IN THIS ISSUE:
Tv 'Crime' Programs Censured by Kefauver
Page 33

What Tv Can Do For Retailers
Page 34

Radio-Tv's All-Out Aid Combats Flood Disaster
Page 42

New Film Strike Threats Loom
Page 77

REPRESENTED BY
Forjoe & Co.

Complete Index
Page 10

MAXIMUM NUMBER OF TV HOMES
IN THE RICH MARKET OF

RICHMOND
PETERSBURG AND CENTRAL VIRGINIA

No matter how you get your TV set count, you just can't cover more TV homes in Central Virginia than those reached by WXEX-TV!

WXEX-TV has maximum tower height—1049 ft. above sea level. 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.

Obviously, WXEX-TV covers the maximum number of TV homes in this rich market. Ask your Forjoe man for the whole exciting story of this new basic NBC-TV station for Richmond, Petersburg and Central Virginia.
Virginia’s Best Salesman

WTVR

MAXIMUM POWER
100,000 WATTS

MAXIMUM HEIGHT
1049 FEET

RICHMOND’S ONLY TELEVISION STATION

CHANNEL 6

ONE OF THE FIVE PREFERRED CHANNELS IN THE LOWER END OF THE HIGH FREQUENCY BAND

OVER 494,000 SETS COVERAGE IN 70 COUNTIES INCLUDING 100 M/V OR BETTER CERTIFIED MEASURED SIGNAL IN NORFOLK.

AVERAGE NIGHTTIME RATINGS 63.9

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

A service of Havens & Martin, Inc.

WMBG Represented Nationally by The Bolling Company

WTVR Represented Nationally by Blair TV, Inc.
The Pulse of Public Service

WHIM’s audience ratings speak for themselves—but sales effectiveness is much more than a matter of audience.

Equally as important is a station’s position within the heart of the community which it serves.

Our files are filled with thank-you’s for the work done by each of the members of the WHIM family serving as volunteer workers, board chairmen, co-directors or trustees of such civic organizations as

- Citizen’s Committee for Redevelopment
- East Providence Free Public Library
- Brown University Alumni Association
- Big Brothers of Rhode Island • Junior Achievement
- Providence Lying-In Hospital • World Affairs Council
- United Fund • Blue Cross of R. I. • Urban League
- Providence Chamber of Commerce • Civil Defense
- Crippled Children and Adults • Rotary Club

WHIM has won literally scores of awards from such nationally known organizations as the Alfred P. Sloan Foundation to such important local institutions as St. Joseph’s Hospital and the American Legion Women’s Auxiliary.

NO WONDER RHODE ISLANDERS LISTEN TO

BELIEVE IN

Call Bob Engles, George Taylor or any Headley-Reed representative.
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. For maximum sales in a multi-city market, advertise on WGAL-TV.
"CLASS B" V'S
Plan gaining impetus in
FCC circles would create new "CLASS B" uhf stations to be dropped in with reduced mileage separations and antenna heights, without disturbing coverage of existing v stations. Present licensees (plus ultimate victors in still pending hearings) would be protected under "grandfather" clause assuring them no service would be subtracted. Existing uhf stations in mixed markets likewise would be given priority on drop-in "CLASS B" v's under this plan, which may be broached when FCC reconvenes after Labor Day.

"CLASS B" plan, regarded as having sub-
stance because it would relieve some pres-
sure on de-intermixture, might ease burden in seeking uhf assignments for industrial and safety purposes, and call off persistent military effort to pre-empt channels in uhf 2-6 range. Moreover, it's felt it would give comfort to fm proponents who resent covenent glances of uhf telecasters seeking uhf spectrum space through conversion of portion of fm range.

MICKEY MOUSE SRO • ABC-TV's up-
coming Mickey Mouse Club has just about reached membership ceiling. It's 19/20ths sold out, with Coca-Cola picking up two segments and General Mills, already signed for six, teaming with Vicks Chemical Co. to co-sponsor another. They join TV Time popcorn, Mattel Inc. (toys), S. O. S. (evelsor) and others signed earlier to bring advertiser roster to 14 and leave one weekly segment remaining to be sold out of weekly total of 20. Officials estimate 14 advertise already net represent $14 million in billig, say that "never before have so many paid so much for something they've never seen." Show goes into Monday-Friday 5-6 p.m. period, starting Oct. 3.

WHILE WHAS Louisville remains only holdout on new station compensation agreement with CBS Radio, it does not ob-
sert to rate provisions, removing block in-
planting of new CBS rate card. But negoti-
ations were reportedly still in progress on compensation agreement, carried on at highest level by CBS President Frank Stanton and Courier-Journal & Times Pub-
lisher Mark Ethridge. With return of President-Editor Barry Bingham from Eu-
rope last week and expected return this week of WHAS-AM-TV Vice President and Director Victor A. Stolis from vaca-
tion, decision may be forthcoming shortly.

400% MELON. Screen Actors Guild's victory in winning extra payments for the first re-run of tv entertainment films will boost residual payments over $2 million mark in next 18 months, union sources claim. In last comparable period under old contract, residuals to members totaled about $550,000. Significance: TV film packages will cost stations and advertisers just that much more; other labor interests contributing to final price are getting ideas (story page 77).

OFFICIAL recognition likely to be given radio as only means of contacting public when power is off during disasters as result of New England floods. Public officials were impressed by radio's role as isolated areas de tended solely on messages fed to auto sets and portable by people powered with auxiliary generators. Vivid though un scheduled demonstration expected to bring new appreciation of oft-slighted Central alert system.

PIX FIX • It was not emphasized in press coverage of American Bar Assn., but test of flashless newspaper cameras at mock court trial was flop. While cameras didn't blind lawyers, cameramen swarmed over room and took over 300 photos, convincing most ABA observers they wanted no pic-
ture-taking in courtrooms. While tv crews at ABA House Delegate Ex Ernst in back ground and convinced delegates they would not upset decorum, a notable victory, it may take decades before visual coverage of trials becomes commonplace.

CHARLES ANTELL Inc. (hair prepara-
tions, Baltimore), renewing schedule of 78 one-minute announcements on NBC Ra-

FCC Chairman George C. McConnaughay, now in Europe on his quasi-official tour, has been hitting some of high spots. Among top level sessions held were: Briefing on overall NATO situation with emphasis on communications from Gen. Alfred M. Greather; conference with communications officials of Sweden, now planning introduction of television prob-
ably under joint ownership of government and private interest; indoctrination in in-
ternational communications matters at Inter national Telecommunications Union headquarters in Geneva, and tour of BBC's domestic and overseas facilities last week. Chairman, accompanied by Mrs. McCon-
naughay, left Washington July 22 and ex-
pcts to return Sept 2.

REPORT from Chairman McConnaughay on last leg of European tour (he embarked last Thursday for trip home): "From what I have seen so far I have a far better operation for the public than that which I have witnessed [government owned Euro-
pean systems]. The hue and cry they put out is the horror of 'commercials.' I have been combatting that argument to the best of my ability. It has been an interesting experience indeed.

SOUTHERN COMFORT • U. S. film packagers are eying new money in growth of foreign commercial tv markets, especially Latin America, which means fresh runs for earlier American series. Ziv already has major operation in Mexico City for dubbing Spanish sound tracks on such packages as Cisco Kid, Boston Blackie, I Led Three Lives, Mr. District Attorney and others.

IN COMPLIANCE with statute which re-
quires FCC to hold formal meeting at least once each month, Commission will convene this Wed. (Aug. 31) despite its technical "recess" until after Labor Day. Indica-
tions are that all members except Chairman McConnaughay and Comr. E. M. Webster will be present. Mr. McConnaughay re-
turns from Europe Sept 2; Comr. Webster flew to Europe Aug. 26, as chairman of American delegation to Baltic and North Sea Radio Television Conference in Gote-
borg, Sweden, which begins Sept. 1 and may run about month. It's expected that only routine business or matters having time limitation will be considered.

FLIGHT DOCTOR • CBS Inc. President Frank Stanton left New York for Europe last Friday to take in electronics fair at Dusseldorf, Germany, and also visit company offices in London and Paris. Trip will take about 10 days.

IN ONE of his rare speaking engagements, FCC Comr. Rosel H. Hyde this Wednesday will address Washington Lions Club on tv allocations outlook, implementing proposal he laid before FCC last month [CLOSED CIRCUIT, July 11; story July 25]. He is expected to (1) cite need for an allocation that will encourage development of tv on sufficient number of channels to provide comprehensive long-range service; (2) need for comparable facilities for competing net-
works in major markets.

DOUBLE INDEMNITY • If things go as planned, part of Philip Morris' promotion of its bright-hued cigarette package, being re-designed with eye color tv (story, page 35), will be conducted via CBS Ra-
dio's also brand-new segmentation sales plan [B&T, Aug. 22]. Negotiations in progress looking toward PM sponsorship of parts of network's three-name-talent, segmented-selling strips: Bing Crosby Show, Ames 'n Andy Music Hall, and Tennessee Ernie. PM Agency: Biowel-
Beirn-Toigo, New York.
Do I know New Orleans Radio? Bought Some Time
just the other day . . . in September, 1953

Sound like anybody you know? Buy him some time to give
him a chance to freshen up a bit. Two years have made a
big difference in New Orleans radio. That difference is
spelled W-T-I-X.

Eleventh in audience among eleven stations then . . .
. . . first in audience among eleven stations now.
All-day average share: 20.2%. Second station: 11.9%. *

Primary reason: Mid-Continent management, effective 9/53,
which meant new programming, ideas, excitement. It took
ten months. That would place us in July, 1954. Your New
Orleans radio orientation earlier than then? Get a refill . . .
from National Rep Adam J. Young, Jr., or, WTIX General
Manager Fred Berthelson.

* Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., July, 1955

Mid-Continent Broadcasting Company
President: Todd Storz

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

WHB, Kansas City
Represented by John Blair & Co.

WTIX, New Orleans
Represented by Adam J. Young, Jr.

New Orleans 16, La.

Page 6 • August 29, 1955
SMALL-MARKET, AIR TRANSPORT GROUPS, UHF ASSN. PROTEST TV TOWER BOOSTS

THREE separate attacks on FCC's proposed increase in maximum tower height of vhf stations in Northeast (Zone 1) from 1,000 to 1,250 ft. with maximum power developed over weekend. Opposition came from group of northeastern stations that plans to meet this week to rally small-market outlets and summon a governors' conference; from Air Transport Assn. of America and Uhf Industry Coordinating Committee. New, 1,250 ft. rule effective Wednesday of this week (see page 73).

Calling regional small-market group meeting, scheduled at noon today (Monday) at Waldorf Astoria, New York, were Aldo DeDominicis, WNHC-TV New Haven; Philip Merryman, WORC-TV New London; WARF-TV Waterbury, all Conn. About 25 were expected to attend. Harry M. Plotkin is counsel for group.

FCC officials of meeting pointed out that FCC's policies have favored powerful metropolitan vhf stations, destroying opportunities for development of community or small-market tv service. Commission's handling of uhf problem follows this pattern, it's stated, making it difficult for uhf outlets to compete with vhf outlets, giving vhf constantly growing competitive advantages.

New "1250 rule" will make community station situation even worse, invitation notes. As to 5,000 kw proposals for uhf, point is made that transmitters are too costly for community outlets. Satellite station proposal opens another frontal attack on community-based programming, invitation explains.

To solve problem, regional group proposes to form committee to invite governors of Connecticut, Massachusetts, New Jersey, Pennsylvania and Rhode Island to convene public officials, legislative representatives and small coverage interests in regional meeting to consider ways of reversing FCC policy.

Uhf Industry Coordinating Committee called FCC's action "incredible" and asked Commission to set order aside and schedule hearings. Committee said amending Zone 1 antenna height and power requirements "renders sterile" solemn commitments made by Commission concerning measures for remedying plight of uhf.

Increase in power for Zone 1 vhsf further heightens existing disparities between vhf and uhf, with chance for network affiliations less likely, committee said. Such measures for uhf relief as de-intermixture have been "clearly prejudiced" by this action, uhf group asserted.

Pointing to New Jersey, committee noted that not one tv station is in operation in this state because of "super-power" vhsf in New York and Philadelphia.

Air Transport Assn. of America asked FCC to postpone effective date of order (Wednesday until Air Coordinating Committee submits recommendations for resolution to problem posed by construction of tall tv antennas.

Association noted that subcommittee of ACC, Joint Industry-Government Tall Structure Committee, is presently studying conflicting interests of users of air space. Working group of latter committee is composed of representatives of tv industry, FCC, aviation interests and Civil Aeronautics Board. FCC Comm. Robert E. Lee and Civil Aeronautics Administrator Fred B. Lee are co-chairmen.

Neb., Okla. Farm Tv Data

ONE-THIRD of all farms in Nebraska and Oklahoma are equipped with tv receivers, U. S. Census Bureau announced Friday (see Kansas and Wisconsin county data, page 38). Of 100,846 Nebraska farms, 33,661, or 33.4%, have tv sets. In Oklahoma 41,695 of 118,979 farms, or 35%, have tv sets.

FUND RAISERS

REVAMPING industry and its advertisers will support intensive two-week drive to help flood victims of northeast under sponsorship of Advertising Council, New York. Campaign was launched last Thursday. Objective is to arouse public to support Red Cross appeal for 88 million to aid 35,000 stricken families.

T. S. Repppler, council president, estimated total collection and force of disaster drive will exceed equivalent of 100 national network programs. NARTB is cooperating in campaign. Networks and stations will contribute air time to augment commercialized time donated by radio tv advertisers.

Week after floods, WBZ-WBZA Boston-Springfield and WBZ-TV Boston announced simultaneous to raise money for Red Cross. WBZ radio marathon extended to 24 hours, ending Saturday with all-night appeals. In Philadelphia WCAU-TV raised relief funds, one program drawing $500 in 15 minutes commercial time was used by Rainer's frozen food plan for appeals, with Bill Rainer, sponsor, donating $1,000 and supplying trucks to Red Cross work. (See flood story page 42.)

• BUSINESS BRIEFLY

MILLER GRID SLATE - Regular season of 12 New York Giants football games as well as three exhibition games will be carried by WMGM New York under sponsorship of Miller High Life beer. Schedule runs Sept. 24 through Dec. 31. Marty Glickman will handle play-by-play and Johnny Most will do color and other features of games. Exhibition contests are Sept. 6, 10 and 19. Agency is Mathison Assoc.

AMANA, TUMS FOOTBALL - Amana Refrigeration Co., Amana, Iowa, reported Friday to have purchased half-sponsorship of CBS-TV Big 10 regional football tv slate, with Lewis Howe Co. (Tums) picking up other half. Five games to be aired on 40 or more stations starting Sept. 24. Oklahoma Oil Co., Chicago, reported doing likewise locally for quarter of NBC regional football tv program, to be offered on co-op basis.


Woolworth Series to Canada

EXPANSION of "Woolworth Hour: What's New in Music" to 47 stations of Dominion Network in Canada effective Sept. 4 announced Friday by CBS Radio which carries show in U. S. Canadian sponsorship also will be under Woolworth Co., through Lynn Baker Inc., N. Y.

Continental Buys KRKD

SALE of KRKD-AM-FM Los Angeles by Mr. and Mrs. Frank P. Dougherty for $1,000 to Continental Telecasting Corp., new firm composed of radio, tv and movie industry figures, which plans to acquire six additional radio stations and five tv outlets, announced Friday. Continental ownership includes Albert P. Zugsmith Corp., west coast station brokerage firm; Arthur Hogan, president and 50% owner of Zugsmith, and Richard Simonson; operator of Pacific Network Inc., owner of Los Angeles Muzak franchise. Firm declined to reveal movie executives involved before application is filed at FCC within next fortnight. Mr. Zugsmith, board chairman and 50% owner of brokerage firm, is producer at Universal-International. Mr. Hogan also owns Universal Recording Co., and has investment brokerage firm in own name. KRKD is assigned 5 kw day, 1 kw night on 1150 kc.

WPIX 'Adopts' Winsted

TOWN of Winsted, Conn., almost totally devastated in recent flood, has been "adopted" by WPIX (TV) New York as station's public service responsibility (see story, page 2). Station will contribute $1,000 to get fund started, according to Fred M. Thrower, vice president and general manager. Until further notice, all public service activities of station will be directed to flood relief for Winsted.
This is the survey the entire industry has been awaiting since KPHO-TV became independent in a 4 station VHF market.

Percentage of quarter hour "firsts" from 5 p.m. to station signoff, Sunday through Saturday.

**KPHO-TV** . . . . 34.5%

Network Station A . . . . 30.5%
Network Station B . . . . 21.5%
Network Station C . . . . 13.5%

DATA VERIFIED BY A.R.B. - AUG. 16, '55

**KPHO-TV**

Still **1st** in Phoenix

**MEREDITH** Radio and Television Stations

affiliated with Better Homes and Gardens and Successful Farming magazines
at deadline

Silent Stockton Uhf Outlet

Decides to Resume Operation

UHF STATION that suspended operations last
April because of financial difficulties is given
FCC go-ahead Friday to resume operations
following request by station. KTUV (TV)
Stockton, Calif. (ch. 36), asked FCC per-
mission to return to air reprogramming pro-
grams of ch. 40 KCCC-TV Sacramento.

Station, owned by Warren Brown, also
notified Commission negotiations are in progress
for sale of outlet to Harry W. McCart and
Ashley L. Robison, owners of KCCC-TV.
KTUV probably will function as full satellite
of KCCC-TV, it was learned.

KTF5 Texarkana Sold

SALE of KTF5 Texarkana, Tex., by Arthur D.
Smith Jr. to Robert S. Bieloh for $75,000,
announced Friday. Transaction was handled by
Blackburn-Hamilton Co. Mr. Bieloh owns 75% of
February, Springfield, Ark., and is managing
Texarkana. Mr. Smith is selling station to
acquire full ownership of WMTS Murfreeboro,
Tenn., in which he presently owns 60%. KTF5
operates on 1,649 kc with 250 w.

Freeman Elected to Tv Group

OTIS FREEMAN, chief engineer, WPIX (TV)
New York, elected treasurer of Tv Broadcast-
ing Committee, succeeding
Charles Singer who has resigned his post with
Mutual.

Vhf Plan Clarified

LETTER circulated to FCC Commissioners
Friday by Welch, Mott & Morgan contended that plan of Washington law firm and consulting
ing engineer John Mullaney to provide "several
hundred" additional vhf assignments [BT, Aug. 8] would not require formal rule making
proceedings. Queries on that point prompted
letter which advised Commission that "In its
discretion . . . [it] may immediately consider
applications for construction permits for addi-
tional vhf facilities."

WTTV Seeks 1,649-ft. Tower

APPLICATION filed at FCC Friday by WTTV
(TV) Bloomington, Ind., to move antenna
site and erect 1,649-foot tower. New site would
be at Trafalgar, Ind., about 20 miles southeast of
Indianapolis. Present transmitter located at
Cloverdale, about 30 miles from city. Sarkers
Tarzan, equipment manufacturer, is station
operator. Petition filed by attorney Abe Stein.

Oklahoma City Permit Deleted

PERMIT for ch. 19 KMPT (TV) Oklahoma
City deleted Friday by FCC. Station began
operating in November 1953 and suspended last
February. Proposed applicant is Morris M. Ross is president and R. L. Barton vice president. TV permits deleted total 149, 119 uhf, 30 vhf.

WCTV (TV) Joins CBS-TV

AFFILIATION of WCTV (TV) Tallahassee,
Fla., with CBS-TV, effective Sept. 15, an-
nounced today (Mon.) by Herbert V. Akerberg,
CBS-TV vice president in charge of station
relations. Station, on ch. 6, is owned and
operated by John H. Hippi.

UPCOMING

Aug. 29: NAB癯 Freedom of Informa-
tion Committee, Woldorf - Astoria,
New York.
Sept. 2-4: National Agricultural TV
Clinic, U. of Missouri, Columbia.
Sept. 2-4: West Virginia Broadcasters
Assn., Greenbrier Hotel, White Sul-
phur Springs.

For other Upcomings see page 90

SALZBURG MUSIC

PRACTICALLY all of famed Salzburg music
festival to be carried by WGMS-
AM-FM Washington, good-music station,
starting Labor Day and continuing to end of year. Hi-fi tape to be supplied by
Austrian Broadcasting Corp., and flown to
Washington, according to M. Robert
Rogers, WGMS president, who termed it
outstanding program achievement. Series includes 25 programs and three
complete operas. Local Campbell Music Co. will sponsor.

Johnson Tells Furnituremen
Advertising Will Help Sales

VALUE of advertising as educational force
that can help furniture industry hold its position
in new economy of higher living standards is
being stressed by Arno Johnson, vice president
and director of research, J. Walter Thompson
Co., New York, at Chicago convention of Na-
tional Assn. of Furniture Manufacturers today
(Mon.).

By 1960, furniture manufacturers could
increase their market by at least 65%, he says.
With movement of mass millions to higher
income levels, and trend toward larger families,
furniture industry "might well raise its sights
at a new understanding of the opportunities for
growth that exist in our changed American
economy," he says.

MBS Names Burnett, Tilley

IN EXECUTIVE changes at Mutual, John H.
Burnett, producer-director of network's Gen-
eral Sports Time, has been named sports direc-
tor and Harry Tilley, formerly of Yankee
Network, chief engineer. Mr. Burnett replaces
Paul Jonas, who has been with Mutual 17
years and will remain with the network until
World Series to supervise broadcast details of
MBS' exclusive radio coverage of this year's
event. Mr. Tilley succeeds Charles Singer as
chief engineer. Neither Mr. Singer nor Mr. Jonas disclosed future plans.

KOPP Sold to KYMA

KOPP Ogdens, Utah, sold Friday by M. B.
Scott Inc. to KYMA Yuma, Ariz., for $55,000
subject to FCC approval. Sale handled by
Jack S. Stoll & Assoc., Los Angeles station
broker.

Music Licensing Agreement

For Multiplexing Sought

EFFORT to obtain "satisfactory" licensing
agreement for specialized fm music services
will be made by NARTB at suggestion of its
Fm Committee. Group has asked NARTB
Radio Board to file petition at FCC asking
elimination of compulsory provision of multi-
plex order.

Association is collecting fm success stories,
John F. Meagher, radio vice president, told
Fm Committee at Chicago meeting Thursday.
H Quentin Cox, KQFM (FM) Portland, Ore.,
president as chairman. Committee favored con-
tinued effort to reduce or eliminate excise taxes
on broadcast receivers.

New Film Organization Set

ORGANIZATION of Commercial Film Pro-
ducers Assn., composed of firms which package animated tv commercials, announced in Holly-
wood Friday by interim president Ray Patin,
head of own company. CFPA will handle ne-
gotiations with Screen Cartoonists Guild in near
future, other group representation and location-
training of talent. Members include: Academy Productions, Animation Inc., Cascade Pictures
Inc., Churchill Weston Inc., Paul J. Fennell
Co., Graphic Film Co., Klieg Film Enterprises,
Playhouse Pictures Inc., Ray Patin Productions,
Shamus Culhane Inc., Sketchbook Productions,
Storyboard Inc., Swift-Chaplin Productions, Tv
Spots Inc., Raphael Wolff Inc. and Norman
Wright Productions.

People

BY COLVIG, promotion director, WXIX (TV)
Milwaukee, appointed account executive.

HENRY B. KREEER, account executive, Camp-
bell-Mithun Inc., announces formation of his
own agency, Kreeer Adv., with offices in Chicago.

HARRY D. GOODWIN, former general man-
ager and sales director of WNJR and WVNJ
Newark, N. J.; successively Eso reporter, pub-
licity manager; advertising director for
WBZ Boston, and promotion and merchandising
manager for WCOP Boston, to sales staff, Inter-
national News Service, N. Y., handling sales
and client relations dealing with INS' expanding
clientele in radio and tv and newspapers.

Ted Oberfelder Resigns

After Decade at ABC Network

THEODORE I. OBERFELDER, vice presi-
dent of ABC and general manager of its WABC-
TV New York, has resigned after 10 years with
ABC and its stations, it was learned Friday.
Network authorities confirmed report and said
Stlocum Chapin, vice president in charge of
ABC's network sales, will assume command
of station for approximately three weeks, in
which time successor to Mr. Oberfelder
would be named.

Mr. Oberfelder joined ABC in 1945 in adver-
tising and promotion department, subsequently
succeeding director in 1946 and director in 1947.
He was named general manager of ABC-owned
WABC (then W2Z) New York in November
1950 and became director of owned radio sta-
tions for network in March 1952, adding vice
presidency following December. He was ap-
pointed vice president and general manager
of WABC Radio July 1, 1953, and transferred to
vice president and general manager of WABC-
TV Nov. 1, 1954.

August 29, 1955 • Page 9
the week in brief

KEFAUVER FROWNS ON TV CRIME
Senator releases juvenile delinquency report, recommends FCC censorship and independent program monitoring .................................. 33

HOW TV SELLS FOR RETAILERS
is detailed for Industrial Stores Assn. by a member that used it with great success ........................................ 34

THOSE TV SETS ON FARMS
Two more states are in—Kansas and Wisconsin. B&T's continuing report of Census figures on rural set ownership ............. 38

BROADCASTING TACKLES A FLOOD
Disastrous inundation of northeastern U.S. puts heaviest communications burden on radio. It meets the challenge ................. 42

TV/B SIGNS A BIG ONE
NBC joins industry promotion organization, brings membership to 152 stations, two networks and eight representatives ........ 50

THE OLYMPIC FILM RIGHTS
Two Canadians say they have cornered the market for all picture making at the Australian spectacle ........................................ 54

TV HAS ITS DAY IN COURT
The American Bar Assn. gives the industry an inch, allows demonstration coverage of Philadelphia House of Delegates convention. It's a step toward the end of Canon 35. ............................ 57

THE CHALLENGE OF TV NEWS
As seen by the man who directs it at CBS. John F. Day's analysis of its shortcomings and its potential ......................... 62

WHAT'S WRONG IN COMMERCIALS?
A man who makes his living delivering them points out some failings ......................... 72

NBC BACKS ITS BUFFALO BUY
Network urges FCC to approve WBUF-TV sale quickly, says it will aid uhf, not result in monopoly .......................... 73

CONTAGION AMONG FILM UNIONS
Screen Actors Guild victory in strike with producer prompts other labor groups to seek greater residual rights ......................... 77

FORD'S BUSY FUND
Fund for the Republic takes on still more radio-tv activity. Included: 'blacklisting' probe, continuing appraisal of communications, film series with noted cartoonist, contest on civil liberties scripts ........................................ 78

NBC KINES FOR LAND-LINERS
Network says it will furnish both regular and filmed programs for California community tv 'stations' ......................................... 79

DU MONT DESERTS ITS NETWORK
The corporation is ignoring program operations, maybe hoping they'll just go away ........................................ 80

departments

Advertisers & Agencies 34 
At Deadline 7 
Closed Circuit 5 
Colorcasting 37 
Editorial 96 
Education 84 
Film 54 
For the Record 87 

Government 73 
In Public Interest 26 
In Review 17 
International 85 
Lead Story 33 
Manufacturing 83 
Milestones 22 
Networks 80 

On All Accounts 30 
Open Mike 20 
Our Regards 28 
Personal Relations 77 
Professional Services 82 
Program Services 78 
Programs & Promotion 85 
Stations 42 
Trade Associations 50

Page 10 • August 29, 1955
RISING SALES CURVE AHEAD FOR TV SPONSORS
ZIV's NEW TRAFFIC STOPPING TV SERIES

SMASHING TO NEW SALES RECORDS!

