y., father of girl, Marlin Alix, Aug. 5.


**SAG STRIKE ENDS; OPERATIONS RESUME**

Film production back in high gear after Wednesday settle- ment. New pact, in effect until March 31, 1960, gives actors larger rerun payments.

**PRODUCERS of tv entertainment films were resuming full production of all packages by late last week for both networks and independ- ent stations after a three-week Screen Actors Guild reported for work after their 12-day strike for larger rerun payments.**

The strike ended Wednesday after a ma- jority of SAG members overruled a strong minority movement in a Tuesday night Holly- wood mass meeting which sought to prolong the walkout in an effort to win a better con- tract. The new pact, which for the first time gives actors extra payment for the second show- ing of a film, will run until March 31, 1960. It is retroactive to July 21.

Additionally, the new contract calls for in- crease in minimum rates and changes in certain other conditions. Among them: actors signed in the U. S. to make pictures abroad must be paid the SAG scale and accorded all Guild conditions.

Culmination of the dispute, first since the strike against producers of tv film commercials several years ago, was announced jointly by Charles Borin, vice president of the Assn. of Motion Picture Producers; Dean Johnson, counsel for the Alliance of Ty Film Producers, and John L. Dailes, national secretary of SAG.

One of the first production studios on the West Coast to resume filming was Ziv Ty Corp., which put two series before camera on Wednesday. These were Cleo Kid and Science Fiction Theatre. At Hal Roach studios, The Great Gildersleeve and It's a Great Life were resumed Thursday, while Screen Director's Playhouse and Waterfront were to resume Fri-

William F. Broidy Productions began Wild Bill Hickok Thursday. Others scheduled Fri-
day included Gunsatome, Highway Patrol and Dr. Hudson's Secret Journal (the latter an MCA-TV Ltd. package), at California Studios; Twelve Bride, It's Always Jan and Wyatt Earp at Desilu Productions and The Jack Benny Show and The Crusader at Revue Productions.

The new SAG contract calls for these mini- mum rate increases:

- Day players: from $70 to $80 a day.
- Singers: mooding to playback, $45 to $50.
- Airplane pilots: $100 to $115.
- Freelance contract: $250 to $285 a week.
- stunt men and air planes pilots: $300 to $345 a week.
- Three day contract: $175 to $200.
- Multiple pictures: from two pictures for $320 and three pictures for $375 to new rate of $185 per picture.
- Series contract: 13 pictures in 6½ weeks, $125 to $145 per episode; 13 pictures in 13 weeks, $250 to $285 per episode.

**New Residual Payments**

New residual payments were set as follows: second run (first rerun) not less than 35% of minimum; third run and 30%; fourth, fifth and sixth runs 25% each, the sixth run payments covering all subsequent runs, if any.

The rerun provisions also specify that the producers may defer payment for each respec- tive rerun until six days after the first tele- cast of the respective rerun in any city in the U. S. or Canada, or after the rerun has been telecast in 70 cities, whichever occurs first.

It was agreed that Guild conditions other than Guild shop shall be extended beyond the continental U. S. as in the former contract to include Canada and all territories and posses- sions of the U. S.

**UNIONS HIT FILMS MADE OUTSIDE U. S.**

CALIFORNIA State Theatrical Federation, composed of AFL unions and guilds represent- ing some 67,000 people in the entertainment industry, opened last week what it hopes will turn into a nation-wide battle by organized labor against "runaway" production in foreign coun- tries of tv film commercials for use on Ameri- can stations.

In a strong resolution adopted at its annual convention in San Diego, Calif., the group con- demned "runaway" major radio-television advertisers, for having made recently in England a series of tv commercials to advertise Bayer aspirin, Phillips milk of magnesia, Phillips tablets, Dr. Lyon tooth powder, Haley's M-O and Energine. The resolution was introduced by Pat Somerstet, CSTF president and a dele- gate from the Screen Actors Guild.

The labor group declared that Sterling Drug's action constituted an "evasion of American labor standards" that adversely affected the livelihood of American workmen. CSTF said the filmed commercials in question are designed to sell American products to American con- sumers in the American market but were made by Sterling Drug at rates of compensa- tion for the English craftsmen and actors employed therein that are below the standards established by American unions and guilds."

The resolution claimed "this gives Sterling Drug an unfair competitive advantage over other manufacturers" who produce their com- mercials in the U. S.

CSTF asked the California State Federation of Labor to take similar action. Earlier, a com- parable resolution was voted at a convention of the New York State Federation of Labor in Albany, N. Y.

**CGA Wins Movie Contract**

THE Composers Guild of America has been certified as the collective bargaining agent for com-posers of music and/or words with the nine major film studio members of the Assn. of Motion Picture Producers, according to results of an election held by the National La- bor Relations Board. Studios concerned are: Allied Artists, Columbia, Loew's Inc. (M-G-M), Paramount, RKO Radio, 20th Century-Fox, Universal and Warner Bros.

**Directors Term Supervisors**

PETITION filed by International Brotherhood of Electrical Workers, Local 45, seeking to rep- resent a unit of directors and announcer- directors at KFMD San Diego, was dis- missed by National Labor Relations Board. The board held directors are supervisors.

(Continued on page 75)
FAMED as a preacher and undoubtedly one of the great evangelists of our time, Dr. Billy Graham also is a radio sponsor, currently spending at the rate of more than $1 million a year to spread the gospel across the nation through his Hour of Decision broadcasts on some 900 ABC and MB&F affiliated stations. He is preparing a religious series for Britain's new commercial TV service and plans on the use of this new broadcast medium at home next year. Dr. Graham tells how he uses broadcasting to sell religion to the American public, as another sponsor would use it to sell a commercial product or service, in this recorded interview with B&T editors.

Q: Dr. Graham, how did you come to get started in radio?

A: Well, in 1949 we started our crusades in Los Angeles. At that time Jerry Beaven and George Wilson and I were connected with the Northwestern College in Minneapolis and we never dreamed that we would be in this type of work at all. Our work was more or less educational until that time when the crowds began to grow.

I was a great admirer of the late Dr. Walter Mair of the Lutheran Hour and I was in Boston when I heard that he died. I remember going to my room and getting on my knees and praying that someone would rise up to take his place in radio because I felt that he had a tremendous influence in this country in radio. Then the next year Mr. Walter Bennett, who had been closely associated with Dr. Mair, came to see me several times about the possibility of my going into radio. We told him that we were not interested, that we couldn't afford it, that we didn't know anything about radio and that it all sounded like too big a venture for us.

We were holding a crusade in Portland, Ore., and Mr. Bennett and his associate came out to see us again and they were quite persistent. I avoided him for about two weeks and wouldn't give him an appointment. Finally, one night, I said, "Now look, I want you to leave me alone. We're not going on radio." And he said "All right I'm going to catch the plane." And I said "Fine." Then I said, "Before you go, let's have a prayer together."

We got on our knees and I prayed a prayer that I have never prayed before or since. I said, "Oh, God, if it's your will that we go on radio then we'll see you tomorrow." We left it at that.

Of course we all smiled at that. I had never even had $1,000 given to me for any cause prior to that. We were just working on a very small budget, so we left it that way.

Well, that night we had about 18,000 people and I just mentioned the possibility of going on radio. Then I addressed them and after the sermon I went back to the office and some people came to me and said, "We have suddenly had it laid upon our hearts that you should go on radio." And they handed me $24,000 in pledges and cash.

When I turned around, there stood Walter Bennett. He said, "I started to get on the plane but something said don't get on." And he said, "We were already up the steps" but he turned around and came back and cancelled his flight to Chicago. Then he said, "Well, you've got $24,000; there's an answer to your prayer." I said "No." I said, "We said $25,000. It could be a trick." And I went back to the hotel, we had some oysters. I went to the mailbox at a quarter 'til 12 and in the mailbox were two letters from separate parts of the country, each with $500 in it, saying we believe you should go on radio. And they had been mailed two days prior. One was from Texas and one, I've forgotten where the other one was from. So that's how we started.

Q: How did you start at that point? What did you do, now that you had the $25,000?

A: Well, we immediately told Mr. Bennett to go ahead and make the arrangements with the American Broadcasting Company and we started in about two months on a 13-week cycle, thinking we could only stay on 13 weeks. But during that 13 weeks interest began to increase across the country and we became encouraged to stay on and gradually our program grew. We took more and more stations and today I think we are on about 900 stations.

Q: Was your program format the same then as it is now, or did you have to do some experimenting?

A: I recall that when we first went on I said what style shall we use? The only radio I'd ever done had been an intimate style, a little Chicago program called Songs in the Night that we had started a few years before. I just talked quietly and intimately late at night with an organ background.

So I said to Walter, I want all the news commentators that you can get me, their Hooperating and Nielsen Index, or whatever it was at that time. I want to see what style goes over in news broadcasting because that's talking that's getting a message over. And I found that Drew Pearson and Walter Winchell and men like that with this tremendous powerful drive and rapid style had the high indexes. And so I said, well, that's the style I'm going to use. And so I started.

I read it. Every word of it is read usually, which has been carefully prepared ahead of time. I've been giving it in a rapid style. But when I went to England two years ago I slowed down and I've been gradually changing pace to slow down just a bit. Whether I'm wise or not I don't know, it may be that I'm growing older. But I just don't feel it any more in the rapid style, so that's the reason that I use the particular technique that I do use. We did it deliberately to try to get over the message to the people.

Q: When was this, Dr. Graham, that you first started your network broadcasts?

A: In November 1950. We've been on the ABC network ever since that time and now we're on Mutual as well as ABC.

Q: That's on a regular commercial basis?

A: That's on a regular commercial basis.

Q: How much is your overall budget for radio and television time?
to win with FULL 316,000 WATTS POWER coming in early fall. Maximum coverage of the Ark-La-Tex from Louisiana's tallest tower!

to place advertising at Shreveport's LOWEST TV COST PER 1,000 because LOW 1955 rates are in effect for established clients HALF-WAY THROUGH 1956!

to show adjacent to CBS-ABC and established local programs...backed by the 19 months experience of Shreveport's FIRST TV station.

Let your Raymer Man put you on the inside track!

KSLA CHANNEL 12
FIRST IN SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC. / NATIONAL REPRESENTATIVES
A: I'm not sure of the exact amount. I think it is in the neighborhood of a million dollars a year, or maybe a little more.

Q: That is for time alone?

A: Time, yes, and engineering and line charges, because you see we originate wherever we are and those line charges are very, very high. For example, when we were in Britain we did our programs there and they came through here.

Q: How large a staff do you maintain for your broadcast work, aside from other activities?

A: We don't maintain any staff exclusively for broadcast work, because the team that travels with me—there are a group of us that go from city to city for these various crusades and meetings—that team also does our broadcasts. We only use about four or five people on our programs, other than a choir. We usually use a local choir wherever we are and they furnish some of the music.

Q: You don't carry a choir with you?

A: Oh, no. We couldn't possibly afford that.

Q: How are your broadcasts financed?

A: Many people wonder where the money comes from to support them. Some of it comes from listeners who just write in and send contributions.

Q: Is there any suggestion in any of your broadcasts or telecasts that they send contributions?

A: No. Never anything like that.

Q: Are you incorporated?

A: Yes. We are incorporated as a non-profit corporation in Minneapolis that handles our funds.

Q: What is the name of that organization?

A: The Billy Graham Evangelistic Association. We probably should change the name, but that's the way we started.

Q: And your listeners support it?

A: Some of the funds do come from listeners, but by far the majority of our funds come from people and friends that we have met in our tours who help us each year to meet our budget.

Q: Do they just mail the funds to the Minneapolis organization?

A: Yes, that's correct. Yes, we write letters to quite a number of our friends from time to time and most of our gifts—this would be a surprise to most people—are rather small. A lot of people contribute rather small gifts.

Q: Do you have any idea how many people might contribute in the course of a year?

A: I have no idea at all.

Q: If this isn't a prying question, does the organization pay you a salary as talent for broadcasting?

A: No. I receive a salary from the organization for all of my appearances. I receive $15,000 a year and for all of my speaking engagements wherever I go anywhere in the country, or the world, for that matter, I receive no honorariums or salary or remuneration. If any place does pay me, they give it to the foundation and it's applied toward my salary.

Q: Do you place time through an advertising agency?

A: That's correct, yes.

Q: What agency is it?


Q: Referring to the advertising question, do you use any other paid advertising media, newspapers, magazines?

A: No, I don't believe we do.

Q: You use radio exclusively, with television to be added?

A: Yes.

Q: There was a report from Hollywood the other day that you might appear on one of the Colgate Sunday evening Variety Hour programs this fall.

A: I haven't heard about that.

Q: Have you found any commercial sponsors who might be interested in underwriting your radio or television work?

A: Yes, we have been approached. In fact, I should say that probably no week goes by but what we have some approach made for commercializing our program, either on a local basis or, on occasion, a national basis. As yet we haven't made that decision. We have been giving it very serious thought, particularly as regards to television. We haven't really decided what we're going to do about that because we have been approached to go on as Bishop Sheen has done, on a commercial basis. If we did that it would be with the understanding, as he does, that any remuneration or any salary would go to charity or some religious cause. I wouldn't be interested on any other basis.

Q: But you haven't definitely decided yet?

A: No. You see, we've been invited—and have accepted the invitation—to become the only religious program on the new commercial television in Great Britain beginning in September. We will be on every Sunday night at 10:30. We are not purchasing that time. They are; they've invited us; they pay all the bills, but there's no advertising connected with it.

Q: Is that going to be on film?

A: Yes, that'll be filmed. We've already made three films and it'll be on every other Sunday night until we can make more films and then it will be on probably every Sunday night.

Q: Is that 15 minutes or a half-hour?

A: That's 15 minutes. We have one song and then I give a very
brief talk. Later, we probably will bring those same films and use them here in this country, either on a spot release or on a network. We don't know yet.

Q: You have some films that have been used here?

A: Yes, we were on television here for three years. We went on about 40 stations, about three years ago when television was really new, in an effort to learn how to reach the people and to use the medium of television. We found out that television was not film and it wasn't radio. It's a medium all of its own. I'm afraid that at that time we did not have a formula that was successful, but I believe that the new formula we have worked out in Britain is much better.

Q: Can you give us a comparison of what you had done in this country and how it's going to be done in England?

SIMPLICITY AND INTIMACY

A: Well, I feel that in the matter of religious television, at least as far as I'm concerned, simplicity is much better. We went to Hollywood and made films in which we used a great many props, a great many sets, and we tried to dress it up and glamorize it just a bit to give background to it and then I tried to talk with the camera a long range away. In other words, it was a long way off and it took me all in and then they had me stand up and deliver a very dynamic talk. But after some period of time I began to doubt that method and I began to realize more and more that we were coming into the homes of people, to talk very confidentially and quietly to them. So now when we're on television, and we learned this particularly in Britain on the BBC, the camera comes right in and just takes my full face into the screen and I talk quietly, just as though I'm talking to one person and reasoning with him.

Q: In other words, you make it an intimate thing rather than ... ?

A: Very intimate, yes. That's correct. And the interest of the British audience, at least, was far beyond our expectations—or BBC's, for that matter. On Good Friday the BBC put us on for an hour which they said publicly had the second largest audience in the history of BBC, next to the Coronation. We read stories in the press the next day about pubs where men were putting down their beer and just sitting there, glued, and how pub owners everywhere said that they sold less beer during that hour than any hour on Good Friday.

So there is a way, although I personally do not believe that as yet religion has properly utilized the possibilities of television. I think that is my observation both here and in Great Britain.

Q: Can you tell us who approached you on the matter of a Bishop Sheen type of broadcast?

A: No, because there have been many approaches from quite a number of companies. They have approached us through agents. There are also two networks that have talked to us about it, both before I went to England in February this last trip and since I have returned they have been in contact with us again. I don't think that I would be free to say anything about it, because any release would have to come from them.

Q: Did I understand that you have not yet made a final decision?

A: No, because having received the invitation and made the decision to go on British television has somewhat altered our plans. The program that is being made for Britain could easily be adapted to commercial television here and we are going to give that a great deal of thought and discussion during the next two or three weeks. Those films that we have already made will be here shortly and we believe that they are the very finest films that have ever been made for television. It's some new system that they have in England. I'm not quite sure that I know what it is but they say that American television has been trying to get it and hasn't been able to work out the legal problems yet. Somehow they film it on a tube and it's absolutely magnificent.

Q: Returning to the television sponsorship outlook, when do you think you will make a decision?

A: I imagine it will be within the next six weeks.

Q: In time for the fall season?

A: No. If we do start we probably wouldn't start until sometime in January because I'm completely filled up. We won't be making any more television films until we go back to Britain in November.

Q: Is it your intention that your television program will be a filmed program or a live . . . ?

A: It will be partially filmed and partially live. Where we can do it live we'll do it live, but otherwise it'll be filmed and they'll be undated. In other words, I'm not going to discuss current topics.

Q: Do you foresee it as a Sunday program?

A: I don't know. I would like personally to go on a network and try to buck one of these top rated shows because I'm of the opinion that a little dent could be made. I wouldn't be afraid to go opposite anything because I believe there are enough people interested in what we're going to try to say.

Q: Bishop Sheen took on Berle on Tuesdays; the next step is for you to take on Gleason on . . .

Q: Or Bishop Sheen.

A: I would much rather tackle Gleason.

Q: Dr. Graham, do you think religion has been more successful in using radio than tv?

A: Yes, because we've had 25 or 30 years of religious radio to experiment in. When we went on radio I didn't know exactly what method and what approach to use.

Q: Would you consider your broadcasting, the fact that you reach such a vast audience in radio, an element in your success, or would you have gained the same results anyway?

A: Here is the great value of radio. It has allowed us week after week to inform thousands of Christian people of all denominations of the work that we are doing. Therefore we have built up a tremendous backing of prayers. I am a great believer that the success that we have had has been in answer to the prayers of our radio friends. This radio program has allowed us to go into their homes week by week and they have followed us and our various activities and they could pray and we have thousands of people that write us every week and say "We're praying, we're praying." I believe the London and Glasgow meetings were a success because of the prayer support of our radio audience.

Q: There seems to be an upsurge in religious interest all over this country certainly. Do you think that any of that is due to your radio activity?

A: I would say that one of the great factors in the religious renaissance that is on in the United States now is religious radio. I certainly do not claim that our program, The Hour of Decision, is responsible for it, although I believe it has made a small contribution. But there are many religious programs that I think are
HAPPENS EVERY YEAR!
just as though Topeka, Kansas moved to South Florida

During 1954 Over 115,500* Persons (equivalent to the entire City of Topeka, Kansas) Moved to, and Became Permanent Residents, of Fabulous South Florida.

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For your best sales results use WTVJ, Channel 4, MIAMI...
The only TV station giving complete coverage of the entire market.

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See Your Free & Peters Colonel Now

WTVJ
Channel 4
MIAMI
FLORIDA'S FIRST TELEVISION STATION
100,000 Watts Power—1,000 ft. Tower
quite outstanding in reaching the people. We have had in this country religious radio for nearly 30 years that has brought the Gospel of Christ into the homes of millions of people. I think that is one of the great factors at the moment in leading to this religious renaissance in the country.

Eighty percent of the American people, if you exclude children who are not eligible for certain communions, are members of a church. Ninety-nine percent of the people now believe in God, according to The Catholic Digest. Religious books outsold all other books last year three to one. The government officials in Washington, such as the President, are attending church every Sunday, which they haven't had in recent years on such a faithful scale. And the religious films that are coming out of Hollywood indicate the tremendous interest in religion throughout the United States at the moment. I certainly believe that one of the great contributing factors has been radio, that is religious radio, and now, to a lesser degree, television.

Q: Do you get many communications from the radio audience? Just letters?

A: Yes we do, although it's difficult to tell how many come from the radio audience because I write a daily newspaper column in a little over a hundred newspapers every day. It's in some of the major papers in the country six days a week and it's called "My Answer." People write in questions and I answer them and all of that mail is directed to our Minneapolis office. So what comes from radio and what comes from the newspaper column or just our meetings and general interest is difficult for me to say. But we do get several thousand letters a week.

Q: With all these newspaper columns, sermons, broadcasts, travel and telecasts, how in the world do you find time to put it all together?

A: First of all, the Bible says that "as thy day so shall thy strength be." All of my work, in my opinion, is dependent upon God. I have no explanation for the great crowds that come, for the interest in what we're doing, except the Spirit of God. That's the first thing.

Secondly, our work is highly organized. I'm just a preacher, but every department is carefully organized. Everybody has his responsibilities. For example, the responsibility for our radio program lies largely with Cliff Barrows and all I do is present the message each week. So I spend all of my time preparing messages, studying and writing. I should say that 90% of my time is taken up with studying and writing and preaching. All the rest of it is handled by other men.

Q: If you were approaching a broadcast assignment at four o'clock . . .

A: Which I am doing immediately when I leave here . . .

Q: Well, now, have you laid it out?

A: I've got it right here, all written out in manuscript form.

Q: Dr. Graham, I notice that one of the newspaper interviews said that you were interested in juvenile delinquency.

A: Yes, very much so.

Q: What is your attitude with regard to radio and television and any impact they might have on juvenile delinquency?

A: Well, of course, I'm one of those that has been of the opinion that particularly in television we have had too many crime programs that have not lent themselves to the development of our young people morally and spiritually. I feel that we have not had enough of the educational type of programs. I believe that moral and spiritual values to our young people are vitally important. Our young people are more than just bodies and minds to be developed, they've got souls. I think that television and radio could do a great deal along that line. It already has done a great deal, but I think that some of it has been dissipated by so much of the crime that has been on television, in particular.

Q: Do you think, then, if there is a juvenile delinquency problem, that television has a major share in that blame or is it just another factor?

A: No. I would say that television has a share in that blame, but certainly not a major share. I think even more potent than television have been some of our comic books and a great deal of the literature that you can buy on the stands today that our young people are reading. Another factor which is even more powerful is the lack of discipline in the home and home rearing. I would say that television is a factor, but it is a very small factor in comparison to the many other factors that contribute to juvenile delinquency.

We've just made a tour of American Army bases in Europe and the commanders told us this, that any soldier who has a disciplinary problem usually came from a broken home or from a home where there was lack of discipline. They said that almost all of them could be traced to that. So I think that the breakdown in the average American home is the greatest single contributing factor to the juvenile delinquency problem. But I do believe that television and radio have a tremendous responsibility in trying to help remedy this situation.

Q: Dr. Graham, you just mentioned Europe. You said earlier you were going to tell us something about the differences that you found in broadcasting conditions over there as compared with those in our country. What is the thing that comes to mind as the most outstanding difference between European or Asiatic broadcasting and broadcasting here?

A: Well, it's difficult for me to make any comparison except with Great Britain, since I do not understand the languages of these other places. In some ways I think that British television—I'm speaking of television at the moment—is probably ahead of us in some things. Particularly their dramatic lighting and their contrasting black and white, which to me is something that I haven't seen so much of in the United States.
Pulse Pounds it Home:
“Clearly Nashville’s #1 TV Station”

• Of the top 10 once-a-week shows in this market, 10 are on WSM-TV.