HIGH-OCTANE ADVENTURE
OF MEN OF SKILL AND DARING.
Already bought by...

**BALLANTINE BEER**

**WIEDEMANN BEER**
- in Cincinnati, Dayton, Columbus, Indianapolis.

**THE KROGER COMPANY**

**PFEIFFER BREWING**
- in Lansing, Bay City, Grand Rapids, Cadillac, Rochester, Minn., Austin, Minn., Detroit, Minneapolis, Toledo, Ft. Wayne, Traverse City, Fargo, N. D.

**CARNATION COMPANY**
- in Salt Lake City, Seattle, Tacoma, Portland, Spokane, Yakima.

**LION OIL COMPANY**
- in Memphis, Pine Bluff, Jackson, Miss., Jackson, Tenn., Nashville, Monroe, La., Little Rock, Ft. Smith, and Texarkana, Texas.

**SAFEWAY STORES, INC.**
- in Tulsa, Oklahoma City.

HURRY! YOUR MARKET MAY STILL BE AVAILABLE!
THE MOST IMPORTANT PROGRAM IN YOUR COMMUNITY AND FOR YOUR COMMUNITY! THE PERFECT COMBINATION...A BIG STAR, STIRRING ADVENTURE, TENSE DRAMA, AND FEATURING...A COLORFUL LAW ENFORCEMENT AGENCY IN ACTION!

WRITE, WIRE OR PHONE TODAY FOR YOUR AUDITION! NOW AVAILABLE IN SPANISH
THE PROGRAM THAT'S "FRONT PAGE" NEWS!

Highway

STARRING ACADEMY AWARD WINNER

BRODERICK CRAWFORD

AS HEAD OF THE HIGHWAY PATROL...

BASED ON THE EXPERIENCES OF HIGHWAY PATROL OFFICERS IN ALL 48 STATES!

* BRODERICK CRAWFORD as DAN MATHEWS
  HIS CREED—devotion to duty.
  HIS REWARD—unswerving loyalty of his men.

FILMED ON THE HIGHWAYS!
...at scenes of real roadblocks, fires, disasters, investigations... in real homes, farms, factories, along the way... in real State Patrol headquarters!

EACH DRAMATIC HALF-HOUR A COMPLETE STORY
- Newest TV camera techniques!
- Imaginative direction!
- Dramatic music!
- Authentic stories!

AUTENTIC! TECHNICAL SUPERVISION
BY STATE HIGHWAY PATROL OFFICERS!
"HIGHWAY PATROL" OFFERS THE
mightiest, the most complete
PROMOTION PLANS
ever put in the hands of TV Advertisers!

YOU GET THE UNIQUE NEW ZIV-PLANNED
EMPLOYEE
ENTHUSIASM KIT

To get your employees talking up your TV show wherever they go, you get a carefully planned kit containing practical suggestions for letters to executives, bulletins to salesmen, postcards to employees' homes, payroll inserts, postage meter designs, etc. Your entire personnel is included in the plan.

YOU GET THE PRESTIGE-BUILDING ZIV-PLANNED
SAFETY KIT

You'll capitalize on community interest in highway safety and win big audiences for your TV show. The kit includes: "road conditions" ad, TV announcements, newspaper editorials on highway safety, "Safety" streamers, letters from Broderick Crawford to newspapers ... plus National Safety Council tie-in literature.

YOU GET THE FULL-SCALE ZIV-PLANNED
ADVERTISING &
PUBLICITY KIT

Packed with ideas to alert customers and prospects to your TV show ... publicity stories and photos, large and small-space ad campaigns, point-of-purchase display materials, TV announcement series, mass distribution literature, personal "star-signed" letters, etc. ...

IN ADDITION, you get vast opportunities to make new friends for yourself and your product through timely tie-ins with local and state safety campaigns, safety education programs and safe driving promotions. You'll find your auto club, PTA, highway patrol, chamber of commerce and other civic groups eager to co-operate with you.
A PROGRAM dedicated to people, unusual people, memorable people, people in trouble, people in triumph . . . That's how Hugh Downs announced one of the regular talents on The World at Home, describes the program in his opening announcement. Last Wednesday, The World at Home's people were troubled, if not exactly "in trouble." In the studio, to talk to Arlene Francis, who has extended her mistress-of-ceremony chores of Home to include this preceding quarter-hour program as well, were three Chinese students in America, three of the 4,000 which Red China would like to get back in exchange for the 50 American civilians that the U. S. government is seeking to liberate from behind the Bamboo Curtain.

The idea that they go back to a country which has become communist in their absence was not an acceptable one to Miss Francis's three guests. Neither did they think much of the suggestion that a third party, India, send interrogators to America to interview the Chinese students and determine those who want to go back under present conditions and those who wish to remain here. This, the students said, would uncover a lot of information which Red China might use against the students' families who are still in China. For fear of reprisals against his relatives there, one of the three students, identified as "John," appeared only as a shadow on a screen.

The Chinese students are somewhat unwilling guests in the U. S., they revealed. The girl, trained as a teacher, can find no work at her profession, despite the teaching shortage, and is selling life insurance for a living. The other young man, educated in international law, has a job in the camera supply field.

On the basis of a single program, The World at Home seems an interesting experiment in tv news analysis with a somewhat "folksy" human interest accent, an approach eminently suitable for the housewife audience of the Monday-Friday, 10:45-11 a.m. period.

Production Costs: $7,000. Broadcast on NBC-TV, Mon.-Fri., 10:45-11 a.m. EDT, with multiple and rotational sponsorship. (The Aug. 24th telecast reviewed above had no commercials.)


STUDIO TENNIS

TENNIS play on tv has been done before. But, for the first time, an imaginative studio-originated group of tennis matches was presented on WABD (TV) New York last Tuesday evening.

Unfortunately, fans and the uninhibited country-over did not share with metropolitan New York viewers the splendid exhibition featuring several members of Davis Cup teams and the all-time great, Don Budge. However, national network coverage of the Davis Cup matches at Forest Hills, Long Island, was scheduled "on another network" over the weekend.

For this experiment, DuMont-owned WABD set up a hard rubber floor, which in tennis talk is a "fast court," making play speedier and more slippery than even on the slick grass courts. This challenge was met by the players with brilliant results.

Good lighting, sufficient space, air conditioning and excellent camera effort eased the pickup considerably and permitted the players ample flexibility. Nothing, it would seem, could restrict tennis skills more than to place unnecessary or artificial barriers on the players' freedom of movement.

Mr. Budge also did a turn at the microphone. His voice is as pleasing to the ear as his court manners are to the tennis initiated. Except for excessive talk by others the viewer had two hours of healthy, fast and fetching match play.

THE EXPEDITOR

Calls himself "the shortest distance between two points"; known around the office as the Short Circuit. In constant touch with a man who can get you anything from a crate of eggs to a hot motorcycle. Favorite song: "In the Gloaming." Writes poetry, has a tendency to fall out of canoes.

In the Washington area, one station gets more results faster for its advertisers than any other. That station is WTOP Radio with (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other station.

WTOP RADIO

Represented by CBS Radio Spot Sales

Broadcasting • Telecasting

August 29, 1955 • Page 17

IN REVIEW

THE WORLD AT HOME

Broadcasting • Telecasting

August 29, 1955 • Page 17

CAPITAL TYPES #9

THE EXPEDITOR

August 29, 1955 • Page 17
How to get ahead in weekend traffic.
Raging and ranting won't do it. More and more motorists stay ahead of the game by keeping their tempers cool—and their radios tuned to MONITOR.

An Advertest survey* proves MONITOR's impact on the car-riding segment of its huge out-of-home bonus audience. The survey shows MONITOR with . . .

- a greater share of the automobile audience than all the other networks combined!
- more than double the audience-in-cars of the second network—ABC!
- more than four times that of the third network—CBS!
- twice as much sponsor-identification among MONITOR-listeners as among listeners to all other networks combined!
- 50% more sponsor-identification among MONITOR-listeners than among listeners to local independent stations!

To MONITOR's impact on the huge car-riding radio audience, add the 3,670,000 different homes** reached by only 15 MONITOR participations spaced over a single week-end. What's the answer? To get ahead on week-ends, the power-vehicle for advertisers is . . .

MONITOR on the NBC RADIO NETWORK

**Nielsen Special Report, covering 2 weeks ending June 25.
Canine Calls
EDITOR:
At the suggestion of several managers of radio stations, I am sending you along a clip- ping of a recent column I wrote... Briefly, the column suggests a method whereby radio can be used to recover lost or stolen dogs... My suggestion is to enlarge the present ear tattoo system now used to identify valuable hunting dogs or pets. This would call for tattooing of the owner's local radio station call letters. In the event a dog was stolen and taken to another part of the country, his home grounds could readily be identified by the call letters of the radio station. As it is now, there is no real system to determine where a dog belongs, once he is stolen and taken to a different part of the country... Gordon Charles, Outdoor Editor Traverse City Record Eagle Traverse City, Mich.

[EDITOR'S NOTE: Mr. Charles' column outlined the plan in more detail, pointing out that "a man finding a lost dog in any section of the United States would have only to check with his nearest radio station in order to find the section of the country from which that dog came. After that it would be a simple matter to notify the other radio station by mail that a dog from their service area had been found and the rest would be easy. The dog owner, upon losing his dog, would merely notify the radio station to be on the lookout for such and such a serial number in the dog's other ear..."]

American Airlines Radio
EDITOR:
...I want to thank you on behalf of myself, C. R. Smith and the company for the splendid presentation on American Airlines' radio program on page 34 of your Aug. 1 issue. It not only was a good piece but it was a constructive piece and well documented. I would like you to express our appreciation to those who worked on the story.

Oops, Sorry
EDITOR:
...On page 9 of B&T, Aug. 15 issue, the KFEQ sale story mentions that Barton Pitts is the owner of the St. Joseph News-Press and Gazette.
The fact of the matter is that at one time Mr. Pitts owned 160 shares out of a total of 14,000 shares, which I think you will agree did not qualify him for the title of "owner." The shares that Mr. Pitts did have were purchased some time ago. The owners of the St. Joseph News-Press and Gazette are my father, Henry D. Bradley, and myself.
The sale was listed at $635,000, but I believe the actual price was $735,000. I think this is a slight error in addition of the $550,000 for the station properties plus the assumption of the $185,000 long-term debt.

[EDITOR'S NOTE: B-T regrets that a hasty at deadline check of what proved to be an inaccurate source resulted in an erroneous report of the ownership of the St. Joseph News-Press and Gazette.]

Conelrad Test
EDITOR:
In your June 27 issue and again in the Aug. 15 issue, you comment editorially on the Conelrad situation, stressing the fact that Conelrad was supposedly ignored during Operation Alert, held last June.
Evidently a press release by the Connecticut Civil Defense organization did not come to your attention. This release announced that a statewide daytime Conelrad test as part of Operation Alert was held June 15, 1955, between 12:15 and 12:30 p.m. in which all metropolitan Connecticut AM stations participated with the entire state on a Conelrad test alert basis. Those stations not equipped to shift to 640 or 1240 kc voluntarily left the air during the 15-minute Conelrad test period. Several hundred letters received from all over the state by the Connecticut Civil Defense authorities indicated keen public interest....

Herman D. Taylor, Ch. Eng. WTIC Hartford, Conn. Conelrad Cluster Coordinator Hartford Area

Permission Granted
EDITOR:
We are seeking your permission to reprint the cartoon appearing in the July 25th issue of "Our sensational offer of a lifetime guaranteed, completely rebuilt sewing machine for only $2.98 comes to you from a new location this week!"
B&T in Shop Talk, a publication of the Singer Sewing Machine Co.....
Ruth E. Girard Asst. Editor, Shop Talk Singer Sewing Machine Co. New York, N. Y.

No NABET-IBEW Merger
EDITOR:
I note that on page 5 in the column titled CLOSED CIRCUIT of the Aug. 15th issue of B&T there is an item which reports that to all intents and purposes a merger of this union with IBEW is accomplished... IBEW has, through Al Hardy, suggested their philosophy of such merger and their philosophy has been rejected by myself and the responsible officials of NABET.....
C. F. Rothery, Pres. NABET-CIO-CCL

Now Is the Time
EDITOR:
I was very much interested in an article in the Aug. 8 B&T concerning standardization of Daylight Savings Time. I spent most of last week in New York and, believe me, things are in worse turmoil than I could ever believe would become possible. I feel that now is the time for the entire industry to make a coordinated effort for some national adjustment in the entire matter. Let's not wait until the horse is stolen next April before we mend the barn door.
Ben Lady, Gen. Mgr. WIBW-AM-TV Topeka, Kan.

Page 20 • August 29, 1955
BUSINESS LOOKS GREAT FROM UP HERE!

More People — More Retail Sales. These are the important results of WFAA-TV’s upcoming coverage increase. From the tip of Texas’ tallest structure, 1685 feet above average terrain, Channel 8’s 316,000-watt signal will create new “A” and “B” contours which include:

1. MORE PEOPLE — a population increase of more than one-third million over the present “A” and “B”;

2. MORE RETAIL SALES — a whopping gain of nearly one-half billion dollars annually;

3. THREE recognized metropolitan areas — Dallas, Ft. Worth and Waco.

As Egbert, the Chanel 8 Electron, says: Business Looks Great — for sponsors who use WFAA-TV to cover one of the nation’s top dozen markets in one easy operation.

*Target Date: October, 1955
WAAF Airs 1922 Newscasts In Marking 34th Anniversary

WAAF Chicago, 1 kw daytime station licensed to Corn Belt Publishers Inc. (Drovers Journal), currently is observing its 34th year of operation as one of the city's and nation's pioneer radio outlets. Celebration was marked during the week of Aug. 15-19 with special features, including finals of a "Miss-WAAF" beauty contest, transcribed messages from celebrities, special taped programs by former WAAF personalities and five minutes of news each day repeated from newscasts broadcast when the station first went on the air April 7, 1922.

► WTMJ Milwaukee Sept. 24 starts its 29th season of broadcasting U. of Wisconsin football games.


► ELEANOR NICKERSON, bookkeeping department head, WDRC Hartford, Conn., observes her 19th anniversary with the station. RUSS NAUGHTON, chief announcer, marks his 13th anniversary.

► With the graduation of its 51st class Sept. 16, the NATIONAL ACADEMY OF BROADCASTING, Washington, will celebrate its 21st birthday.

► CBS Radio's MAKE UP YOUR MIND program has marked its second anniversary on the network.

WILLIAM D. SHAW (c), general manager of KNX Los Angeles and the Columbia Pacific Radio Network, shows the KNX-CBS radio master control room to Robert F. Sutton (l), KNX-CPRN program director, and Fred Christian, who in 1920 started KGC, the predecessor of KNX. Mr. Christian, on Sept. 10, will take part in the Birthday Bananza, an 18-hour broadcast celebrating KNX's 35th anniversary.

Mid-day movies attract a large audience of people who have finished the morning chores. Dan Daniel, host for the show, has a casual, friendly manner that keeps viewers looking and listening. Consistently high quality films and well-known movie stars shown on "Star Studio" assure audiences that tune in every weekday.

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy seeing

Represented by BLAIR-TV

FIFTY pioneers in radio were saluted during WMGM Jamboree Day in New York City. Among the veterans of the industry saluted and those doing the honors were (l to r): seated, Rosaline Green, winner of the 1926 title "Radio's Perfect Voice" and one of the first women newscasters; Sam Taub, pioneer sportscaster; standing, Phil Goulding, conductor of WMGM's Your Hits of the Week; Tommy Cowan, early-day WJZ (now WABC) announcer; Joseph M. Barnett, originator of the morning gym classes on radio and man-in-the-street programs on WOR and now president of Film Creations Inc., and Ed Stokes, m.c. of the WMGM Best Sellers program.
Operating on full power, 100,000 watts: tower 1070 feet.
Covers 222,000 TV homes with population of 1,036,700.
Retail sales in 1954: $7,170,141,000.00.

KARD-TV
Channel 3 Wichita
Makes its debut September 1
and announces the appointment of
Edward Petry & Co. Inc.
as National Representatives
EFFECTIVE IMMEDIATELY
### Market Information

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>1,384,000</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>456,630</td>
</tr>
<tr>
<td>Effective Buying Income</td>
<td>$1,869,606,000</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>1,347,875,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>328,473,000</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>133,811,000</td>
</tr>
<tr>
<td>Furniture-Household</td>
<td>75,230,000</td>
</tr>
<tr>
<td>Automotive Sales</td>
<td>255,985,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>50,868,000</td>
</tr>
<tr>
<td>Gross Cash Farm Income</td>
<td>449,262,000</td>
</tr>
</tbody>
</table>

**Sources:**
- Radio Homes, SRDS' 1955 "Consumer Markets"
- All other categories, Sales Management's 1955 "Survey of Buying Power."
NEWEST RADIO STATION

on the Air
Sept. 9

OWNED AND OPERATED
BY KWK INCORPORATED

HAINES CITY
WGTO
540 KC
10,000 WATTS

from Gulf To Ocean
Gainesville To Okeechobee

wire, write
or phone 6-2621
Haines City, Florida

W·GTO
WEWS (TV), Barbers and Crippled Child

TO HELP the fund-raising drive of the Society for Crippled Children of Cuyahoga Summit and Stark (Ohio) counties, WEWS (TV) Cleveland set up barber chairs in its studios last fortnight to call attention to the get-a-hair-cut-for-a-kid day the following day. Through the cooperation of barbers in the county, all proceeds from haircuts that day were to go to the society.

WEWS devoted "virtually all" of its local on-the-air time the previous day to the campaign. With a male and female barber working behind the station's chair, all WEWS personalities either had their own hair cut or had visiting dignitaries, including the mayor of Akron, sit in for clippings on their programs.

101 Hours for Blood

KEN ROBINSON of WTVN Columbus, Ohio, spent 101 hours on the roof of a drive-in restaurant there to call attention to the dwindling Franklin County Red Cross Blood Bank. Mr. Robinson's goal was 1,000 pints and according to the Red Cross tabulation, 1,065 persons offered to give, although only 868 were qualified to donate. Mr. Robinson's price was 10 pounds lost.

Radio Against Polio

WTMJ Milwaukee demonstrated the power of radio during a serious polio situation. In West Allis, Wis., a Milwaukee suburb, gamma globulin injections were being given to such large turnouts of children that delays often developed. During one slack period, the health commissioner notified WTMJ and a single announcement brought out 200 children and their parents within a few minutes.

Out of the Past

ALTHOUGH Congress has adjourned, the voices of 6 senators and 19 congressmen will continue to be heard in Washington until January. WRC-AM-TV recorded one minute non-political messages by the 25 and plans to air them on both radio and TV. The talks ranged from a message on natural resources to "In God We Trust."

Aid for a War Orphan

EMPLOYEES of WBKM-AM-TV Chicago have chipped in with contributions to become the "parents" of an 11-year-old Italian war orphan under the Foster Parents Plan for War Children, a non-profit group which provides food, clothing, and other benefits for orphans selected by donors. CBS Chicago employees contributed $180 through the CBS Dept. of Education—enough to furnish the plan's services for one year. Last Monday, two plan executives presented a gift in Chicago to Mayor Richard Daley on behalf of the European children in gratitude for the city's support of plan.

Entertainment and Safety

THE Cincinnati Police Dept. is wholeheartedly endorsing a local television personality—WKRC-TV's Warren Thomas, better known as "Officer Friendly" on that station's Little Rascals show. In addition to providing his small fry fans with entertainment, Mr. Thomas devotes a portion of each of his five-day-a-week shows to outdoor safety instruction. He attended the Cincinnati police training school to catch up on the newest tricks of safety and was made an honorary officer of the city's Police Department.

WXIX (TV) Aids Family

AN APPEAL by WXIX (TV) Milwaukee brought in funds for a stranded, penniless family of seven who were enroute to Duluth, Minn. The station aired the appeal late Aug. 10 when it heard Mr. and Mrs. Robert Wyatt and five children were discovered trying to hitchhike of Milwaukee. They had traveled from Charleston, W. Va., for 10 days and had run out of money. Police took them to the suburban police-fire station and the station was notified of their straits. Within half an hour, WXIX claims, it raised enough money to buy seven bus tickets and provide a cash reserve.

CARE Appeals on WLIB

SPECIAL series of four weekly Sunday programs broadcast in cooperation with CARE started last week on WLIB New York. The shows urge New Yorkers to send food packages to Israel for the Jewish Holy Days. The quarter-hour broadcasts are being carried by the station as a public service.

WTAM-WNOK (TV) Show Makes Papers

FRONT-PAGE newspaper coverage was provided a public service broadcast of WTAM-WNOK (TV) Cleveland in which city councilmen and Cleveland Transit System officials debated a five-cent increase in fares. The panel discussion, moderated by Edward R. Wallace, news and special events director, received coverage in all Cleveland newspapers.

WDRC Publicizes Law

EXTENSIVE coverage is being given by WDRC Hartford, Conn., to a new state adult probation system being set up for the first time in Connecticut. The law, which is effective Jan. 1, was approved without debate by the legislature during the adjournment rush and provisions were not publicized. WDRC commentators are giving background broadcasts on the new law which will be administered by a six-man, governor-appointed commission, of which three are from the Hartford area.

Tv Locates Relative

THROUGH television, a Philadelphia lawyer found a long-lost cousin in a small town on the Pacific Coast.

Martin F. Papish of Philadelphia, president of the National Assn. for Retarded Children, was scheduled to speak at Aberdeen, Wash., in connection with the state convention of the Washington Assn. for Retarded Children.

On his way to the convention, Mr. Papish stopped briefly in Seattle, where he was interviewed on several radio and television programs, including This Afternoon on KOMO-TV, and KING's Camera on KING-TV.

Both interviews took place on a Wednesday, and when Mr. Papish arrived in Aberdeen Thursday afternoon, he found a message to call his cousin, Philip Papish, whom he hadn't seen in 30 years. The cousin, who had seen the Philadelphia on a Seattle-originated tv show, lives in Elma, Wash. (population 1,680), which is about 30 miles from Aberdeen.
ON THE AIR
SEPTEMBER 11th

a New Brand in Texas

Covering the Fort Worth-Dallas area of 490,000 TV sets in a two billion dollar market with programming designed for family unit viewing, on...

Channel

210,000 WATTS POWER 1074 TOWER

The Channel 11 Brand will be smoking with sales power for your brand when KFJZ-TV goes on the air September 11. Your H-R TV man has the program schedules and availabilities now. Let him show you why KFJZ-TV is a must on any time and spot list. Your time selections are guaranteed.

KFJZ-TV

FORT WORTH, TEXAS

REPRESENTED NATIONALLY BY H-R TELEVISION, INC.
REGIONALLY BY CLARKE BROWN COMPANY
THE MAN with the open mind—who yesterday tried the untried in radio and tv and succeeded when others said it couldn't be done—is today the man who supervises the ever-growing west coast originations of CBS-TV. First a pioneer in and later tv as an agency executive, Alfred James Scalpone now is counted among "top brass" at the network's modern glass wonderland in Hollywood. CBS Television City, but he has never lost the common touch. He became CBS-TV vice president in charge of network programs, Hollywood, just two months ago, reporting directly to New York and Hubbard Robinson Jr., vice president in charge of network programs.

Previously, Mr. Scalpone was vice president in charge of radio-tv for McCann-Erickson, New York, where he supervised campaigns and placements for a host of major accounts and where he also was chairman of the central department's management committee.

His new program coordination responsibilities are an integral part of CBS' executive direction on the coast. The extent of Mr. Scalpone's duties are evident in the fact that about half of the network's tv origination are from Hollywood. Some three dozen shows weekly are involved, both live and film. Although most shows now go east in black and white, color origination are expected to increase sharply, especially this season.

If businessmen are considered conservative, where does one acquire an open mind? Mr. Scalpone says he learned that at a tender age. It is important attitude during the depression of the early '30s, working in his father's New York laundry. "If I learned anything," he says, recalling the long hours of pushing wet, dirty clothes in and out of whatever they were pushed in and out of in a big laundry, "it's that there must be another way of doing it, instead of being so damn sure you have the answer."

"But I guess the biggest thing I got out of it, the one thing that later helped me as a copywriter and helps me now, was the people who worked there. Many of them were immigrants; first generation; poorer people. It was rough work. Depression times. But I learned each was a complete individual."

"There was one woman, a shirt ironer. She had a brand new Steinway piano, $1,500. Paid a little each month. She couldn't play it. Her husband and daughter couldn't play it. But whenever a new girl came in, it wasn't a half-hour before she asked the new girl if she was interested in music and said 'I have a Steinway paid $1,500 for it.' We're individual, but we all have our Steinways, that's what I learned."

This is the way Al Scalpone learned a great deal of his advertising and showmanship fundamentals, the practical way. A native of New York City beginning Aug. 23, 1913 ("I was born there and then my parents beat it"), he grew up "across the river and up a-ways" at Camden, N. J. He attended public schools there and later attended Columbia U. for two years. "I was going into business administration, but then in 1932 because of the depression I had to quit and help my father at the laundry."

During his brief college experience, however, the youthful Scalpone displayed his business leadership in the printed media. Although he could only play a couple of instruments by ear, he organized a nine-man dance band and drummed up bookings. "I stood in front and waved the stick. Sat in one a while and looked like I was playing. We got $1 for me and $9 each for the men."

In 1936 he applied for a job as copywriter at Young & Rubicam in New York. "They had a messenger job for $14 a week, so I grabbed it."

Within months he was writing copy for printed media and soon the agency put him through an intensive training course. By 1937 he was writing radio commercials and originated the gag commercial, voiced by stars like Fred Allen and Eddie Cantor. Later, when Burns & Allen went on the air for Swan soap, he developed the format of "commercial integration," with sponsor identification woven into the story plot, rather than middle breaks.

Soon he "began to wear a number of hats" as story editor, head of talent, and in 1939 Young & Rubicam sent him to Hollywood where he became supervisor of program development, one of radio's first creative posts. By 1947, when he resigned for a long-needed six-month vacation, Young & Rubicam was producing six out of the top 10 radio originations in the country.

A trip East in 1948 convinced him television was here to stay and he accepted an executive post with McCann-Erickson, handling such tv network pioneering efforts as Washington's Studio One on CBS-Television. "I think they call me God-father to Betty Furness," he modestly admits.

Considering television the "greatest advertising medium of our time," Mr. Scalpone says, "Just wait until the full impact of color hits the mass audience. It's going to be far greater than the impact of color over black-and-white in the printed media.

Fifteen years ago this September Mr. Scalpone married Patricia Leistikow of Pasadena, Calif. They have two "natives," Suzanne, 13; and Russell, 11. They are moving to a new home in Santa Monica, Calif., complete with pool and tennis court.
deputy dave's rangers

...gives you more than 50% greater kid audience in Northern California

For full details of this 5 to 6 p.m. Monday through Friday show that's far out in front in San Francisco and the great KPIX area, call Lou Simon at KPIX (PROspect 6-5100), or see your Katz man.

No selling campaign in the San Francisco area is complete without.....

WESTINGHOUSE BROADCASTING COMPANY, INC.

San Francisco, California
Affiliated with CBS Television Network
Represented by the Katz Agency

August 29, 1955 • Page 29
From where I sit
by Joe Marsh

Daisy’s Sure
"Got My Number"

They’re installing dial phones in Center City. Represents progress, I guess—but I hope they have no such plans for our town. We’re doing just fine with Daisy, the Demon Switchboard Operator.

With dials you have to remember numbers. With Daisy you don’t. And no mechanical system will ever know what’s playing at the Bijou. Daisy always does—and, what’s more, she tells you if the picture “worth it.”

And if you get an important out-of-town call about 3:30 P.M. on a Friday after you’ve closed the office, that dial gadget won’t report, “He’s out on a job. I’ll try and get him for you”—then have you paged at the football field. Give me Daisy any time!

From where I sit, neighborly interest always beats mechanical perfection. No one in our town cares about your politics, your bank account (if any) or whether you prefer beer or buttermilk. We are only interested in living happily according to our own consciences . . . an attitude that has “rung up” a fine reputation for this community.

Joe Marsh

Copyright, 1955, United States Brewers Foundation
ALL OF US AT KGAK GALLUP, NEW MEXICO . . .

wish to express our deepest gratitude and appreciation upon being selected as the recipient of the --

AND THE

GEORGE FOSTER PEABODY AWARD

for RADIO LOCAL PUBLIC SERVICE for THE NAVAJO HOUR

Our gratification is heightened by the knowledge that this is the first time both of these high honors have been accorded simultaneously to a single station for local public service.

KGAK 1230 KC . 250 W (SOON 5 KW . . . Watch for announcement)

THUNDERBIRD BROADCASTING CO.

Merle H. Tucker, President  Harold "Boe" Cook, Station Manager
KWKH—FIRST BY FAR in Shreveport!

FIRST in Share of Audience

January-February, 1955 Hoopers

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 A.M. — 12:00 Noon Mon. through Fri.</td>
<td>29.6</td>
<td>17.2</td>
<td>14.1</td>
<td>12.7</td>
<td>9.4</td>
<td>9.1</td>
<td>7.4</td>
</tr>
<tr>
<td>12:00 Noon — 6:00 P.M. Mon. through Fri.</td>
<td>32.0</td>
<td>18.4</td>
<td>13.3</td>
<td>17.8</td>
<td>6.2</td>
<td>5.2</td>
<td>7.0</td>
</tr>
<tr>
<td>6:00 P.M. — 10:30 P.M. Sun. through Sat.</td>
<td>51.2</td>
<td>*</td>
<td>*</td>
<td>26.1</td>
<td>*</td>
<td>7.0</td>
<td>12.6</td>
</tr>
</tbody>
</table>

*Do not broadcast after sundown

FIRST in Time Period Leadership

Morning (8:00 AM—12:00 Noon; Monday through Friday)

KWKH FIRST in 11 quarter hours

All Others

Afternoon (12:00 Noon — 6:00 PM; Monday through Friday)

KWKH FIRST in 17 quarter hours

All Others

Night (6:00 PM — 10:30 PM; Sunday through Saturday)

KWKH FIRST in 56 HALF HOURS

All Others

Any way you look at it, KWKH is the unquestioned favorite in Metropolitan Shreveport. And — 50,000-watt KWKH gives you a whole lot more... .

Nearly 85% of our coverage is in the tremendous North Louisiana-South Arkansas-East Texas area... with a population of nearly 2 million people.

If you want the top station in Shreveport, the dominant station in this whole area — then you want KWKH. Listened-to by more than a million people every week. Get all the facts from The Branham Company.

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio

The Branham Co. Representatives
Henry Clay General Manager
Fred Watkins Commercial Manager
KEFAUVER TAKES A SWIPE AT TV 'CRIME AND VIOLENCE'

- He'd have FCC establish program censorship
- And make all tv broadcasters join the NARTB
- While various foundations examine programming
- Along with a Presidential mass media study
- And local 'listening councils' watchdog tv

A SPECIAL REPORT on television programming as a possible cause of childhood delinquency—sharply critical of both the television broadcasting industry and the FCC—was released last week by the Senate Juvenile Delinquency Subcommittee headed by Sen. Estes Kefauver (D-Tenn.).

Although the subcommittee said it had been unable to prove a "direct causal relationship" between viewing of "crime and violence" on tv and the "actual performance of criminal deeds," the Senate group said neither had it found "irrefutable evidence that young people may not be negatively influenced in their present-day behavior" by saturated exposure to lawlessness depicted on tv.

The subcommittee recommended:
- That the FCC establish minimal standards for children's programs, increase its monitoring activities to cover such programs, and enforce the standards by "fines" and revocation of licenses.
- That broadcasters, no matter how high their program standards individually, join the NARTB or some other organization in "collective" efforts to improve programming for children.
- That producers and distributors of film for tv be "invited and solicited" to subscribe to the NARTB Tv Code.
- That the Tv Code itself be publicized and bolstered and that the NARTB establish machinery to review all motion picture films presented on television; that NARTB increase its monitoring activities.
- That the National Science Foundation and private foundations conduct research into several fields concerning children and tv programming.
- That the President appoint a commission to study the mass media and what phases of it may have a detrimental effect on children.
- That citizens form local "listening councils" to keep a close watch over children's programs.

The Senate group's report had been held up several weeks because of "printing delays," according to staff spokesmen. The subcommittee held a total of five days of hearings in the 83d and 84th Congresses, ending last spring [B&T, April 11, 1955; Oct. 25, June 14, 1954].

The report released last Friday not only criticized NARTB, the broadcasting industry and the FCC, but also took a swing at a House Commerce subcommittee which held hearings in 1952 on the content of "immoral" and "crime and violence" material in radio-tv programs. This subcommittee, headed by Rep. Oren Harris (D-Ark.), failed to make recommendations to the FCC, the report last week charged.

The Senate group said last week that it is doubtful that NARTB has given sufficient publicity to the NARTB seal of good practice used as a screen identification by stations which subscribe to the Tv Code. NARTB, the report said, could give the seal more potency by making more numerous spotlight checks of programs instead of, along with networks, declining to

"It is the attitude of the subcommittee that this cumulative effect is the greatest source of danger," the report said, although indicating that, more recently, the Tv Code Review Board has recognized the problem of continuous "violence" programming during children's viewing hours.

The report said that tv industry leaders tend to wait for proof that a program is harmful before changing it. "Yet in other fields such as in the production of food and drugs, for example, it is generally agreed that the producer has an obligation to withhold foods and drugs from the market until every precaution has been taken to insure their purity."

The Senate report noted that the FCC "has consistently taken the position that it is expressly prohibited by Sec. 326 of the Communications Act from exercising any powers of censorship over the contents of programs." It cited testimony last fall by former FCC Comr. H. Hyde that license renewal has become "a fairly automatic procedure" [B&T, Oct. 25, 1954].

The report then referred to testimony the same day by former FCC Comr. Frieda B. Hennock in which she said she believed the FCC was responsible for program content and should set up standards for programs, with revocation of licenses for violations.

The Senate group indicated it believed individual station self-regulation has failed, pointing to "the abundance of programs dealing with crime and violence on television today in the United States."

The subcommittee criticized station and network check points in program and continuity departments, saying they were "biassed or ineffective in many instances." A further criticism of individual responsibility for programming, the report said, is that each station manager gives his individual interpretation to the meaning of the Tv Code.

Saying it "endorses self-regulation in the industry through its association, the NARTB," the subcommittee said that the "Tv Code's desired results will not be achieved unless the television industry as a whole subscribes to it and complies with its provisions, both its letter and spirit."

The subcommittee said it was pleased to learn that Motion Picture Assn. of America "has launched an active campaign to reduce scenes of violence in pictures and in the content of the actual scenes themselves."

Concerning its recommended "citizens' listening councils," the subcommittee said that "sobriety, unbiased adults can perform a useful function by maintaining steady watch over the programs offered to children and by promptly reporting offensive materials to responsible sources." The senators hoped leaders and citizen groups may "stimulate the development of the listening-council movement."

In recommending that the FCC set up program content standards, the subcommittee said it was of the opinion that the Commission "has not fully exercised in the public interest the powers presently vested in it." The Senate group continued:

"This is not to say that the subcommittee be-
‘Post’ Haste

TWO STAFF members were forced to resign and the Senate Juvenile Delinquency Subcommittee’s special report on tv programming was held up for additional hearings after an imbroglio early in the 84th Congress over publication of a series of five articles in the Saturday Evening Post on the subcommittee’s findings [B&T, Feb. 18].

The articles, authored by Herbert Beaser, then chief counsel, and Richard Clendenen, executive director, and their “unauthorized” publication were criticized by former Sen. Robert C. Hendrickson (R-N.J.), chairman of the subcommittee during the 83rd Congress, and Sen. Estes Kefauver (D-Tenn.), new chairman for the 84th Congress.

Messrs. Beaser and Clendenen, who resigned, said they had been given permission to publish the articles by Sen. Hendrickson, then chairman. Denials of such permission were made by both Sen. Hendrickson and Sen. Kefauver. Sen. Kefauver then held up release of the special tv report and set new hearings which were held in April [B&T, April 11].

lieves that the FCC should become a censoring body, arbitrarily imposing its judgments upon an unwilling industry. The subcommittee does believe, however, that the FCC cannot evade the responsibility it has under the law for concern with program content.*

(The subcommittee also noted FCC Chairman George C. McConnaughey’s request to Congress that the FCC be authorized to impose small administrative fines on nonbroadcast stations for violations of FCC rules. The subcommittee supported the “fines” proposal under the apparent impression that Chairman McConnaughey had asked for the fines for broadcast licenses. The “fines” proposals, S 1349 or HR 5613, are still in the respective Senate and House committees.)

The subcommittee outlined what the FCC should do this way: (1) promulgate minimal standards for children’s programs, with participation by the industry and with the advice of experts; (2) increase monitoring and “fact-finding activities” on a spot check basis; (3) use its findings to determine whether a license should be renewed for a particular station.

In urging 100% membership of tv stations in NARTB, the subcommittee said that “although freedom of enterprise is to be encouraged, and the individual prerogatives of every businessman respected, constant voluntary cooperation is essential to the proper direction of an industry so vast and influential as the television industry. No matter how high the standards of any one station manager, he is failing short of his responsibility as a member of the group when he remains aloof from the voluntary trade association sponsored by other members of the industry.” NARTB figure on membership currently is 60% of all commercial tv stations.

The Senate group urged continued efforts by NARTB to acquaint film producers and distributors with the NARTB’s new standards and the recognition of and conformance to the document. The subcommittee suggested these modifications in theTv Code:

(1) All complaints and criticisms received by stations be forwarded to NARTB headquarters; (2) revision of the Code: “Definitions should be more specific, lose wording eliminating, and specific illustrations cited”; (3) display of the Tv Code seal by stations at specified intervals, with an explanation of it; (4) promulgation of standards to maintain program balance, both in total hours per day devoted to particular subjects and prohibition of “undue concentration of subject matter” during children’s viewing hours.

In recommending research, the subcommittee described research which has been done by educational institutions, foundations and the industry, and listed the various types of research which it said were “desirable and missing”: (1) Experimentation with “good” programs; (2) study of various types of programs from 4 to 8 years to find what role tv plays in their personality development; (3) study of the extent to which parents understand the needs of their children; (4) study of why a given program gets on the air—how it is commissioned, written and programmed.

The report recommended that the National Science Foundation extend its research beyond its present studies of physical sciences to the social sciences, with research into the effect of mass media on young people.

Noting that private foundations hesitate to finance research on controversial subjects, the subcommittee recommended that these groups nevertheless spend part of their funds on “pressing social problems,” such as the effect of television on children.

In recommending a Presidential commission to study mass media for its effect on children, the subcommittee said:

“The possibility that the mass media—or some of them—may be utilized, however unintentionally, to the detriment of our children and youth is a risk this nation cannot afford to take... The subcommittee, accordingly, strongly recommends the immediate establishment, by legislation, of a Presidential commission composed of outstanding men and women, fitted by their knowledge and experience to serve on such a body.”

The commission would study mass media, make periodic reports to the President and encourage research.

The report also appended the NARTB’s Tv Code and Radio Standards of Practice, opinions published by the National Assn. for Better Radio & Television (NAFBRAT), the code of the Motion Picture Assn. of America and letters and statements by doctors and psychiatrists and others.

Other members of the subcommittee besides Chairman Kefauver are Sens. Thomas C. Hennings Jr. (D-Mo.); Price Daniel (D-Tex.); William Langer (R-N.D.); Alexander Wiley (R-Wis.).

**TV’S LOW COST, HIGH RESULTS DESCRIBED IN WEST VIRGINIA TEST BY STORE CHAIN**

Industrial stores firm tells convention how tv commercials boosted business in all departments, bringing in business from both metropolitan and remote areas, in presentation by the firm, TbV and WSAZ-TV Huntington, W. Va.

TELEVISION provides an extremely low-cost advertising medium for retailers, the National Industrial Stores Assn. was told Wednesday at its Washington convention by Paul C. Jamieson, merchandising manager of the General Department Stores chain in West Virginia.

Mr. Jamieson is president of NISA, which comprises operators of industrial stores in the mining communities of the Appalachian states.

With Oliver Treyz, president of Television Bureau of Advertising, he told the department store officials how television can reach both metropolitan and remote communities. More important, he told how television is providing, at slight cost, immediate sales plus important extra benefits.

Lawrence H. (Bud) Rogers II, vice president-general manager of WSAZ-TV Huntington, W. Va., presented a demonstration tv commercial with Bert Shimp, WSAZ-TV educational director, appearing in a mock tv receiver as announcer.

The presentation to the retail association was described by Mr. Treyz as an important example of television’s power to sell merchandise at low cost.

Mr. Jamieson told B&T that General, operating a score of stores in mining towns and several metropolitan areas, had been hunting for years to fill a medium that would reach its communities. Many of the towns are in remote mountain sections, some more than 100 miles from Huntington, he said.

His interest in tv developed last winter when customers called WSTA General-1549 in search of Goodyear snow tires. He found they had been looking at tv commercials and decided he had found, at last, a way of reaching the customers patronizing General’s industrial stores.

---

He got in touch with WSAZ-TV Huntington, and soon the first campaign was arranged in mid-winter.

What happened?

Mr. Treyz described the fact, and surprising developments as a four-spot promotion for $159.95 modern bedroom suites was arranged: 147 suites sold for a total of $23,512.

On top of that were these extra benefits, also resulting from the four spots:

100 mattresses at $39.95, totaling $5,995.
21 box springs at $59.95, totaling $1,258.
2,000 worth of blankets, sheets, pillow cases and other bedroom accessories.

The total business done on the basis of the four spots amounted to $32,766.

In another bedroom promotion conducted in late June and early July, a slack summer period, eight one-minute commercials were used by WSAZ-TV, Mr. Treyz continued, with these results:

34 bedroom suites retailing at $8,000 were sold.
188 mattresses retailing at over $12,000 provided a bonus.

Mr. Treyz said that 12 tv spots in the two promotions cost a total of $820 and produced sales of $52,770, an advertising-sales ratio of only 1.6%. The first promotion, with its ---
$32,766 total, had a ratio even lower, approximately 0.9%.

Living room suites moved the same way. Six one-minute spots costing $410 for a $299.95 10-piece modern group produced 97 sales totaling $22,305, an advertising-to-sales ratio of 1.8%.

Similarly, Mr. Treyz said, 120 dinette sets re-
tailing at $329 were sold with five tv spots, a
total of $12,500 with a ratio of 2.6%.

In a 10-day period 167 Norge ringer-washers
retailing at $169.95 were sold with six one-
minute tv commercials costing $40. The tv
was considered 1.4% of the $28,391 retail price
of the washers.

There were a number of bonus benefits, Mr. Jamieson said. Business at the General Stores "is generally improved over 1954 in all depart-
ments." With the increased traffic that came
to the store as a result of the brief tv promo-
tions, he said "it's interesting to compare what
happened in various departments for the first
four months of 1955 in comparison to 1954.

Koperson, W. Va., 110 miles from Hunting-
ton, there is perfect reception of WSAZ-TV and
practically every one of the homes has tv. That goes for Oceana, nearby." The General Stores furniture was supplied by Huntingon Wholesale Furniture Co.

The General Stores promotions have inter-
ested General Electric Co., which has used the
chain as a test outlet for new items.

Mr. Treyz said low-cost attractive furniture,
of modern design, offers a fertile field for mer-
chandising as replacement for the furniture sold
in the 20s and 30s.

"Out in the hills," Mr. Jamieson said, "they
turn on their television sets in the morning and
keep them on all day, listening possibly three
times as much as city folks. We can tell by
our reserving of picture tubes. "WSAZ-TV reaches all of our store areas. Everything every day for nationally
advertised tv items and they speak respectfully
to television. The people love television and
like to talk about it. Remember, to the folks in
Beards Fork, Huntington is a mighty big
city."

All Swift Meats Now Under McCann-Erickson

SWITCH of Swift & Co.'s table-ready and fresh
meats accounts from J. Walter Thompson Co.
to McCann-Erickson Inc., both Chicago, was
announced last week by the meat packer and
interpreted as a further realignment of its
advertising program, including radio and tele-
vision properties.

Broadcast advertising involved in this switch
was negligible, however. Table-ready meats
were advertised on Swift's Horace Heidt Show-
wagon, which is going off NBC-TV. Earlier,
Swift canceled its part on ABC Radio's Break-
fast Club.

The appointment of McCann-Erickson to
handle advertising for those accounts thus
brings all Swift meats under one agency roof.

Mintz Retained by Kudner

SEYMOUR MINTZ, formerly president of
CBS-Columbia, the set manufacturing division
of CBS Inc., has been retained as special mer-
chandising consultant by Kudner Agency, New
York.

Mr. Mintz, who resigned the presidency
of CBS-Columbia in June, had been with the
company a year and a half. Before that, he
had been with Admiral Corp., Chicago, since
1944, starting as advertising manager and rising
to vice president in charge of merchandising
and advertising.

Philip Morris Brown Has Gone to Color Tv

THE PHILIP MORRIS cigarette package is
getting a brand-new, brighter dress—in
preparation for color television. Radio and
black-and-white television also will benefit.
The conservative brown package which has
identified Philip Morris for years is being completely redesigned. The new
package—in red, white, and gold—is slated
for introduction about the third week in
September. FM officials, while confirming
no details of the new design except its im-
minence, say the changes are being made
primarily because of color television.
The change will be promoted extensively by
radio and tv as well as other media.
"Overnight" rather than the customary
gradual introduction is planned, meaning
the promotion campaigns presumably will
start almost simultaneously in all areas of the
country.
Radio and television will be used along
with other media. Current plans, it was
learned, include expanded use of nighttime
radio as well as promotion in tv and radio
campaigns
Film commercials now in preparation will
show models making a costume change to
to point out the switch to the new package
styling. These are being filmed in black-and-
white.
Biow-Bein-Toigo, New York, is the Philip
Morrison agency.

McCann-Erickson Agency
Promotes Booraem, Gilday

PRO MOTIONS of Henrik Booraem Jr. to
director of television and radio planning for
McCann-Erickson Inc., New York, and of
Frank Gilday to manager of the New York
television-radio department were announced
last week by the agency.

Mr. Booraem, who is a vice president of
the agency, previously had been in charge of new
program development activities. In his new
post, he will be responsible for tv and radio
recommendations and presentations. Mr. Gil-
day previously had been business manager of
the tv-radio department, and in his new
position will be responsible for the administration of the
department.

Messrs. Booraem and Gilday will report to
Terence Clyne, agency general executive and
management supervisor of McCann-Erickson's
television-radio department in New York and
Los Angeles.
**Children's Shows' Cost Detailed in TVb Survey**

Study conducted for TVb by A. C. Nielsen Co. shows advertisers can get 1.69 cost per thousand weekly for $21,253, $1.64 for $49,866.

For $21,253 an advertiser can buy two local tv children's show participations on 127 stations and reach 8,364,000 different homes an average of 1% times a week, thus making 12,546,000 weekly "sales calls" at a cost of 1.69 per thousand.

By increasing his weekly budget to $49,866, he can sponsor five participations in children's shows on the same stations and reach 12,138,- 000 different homes 2 1/2 times a week, making 30,345,000 weekly "sales calls" at $1.64 per thousand.

These figures are pointed out by Television Bureau of Advertising in a new presentation, released last week, in its "the pinpoint concept of television" series. They are based on a study conducted for TVb by A. C. Nielsen Co. Not unexpectedly, the 127 stations (in 81 markets) used in the study consisted primarily of TVb member stations, although a few nonmembers were included in order to give the hypothetical campaign "coverage" in some important markets where TVb did not have members at the time the study was made last April.

The weekly cost figures used in the study assume a 13-week schedule. The participations are one-minute commercials.

The study shows that in this hypothetical campaign using two participations a week in local children's shows, a total of 3,094,680 homes, or 37% of those reached, have five or more members in the family, and 2,927,400 homes (35%) have housewives under 35 years of age. When the campaign is stepped up to five participations a week, these figures become 4,126,920 homes having five or more members and an equal number having housewives under 35.

Either way, TVb stresses, "obviously the big families with the young housewives use more soap, eat more food, buy more candy, drink more soft drinks, wear more clothing and shoes. They are your best customers."

The Nielsen study for TVb embraced five program types. The first presentation in the "pinpoint concept" series, dealing with local news shows, was released a short time ago. Special reports on the others, which will deal with movies, women's programs and weather shows, are now in preparation.

**GE Show Set Back Two Weeks By Lack of Program Material**

PREMIERE of General Electric Co.'s hour-long series on CBS-TV produced by TCF Productions, television subsidiary of 20th-Century-Fox, has been postponed from Sept. 21 to Oct. 5, it was announced last week by Walter Brown, radio-tv vice president of Young & Rubicam, Hollywood, agency for GE.

Lack of sufficient program material on film was indicated as the reason for the postponement. Titled The 20th-Century-Fox Hour, the new General Electric show will alternate with the United States Steel Hour in the Wednesday 7-8 p.m. period. U. S. Steel agency is BBDO.

Mr. Brown, who reported early last week that Darryl F. Zanuck, head of 20th-Century-Fox production, is undertaking a review of the major film company's television operations at the request of both GE and Y&R. Mr. Zanuck announced that Sid Rittenberg 20th Century studio production manager, continues as head of the tv film operation. Mr. Zanuck also has brought Otto Lang into TCF as executive creative coordinator while Walt Boudreau, 20th-Century-Fox story editor, and Julian Johnson, former story editor now in semi-retirement, will give editorial counsel in television production. Mel Dinelli and Allistair Cook have been assigned as writers for individual shows. Carroll Carroll is principal writer for the studio's behind-the-scenes segments in the tv series, Mr. Zanuck said.

**Ad Club Sets 32d Course**

ADVERTISING CLUB of New York will conduct its 32d annual Advertising & Selling Course, which consists of 27 lectures and six clinic sessions, starting Oct. 10. Students may choose one of six formats, including sales promotion, better selling, copy, radio and television, production, and marketing management and research.

**LATEST RATINGS**

<table>
<thead>
<tr>
<th>Nielsen</th>
<th>TV Programs Two Weeks Ending July 23, 1955</th>
<th>Homes (1955)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Program</td>
<td>Evening, Once-a-Week (Average for All Programs) (647)</td>
</tr>
<tr>
<td>1</td>
<td>Best of Gunsmoke (NBC)</td>
<td>1,480</td>
</tr>
<tr>
<td>2</td>
<td>People Are Funny (Paper-Mache) (NBC)</td>
<td>1,434</td>
</tr>
<tr>
<td>3</td>
<td>People Are Serious (NBC)</td>
<td>1,382</td>
</tr>
<tr>
<td>4</td>
<td>Daggett (NBC)</td>
<td>1,393</td>
</tr>
<tr>
<td>5</td>
<td>Goldberg's Scouts (Climax) (CBS)</td>
<td>1,247</td>
</tr>
<tr>
<td>6</td>
<td>Goldberg's School (CBS) (CBS -Columbia) (CBS)</td>
<td>1,150</td>
</tr>
<tr>
<td>7</td>
<td>Two for the Money (CBS)</td>
<td>1,064</td>
</tr>
<tr>
<td>8</td>
<td>Camp (CBS)</td>
<td>987</td>
</tr>
<tr>
<td>9</td>
<td>Our Miss Brooks (American Home) (CBS)</td>
<td>925</td>
</tr>
<tr>
<td>10</td>
<td>Roy Rogers Show (NBC)</td>
<td>925</td>
</tr>
<tr>
<td></td>
<td>Evening, Multi-Weekly (Average for All Programs) (601)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>News of the World (NBC)</td>
<td>1,110</td>
</tr>
<tr>
<td>11</td>
<td>Fibber McGee &amp; Molly (Participating) (NBC)</td>
<td>971</td>
</tr>
<tr>
<td></td>
<td>Amos 'n Andrew (CBS)</td>
<td>923</td>
</tr>
<tr>
<td></td>
<td>Weekday (Average for All Programs)</td>
<td>(1,247)</td>
</tr>
<tr>
<td></td>
<td>All Star Revue (ABC)</td>
<td>2,035</td>
</tr>
<tr>
<td></td>
<td>22,850,000 viewers</td>
<td>2,035</td>
</tr>
<tr>
<td></td>
<td>3,434 viewers</td>
<td>1,988</td>
</tr>
<tr>
<td></td>
<td>Road of Life (CBS)</td>
<td>1,896</td>
</tr>
<tr>
<td></td>
<td>Our Goal (Schools)</td>
<td>1,804</td>
</tr>
<tr>
<td></td>
<td>Parry Moon (CBS)</td>
<td>1,742</td>
</tr>
<tr>
<td></td>
<td>This Is Harry Drake (Tel) (CBS)</td>
<td>1,665</td>
</tr>
<tr>
<td></td>
<td>Helen Trent (American Home) (CBS)</td>
<td>1,665</td>
</tr>
<tr>
<td></td>
<td>Arthur Godfrey's Show (CBS)</td>
<td>1,511</td>
</tr>
<tr>
<td></td>
<td>Helen Trent (Participating) (CBS)</td>
<td>1,619</td>
</tr>
<tr>
<td></td>
<td>Day, Sunday Recap for All Programs (270)</td>
<td>976</td>
</tr>
<tr>
<td></td>
<td>20.2 million viewers</td>
<td>976</td>
</tr>
<tr>
<td></td>
<td>Weekends Hour (CBS)</td>
<td>832</td>
</tr>
<tr>
<td></td>
<td>Adventures of Sin Tin Tins (ABC)</td>
<td>756</td>
</tr>
<tr>
<td></td>
<td>Green Drake (CBS)</td>
<td>740</td>
</tr>
<tr>
<td></td>
<td>Day, Saturday (Average for All Programs)</td>
<td>1,434</td>
</tr>
<tr>
<td></td>
<td>Our Gang (CBS)</td>
<td>1,434</td>
</tr>
<tr>
<td></td>
<td>All-Star News (12-00) (CBS)</td>
<td>1,434</td>
</tr>
<tr>
<td></td>
<td>Monitor (4:00) (NBC)</td>
<td>786</td>
</tr>
<tr>
<td></td>
<td>1955 Copyright by A. C. Nielsen Co.</td>
<td>786</td>
</tr>
</tbody>
</table>

**Westinghouse Promotes Top-Level Executives**

ELECTION of Gwilym A. Price, president of Westinghouse Electric Corp., as president and chairman, was announced last week by the company. The board chairmanship at Westinghouse has not been filled since 1951.