• Of the top 10 multi-weekly shows in this market, 10 are on WSM-TV.

• Of the top 25 shows in this market, 23 are on WSM-TV.

• WSM-TV not only dominates the audience in all listening periods measured, but also — during the most popular TV viewing time (6 p.m. to midnight Monday through Friday) — WSM-TV has a larger audience than the other two VHF Nashville TV stations combined.

* Survey by The Pulse, Inc., April, 1955

WSM-TV Channel 4

NBC-TV Affiliate • Nashville, Tennessee
I think competition is good. American television and radio indicate that and I think the British are beginning to realize that competition is good because the new commercial television in Britain is making the BBC revamp its entire schedule of programs, its personnel, in order to give the British public a better type of program.

Everywhere we went on the continent we would ask people about television and most everywhere they would say it's not worth watching. The people did. Whether that's true in all countries or not, I doubt. Certainly there are some very good programs in Great Britain. Particularly was I impressed with the British news coverage. In fact, newspaper reporters in Europe that have been there for many years say that they believe it's the best news coverage in the whole world. And also, BBC radio news coverage is excellent. But I am still in favor of competition. I think it produces better programming and I think that probably the codes of decency that we have here in this country are very, very good.

Q: You mean the NARTB Radio Standards of Practice and the Television Code?

A: That's right.

Q: Considering your busy schedule do you get much time to watch television? Or listen to radio?

A: No. I do some, but not much.

Q: About how much would you say on the average you do manage to steal away from other pursuits to watch television in an average week?

A: Well, as I said, most of my time during the past two years has been spent in Britain and I've seen just a very little television here, but I listened to the radio a great deal, particularly the newscasts. And here in this country, in the place where I live, we can get only one station so we're not very much a judge. I have to go by what I read and what I see and hear others say.

Q: Where do you live?

A: In the little town of Montreat which is a small village outside of Asheville, N. C.

Q: Do you think that the use of television and radio will ever take the place of individual public personal preaching?

A: No. I don't think so. I think if properly used it will help it.

Q: We won't be going to church sitting at home?

A: I don't think so. At least, I hope not.

Q: Do you want to develop that idea?

A: I would like to say that with the development of television and radio in this
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THIS RICH AREA
3,476,600 people with a $5,751,633,000
annual consumer spendable income*

PREFERS WHIO-TV
8 of top ten weekly shows**

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ONE OF AMERICA'S GREAT AREA STATIONS

*1955 Consumer Markets
**June, 1955 Pulse Report
country, church attendance has shown a remarkable increase. However, I believe some ministers are reporting that their Sunday night congregations are down. Some ministers are reporting anywhere from ten percent to forty percent decrease in certain areas and they attribute that partially to television. I'm not so sure that it's altogether television.

Q: Wasn't that true before tv?

A: I'm sorry, I cannot answer that. I just don't know. I discussed this in my visit back home a year ago and talked to quite a number of clergymen about it and they did say that television was a factor. Personally I think the church is going to have to rethink its Sunday evening program, either having a midweek program or having it earlier Sunday afternoon. I don't know the answer, but it seems to me that there's going to have to be a rethinking process because in the average place Sunday night services are not altogether successful.

Now Sunday morning congregations are crowded everywhere. We're having the largest attendance in American history. We talk about the good old days, but in the Revolutionary War period only about ten percent of the Americans went to church. Today it's many times greater than that. More people are attending church per capita today, Protestant, Catholic, and Jewish churches, than ever before in American history.

Q: Didn't they use to blame the automobile for the drop in Sunday evening church attendance? People spent less time at home, they visited more on a Sunday evening...

A: I think that's true. I think the motor car, the theatres open on Sunday which we didn't have some years ago, the radio and now television, all of these must be faced realistically. They are competition for a man's time on Sunday evening.

There was a time when the church might have been about the only thing open in a village or town, particularly in the rural areas. But that's no longer true. Now even the farmer has entertainment in the town near him. He can get to it in a motor car. He can take a drive in the evening. He can go distances to see his relatives.

As someone said to me this past week, I think it was, yes, Mr. Louis B. Mayer. We were on the boat and he said that the great competition that we all have today, the great thing we're all facing today, is the competition for a man's time. It's not competition with each other.

Today a book has to be a top book to get a man to read it, it's got to be a top film to get people to see it, and everyone has to be the best if they're going to get that hour of a man's time because the competition for the 24 hours he has is really high when he spends eight hours working and eight hours sleeping and he only has eight hours off. What part of that eight hours can you get out of a man's time?

Q: Dr. Graham, you said you're going back to Europe. When?

A: We will be going back the latter part of October, when I'm holding a week's mission at Cambridge University. Then we go to Oxford University and will stay in London and make some of these films.

Q: It seems to be quite a current fad of the Kremlin inviting distinguished Americans behind the Curtain. Have you been invited?

A: We have been approached and talked to by Russian leaders, yes.

Q: Are you going?

A: I am not prepared to give an answer to that yet.

Q: There were great evangelists before the radio-tv era, like Sankey and Moody. What do you think they would have accomplished if they had some of the media that we have now, such as radio?

A: That's certainly very, very difficult to answer, because each man, I think, has been raised up in God in his own age. The great problem that those men faced in those days was that they did not have amplification. Therefore their attendance was much smaller in comparison to those of modern day evangelists or ministers. But they also had one other factor in their favor—they did not have the keen competition of these other means of amusement and so forth. Though transportation has probably taken away from these meetings, yet at the same time it has allowed people from great distances to come, too, and they counter-balance each other. I think that those men would have had to adjust themselves a great deal because it's altogether different in talking on radio and television than in trying to hold the attention of a vast audience. It's a different approach and a different technique.

Harrington, Righter and Parsons, Inc.

national representatives for

WROW-TV Albany
WAAM Baltimore
WBEN-TV Buffalo
WJRT Flint
WFMY-TV Greensboro
WTPA Harrisburg
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
WSYR-TV Syracuse

BIOGRAPHY
BORN (37 years ago) on a farm near Charlotte, N. C., William Franklin Graham Jr. cut his business teeth as a Fuller brush salesman. Attended Bob Jones College and Florida Bible Institute, doing his first preaching at a Tampa mission. Ordained a minister by the St. Johns Baptist Asn. of Northern Florida, he won a scholarship to Wheaton College in Illinois, earning an A.B. in anthropology. After a year as pastor of a church in Western Springs, Ill., he joined "Youth for Christ," organized to combat juvenile delinquency. In 1946 he became president of Northwestern College in Minneapolis. Two years later he became an evangelist and in 1950 began using radio to reach a nationwide audience. Dr. Graham lives with his wife, Ruth Bell Graham, and their four children in Montreat, N. C.
Does Television Deserve Stepchild Representation?

This is addressed to those people who have had the courage to invest millions of dollars in this new medium of television. You've invested money in towers, sites and technical equipment, you've planned the programming, set up technical staffs that had to be schooled, you've organized your business and local sales structures and you look for granted that your sales representation was as soundly planned as all your other planning.

Television is different
No one has to tell you that this "newest medium" is different. It is no stepchild of radio by a long shot. It is unto itself. It is the most powerful medium yet developed.

You appreciate this, or you would not have put the huge sums into it you have. Let's not kid ourselves. Television is competitive to all media—magazines, newspapers, supplements, outdoor, radio, network and spot. The public knows it's competitive. You know it from your own experience with your own set at home. No one yet has figured a way to read a magazine and look at a television set at the same time.

Television has arrived
Agencies are showing their clients how television right now is an economical advertising buy on a dollar basis. Advertisers are not only anxious but well aware they must get into television to protect their trade positions. But whom can their agencies turn to for full-time advice, full-time service and information?

National advertisers and their agencies have always been well informed on media, but have little or no information on television stations and have a hard time getting it. In many cases they have had to go direct to you for it.

Ask yourself these questions:
* Does your representative have the same faith and confidence in the television medium you have?
* Is your representative making any investment such as you have in the future of television?
* Is your representative providing the television manpower necessary?
* Is your representative giving you the adequate sales effort you need?
* How well has your representative familiarized himself with your local television operation?

The answers to these questions are all too clear. More than a few representatives have actually stated that they wished television had never happened and would give plenty to get the guy who invented it. Your representative today is taking the easy way out—is doing as little for you as fits his pocketbook.

They have done well with AM. They have worked hard and long and built up a prosperous organization. You can't blame them for not wanting to start all over again. After all, life's too short. They've made their money. Television today is only a headache and an expense to them.

Furthermore, let's face the facts about what REALLY happens when a radio representative sets up a TV Department within his own organization. Both cannot get the services of the best people—the full-time wholehearted application that's required to do a real job. From the management level right down the line AM or TV or both must suffer.

How do you come out?
You have a big investment in TV. You expect TV to develop into the greatest advertising medium ever, but you need help. You need sales help that means the kind of manpower that can give you intelligent service in the national field full time. Your story must be told to advertisers and their agencies with aggressiveness, experience, ability and a singleness of purpose. You need a specialized organization to help solve the complex problems arising in television—problems that have never arisen before in advertising. You need the undivided attention of a company for the efficient development of new accounts that find television a natural but who have found other consumer media difficult to use.

You need an organization whose conscience is clear on television, one that is not torn between the other older media and the new.

Now's the time
Why wait? You can get what you need now. Ours is an organization with the know-how to provide effective and active service. It's a young company looking to the future with conviction and confidence in television. Our revenue and business future depend solely on television.

HARRINGTON, RIGHTER & PARSONS is not complicated with radio and/or newspaper problems which thwart your television progress in the national field. Further, we have the stability and interest to do the sound selling job you need in television.
You can't see it— but you certainly can't get along without it. It covers 3,022,387 square miles and it's about 34½ miles deep. In sheer cubic area, that's over 105½ million square miles of the stuff!

By volume, over three-fourths is nitrogen. 21% is oxygen, plus a 1% soupçon of argon (and some scantling amounts of hydrogen, carbon dioxide, neon, helium, krypton and xenon).

Sure...it's air—our greatest, most plentiful resource.
And no matter where you go in this enormous United States, it's also charged with another very vital element.

Air is what we've got most of. Next is customers. The average American family has 3.66 customers. It also has 2.5 radio sets. Back in 1948 (when TV was just starting to flex its silken biceps) the average was only about 1.8.

Radio today, more than ever, is an integral part of daily living in more homes than any other single necessity except the knife and fork. Nothing, including eyeglasses, is so universal.

Naturally, perhaps, we've come to take radio for granted—just as we do the air we can't see either (but breathe).

Air exerts a pressure of about 15 pounds per square inch. But radio exerts a pressure upon America's buying atmosphere that's gigantic beyond our facilities to measure it.

Some smart advertisers, though, are re-discovering that you don't have to see radio to profit from its universal wallop. Where they are going, others are starting to follow.

We call this "Radio's Resurgence".

So will you when you read September 19's special issue of Broadcasting-Telecasting—a cogently assembled report that helps bring the terrific dimensions of Radio-1955 down to graspable proportions.

The facts will open eyes. Even more important, they can re-open media minds to productive assignments for America's most pervasive (and, per dollar invested, persuasive) link between those who sell and the millions who buy.
This is a report so complete . . . so essential . . . that advertisers and their agencies will give it preferred desktop space for many months to come. If you are part of radio's resurgence, it follows that your message should be part of this special Broadcasting-Telecasting issue.

There is still time — but not much. September 5 is deadline for proofs; September 9 is the day we lock up the forms. It takes no premium to be represented in its pages. Regular rates and mechanical specifications prevail.

Write us . . . wire us . . . call us — but reserve the optimum position for your message.

Like the air you breathe, this round-up of "Radio's Resurgence" is something nobody who has a stake in radio can get along without!

The Year's Most Complete, Most Authoritative Report on Radio's Steady Come-Back. Among its valuable contents you'll find:

- report on radio's financial position.
- analysis of trends in station and network rates.
- radio's most outstanding, most recent success stories (by advertiser categories).
- a recorded interview with a major radio advertiser.
- a recorded interview with a major advertising agency executive.
- outline of current radio listening trends (including out-of-home listening), compiled from latest research sources.
- report on today's national spot business, based upon findings of station representatives.
- a psychologist's study of radio's advertising advantages over television.
- resume of radio set production and sales.
- analysis of radio advertising's future and potentials in the U. S. economy.

In short — solid facts that explain radio's all-encompassing resurgence . . . that point to its sound future. A graphic framework, too, in which to display what you offer today's planners and buyers of advertising!

PUBLICATION DATE: September 19
FINAL DEADLINE: September 9
SPACE RESERVATION DATE: No time like TODAY!
SERVICE TO THE LISTENER HIGHLIGHTS WTAG'S EXTENSION SHOW

A NEW program format has helped the Worcester County (Mass.) Extension Service kick off its 25th year of radio broadcasting.

Probably the longest-running Extension Service program in the nation, the Worcester County Farm Roundup has been aired continuously since 1930 as a public service sustainer over WTAG Worcester. Located in a highly industrialized area, the Worcester County staff must entertain and inform not only the full-time farmer, but also the city apartment dweller and suburban backyard gardener. The program's new 20-minute format permits such diversity.

Charles W. Turner, County Extension director, is master of ceremonies for the three-part program, aired 6:05-6:25 a.m. The first segment brings to the listener timely information from urban house and grounds agent, Lewis Hodgkinson. The second portion is conducted by one of four home agents, and includes, as its weekly feature, the "best food buys," presented by agent Mildred Thomas. The third and final daily feature is agricultural news, replaced each Wednesday by news of Worcester County's 4-H clubs.

Between segments of the program, Turner announces coming meetings and events, and WTAG announcers give up-to-the-minute weather information. A complex recording schedule makes it possible to tape the three segments on different days of the week.

"We realize that ours is a moving audience," he says. "They're not just sitting and listening specifically to our program. They're waking up, getting breakfast, doing dishes, driving the car and milking cows. We use four voices (five, really, counting the weather announcer's) during the 20 minutes, to keeping changing the pace, bringing this moving audience back to attention."

Mr. Turner values very highly the Extension-WTAG relationship. "We've yet to come up with a reasonable request that they haven't followed through," he says.

In times of emergency, especially, this relationship is invaluable. When a tornado devastated much of the county in 1953, a "Worcester County Farmer's Relief Fund," sponsored by Extension Service, was promoted by WTAG with remarkable success. Again, when hurricane "Carol" ripped across Massachusetts last summer, advice on emergency food care, building repairs, etc., from University and County Extension personnel, reached Worcester County residents from WTAG within hours.

Another highlight of the radio services performed by Worcester Extension personnel has been the daily "crop pest control messages" broadcast during the growing season. Extension fruit specialists make an early-morning check of orchards in the area. Then they telephone spray recommendations to the station, and a telephone recording of the message is used during a WTAG news cast. It reaches fruit growers at a time when advance notice of just a few hours may mean the saving of several thousands of dollars by preventing insect damage.

WTAG management says of the Worcester County Extension effort, "The Farm Roundup has furnished central New England listeners not only with vital information for successful farming but with workable suggestions for better, happier and more comfortable living."

Any long-time resident of Worcester County will testify to the accuracy of that opinion.

DEPARTMENT STORES AND TV

"THERE definitely is a place in department store advertising for television."

That's the conclusion reached by Stanley Cox, general manager of Diebel & Co., department store in Saginaw, Mich., following the store's first use of television in a one-week test campaign on WKNX-TV in that city.

The occasion was Diebel's annual Spring Carnival of Housewares Sale. The promotion began on Sunday, March 13, and continued until Friday, March 18. This year $388 was spent for tv, $787 for newspaper advertising, a combined total of $350 less than the $1,525 spent for newspaper ads alone during the 1954 sale.

Last year, Diebel's had no competition during the sale week; six large newspaper ads were placed competitively this year. This year's sale week was two weeks closer to Easter than in 1954. Last year there was a bus strike on at sale time; this year the busses were running.

The results: Diebel's housewares department showed a $600 increase in sales for the event this year over last. The store volume for the 1955 sale week topped that of 1954 by $10,000.

One more result: Diebel's has signed a year's contract with WKNX-TV for 400 tv announcements.

DIEBEL's comes back for more. This contract is agreed to by 1 to r John Hangeman, WKNX-TV account executive; Robert M. Chandler, WKNX-TV sales manager; Stanley Cox, manager of Diebel's, and Howard H. Wolfe, WKNX-TV station manager.
No Mad Nomad
can get away with this

To prove that we are objective reporters, the following incredible tale is offered.

A tall and healthy-looking traveling man consulted a famous psychoanalyst. After several preliminary sessions, the doctor commented, "You appear to be in splendid mental trim. Tell me, why did you come to me?"

If that in itself doesn't seem incredible, read on.

"I came to you, doc, because I'm worried. Something's got to be out of kilter in my rigging. I hail from Texas—and I just don't give a damn."

Can you imagine anyone not giving a damn about coming from the state that has Amarillo, the city that for the third consecutive year has the highest retail sales per household in the U.S.A.?
"TELEVISION'S FINEST"
— for all visual-aural operations

Regardless of the tubes you need— for your cameras, transmitter, film system, video and audio equipment, control equipment, power supplies— you can rely on RCA high-quality types for day-in, day-out dependability. When you need replacement tubes, call your RCA Tube Distributor. He'll give you prompt, efficient service on the entire line.

RADIO CORPORATION of AMERICA
HARRISON, N.J.

ELECTRON TUBES
PERSONNEL RELATIONS

(Continued from page 50)

Four-Station Strike Averted
In Seattle Labor Compromise

MANAGEMENT representatives of KING KJR KOMO KIRO Seattle and the members of the AFTRA local have accepted a compromise proposal suggested by the Seattle Central Labor Council (AFL), thereby averting a threatened strike at the four stations [B*T, July 18].

Covering staff announcers on the four am outlets, the agreement is subject to national AFTRA approval and will be retroactive to May 1, running to Sept. 1, 1956. Principal provision is a $5.60 weekly raise for announcers, bringing the scale to $10.60. The union had asked a $20 increase and the stations had offered $4.

Also in the agreement is a provision for more liberalized vacation schedules, from the present maximum of two weeks. Announcers will earn one additional day for each year of employment over five years, up to a maximum of three weeks' vacation.

A fifth station, KXXA, which had been negotiating separately, is expected to follow substantially the same pattern, although there are other issues involved, according to Don Courtnay, Seattle AFTRA president. He also noted that the television stations in Seattle currently are engaged in negotiations with the union, on a separate basis from the radio bargaining.

PROFESSIONAL SERVICES

Tatum-Norman & Co.
Formed on West Coast

TATUM-NORMAN & CO. has been established by Donn B. Tatum and Donald A. Norman, with offices in Los Angeles and Oakland. The firm will furnish a broad scope of services with emphasis in the field of television, including program development, production administration, advertising agency representation and radio and television station consulting.

The new partners have had wide experience in radio and tv. Mr. Tatum has been in the field for the past 14 years, having served as Pacific Coast counsel for both RCA-NBC and ABC. He was vice president of the Don Lee Broadcasting System and Pacific Coast director of tv for ABC.

Mr. Norman, executive vice president for Tv East Bay Inc., applicant for ch. 2 in Oakland, was general manager of KRCA (TV) Los Angeles for two years and previously was assistant manager of the New York NBC radio and tv stations. He will continue his present duties with Tv East Bay Inc., in conjunction with his new activities.

Everybody talks about the weather in Flint... especially after Roy Nester's 7:55 AM and 4:40 PM special 5-minute weather show. Roy, with thorough U. S. Navy training, not only gives current conditions and forecasts, but supplies extensive background information on local activity. Dew point... frontal passage... relative humidity... are all everyday conversational items with Roy's genuine and steady band of listeners. As you might expect, "Today's Weather" gets results... in any weather. That's why your Katz Agency man can show you a distinguished sponsor list dating back to 1947. Right now there's room for you on the list on Tuesday at 7:55 AM, Thursday and Saturday at 4:40 PM. Call Katz today!

flint, michigan

wfdf

nbc affiliate

Represented nationally by the

Katz Agency

Associated with WFBM AM & TV Indianapolis—WOOD AM & TV, Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

August 22, 1955 • Page 75
NBC RADIO AFFILIATES CALL MEETING;
THE PUZZLER: 'SHALL 'MONITOR' EXPAND?'

Sept. 9 gathering will discuss whether, and if so how, to have program branch out timewise. Some affiliates feel the show infringes on their own national spot potential.

RADIO AFFILIATES of NBC will convene early next month in "a most important meeting" that may set the pattern of NBC Radio's future approach to sales and programming.

A keynote objective of the meeting, it was reported, is discussion of plans for extension of the participating-announcement sales concept to weekday periods either via expansion of Monitor or through some other program format. The meeting was called for Sept. 9 in New York in letters sent to all NBC Radio affiliates last week by Harold Essex of WSJS Winston-Salem, N. C., secretary of the NBC Radio Affiliates Committee. Mr. Essex said he was acting at the request of Robert D. Swezey, WDSU New Orleans, RAC chairman.

"The future course of network radio will probably come in for full discussion," Mr. Essex said in urging the affiliates to attend. Indicating the importance the session holds in the view of the affiliates' executive group, two days of preliminary committee and committee-network conferences have been scheduled to prepare for the Sept. 9 general meeting.

The six-man executive committee of the affiliates, also headed by Mr. Swezey and with Mr. Essex as secretary, will meet Sept. 7 with the Affiliates Planning Committee, a group of five other key affiliate officials. This session will be devoted to planning the general meeting. On Sept. 8, the two committees will meet with NBC officials to work out the agenda for the general meeting.

The general session for all affiliates will be held in the Waldorf-Astoria's Empire Room, starting at 10 a.m.

Certain to be a prime subject are the network's plans regarding expansion of Monitor, the weekend continuous program which is sold on a participating-announcement basis and accordingly has aroused the ire of some affiliates who brand it an intrusion on their own national spot potential.

This opposition appears to be mounting, indicating network plans to expand the concept to other portions of the week may encounter hard going.

NBC 'Elated'

Network officials, elated with the progress Monitor has made since its inauguration last June, have been holding major discussions regarding the program's future. Although their decisions—if any have been reached—had not been officially disclosed late last week, informed sources indicated that:

• NBC authorities appear agreed on desirability of expanding Monitor's participating-announcement type of selling to other portions of the week.

• There apparently is some difference of opinion as to whether expansion of the participating-sales technique should be accomplished by expanding Monitor itself or by some other program format for the weekday periods.

• Another question to be resolved: if Monitor is expanded, should the move be made gradually or in one swoop? Should it be extended only to weekday morning hours at first, for example, or should it be spread to both morning and afternoon periods simultaneously?

The network's full plans are expected to be formulated in time for presentation at the Sept. 9 meeting. According to earlier timetables the affiliates' executive and planning committees will be notified in advance.