The directors of the company also elected Mark W. Cresap Jr. executive vice president and deputy chief executive officer. Since 1951, Mr. Cresap has been vice president and assistant to the president. He was also elected to the board of directors and to the executive committee.

Latham E. Osborne, executive vice president, was elected vice chairman of the board. John K. Hodnette, formerly vice president in charge of Westinghouse's apparatus products division was elected vice president and general manager, responsible for supervision of the operations of all of the company's product groups. He also becomes a member of the board of directors.

Mr. Hodnette will be replaced by A. C. Montell, vice president in charge of engineering and research. Mr. Montell will be succeeded by Dr. John A. Hutcheson, director of Westinghouse Research Labs since 1949 and a vice president since 1950. Dr. Hutcheson's successor will be appointed later.

Mr. Price said expansion of the Westinghouse executive group was necessary because of the company's continued physical expansion and by its growing volume and variety of production and sales. In the past 10 years, plants have increased from 28 to 56, sales have risen from $730 million to more than $1.6 billion. Total assets have grown from $450 million to $1.3 billion at the end of last year.

**Young & Rubicam's Mountain To Direct Radio-Tv Department**

APPOINTMENT of Robert P. Mountain, vice president of Young & Rubicam, New York, as director of the agency's radio and television departmen was announced last Thursday by President S. S. Larn- mon. In his new post, Mr. Mountain replaces Nat Wolfl, who will devote his time to the creation, development, evaluation, and selection of radio and tv programs for Y & R clients. Mr. Wolff becomes vice president and director of program development.

Mr. Larmmon also said that D. Y. (Dave) Bradshaw will continue as operations manager of the radio-television department.

**Three Chicagoans Form New Agency**

FORMATION of Wesley, Hayne and Co., new Chicago advertising agency, as successor to Robert B. Wesley & Assoc., effective Oct. 1, was announced Tuesday. It will maintain headquarters at 250 Michigan Ave.

Accounts to be brought along from the old Wesley agency include Burton Dixie Corp., with estimated overall advertising budget of $800,000 and including sponsorship of Paul Draper on ABC, and Fred S. James Insurance. The Morris B. Sachs stores account, sponsor...
of Sachs Amateur Hour on WBKB (TV) and WLS Chicago, will be handled by the new agency. The Sachs account is valued at a $250,000 radio-tv simulcast property.

Robert B. Wesley, who made the announcement, will serve as president, and Norman Heyne, agency executive, becomes vice president. Mr. Heyne has been associated with Ruthrauff & Ryan Inc., as vice president for radio-tv production the past 13 years, and previously was radio director at Schwimmer & Scott for nine years. James Caca, vice president at Robert B. Wesley Assoc., is secretary-treasurer.

Advertest Weekend Car Check Shows Most Prefer ‘Monitor’

RESULTS of a special survey conducted by Advertest Inc., released last week by NBC, showed that more automobile listeners were tuned to NBC Radio’s weekend Monitor service during the last weekend in July than to all other networks combined, and the number of Monitor listeners was more than double that of the second network.

Designed to ascertain auto listening habits on the weekend and specifically to determine Monitor’s share of that listening, the study was conducted on Saturday and Sunday, July 30 and 31, 1955, among occupants of 1,257 automobiles on the New Jersey and the Pennsylvania turnpikes. According to the study, Monitor gained an overall 18.3% share of 47% sale in use in automobiles, while other networks combined total amounted to 16.8%.

Film Commercials Resisted In Film Shows—Landsberg

THE PUBLIC is more willing to accept a film commercial within a live show than on a filmed show, Klaus Landsberg told members of the San Francisco chapter of the American Assn. of Advertising Agencies workshop last Thursday.

Mr. Landsberg, general manager of KTLA, Hollywood, said that the public not only resents the insertion of the filmed commercial in a filmed television show but builds a resistance to it, and refuses, in many instances, to listen at all.

With a live show, Mr. Landsberg told the group, the station can maintain more control of the station’s personality, and local talent can do a much better job of selling than a film commercial.

Mr. Landsberg also said that agencies and sponsors are far too rating-minded and that they should analyze the results of a commercial, rather than the show’s rating.

Nielsen Appoints Wyatt, Names Blechta to N.Y.-Post

APPOINTMENT of William R. Wyatt, vice president of A. C. Nielsen Co., as central division manager for the Nielsen Station Index, with headquarters in Chicago, was announced last week by John K. Churchill, vice president and assistant to the president of the marketing research firm.

Mr. Churchill also announced that George E. Blechta, vice president, will be eastern division manager of NSI with headquarters in New York.

Messrs. Wyatt and Blechta will be responsi-

CBS-Columbia Buys

UNDER the CBS Radio’s new segmentation plan of selling [B&T, Aug. 22] portions of three of the network’s nighttime strips will be sponsored by CBS-Columbia, Long Island City, effective Oct. 3, on behalf of its radio-tv receivers and phonographs, the network announced last week. Shows are Amos ‘n Andy Music Hall on Mondays, Bing Crosby Show on Wednesdays and Tennessee Ernie Ford on Friday. The segmentation-plan contract extends into 1956. Agency is Ted Bates & Co., New York.

Tide Water Buys Football

TIDE WATER ASSOCIATED OIL Co. has placed a 16-game schedule for western regional football on ABC Western Radio Network starting Sept. 16, it was announced by Harold R. Deal, manager of advertising and sales promotion, and Harry Woodworth, director of radio for network’s western division. Lineup will include six UCLA or USC games on Friday nights and 10 Saturday afternoon contests, including traditional meeting of California and Stanford from Palo Alto. This marks the third straight year that Tidewater, in behalf of petroleum products, has placed extensive football schedule with ABC Radio, the network said. Agency is Buchanan & Co., San Francisco. Garry Holihan, Edward Petry & Co., San Francisco, was account executive.

WFBR Baltimore has been showing a new slide-sound presentation to agency executives in key cities. The presentation shows station’s rating position in Baltimore and surrounding counties and gives a capsule version of daily programming. Here station executives chat with Washington agency representatives before the luncheon showing last Thursday at the Mayflower Hotel. L to r: Non Hannum, Courtland D. Ferguson Inc.; Sol Pontiz, Alvin Epstein Adv.; Robert B. Jones Jr., vice president and general manager, WFBR; Jeff Abel, Henry J. Kaufman & Assoc., and Walter D. Tichenor, coml. mgr., WFBR.

Advance Schedule Of Network Color Shows

CBS-TV


NBC-TV

Aug. 29 (7:30-7:45 p.m. EDT) Matt Dennis. Sustaining.

Aug. 29-Sept. 2 (11 a.m.-Noon EDT) Home. Color inserts daily at 11:45 a.m.-Noon (Also Sept. 5-9). Participating sponsors.

Aug. 30 (7:30-7:45 p.m. EDT) Vaughn Monroe Show (Also Sept. 1, 6, 8). Sustaining.

Sept. 11 (7:30-9 p.m. EDT) Color Spread, “Skin of Our Teeth.” Participating sponsors.

Sept. 12-16 (5:30-6 p.m. EDT) Howdy Doody (also Sept. 19-23). Sustaining.

Sept. 17 (3:30-6 p.m. EDT) NCAA Football, U. of Miami vs. Georgia Tech. Participating sponsors.

Sept. 19 (8-9:30 p.m. EDT) Producers Showcase, “Our Town,” Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies. [Note: This schedule will be corrected to press time of each issue of B-E.]

August 29, 1955
KANSAS-WISCONSIN

These preliminary state and county figures from the U.S. Census of Agriculture show the number of farms in Wisconsin in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. Bi-weekly farm TV figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

Leonard Andrews Named Dr. Pepper Ad Manager

APPOINTMENT of Leonard E. B. Andrews as advertising manager of Dr. Pepper Co. (soft drinks), Dallas, Tex., was announced last week by W. W. Clements, vice president and general manager. Mr. Andrews succeeds A. H. Caper-ton, who, after 17 years with Dr. Pepper Co., resigned to enter private business.

Before joining Dr. Pepper, Mr. Andrews was public relations assistant vice president and advertising director of the Texas Bank and Trust Co. He now will be in charge of the Dr. Pepper bottler programs and the company's national advertising campaign.

Life Insurance Admen Meet

PLANS for the 22nd annual meeting of the Life Insurance Admen Assn. Sept. 14-16 at the Essex House, New York, have been announced by A. H. Thiemann, LIA president and second vice president of New York Life Insurance Co. More than 300 advertising, sales promotion and public relations representatives of life insurance companies in the U.S. and Canada will attend the session. General chairman of the meeting is Robert S. Kieff er, assistant vice president of Metropolitan Life.

Research Planners meeting on current activities in marketing and advertising research will be held Nov. 10 in New York, Fred B. Manchee, chairman, Advertising Research Foundation, has announced. Meeting will be held at the Hotel Ambassador. On agenda are reports on progress of ARF's current project, problems which have arisen and how they have been overcome, and discussion of future projects.

Kraft Tries TV Experiment

KRAFT FOODS Co., Chicago, is spending about $10,000 on spot TV in a test campaign in Kansas City to push its new Kraft Chilled Florida orange juice. Kraft, through J. Walter Thompson Co., Chicago, is using an average of five or six spots per week for 13 weeks over WDAF-TV and KCMO-TV, with possibility the drive will be extended to other markets in October.

Brioschi Repeats Campaign

A. BRIOSCHI Co. (antiacid crystals), Fairlawn, N. J., announced last week that it is repeating its radio advertising campaign which started last May. With a $50,000 budget, Brioschi used more than 600 minute spots over nine New York and New Jersey stations. Tying in with the drive were personal appearances by disc jockeys in areas where Brioschi products were carried.
DOES A 63.2 HOOPER MAKE KELP
THE HIGHEST RATED STATION
IN RADIO HISTORY?

HERE'S THE JULY-AUGUST HOOPER

KELP, El Paso
IS ONE OF THE NATION'S OUTSTANDING
INDEPENDENTS. FOR FULL DETAILS ASK
ANY H-R MAN.

One of the NOEMAC Stations

<table>
<thead>
<tr>
<th>KLIF</th>
<th>WRIT</th>
<th>WNOE</th>
<th>KELP</th>
<th>KNOE</th>
<th>KNOE-TV</th>
<th>KOKO-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas</td>
<td>Milwaukee</td>
<td>New Orleans</td>
<td>El Paso</td>
<td>Monroe</td>
<td>Monroe</td>
<td>El Paso</td>
</tr>
</tbody>
</table>

HOOPER RADIO AUDIENCE INDEX
City Zone

CITY: EL PASO, TEXAS
MONTHS: JULY - AUGUST, 1955

SHARE OF RADIO AUDIENCE

<table>
<thead>
<tr>
<th>RADIO SETS-HOURS</th>
<th>KELP</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
<th>Station F</th>
<th>OTHER</th>
<th>SAMPLE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY THRU SATURDAY 7:00 A.M-12:00 NOON</td>
<td>15.3</td>
<td>51.8</td>
<td>7.0</td>
<td>9.8</td>
<td>7.1</td>
<td>13.9</td>
<td>1.6</td>
<td>2.4</td>
<td>2.6</td>
</tr>
<tr>
<td>MONDAY THRU SATURDAY 12:00 NOON-6:00 P.M.</td>
<td>15.2</td>
<td>63.2</td>
<td>5.0</td>
<td>6.7</td>
<td>6.8</td>
<td>13.7</td>
<td>1.7</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td>SUNDAY THRU SATURDAY 6:00 P.M-6:00 P.M.</td>
<td>17.0</td>
<td>59.8</td>
<td>6.3</td>
<td>7.1</td>
<td>7.5</td>
<td>12.5</td>
<td>1.7</td>
<td>1.4</td>
<td>1.6</td>
</tr>
</tbody>
</table>

Broadcasting • Telecasting
August 29, 1955 • Page 39
Anyway you look at it—things are changing in the Galveston-Houston market. According to the July, 1955 Telepulse for the Houston-Galveston Metropolitan Area, the number one show was "$64,000 Question" and had a rating of 32.6. In the July 1955 Telepulse for the Houston Metropolitan Area, the show, "$64,000 Question", was Number One with a rating of 30.7.

NOW MORE THAN EVER—THE BEST BUY IN TEXAS

KGUL-TV Gulf Television Company Galveston

Represented Nationally by CBS Television Spot Sales
Seymour Joins Thompson

DAN SEYMOUR, vice president in charge of programming and production in the radio-television department of Young & Rubicam Inc., has resigned effective Oct. 1, to join J. Walter Thompson Co. in New York as a vice president of that agency. His successor at Young & Rubicam has not been selected.


PROFESSIONAL marketing division to handle the marketing problems of clients with prescription drug products has been formed by Benton & Bowles, New York, Robert E. Lusk, president, announced last week. First client of the new division is Saton Labs, a division of the Norwich Pharmacal Co., Norwich, N. Y. Media plans have not been announced. Names of executives to head the new professional division will be made known later, Mr. Lusk said.

Tums Buys 'Dream Match'

THE "Dream Match" horserace between Swaps and Nashua will be sponsored on CBS-TV by Tums through Ruthrauff & Ryan. Race is scheduled for Aug. 31, 6-6:30 p.m. from Washington, Chicago. The $100,000 winner-take-all contest will be broadcast by Jack Drees. Production will be supervised by Judson Bailey, staff producer, CBS public affairs.

NETWORK NEW BUSINESS

Wildroot Co. (toiletries), Buffalo, and Johnson & Johnson (toiletries), New Brunswick, N. J., will begin sponsorship on Sept. 26 of Adventures of Robin Hood on CBS-TV (Mon., 7:30-8 p.m. EDT). Agencies: BBDO, N. Y. (Wildroot); Young & Rubicam, N. Y. (Johnson & Johnson).

Wesson Oil & Snowdrift Sales Co., New Orleans, will sponsor Tues. segment of Tellant Lady on CBS-TV (Mon.-Fri., 12 noon-12:15 p.m. EDT), starting Sept. 6. Agency: Fitzgerald-Adams, New Orleans.

Campbell Soup Co. (soups, Swanson frozen foods) Camden, N. J., and Chesbrough-Pond's Inc. (cosmetics), N. Y., sign for alternate-week sponsorship of Star Stage drama series on NBC-TV (Fri., 9:30-10 p.m.), effective Sept. 9. Agencies: BBDO, N. Y. (Campbell); J. Walter Thompson Co., N. Y. (Chesbrough-Pond's).


Brown & Williamson (Kools, Viceroy), Louisville, Ky., effective mid-September will add three new shows to three already sponsored on NBC Radio and will buy three more newcasts on CBS Radio. Programs are five minutes in length and broadcast evenings. Agency: Ted Bates & Co., N. Y.

Beech-Nut Packing Co. (baby foods), Canajoharie, N. Y., will start alternate-week sponsorship of half-hour show featuring Dr. Benjamin Spock on NBC-TV (Sun., 3:30-3:45 p.m.) for 44 weeks, effective Oct. 9. Agency: Kenyon & Eckhardt, N. Y.

NETWORK RENEWALS

Liggett & Myers Tobacco Co. (Chesterfield, L & M cigarettes), N. Y., renews Dragnet on NBC-TV (Thurs., 9:30-10 p.m. EDT), effective Sept 1, when series starts fifth season. Agency: Cunningham & Walsh, N. Y.

Webster-Chicago Corp. (tape recorders, accessories), Chicago, and Associated Products Inc. (5-Day Deodorant Pads), West New York, N. J., resume alternate-week sponsorship of Telly Martin Show on NBC-TV (Mon., 7:30-7:45 p.m. EDT), effective Sept. 5. Agencies: John W. Shaw Adv., Chicago (Webster); Grey Adv., N. Y. (Associated).

Allis-Chalmers Mfg. Co. (industrial, farm implements), Milwaukee, will sponsor for 11th consecutive year National Farm & Home Hour on NBC Radio (Sat., 12:12-12:30 p.m. EDT), 32 weeks, effective Sept. 3. Agency: Bert S. Gittins Adv., Milwaukee.

AGENCY SHORTS

Hall & Thompson Inc., Oklahoma City, formed by Norman F. Hall and Daniel P. Thompson with offices at 1501 First National Bldg.

Ralph Allum Co., N. Y., formed by Ralph Allum, president, with offices at 34 E. 51st St.; telephone: Murray Hill 8-6485. Radio-TV accounts include Clark-Cleveland Co. (drug products) and J. C. Penny Co. (department stores). Mr. Allum was formerly vice president in charge of package goods advertising, Roy S. Durstine Inc., N. Y.

AGENCY APPOINTMENTS


Monsanto Chemical Co., St. Louis, has appointed Gardner Adv. Co., same city, for new farm chemical line to be introduced early next year in 15-state midwestern area. Michael P. Ryan is account executive. Gardner already handles Monsanto corporate, organic chemicals div., inorganic chemicals div. and merchandising div.

National Concrete Masonry Assn., Chicago, has appointed Roche, Williams & Cleary Inc., same city.

Eureka Williams Co., Bloomington, Ill., appoints Al Paul Lefont Co., Chicago, for Eureka vacuum cleaners and Williams home heating products.

Springwall Assocs. (mattresses), composed of Eclipse Sleep Products Inc. (Eclipse Springwall), N. Y., Haggard & Marsccoon Co. (Tiger Springwall), Chicago, Southern Spring Bed Co. (Southern Cross Springwall), Atlanta, and U. S. Bedding Co. (King Koil Springwall), St. Paul, Minn., has appointed Campbell-Mithun Inc., Minneapolis, for national advertising, effective Jan. 1, also handling U. S. Bedding local advertising.

Ganter of California (swimwear, sweaters), S. F., appoints Bernard B. Schnitzer Inc., same city, effective Sept. 1. Mr. Schnitzer and Mickey Mulligan will handle account.

Sia Nu Co. (dry cleaning process), Chicago, appoints Bozell & Jacobs Inc., same city.
RADIO-TV'S HAND OF MERCY EXTENDS IN FLOOD DISASTER

Public service reaches a new high as broadcasters selflessly work around the clock at scenes of destruction, epidemic and death.

A HUNDRED, maybe more, people huddled around an auto early last week on a Waterbury, Conn., street listening to grim messages from WATR.

Similar scenes were enacted for miles around as the residents of that stricken industrial community groped eagerly for every word from battery-powered radios, their only contact with the rest of the world.

Around them were washed-out buildings and debris. Occasionally a helicopter flew over the wreckage. The transmitter of WWCO Waterbury had been washed down the Naugatuck River. WBRY had no power.

A woman just beyond middle-age walked up to Sam Elman directing WATR's emergency coverage, kissed him, mumbled, "Thank you, thank you," and walked on down the street.

WATR had been so busy in the first hours of the flood that nobody had bothered putting WATR-TV on the air because there wasn't any use telecasting when the power was off and only radio messages would ever reach listeners' ears, anyhow.

The story of what happened last week in Waterbury was the story of Delaware Valley covering eastern Pennsylvania and western New Jersey, as well as several other Connecticut and western Massachusetts areas.

In the best industry tradition, radio and TV broadcasters in a hundred or more cities selflessly forgot food and slumber to stroll through water, work under candlelight and mouth hoarsely into microphones the messages that offered hope and information to millions.

In a sense the men and women who manned radio microphones provided a preview of what could happen in case of enemy attack. Their work, in many instances by emergency power apparatus, at times were heard only by those whose radio-equipped automobiles had escaped rushing torrents or by persons lucky enough to have portable radios that could receive emergency messages.

Hurricane Connie had provided mild emergency warmups for broadcasters. Diane set up a dress rehearsal that developed into the real thing when the heavens dumped as much as a dozen inches in brief hours over unsuspecting valleys.

At Torrington, Conn., Naugatuck River ran amok, tearing out public utility equipment and destroying many sections of the city. Edmund Waller, owner of WTOR, borrowed a gas generator and had WTOR on the air the afternoon of Friday the 19th. Volunteers plugged gasoline-powered radios, the only way of testing the emergency transmitter power supply.

By Wednesday 5,000 emergency messages had been transmitted by WTOR including the announcement that liquor, beer and wine would be dispensed once more but only in emergency cases. Facing Torrington are years of rebuilding, Mr. Waller said.

"What about business, Mr. Waller?" B&T asked.

"There's no time to worry about business. Most of our business clients were wiped out. We're running free commercials for any merchants hit by the flood, whether they were clients or not. We'll advertise anything they want."

"Take Howard's shoe store. They just re-modeled at a cost of $100,000. The store was completely wiped out but they'll open in a small shop soon. Shoe factories will supply stock."

"American enterprise is tremendous. You'd have to come up here to see what Americans are like when disaster strikes."

"It's getting worse very day," Mr. Waller said Thursday.

WLCR Torrington had its own troubles but joined the public service broadcasting as soon as it could get a signal on the air. WTOR had programmed news with shortwave pickups and of-the-air rebroadcasts from WTCF Hartford, supplemented by reading of newspapers.

40 Hours Straight

At Torrington, Waterbury, Putnam and other places the station people worked as much as 40 hours at a stretch from voluntary workers. Ralph F. D'Andrea, directing the service of WPCT Putnam, Conn., provided round-the-clock service although the town was split in two by the raging Quinebaug River. Putnam had spectacular troubles all its own as magnesium and dynamite at the riverside Sellers Mfg. Co. plant kept exploding for several days. WPCT was among the first to get emergency phone service and auxiliary power units.

Typhoid became a serious problem as water supplies went out around the flooded communities. Friendly business houses supplied needed food and such firms as Narragansett Brewing Co. shipped in cases of bottled water.

The transmitter of WWCO Waterbury was replaced Tuesday by a new one flown from RCA at Camden. A wire strung along the roof of the transmitter served as temporary antenna.

WATR had eight feet of water in the ground-floor studio. Files were moved from the second floor to the transmitter where temporary studios and offices were quickly put into operation since the particular locality didn't lose its power service.

At Stroudsburg, Pa., WVPO, newspaper-owned station, lost only a small amount of time as Delaware Valley was devastated, according to Meric C. Ostrom, general manager. WVPO operated continuously for three days, aided by volunteer workers. "We forgot about programming and commercials," Mr. Ostrom told B&T.

Though networks and stations continued to keep listeners and viewers apprised of latest developments with respect to all phases of the flood, their emphasis last week shifted toward campaigns for rehabilitation. Throughout the week, NBC-TV covered the flood on its regular news shows, using film shot by camera crews which had been sent by the network to areas where the flood had hit. The coverage included live pickups, remote and better interviews.

The disaster was covered over the Aug. 17-18 weekend by NBC Radio on Monitor, the network's weekend radio service. Listeners were kept posted with frequent cut-ins and remotes on this show as well as other broadcasts during the week.

The NBC-TV network reported that the National City Bank of New York, sponsor of a news show nightly on WRCA-TV New York, had relinquished its commercial time for appeals to be made to help flood victims. The network also sent a group of celebrities including Eddie Fisher, Matt Damon, Bert Parks and John Reed King to WKNB-TV New Britain, Conn., to stage a telephone Aug. 24-25 on behalf of the victims of the flood. The telephone raised upwards of $147,000.

Mutual broadcast news of the flood on all regular newscasts throughout the week and arranged for telephone interviews with eyewitnesses in the strike areas of Massachusetts, Connecticut and Pennsylvania. Many of its affiliated stations reported they have begun campaigns for funds for flood victims.

CBS Radio continued to give reports on latest developments, and on many of its regular newscasts appeals were made for contributions to the American Red Cross.

CBS-TV flew news reporters Tom Costigan, Dan Krasnik and Syd Byrnes to the ravaged areas, accompanied by camera crews. Film footage and sound commentary were carried on network news shows and also used on special programs presented over the network's WCBS-TV New York. These special shows over WCBS-TV were carried on Aug. 19, 20 and 21.

Yesterday (Sunday) ABC-TV was to telescast a special hour-long appeal for help for the flood...
areas. Show, 8-9 p.m., featured Arlene Francis, and told the story of the flood and the damage it had caused in areas which it struck. Throughout the previous week flood news was carried on ABC-TV's regularly scheduled newscasts.

ABC Radio was set to carry a special documentary yesterday entitled Disaster. In addition to news programs throughout the week, the network also broadcast interviews with persons in the flood areas who could be reached by telephone.

By Monday, WINS had launched a campaign for funds in conjunction with WGTH Hartford and WVPO Stroudsburg, which cooperated with WINS in broadcasting flood reports from the scene of the disaster. By late Thursday night WVPO had collected to date $4,000 which it will divide equally between WVPO and WGTH. WINS also plans to continue the campaign and arrange an entertainment benefit performance in Hartford.

WINS arranged for coverage of the flood starting last Friday afternoon by setting up a twelve-station "Hurricane Network" which at one point was said to be the only means of communication in areas for assistance and agencies taking action. By last Friday afternoon WVPO and WGTH had set up an estimated 100 newsmen and campers. Crews of men to be used for continuous coverage on regular stations to telephone the latest information from all stations to telephone the latest information from all areas. It was estimated that at least two newscasts a day would be made.

Starting last Tuesday, WPix (TV) New York launched an effort to raise funds for flood relief through all of its entire programming structure with public service announcements. The station intends to continue this project for at least two weeks, during which time viewers will be urged to make contributions to the local chapter of the Red Cross.

Rescue Victims

WEJL Scranton, in the heart of a flooded area, sent men to various disaster areas, where instructions on evacuation were broadcast to residents. Crews in the mobile unit consisted of several men. At 12:30 p.m. on Aug. 19 WEJL broadcast a 7-minute news program, providing a wrap-up of the flood situation to date, and giving information concerning the roads that were closed, restricted areas and the rescue of further flood victims.

Starting last Tuesday, WPix (TV) New York launched an effort to raise funds for flood relief through all of its entire programming structure with public service announcements. The station intends to continue this project for at least two weeks, during which time viewers will be urged to make contributions to the local chapter of the Red Cross.

While Hartford was fortunately situated between two floods and escaped major suffering, its radio and tv stations were kept busy over the weekend, and all last week, serving nearby communities and providing emergency service. WDRC maintained hurricane advisories during Connie and Diane, and really went to work when the floods came. Russ McNaughten, chief announcer, directed the coverage. CBS was on the air for six hours each day.

Paul W. Morency, WTIC Hartford, told WT Saturday afternoon that the station's "Flood Bank" fund had reached a total of $131,850. The three-day campaign started Tuesday night, and had a Friday night total of $200,000. Red Cross and WTIC personnel worked around the clock. WTIC gave WAR Waterbury and other stations permission to pick up its newscasts and weather reports. The station was mouthpiece for emergency messages.

In Providence, R. I., emergency service started at daylight Aug. 19 and continued for several days. WJAR-AM-TV sent newsmen and photographers to Woonsocket and Putnam, where damage was heavy. WJAR-TV showed exclusive films of President Eisenhower's Tuesday conference with governors of six eastern states.

WPRO-AM-FM Providence had news and camera crews in the flooded areas. A special plane was chartered, with Morton Blender, newscaster, and a camera crew covering the critical spots. Staff newsmen flew with Gov. Roberts, of Rhode Island.

WTAG Worcester, Mass., and WESO Southbridge picked up each others' emergency programs.

Staff members of WHLP (TV) Springfield, Mass., had to wade to work but managed to reach areas where water had caused damage. One washout stopped communication between the office and the Provin Mountain transmitter, 10 miles away. Films and mail were carried to the edge of the washout and a mile of relaying through mud and water was necessary.

WACE Chicopee, adjoining Springfield, set up a control center. Rev. L. Robinson, station manager, is radio officer for the Western Massachusetts amateur emergency system (RACES) and directed civil defense communications throughout the state. Station WSPR Service stations operated out of WACE. Trailers of dry ice from New Haven and Boston were shipped to the station and delivered to stricken spots by plane.

Red Cross Funds Sought

In Ware, Mass., Bill Sweeney, WARE general manager, and Dave Pryce, chief engineer, logged broadcast general statement on transmitter, with public service

WJAR New Haven broadcast from Waterbury, Ansonia, Derby and Seymour, Conn., and covered the Hartford visit of President Eisenhower.

WNHC-TV New Haven was scheduled to present an hour-long fund-appeal program yesterday from 8-9 p.m. EDT. Titled Suddenly Disaster Struck, the program included on-the-spot film reports and a dramatization of the New England area. Television and motion picture personalities residing in Connecticut arranged to participate in the telecast. WNHC-TV camera-men shot more than 3,000 feet of sound and silent film since the rains started.

The name of "Operation Washout" was coined by WHYN-AM-TV Springfield for its overall plans of news coverage, public assistance and emergency information. Starting on Aug. 19 and continuing through Aug. 21, last week, both stations served as channels of news and public service information.

WRCX-AM-TV New York last week sent telegram to 50 radio and tv stations in the devastated areas, offering to broadcast help-wanted notices for flood victims. The telegrams stressed that the stations' appeal would not be for money but for surplus equipment, furnishings or clothing, blankets, beddings and other needed items.

Though WKBK-AM Hartford managed to stay on the air Aug. 19, WKBK-TV went off the air that morning when the Farmington River flooded the Connecticut Power Co. stations which supply the tv transmitter in Farmington. At 4:30 p.m. an emergency generator had been placed atop Rattlesnake Mountain and WKBK-TV returned to the air. Throughout that day and weekend, both stations continued to broadcast a continuous stream of flood information.

WICC Bridgeport, outside the disaster area, kept listeners alerted to the possibility of the flood on Aug. 19, but later concentrated on the state and area picture. On Aug. 21 the station broadcast news and appeals for help to flood victims, and some 21/2 hours broadcasting a plea on behalf of the red cross. Eight truck-loads of canned food were collected in the Bridgeport area. The station continued to air appeals for contributions throughout the week. Last Monday General Manager Philip Merryman interviewed Gov. Abraham Ribicoff of Connecticut in what was claimed by the station to have been an exclusive.

Rev. Percy Crawford, radio-tv evangelist, couldn't broadcast his daily program on WIBG Philadelphia from his Pinebrook camp near East Stroudsburg, Pa., so he used his tape recorder for on-the-spot accounts of Delaware Valley's disaster. The ad lib broadcast was described by WIBG as "completely and professionally done."

Taylor Grant, WPTZ (TV) Philadelphia, directed a 12-man staff that worked the night through to alert areas to possible danger as the rains came.

Alan Scott (Let Scott Do It, Mon.-Fri., 9-10 a.m. on WPTZ) went to the Poconos as the rains were starting Aug. 18. He loaded his vacationing family into a car and headed for Philadelphia only to be stopped when his brakes went out. He reached Philadelphia Sunday night, with the station having used three private planes three days in an effort to locate the family.

Rob MacLeish went to Connecticut for WBZ-WBZA Boston-Springfield. He covered the arrival of President Eisenhower at Hartford and

BOWMAN DAIRY Co., of Chicago takes three-day co-sponsorship of Man on the Street program on WROK Rockford, Ill., as Robert N. Wilford (r), advertising director of the dairy, and John J. Dixon, WROK general manager, sign the contract. The program broadcast continuously on WROK for 21 years, is sponsored the remaining three days by Olsen & Ebonn Jewelers, now marking its 15th year with the program.

Broadcasting • Telecasting

August 29, 1955 • Page 43
surveyed storm damage for the Westinghouse outlets.

Philadelphia stations continued flood coverage as public service announcements over the weekend. Pennsylvania state police addressed teletype messages, "Attention, Associated Press, United Press and WCAU news." Philadelphia police relayed messages to WCAU as they circulated during the week. News directors had a 15-man staff working around the clock. TV coverage included photos and maps.

KYW and WPTZ (TV) Philadelphia maintained emergency programming over the weekend and kept crews in the affected areas.

Connie and Diane brought round-the-clock newscasts over WMAR-TV Baltimore including films showing debris from the sunken schooner Levin J. Marvin and interviews with survivors. A hookup of yachts in the Chesapeake provided weather data but storm static overrode most of the messages and the network was unusable during the critical period.

Climaxing a week of special flood service, WEEU Reading, Pa., put on a special "Operations Evacuation" pickup, with on-the-spot story of the arrival in Allentown of 300 children caught in isolated resort areas.

WBUD Trenton covered the area's worst flood in history, working with auto clubs and police and public service groups. Warnings of danger were sounded 24 hours before the flood crested, with the station staff working right through the nights. Richard M. Hardin, WBUD president, publicly thanked the staff on a Wednesday newscast, along with others who cooperated in the coverage.

WTTM Trenton, N.J., went on an emergency basis as the Delaware Valley was struck as a messaging center and rounding up personnel, vehicles and supplies for civil defense agencies. The public was asked to remain calm and stay away from flood areas.

Arnold Snyder, news director, directed emergency coverage as regular programming was abandoned. Joe Ayers, newsmen, flew over the Delaware River, recording an account of the flood and later went out with a motor boat rescue crew. Fred L. Bernstein, WTTM manager, directed the emergency service. Civil and military officials were interviewed and citizens were supplied help in solving their emergency problems.

On his It Looks to Me commentary Arnold Snyder, WTTM newsmen, praised work of police, firefighters and civil defense volunteers but called for a strengthened weather bureau, improved flood control measures and federal-state action to provide low-cost disaster insurance for homeowners and small business.

Radio Amateurs Aid Flood Relief Work

IN THE hardest hit areas of Connecticut and Pennsylvania, radio amateurs were still at their posts a week after the disaster, handling messages for the Red Cross, civil defense, highway and health departments, state police, and hundreds of individuals worried about friends and relatives in the flood-stricken sections.

Some amateurs, members of the Radio Amateur Civil Emergency Service, were alerted by their local civil defense radio officers early Friday. Others, in communities having no organized emergency group, worked with the American Radio Emergency Corps, a group formed by emergency-conscious members of the American Radio Relay League, the amateurs' national service organization, who regularly work on specific amateur frequencies to relay radio messages free of charge for servicemen, other amateurs and the general public, got together either by radiotelegraph or radio-telephone in their customary state, regional and area networks to handle emergency messages.

Location of ARRL National Headquarters in West Hartford and its Maxim Memorial station, WIAW, in nearby Newington, placed it in the center of things. This station is only one of a great many amateur stations used during the flood to aid the emergency; nevertheless, it is a good point from which to view the amateur communications for the state. Since Hartford was designated as Red Cross disaster headquarters, and was already the focal point for state civil defense, WIAW served as a terminus for many vital messages. Torrington had one outgoing circuit on 29-mc. to an amateur in Trumbull, Conn. Members of his family took messages next door to another amateur, who passed them on to Newington on 3.8 mc. When the operator of the only active station in hard-hit Winsted needed relief, two other hams were flown in by helicopter to operate his rig.

Boundy to WGBS-TV Post

GLENN BOUNDY Jr. has been named operations manager of WGBS-AM Miami, Florida, according to Managing Director Frank Riodan. Mr. Boundy, son of Glenn G. Boundy, director of engineering, Storer Broadcasting Co., got his start in TV at WJFK-TV Detroit while he was still in college. His job will be coordinating all operational functions of the ch. 23 NBC television affiliate.

Coast Fm Hookup Planned

WEST COAST fm multiplex network linking fm stations from Sacramento to San Diego with regular good music programming plus multiple background music service has been announced by Arthur Crawford, owner of KCBH (FM) Beverly Hills, key station. The network is to be ready early next year, operating 24 hours daily on three channels—normal broadcast, background and code signals to key commercials for various audiences. Relay stations will be located on Mt. Diablo and at LeBec, Calif.

KRON-TV Buys KCNC Spots To Promote Fall Schedule

KRON-TV San Francisco, to promote its new fall schedule, has purchased a spot announcement campaign on KCNC there, effective Sept. 1 and calling for 42 one-minute announcements a day. The radio campaign to promote a tv lineup is not a "trade deal" (where one medium places advertising on another to get better ad rates), it was emphasized by Harold P. See, KRON-TV manager. Mr. See said that KRON-TV has purchased and will pay for the announcements in the same manner as any other advertiser.

KNBC is the NBC o.k. outlet in San Francisco, KRON-TV is owned by the Chronicle Pub Co. (San Francisco Chronicle) and is affiliated with NBC. The KRON-TV campaign is being handled by the San Francisco office of Abbott Kimball Adv.

WDBJ-AM-TV Roanoke Starts $1,000,000 Building Program

A $1 million building program is underway for WDBJ-AM-TV Roanoke, Va., with completion due shortly after the first of the year. The station, scheduled to begin fall operation this fall, will operate from temporary quarters until the new building is ready, according to M. W. Armistead III, president of Times-World Corp., which operates WDBJ-AM-TV and publishes the Roanoke Times and Roanoke World-News.

Equipment to be installed in the new studios will enable WDBJ-AM-TV's facilities for color tv by permitting local broadcast of films and slides. Besides the new tv station, construction plans call for remodeling the newspaper plant and new studios for WDBJ, all under the same roof.

WTVC-TV Buys New Tower

PURCHASE from RCA of a new tower which will reach 1,000 ft. above ground and increase power to 500 kw has been announced by ch. 19 WTVC-TV Peoria, Ill. The proposed tower, which is expected to be in service by mid-November, is being constructed by Dresser-Ideo Co. of Columbus, Ohio, and will be located at the site of the station's present 240-ft. tower at Creve Coeur, Ill. Edward G. Smith, general manager of Chicago Broadcasting Co., said the new tower will be "the highest man-made structure above ground in Illinois."

WIO-AM-TV Names Reed

ROBERT REED has been appointed program manager of WIO-AM-TV San Antonio, according to James M. Gaines, vice president and general manager. He comes to WIO from NBC (WRC) in Washington where he was featured daily on a 3 1/2 hour radio show, Your Timekeeper, plus several tv programs. Mr. Reed has been an experienced producer and director of Major Bowes Amateur Hour for 10 years and has been a featured performer, producer and director for other top network shows. His new appointment became effective Aug. 26.

Page 44 • August 29, 1955
YOU'RE HALF NAKED IN NEBRASKA COVERAGE IF YOU DON'T REACH LINCOLN-LAND - 42 counties with 200,000 families - 125,000 unduplicated by any other station. Videodex proves that KOLN-TV gets 98.4% more afternoon LINCOLN-LAND viewers than the next station - 116.3% more nighttime viewers!

95.8% of LINCOLN-LAND is outside the Grade B area of Omaha. This market is farther removed from Omaha than South Bend from Fort Wayne, Hartford from Providence or Syracuse from Rochester.

Let Avery-Knodel give you all the facts on KOLN-TV — the official CBS-ABC outlet for Southern Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives
THREE new VHFS READY
FOR SEPT. STARTS

THREE new vhf stations have announced plans to begin regular operations during the first week of September.

KCRA-TV Sacramento, Calif., ch. 3, owned by KCRA Inc. is to take the air on or about Sept. 1. The station will be a basic NBC affiliate.

KNTV (TV) San Jose, Calif., ch. 13, expects to be on the air Sept. 6. The station is owned by the Sunlite Bakers and will be an independent.

KTRK-TV Lufkin, Tex., ch. 9, is set to program on Sept. 1. The station will receive NBC programs from KPRC-TV Houston, Tex., but is not an NBC affiliate.

KCOP (TV) Los Angeles
Boots Power, Revises Format

KCOP (TV) Los Angeles, ch. 13, will increase its power to 170 kw effective Sept. 12 and on the same day will launch its "New Horizons in TV Entertainment," according to Jack Heintz, vice president and general manager. The new program format will place heavy emphasis on live programs during daytime hours.

Feature of the new schedule will be Town Hall Ranch Party, starring Jay Stewart as M.C. with daily guest shots by the country's top western names in country music. The daily show will originate from Sierra Creek Park, a new recreational playground in the Santa Monica Mountains. "We feel that live personalities are better entertainment, and that's what we want to give the viewing public," stated Mr. Heintz.

KVFD-KQTV (TV) Ft. Dodge
Order Gates, GE Equipment

PURCHASE of a new transmitter from the Gates Radio Supply Co., Quincy, Ill., has been announced by Ed Breen, manager of KVFD Ft. Dodge, Iowa. Additionally, KVFD has ordered two 3-speed turntables to replace two of the five in current use at the station.

At KQTV (TV) Ft. Dodge, sister station of KVFD and also managed by Mr. Breen, it was announced that a new GE antenna has been ordered to replace the one damaged by lightning July 12. The station hopes to be back on the air before the first of October, in time for the World Series and the Iowa football games.

KLZ Promotes McEniry

JOHN MCENIRY, assistant sales manager for KLZ Denver, has been promoted to local sales manager for the CBS affiliate, according to Lee Fondren, KLZ general sales chief. Mr. McEniry has been in the Denver radio scene since 1957 and has been with KLZ for one year, coming to the station from a sales position with KFEL and KIMN. In his new position, Mr. McEniry will head a five-man local sales staff.

OFFICIALS of KOMO-AM-TV Seattle complete arrangements for NBC Spot Sales to be national representative for the stations. The agreement brings to 11 major television and nine radio markets represented by NBC Spot Sales. L to r: Q. W. Fisher, president, Fisher's Blend Station Inc.; Thomas B. McFadden, vice president in charge of NBC Spot Sales, and W. W. Warren, vice president and general manager of Fisher's Blend Inc. and Fisher's Television Co.

WXL-TV Promotes Barron and Garfield

WXL-TV Cleveland has promoted two men in its sales staff, according to managing director Franklin Snyder. Frank Barron has been named local sales manager and John Garfield has been appointed national sales executive.

Mr. Barron, who has been with WXL-TV since 1953, will be responsible for the direction of local salesmen and all sales and service activities with area advertising agencies and accounts. Mr. Garfield, who will work with the national sales offices of Storer Broadcasting Co., owner of WXL-TV, and the Katz Agency, national sales representative, joined the station last January from WGAR Cleveland.

KOVR (TV) Plans S.F. Studios

KOVR (TV) Stockton, Calif., ch. 13, will open auxiliary studios in San Francisco, about 45 miles away, sometime in September, Terry H. Lee, general manager, has announced. The studios, from which a portion of the station's programming will be originated, will be located in the Mark Hopkins Hotel atop Nob Hill.

KOVR general offices, sales offices, and promotion and publicity activities will be headquartered with the studios. Recently KOVR applied to the FCC for permission to move the station to San Francisco, but was denied the request because, the Commission stated, Stockton would be left without a television service.

KPMC Increases Power

KPMC Bakersfield, Calif., has begun testing its new 10 kw transmitter, which will replace the 1 kw unit now in use, according to Leo Schamblin, who has been station manager for the ABC outlet since it went on the air in 1932. The new transmitter is located south of the city. Business operations will continue in the downtown studios.

Dow, WNEM-TV to Press
6-Month Series Into 5 Weeks

To OBSERVE the 100th anniversary of the end of World War II the Dow Corning Corp. (chemicals) of Midland, Mich., will present over WNEM-TV Bay City, Mich., the tv version of President Eisenhower's best seller "Europe in Four Weeks," the unusual feature of the presentation is that the entire six-months series will be televised in a period of five weeks, on a Monday-Friday 6:30-7 p.m. basis.

Jack Parker, who covered the war as a correspondent for ABC, serves as host-commentator for the series which began on WNEM-TV yesterday (Sunday). More than 165 million ft. of allied and captured German and Japanese film, some of it never before available, depicts the story of World War II from before the U. S. entry until the final victory.

Because of the great concentration of the series, Dow Corning Corp.'s presentation is believed to be a "first" in tv programming.

Services Held for Jaggars,
KCOW Alliance President

FUNERAL SERVICES were held last Wednesday for Hans Jaggars, 71, president of Sandhills Broadcasting Corp. (KCOW Alliance, Neb.), who died Aug. 21. All were being a broadcaster Mr. Jaggars was a leading cattlemen, hence the call letters KCOW. He helped to found the Sandhills Broadcasting Corp. in 1949 and he was president of the corporation until his death.

Mr. Jaggars is survived by his wife, Elsie; a brother, Robert, of Hay Springs, Neb., and a sister, Mrs. D. Eichorn, of Pocatello, Idaho.

WGBS-TV's New Tower Rises

WGBS-TV Miami, Fl a, reports that construction is proceeding rapidly on its new tower, which when completed will be "the tallest in South Florida." The ch. 23 station believes the new tower will be the heaviest and strongest ever constructed, with three of the nine anchors each weighing 625 tons. Jorgenson & Schreffler of Detroit designed the tower, which WGBS-TV says will raise its power to an equivalent of 800 kw.

'100 in 1' Day in Mobile

WALA-TV Mobile, Ala., was the hub around which nine radio stations teamed up to sell 119 cars in 16 hours for a local automobile dealer. The nine-radio, one-tv network produced results surpassing by 19 the goal set in the special "100 in 1" sale (100 cars in one day). Participating in the promotion in addition to WALA-TV were WALA, its radio companion; WKRG-AM-FM, WABB, WAKB and WAIP, all in Mobile, WHEP Foley and WPBB Jackson, both Ala., and WPMP Pascagoula, Miss. The radio stations started the cars rolling at 6:30 a.m. and on every half hour a five-minute pickup was aired from the car lot. WALA-TV carried four telets from the outdoor car lot while the sale was in progress. According to WALA-TV, reports from people who purchased automobiles during the sale, the telets the major share of the credit for inducing them to buy.
Now... prestige programming pays off with

**RCA Thesaurus**

**"GREAT DAYS WE HONOR"**

40 entirely new and different 15-minute fully recorded Radio Shows dedicated to 40 outstanding patriotic and religious occasions.

Each program devoted to one great day.

Each program conducted by a nationally-known dignitary who explains the origin, meaning and importance of the great day.

Each program rich with music specially composed to explain in song the special day it honors.

Each program replete with traditional songs and music by famous talent.

Each program produced under the supervision of an officially authorized group or person.

**THE STARS OF "GREAT DAYS WE HONOR" HAVE SOLID FAMILY APPEAL**

This is just one of the 27 headline shows... just part of the 1375 minutes of planned programming weekly, plus other great features you get when you subscribe to the RCA Thesaurus program service.

**General of the Army Omar N. Bradley**

in 10 **Patriotic Holidays** on behalf of the Paralyzed Veterans of America.

**Father James Keller**

Director of The Christophers, in 10 Catholic Holy Days.

**Ray Middleton**

in 9 Protestant Holy Days.

**Henry Hull**

in 10 Jewish Holy Days.

**ANOTHER RCA THESAURUS 20TH ANNIVERSARY FEATURE!**

For complete information write, wire or call your nearest RCA Recorded Program Services office.
Beachside Radio

WJBK Detroit has been given credit for doubling the attendance at Metropolitan Beach by recreation director Robert E. Giradin. The station is operating from its new summer studio on the beach and disc m.c. Don McLeod does a daily four-hour program from the water's edge.

Mr. McLeod's music and interviews of guests have become an important entertainment feature of the beach as his broadcasts are tied into the loud speaker system and can be heard over the entire area. The beach is located 22 miles northeast of the Detroit city hall.

CHEVROLET dealers of Southern California became the first buyers of KNXT (TV) Los Angeles' new "Six Plan" according to Robert B. Wood, general sales manager for KNXT and the Columbia Television Pacific Network. Under the plan, an advertiser using six announcements each week (other than A or AA times) earns a volume discounts of 25%. Elia- man-John Agency handles the Chevrolet account.

WAKR-TV Increases Power

WAKR-TV Akron, Ohio, will increase its power from 18.2 kw to 213 kw the latter part of September, according to S. Bernard Berk, president. The ch. 49 station also will increase its daily operating schedule and has established a photographic department.

WXEX (TV) Connected to Bell

CONNECTION of WXEX (TV) Petersburg, Va., to the Bell Telephone System's nationwide network of tv facilities has been announced by the Long Lines Department of American Telephone & Telegraph Co. Addition of the outlet brings the total number of connected stations to 365 and the number of cities served to 242.

Bankruptcy Petition Filed by KCOK Tulare

SHELDON ANDERSON, owner of KCOK Tulare, Calif., listed 367 creditors and indebtedness of $5,951,744 in a bankruptcy proceeding in U. S. District Court in Fresno, Calif.

Mr. Anderson outlined assets of $53,310 exclusive of the radio station and broadcasting license. His petition seeks to have him declared a debtor in possession of his property. If granted, Mr. Anderson would be permitted to run KCOK under supervision and eliminate his debts over a period of years.

The debts were incurred, Mr. Anderson declared, when he built and operated KCOK-TV, uhf ch. 27 in Tulare. The station, now using the call letters KVVG (TV), was taken over by a group of creditors after attempts to sell the plant failed last year.

Mr. Anderson's petition listed unsecured claims totaling $377,964; secured claims of $353,337; taxes due the federal government—$22,620, wage claims of $1,015, and local taxes due of $1,057.

WTOP Creates News Division, Five Newsmen to Be Released

PLANS for the establishment of a news and public affairs division at WTOP-AM-TV Washington have been announced by John S. Hayes, president of WTOP Inc. WTOP and CBS News have maintained a single news operation in the Nation's Capital, but these will be separated on Oct. 30 when the station's new division commences operation.

The new division will be responsible for news gathering activities and broadcast of news and public affairs programs, with emphasis on local coverage, the station said.

Because of the creation of the new division, effective with the Oct. 30 date, the services of five newsmen contractors will not be utilized. They are: Paul Niven, Bill Costello, Claude Mahoney, Peter Hackes and Stephen Kushing. Personnel to be assigned to the WTOP News & Public Affairs Div. will be announced shortly.

Adler Moves to WABD (TV)

APPOINTMENT of Bill Adler, former director of special projects for WRCA-AM-TV New York as director of press and special events for WABD (TV) New York was announced last week by Ted Cott, general manager of DuMont-owned tv stations.

Mr. Adler has been with WRCA-AM-TV New York since last January, producing news and special events programming and documentaries and writing and producing the Tex and Jinx show.

KDUB-TV Boosts to 50 Kw

KDUB-TV Lubbock, Tex., has installed a new DuMont 50 kw transmitter, according to Jack McElrath, news director. The station's old 5 kw transmitter was sent KDUB-TV's satellite, KPAR-TV Sweetwater, Tex., which will soon go on the air.

KTRK-TV ID's in Color

KTRK-TV Houston began televising station identification slides in color last week, according to Willard E. Walbridge, general manager. The ID slides are of familiar scenes and landmarks of the Houston area.

WQXR Releases Beer-Ale Survey Compiled by Pulse

RESULTS of a five-year comparative survey of beer and ale on the air in radio homes in the New York metropolitan area were released last week by WQXR New York.

The latest survey, conducted for WQXR by The Pulse in personal interviews with WQXR listening families and non-WQXR listeners, was combined with the results of four previous beer inventories to give a five-year comparison of brand preferences on hand in the home. The first five brand leaders in the 1955 survey among WQXR families were Rheingold, Ballantine, Piel's, Schaefer, and Schlitz. Leaders among the non-WQXR families were Rheingold, Ballantine, Schaefer, Piel's, and Budweiser.

WQXR's continuing study, designed to determine audience characteristics on a comparative basis, has been conducted for the station by The Pulse since 1949. Comparative studies are available at WQXR covering beer, coffee, cigarettes, mustards, banking and investments, vacations, and automobiles.

Underwood, Lochridge Promoted by Katz Agency

APPOINTMENT of Arthur J. Underwood Jr., as manager of the Detroit office of The Katz Agency, national advertising representatives, was announced last week by the agency. He succeeds W. Fiske Lochridge, who becomes assistant sales manager of Katz' newspaper division in New York.

Mr. Underwood has been on the Detroit sales staff of The Katz Agency since 1946. Mr. Lochridge succeeds John L. Cross Jr., who was killed in an airplane accident earlier this month.

WGN Adds All Illini Games

A NINE-GAME schedule of all U. of Illinois Big Ten and intersectional football games will be carried by WGN Chicago starting Sept. 24, under sponsorship of Mike McCarthy Motors, the station has announced. Myron Welden will handle play-by-play. WGN previously contracted for coverage of the Chicago Bears 12-game pro football schedule, with Standard Oil Co. (of Indiana) as sponsor, starting with exhibition contests Aug. 20. The Illini Big Ten schedule runs through Nov. 19.

WSJS-TV Has New Facilities

WSJS-TV Winston-Salem, N. C., will begin using the station's new facilities, which include a power of 316 kw and tower 2,000 feet above average terrain, the first two weeks of September. The ch. 12 station will be equipped for full color transmission.

WINS Names Burke-Stuart

BURKE-STUART Co., New York, has been appointed sales representative for WINS New York, effective immediately, in Chicago, Boston, Philadelphia, Baltimore and Cleveland. WINS, an independent station, operates with 50 kw on 1010 kc.

Farm Bureau Changes Name

FARM BUREAU Insurance Cos., which owns the Peoples Broadcasting Co., will change its name to the American Farm Bureau Insurance. The company operates stations WKFD Worthington, Ohio; WTTM Trenton, N. J.; WMMN Fairmont, W. Va., and WQAR-AM-FM Cleveland.
REPRESENTATIVE APPOINTMENTS

KTVO (TV) Oklahoma City has appointed Joseph Hershey McGillivra Inc., N. Y., as national representative.


KYA San Francisco has appointed Am Radio Sales Co., L. A. and Chicago, as regional representative in midwestern and southern Calif. areas.

REPRESENTATIVE PEOPLE

Verne W. Behnke, sales manager, eastern div., Motion Pictures for TV, N. Y., to tv sales dept., Edward Perry & Co., N. Y., as account executive; Joaquin J. Carter, formerly in charge of sales development and promotion, Adam Young Inc. (representatives), N. Y., to Petry promotion dept.; Bill Asip, network sales staff, NBC, to tv sales staff as account executive.

Edward Kenefick to tv sales staff, George P. Hollingbery Co., N. Y.

Bill Shaw, account executive, Headley-Reed Co., Chicago, father of girl, Mary Louise.

STATION PEOPLE

W. E. McClanahan appointed sales manager, KCRG-TV Cedar Rapids, Iowa, succeeding Wade S. Patterson, who will devote fulltime to KCRG.


Karl Ebelsen, account executive, WISH Indianapolis, to WPGC Morning-side, Md., as commercial manager.

Herb Evans, formerly with WNET (TV) Providence, R. I., to WTAO - AM - TV - WXHR (FM) Cambridge, Mass., as chief engineer.

Dallas DeWeese, formerly news director, WLV Cincinnati, appointed news director, WISH Indianapolis.

William H. Lutz, vice president, Pratt & Lambert Inc. (paints, varnishes, enamels, lacquers), Buffalo, N. Y., elected to board of directors, WGR Corp. (WGR-AM- TV-Buffalo).