As part of Monitor, NBC is offering advertisers time at a reduced rate in the period from midnight Saturday night to 8 a.m. Sunday. The rate depends upon the number of stations carrying the overnight service and this number varies from hour to hour but averages around 40 to 50, according to NBC officials. In the regular daytime and evening hours sales have exceeded network expectations.

Members of the RAC executive committee, in addition to Chairman Swezey and Secretary Essex are: Richard Mason, WPTF Raleigh, N. C.; Robert Hanna, WGY Schenectady, N. Y.; George Norton Jr., WAVE Louisville, Ky., and Paul W. Morency, WTIC Hartford, Conn.

On the RAC planning committee are Walter Damm, WTMJ Milwaukee; Jack Harris, KPFB Houston, Tex.; Edwin K. Wheeler, WWJ Detroit; William Fay, WHAM Rochester, N. Y., and Nathan Lord, WAVE.
**The most advanced turntable for professional use!**

**THE PRESTO PIROUETTE**

Streamlined, compact, trouble-free...featuring the revolutionary flick shift...one sideway flick selects any speed...33 1/3, 45, 78 rpm

The turntable of the future is here today...in the PRESTO PIROUETTE...a marvel of brilliant engineering, precise balance and simplicity. Three idler wheels are mounted on a single movable plate. A sideway flick of the control lever automatically engages the proper idler! Trouble-making arms and shift cams are eliminated, idler wheel wear substantially reduced, trouble-free performance is assured. These PRESTO quality features assure topnotch performance all the way:

- Finest turntable motor
- Extra heavy-weight, wide-bevel aluminum table
- Precision deep-well bearing
- Presto quality-engineered throughout

A beautiful 12" turntable in smart telephone black with brushed chrome accents. $53.50.

**PRESTO SR-27 TAPE RECORDER**

value of a lifetime

You get top value in this superb PRESTO tape recorder. 3-motor drive...separate record, erase and playback heads...fast forward and rewind. No take-up reel clutch. No idler pulleys. Top performance, rugged construction, ideal for studio or home recording. Complete with A920 amplifier unit (pre-amp, equalizer and 10 watt amplifier) only $485.

**PRESTO RECORDING CORP.**

Dept. BT-8
PARAMUS, NEW JERSEY

Rush catalog sheets on Presto Pirouette turntables, SR-27 tape recorder and advise name of nearest Presto distributor.

Name ________________________________

Company ________________________________

Address __________________________________

City ________________________ Zone

State ________________________________

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
NCAA Telecasts Offered Locally

ONE-FOURTH sponsorship remaining on NBC-TV's telecast of the 1955 National Collegiate Athletic Assn. national and eastern regional football games will be offered for local sale by NBC-affiliated stations, it was announced by George H. Frey, vice president in charge of sales for NBC-TV.

"At the request of our affiliates, the remaining availability on these classic national sports events are being turned over to them by the network," Mr. Frey said. "NBC, which has pioneered in creating revolutionary sales plans for the benefit not only of our basic stations, but also our optional stations through such steps as our program service plan, is taking this step to effect even stronger cooperation between the network and its affiliates."

Advertisers, which already had signed for one-quarter sponsorship each of the 13 contests (8 national and 5 eastern regional), set to begin on Sept. 17, are the General Cigar Co., Schick Inc. and the Avco Mfg. Co. The Dow Chemical Co. will sponsor the 15-minute post-game series, Scoreboard, to be presented following the eight national telecasts.

NBC-TV was awarded the first choice of eastern games by the Eastern Collegiate Athletic Conference on June 1. Previously the NCAA had granted the network exclusive national rights to telect a schedule of eight games.

Mr. Frey also announced that the Gulf Oil Co. has purchased one-quarter of the eight regional NCAA telecasts in districts 3 and 6 only, covering south and southwest, which will be carried on a total of 15 NBC-affiliated stations.

CBS-TV Closed Circuit To Preview Fall Shows

A PREVIEW of new CBS-TV programs for the 1955-56 season will be given primary affiliates Thursday via closed-circuit. Hubbell Robinson Jr., CBS-TV vice president in charge of programs, will outline the network's plans on the telecast.

A one-hour show has been planned, featuring excerpts from new programs to be presented by the network this fall. Among these are two Saturday shows, It's Always Jan, slotted three weeks out of four in the 9:30-10 p.m. period, starting Sept. 10 under sponsorship of Procter & Gamble, and Gunsmoke, also three weeks out of four and in the 10-10:30 p.m. period, starting the same date under sponsorship of Liggett & Myers. Two Tuesday shows to be excerpted are You'll Never Get Rich (Phil Silvers) in the 8:30-9 p.m. period, starting Sept. 20 under alternate-week sponsorship of R. J. Reynolds Tobacco and Amana Society, and Joe & Meikel in the 9-9:30 p.m. slot, starting under alternate sponsorship of Carter Products on Sept. 20 and Geritol on Sept. 27.

Some of the shows' stars are slated to appear. Under plans being made, each of the primary affiliate stations participating will invite radio-television critics and reviewers or other newsmen to watch the telecast. In New York, where the telecast originates, New York newsmen will hear and see CBS-TV's plans on camera. The telecast is set for 6-7 p.m. EDT.

Three CBS Radio Shows Under Segmentation Selling

SEGMENTATION selling plan is being initiated by CBS Radio, beginning about the first of next month, on three nighttime strip programs: Bing Crosby Show, Tennessee Ernie, and Amos 'n' Andy Music Hall. The network will sell the programs to advertisers at a uniform rate of $2,100 gross (includes time and talent) per five-minute segment, permitting one-minute commercials.

The Crosby show runs a quarter-hour while the other two are half-hour programs.

The network also may extend the new selling plan into its weekend schedules. Although considered a development from the single rate policy adopted by the network, the new plan does not change CBS Radio's rating structure but rather the method of selling.

CBS-TV Appoints Reubens

APPOINTMENT of Beryl L. Reubens, press information staff, CBS-TV, New York, as trade publicity manager for the network, was announced last week. Mr. Reubens succeeds Jim Kane, recently appointed director of press information for CBS-TV Hollywood. Mr. Reubens has been with the network since 1947.

Jane Wyman Show Premiers

PREMIERE of Jane Wyman's Fireside Theatre will take place Aug. 30 on NBC-TV, 9-9:30 p.m., the network announced last week. The $4,500,000 series will be under the sponsorship of Procter & Gamble Co. for Ivory Soap, Crisco and Duz. Agency is Compton Adv. Miss Wyman will be hostess for all telecasts in the series and will star in 20 of them. She also is head of Lewman Ltd., which is producing the filmed series.
SAM HAYES (!) veteran Don Lee news-
caster, and William J. Tormey, vice presi-
dent in charge of sales and advertising for
White King Soap Co., complete arrange-
ments for White King to sponsor the Sam
Hayes Newcasts on 85 Don Lee, Arizona
and Intermountain stations. The contract
calls for the soap company to sponsor two
broadcasts each week on an alternating
basis, Wednesday-Friday and Tuesday-
Thursday, and runs for 52 weeks. The
agreement went into effect Aug. 3.

NBC Newsman Levine Gets
Permanent Visa to Russia

PERMANENT VISA to Russia has been issued
to NBC correspondent Irving R. Levine, Wil-
liam R. McAndrew, director of NBC news, an-
nounced last week. Mr. McAndrew said Mr.
Levine was the first western non-communist
radio correspondent since 1948 to receive such
credentials. The last reporter to be so accredited
was Robert Magidoff, then an NBC news corre-
spondent, who was expelled from Russia in
1948.

Mr. Levine is now touring the Soviet Union
with a delegation of American farmers. CBS
Radio meanwhile reported Friday that the
Russian embassy in Washington had notified
CBS News that temporary visas would be
granted to Richard C. Hottelet, CBS Rome
correspondent, and Daniel Schorr of the CBS
News Washington bureau. Though the exact
time for which these visas would be valid was
not specified, CBS Radio said it understood it
will be for the period of West German Chan-
cellor Konrad Adenauer's visit to the Soviet
Union the first week in September.

WLDB Affiliates With MBS

WLDB Atlantic City, N. J., announces its
affiliation with MBS, effective Aug. 7. The
station operates fulltime on 250 w, 1490 kc and
is licensed to the Atlantic City Broadcasting
Co., with offices and studios in the Senator
Hotel there. WLDB, which went on the air
April 8, 1955, is owned and operated by Leroy
and Dorothy Bremner.

Stern Returns to Air

BILL STERN returned last week to his ABC
Monday-through-Friday radio program after
having been hospitalized as the result of an
automobile accident [P•T, Aug. 15]. During
his absence, other sports personalities have been
substituting on his regular broadcasts. Mr.
Stern's programs are being handled temporarily
from his home in Purchase, N. Y.

Industry is on the march in the Wheeling-Steubenville
market! New factories, new industries, new construction—
and the workers to man the machines that turn the wheels of
progress. It all adds up to people—some 1,409,300 people in
fact—with a combined spendable income of $1,973,985,000
or an average of $4,742 per household! The "rich Ruhr valley
of America" continues to grow richer, and station WTRF-TV in
Wheeling, West Virginia has grown with it. Now a full-blown
316,000 watts on Channel 7, broadcasting 120 hours of pro-
gramming a week, WTRF-TV can bring your sales message to
this major market. The latest Telepulse survey indicates that
63.5% of the tuned in audience between 12 noon and midnight
dialed Channel 7! That's proof of WTRF-TV's tremendous selling
power!

Be sure that your television campaign includes
the fast-growing Wheeling-Steubenville
market, and make sure it's a success by
utilizing the strongest medium to reach
this market—WTRF-TV, Wheeling. For avail-
abilities call Hollingbery or Bob Ferguson,
VP and General Manager, Wheeling 1177.

316,000 watts
WHEELING, WEST VIRGINIA
POSSIBLE SUBPOENA IN '51 CAUSED BREAK WITH CBS, KRABER TESTIFIES

Former network executive tells House group meeting in New York he was asked to resign when possibility arose that he would be asked to appear before earlier House probe. Testimony disputed by CBS and WNYC New York.

TESTIMONY by a former CBS executive implying that he was discharged from his post in the network's special radio department in 1951 because he was believed to be evasive in his testimony before the House Un-American Activities Committee was presented during a four-day hearing held by the committee last week in New York to consider infiltration by communists in the entertainment industry.

Before and after Tony Kraber, 50, offered this testimony, 23 of 24 witnesses who appeared before the committee up to last Thursday declined to say whether they are or ever have been Communist Party members.

A spokesman for CBS in New York offered no comment on Mr. Kraber's version of his discharge, but said that personnel records show the notation: "resigned by mutual consent."

Though many of the witnesses who appeared before the committee last week had some association with radio-television, only Mr. Kraber, as far as could be ascertained, had been employed in the industry in an administrative capacity. The others appeared on radio and television for varying periods of time as entertainers.

CBS said the personnel records showed that Mr. Kraber was employed by the network from 1942-48 as executive assistant in the short wave operation; Sept. 1949-Dec. 1949 as a producer in television, and 1949-51 as assistant director of special events for radio. He resigned on Sept. 28, 1951. The DuMont Television Network confirmed that Mr. Kraber had been employed there July 1948 until Sept. 1949 as manager of program presentations and had left in a reduction of staff.

After invoking the First and Fifth Amendments in refusing to answer questions on possible communist affiliations, Mr. Kraber traced events leading to his discharge from CBS in 1951 as follows:

"The New York Journal-American reprinted a tape recording of a broadcast I made on station WNYC at a time when Sen. Pat McCarran was trying to smear that station.

"The president of CBS called me in his office and told me that although I had the finest record of any of his young executives, he would have to ask me for my resignation. He told me he had reason to believe I was to be subpoenaed by this committee. I resigned and since that time I have been denied employment and the American public has been denied the advantage of my trained talent."

A spokesman for New York City-owned WNYC told 8-Track Thursday night that Mr. Kraber's story is "unbelievable." He said long-time executives at the station had no recollection of Sen. McCarran trying to "smear" WNYC, or of Mr. Kraber making a tape recording of a broadcast on the station. He added he had checked with the Journal-American and had been advised the newspaper's reporter had no clippings relating to the questioned tape broadcast or of Sen. McCarran's alleged "smear" of WNYC.

During his testimony, Mr. Kraber said he was an executive producer at CBS from 1949 to 1950, with the right to hire talent for shows valued at $100,000 per week.

A spokesman for CBS expressed the view that Mr. Kraber had no such prerogatives at the network. He stressed that Mr. Kraber was not an "executive producer," but merely "a producer," and in that capacity hardly could have been entrusted with a $100,000 weekly budget. He also noted that though Mr. Kraber told the House Committee he was director of special events for radio, personnel records listed him as assistant director of special events.

The sole witness last week who admitted to being a Communist was George Hall, a radio-television and stage actor, who said he had been in the Party in 1946 and 1947.

The only witness without apparent entertainment field association was Mrs. Susan D'Useau, who described herself as an artist. Other balking witnesses were George Buddy Tyse, actor; Stanley Prager, actor; John Randolph, actor; his wife, Sarah Cunningham, actress; Joshua Shelley, comedian; George Keane, actor; Irma Jurist, piano accompanist; Elliott Sullivan, actor; Lee Hays, folk singer; Martin Wolfson, actor; Phil Leeds, actor; Madeline Lee, a radio-television actress specializing in off-stage baby voices; Peter Lawrence, stage manager; Peter Seeger, folk singer; Alan Manser, actor; Ivan Black, public relations counselor; Albert...

WHEAT

124 million bushels of golden Kansas wheat, moving to market in endless caravans of trucks, will put $235,600,000 into the pockets of our listeners, the Kansas farmers, helping to swell their average annual income to $8,830* after taxes...52% above the national average! These folks have the cash—52% more of it—to buy your product!

Sell these upper-income Kansas Farmers with WIBW—the radio station they listen to most.†

* Consumer Markets, 1955
† Kansas Radio Audience, 1954

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka

KCKN in Kansas City

Rsp: Copper Publications, Inc.
Ottenheimer, actor; Lou Polan, actor; Howard J. Salernson, film importer, and David Kaater, stage manager. Three of the witnesses, though declining to say whether they were Communists, did not fall back on constitutional protection.

A spokesman for the American Federation of Television & Radio Artists said last Thursday no steps had been taken as yet to make use of an AFTRA ruling under which a member refusing to tell a congressional committee whether or not he is a Communist may be subject to union discipline, including suspension or expulsion [BT, Aug. 15].

Sacramento Ch. 3 Decision Appealed to Court by KXOA

KXOA Sacramento, Calif., last week appealed to the U. S. Court of Appeals in Washington against the FCC's grant of Sacramento's ch. 3 to KCRA there [BT, April 18]. It also appealed against the FCC's denial of its petition for a rehearing [BT, July 25].

The Sacramento ch. 3 grant was made to KCRA on the basis of a preference for past performance, the Commission said. It said the two applicants were evenly matched. The Commission's final decision agreed with the examiner's initial decision.

KXOA, owned by veteran broadcaster Lincoln Dellar, attacked the financial qualifications of KCRA. It also claimed that the Commission's decision was "virtually a brand new decision" thus indicating, it said, that the examiner's decision was in error.

It asked the court to order the FCC to reopen the hearing.

LAMB CASE GOES BACK TO EXAMINER

Both sides file recommendations. Broadcast Bureau asks denial of WICU (TV) bid for license renewal.

THE CONTROVERSIAL Edward Lamb case entered another stage of development last week with counsel for FCC's Broadcast Bureau recommending that the application for license renewal of WICU (TV) Erie, Pa., be denied.

Counsel for Mr. Lamb—former Attorney General J. Howard McGrath and Russell M. Brown—fired back that the record failed to show any "credible evidence" that Mr. Lamb ever sympathized with or supported any communist or communist dominated organization or any other organization which advocated change by unconstitutional means.

Recommendations by counsel for both sides were submitted last week to the FCC for consideration by Examiner Herbert Sharfman, who conducted the eight-month hearings into Mr. Lamb's background [BT, Sept. 20, 1954 et seq.].

The Lamb attorneys hold that the WICU license should be renewed because the applicant is in all respects qualified.

The hearings arose from what ordinarily would have been a routine request for license renewal. Mr. Lamb was charged with falsely telling the FCC he never had Red ties.

The Broadcast Bureau counsel, in a 335-page brief, said that Mr. Lamb's denial of ever having advocated the communist form of economy as being superior to the American economy and form of government "is not true ... and constitutes both misrepresentation to and concealment of facts from" the FCC.

Cited by the attorneys were Mr. Lamb's book, "The Planned Economy in Soviet Russia," published in 1934. This was said to show "by clear and necessary implication" that Mr. Lamb advocated that the communist (Soviet) form of economy and government was superior to the American.

The FCC counsel said Mr. Lamb's testimony was "on many occasions knowingly false, evasive and lacked candor" and that he "knowingly was directly tied up with organizations whose purpose was the furtherance of the communist cause."

Counsel for Mr. Lamb, in a 14-page brief, said there is neither testimonial nor documentary evidence that he untruthfully denied advocating the communist form of government and economy as being superior to the American. Messrs. McGrath and Brown further stated that no witness testified that Mr. Lamb on any occasion ever voiced such advocacy.

As to the book "The Planned Economy in Soviet Russia," which was written after a voyage around the world that included a visit to Soviet Russia, the Lamb counsel said this "falls far short of advocating communism ..." Messrs. McGrath and Brown added that in the book "Mr. Lamb expressly aver that the only purpose of the book is to determine whether or not the American political and eco-
Economic society can be improved within the limits... of our Constitutional system.

The FCC attorneys held that the record "establishes beyond question that, from time to time during the period approximately 1934-1944, Lamb by officers and members of the Communist Party with regard to Party affairs; that during this period, and as late as 1946, he made financial contributions to functions and causes sponsored by the Communist Party..."

They also argued that Mr. Lamb, who also is an attorney, has represented the Communist Party in court proceedings. Lamb counsel questioned the testimony and background of certain Commission witnesses. One witness, the counsel said, admitted pleading guilty to a charge of murder in Cleveland and that this witness, along with another, have records of swearing falsely under oath.

They said the FCC action is "illegal" in that the Commission is exceeding its statutory authority by inquiring into the alleged past communist beliefs and associations of Mr. Lamb. It was also argued that "even if Mr. Lamb had held the alleged beliefs and maintained the alleged affiliations and associations, he would not have been guilty of any wrong-doing inasmuch as such activities were lawful...."

Messrs. Brown and Brown further hold that the FCC is not authorized to shift the burden of proof from itself to the broadcast licensee by choosing to proceed against the licensee on a selective application.

The high cost of the proceedings was indicated in statistics provided by the Broadcast Bureau counsel. The hearings consumed 64 days. Commission counsel called 23 witnesses, including Mr. Lamb, with WICU calling nine.

Philadelphia stations propose coverage of American Bar Assn.'s House of Delegates meeting where to demonstrate that television can report without disturbing.

TELEVISION hopes to crash the jurisdictional barrier this week as the American Bar Assn. holds its annual convention in Philadelphia. At 2 p.m. today (Monday) the ABA's House of Delegates will consider a proposal to admit tv camera to its proceedings. If permission is granted, the three Philadelphia tv stations--WPTZ (TV), WFIL-TV and WCAU-TV--will stage a pooled closed-circuit coverage from the Bellevue-Starratford Hotel ballroom.

Outside the ballroom, the nation's top judges and lawyers will have a chance to observe what comes out of a tv picture tube and loudspeaker when television is allowed to report a meeting.

Inside the ballroom, the House of Delegates will be shown tv that can cover its proceedings with absolutely no noise or disturbance--just as it can cover a Congressional hearing or court trial.

Another tv experimental pickup is scheduled Wednesday when the Committee for Cooperation With Laymen holds its meeting. Presiding officer will be Judge Bolitha Laws, chief justice of the U. S. District Court, District of Columbia. The three Philadelphia stations will put this meeting on the air 10-11:30 a.m., each station carrying a half-hour segment.

The two telecasts mark the first in ABA history. The association's Canon 35 basis broadcasting, telecasting or the taking of photographs in courtrooms. NARTB's Freedom of Information Committee and other groups have long fought this canon. Newspaper photo coverage also is also to be tested this week during the ABA proceedings.

A Philadelphia broadcast committee has been working out plans for tv coverage in cooperation with NARTB and Judge Justin Miller, NARTB consultant and former board chairman. Judge Miller will submit the appeal for a court circuit telecast to the House of Delegates. He will report to the NARTB Freedom of Information Committee Aug. 29 (see committee story page 55).

Chairman of the Philadelphia group is E. Preston Stover, WPTZ. Working with him are John McClay, WCAU-TV, and Chet Cooper, WFIL-TV. NARTB headquarters is to be represented by Thad H. Brown Jr., tv vice president; Daniel Shield, his assistant, and A. Prose Walker, engineering manager.

If the House of Delegates permits today's telecast, three cameras will be used under normal ballroom lighting. They will be stationed in the U-shaped balcony. Sound will be picked up from the ballroom public address system. The operation will be noiseless and unobtrusive, answering the charges of jurists that tv burters rooms with blinding lights and clattering cameras.

Booth Interests Buy Toledo Lamb Stations

Also sold last week: WBGE Atlanta, WKVV Knoxville and 75% of KTXN Austin. All subject to FCC approval.

PURCHASE of WTOD and WTRT (FM) Toledo, Ohio, from Edward Lamb by Booth Radio & Tv Stations Inc. for $122,500 was announced last week. Application for FCC approval of the Toledo sale was filed with the FCC Friday.

Also announced last week were the sales of WBGE Atlanta, KTXN Austin, Tex., and WKVV Knoxville, Tenn. All are subject to FCC approval.

Involved in the Toledo transaction is an application for ch. 11 there. This now is in hearing with six other applicants who are vying for the city's second, and last, vhf channel.

Non-affiliated, nine-year-old WTOD operates on 1,560 kc with 1 kw, daytime. WTRT is licensed for 99.9 mc, with 8.8 kw power.

Booth stations are WJLB and WBRJ (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBB Jackson, all Michigan. They are owned principally by John Lord Booth, who has a minor interest in the Booth newspapers.

Mr. Lamb, who has been involved in renewal hearings with the FCC--on charges he misrepresented his association with Communist and Communist-front organizations (see story page 81)--also owns WIKK and WICU (TV) Erie, Pa.; WHOO-AM-FM Orlando, Fla., and holds a grant for ch. 23 WMAC-TV Massillon, Ohio. He also is publisher of the Erie (Pa.) Dispatch.

The application for transfer of the Toledo stations showed that as of May 31, licensee Unity Corp. had total assets of $271,904, of which $70,693 was current assets. Current liabilities amounted to $149,119, and earnings retained amounted to $22,285.

Agreement included a provision for a three-year consulting contract with Mr. Lamb for $17,500. He also agreed to remain out of Toledo radio for three years.

Bartell Broadcasters Inc., which owns WOKY Milwaukee and WAPL Appleton, Wis., purchased WBGE Atlanta, Ga., 1340, 250 w, unlimited, for $100,000. Among the sellers are Robert Pinkerton and Edgar B. Pool.

Men's Pinkerton and Perot, together with Mrs. D. B. Perot, agreed to buy 75% of KTXN Austin, Tex., 1 kw daytime on 1370 kc, for $75,000. Ed. B. James is the seller. Mr. Pinkerton and Mrs. Perot have no other broadcast holdings. Mr. Pool is vice president and 25% owner of KIFN Phoenix, Ariz.

Tele-Broadcasters Inc., wholly-owned by H. Scott Kilgore, purchased WKKX Knoxville, Tenn., 1 kw day and 900 ft, for $55,000. Thomas Carr and his family are the sellers.

Tele-Broadcasters owns WARE Ware, Mass., and WKKX Concord, N. H. Mr. Kilgore holds no stock in, but is an officer of WSTA Brattleboro, Vt., and WKBR Manchester, N. H. He also has applications pending for new am stations to operate in Athol, Mass., and Dover, N. H.

Sales of WBGE, KTXN, and WKVV were handled by station broker Paul H. Chapman, Atlanta, Ga.
Of the companies who have built TV towers over 1000 feet tall throughout the country . . . IDECO has produced twice as many as the second company's total . . . more than all the other companies combined.*

Look to experience you can see . . . dozens of successful television stations all over the country who now depend on the very best. Towers by IDECO. IDECO pioneered tall tower construction . . . built the country's first TV tower over 1000 feet . . . has built over 40% of the country's high TV towers over 1000 feet tall. Then, too, IDECO has built the tallest TV tower in the world . . . KWTV's 1,572-footer in Oklahoma City. From the birth of broadcasting . . . IDECO has been building towers of all types and all heights . . . pioneering and perfecting the triangular tower . . . gathering experience in both guyed and self-supporting tower designs and construction to fit your demands.

*Tower height data from TV Factsbook, spring 1955 edition.

Put this unparalleled record of tower experience to work for you. Under one contract, IDECO engineers will assume responsibility for your entire tower job. From initial planning through final inspection . . . place your confidence in IDECO. Get the facts . . . write IDECO, or contact your nearest RCA Broadcast Equipment representative.

Only Towers by IDECO offer this combination of structural safeguards: no indeterminate stresses caused by eccentricity at guy cable attachment points . . . no loose gusset plate bolts caused by vibration induced by reversal of stresses on girts and diagonals . . . no cracked welds on leg splices, caused by reversal of stresses on those welds.
WHAT FREQUENCIES FOR SPACE TRAVEL?

Lawyer-rocket enthusiast Andrew G. Haley reports American Rocket Society is studying allocations for use outside earth's gravitational field. Unmanned satellites may become radio-tv repeater stations.

A WHOLE new field of frequency allocation has arisen with the imminence of an unmanned space ship, and a working group of the American Rocket Society is already on the problem, Andrew G. Haley, Washington radio attorney and rocket enthusiast since before World War II, reported last week.

The requirements for frequencies for space flights will be enormous, Mr. Haley explained last week following his return from Copenhagen where he attended the sixth annual congress of the International Astronautical Federation.

Mr. Haley is a director and a past president of the American Rocket Society and a past vice president of the international federation. He is chairman of the IAF's committee on international affairs.

Radio frequencies will be required, Mr. Haley pointed out, for satellite guidance, telemetering and, after manned space travel becomes a practicality (and he has no doubts on that score) for communications, including voice and video, "to the moon, thence to Mars, Venus and finally throughout the solar system."

When ARS' frequency allocation recommendations are ready, Mr. Haley said, they will be sent to the International Telecommunications Union at Geneva. The ITU will have to secure the concurrence of all nations, Mr. Haley said.

But there is one use in radio-tv communications that may be possible as soon as unmanned satellites become established, Mr. Haley prophesied. They could serve as broad-band repeaters for trans-oceanic radio and tv signals.

Such a suggestion was made last year to the National Science Foundation.

The recommendation, written by Dr. Richard W. Porter, General Electric Co., envisioned a series of spheres in orbits relatively near the earth (about 2,200 miles distant) so that a satellite always would be available from any point on earth. Using a plane mirror or a repeater located 22,000 miles above the equator would be another method for bouncing radio and tv signals across oceans.

The antennas on earth would be 250 ft. in diameter, Dr. Porter indicated. He based his discussion on the use of a 5 mc video channel "provided by an eight-digit binary pulse code modulation and a wavelength of 10 cm [3,000 mc]."

Depending on the type of satellite and its distance from the earth, the transmitter on earth would have to produce power ranging from 10 megawatts to 100 w.

Among the findings from the unmanned satellite that may be of major significance in the broadcasting field, Mr. Haley said, were those regarding cosmic rays, sun radiation, the ionosphere and the various E and F layers—all of which have an influence on radio propagation.

Mr. Haley recalled that John H. DeWitt, WSM-AM-TV Nashville, then a Signal Corps colonel, bounced a radar signal off the moon in 1946 indicating the feasibility of this method of communication relay.

At a news seminar in New York last week, Kurt R. Strehling, Bell Aircraft Corp. specialist, tempered expectations regarding the putting of a tv camera in the satellite to view the earth and space. This would require satellites much larger than the 30 lb. "moon" proposed, Mr. Strehling prophesied, and is not in the cards yet. The first satellite will be shot into space sometime during the International Geophysical Year (June 30, 1957, to Dec. 31, 1958).

Court Denies WENS (TV) Petition to Stay Ch. 11

MOTION by ch. 16 WENS (TV) Pittsburgh to stay construction of ch. 11 there was denied last week by the U. S. Court of Appeals in Washington. The motion followed WENS' appeal, pending before the same court, to have the ch. 11 grant to WWWS Inc. set aside so it may seek that assignment by becoming a party to a new hearing. [B.T., Aug. 15.]

The stay action was argued before Judges Charles Fahy, Wilbur Miller and Walter Bastian. Judge Fahy dissented.

Opposing the stay were the FCC and a surprise participant, the solicitor for the City of Pittsburgh, J. Frank McKenna.

The FCC, through J. Smith Henley, assistant general counsel, said WENS has not challenged the ch. 11 grant properly. The station should have first submitted a petition for reconsideration, he said. Mr. Henley stated there is no showing of likelihood that WENS will succeed on the merits of the case and therefore he saw no necessity to hold up construction.

He said Pittsburgh has only one vhf outlet that provides principal city service. Mr. Henley further declared WENS has not shown that construction of the station at this time would inflict "irreparable injury."

Mr. McKenna said he was taking no position on the merits of the case, but felt a stay of construction would harm the city. He said Pittsburgh, with a metropolitan population of 1 1/2 million people, lags behind cities of comparable size in tv service.

The solicitor concluded, in reply to a WENS charge, that vhf stations in Steubenville, Ohio, and Johnstown, Pa., cannot be considered Pittsburgh stations.

WENS, represented by Vernon Wilkinson, of McKenna & Wilkinson, argued that its operation is "doomed" if the ch. 11 station goes on the air. Thus, winning the pending appeal to force a new hearing would be a useless victory, WENS said.

Mr. Wilkinson declared when the second vhf outlet goes on the air WENS will lose its network affiliations plus national spot adjaacencies. At present, WENS is affiliated with CBS and ABC. KDKA-TV (ch. 2) there is a primary NBC affiliate.

The Pittsburgh uhf said that for two summer months, emphasizing these were hiatus months, it has received more than $8,000 for 49 hours of key CBS programs. WENS further stated it has lost $400,000 since it began operating in August 1953.

The basis of WENS' bid to set aside the ch. 11 grant is its contention that the merger of
WWSW and WJAS represents a new application that should have been returned to the processing line. WWSW and WJAS were the two remaining applicants for ch. 11 after Westinghouse Broadcasting Co. dismissed its bid following purchase of KDKA-TV. WENS maintained that a new application was formed and it should have been allowed to be a party to the proceeding. It filed an application for ch. 11 which was dismissed by the FCC because it was too late to be considered, FCC said. Under Commission rules, applications for the same facility may not be filed later than 20 days before a hearing starts. The Pittsburgh ch. 11 hearing began in April 1954.

Final grant to WWSW Inc. was made last month [B•T, July 23].

Court Action Said to Bar Reversal of WMFJ Sale

EFFORT by Theodore Granik and William H. Cook to invoke Sec. 309 (c) of the Communications Act in the FCC-approved sale of WMFJ Daytona Beach, Fla., to the Harold Kaye-Emile J. Arnold group [B•T, July 4] was opposed in a petition filed Thursday by attorneys Sam Miller and Abe Stein on behalf of W. Wright Esch, who sold the station. Mr. Esch contends Messrs. Granik and Cook are not parties in interest.

Accompanying the petition is a copy of a decision handed down Aug. 12 in Volusia County (Fla.) circuit court. This decision denied the plea of Messrs. Granik and Cook for an injunction to restrain sale of WMFJ and delivery of the license. The court held the allegations insufficient.

Messrs. Granik and Cook contended they had option to buy WMFJ and the ch. 2 tv permit. In their FCC petition to stay the WMFJ sale and set it for hearing they noted FCC should await the court's decision before acting on the sale.

The Kaye-Arnold group, operating as WMFJ Inc., opposed the Granik-Cook 309 (c) petition in a brief filed Thursday by Koteen & Burt. WMFJ Inc. argues the Granik-Cook claims are invalid and notes that no valid contract exists under the court's dismissal of the injunction plea, which is described as binding on the FCC.

FCC Asks Court to Delay Rochester Ch. 10 Decision

FUTURE of Rochester, N. Y., ch. 10 share-time stations remained unclarified last week following the FCC's request to the U. S. Court of Appeals to stay the issuance of its decision until Sept. 11.

The Commission asked that the "mandate" be held up until the full FCC can consider whether to appeal the decision to the Supreme Court. The FCC is in recess, except for routine actions, until after Labor Day.

In its plea to the appellate court, the Commission said that the two stations now operating on ch. 10, WHEC-TV and WVET-TV, would have to close down for an indefinite period with a resultant loss of service to the public if the mandate was issued immediately.

The appeals court ruled last month that the protest of Gordon P. Brown, WSAV/Rochester, against the 1953 grant to the present occupants of that city's ch. 10, should have been allowed [B•T, Aug. 1]. The Commission had refused the protest on the ground that Mr. Brown had not been detailed enough in his allegations.

Under the law, when a protest against a grant made without a hearing is accepted, the grant in question must be stayed. The stations have been operating since November 1953.

Loyola U. Files Opposition In New Orleans Ch. 4 Case

OBJECTIONS to the examiner's initial decision favoring the grant of New Orleans' ch. 4 to WTPS-New Orleans Times-Picayune and States [B•T, July 11] were filed with the FCC last week by Loyola U. (WWL New Orleans).

Loyola U. asked for oral argument. Deadline for exceptions is August 23.

In a multi-colored, multi-inked document—an obvious reference to the color tv issue in the case, Loyola U. argued that Examiner Elizabeth C. Smith erred in preferring the newspaper application on the grounds that it proposed regularly scheduled programs for outlying areas and regularly scheduled color tv programs.

It claimed that WTPS' programs for so-called outlying areas were a "concocted program" category. The weight given WTPS' color programs was in error, WWL said, because the tinted programs "exceeds the art of color telecasting today." It referred to the opinion of Examiner H. Gifford Irion in the Charlotte, N. C., ch. 9 case where he refused to give any preference to either applicant on color plans because of their "fluid" state [B•T, Aug. 8].

WWL also emphasized the examiner failed to rule against the New Orleans publishing company in the interest of diversification of media and because the newspaper charged combination rates for classified and general advertising.

Obviously OUTSTANDING

A STAFF of 44 people develop ideas that sell for more advertisers than all other Peoria stations combined

WMBD PEORIA
5000 Watts

FIRST in the Heart of Illinois
CBS Radio Network
FREE & PETERS, Inc., Exclusive National Representatives

August 22, 1955 • Page 85
Mayer Applies for Permit
In Bid to Re-Enter Television

HERBERT MAYER, who in 1954 sold two TV stations plus a manufacturing firm to Storer Broadcasting Co. for $8.5 million, last week made a bid to re-enter broadcasting by applying for ch. 23 at Philadelphia.

The application, filed under the name Ajax Enterprises, Greenwich, Conn., noted that the station will be programmed a minimum of 16 hours a day, from 3 p.m. to 5 a.m., with a total of 56 hours a week. Total construction costs were set at $141,100, the application showed, with first year operating costs of $400,000 and estimated first-year revenue $200,000.

Funds on deposit in a bank or other depository were reported as $3.5 million.

About 32 staff personnel plus four executives are planned for the proposed station. Transmitter and antenna will be RCA, with the antenna to be located in Ardmore, Pa. Site of the Philadelphia studios have not yet been determined, the application noted.

Mr. Mayer's net income after federal taxes in 1954 was reported as $3 million. In 1953 it was $40,000.

In 1954 Mr. Mayer sold ch. 27 KPTV (TV) Portland, Ore., to WGB (TV) Cleveland plus Empire Coli co. (electronic parts) to Storer. He also held a permit for ch. 25 KCTV (TV) Kansas City which he sold to DuMont for $1. This permit was later surrendered.

Three TV stations are in operation in Philadelphia: ch. 3 WPTZ (TV), ch. 6 WFIL-TV and ch. 10 WCAU-TV.

Broadcast Bureau Opposes
WMID Initial Decision

THE FCC's Broadcast Bureau last week filed exceptions to an examiner's initial decision that recommended the license renewal of WMID Atlantic City, N.J., and transfer of station control from Richard Endicott to Arthur A. Handler and Joseph F. Bradway (B&T, July 11).

The Broadcast Bureau said the decision failed to consider the entire course of conduct between Joseph Soloroff and David Freedman, general manager, and overlooked Mr. Soloroff's participation in repaying a bank loan as evidence, which the bureau said, establishes that Mr. Soloroff had hidden ownership in WMID stock.

FCC Defends Making Grant
To WSAV in Savannah Case

THE FCC's right to make a grant, notwithstanding a finding that construction was begun before the grant was made, in violation of the Communications Act, was defended by the Commission last week in filing its brief in the Savannah ch. 3 case in the U. S. Court of Appeals in Washington. It was in answer to an appeal by WJIV Savannah against the grant to WSAV there (B&T, March 7).

The Commission said that the grant in question prohibited the successful applicant from using the premature work in building its station. In this way, the FCC said, the intent of the prior construction provision of the Communications Act was upheld.

The Commission's grant to WSAV prohibited that station from using tower anchor "sleeves" which had been installed atop the Liberty National Bank Bldg. in Savannah when the Savannah station remodeled the penthouse of the building. It termed the construction "insignificant."

RETRA Asks New FCC Rules
To Aid Low-Power Vhf Costs

REQUEST that the FCC make rule changes to permit lower operating costs of low-power VHF TV stations and thus make these stations more attractive to potential operators was made last week by the Radio-Electronics-TV Mfrs. Assn.

Further action should be given to rules governing daily operations, RETMA said, adding such things as remote control and directional antennas will permit functioning at reduced costs. The association said that in certain cases the FCC should waive the 100 w minimum power rule.

The Odessa TV Co. Asks FCC
To Rehear Ch. 7 Case There

THE Odessa TV Co. last week asked FCC to rehear the decision that awarded ch. 7 at Odessa, Tex., to another firm, Odessa Television Co., owned by KOSA there and businessmen Cecil Mills (B&T, July 18).

The Odessa Television Co., owned by Clarence E. Wilson and Phillip D. Jackson, said the FCC erred by not finding that its application would tend toward diversification of media of mass communication. Messrs. Wilson and Jackson said the FCC disregarded Mr. Jackson's experience in the operation of KTVQ (TV) Oklahoma City. They also questioned the "grandiose" program proposals of KOSA-TV and said the FCC erred by not giving consideration to Mr. Jackson's civic activities.

Educators Ask Uhf-Vhf Swap

THE FCC was asked last week by the Board of Public Instruction of Duval County, Fla., to change the channel designated for educational use in Jacksonville from ch. 7 to ch. 36 and make the lower channel available to WHJP-TV, operating on ch. 36. The switch, the board indicated, would allow it to take advantage of an offer of facilities by WHJP-TV (B&T, April 23).

The educational group noted that except for WHJP-TV's offer, there is no prospect for construction and operation of an educational station, either from public or private funds. Last April WHJP-TV filed a similar petition which said it would offer the board facilities costing $250,000.

Johnson, Politics to Part

DEMOCRATIC Gov. Edwin C. Johnson of Colorado said last week that when his two-year term ends next year he will not seek or accept public office in the future. As U. S. Senator from Colorado, Gov. Johnson served several years as member and as chairman of the Senate Interstate & Foreign Commerce Committee and was active in radio-television legislation.

Howard E. Stark
Brokers and Financial Consultants
Radio and Television Stations
50 East 58th Street
New York 22, N. Y.
Get an on-the-job demonstration of your next steel tower...

Our Youngstown "Showroom" has a variety of Truscon Towers in full operation

We can't bring a steel tower to you; but the next time you're in Youngstown, you can see and inspect several Truscon Steel Towers in actual operation—study their features—and select the one that can do the best job for you.

You'll be able to examine:
1. A 150-foot self-supporting tower for AM broadcasting
2. Four 400-foot self-supporting towers in directional array for AM broadcasting
3. Six 350-foot self-supporting towers in directional array for AM broadcasting with one supporting an FM antenna
4. A 539-foot self-supporting tower sustaining both an FM and a TV antenna
5. A 1000-foot guyed tower with TV antenna.

Of course, Truscon will engineer and construct a tower to suit your specific requirements—whether tall or small... guyed or self-supporting... tapered or uniform in cross section, for AM, FM, TV, or Microwave transmission.

Be sure to inspect Truscon's modern and efficient manufacturing facilities. These, combined with Truscon's unequaled fund of practical knowledge, assure towers of strength and lasting dependability.

If you're planning a trip in the vicinity of Youngstown, make it a point to see these Truscon Towers. Let our Radio Tower Sales Department know when you're coming. They'll be glad to see you.
CONNIE, DIANE GIVE BROADCASTERS UNPRECEDENTED COVERAGE CHANCES

Radio-tv facilities damage is small. Camera crews finish reporting of season's third recorded hurricane when they begin all over again as fourth hits East Coast.

TWO adjacent hurricanes in less than two weeks gave several hundred radio and tv stations, plus the national networks, unprecedented opportunities to keep the public informed of hourly storm trends as well as to promote community efforts to avoid damage and save lives.

As Connie came last week on the heels of Connie, station crews that had returned to their home posts were again dispatched to the Carolina and Virginia shores, where the storms crossed inland.

Little important damage to radio-tv stations was reported from the Carolinas or Virginia. Power shutdowns brought auxiliary equipment into operation in some cases, but as of Thursday night there were no official reports of downed towers or wrecked transmitting plants.

While nationwide interest in the storms was intense, their total damage was estimated at less than $25 million compared to $100 million during Hazel's sweep across the Atlantic area in 1954. Efficient reporting by radio and tv was credited with keeping down damage and loss of life.

MBS aired a special network report on Hurricane Connie Aug. 12 in addition to information on the hurricane which the network carried on all its regularly scheduled news shows. A number of stations in areas hit by the hurricane made tapes of developments in their respective communities and sent them to MBS for network broadcast.

On Aug. 12 CBS-TV took its cameras to the Weather Bureau in New York for a special telecast, 11:15-11:30 p.m. The preceding night the network carried a pickup on Douglas Edwards and the News and the News from Andrews Air Force Base, Washington, for an inspection of special hurricane-detecting equipment installed there.

Throughout the storm, network camera crews were at work along the coast from South Carolina to Maine shooting film for use on network newscasts.

A live pickup from the Washington Weather Bureau was telecast by NBC-TV Aug. 10 on its nightly Camel News Caravan. On the same program the network visited Andrews Air Force Base. On Aug. 10 live pickups from Washington were featured on Today. Throughout the hurricane NBC-TV network camera crews were active along the Atlantic seaboard filming the hurricane for use on new shows. Among films used on telecasts were those from Norfolk, Va., Myrtle Beach, S. C., and Wilmington, N. C.

NBC Radio stationed commentator W. W. Chaplin at Riverhead, Long Island, where he aired broadcasts on the storm. The network also carried live pickups from WTPT Raleigh, WTTM Trenton and KYW Philadelphia. News of the hurricane was aired on all regular news programs and the network reported that it was followed closely over the weekend on Monitors.

CBS Radio on Aug. 12 and 13 broadcast eyewitness accounts of Hurricane Connie in North Carolina and Virginia on the progress and effect of Connie as it swept inland and northward through those states.

WPMCAFAMFM Fayetteville, N. C., said at least a dozen stations were picking up its hurricane reports off the air. Bep circuits were operated around the storm area during the two hurricanes, with special Diane broadcasts starting last Sunday shortly after the Connie operation had ceased. What-to-do information was carried, based on advice from official and relief agencies. Vestal Taylor, news director, headed the hurricane staff that included Tom Slade, newsman; Mack Stamps, program director; Johnny Joyce, announcer; Jack Iker, chief engineer; Allen Hall, transmitter engineer; Tom Harrell, commercial manager, and Robert Nietman, salesman. Victor W. Dawson, president-general manager, coordinated the operation. Morski, Iker and Hall operate ham sets in the civil defense network.

WMCT (TV) Greenville, N. C., sent three movie crews from Wilmington to Pamlico Sound, augmenting its telephone reports and other weather information sources. Shortwave transmitters and receivers were set up in the main studio. The Diane coverage followed the pattern of WMCT's Connie operation. Many personal messages were carried.

WARL Arlington, Va., covered the storms from flooded offices, wading through the water while getting latest reports from all available sources and broadcasting them as fast as news was gathered.

WIP Philadelphia received beep reports from the skipper of a fishing boat at Barnegat Light Basin, N. J. Ralph Brent, WIP vice president, handled the loop. Sam Serota, special events director, set up a beep circuit to get Carolina cape reports. Bob Memmec, WIP mc, fed reports from his值班 spot at Wildwood, N. J.

WBTW-WBTV (TV) Charlotte, N. C., had a five-man team covering the hurricanes. Two reporters, two photographers and an engineer provided remote service. During Connie, 74 reports were broadcast in a three-day period in what was dubbed "Red Reign of Connie" coverage. The crew left last Tuesday for the coastal area as Diane approached. It included Clyde McChin, announcer, and Nat Tucker, photographer, for Charleston, S. C.; Nelson Benton, news editor, Earl Wells, photographer, and Bill Pritchard, engineer, at Myrtle Beach, S. C.

In Charlotte a ham radio network was monitored and direct contact was maintained with the weather bureau at Raleigh-Durham airport. WBTW (TV) Florence, S. C., was serviced by WBTV.