Mac Lean Chandler, formerly manager, CBS-TV Spot Sales, S. F., appointed sales executive, KGLO-AM-FM - TV San Francisco.

Danny Kirk, formerly with WFAA-TV Dallas, Tex., appointed operations desk director, KTXE-TV Lufkin, Tex. (target date Sept. 1).

Bill Igichart, WPFB Middletown, Ohio, appointed commercial director; Charlie Reeder,formerly station manager, WCOL Columbus, Ohio, named WPFB production director; Bob Cordray named news director; Ron Allen and Johnny Noland to station as announcers; Jessie Lee Wolin as copywriter.


Katherine Fox, special broadcast services director since 1941, resigns and expects to announce future plans following Labor Day.

Al Slep, formerly with promotion and publicity dept., Republic Pictures, N. Y., named promotion coordinator, advertising and promotion dept., WRCA-TV New York, succeeding Al Perlmutter, who has been named special project manager, WRCA-AM-TV special events dept. [wht, Aug. 12].

June Buzzelli, national promotion staff, Westinghouse Broadcasting Co., N. Y., appointed assistant promotion manager, KD KA Pittsburgh, effective Sept. 1; Wayne Griffin, formerly associated with ABC Breakfast Club and other network shows, signed to exclusive KDKA-TV contract to present daily 60-minute Wayne Griffin Show, effective today (Mon.).

James Mortvedt, general manager, WTRW Two Rivers, Wis., to sales staff, WTWJ (TV) Bangor, Me., effective in September.


Betty Lembchek, model and Mrs. San Diego, to KFSD-TV San Diego as weather girl.

KLOR (TV) Portland was co-host with Dodge Div. of Chrysler Corp. at a champagne party in the station’s studio to watch the new Lawrence Welk “Champagne Music” program, sponsored by Dodge. Front row (l to r): Dodge general managers B. G. Alford and Don V. Cady; W. B. Suttle, Dodge regional sales manager, and Dodge dealer Dick Niles. Back row (l to r): Dodge dealers T. E. Pederson and C. R. Parkinson and William A. Healy, director of KLOR.

Noreen Jean Hoffman, graduate, Northwest Radio & TV School, Portland, Ore., to WIMA-TV Lima, Ohio, as continuity writer.

Jan Jaworski named secretary of promotion dept., WOW Omaha, Neb.

James Good and Roger Thayer, graduates, Northwest Radio & TV School, Portland, Ore., to KXIB-TV Fargo, N. D.

Elaine Squer, WNHC-AM-TV New Haven, Conn., reassigned to handle publicity and promotion.

Reva Taylor, graduate, Northwest Radio & TV School, Portland, Ore., to KTIV (TV) Sioux City, Iowa.

William E. Reed, continuity director, WTVJ (TV) Miami, elected president, Optimist Club of Miami.

Willard R. Hasbrook, president, KFXM San Bernardino, Calif., named director of local chamber of commerce and American Cancer Society area chapter and county chairman of March of Dimes.

Jim Filder, meteorologist and weather station director, WLYN Cincinnati, appointed to special radio- tv committee, American Meteorological Society.

Jules Dundes, general manager, KCBS San Francisco, elected to board of directors, S. F., Employers’ Council.

William G. Wells, president and owner, WTAN Clearwater, Fla., has moved from Alexandria, Va., to 501 Allie Rd., Clearwater.

Lorraine Conrey, secretary to tv program and traffic coordinator, WNHC-TV New Haven, Conn., and Ernest Avena are to be married Nov. 12; Joe Burns, WNHC-TV news reporter, and Ellen Bree are to be married Oct. 8.

Alan Rusten, newsmaster, WPTZ (TV) Philadelphia, father of girl, Henriette Cheryl, Aug. 11.

Hank Weaver, news and sports announcer, KABC Hollywood, father of boy Aug. 10.

Jim Ingram, continuity director, KHH Los Angeles, father of boy, James Walker Jr., Aug. 2.

August 29, 1955 • Page 49
TELEVISION BUREAU ADDS NBC TO LIST

SIGNING of NBC to membership in the Television Bureau of Advertising is being announced today (Monday) by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, and Oliver Treyz, president of TVB. Mr. Denny will join the bureau's board in accordance with the TVB bylaws.

TVB's membership now includes 152 stations, two networks and eight representative firms for a total of 162. The new TVB members from NBC are the NBC-TV network and its owned stations: WRCA-TV New York, WRGB-TV Washington, WNBQ (TV) Chicago, WRBN (TV) Cleveland, and KRCA (TV) Los Angeles.

With regard to the network signing, Mr. Denny said, "We have watched with interest the progress made by the Television Bureau of Advertising since its creation. We look forward to sharing in its good work for the entire television industry."

Mr. Treyz said he was gratified that NBC has joined TVB. "This marks the biggest single increase in TVB's revenues since the initial membership campaign of last winter and lifts them to over $500,000 per year," he asserted.

TVB's Other New Members

SIGNING of Cowles Broadcasting and the Washington (D. C.) Post stations as members of the Television Bureau of Advertising, New York, has been announced by Norman E. Cash, TVB's director of station relations. The Cowles TV properties are KRNT-TV Des Moines and KJTV (TV) Sioux City. The Washington Post is licensee of WTOP-TV Washington and WMBR-TV Jacksonville, Fla.

Newspaper Supplements Promote Radio-TV Week

SPECIAL supplements promoting National Radio & TV Week Sept. 18-24 will be published by newspapers in nearly 100 major market areas, according to reports received by the Public Relations & Advertising Committee of Radio-Electronics-Tv Mfrs. Assn.

The all-industry program is drawing attention to the format that gives the promotion in past years, according to the committee. Co-operating in the planning are National Appliance & Radio-TV Dealers Assn., National Electrical Dealers Assn., NARTB and RETMA.

NARDB has directed formation of regional committees in major markets, with local dealers, distributors and broadcasting cooperating. Copy for newspaper supplements has been prepared by Saturday Evening Post. Display banners and posters have been prepared for dealers and distributors by Life magazine.

NARTB has supplied a Radio-TV Week promotion kit to networks and radio-TV stations. This includes 67 station breaks, spots and general announcements. The spots are based on the theme, "National Radio & TV Week Dedicated to Better Home Entertainment." Listeners will be urged to see outstanding TV programs on local TV stations and in radio-in-every-room and radio-for-every-purpose themes will be emphasized. RETMA member companies are promoting through special messages in their all-media advertising.

Ellis L. Redden, Magnavox Co., is chairman of NARDB's Public Relations & Advertising Committee. Specific plans are being handled by a special RETMA radio-TV subcommittee headed by Julius Haber, RCA. Other members are J. Callin Affleck, Allen B. DuMont Labs; David S. Cook, Stromberg-Carlson Co.; S. J. Frietsch, Philco Corp.; C. Erik Isgren, Zenith Radio Corp.; David H. Hutner, Motorola Inc., and Gerald Light, CBS-Columbia.

Georgia Broadcasters Ask Uniform Time Legislation

GEORGIA senators and representatives in Congress were urged last Tuesday by Georgia Assn. of Broadcasters "to initiate and strive for passage of such legislation as will have the effect of keeping time in this country in the same relative position at all periods of the year, so that if clocks are moved ahead or behind at any place it will be mandatory on all places and will thus retain uniformity."

Meeting at St. Simons Island, GAB also adopted a resolution proposing that NARTB's name be changed back to National Assn. of Broadcasters. GAB contested, "The term broadcaster adequately describes a person or station involved in disseminating sounds and/or pictures to the general public." It claimed the present title is "somewhat cumbersome."

Glenn C. Jackson, WAGA Atlanta, GAB president, presided at the meeting. Other officers are L. H. Christian, WRFC Athens, vice president, and W. Newton Morris, WMLT Dub- lin, secretary-treasurer. In adopting the uniform time resolution it was pointed out that this year's extension of daylight time to varying dates makes the situation "even more confusing and burdensome."

Fifteen Join NATFD

FIFTEEN Texas stations have joined the newly formed National Assn. of TV Film Directors and will send representatives to the District 13 meeting, according to Jim Bentley, district chairman. The stations are: KPRC-TV and KHUT (TV) Houston, WBAP-TV Ft. Worth, WFAA-TV and KRLD-TV Dallas, KGUL-TV Galveston, KENS-TV San Antonio, KGBT-TV Harlingen, KCMC-TV Texarkana, KVDO-TV Corpus Christi, KMID-TV Midland, KLTV (TV) Tyler, KWTX-TV and KANG-TV Waco and KCEN-TV Temple.

ADDITION of NBC to Television Bureau of Advertising membership lifts TVB revenues to more than $500,000 per year, brings total of 152 stations, two networks and eight representative firms into the TVB fold. Oliver Treyz (l), TVB president, watches Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, sign up.

Democracy Contest Readied for Autumn

ANNUAL Voice of Democracy contest will draw more than a million-and-a-half high school participants this coming autumn, according to James D. Kerrey, executive vice president of Radio-Electronics-Tv Mfrs. Assn. and chairman of the national VOD Committee.

Plans for the contest have been drawn up by the committee, with local competitions to start Oct. 1. Eliminations will take place until Nov. 11 after which regional and state contests are scheduled, winding up Dec. 4. All contestants will write and recite original five-minute scripts on the theme, "I Speak for Democracy." Participating organizations are NARTB, RETMA and U. S. Junior Chamber of Commerce, with endorsement of the U. S. Office of Education and National Assn. of Secondary School Principals.

Dr. S. M. Brownell, commissioner of education, in endorsing the annual contest, said, "There are no losers in the Voice of Democracy Contest. The millions of young people who participate gain by the experience of considering the values of our democratic form of government and by defining those ideals of freedom and initiative which have contributed to the greatness of our nation."

The contest is open to all 10th, 11th and 12th grade pupils of any public, private or parochial school in the United States. The four national winners receive $500 scholarships along with trips to Washington. National and state winners receive tv sets.

Members of the VOD committee, besides Chairman Secret, are Robert K. Richards, NARTB, vice chairman; Joseph M. Stitnick, NARTB; Dean Burton and Jay Wagner, Junior Chamber of Commerce; John E. Gurley, Gertrude Broderick, Office of Education; Dr. G. Kerry Smith, National Education Assn., and Peter H. Cousins, RETMA.

NARTB Meetings Feature Speeches by FCC Members

ALL SEVEN members of the FCC will participate in NARTB's regional meetings this fall under a tentative schedule of appearances announced Wednesday by NARTB President Harold E. Fellows. Each member will address one regional banquet except Comr. Robert T. Bartley, who is scheduled for two appearances.

Mr. Fellows announced the date of the regional meeting originally set for Sept. 21-23 at Saranac Inn, N. Y., had been changed to Sept. 22-24 because of a hotel conflict. Region 1, which meets at Saranac Inn, includes eight states (New England, N. Y., N. J.). The series opens Sept. 19 in Chicago (see schedule, Up- coming, page 90).

The schedule of appearances by FCC members follows:


Guy Heads NATRB Committee

RAYMOND F. GUY, NBC, has been named chairman of the NATRB Engineering Advisory Committee by NATRB President Harold E. Fellows. Other members are: Glenn G. Boundary, Chicago Broadcast Co.; Robert E. Nettles and Westinghouse Broadcasting Co.; Philip B.
WDAY-TV WINS BY A KNOCKOUT!

Hoopers show that in Metropolitan Fargo, WDAY-TV wins all audience-preference honors, hands down. Actually, five to six times as many Fargo-Moorhead families tune to WDAY-TV, as to the next station!

Look at the TV sets-in-use—65% at night!

But Metropolitan Fargo is really just a small portion of the story. WDAY-TV is the preferred station throughout the rich Red River Valley—one of agricultural America’s heavily-saturated television markets. Ask Free & Peters!

**HOOPERS show** that in Metropolitan Fargo, WDAY-TV wins all audience-preference honors, hands down. Actually, five to six times as many Fargo-Moorhead families tune to WDAY-TV, as to the next station!

Look at the TV sets-in-use—65% at night!

But Metropolitan Fargo is really just a small portion of the story. WDAY-TV is the preferred station throughout the rich Red River Valley—one of agricultural America’s heavily-saturated television markets. Ask Free & Peters!

**WDAY-TV**

FARGO, N. D. • CHANNEL 6
Affiliated with NBC • ABC
FREE & PETERS, INC.
Exclusive National Representatives

**HOOPER TELEVISION AUDIENCE INDEX**
Fargo, N. D. - Moorhead, Minn. — Nov., 1954

<table>
<thead>
<tr>
<th>Time Period</th>
<th>TV-Sets-In-Use</th>
<th>Share of Television Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AFTERNOON</strong> (Mon. thru Fri.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 noon — 5 p.m.</td>
<td>28</td>
<td>86</td>
</tr>
<tr>
<td>5 p.m. — 6:30 p.m.</td>
<td>48</td>
<td>88</td>
</tr>
<tr>
<td><strong>EVENING</strong> (Sun. thru Sat.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 p.m. — 12 midnight</td>
<td>65</td>
<td>85*</td>
</tr>
</tbody>
</table>

*(Adjusted to compensate for fact stations were not telecasting all hours)*
Laerer, WTMJ Milwaukee; John G. Leitch, WCAU Philadelphia; J. E. Mathiot, Steiman Stations; James D. Russell, KKVW (TV) Colorado Springs, Colo. Network representatives on the committee, besides Chairman Guy are Rodney D. Chipp, DuMont; Earl M. Johnson, MBS; William B. Lodge, CBS, and Frank Marx, ABC.

Adv. Federation Announces Members of Education Group

MEMBERS of the 1955-56 National School & College Cooperation Committee of the Advertising Federation of America, New York, have been announced by Ben R. Donaldson, director of institutional advertising of Ford Motor Co. and chairman of the board of AFA. They are: Henry Obermeyer, vice president, Bozell & Jacobs, New York, chairman; Roger Barton, editor, Advertising Age Magazine, New York; Prof. Lawrence E. Bretsch, U. of Rhode Island; Prof. Philip W. Burton, Syracuse U. and president of Alpha Delta Sigma.

Ira E. Dejernett, Dejernett Adv. Agency, Dallas; Gareis Ferguson, director of advertising and sales promotion, The Celotex Corp., Chicago; Prof. Charles D. Forrest, U. of Indiana, Bloomington; Prof. Walter A. Gove, City College of New York; Lester D. Hafemeister, advertising manager, Weyenberg Shoe Co., Milwaukee; Donald M. Hobart, director of research, Curtis Publishing Co., Philadelphia; Prof. Walter H. House, president, Gregory & House, Cleveland; Bea Johnson, director of women's activities, KBMC-KFRM (FM) Kansas City; D. C. Marschner, advertising and sales promotion manager, Shell Oil Co., New York.

Prof. Earl McIntyre, Michigan State College, Lansing; Prof. Ellis H. Newsome, U. of Iowa; George B. Park, vice president, McCanna-Erickson, New York; Prof. Royal H. Ray, head of the department of advertising, Florida State U., Tallahassee; Prof. Charles H. Sandage, chairman of the division of advertising, U. of Illinois, Urbana; J. Leroy Thompson, director of the educational service bureau, Wall Street Journal, and Alan T. Wolcott, director of public relations, Audit Bureau of Circulations, Chicago.

TV Academy Schedules Series Of Monthly Membership Meets

THE Academy of Television Arts & Sciences, Hollywood, Calif., has scheduled a series of monthly meetings to inform and entertain membership, Don De Fore, Academy president, announced last week. The first meeting, the subject of which is "Economics of Television," will be held Wednesday at the Screen Directors Theatre, Hollywood, under the chairmanship of Johnny Mercer.

Discussions will be conducted by Dinah Shore, Gordon Jenkins, Meredith Willson, Victor Young, Wilbur Hatch, Jud Conlon and John Seelye.

Mr. De Fore said the second meeting, planned for late September, will be chairmanned by Hal Roach Jr. and will cover the topic "The Economics of Television."

AAA Pacific Region Lists Plans for Annual Convention

"ADVERTISING'S Forward Look at Tomorrow's Business Opportunities" will be the theme of the 18th annual meeting of the Pacific Region, American Assn. of Advertising Agencies, at Coronado, Calif., Oct. 2-5.

The program is being arranged by general chairman Andy Neally, BBDO, Los Angeles, and will feature speakers and panels made up of professional men in the advertising field. Highlights of the convention include an open house for members and guests, a chuck wagon dinner, golf and pits pot tournament and a publishers cocktail party.

The meeting will conclude with a luncheon honoring the national chairman, regional officers and board members. Robert D. Holbrook, national vice chairman of AAAA, will speak.

Bartlett Joins NARTB

GEORGE W. BARTLETT, for nine years with WDNC-AM-FM Durham, N. C., as chief engineer, will join NARTB Sept. 12 as assistant engineering manager under A. Prose Walker, head of the department. A native of New Bedford, Mass., Mr. Bartlett was graduated in 1940 from Massachusetts Institute of Technology, Boston. He studied at Brown U., as well. From 1941-44 he was junior monitoring officer for the FCC at Millis, Mass., and served as a radio officer in the U. S. Maritime Service 1944-46. He is a member of Institute of Radio Engineers, Durham Engineering Club and American Radio Relay League.

Broadcast Group to Meet

THE FIFTH annual Fall Symposium of the Professional Group on Broadcast Transmission Systems will be held at the Hamilton Hotel, Washington, Sept. 23 and 24. The technical program will be built around the new techniques developing in the field of broadcasting and a consideration of television propagation factors as related to television allocation engineering.
Hottest Football Package

in the East!

What a line-up—some of the finest teams in the east will meet Princeton at Palmer Stadium! The powerful voice of KYW carries this full schedule of games to 31 counties and 1,792,400 radio families in our tri-state area. The price? So low it will make the sponsor cheer!

The 9-game schedule starts September 24 with Herb Carneal doing the play-by-play reporting on the grid-iron action, and Mark Olds providing the color.

Average broadcast runs 2 1/4 hours, including 15-minute warm-up, post-game summary, and half-time interviews with famous guests.

The package itself is a steal at the price, but KYW backs it up with an unprecedented sponsor promotion: weekly newspaper ads, outdoor billboards, airplane banners, point-of-sale merchandising, and more... all at no extra cost to the sponsor.

You'll fall off your chair when you hear the low price for the complete schedule of Princeton game broadcasts. To fall off your chair, call Bob Teter, LOrust 4-3700 at KYW, or Eldon Campbell, WBC National Sales Manager at MUrray Hill 7-0808, New York. Pick up your phone now.

WESTINGHOUSE BROADCASTING COMPANY, INC.

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

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

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Free & Peters, Inc.
MacNeal Heads Contest
APPOINTMENT of Robert E. MacNeal, president of Curtis Pub. Co., Philadelphia, as chairman of the 10th annual National High School Essay Contest sponsored by the Advertising Federation of America, New York, was announced last week by Ben R. Donaldson, chairman, AFA. Closing date for contest entries to reach New York will be April 18, 1956.

Committee members who will serve with Mr. MacNeal are: J. Kenneth Laird Jr., executive vice president, Tatham-Laird Inc., Chicago; Russell B. Weston, advertising and sales promotion manager, Ethyl Corp., New York; representing advertising clubs, Mrs. Gene Radney, Akron; Edward B. Smith, Durham, N. C.; Lavern E. Gelot, Ft. Wayne, Ind.; Margaret Angus, Indianapolis; S. Watson Dunn, Madison, Wis.; L. L. Zimmerman, Miami, Fla.; Behrens V. Rosberg and Marie D. Smith, both of Washington.

Cruise Offered Admen
PREMIUM Adv. Assn. of America is offering an expense-paid, 10-day vacation for two in Madrid, Spain, as grand prize in a giveaway for admen attending the semi-annual Premium Adv. Conference in New York's Sheraton-Astor Hotel. The association will award more than 50 other door prizes worth from $25 to $200 as an inducement to merchandising, advertising and promotion men to attend the conference, part of the PAAA-sponsored New York Premium Show Sept. 12-15.

Rights Claimed for Olympic Film
Two Canadians say they have exclusive rights for 16mm and 35mm film of Melbourne games and winter Olympics in Italy next year.

TWO AMBITIOUS new Canadians, a Czech and an Austrian, claim to have world rights for 16mm and 35mm film for the Olympic Games to be held at Melbourne, Australia, Nov. 22-Dec. 8, 1956. They have announced at Toronto that their Australian representative, F. Jellinek, signed an agreement with the Olympic Committee at Melbourne early in August.

The two men, trading under the firm name of M.R.T., at 40 Brock Ave., Toronto, are Milo R. Tuma, a Czech who has been in Canada about five years, and Wilfried A. Hoellige, an Austrian, who joined Mr. Tuma early in August. Mr. Tuma has been taking sports films for Dave Price Productions, Toronto, sports specialists, for a couple of years, and has done some freelance camerawork for Canadian Broadcasting Corp., Toronto. Mr. Hoellige has had no Canadian tv or radio connections. Both had done film and public relations work in central Europe before coming to Canada.

In addition to claiming world film rights for the Melbourne Olympic Games, they also claim to have 16mm rights for the Winter Olympics at Cortina d'Ampezzo, Italy, Feb. 7-21, 1956. Checking with various sources at Toronto,

South of the Border
IN A MOVE said to mark the entry of Sears, Roebuck & Co. into television, the retailer has purchased the Spanish version of Ziv Television Programs' Science Fiction Theatre for showing in Mexico City and Monterrey.

Sales of other Spanish-language Ziv tv shows, announced last week by the company, included those of Favorite Story to Phillips of Holland for Monterrey, Mexico; Mr. District Attorney to J. Uppman, Havana Tobacco Co., for Havana; The Unexpected to National Biscuit Co. for Sao Paulo, P. R. and to American Tobacco Co. for Caracas, Venezuela, and Cisco Kid to Standard Brands for Caracas.

BWT could find no one who had seen written proofs of the contracts or of money transfers to obtain the world rights at Melbourne. Mr. Hoellige said the amount for the Melbourne contract was close to $100,000.

The two men plan to sell Canadian and U. S. rights to the sports film on a daily half-hour program basis to one or two advertisers for tv use, and to highest bidders among newscast companies. Movie and tv organizations in other countries would be asked to pay on a similar basis. Advertising is to be limited to mere announcements. A number of advertisers are understood to have the program under consideration.

Plans are to have advertisers pay one-third of contract at signing of papers, one-third at start of Olympic Games, and one-third on delivery of film. Part of the financing is understood to be through a Czech loan organization formed to help Czech newcomers to Canada.

Mr. Hoellige told BWT that plans are to take about 2,000 ft. of film daily at the Olympic Games, and one-third of delivery of film. Part of the financing is understood to be through a Czech loan organization formed to help Czech newcomers to Canada.

Mr. Hoellige told BWT that plans are to take about 2,000 ft. of film daily at the Olympic Games, and one-third of delivery of film. Part of the financing is understood to be through a Czech loan organization formed to help Czech newcomers to Canada.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

The Quint Cities
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product.

Survey proves it. Advertisers know it.

WOC, the quint city station, in the heart of this rich, agricultural and industrial area ... a market with money in its pockets ... a market blanketed by WOC.

The quint city area is ideal for test campaigns. Five cities combined into one metropolis ... thousands of rural listeners. Select WOC for successful sales and campaigns.

Get the facts from your nearest office or from WOC.

AM-FM-TV

Davenport, Iowa
Free & Peters Inc.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

South of the Border
IN A MOVE said to mark the entry of Sears, Roebuck & Co. into television, the retailer has purchased the Spanish version of Ziv Television Programs' Science Fiction Theatre for showing in Mexico City and Monterrey.

Sales of other Spanish-language Ziv tv shows, announced last week by the company, included those of Favorite Story to Phillips of Holland for Monterrey, Mexico; Mr. District Attorney to J. Uppman, Havana Tobacco Co., for Havana; The Unexpected to National Biscuit Co. for Sao Paulo, P. R. and to American Tobacco Co. for Caracas, Venezuela, and Cisco Kid to Standard Brands for Caracas.

BWT could find no one who had seen written proofs of the contracts or of money transfers to obtain the world rights at Melbourne. Mr. Hoellige said the amount for the Melbourne contract was close to $100,000.

The two men plan to sell Canadian and U. S. rights to the sports film on a daily half-hour program basis to one or two advertisers for tv use, and to highest bidders among newscast companies. Movie and tv organizations in other countries would be asked to pay on a similar basis. Advertising is to be limited to mere announcements. A number of advertisers are understood to have the program under consideration.

Plans are to have advertisers pay one-third of contract at signing of papers, one-third at start of Olympic Games, and one-third on delivery of film. Part of the financing is understood to be through a Czech loan organization formed to help Czech newcomers to Canada.

Mr. Hoellige told BWT that plans are to take about 2,000 ft. of film daily at the Olympic Games, and one-third of delivery of film. Part of the financing is understood to be through a Czech loan organization formed to help Czech newcomers to Canada.

Mr. Hoellige told BWT that plans are to take about 2,000 ft. of film daily at the Olympic Games, and one-third of delivery of film. Part of the financing is understood to be through a Czech loan organization formed to help Czech newcomers to Canada.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

The Quint Cities
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product.

Survey proves it. Advertisers know it.

WOC, the quint city station, in the heart of this rich, agricultural and industrial area ... a market with money in its pockets ... a market blanketed by WOC.

The quint city area is ideal for test campaigns. Five cities combined into one metropolis ... thousands of rural listeners. Select WOC for successful sales and campaigns.

Get the facts from your nearest office or from WOC.

AM-FM-TV

Davenport, Iowa
Free & Peters Inc.

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Reed-Krasne Opening
Chicago, N. Y. Branches

COMPLETELY staffed branches of Roland Reed-Gross Kransne Tv Commercials will be opened Sept. 12 in New York and Chicago, it was announced last week. Headquarters for the film organization will remain in Hollywood, Calif.

Russ Raycroft and Burton Neuberger will head the New York and Chicago offices, respectively. Mr. Raycroft, who has been named a vice president, was formerly vice president of radio-tv for Robert W. Orr & Assoc. Mr. Neuberger, who previously served as national sales manager of Kling Studios, Chicago, has been named midwestern sales manager of RR-
Screen Gems Promotes Hanft; Other Changes Announced

PROMOTION of Burt Hanft from business manager to director of business affairs of Screen Gems Inc. was announced last week by Ralph M. Cohn, vice president and general manager, as part of a series of staff additions and transfers.

Mr. Hanft had served as business manager of Screen Gems for three years. As director of business affairs, he will supervise procedures and finances and administer and negotiate national sales contracts.

Mr. Cohn also announced that Dan Glass has been named business manager of Screen Gems, reporting to Mr. Hanft; James Dodd has been named to the newly created post of coordinator of national sales; Robert Cooper has joined the company's merchandising department, and Wally Waldstein has been appointed service manager replacing Art Topol, who has been transferred to the sales staff.

Dispute Looms on Rights To Tarzan on Television

DISPUTE as to who holds television rights to Tarzan appeared to be in full bloom last week as Walter White Jr., Commodore Productions and Artists Inc., circulated a letter advising Edgar Rice Burroughs Inc. and Sol Lesser Productions that Commodore would take all legal steps to uphold a 1950 agreement with Burroughs.

West coast trade stories and advertisements earlier last week had announced that Lesser had obtained tv rights to Tarzan from the Burroughs estate. Lesser has been producing Tarzan theatre films for years.