WFMY-TV Greensboro, N. C., kept a crew on the coast during both hurricanes. Jack Wiggins, film director, and Buddy Moore, staff photographer, worked through 80-mile winds to shoot the hurricane. They covered the evacuation of tourists during Connie, sending film to Greensboro. WFTV coverage carried extensive local, state and network programming plus coverage from its own crew.

WBIG Greensboro found a reverse switch during the storm. The local weather bureau, which WBIG normally contacts in its daily weather coverage, reported the latest information from the station which was monitoring a line direct from the coast. Robert Montgomery and Daniel Griffin, of the WBIG staff, were stationed at Wilmington. Its mobile gear operated after power went out with staff men cruising around the area between Myrtle Beach, S. C., and Manteo, N. C.

WLOW Norfolk, Va., kept telephone con-

And Ships at Sea

IS PUBLIC SERVICE programming appreciated?

 Stations working around the clock to provide their areas with fast, reliable and complete hurricane information receive calls and letters from appreciative listeners and viewers, but actually do not realize how helpful their service can be in many places.

A message received by WJWL Georgetown, Del., from the skipper of a British vessel tells a typical story. Capt. L. G. Goldie, of the freighter SS Berylstone, wrote this letter to WJWL:

"Dear Sirs:

I feel that I would like to write and express my thanks and also compliment you for the excellent coverage you gave of the position of Hurricane Connie on the night of Aug. 12. The information given out on your station was of considerable value to seafarers. I am master of the above British vessel and I have been fortunate to be bound to Alexandria, Va., from Newfoundland with newsprint paper for the Washington Post.

"It was searching round the band of our radio for hurricane information and I happened to tune in your station and in view of the fact that you gave out that you would be on the air all night I remained tuned to your station and your sources of information seemed to me to be more up-to-the-minute than the official forecasts and were most useful. In closing I would like to say that I enjoyed your music although our own position at sea on that particular night wasn't too pleasant. I hope that you have all rested up after your duties and I will be tuning in to your station next time I am passing the Delaware area."
Greeensb00 ham operators activities up the signal throughout the storms. Other airport, chief meteorologist. Red Cross Public information's program. Jack construction by Lee Ruwitch, executive manager of Telecasting hourly or half-hourly throughout the storms. Other tv stations picked up the signal for rebroadcasting. Special features were telecast and Bill Long, WUNC-TV meteorologist, supplied commentary. Wesley Wallace, news director, handled special events. Ham operators activities were followed by the cameras. Volunteer university students with tv training helped provide 24-hour coverage. Programs were fed from WUNC-TV's Raleigh and Greensboro studios. Duff Brown, WUNC-TV tv director, and Allen MacIntyre, chief engineer, directed and coordinated programming.

Prediction that more than 100,000 tv home antennas along the Atlantic Coast would be knocked down this year by hurricanes was made by Harold Harris, Channel Master Corp. engineering vice president. He figured the 1955 loss may exceed 1954 because there are more antennas now in use and the hurricane season has started earlier than usual.

WTVJ (TV) Will Advise Hotels on Tv Setups

FREE CONSULTING service to area hotels and convention sites to help them make the best possible use of television has been offered by Lee Ruwitch, executive vice president and general manager of WTVJ (TV) Miami, Fla. Pre-planning of network tv origination facilities and closed-circuit tv setups for business groups in southern Florida hotels now under construction falls within the scope of the station's program. Jack Shay, WTVJ (TV) vice president, will handle the service.

The station itself also is making plans for a heavier schedule of remote originations and color work. Among other equipment it is purchasing a 35-ft. trailer—what the station terms "a network color studio on wheels."

Hey, you

Don't forget Sept. 9 is deadline for B't's Radio Issue out Sept. 19.

WCPO-TV Sets Three Panels On Subscription Tv Dispute

FEE VS. FREE TV is the subject of three panel discussions to be aired next month by WCPO-TV Cincinnati, Ohio.

Proposed pro-pay television panelists are: Joe Wright, vice president and general counsel of Zenith Radio Corp.; Ted Leitzell, Zenith director of public relations, and Bob Hall, Stingray Electronics & Television Corp. Tentative panelists against subscription tv are: Trueman Rembush and Alfred Starr, co-chairmen of the Committee Against Pay-As-You-See Tv; Horace Adams, Ohio State Theatre Assn. president, and Victor A. Sholis, general manager, WHAS-TV Louisville, Ky.

Dick Thornburg, editor of the Cincinnati Post, is scheduled to be moderator. Complete Post coverage of the shows is planned. Both the station and the paper are owned by Scrip/Howard.

The Sept. 13, 14 and 15 discussions will each be a half-hour long and the third, Sept. 16, will be an hour long. All three are scheduled during mid-evening hours.

Purcell to KEYD-AM-TV Managing Directorship

APPOINTMENT of Robert Purcell as managing director of KEYD-AM-TV Minneapolis, was announced last week by Lee Whiting, vice president. Mr. Purcell, an executive vice president, member of the board of directors and stockholder in Massachusetts Bay Telecasters, applicant for ch. 5 in Boston, was formerly a tv consultant in Hollywood.

Mr. Purcell also had been associated with KTTV (TV) Los Angeles first as program director and later as assistant general manager and director of operations. He is the author of Hidden Costs of Television and Management Manual for Television. He has taught tv production for the U. S. Air Force and has served on the faculty of the Pasadena Playhouse.

Katz Stations Show Increase, Credited to 'Operation ID'

INCREASE in daytime ID business on television stations represented by the Katz Agency Inc., amounting to more than 29% from March to June 1955, was credited last week to the company's "Operation ID" plan.

The plan, according to Scott Donahue, tv sales manager of Katz, offers 15 daytime ID's a week at a flat package price. He said that last March it was suggested to Katz-represented stations that a package of daytime ID's be made available at a price approximating that of three nighttime ID's. Of the 35 Katz tv stations, 27 have instituted "Operation ID" and the remaining eight have some other form of ID plan.

Mr. Donahue said the three-month report borne out the company's contention that a combination of daytime and ID could be an effective, low-cost method of tv advertising. Among the national and regional advertisers who have bought the "Operation ID" packages on Katz stations, he said, are Lanolin Plus, Lite-Bake biscuits, Maxwell House coffee, Tetley tea, Vitality feeds, and Wish-Bone salad dressing.

Stations, he said, have reported making many more sales on local accounts.

5.6 new homes are built each working day in Lubbock, Texas! Total construction costs—$100,000 per day! It's a fast-growing, fast-buying, vital market you cover thoroughly with KDUB-TV only!

affiliated

Du Mont

KDUB-TV
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KOEL, INC.

W. D. "Dub" Rogers, President & Gen. Mgr.
George Collins, National Sales Manager

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CONSTRUCTION is nearly completed on this new building to house offices and studios for KFJZ-TV Fort Worth, slated to begin telecasting Sept. 11 on ch. 11. The CBS affiliate will become the fourth television station in

Goal Set at $1 Million
For KFJZ-TV Local Sales
ALTHOUGH air date for KFJZ-TV Fort Worth is still three weeks away, local sales alone have now passed the $700,000 mark, distributed among 75 accounts. This has prompted Commercial Manager John Hopkins to set a goal of $1 million in local sales by air time Sept. 11.

Dale Drake, KFJZ-TV national sales manager, is now in New York calling on the agencies and working with the station's representative, H-R Television Inc.

KTVW (TV) Creates New Post, Hires Three, Promotes One
KTVW (TV) Seattle has announced the hiring of three new personnel and promotion of another. John Courrier has been named to the newly created post of director of operations. He comes to KTVW from a similar position at KOOL-TV Phoenix.

Also added to the staff were William Rambo as manager of the station's Tacoma operations and William Rickard, sales department. Don Wood, producer-director, has been promoted to program director for the station.

WNYC Asks $446,495; Would Build UHF Station
REQUEST for a capital budget of $446,495 for New York-owned WNYC in 1956 was placed before the New York City Planning Commission last week, with $378,000 earmarked for the construction of a proposed uhf television station. This is aside from funds, to be sought separately, for day-to-day operations of the communications unit.

In making the request for the funds, Seymour Siegel, director of communications for the City of New York, emphasized that the uhf operation could be used for municipal services other than direct telecasting. He cited such uses as telecasting of police line-ups, calculated to effect a saving of more than 400 police man-hours a week, and training of fire department personnel.

Part of the money sought, Mr. Siegel said, could be used for maintaining the WNYC tv film unit, which has been producing public service films for distribution to commercial tv channels in the U. S. and many parts of the world.

WSAI-FM Back on Air; Baker Appointed Director
RICHARD B. BAKER has been appointed director of WSAI-FM Cincinnati, which is returning to the air after 21 months, with plans to greatly expand its fm operations. Mr. Baker also is sports director for WSAI-AM, owned by the Gordon Broadcasting Co.

The fm station returned to the air Aug. 15 and is initially operating six hours per day with a power of 1.4 kw. "Renewing fm operations will allow for expansion of the Burger beer baseball network broadcasts of all Cincinnati Reds baseball games plus other services after the baseball season," stated Mr. Baker.

He is well known in the Cincinnati area for his play-by-play broadcasts of U. of Cincinnati football and basketball games.

Greenwood to WEHT-WEOA
DEL GREENWOOD has resigned as promotion and public service director of On the Air Inc. (WGBF Evansville, Ind.) to become sales development director for WEHT (TV) Henderson, Ky., and WPOA Evansville. Mr. Greenwood will have charge of promotion and merchandise and public service broadcasts for the combined radio-tv operations.

KWOS Promotes Two
R. L. ROSE has been named general manager of radio properties of the Capitol Broadcasting Co., operator of KWOS-AM-FM Jefferson City, Mo., according to Mrs. L. R. Goshorn, president. Mr. Rose will remain in his former position of general manager of the News-Tribune Co., parent organization of Capitol. Announced at the same time was the promotion of E. A. Richter from sales director to station manager of KWOS.

KTAL (TV) Gross Up 40%
ALMOST 40% increase in gross income for the first half of 1955 over the comparable period last year was reported Thursday by Klaus Landsberg, vice president and general manager of KTAL (TV) Los Angeles.

KTAL Wednesday signed a new pact with International Brotherhood of Electrical Workers providing increases for about 30 stagehands, makeup artists and engineers.
WPAT Increases Rates, Claims Larger Audience

A BOOST of approximately 20% in rates for time on WPAT Paterson, N. J., bringing the gross one-hour booking charge to $360, was announced last week by Dickens J. Wright, president and general manager. The increase, attributed to gains in both total audience and station business, became effective immediately.

Mr. Wright said the station's gross billings for the first six months of 1955 ran 26% ahead of those for the same period last year. The new rate boost is the station's first since July 1952.

Largest audience gains, the station said, are in what is normally considered prime time viewing time, 7-11 p.m., in which WPAT presents Gaslight Revue, a musical feature. Officials noted that after announcing plans to issue a monthly program guide for Gaslight Revue they received 15,000 one-year subscriptions at $1 apiece within six weeks. First issue of the program guide will be mailed Sept. 1.

Bandleader Welk Seeks To Break KTLA (TV) Pact

Bandleader Lawrence Welk has petitioned the Superior Court at Los Angeles to declare that his contract with KTLA (TV) there is no longer in effect on the grounds the station insisted on inserting a station-break commercial for an advertiser other than Dodge, sponsor of the Welk show, contrary to agreement.

KTLA cancelled the four-year-old Friday night remote program several weeks ago when the issue came to a climax [B+T, Aug. 1]. KTLA contends station-break time has always been open for other sponsors according to industry practice. The station has not filed a formal answer to the suit. Mr. Welk now is on ABC-TV Saturday nights for Dodge.

WTOP-TV Issues New Rates

CHANGE in the rate structure at WTOP-TV Washington became effective July 1 with the issuance of the station's Rate Card No. 7 Class AA one-hour time is unchanged and Class A one-hour increased from $900 to $916.65. Only major change is recorded in discount policy with a discontinuance of a day-per-week discount and substitution of a consecutive-weeks discount plan. For almost all categories the new discount for 52 weeks is 20%, scaling down to 10% for 26 weeks.

KTTV (TV) Buys 10 Series

KTTV (TV) Los Angeles, in what it terms "probably the largest acquisition of new programming ever made by a television station at one time," is announcing today (Monday) the purchase of 10 nationally-syndicated film series—more than 706 half-hour shows. The series are: Jungle Jim, Count of Monte Cristo, Highway Patrol, Adventures of Scarlet Pimpernel, The Ray Milland Show, San Francisco Beat, My Little Margie, Trouble With Father, City Detective and Fabian of Scotland Yard.

KOMO Names NBC Spot

APPOINTMENT of NBC Spot Sales, New York, as national sales representative for KOMO-AM-TV Seattle, Wash., was announced last week by W. W. Warren, vice president and general manager of Fisher's Blend Stations Inc. and Fisher's Television Co., owners of KOMO and KOMO-TV, respectively, and Thomas B. McFadden, vice president in charge of NBC Spot Sales. The appointment is effective today (Monday).

KFOX Appoints Rambeau

KFOX Long Beach, Calif., has announced the appointment of William G. Rambeau Inc. as its national representative. The station is independent with 1 kw on 1280 kc.

THE AMPLEX 600 WAS DESIGNED BOTH FOR USE AND ABUSE

When the 600 was first developed, Ampex engineers performed a test similar to CFAC's accidental drop—not by accident, but quite intentionally. Also, the Ampex 600 was given running tests equivalent to an estimated 10 years of service. These are reasons why the price you pay for an Ampex buys both the finest performance available and the most hours of service per dollar.

For descriptive literature, write Dept. D-2304

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Clevelanders Buy Homes
Via New Television Show

AFTER one week, WNBK (TV) Cleveland reported $50,000 in real estate moved on its "Homes For Sale" show, despite the hottest house-hunting weather in years. Twenty members of the Cleveland Real Estate Board each feature photos or films of their listings on the half-hour Sunday show.

One dealer not only sold his featured TV home, but the 20 couples responding netted him two other sales, plus several prospects. Viewers contacting realtors like the broad selection, chance for quick comparison and even use the program as a guide to pricing their own homes for sale.

A good indication of the programs success is given by the fact that banks and finance companies are interested in buying into the show.

WNBF Names Hubbell

APPOINTMENT of Andrew G. Hubbell, TV sales manager of WNBF-AM-TV Binghamton, N.Y., as general sales manager of the stations, was announced last week by George R. Dunham, general manager. Mr. Hubbell, succeeding Stanley N. Heslop who retired early this year, joined the local sales staff of WNBF in 1946. He was named local and regional sales representative for WNBF-AM-TV when the TV operation got underway in 1949. In 1953, when separate radio and TV sales departments were organized, Mr. Hubbell was appointed TV sales manager.

Weekend on the Boss

KOWL, Santa Monica, Cal., is sending its staff to Las Vegas, Nev., for a weekend vacation with the station picking up the full tab. George Baron, KOWL vice president, credits his staff with much of the station's success and feels that an enjoyable weekend is due all. KOWL is a 10 kw daytimer operating on 1580 kc.

KEX Appoints Christensen

APPOINTMENT of A. H. Christensen as advertising and sales promotion manager of KEX Portland, Ore., was announced last week by J. B. Conley, general manager of the Westinghouse Broadcasting Co. station. He has been continuity director of the outlet for three years.

Mr. Christensen's radio career was started with a scholarship from KFAB Omaha where he worked in every department of the station. He became affiliated with KEX in 1952.

In his new assignment, Mr. Christensen succeeds Charles L. Burrow, promotion manager, who has been transferred to Westinghouse-owned WBB-WBZA Boston-Springfield, Mass., as advertising and sales promotion manager. Mr. Burrow replaces C. L. Richards, who has been named national account executive in New England for WBZ and WBZA.

KWAT Plans New Building;
Program Format to Be Revised

EARLY next year, KWAT Watertown, S. D., will move into new combined studio-transmitter facilities. A new format of programming is being devised.

KWAT is owned and operated by the Midland National Life Insurance Co. It went on the air in 1926, making it one of the oldest stations in South Dakota, according to Ross Case, manager. The new building will house a large audience studio, a recording studio and a news studio.

City Curtains Stage Drama;
KYW Presents Shakespeare

KYW Philadelphia yesterday (Sunday) to present the British Broadcasting Co.'s 214 recordings of Shakespeare's "The Merchant of Venice." The city fathers had banned stage production of the play in certain areas of Philadelphia because of strong minority sentiment against it and the station decided to present the BBC version so that people in all sections who wanted could hear the drama.

In announcing the program would be aired Program Manager Gordon Davis said, "We realize that the play may be in part distasteful to a minority group. At the same time, we know that the majority of people, including this group, are deeply sensitive to the dangers of censorship."

BBC's recording was made by the Shakespearean Memorial Theatre with Michael Redgrave as Shylock and Peggy Ashcroft as Portia.

Munkhof to Head WITI-TV

SOREN H. MUNKHOF has been appointed vice president and general manager of WITI-TV ch. 6 Milwaukee, Wis., according to Jack Kahn, president of Independent Television Inc., holder of the WITI-TV construction permit, which has a Feb. 1 target date.

Mr. Munkhof has had a long career in radio and TV, starting with WOW Omaha 19 years ago. He helped plan WOW-TV, which began operations in August 1949, and was in charge of TV operations there until late in 1952 when he left to become a TV consultant. His latest position was general manager of WTVW (TV) ch. 12 Milwaukee.

Morris Moves to WORC

M. D. MORRIS, an account executive at WAAAT Newark, has been appointed station manager of WORC Worcester, Mass., it was announced last week. Before entering the broadcast industry 13 years ago, Mr. Morris was with the New York Sun as manager of hotel, restaurant and night club advertising.

Mylar Adhesive

A long awaited innovation in paper gluing -...
KOIL Omaha becomes an independent station effective Aug. 22 and launches a new program format at the same time which will feature five minutes of news on the hour and half hour plus continuous music, according to Dr. W. Burden, KOIL co-manager. The station also carries the Omaha Cardinal baseball games and is on the air 24 hours a day.

REPRESENTATIVE APPOINTMENTS

WJOY Burlington, Vt., and WDEV Waterbury, Vt., have appointed Everett-McKinney Inc., N. Y., as national representative.

STATION PEOPLE

G. Max Kimbrell, general manager, WIPC Lake Wales, Fla., to WWHO Tampa, Fla., as general manager; Bill Van Steenburgh, WIPC announcer-sales representative, succeeds Mr. Kimbrell as WIPC general manager.

L. W. (Lew) Reynolds, sales staff, WAGA-AM-FM Atlanta, Ga., appointed sales manager.

Rick Bennett, formerly with WHLD Niagara Falls, N. Y., to WFRM Coudersport, Pa., as program director, succeeding Joseph Manning, who has moved to WBNY Buffalo, N. Y.

Jack Day, formerly with WFRB Baltimore, to WAVE Baltimore as program director and personality; Winne and Harry Phillips, personality team, formerly with WMAR-TV Baltimore, to WAVE; John MacLean to station as sports personality.

Robert Askey appointed program director, KFOR Lincoln, Neb., succeeding Av Bondarin, resigned; Ralph Johnson, WKHM Jackson, Mich., Art Westergard, KRBI Grand Island, Neb., and Joe Cooper, KGLO Mason City, Iowa, to KFOR as announcers.

Alvin Perlmutter, Tex and Jinx Show business manager, WRCA-AM-TV New York, appointed station special projects, news and special events manager.

Joe E. Arden, former advertising and sales pro-
MD. COMMUNITY TV SEeks Advertising

Cumberland firm moves into program origination field and tries for adjacency sponsorship of repeat shows.

MOVE into the field of program origination and the sale of advertising time has been undertaken by the Potomac Valley Television Co., a community television system in Cumberland, Md.

Letters have been sent to major advertisers and networks offering to run kinescopes of network shows, including commercials, on a vacant channel in the five-channel Cumberland system. The wired tv company picks up and relays each of Washington’s four tv stations.

The company explained that it plans to sell adjacencies before and after the programs to the local dealers of program sponsors. It also will sell time between programs (presumably similar to Ids) to other local advertisers. Rates will be less than $10 per minute.

Some responses to this offer have been received. J. Holland Rannells, president of the company, told B & T last week. Network reaction has been that the question of property rights and overlap with affiliates must first be determined, Mr. Rannells said.

The community tv system, which has been operating since 1951 with a three-channel system, has 5,000 subscribers, with a total potential of 15,000 families, Mr. Rannells said. Last year, the company acquired two camera chains, a film and a slide projector and a multiplexer. On a five-days-a-week schedule, it originated local programs for the hour 7-8 p.m. These consisted of free and purchased films, local sports and news, dance studios, local teacher’s college. It also covered Kiwanis, Lions and other civic meetings, and presented interviews with “interesting” people.

The local originations were put on a preempted channel. Mr. Rannells explained that the closed circuit channel which was taken out of relay service for local programming was usually one that was either poorer in reception or one that was duplicating the same network show another relay station was presenting. At that time, the Cumberland antenna company was feeding Pittsburgh, Johnstown and Altoona stations to its subscribers.

In one only instance was payment made for local originations, Mr. Rannells said. This was during the 1953 primary and general election, when five local merchants paid $20 apiece to participate in election returns. They were allowed several minute announcements during the evening.

The local closed circuit service was discontinued last summer, Mr. Rannells explained, and was not reinstalled. With the changeover to the five channel system in March of this year, the fifth channel became available for local origination without deleting reception from any of the presently-relayed Washington stations, Mr. Rannells said.

In his letter to advertisers and networks, Mr. Rannells declared the audience for reruns would be substantial.

“Many of our subscribers complain that they miss seeing many good programs due to the fact that the networks normally run their best programs opposite each other, so we believe our setup will do a good job of serving the public, and at the same time serve your representatives well,” he wrote.

The closed circuit system will be operated by a separate company, the Potomac Valley Telecasting Corp., Mr. Rannells explained. This, owned by the same principals who own and operate the relay system, maintains the distinction between relay functions and the originating business, Mr. Rannells said.

The Cumberland experiment is believed to be the first in the community tv field.

Until last week, Cumberland’s WTBO-TV (see page 82) held a grant for ch. 17 there. It was withdrawn by FCC when the local station failed to seek renewal of its construction permit.

The only comparable situation in the community tv field is that in Douglas, Ariz., where Trans-Community TV Networks Inc. has arranged to feed kines of network shows to its subscribers. It does not relay stations’ signals, being too far from tv stations to pick up and route such programs to its subscribers.

New Football Show Released by World

NEW RADIO show for the coming football season has been released by World Broadcasting System, New York. The program, Fifty Yard Line, is made up of 13 weekly half-hour programs scheduled to begin Sept. 4.

Features of the show include “Pigskin Payoff,” a compilation of facts, figures and past performances in gridiron history; the “Big Game” in which local football news is integrated with news of important nationwide contests, the “Winning Play” which gives visual pictures of the top plays in famous games; “Football Previews,” outlining a line-up of the principal games scheduled for each week, and the “Trophy Room” which consists of stories about outstanding players and coaches.
Daytimers Map Plans At Directors Meeting

BOARD of directors of Daytime Broadcasters Assn. held a policy meeting in Chicago's Sheraton Hotel last Monday, mapping strategy for the association's continued fight before the FCC for uniform sign-on, sign-off hours.

Jack Younts, WEEB Southern Pines, N. C., and Ray Livesay, WLBI Mattoon, III., board chairman and former DBA president, presided over the strategy sessions. The board approved expenditures for expanded activities, including further studies on DBA objectives, to be announced to the membership this week. DBA now claims some 200 members among daytime-only station ranks.


Swezey Heads NARTB Unit On Freedom of Information

ROBERT D. SWEZEY, WDSU-AM-TV New Orleans, has been named chairman of the new NARTB Freedom of Information Committee, announced Thursday by NARTB President Harold E. Fellows. Membership includes news and public affairs directors of the networks.

The committee will hold its first meeting Aug. 29 at the Waldorf-Astoria Hotel, New York, to hear a report on the tv test coverage this week of the American Bar Assn. convention in Philadelphia (story page 82). It will also review work of state broadcasting associations in the freedom of information field. Most of the state associations have formed freedom of information committees.

Members of the new NARTB group, besides Chairman Swezey, are: Joseph L. Brechner, WGAY Silver Spring, Md.; Victor C. Diehm, WAZL Hazelton, Pa.; Richard O. Dunning, KHQ Spokane, Wash.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Henry H. Fletcher, KSER Pocatello, Idaho; Frank Fogarty, WOW-TV Omaha; John S. Hayes, WTOP-TV Washington; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Paul Rabour, KTLA (TV) Los Angeles; Victor A. Sholl, WHAS-TV Louisville; P. A. Sugg, WTV Oklahoma City, and E. R. Vadbeoncours, WSYR Syracuse, N. Y. The network members are John Daly, ABC; Sig Mickelson, CBS; Milton Burgh, MBS; and Davidson Taylor, NBC. Nick Basso, WSAZ Huntington, W. Va., was named an observer representing Radio-Television News Directors Assn. at committee meetings.

N. M. Broadcasters Meet

SEMI-ANNUAL meeting of New Mexico Broadcasters Assn. will be held Aug. 27 at the Alvarado Hotel, Albuquerque. The program will be crowded into a one-day session starting at 8 a.m. It will follow the shirtsleeve pattern, according to Lloyd Hawkins, KHOB Hobbs, NMA president. Speakers will include Grady Franklin Maples, co-owner of KGMC Englewood, Colo., and KLLL Lubbock, Tex., discussing local sales, and Charles H. Tower, manager of the NARTB Employer-Employee Relations Dept., who will speak at the luncheon.

**Shirtsleeve** session of Daytime Broadcasters Assn. board of directors in Chicago last week brought together (l to r): seated, Jack Younts, WEEB Southern Pines, N. C., DBA president; Morris Mindel, KGST Fresno, Calif., vice president in charge of public information; Ben Letson, WMOP Ocala, Fla., director; Ray Livesay, WLBI Mattoon, Ill., board chairman; George Volger, KWPC Muscatine, Iowa, secretary; standing, directors Jim Firmin, WMOK Metropolis, Ill.; Richard E. Adams, WKXO Framingham, Mass., and Ted Woods, KOSE Osceola, Ark.

**Tv Ethics Meeting Planned**

INVITATION to all television producers to attend a meeting in late September to formulate a code of ethics has been circulated by the National Society of Television Producers, Hollywood, B.T. was told last week by Max Gilford, acting secretary and general counsel of the trade group. The purpose, he said, is to control production through a code administered by a special committee and thereby avoid any censorship moves by government.

**Model 108 Phase Meter**

- Complete with remote antenna current meters
- Tailored to your specific requirements
- Unaffected by modulation
- Low power consumption  Simplified operation

Designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

**NEMS • CLARKE**

**INTEGRATED**

919 JESUP-BLAIR DRIVE SILVER SPRING, MARYLAND
**Los Angeles Adv. Women Install Hughes as President**

CLAIRE HUGHES, women's director of KWKW Pasadena, Calif., last Friday was installed as president of the Los Angeles Adv. Women. Also taking office were Helen M. Hall, first vice president; Betty Kizer, second vice president; Dee Davis, recording secretary; Anne K. Carr, treasurer; Lucille Liets, corresponding secretary, and Marion Vilmure, assistant treasurer.

New directors are Marjorie A. Lenz, Helen M. Pine and Doris M. Jackson. Gloria Waken and Geraldine P. Knight will serve on the board for another year with Jacqueline Britton, outgoing president and ex-officio board member.

**Radio Adv. Bureau Names Boorom to Promotion Post**

WARREN J. BOOROM, assistant director of local promotion at Radio Advertising Bureau, New York, has been named director of local promotion, it was announced last week. Mr. Boorom has been acting head of the department since May when R. David Kimble was promoted to director of local sales and service.

Mr. Boorom has been with RAB for a year. He formerly was director of advertising and promotion for WTOP Washington and before that, with WWDC Washington.

In his new assignment, Mr. Boorom will be responsible for the creation of sales tools which RAB provides for its member stations to develop local-level business.

**Admiral 'Moves' More Sets But Sales, Earnings Drop**

THE "movement" of television receivers to dealers by Admiral Corp. was 21% higher than the first half of 1955 compared to the first six months of last year, the set-maker reported in a financial statement issued early last week. Among other civilian product boosts were radio sets—up 37%.

Admiral did not report on actual consumer tv sales but noted that movement of receivers is a "direct reflection of consumer business." The report was delivered by John B. Huirisa, executive vice president of Admiral.

Highlights of the 1955 first-half report contrasted to last year's period:
- Consolidated sales of $94,018,923 against $105,201,498 last year.
- Earnings before taxes and other reserves—$2,845,413 compared to $6,054,633.
- Net earnings of $1,946,192 to $2,558,850.
- Second-quarter sales fell off from $49,223,-936 last year to $43,984,527.

The drop in sales, earnings before taxes and net earnings were discounted by an Admiral official because of a 66% drop in government business which "more than offset sharply higher civilian business."

**Philco to Pay for Old Tubes In Effort to Break 'Racket'**

PHILCO CORP. is offering radio-tv dealers and servicemen a credit of five cents a piece for used tubes turned into Philco accessory distributors in an effort to break what the firm has termed a $100 million a year racket in worn tubes.

Philco said up to 30 million old tubes annually get into racketeer's hands and that an investigator estimated three million used radio and tv receiving tubes were sold in New York alone over a three-month period.

The tubes collected by Philco distributors will be smashed in the presence of the person bringing in the tube.

**Edgar S. Bloom Dies**

EDGAR SELDEN BLOOM, 80, former president of Western Electric Co. and the Atlantic, Gulf and West Indies Steamship Co., died last Monday in New York City after a long illness. Mr. Bloom headed Western Electric, an American Telephone & Telegraph Co. subsidiary, from 1926 to 1939. During his career, Mr. Bloom held the post of president or director in 12 other companies. Upon his retirement he had served 43 years with companies of the Bell Telephone System of AT&T.

**Moulton Named AT&T V.P.**

ELECTION of Horace P. Moulton as vice president of American Telephone & Telegraph Co., New York, and his appointment as general counsel of AT&T were announced last week. He succeeds T. Brooke Price, who retires Sept. 1. Mr. Moulton has been associate general counsel of AT&T since last April. He was previously counsel for the New England Telephone & Telegraph Co.

**AT&T Declares Dividend**

QUARTERLY dividend of $2.25 a share was declared last week by the directors of American Telephone & Telegraph Co., New York. The dividend is payable Oct. 10 to shareholders of record at the close of business Sept. 12. It is the 158th consecutive dividend at the annual $9 rate paid over a period of 34 years and will go to more than 1,375,000 share owners.
July Record Month For Emerson Sales

BIGGEST sales month in the history of Emerson Radio & Phonograph Corp., New York, was recorded in July by Emerson distributors, the company announced last week. Salesmen said the record was the fulfillment of a promise made at the June sales convention to make July the greatest sales month as an anniversary gift to Benjamin Abrams, president of the company.

In a letter to distributors, Mr. Abrams stated that "this also completes the best six-month sales period in our history. I have every reason to believe that the balance of the year will yield the highest goals in sales and profits for Emerson distributors."

RCA Ships Transmitters

RCA Friday reported it has shipped a 25 kw transmitter to KARD-TV Wichita, Kan. (ch. 3, not yet on air); a 10 kw transmitter to KONA (TV) Honolulu (ch. 11), and a 1 kw transmitter to WCOV-TV Montgomery, Ala. (ch. 20).

Booher Addresses RCA Grads

DIPLOMAS from RCA Institutes, New York, were presented Friday to 226 students. Commencement address on "The Engineering Technician, His Place and Responsibilities" was delivered by Edward E. Booher, executive vice president, McGraw-Hill Book Co.

MANUFACTURING PEOPLE


INDEPENDENT Television Inc. contracts to buy a DuMont 25 kw television transmitter, antenna, tower and complete color and block-and-white studio broadcast equipment for its new WITF-TV Whitefish Bay (Milwaukee). Present at the contract signing are (1 to r): seated, Sol J. Kahn, secretary of Independent TV; Jack Kahn, president of Independent TV, and Kenneth Peterson, marketing manager of the television transmission department for Allen B. DuMont Labs.; standing, Don Gellerup, consulting engineer for Independent TV, and John Klindworth, DuMont sales representative.

Dr. B. W. St. Clair, formerly with radio isotope lab, Syracuse U., appointed research director, Waveforms Inc. (electronic test equipment), N. Y.


Robert Zollars, formerly manufacturers' representative, to Shure Bros. Inc. (microphones, acoustic devices), Chicago, as staff assistant to vice president in charge of sales.

Michael P. Fumarola appointed publicity director, I&FP Mfg. Co., Brooklyn, N. Y.

Monte L. Levin, industrial designer, and radio and air conditioning consultant, Emerson Radio & Phonograph Corp., N. Y., retained by Emerson as tv consultant.


MANUFACTURING SHORTS


Sentinel Radio Corp., Evanston, Ill., announces new remote control unit for tv receivers. Light-weight plastic box unit permits viewer to switch dials of set from armchair on which model fits.
Radio Listening in England
Dips in April-June Quarter

Radio listening in England showed a slight drop for the April-June 1955 period compared with the corresponding 1954 period and this trend is carried on in radio-only homes, according to statistics published by BBC in London.

In the April-June 1955 quarter, evening radio-listening among the adult population of the United Kingdom was 13.2% compared to a figure of 14.4% for the same 1954 period. Among the "sound public," or radio-only homes, the listening percentage dropped to 17.8% from 18.2% registered a year ago.

Television viewing showed a slight gain among the total adult population, according to BBC, with 13.1% for the current period against 10.4% for the corresponding 1954 months. But the gain was not a general one as viewing among the "tv public," or people in homes with tv sets, dropped down to 36.2% from a percentage of 38.8 for 1954.

Reporters Visit Sunken City, Record Underwater Broadcast

The BBC visited a sunken city near Schleswig, Germany, July 25 and the submarine reporters found a fully-loaded Viking vessel and complete pier installations of a city that disappeared beneath the waves 905 years ago.

The occasion was the anniversary of the flood that in 1050 completely submerged the city of Haithabu, a Scandinavian trading center. The reporters, from Finland, Sweden, Norway and Denmark, equipped with diving gear and microphone by North West German Radio, went to the bottom of what now is Lake Haddleby Koer and, meeting at the bottom, they marked the anniversary with a recorded radio broadcast from the ancient city.

Evening Network Shows Down In Canada Listings

The LONE network evening show on the August national ratings of Elliott-Haynes Ltd., Toronto, was "Our Miss Brooks" while the International Surveys Ltd. of Montreal listed only two evening network shows in its July ratings for Canada.

CBC News was reported by the diary method of the Radio Panel of Canada to have reached 10% of the radio homes in Canada, with CBC News Round-up reaching 6%. Both of these shows were on the International Survey while "Our Miss Brooks" received a rating of 9.4 by Elliott-Haynes. The Lone Ranger was the only recorded evening show rated in August with a 5.6 rating by Elliott-Haynes.

Daytime the story was better with eight daily network shows and four recorded or selected shows, according to Elliott-Haynes. Leading daytime network shows were Ma Perkins with a rating of 10.4, Guiding Light 9.7, Pepper Young's Family 9.7, Road of Life 9.3 and Right to Happiness 9.

In the French-language field the story was somewhat similar with only one evening network show reported, Un Docteur de Chez-nous with a rating of 10.3. Daytime there were nine French-language network shows led by Rue Principale 17.8, Quelles Nouvelles 13.6, Tante Lucie 13.4, Francine Louvain 13 and Face a la Vie 12.2.

BBC Strengthens Schedule To Vie With Commercial TV

The imminence of British commercial television has moved the BBC to fortify and enlarge its fall tv schedule. Starting Sept. 19, three days before the scheduled debut of commercial tv in Britain, BBC transmission hours will be increased from the present 36 hours per week to about 49 hours— one hour less than the maximum air time the BBC is permitted to use.

At the same time, the number of separate programs carried by BBC will be increased by about 20, and a second daily newssheet show will be added to the lineup.

British Wage Pact Signed

British actors in film commercials are guaranteed of £7 [S19.60] for each working day under an agreement reached between British producers of film commercials and the British Actors' Equity Assn. The contract, signed after five months of bargaining, was negotiated by the union and delegates of the Assn. of Specialized Film Producers and the Institute of Practitioners in Advertising.

Canadian Set Sales Report

Sales of tv receivers in Canada for the first half of 1955 amounted to 245,917 sets valued at $75,764,756, as compared with 181,233 sets sold in the first half of 1954, according to the Radio-Electronics-Tv Mfrs. Assn. of Canada. Most of the sets sold this year were in the 21-in. group. Geographically, 91,948 sets were sold in the province of Ontario, 57,719 sets in Quebec province, 68,379 sets in the four western Canadian provinces and the remaining 57,871 sets in the four Atlantic Coast provinces.
VISITING the Telechrome exhibit at the International Trade Fair in Hanover, Germany, are (I to r) U. S. Secretary of Commerce Sinclair Weeks; Alfred Kubel, Lower Saxony finance minister; H. Charles Riker, Telechrome vice president, and J. R. Popkin-Clurmon, Telechrome president. The firm featured color equipment.

Telechrome Features Color During Hanover Trade Fair

AT THE invitation of the U. S. Dept. of Commerce, an extensive demonstration of color tv was presented by Telechrome Inc., Amityville, N. Y., at the International Trade Fair in Hanover, Germany.

More than two million visitors came to the fair from over 80 countries and the closed-circuit color programs were shown to large crowds of engineers, industrialists, scientists and other visitors. Telechrome flew more than three tons of color equipment to Hanover enabling Europeans to have their first look at color television.

W. Germany Leads Set Export

WEST GERMANY is now the largest exporter of radio and television sets, according to German manufacturers, who claim that the 900,000 units exported during the 12 months ending in June 1955 top the export figures of the United States, Great Britain or The Netherlands. Of the annual German set output of 2.9 million, almost one-third is being exported, it is reported.

CHCH-TV Increases Rates

CHCH-TV Hamilton, Ont., will increase its rates effective Sept. 1 to $450 per hour Class A time, according to the Canadian Broadcasting Corp.

INTERNATIONAL PEOPLE

E. W. Brodie and C. W. Duncan to McConnell, Eastman & Co. Ltd. (adv.), Toronto, as vice presidents.

Roland Beaudy, operator of own Montreal advertising agency, to Collyer Adv. Ltd., Montreal, as vice president and director.

W. Hugh Clark, assistant supervisor of commercial sales, Canadian Broadcasting Corp., Toronto, named supervisor of sales; Gunar Baugheimer, newscast editor, CBC tv div., appointed senior sales representative; Donald J. MacDonald, assistant manager, CBC tv news div., named manager; Kenneth P. Brown, tv news editor of div., named assistant tv news manager.

Ralph Draper, radio-television department, Leo Burnett Co., Toronto, to time sales division.

---PROGRAMS & PROMOTION---

'MARGIE' ON FIVE-TIMES-WEEKLY

WPTZ (TV) Philadelphia believes it is pioneering in daytime television with the scheduling of My Little Margie on a five-times-weekly basis starting Sept. 5. WPTZ claims it will be the first local tv station screening the network series starring Gale Storm and Charles Farrell in the daytime and the first station to present a previously nighttime network show on a five-times-weekly basis. The series, produced by Hal Roach Jr. and purchased from Official Films Inc., New York, is being backed with an extensive publicity-promotion campaign, including full-page tv Guide ads, newspaper ads, truck streamers, over 3,000 newsstand posters in conjunction with Look magazine and an on-the-air campaign.

KTRK-TV KICKS OFF DRIVE

KICKOFF for the national campaign of the Foster Parents Plan for War Children Inc. was staged with a two and one-half hour sports spectacular remote telecast by KTRK-TV Houston, Tex., from the San Houston Coliseum. The show, "Sportorama," was staged Aug. 13 and featured a series of boxing bouts, wrestling matches, a water ballet, exhibition of fly-casting, archery and other events. Following the Houston event, Harlan Lane, Texas golfer and head of the Texas division of the campaign, started a 2,000-mile tour to New York and the East Coast on behalf of the plan.

PARTY FOR PROPHET

ANNUAL birthday party providing free refreshments for 10,000 persons was staged Aug. 14 by KCOP (TV) Hollywood for its program personality, the prophet Great Crisswell, at the Knickerbocker Hotel there. Sponsored Tuesday evenings by Ideal Mortgage Co. through Smith & Ganz Adv., the tv prophet predicts the future and invites viewers to send a dime to Idle for his newest prediction booklet. The party, lasting seven hours, drew 9,000 fans last year, KCOP said.

BIRTH OF POWER

TO PROMOTE its power increase, KFDA-TV Amarillo, Tex., sent to all timebuyers a "birth announcement." On the front is a Texas-style stock, with boots and spurs, carrying KFDA-TV's tower in its diaper-sack. "We are proud to announce the arrival of our power increase,"
Nearly Everybody Knows

RAIN IS DEAD

Present

150,000,000 people in the United States
Who just keep on listening

WKRC Birmingham's latest promotion is in the form of a death announcement—but it makes clear that the supposed deceased (radio) certainly hasn't passed on. It points out that 150 million people just keep on listening.

WBRC Radio-7V Day

WBRC Radio, 7V Day at the city's LeSourdsville Lake, featuring the stations' personalities, and according to Don Daisy, Lake manager, it drew the largest Wednesday attendance in the park's history. Activities were highlighted by a boat race between two teams of talent. Two 30-minute personal appearance shows were staged from the park's outdoor gardens. Hundreds of prizes were given to visitors throughout the day, according to the stations.

KING-AM-TV'S BEATS

SEVERAL BEATS are claimed by KING-AM-TV Seattle in its coverage this year of the Gold Cup hydroplane race there, including the only live and recorded coverage of the crackup of Slo-Mo-Shun V. The stations also claim they were the first to air the official winner of the gold cup, to interview the driver and crew of the winning boat, to announce the resignation of racing of Stanley Sayres, whose Slo-Mo-Shun boats had won the cup the previous five years, and were the only ones to obtain immediately after the race an interview with the referee who explained how the judges arrived at their decision and the only stations to provide live coverage of the entire week's activity prior to the race itself. KING-TV's exclusive photos of the complete backward somersault of Slo-Mo-Shun V were published in both Seattle metropolitan newspapers and were sent to papers all over the country via AP wire and to Time, Life and Sports Illustrated. On the day of the race KING-TV used six cameras and with KING a crew of more than 50 to provide coverage. With next year's race to be held in Detroit, KING-TV has announced if a Seattle boat is entered and cable facilities are available, it will televise the event live.

AS OTHERS SEE US

IDECO TOWERS has distributed a brochure of caricatures drawn by Lenn Redman at the May NAB convention in Washington. Containing 59 caricatures of station, manufacturing, FCC and other industry figures, the brochure says, "Oh wad some power the giftie gie us to see ourselves as ithers see us ... sketched in fun at Ideco Tower headquarters, NAB convention." The promotion also features caricatures of seven Ideco salesmen climbing a tower and reminding them they'll see you next year in Chicago.

WGAY COVERS FAIR

FOR the second consecutive year personnel of WGAY Silver Spring, Md., will move "bag and baggage" to Gaithersburg, Md., to provide complete coverage of the Montgomery County Fair, Aug. 23-27. Chuck Dulane, program director, and Roy Spickler, technical director, will live, eat and sleep at the fairgrounds along with the animals and farm folk. Other staffs will commute to participate in daily programs. Several regular programs plus special broadcasts will be aired from the fair.

Radio-TV Directory

THE MINNEAPOLIS Chamber of Commerce has published a "Twin City Radio-Television Directory" to aid the area's publicity chairmen in standardizing the information supplied radio and tv news and community service departments. Tips also are given the average citizen on what to do in preparing for and appearing on television.

'Children's Corner' on NBC-TV

JUVENILE show entitled 'Children's Corner,' currently on WQED (TV) Pittsburgh, educational station, was scheduled to make its network debut on NBC-TV last Saturday and will run weekly through Sept. 10, 10:30-11 a.m. EDT. Davidson Taylor, NBC vice president, said the series has enjoyed great success on the local level and is being released by the network to enable a nationwide audience to see and react to it. It will replace the vacationing Paul Winchell-Jerry Mahoney Show for a four-week period.

5,000 WIN IN SEALY CONTEST

LARGEST limerick contest in the history of the bedding industry is claimed by Sealy Inc., Chicago, which last May launched a $400,000 Posturepedic mattress contest in the U. S. and Canada. Some 5,000 prize winners are expected to be announced today (Monday) in local cities carrying NBC-TV's Today, Home and Tonight shows and others covered by Life magazine spreads. Under the contest, handled by Daniel O. Edelman & Assoc. (public relations), New York and Chicago, the 5,000 winners are eligible for one of three grand prizes—a $20,000 life insurance policy and a

88-Hour Marathon

AFTER 88 hours, 5 minutes and 38 seconds of almost continuous time on the air, Jim Hutton of WEAU Eau Claire, Wis., retired for 16 hours of well-deserved sleep. His marathon occurred at the Northern Wisconsin District Fair in Chippewa Falls and was held to promote the use of dairy products. As an inducement for listeners to follow him in the marathon, Mr. Hutton offered a large package of Wisconsin cheese to the first person from each state who called him at the fair.
similar amount in cash; a two-week, expense-paid trip to Paris plus spending money, and a 1953 Packard Caribbean convertible car. Each of the 5,000 winners will be given a Posturepedic mattress. Local winners will be featured by radio, tv and press. The grand-prize winners will be brought to New York for radio-tv appearances.