In a letter to BTV, Mr. White said: "Accompanying this note is a copy of a letter served upon Sol Lesser Productions Inc., and Edgar Rice Burroughs Inc., and it means what it says. This is a very valuable television property belonging to Commodore Productions and we intend to take every action available to protect our rights."

The enclosed letter, by legal counsel, notified Lesser that Commodore "has the sole and exclusive right to the use of the character Tarzan on radio and television under an agreement with Edgar Rice Burroughs Inc., dated Dec. 21, 1950. Our client is committed to the policy of vigorously protecting its rights in all Tarzan production to the full extent of the law, including injunctive relief. You will be held strictly accountable for all loss and damage caused by presenting the character Tarzan in any audio or visual program over the air."

More Clients Purchase ABC Anniversary Package

SALE of ABC Film Syndication Inc.'s anniversary package of feature films to six more clients was announced last week by George T. Shupert, president. They are: WJAR-TV Providence, KTVH (TV) Hutchinson, Kan., KLZ-TV Denver, WFAA-TV Dallas, KIDO-TV Boise and Schlitz Brewing Co., Milwaukee.

New sales, in addition to those made earlier...
to WCBS-TV New York, KVT (TV) Salt Lake City, KOMO-TV Seattle and KRON-TV San Francisco, represenhted nearly $250,000 in billings, Mr. Shupert said.

The package includes 15 full-length motion pictures offered to TV for the first time.

Screen Gems Film Gains First European Clients

INITIAL SALES on Screen Gems film programs in Europe, including France, Italy, and Britain, were announced last week by John H. Mitchell, vice president in charge of sales for Screen Gems.

The transactions cover 52 weeks of the Ford Theatre to Commercial TV Contractors of London for use throughout the United Kingdom; 12 programs each of Ford Theatre, Adventures of Rin-Tin-Tin and Captain Midnight to Radio Televisione Italiana, and 52 programs of Adventures of Rin-Tin-Tin to Radio Diffusion Francaise. The dubbing will be done in Italy and France.

Mr. Mitchell also reported that in the U.S., the Jungle Jim film series, starring Johnny Weissmuller, brought in $250,000 worth of orders the first week of its syndication. The series, he said, has been sold in six markets.

Sales on other SG series, according to Mr. Mitchell, have reached an all-time high. His All Star Theatre (Ford Theatre in syndication) has been sold to 233 stations and Big Playhouse, Adventures of Rin-Tin-Tin, Top Plays of 1955 and Jet Jackson have been sold to more than 200 stations.

**WREX-TV**

**means**

256,600 TV sets and over 1,000,000 pairs of eyes

Here is a billion dollar market, untouched by either Chicago or Milwaukee TV (90 air miles away). Only one VHF station rules this domain, only one VHF station feeds the finest of network (CBS-ABC) and local shows to agricultural and industrial eyes. A truly market-area station — an important station for you. Call Joe Baisch, or contact your H.R. mon for complete details and availabilities.

**Official Films Elects Two**

ELECTION of Lee Moselle and Robert Birnheim to the board of directors of Official Films Inc. was announced last week by Harold L. Hackett, board chairman and president.

Mr. Moselle also is general counsel for Official Films. Mr. Birnheim is a partner of the Urban Realty Co., New York. Their addition brings total membership of Official's board to eight. Other continuing members are Mr. Hackett; Herb Jaffe and Herman Rush, vice presidents; Isaac D. Levy, director; Herbert Siegel, secretary, and Seymour Reed, treasurer.

**FILM SALES**


MCA-TV also has sold package of 67 Roy Rogers and 36 Gene Autry films to WCAU-TV Philadelphia, WTMJ-TV Milwaukee and KTNT-TV Tacoma, Wash.

Richard H. Ulman Inc., Buffalo, N. Y., has sold Watch the Birdie to WHO-TV Des Moines, Iowa; KMBC-TV Kansas City; WJTV (TV) Elkhart, Ind., and WJBR-TV Detroit.

**FILM PRODUCTION**

Mark Stevens Tv Co., L. A., has started production on 39 half-hour films for Big Town, produced, directed and starred in by Mr. Stevens and also featuring Barry Kelley and Joe Avedon. Show, on NBC-TV, will go on air in early October, sponsored by Lever Bros. and A. C. Spark Plug Div. of General Motors.

Kadina Productions Inc., N. Y., has completed new TV series for early September release, featuring Milton Berle and Lee Joffe, produced by Yvonne S. Petsuhanzy, directed by Michael Weiss and written by Malcolm Reeves. Series was filmed in Kodak color.

**ATV Film Productions, N. Y.** announces completed production on two 90-second film color TV commercials for use in Sept. 11 NBC-TV spectacular, "The Skin of Our Teeth." One commercial was produced for Ted Bates & Co., N. Y., for Standard Brands' Royal Gelatin desserts and other for Compton Adv., N. Y., for Instant Chase & Sanborn coffee.

**RANDOM SHOTS**

Storyboard Inc. (tv commercials), Hollywood, has signed Wigland, progressive-music firm, to compose background scores for Storyboard commercials.

**FILM PEOPLE**

George H. Green, formerly production manager, radio-TV dept., Doyle Dane Bernbach, N. Y., to George Blake Enterprises (tv film producers), N. Y., as account executive.

Frank Burns, formerly of Dell Pub. Co., N. Y., appointed director, purchasing and shipping dept., Transfilm Inc., N. Y.
THE OLD and the new! An elder legal statesman, William Clarke Mason of Philadelphia, contemplates television's courtroom potential on the basis of more than a half-century of practice as he enters the meeting room of the Bellevue-Stratford Hotel after looking at the historic American Bar Assn. closed-circuit telecast staged by the three Philadelphia tv stations, WPTZ (TV), WCAU-TV and WFIL-TV.

THE SILENT WITNESS

By J. Frank Beatty

TELEVISION had its day in court last week in Philadelphia.
The conservative American Bar Assn., meeting in the shadow of Independence Hall, broke tradition and made juridical history by admitting tv cameras and microphones to its official convention proceedings.

And broadcasters broke a lot of preconceived prejudices by showing in a test tv demonstration that electronic gear can be operated in semi-concealment in absolute silence, using normal auditorium or courtroom lighting.

In the cradle of liberty, where many of the legal profession's traditions were conceived, broadcasters staged a pooled closed-circuit telecast of the meeting of ABA's House of Delegates, its governing body.

This test convinced the judges and lawyers that television—and radio, too—can operate without Hollywood trappings or floodlights, and that it can do a faithful job of reporting.

The three Philadelphia tv stations—WPTZ (TV), WCAU-TV and WFIL-TV—joined in staging the pooled closed-circuit telecast of House of Delegates proceedings, cooperating with NARTB. Staged Monday afternoon, the pickup culminated years of campaigning under leadership of Judge Justin Miller, NARTB advisor and ex-chairman of the board and president.

Costs of the pickup were pooled by the three stations, with WPTZ handling actual coverage. Three cameras placed in the background of the dimly-lighted Bellevue-Stratford's ballroom produced bright, sharp pictures which delegates watched eagerly. Most of them could get a better view of proceedings on the lobby tv receivers than from points inside the meeting room.

An actual on-the-air telecast was staged Wednesday morning when the meeting of the Committee on Cooperation with Laymen was held in the Bellevue-Stratford Rose Garden. The three Philadelphia tv stations provided 90-minute on-the-air service, each carrying a half-hour segment. Judge Bolitha Laws, chief justice of the U. S. District Court, D. C., presided.

And again Wednesday afternoon ABA admitted electronic reporting to its sessions, permitting nationwide radio-tv network coverage of President Eisenhower's address.

These performances by television and radio, described by many ABA delegates as an important step in ABA if not courtroom history, drew no recorded criticism from judges and lawyers long loathe to permit direct communication between the general public and the courtroom.

The broadcasts raised hopes for eventual revision of ABA's controversial Canon 35, a flat radio-tv-camera prohibition that grew...
out of the Bruno Hauptman kidnap-murder trial coverage two decades ago. An ABA special committee is currently discussing plans to revise its canons—a movement led by Judge Miller and NARTB.

Wednesday’s Rose Garden telecasts, in which cameras were entirely concealed by screens, moved Sen. Margaret Chase Smith (R-Me.) to observe that “Americans are entitled to two things—free press and free trial.”

She added, “I believe that our greatest assurance that newspapers, radio and television will seldom abuse the right of freedom of the press to violate the right of fair trial is within the press itself. Responsible, intelligent and forward-looking segments of the press realize that freedom carries with it great responsibility—the greater the freedom, the greater the responsibility. The press realizes that how much that responsibility is met will determine how much freedom is enjoyed.”

Standing last Monday in a familiar ABA setting, Judge Miller told the House of Delegates, at its sessions opened, that necessary equipment for audio and video pickup had been installed. “With your permission, we are ready to go,” he said.

Only visible evidence that modern communications techniques might be used was the presence of three TV cameras in the balcony and they were covered with blankets.

The rococo ballroom, symbol of an era of past elegance, was poorly lighted by 15 and 25 watt Mazda bulbs—about 500 of them, splattered around the ceiling and balcony. A difficult setting, technicians agreed, but all three cameras were delivering bright if unevenly lighted images to the little control center set up in a backstage room and to a dozen RCA 21-inch receivers.

At several points around lobbies TV sets had been installed, Judge Miller explained, adding that no part of the proceedings would go on the air and no permanent record was being made. He added there was no intent to obtain approval of court-room telecasts or to amend Canon 35.

“We merely will demonstrate that broad-casters can cover proceedings without interfering with the dignity or demeanor of proceedings,” he said.

Any advance fears that this conservative legal group might want to argue the subject and perhaps refuse permission for the pickup were quickly found to be groundless. After Judge Miller moved to permit the telecast, seconds were offered. Silence greeted Chairman John D. Randall, of Cedar Rapids, Iowa, as he called for discussion. On the voice vote, not a single “no” was heard.

As he left for his seat, Judge Miller offered one suggestion, “Take a look at the monitors.”

Blankets were lifted off the cameras and he added, “As of now you are being televised.”

The meeting went about its business. Scarcely a delegate bothered to look toward the cameras. Equipment was noisless. Camera operators worked quietly, with minimum motion. Wright, retiring president of ABA and member of the law firm of Wright, Wright, Green & Wright, went out to look at a receiver, commenting, “It’s a fine thing. Five years ago Judge Miller’s petition wouldn’t have received 10 votes. It was done quietly.” As to court-room telecasting, “We’re heading in that way but there is need of education. The witness has a sad story, for example. If I were judge I might ask if the witness would object to TV or radio.”

Would he ask a similar question because newspaper reporters were in the courtroom? “Why yes, in that type of case.” In the Shepard case the defendant was tried in the newspapers. He didn’t have a chance. Suppose radio and television covered only part of a trial? Today’s demonstration certainly was an excellent demonstration. The pictures were fine.”

Just a year ago Mr. Wright had written Judge Miller, “If you could have seen the terrible experience that I had in the last few days where television men and newspaper reporters swarmed all over the place . . . completely undisciplined and unprincipled, you would be sick at heart.”

Coats and Neckties

So last week, if he took the trouble to look carefully, Mr. Wright saw three cameramen working noislessly—and wearing coats and neckties.

Allen H. Gardner, Washington, observed: “Most of us were not aware that TV was being operated. The coverage is not spectacular but dignified.”

Theodore R. Dankmeyer, Maryland delegate: “It’s a good idea. Our deliberations should not be in secret. There is no logical reason why a court trial is not a public hearing. Isn’t the family at home actually the public. Justice should be full and public.”

David Aaron, Buena Park, Calif.: “Television has great possibilities. In some trials it might be fine.” He went on to say that 400,000 traffic court broadcasts. “Traffic safety would be promoted by telecasting of traffic court trials.”

Joseph D. Calhoun, ABA assistant secretary, speaking personally: “Wonderful. The lack of light and noise is impressive.”

Cyril W. McClean, Oakland, Calif.: “It’s excellent. I’m in favor of covering trials. I would like to see it tried in traffic court. I’m going to recommend television for our municipal traffic court.” Mr. McClean is past president of Alameda County Bar Assn. Oakland won the ABA top award for traffic court progress in cities of 350,000-500,000.

Judge Hatton W. Sumners, ex-chairman of Judiciary Committee, U. S. House of Representatives: “There was no physical reminder that the meeting was being covered by television.” He described Presidential nominating convention telecasts as “a wonderful public service.” While reserving judgment on TV in courtrooms, he added, “The only way we can keep these boys out is to
The Heartland of Louisiana has
$899,481,000.00 Purchasing Power!

Baton Rouge, Louisiana

is the only TV station completely covering an area rich in spendable income from Oil, Gas, Sulphur, 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

Retail Sales: $580,937,000.00

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
lock the doors." Judge Sumners, Texas Democrat, served in Congress from 1913 to 1947.

Howard L. Barkdull, Cleveland, former ABA president: "Surprisingly good and a step in the right direction. But we must proceed gradually. Each court must make its own decision. It will come, but not suddenly."

An elder statesman of the legal profession, the renowned William Clarke Mason (see cut, page 57) gazed intently at a receiver and commented, "Why, you can lip-read."

"How about courtroom coverage?" It may be like bikini bathing suits, he suggested. "Not many years ago they wouldn't have been tolerated at Miami Beach. Now they're acceptable. When the public becomes accustomed to television, the time may come when it will not be harmful in the courtroom."

He voiced concern about the effect on witnesses. "I wonder if it will disturb the court's effort to get the truth from witnesses," he said. "He feels he is testifying in the privacy of the courtroom, protected by the judge. With television, he might be afraid that John Smith is watching the trial and will be standing outside the courtroom trying to shoot him."

Mr. Mason tossed back his longish gray hair in a gesture familiar to Pennsylvania courthouses and offered this poser, "We'll have to cut out the ego of the judges. This could come in time."

In his legal career (he started practicing in 1903), Mr. Mason has watched the recording of a lot of legal history. Returning to the meeting room after looking intently at a reproduction of the proceedings, he said, "People seem to be getting used to television."

And Joseph D. Stecher of Toledo, ABA secretary, commented, "I'm amazed how beautifully it's done, and remember, the delegates agreed unanimously to allow the test case."

Quietly enjoying his first major victory in the long-time fight to convince ABA that radio and tv are here to stay, and that they belong in the courtroom, Judge Miller commented after the House of Delegates meeting had ended, "Very good."

Why weren't there any questions from the floor when he offered the motion to allow telecasting? "I had anticipated their questions, answering them in my preliminary remarks," he explained, and added significantly, "This definitely brings radio and television closer to the courtroom. It may take time to dispose of the old prejudices but this is an important step forward."

Back in the control room Joseph Behar, WPTZ, who directed the pooled pickup, looked at three almost normal pictures on the monitors as the telecast started. After a few minutes he decided to move the big 25-inch lens to a camera in the front of the balcony. The resulting closeups of speakers were impressive, though Director Behar noted he might do better with more lighting. To the viewer, the only unusual effect was an under-jaw shadow which was evident now and then.

Symbolic Closeup
At the end of three hours, he closed the telecast with a symbolic shot—a closeup of an opened briefcase plus the seal of the ABA.

What did the director think about the assignment?
"This was easy," he said. "I've picked up church services four years. They're really tough."

Last week's electronic triumph required cooperative planning as well as money on the part of Philadelphia stations. A special local committee worked with NARTB in making the arrangements. Members were:

E. Preston Stover, WPTZ, chairman; John McClay, WCAU-TV, and Chet Cooper, WFL-TV.

NARTB headquarters was represented by Judge Miller, Thad H. Brown Jr., tv vice president; Daniel Shields, his assistant, and A. Prose Walker, engineering manager. Judge Miller and Mr. Brown will report today (Monday) on the week's events at a meeting of the NARTB Freedom of Information Committee, being held at the Waldorf-Astoria Hotel in New York.

In a separate demonstration of news photography, a mock trial was covered with modern cameras and without flashlights. Attorney General Herbert Brownell Jr., called for a re-examination of Canon 35 after viewing photos taken during the test. Three cameramen moved around the room during the mock trial, and they took 324 photos.

IT'S A FACT

As of August 15, forty advertisers (national, regional and local) had contracted for fall sponsorship of programs on WGN-TV.

They know the importance of the nation's second market and WGN-TV's reputation for delivering results.

Are you doing an adequate job in Chicago? Now is the time to contact your WGN-TV representative for prime availabilities and programs for fall.

Increase your sales in the rich Chicago market on Chicago's Top TV Station.

441 N. Michigan Avenue
Chicago 11, Illinois

Page 60 • August 29, 1955
How to sell a
PERIPATETIC
Texan

Texans are just naturally peripatetic*.
They take to the highway like a duck does to water. They drive to work,
to play, to shop, to visit ... in air-conditioned Cadillacs ... in middle-aged
family cars ... in windblown sports models.

In North Texas, believe it or not, there are more cars than there are families,
and 640,000 of these cars have radios. The average car radio is used 5½ hours a week and
by far the great majority of them are tuned to WFAA.

By its creative approach to programming, WFAA has become the listening habit of
North Texas, where people travel more, listen more, make more, spend more.
If you have anything to sell these folks, the surest way to reach them is on WFAA.
For more details see your Petry man.

---

WFAA
Dallas

Alex Keese, Manager
Geo. Utley, Commercial Manager
Edward Petry & Co., Inc., Representative

Free-wheeling, to you.

Highlights of 1955 Whan Report:
NORTH TEXAS Listening Habits

Weekly out-of-home listening time per family ........... 10 hours
Number car radios ........................................ 640,000
Drivers who listen to car radio ......................... 55%
Average weekly use of each car radio ................ 5½ hours

Source: North Texas Radio Audience of 1955
Dr. F. L. Whan, Kansas State College
GROWING PAINS OF TELEVISION NEWS

STILL AN INFANT, IT FACES MANY PROBLEMS

By John F. Day
Director of News, CBS

THIS article is a partial text of two talks by John F. Day, director of news for CBS. Mr. Day has a background of almost 20 years in the gathering, writing, and editing of news. A native of Fleming County, Ky., he started on the Lexington (Ky.) Leader in 1936 following graduation from the U. of Kentucky and subsequently was an AP correspondent, reporter and re-write man on the Cleveland Press, managing editor of the Dayton (Ohio) Evening News, Washington correspondent and later managing editor of the Louisville Courier-Journal and assistant managing editor of the Newark Star-Ledger. Coincidentally, he is observing his 42d birthday today (Monday).

JUST a little more than six months ago, I left the field of printed journalism after some twenty years to go into something called electronic journalism. In the relatively brief time since then, I have quite naturally thought a great deal about the differences and the similarities of these two forms of reaching men's minds to tell them what goes on from day to day in the world. Certainly there is a great similarity between the two in that the basic commodity—the news—is or appears to be the same; and just as certainly there are great dissimilarities in the method of transmission, which, in the long run, may affect the basic commodity.

Still, in electronic journalism, in getting the basic commodity, one still deals with the same sources, the same wire services, correspondents, stringers and the element of time. When radio was born there was a long period during which the place of news in the air and the direction it should take was anybody's guess. It was not, in fact, until about 1938 that radio news reporting came of age. That was when radio began to report on-the-scene happenings from various parts of the world. Prior to that time it had for the most part copied newspaper style bulletins, and had suffered as a result because the bulletins often were not set in the context of the full day's developments.

Television news is still in its infancy, even today. Nevertheless, it has made tremendous strides in its very short life. The question that everyone working in television news constantly asks himself is this: Just what should television news be? There certainly is no one answer to that question as yet, and there may never be an answer that everyone will accept. But at any rate, there have emerged three general divisions of television news—first, the five-minute or fifteen-minute hard news show; second, the half hour documentary-type show, and third, the half hour "report on life" show that has elements of documentary but which does not deal with news specifically. Later I will take an example of this first category—the news program called Douglas Edward With the News—and explain in some detail the idea behind it, what goes into it, and just how and why the product comes about. The best example of the second type of category is Edward R. Murrow's See It Now; The American Week also falls into this realm. The third type is less generally seen, and the nearest example I can think of is the series produced by CBS called The Search. It seems to me that so far television has done a better job, or in other words has seemed to realize its possibilities more, in the second and third categories than in the first of solid, hard news.

In regard to the daily spot news show, there is anxious (and I use the word advisedly) groping for a formula or a final answer. Should these shows be basically entertainment? Should they be a kind of tabloid journalism? Should they include stories that are important but essentially dull? Should they include stories that are in the realm of ideas and cannot be easily translated into visual terms? Should a story be used simply because a good film on it happens to be available? These questions have been answered variously, but in the main, the trend in the fifteen-minute daily news show has been to try to reach a happy medium, if there is such a thing as a happy medium, between information and entertainment; between the idea story and the "good film" story; between tabloid journalism and serious journalism. In practise, of course, all of these forms of communication may, at one time or another, overlap. When the fifteen-minute daily television news show first came into being seven or eight years ago, it was the general feeling, I believe, that some formula, gimmick or trick would be hit upon that would revolutionize television news reporting. No such thing ever turned up and no such thing ever will. As a result, improvement of fifteen-minute news shows has had to come about in slow, hard and often small steps.

In the relatively brief period of its existence, the electronic news medium has made many improvements. Too often, however, I have heard complacency here, a little improvement there, to make the overall product better as the years move along. I mean by this, improvement in film quality, in techniques of shooting film, in the techniques of presenting it and the projects of presenting it, improvements in the background sets and the pace and the scope of the shows.

Beyond any doubt, the greatest advantage that television has over any other medium is its ability to present with great speed pictures that move. Newspapers and magazines can do, of course, present excellent still pictures, excellent picture features; the theatre newspapers do present motion pictures; but television can present pictures better and faster than any other medium. For some categories of news this is wonderful, but with others television fails because the pictures it shows do not really tell the story. They only illustrate something about rather than show the story.

Perhaps I can give you an example of what I mean. If, for instance, a correspondent is reporting on the Big Four Conference at Geneva, and the story is what the heads of government are discussing and planning there, it serves nothing but distraction to run behind that commentary views of the Palace of Nations, or of Lake Geneva, or of diners in a cafe or of some other bit of travelogueish film. If the idea is that film must be used whenever possible, then television news fails at this point because such reporting detracts from the story rather than adds to it; the same thing is true if a story is used only because interesting film is available, or because film is available that was extremely difficult to get. In including or playing up such a story, the news show throws the day's developments out of balance.

So far, I am sorry to say, the daily television news show has not achieved the stature of the daily radio news show. The latter is not only far more flexible, and, if the right organization is behind it, accurate, but it provides background explanation and interpretation and perspective that the daily
Wishin' won't but WISN will
sell your product
in the great MILWAUKEE market

NOW represented nationally by
Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • ATLANTA
the 15-minute, hard news show, as exemplified by Douglas Edwards With the News. The author says tv has done least well with this type of show.

Television show so far has been unable to achieve.

Everyone is familiar with the notion that one picture is worth ten thousand words. There is some truth in that, but like so many rules of thumb, it has elements of untruth too. Proper descriptions can paint pictures in man’s mind faster and more vividly than can artifically produced pictures on film. In a fifteen-minute radio news program, a man can divest himself of about two thousand words, and in a fifteen-minute television program, because of the necessity of showing film or of showing live remote pick-ups, the broadcaster can use only a fraction of that number of words to tell his story. In other words, the radio broadcaster of merit can occasionally commit his thoughts to paper and then, without thinking of how he looks, deliver those words with persuasion and sincerity; he can even read them if he wishes without feeling that he is being taken for a moron because he cannot look into a camera and say these words with unbatting eye or untrebling lip.

Television news, to reach any sort of perfection, requires a type of human being that to my knowledge has not yet appeared on the scene. He would be a sort of paragon who not only could dig up, write and report the news but on top of that he would look like a veritable Clark Gable on the television screen; he would be a sort of walking or, perhaps sitting encyclopedia as the case may be, and he would be a marvelous public speaker who could simply forget about a script and discuss the subject at hand with conviction and meaning and persuasiveness.

I know of no news telecaster who meets this ideal, and all too many are performers who deal essentially with the superficial. But, to return to the credit side of the ledger . . . .

In reporting an event as it happens, television again has an advantage that no other medium can surpass, although in some instances radio can match. If you have something like the political convention or an important Congressional Committee hearing, or an atomic test, television can bring it to you with all the immediacy of the event actually taking place before your eyes and with description that makes it meaningful. Even here, however, television has not reached the ultimate because the explanatory comment can be vastly improved upon.

One finds that persons who have watched an event on television sometimes read newspapers more avidly than those who have not because they want further interpretation or an explanation of what happened. When television can successfully present not only the event as-it-occurs but explain simultaneously what it means, it certainly will have arrived in this field of reporting. And, in this connection, it is useful to remember events that occur over too long a period can be telescoped by filming and then editing out the unnecessary detail. This is true for radio too in that it can turn tape on a Congressional hearing, for example, that may take five or six hours, and through the proper editing (which, in all logic, might have been done by the speakers themselves) present all of the meaning of that hearing in fifteen minutes or a half hour.

As television news has at last found itself to some degree, there has been surprisingly little variance between it and radio and newspapers as to what is news. Day after day one will find that the top stories on the front pages of the better newspapers will be included on both the radio and television programs of that day. On the four or five major stories of any given day, there is almost universal agreement. It is in the secondary stories that the variance comes, and in the secondary stories it is perhaps justifiable that television chooses, when other things are equal, the story on which it has the best film.

The five-minute television show does not really wrap up the highlights of the day as does the five-minute radio program, and, because of time boundaries has limited scope. In my own opinion, they have no place on the air, but because some sponsors and many viewers seem to like them I suppose some of them will remain on the air. At best they can only briefly provide entertainment, and possibly present at least a little of the cream of the news.

The 15-minute program, too, suffers from lack of scope. It can do a fair job of depth reporting when it can take a particularly outstanding story and treat it at length, but when it does so, other stories must either go by the board or be compressed to extreme because the time is so short. But in scope the 15-minute television show must always suffer because there simply is not the time to present the large number of so-called secondary items—the vital statistics, the reviews, the departmentalized news—that are important in the daily lives of people, and make up such a large part of the output of the daily newspaper.

In speed, the newspaper is whipped both by radio and television, and new developments in television will make that whipping all the more apparent—faster film, more rapid development processes, video tape recorders, carefully worked out schedules that already put the daily television news show right on top of the news.

Three Days to New York

There are exceptions, of course. When the Americans who had gone over to the Chinese later asked to be repatriated and went to Hong Kong on a certain Sunday, not too long ago, the film from that event did not reach New York until three days later. By that time, the story itself had not only been reported, but the papers had used wire photos too. However, the time will come in the not too terribly distant future when such a delay will not be necessary.

The new tape recorder for film apparently will be in use in another year. When this process is perfected, it will no longer be necessary to use film and have it developed and printed. That, of course, will not eliminate the distances, but the use of jet airplanes will bring far parts of the world closer, and eventually, I feel quite sure that Europe and Asia will be linked with the U. S. in television.

I want to take up now some specifics of the CBS News operation as an example of how radio and television news operates:

1. The department as a whole.

A. The News & Public Affairs Dept. is made up of over 1,000 people. More than 600 of them are camera-correspondents sta-
we don't know how many people drive a cadillac to work

BUT we DO know that among 421 leading agency executives 45% say BROADCASTING-TELECASTING is the best way for radio station advertising to reach them.