‘BIG FIVE DAY’

TO PROMOTE its power increase to 5 kw, WRAD Radford, Va., is staging a "Big Five Day," starting with a Big Five Caravan of convertibles donated by auto dealers carrying the station’s staff and local bathing beauties to neighboring cities. A squadron of planes is dropping balloons, some of which contain redeemable cash certificates, over the towns. An air-to-ground broadcast is being staged as the planes "bombard" WRAD listeners. The broadcast is being integrated into the "Big Five Show" which is featuring congratulatory messages from congressmen, mayors and sponsors.

BBC PROGRAMS ON WIP

SPECIAL series of programs, Drama Festival, has started on WIP Philadelphia in cooperation with the British Broadcasting Corp. The BBC is making available to the station a round-the-world series of dramatic works that have been featured in England, Australia and South Africa. The first show, Shakespeare's "A Midsummer Night's Dream," was aired last Thursday. Three more will be aired at various times during the next three months and plans are now being made to extend Drama Festival throughout 1956 as a regular monthly feature. Participating in last week's opening show were John K. O'Donoghue, British consul general of Philadelphia, and Sir Ian Jacob, BBC managing director, who was on visit shortwave from London. Extensive promotion is being utilized to promote the series.

COOLING OFF

TO COOL OFF his listeners on a hot night, Mike Henry, disc jockey with KIOA Des Moines, Iowa, played Christmas and winter music and aired mid-winter weather forecasts, snow-blocked road announcements, blizzard warnings and zero temperatures. The day's high had been 41°. KIOA reports its switchboard was swamped with about 200 calls from listeners including a state trooper who reported the road between Des Moines and Ames, Iowa, had been cleared of snow.

RADIO IS GROWING BIGGER

RADIO is not only "here to stay" but it's "growing bigger every day," according to a promotion piece KWTO Springfield, Mo., is sending to agencies and clients. The mailer points out that in 28 days "thousands of Ozarkians"—representing 339 towns in Missouri, Arkansas, Kansas and Oklahoma—wrote to the station telling "What My Radio Means to Me." Four of the letters are reproduced along with a letter from a satisfied Ford dealer who says that his three-day saturation announcement campaign on KWTO sold 50 cars over the 4th of July weekend. Also included in the promotion piece are statistics showing KWTO's leads the "Ozark Empire" market in lowest cost-per-thousand and highest listenership ratings, and an 11% increase in local advertising over 1954.

SHIP SELLS CARS

WITH THE AID of a model ship, KBUR Burlington, Iowa, helped a local motor company sell 15 new cars and 37 used cars, with results still coming in. After several days of spot teaser announcements, an 11-ft. model of the Hikawa Maru, only Japanese ship un-damaged in the war, was unveiled at a public showing at the Hawkeye Motor Co. KBUR gave an on-the-spot broadcast of the ceremony and the motor company gave out certificates entailing a discount on the purchase of a car. In three days, 27 certificates were "cashed in" on new or used cars, with more certificates still coming in daily, according to Harry Murray, owner of Hawkeye Motor Co.

NEGO SHOW ON WBTB (TV)

ALL-NEGRO variety show, Five O'Clock Sharpe, is being aired weekly by WBTB (TV) Charlotte, N. C. Vernon Buck, professor at Carver College (Negro) in Charlotte, is m.c. of the new program, which includes musical varieties by Negro groups, production numbers by permanent talent and a news and sports- cast of special interest to Negro viewers. Mr. Buck terms the show "the first opportunity Charlotte Negro talent has had to be seen.

Auditions for Five O'Clock Sharpe already have won guest spots on other WBTB shows for some contestants. The program is planned and administered by a committee of prominent Negro citizens selected from the fields of religion, entertainment, music and youth work.

WOAI-TV COLT CONTEST

"NAME THE COLT" contest, co-sponsored by WOAI-TV San Antonio, Tex., tv and movie cowboy Johnny Mack Brown and Mezger's Dairy there, pulled 9,011 entries in less than two weeks. The contest, conducted to promote a personal appearance of Mr. Brown in the city, was plugged for 13 days over the station. First prize was the colt.

‘DISC JOCKEY FOR A DAY’

DISC JOCKEY Bill Garr of KWKW Pasadena, Calif., who each year during his vacation lines up such persons as the mayor, city manager and recording artists to do his show, this year has added newspapermen. Two Pasadena newspapers are playing "Disc Jockey for a Day" during his annual sojourn because, Mr. Garr feels, listeners would like to hear the writers, columnists and reporters they read. In addition, he has also lined up the chiefs of the city’s police and fire departments, chamber of commerce and post office to do stints this summer. Each is having his day to put on a disc show, parade his talents and publicize pet projects.

WFIL-TV PROGRAM ON WNBF-TV

EDUCATIONAL tv series entitled University of the Air, produced by WFIL-TV Philadelphia in cooperation with more than 25 colleges and universities in Pennsylvania and New Jersey, will be telecast in the fall on WNBF-TV Binghamton, N. Y., George R. Dusham, general manager of the station, announced last week. Courses are given by professors from cooperating schools and deal with subjects covered in the college classrooms. The programs carried by WNBF-TV will be aired via video recording.

phone: Paris, Ohio, University 2-6600 45 45 45 45 45 45 45 45 45

GRINNAN FIXTURE CO. 45 MINERVA, OHIO

Phone: Paris, Ohio, University 2-3600 45 45 45 45 45 45 45 45
JERRY DUNPHY, news director of WXIX (TV) Milwaukee, presents a Belsey B-2 camera, flashgun and carrying case to Inez Weatherby, the first winner in the station's "News Tip" contest. Each week the station is presenting a camera to the viewer who phones in the best news tip. Miss Weatherby's story was the recovery of a wallet she lost 14 years ago, found when the department store where she is employed started a remodeling job. In the wallet were a December 1941 pay check, a ring bought as a Christmas gift and a $1 streetcar pass.

DO-IT-YOURSELF

DO-IT-YOURSELF promotion, consisting of a large sheet of decorator's aluminum, scissors and pattern, was mailed to the trade last week by Cliff Arquette and Dave Willock, stars of Do It Yourself, telecast Sunday night 7:30-8 p.m. on NBC-TV. Artistic wall design is the result of doing it one's self. Show is sponsored by Reynolds Metals Co. through Clinton E. Frank Inc., Chicago. Reynolds originated the promotion item.

ONE SHOW PULLS 4,911

PULL of 4,911 entries from one broadcast was recorded by WCCO Minneapolis-St. Paul for its "Unscramble-the-Town" contest. Cedric Adams, the Tuesday night host on As You Like It, a 55-minute variety show, launched the contest by spelling his hometown, Magnolia, Minn., in a scrambled order and asking listeners to unscramble it. New names of towns in the station's coverage area will be used each week and two entries are picked at random from the correct answers received. Weekly winners receive a merchandise prize. The contest, which started early this month, will run for 26 weeks. The winner of the grand prize—an all expense paid two week trip to Hawaii—will be picked at random at the end of the 26 weeks from all the correct answers received.

VOA EXHIBIT IN PAKISTAN

TELEVISION programs featuring local Pakistani talent will be one of the highlights of the U.S. exhibit at the International Trade Fair opening in Karachi, Pakistan, Sept. 2 and running through Oct. 2. The U.S. Information Agency has announced. The exhibit will provide the Pakistani people with their first look at TV. USA's Voice of America has sent Edwin L. Dunham, NBC music services coordinator, to Karachi as fair TV program director and he is recruiting local talent there for programs. He also will provide American films and kinescopes for showing. RCA is supplying equipment and technicians to produce the shows. A similar fair, featuring the exhibits, is being conducted in Jakarta, Indonesia, Aug. 12 to Sept. 18, and another is scheduled Oct. 29 to Dec. 15 in New Delhi, India.

NBC-TV'S 'PEOPLE'

NEW SERIES of profile sketches, called People, was set to be launched yesterday (Sunday) on NBC-TV (Sun., 5:30-5:50 p.m. EDT), featuring NBC news commentator Morgan Barten. The series, which will continue for five weeks, will present individuals who have distinguished themselves in unusual ways, have been involved in unique experiences and have stories to tell which are out of the ordinary.

MBS SHOW TO WEST COAST

MBS' Northwestern U. Reviewing Stand, 21-year-old discussion program, will move to Los Angeles for four weeks' origination starting Aug. 28. Four broadcasts will emanate from KJI there, with the first reviewing a topic circumscribed in the program's first west coast trip in 1945— "Should Industry Move West?" Other topics slated for airing are juvenile delinquency, preparing for retirement and the status of motion pictures. James H. McBurney, dean of Northwestern U.'s School of Speech, is moderator of the program.

FOR THE RECORD

UPCOMING

AUGUST

Aug. 22: RAB Clinic, Los Angeles.
Aug. 23: Assn. for Education in Journalism.
Aug. 23: RAB Clinic, San Francisco.
Aug. 23: RAB Clinic, Portland, Ore.
Aug. 25: NARTB Fall Committee, Palmer House, Chicago.
Aug. 25: RAB Clinic, Seattle, Wash.
Aug. 28: RAB Clinic, Boise, Idaho.
Aug. 27: New Mexico Broadcasters Assn., Albuquerque, N. M.

SEPTEMBER

Sept. 2-4: National Agricultural TV Clinic, U. of Colo.
Sept. 2-4: West Virginia Broadcasters Assn., Martinsburg.
Sept. 3: RAB Clinic, White Sulphur Springs.
Sept. 4: RAB Clinic, Atlantic, Ia.
Sept. 5: RAB Clinic, Charleston, S. C.
Sept. 6: RAB Clinic, Raleigh, N. C.
Sept. 7: RAB Clinic, Norfolk, Va.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 15: RAB Clinic, Tampa, Fla.
Sept. 16: RAB Clinic, Birmingham, Ala.
Sept. 18: RAB Clinic, Baton Rouge, La.
Sept. 18: RAB Clinic, Knoxville, Tenn.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.
Sept. 30-Oct. 2: High Fidelity Show, Palmer House, Chicago.

OCTOBER

Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Tex.
Oct. 7: RAB Clinic, Denver, Colo.
Oct. 7-9: Third Dist. AFA Convention, Sedgfield Hotel, Okla.
Oct. 16-17: New Jersey Broadcasters Assn., Hotel Holiday, Wildwood.
Oct. 18: RAB Clinic, Burlington, Vt.
Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.
Oct. 21: RAB Clinic, Washington, D. C.

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)
Region 1 (Dist. 1, 2, N. Y. 1, New England States, N. Y. N. 2, 3, 4)
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)
Region 2 (Dist. 3, 4, Fla., Del., Md., Va., N. C., S. C. 1-3)
Region 8 (Dist. 10, 11, Minn., N. D., Eastern S. D., Neb., Mo.)
Region 5 (Dist. 12, 13, Ark., Okla., Tex.)

BROADCASTING & TELECASTING
Station Authorizations, Applications
(As Compiled by B·T)
August 11 through August 17
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Cps—construction permit. DA—directional antenna. Fm—frequency modulated. VHF—very high frequency. uhf—ultra high frequency. ant.—antenna. aura.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day, N—night, LS—local sun. mod.—modulation. tr.—transmitter. unl.—unlimited hours. kc—kilocycles. S&A—special service authorization. BTA—special temporary authorization.

FCC Commercial Station Authorizations
As of July 31, 1955

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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>37.24</td>
<td>528</td>
</tr>
<tr>
<td>on air</td>
<td>24</td>
<td>13</td>
</tr>
<tr>
<td>Cps on air</td>
<td>125</td>
<td>17</td>
</tr>
<tr>
<td>Total on air</td>
<td>2,738</td>
<td>538</td>
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<tr>
<td>Total applications</td>
<td>2,737</td>
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<tr>
<td>Applications in hearing</td>
<td>149</td>
<td>3</td>
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<tr>
<td>New stations filed in hearing</td>
<td>118</td>
<td>119</td>
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<tr>
<td>New station bids in hearing</td>
<td>91</td>
<td>0</td>
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<tr>
<td>Applications pending</td>
<td>763</td>
<td>101</td>
</tr>
<tr>
<td>Cps pending in July</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

*Does not include noncommercial educational fm and tv stations.

New tv Stations...

Applications

Pittsburgh, Pa.—Ajax Enterprises, uhf ch. 23 (294-380 mc); ERP 266 visual, 16 k kural; antenna height above average terrain 553 ft, above ground 488 ft. Estimated construction cost $210,770, first year operating cost $500,000, revenue $500,000. Post Office address P. O. Box 976, Greenshield, Conn. Studio location Philadelphia, Trans. location Lancaster Pike opposite intersection of Church St. and Artmore. Geographical coordinates 40° 06' 15" N., 77° 17' 09" W. Long., and 74° 18' 57" W. Lat. Legal counsel: Martin W. Broder, New York. Consulting engineer Thomas B. Friedman, New York. Station to be wholly owned by Herbert Mayer, former president-director and one of officers change of ownership KXEL (TV) Cleveland, Ohio KPFT (TV) Portland, Ore., and KCTV (TV) Kansas City, Mo. (latter turned back to cp and tf). Filed Aug. 10.

Applications
KXLY-TV Kennewick, Wash.—Application for construction permit for fms to operate commercial fm and tv stations. Applicant: City of Kennewick. Filed Aug. 10.

KRMN-TV Bloomington, Ind.—Application for modification of construction permit to increase height of antenna from 350 to 380 ft to make tv signal visible in Pulaski, Grant and Decatur counties, Ind. ERP 2.2 kw visual, 2 kw kural. Filed Aug. 10.

KIRM-TV Klamath Falls, Ore.—Application to change station identifier to KIRN and request that the construction permit be increased to make tv signal visible in Del Norte County, Calif. ERP 2 kw visual, 1 kw kural. Filed Aug. 10.

FCCannouncements

New tv Stations...

Applications
Watertown, Conn.—Watertown Independent Television, Inc., for construction permit to change channel 3 to channel 9 and request waiver of section 3.813 of FCC rules. Filed Aug. 11.

New Am Stations...

Applications Amended
Eau Gallie, Fla.—Mel-Rau Bstg. Corp., amends application for fms to change from ERP 6 kw visual, 2.5 kw kural, to ERP 38 kw visual, 15 kw kural, Retroactivo 1 year operating cost $12,735, first year operating cost $25,000, revenue $25,000, Mr. Dunavent is Western Auto Assoc. dealer, Died Aug. 12.

Shreveport, La.—Lawn-Television Co., for construction permit to operate fms on 1,250 kw visual, 125 kw kural. Filed Aug. 12.

Applications returned
Weatherford, Tex.—Application of Parker County Bstg. Co., for construction permit to make tv signal visible in Weatherford and Weatherford area, Texas. ERP 2 kw visual, 1 kw kural. Filed Aug. 12.

Applications Dismissed
Auburn, Calif.—Sierra Bstg. Co., application for fms to change channel 3 to channel 6, and to make tv signal visible in Auburn, Calif. Filed Aug. 12.

Applications
Denison, Iowa.—Christen P. Andersen, 500 kwp power amplifier, Water Ave. site, Denison, Iowa. Estimated construction cost $12,735, first year operating cost $25,000, revenue $25,000, Mr. Andersen, retired, is Western Auto Assoc. dealer, Died Aug. 12.

New Am Stations...

Applications Amended

Applications
Waynedale, Ohio.—WJWO, Inc., for construction permit to make tv signal visible in Waynedale, Ohio. ERP 100 kw visual, 1 kw kural. Filed Aug. 12.

APPLICATIONS

Broadcasting and Telecasting

Tv Summary Through August 17

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>291</td>
<td>319</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>17</td>
<td>18</td>
</tr>
</tbody>
</table>

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial on air</td>
<td>318</td>
<td>301</td>
</tr>
<tr>
<td>Noncommercial, Educ. on air</td>
<td>10</td>
<td>3</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>902</td>
<td>337</td>
</tr>
<tr>
<td>Noncommercial, Educ.</td>
<td>60</td>
<td>22</td>
</tr>
</tbody>
</table>

Total 1,158 371 1,532

147 Cps (50 Vhf, 317 uhf) have been deleted.

One application did not specify channel.

Includes 35 already granted.

Includes 445 already granted.

Among changes, ant. height 380 ft. Granted Aug. 8; announced Aug. 15.

Application Returned


Applications
KGA-TV Denver, Colo.—Seeks mod. of cp to change studio location to 1620 California St., Denver, Colo. ERp 6 kw visual, 6 kw kural, make ant. and minor equipment changes. Ant. height above average terrain 924 ft. Filed Aug. 11.

WNID-TV Notre Dame, Ind.—Seeks mod. of cp to change studio location to South Bend, Ind., and request waiver of sec. 3.813 of FCC rules. Filed Aug. 11.

KBMT (TV) Austin, Minn.—Seeks mod. of cp to change studio location to trans. site, Hwy. 105, approx. 2.5 miles south of city, near Austin, and request waiver of sec. 3.813 of FCC rules. Filed Aug. 11.

Applications

Broadcasting and Telecasting

The Newsworldly of Radio and Television

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked my subscription with the next issue.

- 52 weekly issues of Broadcasting Telecasting $7.00
- 52 weekly issues of Broadcasting Yearbook $9.00
- 52 weekly issues of Telecasting Yearbook $9.00
- 52 weekly issues and both Yearbook-Marketbooks $11.00

name

[ ] Enclosed
[ ] Bill

city

state

August 22, 1955

Page 103
changes to specify change in DA system. Filed Aug. 16.

APPLICATIONS RETURNED
WPLM Florence, Mass.—Application for license to cover cp which authorized new am station returned to applicant. Exhibit dated after Sec. I. Returned Aug. 16.

WAQ Jackson, Tenn.—Application for cp to change hours of operation from 3:00 to 10:00 to 1:00 to 11:00. Filed Aug. 16. Returned Aug. 16 (incomplete). Returned Aug. 16.

APPLICATIONS DISMISSED
WCNC Elizabeth City, N. C.—Application for transfer of control from J. A. Chamber of New Bern to J. A. Chambers of Hartford and E. P. Leary to Joseph L. Lamb Sr. and Joseph L. Lamb Jr. Failed to respond at request of applicant. Dismissed Aug. 16.

WXYZ Fox, Columbus, Ohio.—Application for mod. of cp (which authorized increased power, change in hours of operation and location) to change time of operation to 10:00 to 10:00. Filed Aug. 16. Returned Aug. 16.

APPLICATIONS
KAMD Camden, Ark.—Seeks cp to change frequency from 1400 kc to 1410 kc. Filed Aug. 16. Returned Aug. 16.

KROG Sonora, Calif.—Seeks cp to change frequency from 1460 kc to 1470 kc. Filed Aug. 16. Returned Aug. 16.

KIRC Denver, Colo.—Seeks cp to change time of operation from 10:00 to 12:00 to 11:00 to 11:00. Filed Aug. 16.

WBFS Miami, Fla.—Grants application for involuntary assignment of cp to A. M. Gates Jr., administrator of estate of Dr. A. M. Gates (deceased) and A. M. Gates (deceased) by companies Inc., of Chase City. Filed Aug. 16. Granted Aug. 16.

KUWM Peoria, Ill.—Grants application for license to WITN (TV) (ch. 25) to apply for transfer of control of station WITN (TV) to Victor Tedesco and the controlee Victor Tedesco. Filed Aug. 16. Granted Aug. 16.

KUML paradise, Calif.—Seeks cp to increase power from 100 w to 250 w. Filed Aug. 16.

KUSA Denver, Colo.—Seeks mod. of cp for change from 720 kc to 770 kc and 770 kc to 780 kc to 770 kc. Filed Aug. 16. Granted Aug. 16.

WCBF Memphis, Tenn.—Seeks cp to change time of operation from 10:00 to 11:00 to 10:00 to 11:00. Filed Aug. 16. Returned Aug. 16.

New Fm Stations...

APPLICATIONS
Los Angeles, Calif.—Planned Music Inc., 1050 mc, 35.5 kw, $12,000. Filed Aug. 16. Granted Aug. 16.

APPLICATIONS
San Francisco, Calif.—Seeks involuntary assignment of cp to Bowers Inc., who remain same as before reassignment except that Mr. Day Clark becomes executor of Mr. Clark’s (deceased) interest. Mr. Clark held 10% interest. Filed Aug. 16.

KONG Yakima, Wash.—Seeks assignment of license to WNKY (TV) to WNKY (TV) and Dowboy Corporate Co. for $15,000. Mr. and Mrs. Morgan hold no broadcast interests. Filed Aug. 16.

WLFA Lafayette, Ga.—Seeks assignment of license to Radio Dixie Inc., a corporation whose principals are same as those of licensee except for addition of Charles W. Gwyn. Mr. Gwyn is to pay $10,000 for 40% interest. He is WLFA station manager. Filed Aug. 16.

WSHR Stillwater, Minn.—Seeks acquisition of control of KSHR (FM) for $70,000. Applicant Power owns 25% of WSIB and another principal. Filed Aug. 16.

WANC Jacksonsville, N. C.—Seeks assignment of license to Orlando Broadcasting Co., for $50,000. Principals are Mr. and Mrs. Robert P. Mendelson and Edward C. Morgan. Have advertising and programing backgrounds. None of principals has broadcast holdings. Filed Aug. 16.

WITN (TV) Washington, N. C.—Seeks acquisition of control by Roberton family through purchase of station. Filed Aug. 16.

Top Network Properties

An old established fulltime network property located in an attractive southern market near the Gulf coast. Consistent profits, excellent equipment and studios. $30,000.00 down.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

WASHINGTON, D. C.

CHICAGO

San Francisco

Bay R. Hamilton

William T. Stubblefield

Tribune Tower

111 Butter St.

Brook 2-5712

Page 104 • August 22, 1955

FOR THE RECORD

Fulltime station in market of twenty thousand. Need attention of owner-operator. Well equipped. Opportunity to live in ideal area with all the advantages of city life and all the abundance of a large city. Purchase involving $15,000.00 down.

Northwest Independent

$40,000.00

Top Network Property

$95,000.00

Broadcasting • Telecasting

(Continued on page 109)
EMPLOYERS WANTED... by ambitious men and women highly trained as:
- *Announcers*        
- *Disc Jockeys*        
- *Warsaw Managers*    
- *Technical Directors* 
- *Make-up Artists*     
- *Floor Managers*      
- *Camera Operators*    
- *Program Directors*   
- *Production Assistants*

**TV BROADCASTERS! SAVE TIME AND MONEY.**

Let us help you with your personal problen-

MBE and NBA. Send your resume to our Personal Placement Service. It is designed to help you

**RADIO TELEVISION TRAINING SCHOOL**

5100 S. Vermont, L. A. 37, Cal.

**RADIO**

**Help Wanted—(Cont'd)**

Wanted: Highly respected New England inde-

The ad is quite legible and contains various sections for different positions, such as managers, announcers, and technical roles, specifically in the radio industry. It includes details like hourly rates, qualifications, and contact information. The text is well-organized, making it easy to identify the different job categories and their requirements. For instance, there is a section for Help Wanted Manager with a description of the responsibilities and qualifications needed. Each section provides a clear overview of the opportunities available, including salaries and the necessary skills. The overall layout is professional and easy to navigate, catering to the needs of both employers and job seekers in the radio industry.
**TELEVISION**

**Situations Wanted—(Cont'd)**

**Salesmen**

Account executive, 25 years radio experience, seeks tv connection. Box 496C, B-T.

**Programming—Production, Others**

Versatile, 3 years medium market producer-director. Films, directing, production. Desires similar capacity with sound progressive experience. Single, 30, has MS. Available reasonable notice. Prefer east but consider any offer. Box 385C, B-T.

Photographer-cameraman. Two years with vhf region. Familiar with slides, movies, news, etc., live camera experience. Southeast or western states preferably. 28 and single. Box 519C, B-T.

Promotion manager, tv experience, versatile, reliable. Will relocate. Vet. married, available now. Resume on request. Box 945C, B-T.

**FOR SALE Stations**

Southeast New York State—250 watt—high profit—or manage with investment. Box 526C, B-T.

Control Texas local $25,000; Florida dakiner, $61,000; Tennessee single station market $60,000. Terms. Paul H. Chapman, 84 Peachtree, Atlanta.


Have many profitable southeast radio and tv stations. Individual or partners. J. T. Snowden, Box 129, Augusta, Georgia.

**Continued on next page**

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**RADIO**

**Situations Wanted—(Cont'd)**

**Technical**

Graduate engineer-announcer, plenty of experience. Box 375C, B-T.

Engineer, experienced, first phone, ham ticket, no experience, announcer, tape, photo. Box 55C, B-T.

First phone. Amateur. One year am experience transmitter and studio. Prefer upper midwest. Box 385C, B-T.

Engineer, lst phone, 2 years am and fm, will relocate. South or southeast. Box 386C, B-T.


**Programming—Production, Others**

Continuity man—six years experience radio-tv, mostly copy, some daylay, tv production, direction. AB single. Available September 5. Prefer south. Box 185C, B-T.

Promoter prompting: Wear "creative" cap constantly think of your feet while I sleep—busy, busy! All symptoms of a production man, rigged for sales! This one comes complete with success stories and samples collected from Fortune, TV Guide, 

Continuity man: "sell." Exceptional personality, energy, drive to follow through, creative but level headed and capable of handling details, look and sound good on camera. Only top jobs considered. Your job will be to make our local production and commercials sharp with a consistent quality. Write. Don't phone. Frank C. McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Tv continuity director wanted. Send resume and sample copy to: Program Director, Cowles Broadcasting Company, KFVT, Sioux City, Iowa.

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**TELEVISION**

**Situations Wanted—(Cont'd)**

**Production—Programming, Others**

Immediate opening. Small town vhf. If you're a program-production man who has ability and drive to follow through, creative but level headed and capable of handling details, look and sound good on camera. Only top jobs considered. Your job will be to make our local production and commercials sharp with a consistent quality. Write. Don't phone. Frank C. McIntyre, KLIX is Klickin’, Twin Falls, Idaho.

Tv continuity director wanted. Send resume and sample copy to: Program Director, Cowles Broadcasting Company, KFVT, Sioux City, Iowa.

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**RADIO**

**Situations Wanted—(Cont'd)**

**Technical**

Young man, thoroughly trained in all phases of radio, tv, and DJ, year's experience as station announcer. Box 303C, B-T.

Combo announcer—PD—7 years. 250 to 2500. Prefer southeast. Consider all. Box 506C, B-T.

Number 1 news announcer, desire permanent position in large southern market. PD background. Desires to relocate. Only top jobs with future considered in large market. Box 507C, B-T.

Announcer—experienced all type radio—good voice excellent on commercials—program director present wants him. Tape, photo available. Resume and references on request. Box 509C, B-T.


Announcer—strong on news, music, sports and copywriting. Operate console. Tape, photo available. Box 514C, B-T.

Nationally known morning man now employed will accommodate a Martin Block. Box 516C, B-T.

Announcer—DJ, 17 months experience. Presently program director, continuity writer. Wants 200 miles of N.Y.C. area.

7 years experience. Presently PD—announcer of kw radio. Also tv announcement experience. Desire large metropolitan operation with opportunity. Family, vet, college, permanent. Box 520C, B-T.

Announcer—DJ, strong news, good commercials, some experience. Tape available. Box 521C, B-T.

OK so I don’t have much experience, but I do have some. Interested in continued growth. Box 522C, B-T.

Versatile announcer—also will to sell. Strong interest in music. Must relocate, desire northern area. Resume, tape. Box 523C, B-T.

Staff announcer. Mature, dependable, hard working, who enjoys the work he does. Strong on news, tops on commercials and sports. One year experience. Age 33, married, reliable references. Box 530C, B-T.


Announcer, negro, real cool disc jockey, some experience. Tape available. Box 539C, B-T.

Personality DJ, morning man. 4 years. Tony Marvin—your friend Martin Block. Box 539C, B-T.


Announcer, nec. DJ, scraper, man, family, man, will travel, willing to travel, will try selling. Prefer N.E. Tape, resume upon request. Peter Donnelly, 1208 First Ave., N.Y.C.


Announcer—DJ. College graduate, majored in radio. 18 months experience, presently employed, desires permanent position. Veteran, 24, single, will travel to any location. Art Lane, 24 E. Mt. Airy Ave., Philadelphia 19, Pa.

Top-notch. Commercials that "sell." Exceptional DJ. Bruce Miller, 268 West 71 Street. New York, N. Y.


Announcer. Radio school graduate well versed all phases of the business. Will relocate. Mr. Fred Reidman Jr., 10 Wildwood Road, Charlotte, N. C.

Announcer, midwest, 25, married, veteran, college, versatile, strong on music, sports, seek permanent position—Heavily into Western Lingo, Austin, Ohio.


Growing V has new openings for tv trainers or experienced engineers. Chief Engineer, KGUL-TV, Galveston, Texas.
FOR SALE—(Cont'd)

Equipment

RCA TFS4A superheterodyne, Tuned channel 5 but tunable 3 to 9. $400, B.T.


For sale: Used 260 composite transmitter complete with crystal holder also Western Electric limiters. Low price. F.B.S. Penna. Details and photo. Box 545C, B.T.

I model 31A Gates console in working condition, first $400.00 gets. Contact Radio Station KRTX, Box 629, Baytown, Texas.

One B.T.S. 12-E, low freq transmitter complete. One BUW-4A visual discriminator and 505 feet 81/2 inch 1/2 wave transmission line. This unit equipment in excellent condition and priced at approximately 50% off. WTVY, P.G., Box 1847, Jackson, Mississippi.

For sale equipped for open auction Sunday, September 29, 1955, 10:00 a.m., 540 Federal Building, Los Angeles, California. For inspection and viewing contact Fred E. Carr, 3461 Riverside, California. Box 587, Phone Overview. Box 256, BU transmitter 46illez. GE 5020 watt fm amplifier 46kSi; GE 10 kw fm amplifier 46kSi; 12.0 kw gasoline-driven 11 kw generator with presto tank, as is: miscellaneous items. Opening bid of $2500.00 already received.

WANTED TO BUY

Stations

Financially qualified, experienced and successful station owners want to buy for cash or term—a station in one or two station market in Pennsylvania or New Jersey. No brokers. All replies confidential. Box 546C, B.T.

Wanted: Small or medium am or tv stations in financial trouble. Will purchase or reorganize for present owner. Box 547C, B.T.


Attention station owners. I have clients waiting for new stations. $250,000 immediate. Future potential billing not important. Texas, Oklahoma, Arkansas. Ralph Erwin, Broker, Box 811, Tulsa, Oklahoma.

Equipment, Etc.

Urgently need one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 548C, B.T.

50-1000 watt RCA am transmitter; 5 or 10kw RCA fm and Collins type 5-bay antenna. Box 549C, B.T.

Wanted: RCA TM6E or SS master monitor complete, with power supply. Must be in good condition. Contact Bill Hargis, KTSV, Salisbury, Maryland.

Wanted: Used 3kw fm transmitter, fm modulation monitor, antenna and coax. Contact Radio Station KNES in Central City, Kentucky, immediately.

5 or 10kw fm transmitter, antenna, coaxial, monitoring equipment. Condition, price, C. H. Quick, WSUH, Oxford, Mississippi.

One kilowatt Collins fm transmitter. Advise price, condition, box used. Box 725, Glendale, California.

INSTRUCTION


FOR SALE—(Cont'd)

Radio

Help Wanted

Manager

Guarantee

Land

New

Arkansas, station

complee

Financially

dition. Contact

supporting tower

Co.,

For sale:

Main

inch

Box

1

For sale: Used

merger.

racks for

model

10kw.

Quick,

New

one

model

or

8th

INSTRUCTION

residence

INDUCED

other

to

-1183

$4,500

4A

first phone license.

residence

FOR

C..

5910

$3,750

504C,

box

1

NO.

Need

So

used

Radio

WANTED

Transmitter engineer with car

SITUATIONS WANTED

Managerial

SAN FRANCISCO

ATTENTION

Four years ago I left the radio TV advertising business to operate a retail carpet-furniture store in South Bend, Indiana. Now I have two years experience; I've sold my store and am ready to return to advertising. I have had 12 years experience in the TV advertising business. I would be interested in any of the top New York advertising and sales experience in radio stations and have also served 3 years as Deputy Director of the OWI Radio Bureau in Washington, D.C. I am moving with my family to San Francisco and would like to re-enter the advertising field in that area. I'll be available there by October 1 and will be most interested in considering any appropriate proposition which might be open. I can furnish top national industry references. Write:

John D. Hymes

2020 Peridge Ave.

South Bend, Ind.

OPENED

Announced

SPORTSCASTER

AVAILABLE SEPTEMBER 1st

Sports Director, 5 kw AM-TF in Southern capital. 8 years play-by-play includes minor league baseball past 6 seasons at present station, along with high school football, basketball, boxing (major Bowl and NCAA tournaments). Current top-rated sports shows on radio-TV. On-air tapes of all events available. Finest references. Accept sound Sports Director's position or individual play-by-play assignments.

Box 376C, B.T.

Situations Wanted—(Cont’d)

Programming-Production, Others

PROGRAM DIRECTOR

Ten years radio, some TV. Experience plus good record. Looking for radio and/or TV location with a future. You know that deluxe facilities with good programs, solid audience and sound ratings. Let’s work together building to

that goal. I’m a hard worker looking for a real opportunity. Married, family on the way. Community minded. Amateur radio operator and much more. For the complete story write to

Box 539C, B.T.

TELEVISION

Help Wanted

Salesmen

SALESMAN

Experienced radio salesman wanted immediately with top references. Must be a first phone preferred. car necessary. Send full details to

Dave Button

Manager Radio Station KSPV Artesia, N. M.

Technical

WANTED

Transmitter engineer with car

50 kw experience preferred

Midwest location

Reply

Box 447C, B.T.

CLOSE-OUT CLEARANCE

AUDIO & TAPE EQUIPMENT

1 RCA 41-HX Mike $ 8.00

1 Console Ampex 301C Recorder 175.00

2 Stanfill-Hoffman R-4 Tape Recorders, each 350.00

1 Channel Mixer & Power Amplifier 250.00

1 RCA DP-8 and 7, both for 225.00

1 Magnetek PFS-R Amplifier, with rack 125.00

1 Noiseraser (Goodell) 30.00

12 Ft. Federal Wire gives you a/c or d/c current wherever you want it—brand new with fittings 246.00

100 Used 2060 Tapes on N A B Hubs 2.50

100 N A B Hubs, 2600, each .15

Write, wire, or call Brown Radio-TV Productions, Inc., 1037 South Clemonts, Springfield, Mo. Phone 27-1711.

FOR SALE

Equipment, Etc.

_VIDEO

RADIO—TELEVISION

Antennas-Conduit Co.

500 N. E. Boulevard

Portland 11, Oregon

EMPLOYMENT SERVICE

PR vs PR

We’ll match your PERSONNEL REQUIREMENTS against our PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-Deymer Agency (Agency)

50 E. 42nd Street N.Y.C.

Paul Baron, Dir.: Radio-TV-Film-Adv.

Resumes welcome from qualified people.
August 12 Decisions

ON MOTIONS

By Comr. Rosel H. Hyde


Broadcast Bureau—Granted petition for extension of time of Aug. 10, within which replies may be filed to exceptions to initial decision in re application of Travellers Rest Serv. Corp. and Hartford Telecasting Co., for ch. 3 Hartford, Conn.

Radio Station WBOC Inc., Charlotte, N. C.—Granted petition for extension of time to and including Sept. 22, to file exceptions to initial decision in re application of WBOC-TV, New Castle, Del., for fm station.


WREC Bestg. Service, Memphis, Tenn.—Granted petition for extension of time from Aug. 18 to Sept. 19, to file exceptions to initial decision in re application of WELO Tupelo, Miss., for fm station.

By Hearing Examiner H. Gifford Itron

WCLG Morgantown, W. Va.—Granted amended petition to file on Aug. 21, to remove from hearing docket its application for fm station; said application was removed from docket and returned to processing line.

August 15 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Aug. 12

WREN Wausau, Pa.—Granted authority to operate trans. by remote control.

G. D. Parks, Fl.—Granted permission to sign-off at 7 p.m. Aug. 13.

Following were granted extensions of completion dates as shown: WBOC-TV Daytona Beach, Fl., to 3-15-56; WKBR-TV Detroit, Mich., to 3-15-56; WLBS-TV Muscle Ind., to 3-15-56; WFAA-TV Dallas, Tex., to 3-15-56; WTVQ-TV (OKL) Oklahoma City, Okla., to 3-15-56; WTCO-TV Greenville, S.C., to 3-15-56; WFTS-TV, Hollywood, Fla., to 4-20-56; WKBW-TV, Buffalo, N.Y., to 5-15-56; WTVQ-TV (Oklahoma City), Okla., to 5-31-56; WPBS-TV, Schenectady, N.Y., to 5-31-56; WWOR-TV, New York City, to 5-31-56; WJR-TV, Detroit, Mich., to 6-15-56; WLVN-TV, Nashville, Tenn., to 6-30-56; WFTM-TV Indianapolis, Ind., to 6-30-56; WTVI Madison, Wis., to 7-15-56.

EMPLOYMENT SERVICE

Broadcasting • Telecasting

INSTRUCTION

FCC 1st PHONE LICENSE

IN 5 to 6 WEEKS

THE ORIGINAL INTENSIVE

‘DOOR OPENING COURSE’

RADIO-TELEVISION

OUR INTEGRITY PROVEN

Check the school that others try to copy.

WILLIAM B. OGDEN

1150 W, Olive Avenue

Burbank, California

BE TAUGHT—NOT TOLD

UNDERSTAND—NOT MEMORIZE

Over 1600 successful students in NINE years

Ohio, WLEC Sandusky, Ohio; WTVT Steubenville, Ohio; WOTL Toledo, Ohio; WJBF-TV Detroit, Mich.; WJBF-FM (FM) Toledo, Ohio; WJBF-WM (FM) Oak Park, Mich.; WFAF-TV Alliance, Ohio; WTAM-Cleveland, Ohio; WWHO-DT Dayton, Ohio; WSPD-FM Toledow, Ohio; WNASA (FM) Toledo, Ohio; WSWST Wooster, Ohio.

Amended License

KDES-TV Medford, Ore.—Amended to specify city of license, California; Oregon Television Inc. (an Oregon corporation).

CP

WFOB Fosteria, Ohio—Seeks cp to make changes in DA system.

August 16 Applications

ACCEPTED FOR FILING

Renewal of License Returned

WWRG Bowling Green, Ohio—Sec. 11 and 17, granted by Sec. 15, these actions.

Subsidiary Communications Authorization

WDAL Allegheny, N. Y.

WTVN Columbus, Ohio; WJW-FM Cleveland, Ohio.

CP

WLIR DeKalb, Ill.—Seeks cp to change ant., trans. and studio locations and delete control operation to downtown Chicago city.

Modification of CP

KENI-TV Anchorage, Alaska—Seeks mod. of cp to extend completion date to 3-1-56.

WOKA (TV) Maxon, Ga.—Seeks mod. of cp to extend completion date.

WTVT (TV) Cadillac, Mich.—Seeks mod. of cp to change trans. and studio location.

WUCU-TV Ithaca, N. Y.—Seeks mod. of cp to extend completion date to 3-1-56.

WABC-TV New York—Seeks mod. of cp to extend completion date to 3-1-56.

KORE (TV) El Paso, Tex.—Seeks mod. of cp to extend completion date to 3-1-56.

WLDA-TV Lynchburg, Va.—Seeks mod. of cp to extend completion date to 3-1-56.

WMUB (FM) Oxford, Ohio—Seeks mod. of cp which authorized changes in licensed station for extension of completion date.

WLWA (TV) Atlanta, Ga.—Seeks mod. of cp to extend completion date.

WQCY (TV) Allenton, Pa.—Seeks mod. of cp to extend completion date to 1-18-56.

WLTV (TV) Wheeling, W. Va.—Seeks mod. of cp to extend completion date to 3-1-56.

License to Cover CP

KTVK (TV) Phoenix, Ariz.—Seeks license to cover cp which authorized new tv station.

WISH-TV Bismarck, N. Dak.—Seeks license to cover cp which authorized new tv station.

KALC (FM) Idaho.—Seeks license to cover cp which authorized new fm station.

KWTV (TV) Waco, Tex.—Seeks license to cover cp which authorized new tv station.

WPLH (AM) Jacksonville, Fl.—Seeks license to cover cp which authorized new fm station.

KBTX-TV Galveston, Tex.—Seeks license to cover cp which authorized new tv station.

KVTX (TV) Waco, Tex.—Seeks license to cover cp which authorized new tv station.

KSYM-FM Beaumont, Tex.—Seeks license to cover cp which authorized new fm station.

KICX-TV Tipton, Ind.—Seeks license to cover csp which authorized new tv station.

KMDI-TV Midland, Tex.—Seeks license to cover cp which authorized new tv station.

Records for Sale


August 22, 1955 • Page 109
Local Express

The upsurge in local radio advertising reported by Radio Advertising Bureau (BRT, Aug. 15) is in itself, a happy circumstance indeed. But it could mean more than that.

It could mean a revitalization of national advertiser interest in radio.

The significance of the RAB report lies not alone in the fact that local business volume is increasing. Of equal importance is the changing identity of local radio advertisers. Businesses which have not heretofore been heavy users of local radio are now radio's best customers. Automobile dealers buy the most local time; supermarket grocers are second; department stores are third.

It hardly need be pointed out that all three of those enterprises distribute goods which are made by national advertisers. If their dealers are investing more than ever in radio, national advertisers, it would seem to us, could be persuaded to do likewise. The man who has to move a product off the shelf or showroom floor is in the best position to know what advertising medium gives him the most assistance.

Now to translate this local sales activity to the national level requires the same kind of vigorous salesmanship and promotion that stations have used to bring the local merchants into radio. It requires an industry-wide sales effort.

It requires a slogan that identifies radio in its new role as a prime local advertising medium, offering for the first time a real challenge to traditional newspaper dominance. We can't think of a better slogan than one which the newspapers themselves once used: "All business is local."

Upon that slogan the newspapers' Bureau of Advertising based a major campaign—aimed at telling national advertisers that they could not do an effective advertising job without penetrating to the local level.

By no coincidence, the newspapers have lately quit saying that all business is local, because a lot of local business that they once had all to themselves is going into radio. Why should radio not adopt the newspaper slogan for itself, to fit contemporary circumstances? All business is indeed local, and much of it is where it belongs—on radio.

One Touch of Venus

At the risk of seeming an enemy of progress, we suggest that broadcasters march on Washington at once in protest against the plan to shoot an earth satellite into space.

If the satellite project works, it can lead only to more and bigger satellites—all sending and receiving messages by radio and television. It will lead eventually to journeys into space, to other planets, to still more crowding of the spectrum. Who knows whether the Martians have licked the uhf-vhf problem? Will their radio-television allocation problems be added to ours?

In 30 years of more or less constant international bickering, the earthbound world has never been able to distribute wavelengths to the satisfaction of all countries. What can ensue but chaos when other worlds have to be cut in on the pie?

The U. S. is having difficulty in coming to terms with the Mexicans over the use of frequencies. What chance will it have in the Interplanetary Allocations Conference when Venus insists that 540 kc is the only wavelength that its people's head-radios work on? Or who will control that super-stratovision station whose elevation above average terrain will give it inter-constellation tv coverage?

"The sky's the limit" may become an allocation standard before the U. S. satellite problem is solved by the FCC.

Those 'Fifth Amendment Patriots'

There's more than meets the eye or hits the record in those House Un-American Activities Committee hearings probing Communist infiltration of show business.

Most of the witnesses, who have performed variously on Broadway, in the movies and on radio-tv, took refuge in the Fifth Amendment. This is their constitutional right, if they're prepared to accept the inferences that must be drawn from their refusals.

There was one witness, however, who did admit former associa-
The Detroit News
World's first radio station and...

WWJ-TV
Channel 4
Michigan's first television station

Announce the Appointment of

Free & Peters, Inc.
Pioneer Station Representatives Since 1932

EFFECTIVE
SEPTEMBER 1, 1955
The man who said "build a better mousetrap etc." wasn't kidding! Ever since we announced our new ABC-TV affiliation to be effective Sept. 28—and plans for our new "Big Time Daytime" fall programming—time buyers have not only beat a path to our door ...they've darn near beat down the door requesting availabilities!

The first four weeks after our announcement we had the biggest upsurge of spot business in our history—gratifying proof that dynamic, imaginative programming is the number-one demand of the nation's TV advertisers!

The new ABC evening line-up of such fresh, stimulating shows as Mickey Mouse Club, Warner Brothers Presents, MGM Parade, Wyatt Earp, Bishop Sheen, Wednesday Night Fights and Disneyland (plus the older ABC-TV network favorites) will be preceded by a "Big Time Daytime" schedule that's a sponsor's dream.

Now, for the first time in Kansas City, you have flexibility of format that allows any type of commercial handling you desire! You can assume complete sponsorship of high-rated station-produced shows ... of fine syndicated film shows ... or you can buy filmed minute-participations ... schedule live commercials, demonstrations, sampling or audience-participation testimonials ... utilize station breaks or IDs in saturation schedules. See your Free & Peters Colonel for details.

You ask for it, we'll deliver it — to the farthest reaches of the Kansas City trading area from our 1,079-foot tower (tallest in the area) and 316,000 watts of power. Hope we'll be ABCing you on Channel 9 this fall!

**KMBC-TV**

*Kansas City's Most Powerful TV Station*