—in fact, BROADCASTING-TELECASTING won more first votes as the best advertising medium than ALL other trade journals combined!

question: "To best reach you (the buyer), which publication would you recommend to a station manager for national advertising?"

Here's the score: *

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting-Telecasting</td>
<td>45%</td>
</tr>
<tr>
<td>Publication B</td>
<td>31%</td>
</tr>
<tr>
<td>Publication C</td>
<td>3%</td>
</tr>
<tr>
<td>Publication D</td>
<td>3%</td>
</tr>
<tr>
<td>Publication E</td>
<td>1%</td>
</tr>
<tr>
<td>Publication F</td>
<td>0%</td>
</tr>
<tr>
<td>Publication G</td>
<td>0%</td>
</tr>
<tr>
<td>No Answer</td>
<td>21%</td>
</tr>
<tr>
<td>Other Magazines</td>
<td>6%</td>
</tr>
</tbody>
</table>

(Yes, they add to over 100%. A few split tickets did it.)

That's what they said. In other (and significant) words, BROADCASTING-TELECASTING is the best direct channel to the people who make the major purchases of radio and TV time.

moral: When your customers tell you how to influence them — the rest is up to you!

*There's a goldmine of other profitable facts where these came from. Ross Federal Research Corporation has dug them out, and summed up the results in "Readership and Preference Study of Radio & Television Trade Publications." You need a copy. If you don't have one, write BROADCASTING-TELECASTING, 1735 DeSales Street, Washington 6, D. C.
tioned in almost every country in the world. B. In 1955 CBS will spend approximately $9 million for news and public affairs programming.

II. News

A. Size

1. Over 600 camera-correspondents throughout the world.

2. In the New York department, 152 people help to put the program together.


4. Additional staff offices in Berlin, Frankfurt, Vienna, Saigon, Tel Aviv, Seoul, Stockholm, Hong Kong and Cairo.

The half million feet of newsfilm is received in a year.

6. In a year's time 11,000 newsfilm stories are received. Of this total, staff cameramen supply 1,500 foreign stories and 5,000 domestic stories; stringers supply 3,000 foreign stories and 1,500 domestic stories.

... For seven years, Douglas Edwards With the News has been the principal daily television news show of CBS. While only a relatively small number of persons devote their entire effort to this show, the whole news operation of CBS contributes in part. Over a period of a month, as many as 800 persons will have had some hand in the Douglas Edwards show.

The day to day staff, other than the technical personnel in the studio, consists of Douglas Edwards, the producer-director; Don Hewitt, the assistant director; the editor, and two writers. Each morning at 11 the staff of the show meets with the assignment men to discuss the news outlook for the day and make plans for that evening's coverage. Of course, feature stories are planned and assigned days or weeks in advance. Plans for covering events that can be foreseen are made well ahead of the day of the telecast. (At this moment plans are being made for the coverage of the national political conventions in 1956.) Almost every day there is at least one remote pickup, and often there is more than one. It is a rare day indeed when there is not a switch to Washington for either a live report or a film of some part of the day's happening in the Capital. During the day the producer and the editor are in telephone contact with Washington, Chicago, Los Angeles, or whatever other point they wish to make a story pickup at the time of the telecast.

There is, of course, steady contact too with the assignment desk which has made the original request on domestic and foreign correspondents, and which is in touch with the traffic desk which receives film at the airport, gets it to the laboratory, and from the laboratory to the cutting room. Just as on a newspaper the tempo of the operation increases as the deadline for appearance approaches, it is more usual than not for the producer or editor or both to be intently examining new film 15 minutes before actual broadcast time. Frequently film that is either shot late in the New York area or has arrived late from some part of the country by air or abroad, is used in negative to save the time of making a print. As in any fast-moving television operation, it is a rare night, indeed, when everything goes perfectly, or at least to the satisfaction of those closest to the show, but it seems that despite all care and preparation, on some nights almost everything bad can happen.

Just by way of example, about a month ago there was a technical failure in the studio which resulted in losing 8 minutes of picture. The show continued to have sound but only occasional flashes of video. Each night the show is kinescopied at Los Angeles for a repeat at a later time to the Pacific Network. Since it was felt that it would be pretty bad to put out a show with a missing 8 minutes of picture, lines were bought at a cost of about $2,000 to repeat the show for the West Coast. After this was done it was found that the West Coast got the picture all right, but because of some kind of a cross-up in Chicago, they got, along with their pictures, the audio from Four Star Playhouse. So the Pacific Coast ended up getting the original kinescope of the show minus 8 minutes of the picture. Undoubtedly, had there been time, the original sound could have been put with the pictures they got on the repeat, and some sort of whole show might have been created. But time did not permit this. The sponsors fee was, of course, returned because of the show's failure on that particular night.

To turn now from the daily news show to special coverage, I would like to point out something of the manner in which we handle three different types of events. First—as an example of a live remote—the Yucca Flat atomic test last April. Planning for the coverage of this event actually began in September of 1954 when the test was first announced, and the rough estimate is that by February at least 110 man hours had been put into the preliminary planning. In February, the first of a series of meetings began among the numerous people involved in covering an event of this sort.

Yucca Flat, as you may know, is a desert about 90 miles from Las Vegas, and is about as unlikely a place for a remote television broadcast as the North Pole. In order to originate a telecast from Yucca Flat it was necessary to construct microwave relay lines not only to Las Vegas, but a good part of the way from Las Vegas to Los Angeles, since the coaxial cable does not run into Las Vegas. Involved in the planning for this were not only the news, program, network operations, engineering, business office and other personnel, but it was desirable to coordinate with NBC, since this was a pool operation, and with the Atomic Energy Commission—the Atomic Energy Commission, the civilian defense, and the military.

Another complicating factor was that since Yucca Flat was so far from the home base—New York—it was necessary to use West Coast personnel and, of course, dozens of telephone calls were necessary to keep these people informed about developments. In March, Paul Levitan, who is the executive producer of special events for public affairs, Orville Sather, television technical director, and I went to a series of meetings in Washington with representatives of the three government departments involved. From that point on there was a veritable avalanche of letters and telephone calls to and from these departments because, among other things, every person who was to participate in this affair had to have security clearance.

During March we sent someone down to Yucca Flat to look over the terrain and to determine just what technical facilities would be needed and, in conjunction with the Pacific Telephone Co., to get an estimate of how much it was going to cost us. So, during that month at least 24 people were at work on the project at some time or another. By the end of the first week of April, 27 people were involved in the project, and by the end of the second week about 30. By April 23, 45 CBS people were working on the project. These included the technicians and newsfilm cameramen and press information personnel. By April 20, still some six days before the scheduled blast, nearly all of the personnel was on hand at Las Vegas. That included two television mobile units, the personnel in them plus some TV news crews, plus an even larger component from NBC. On April 24, we put on an hour long show in the Adventure time, devoting it first to the site where the test blast was to be fired, and then a second half hour to some technical theory on atomic science and the effects of the atomic blast. On the following day, arriving at the test site well before dawn, we did a half hour show from 5:30 a.m. Pacific time, into the Morning Show, 8-8:30 on the East Coast. So far, so good, but the next day when all was in readiness to cover the blast itself, the shot was postponed because of weather conditions. Since this was a 30-kiloton bomb, conditions had to be perfect, not only on the ground but in the upper atmosphere. The next 10 days became a saga of frustration. Each day it would look as though the bomb might be fired, the 90-mile trip made to the site, then the shot was cancelled and the 90-mile trip was made back across the
How to make your film programs produce "live" picture interest

When your film programs have the "snap" and realism characteristic of "live" pick-ups, you have a client benefit that sells itself and pays off handsomely. If you can achieve picture quality which will make it difficult for a television viewer to know whether the program coming into his home is "live" or "on film," you’re in business!

It’s possible to do just this with good black and white films—simply by replacing outmoded equipment.

Studio realism—highest picture quality

RCA’s TK-21 Vidicon Film Camera is the answer. This improved equipment offers all the dimension associated with "live" programs, provides studio realism and highest picture quality. It’s so life-like, the viewer gets the impression that the show is being presented in the studio just for him! Thus, the spot advertiser is offered the psychological advantage of "live" programming at the low cost of film. Competitively, this is your bread-and-butter business and its growth will be measured in direct proportion to its effectiveness.

A check of some of the more technical advantages shows why the TK-21 Film Camera is a station’s best investment for extra profits...

"Live" picture sharpness

The TK-21 is the only film system with enough signal output to use aperture correction to bring picture detail up to maximum sharpness (detail resolution 100% at 350 lines) with a high signal to noise ratio.

"Live" picture contrast

The Vidicon tube is ideal for film reproduction. It has unexcelled contrast range and assures realistic gray scale rendition over entire picture. This means you can get studio realism in your film pictures.

Edge-lighting, shading eliminated

The RCA Vidicon operates entirely without edge-lighting, electrical shading, or any other form of supplemental lighting. This camera virtually runs by itself.

Used for finest quality reproduction of monochrome motion picture films or slides in a television system, the TK-21 may be mounted directly to projectors or multiplexed.

For complete information about the TK-21 Vidicon Film Camera, call your RCA Broadcast Sales Representative.
### SUNDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30p</td>
<td>ABC News</td>
<td>CBS News</td>
<td>NBC News</td>
</tr>
<tr>
<td>6:45p</td>
<td>The Morning Show</td>
<td>The Morning Show</td>
<td>The Morning Show</td>
</tr>
<tr>
<td>7:00p</td>
<td>Dr. Wynn's Morning Show</td>
<td>Dr. Wynn's Morning Show</td>
<td>Dr. Wynn's Morning Show</td>
</tr>
<tr>
<td>7:30p</td>
<td>The Breakfast Show</td>
<td>The Breakfast Show</td>
<td>The Breakfast Show</td>
</tr>
<tr>
<td>8:00p</td>
<td>The American Way</td>
<td>The American Way</td>
<td>The American Way</td>
</tr>
<tr>
<td>8:30p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>9:00p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>9:30p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>10:00p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>10:30p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>11:00p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
</tbody>
</table>

### MONDAY - FRIDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30p</td>
<td>ABC News</td>
<td>CBS News</td>
<td>NBC News</td>
</tr>
<tr>
<td>6:45p</td>
<td>The Morning Show</td>
<td>The Morning Show</td>
<td>The Morning Show</td>
</tr>
<tr>
<td>7:00p</td>
<td>Dr. Wynn's Morning Show</td>
<td>Dr. Wynn's Morning Show</td>
<td>Dr. Wynn's Morning Show</td>
</tr>
<tr>
<td>7:30p</td>
<td>The Breakfast Show</td>
<td>The Breakfast Show</td>
<td>The Breakfast Show</td>
</tr>
<tr>
<td>8:00p</td>
<td>The American Way</td>
<td>The American Way</td>
<td>The American Way</td>
</tr>
<tr>
<td>8:30p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>9:00p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>9:30p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>10:00p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>10:30p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>11:00p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
</tbody>
</table>

### SATURDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30p</td>
<td>ABC News</td>
<td>CBS News</td>
<td>NBC News</td>
</tr>
<tr>
<td>6:45p</td>
<td>The Morning Show</td>
<td>The Morning Show</td>
<td>The Morning Show</td>
</tr>
<tr>
<td>7:00p</td>
<td>Dr. Wynn's Morning Show</td>
<td>Dr. Wynn's Morning Show</td>
<td>Dr. Wynn's Morning Show</td>
</tr>
<tr>
<td>7:30p</td>
<td>The Breakfast Show</td>
<td>The Breakfast Show</td>
<td>The Breakfast Show</td>
</tr>
<tr>
<td>8:00p</td>
<td>The American Way</td>
<td>The American Way</td>
<td>The American Way</td>
</tr>
<tr>
<td>8:30p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>9:00p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>9:30p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>10:00p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>10:30p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>11:00p</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
<td>The Great Moments of the Century</td>
</tr>
<tr>
<td>MONDAY (Radio)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>7:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>7:15</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>7:15</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>7:30</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>7:30</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>7:45</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>7:45</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>8:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>8:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>8:15</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>8:15</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>8:30</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>8:30</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>8:45</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>8:45</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>9:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>9:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>9:15</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>9:15</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>9:30</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>9:30</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>9:45</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>9:45</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>10:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>10:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>10:15</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>10:15</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>10:30</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>10:30</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>10:45</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>10:45</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
<tr>
<td>11:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
<td>11:00</td>
<td><a href="image">Radio and TV Schedule</a></td>
</tr>
</tbody>
</table>

**August 29, 1955**

*Radio and TV Schedule* is a list of radio and television programs broadcast on a specific date. Each program entry includes the network it was broadcast on, the title, and the time of the broadcast. The schedules include a variety of genres such as drama, music, news, and sport, and they are organized by time of day, with entries provided from 7:00 AM to 11:00 PM.
desert. Most of the technical crew were staying at Camp Mercury, and they were becoming more and more dissatisfied with Army barracks life. The rest of the outfit were well situated at the Sands Hotel, but as time dragged along the atmosphere of gambling in Las Vegas became more and more distasteful, not to say suicidal. By the end of the first week there were grave questions as to whether we and NBC would stay on at great expense in the hope of eventually bringing the country the live pickup of the atomic shot and the scene of destruction on the following day, or whether we should merely film it. All of this, of course, took hundreds of telephone calls to Los Angeles and New York, since each day all of the network operations had to be put into gear, and again each day those same operations had to be taken out of gear.

Ponderous but Flexible

If all this proved nothing else, it proved that television, while ponderous, could be flexible. Day in and day out we were ready to telecast the blast whenever it did occur, and as daylight came sooner, the exact time of the blast was being changed. The radio operation was having its difficulties too, but since there were not as many persons nor as much equipment involved the complications were not as great.

Finally, as you know, the shot was fired and it was covered live by CBS and NBC. By that time, the project had cost CBS something like $85,000. Whether it was worth it or not I would be loath to say, except that having started on the project, I am glad we stuck with it and carried it through.

In the class of foreign events coverage, the British elections called for a somewhat simpler type of plan. In this case we were dealing with only our own personnel, and we could be relatively sure that there would be an election on a certain date. Election coverage was planned like this:

About the first of May, with election day set as May 26, I called a meeting of the assignment manager and the executive producers of radio and television. We discussed at some length the number of programs we would want to do, both in cut-ins on our regular news shows and in special programming. Then we tried to figure how many men we would need to produce this coverage. We then sent a schedule of the proposed plan to London's bureau chief, Howard Smith, for his comment, and then discussed details in a transatlantic talk. Two weeks before the election we sent See It Now camera crews and Paul Niven of the Washington Bureau to England to work on a show that was to be telecast on election day. It also developed that this particular See It Now show, which took one election constituency and dissected it, was to be shown on the BBC on election night. (Incidentally it drew rave notices in the British press.) Then about 10 days before the election we sent a team of cameramen and sound men from Bonn, and another from Paris to augment the 24-man teams that we already had in London, making four camera teams in all, in addition to the See It Now unit. David Schoenbrun arrived from Paris, Dick Hottelet from Bonn and I from New York arrived on the 17th, and Ed Murrow came the following Sunday. This staff was to supplement the three men and two secretaries already working in the Bureau. You can see from these preparations that we were well geared to do a thorough job of covering, and I believe we did so.

We sent back some 25 film stories, after shooting about 40,000 feet of film, nearly all of which was used—some on the Ed Murrow show, some on Charles Collingwood's Morning Show, some on The American Week, some on Sunday News Special and so forth. Between May 17th and the day after the election, CBS crews ranged over the British Isles from Scotland to Wales, to the South of England. On the night of the election, BBC made its radio facilities completely available to us, including their private studio, and our crew broadcast results back to New York virtually every hour. We did live reports into all of the radio shows, into the Doug Edwards show, and during a special telecast at 11 p.m. Actually, partly through the assistance of the BBC, we had a good look at the eventual outcome by 11 p.m. British time (the polls having closed at 9), or in other words, at 6 p.m. in New York.

As the daily television show has evolved, the following types of questions have been wrestled with by CBS administrators, correspondents, editors and producers:

(1) Is CBS news policy and tradition completely applicable to television? There was no question about the need for maintaining objectivity. Would it be better to go all out in playing the picture story when there was no choice between the picture story and the significant news story? How was crime news to be treated? Should the tradition against playing up crime news be applied to such stories as the Shepherd murder trial and the Greenlease kidnapping?

(2) Should television news try to cover all major news stories of the day, even though interesting film was not available, or should it cover largely those stories which could be backed up by good pictures?

(3) Should television news, in an effort to cover more hard news, use a man on camera without film, or try with the greatest ingenuity, and without distortion, to find suitable film?

(4) Should television news tend strongly toward background stories that experience proved it could do well at the expense of covering some hard news?

(5) After covering the top four or five hard news stories of the day, should the second echelon consist of entertaining features of relatively little significance, short documentaries with news pegs, a continuation of standard pictorial coverage of stories in descending order of importance, or a combination of all three?

How About Sound-on-Film?

(6) How important is sound-on-film? It was felt that there was a tendency in many cases to take close shots of people making statements. By this means television news may be able to produce the most important quotes in a story, perhaps at the expense of pictorial interest, and also giving undue time to the event in proportion to other stories. Would it make more sense to use more silent footage for illustration purposes with the principal facts of the story being read as tersely as possible by the broadcaster narrating behind film; or in this case, does the film become so distracting that the point is lost?

(7) Should television news adhere to the tradition evolved by radio news (as opposed to documentaries) that music and sound effects be avoided?

(8) In organizing the show, should the news broadcast be a joint effort of the entire news operation, the product of a production unit, or a product controlled largely by the personality of the broadcaster?

Some of these questions have not been finally and definitely answered. But on the prime issues it has been determined that CBS news policy and tradition can apply and does apply to television news; that it must always provide some coverage of the major news stories of the day whether or not there is film available, and that significant news must not be shoved aside by the merely pictorial story. But CBS Television News wants to use imagination and ingenuity to cover with pictures whenever possible. It also has been established that after covering the four or five major stories of the day (the selection of which is usually simple) that judgment on the news items can be based on (a) significance, (b) pictorial value, and (c) general public interest—in roughly equal proportions.

An additional dollar's worth of product promotion for every advertising dollar.

... one equals two on WLW

... a distinguished member of the Crosley Group

Exclusive sales offices: New York, Cincinnati, Dayton, Columbus, Chicago, Atlanta, Miami

Page 70 • August 29, 1955

Broadcasting • Telecasting
There's ONE best way to promote your TV show this fall!

And These Advertisers Know the Answers

Here's an up-to-the-moment list of the advertisers who are already signed up for Fall program promotion in TV GUIDE:

Oldsmobile  Scott Paper Co.
U. S. Steel  Household Finance Corp.
ABC-TV  Sylvania
Ford  Texaco
Chrysler  Proctor & Gamble
Nescafe  Philco
Gruen  Elgin National Watch Co.
Quaker Oats  Pall Mall
RCA  R. J. Reynolds

Every week 3,000,000 families buy TV GUIDE... and read it every day to find the best in TV entertainment. It's a magic door to bigger TV audiences!

Give your show a head start in TV GUIDE'S BIG FALL PREVIEW ISSUE!

On September 24, TV GUIDE will publish its 3rd Annual Fall Preview Issue... the most comprehensive TV GUIDE ever issued. It's the ideal place to presell your new show. For rates and reservations contact your nearest TV GUIDE office now.

Don't Miss Out! Fall Preview Issue Closes Sept. 9th! Call Plaza 9-7770 Collect!
AN ANNOUNCER SOUNDS OFF ABOUT TV COMMERCIALS

By Don Morrow

DON MORROW has been a network television commercial announcer for more than four years, and has delivered commercials on network tv programs for such advertisers as Norwich Pharmacal Co., Maxwell House, Sano cigarettes and the Mercury Dealers of America, among others.

FROM the earliest days of broadcasting to the present, there has been criticism upon criticism of air commercials.

People keep saying: they're too long...too repetitious...too insincere...too exaggerated.

As a commercial television announcer who has been privileged to work some of the outstanding network programs, I may be considered an ingrate if I say there are certain things wrong with commercials. Above and beyond the criticism that has been leveled by the general public and other critics, I want to state this flatly:

Television announcers must learn a great deal more about the product they are selling on the air in order to do a whiz-bang selling job.

Before I enlarge upon this point, let me say that most tv commercial announcers generally turn out a fine job. But in a way, it's like the coach who sends in a naked substitute—the kid can play ball all right, but he's awful short on equipment.

Now here comes something that surprises me. Maybe it shouldn't. But it does. There are many multi-million dollar advertisers, who hire the best brains in the agency business to conduct extensive research, create eye-catching effects and supply highly effective commercial copy. But many of them and their agency colleagues think that all an announcer has to do is to memorize the script and smile.

I maintain that an announcer could do a much more effective job if he knew a lot more about the product he is selling—how it's made, its history and the people responsible for it. At the very least, it would give the performer standing up in front of those two red eyes a tremendous feeling of security.

There is no doubt in my mind that the day will come when the selection of a tv commercial spokesman will be given as much care as is exercised in choosing a high-level executive of the company. This definitely will come about for the million dollar clients on the networks.

One factor that is likely to speed the process is this: several announcers today are making more money than the heads of many large organizations—and I mean well over $100,000 a year.

I recite this to point up a current failing. In order to get the most out of its highly-priced television commercials, a company should insist that its tv spokesman know as much about the organization that is footing the bills as its salesman on the road. This lamentation is not strictly a personal one—ask any tv commercial announcer. I have heard them make the same beef many times.

Television commercial announcing is big business. It ought to be treated like big business. In extreme situations, the commercial portion of a network program is relegated to a subordinate position until a few days before the telecast. Then—panic in the streets!

An announcer is chosen in a hurry. A script is written in a hurry. There's likely to be a shortage of rehearsal. By air time, the commercial goes off as scheduled. And it may seem to be pretty good.

But—and I want to make this point again—it could have been improved. Give us announcers a course in "product relations," and I wager that a commercial won't come off just pretty good. It will be excellent.

I hope this doesn't sound like a gripe. Television has been good to me. I'm sounding off about what I call "product relations" for one big reason. I think tv is the most effective of all mass media. Television commercial announcers are able and willing to do their part more fully to support this conviction.

I well remember the day when rehearsal for two 3-minute commercials for a well-known network show was set for 1 to 3 p.m. I received the script only 48 hours before the show. The actual rehearsal on camera finally started at 2:59 p.m. Neither commercial was rehearsed "straight" even once—but strangely enough, no one was worried. Except me. The reason for the big delay? The usual factors that performers never can pin-point. The dress-rehearsal was the only complete run-through of the commercial, except for the show itself. It went off well two hours later. I was three pounds lighter.

On another occasion, I recall that my commercial involved the performing of some relatively intricate maneuvers around and over a well-known appliance. However, right up to air-time, the appliance constantly was being used for other purposes. Every time I tried to go into my act, I was interrupted and told: "You can work with it when we get through." They got through at air time.

If episodes like these aren't frustrating...Well, some announcers may rationalize it by saying: "It's a good living." It is—and I wish we could exert more effort to justify the good pay.
ACQUISITION of failing ch. 17 WBUF-TV Buffalo, N.Y., by NBC "strongly urged" the FCC to approve the purchase without holding a hearing. WBUF-TV, also answering the McFarland letter last week, said WGR-TV's only interest is in maintaining "the dominant position in the Buffalo market."

The ch. 17 outlet said by granting WGR-TV an injunction against the sale, the FCC is permitting that station to maintain a vhf rather than a uhf and uhf market.

Implementation of Policy

NBC said the purchase would implement the policy of the Commission's multiple ownership rules, recently amended to permit one entity to own seven tv stations provided two are uhf. The network quoted the FCC in its decision: "The problem that is presented in these proceedings is whether the more rapid and effective development of the uhf band warrants permitting the ownership of additional uhf stations [by multiple owners]. We believe it does."

With regard to questions raised about the population served by NBC-owned stations, the network said this is not the test of concentration of control, adding that at least one other network owns stations whose aggregate coverage is larger.

NBC added that in every city where it owns a tv station there are from two to six other tvs in operation. As to FCC concern over the history of litigation of RCA involving antitrust laws, the network said no hearing should be held on the allegations of WGR-TV with respect to existing complaints. The network cited a Commission decision of last June which said "we believe it better practice to exclude from the record evidence consisting merely of complaints filed, but not adjudicated..."

Furthermore, the network said, the pending complaint against RCA does not involve NBC or the operation of radio and tv stations or broadcasting.

Intention of NBC with regard to acquisition of an am station in the Buffalo area is premature for Commission concern, the network said. NBC stated, in reply to another WGR-TV allegation that it intends to make its program service available after the transfer application is approved and as soon as commitments with WGR-TV permit. NBC affiliation with WGR-TV expires Aug. 13, 1956.

WBUF-TV, which suspended for a short time and then resumed, said it has lost $325,000 and present losses run over $100,000 a month. Its present receipts are only $2,000 a month, the station said. WBUF-TV began operation August 1953. The Buffalo uhf said it is under NBC agreement to stay on the air until Dec. 31, but will cease operation if the sale is not approved.

NBC also has pending before the FCC purchase for $1,120,000, ch. 30: WKNB-TV New Britain, Conn., presently under Commission investigation because of possible overlap with NBC-owned WRCA-TV New York. Under FCC study too is the proposed swap between Westinghouse Broadcasting Co. and NBC involving the exchange of WBC Philadelphia stations, KYW-WPTZ (TV), for NBC Cleveland outlets, WTAM-AM-FM and WNKB (TV). At issue is whether NBC threatened Westinghouse with loss of NBC affiliation unless WBC consented to the trade. The station swap also involves a $3 million payment to Westinghouse.

WNHC-TV OPPOSES NEW TOWER RULE

OPPOSITION to FCC's new rule authorizing vhf tv stations in Zone 1 (middle and northeast Atlantic states) to increase antenna heights from 1,000 ft. up to 1,200 ft. above average terrain, while utilizing maximum power, was submitted to the Commission last week by WNHC-TV New Haven, Conn. [BWT, July 25]. The station asked the FCC to set the order aside and schedule a hearing.

At the same time, the Dept. of Defense "strongly urged" the FCC to postpone the new rule, which becomes effective Wednesday, until completion of the present studies by the Air Coordinating Committee.

WNHC-TV (ch. 8) said because of aeronautical considerations and consequent limitations by the Civil Aeronautics Administration, it is forced to operate from an antenna that is 720 ft. above average terrain, utilizing maximum 316 kw power. The CAA limitations, WNHC-TV said, prevent it from increasing its antenna height regardless of the new rule.

WNHC-TV said co-channel stations in New York (chs. 7 and 9), already are causing substantial interference to its signal, and now will be able to more than double their effective radiated power, causing serious deterioration to the WNHC-TV signal. The New Haven outlet said its Grade A coverage falls a distance of 40 miles from the transmitter in the direction of New York. Existing interference from New York penetrates within 32.6 miles of WNHC-TV, the station said. If the new rule goes through, interference will be penetrating within 30.3 miles, WNHC-TV stated, adding there is no way to improve its service to counteract the added interference.

The new rule also has an adverse impact on local community television service, WNHC-TV declared. Harm also would come to uhf stations, the New Haven outlet said. To the extent that vhf stations in Zone I can increase their coverage areas by increased power and height, the uhf stations in the same and nearby markets cannot help but suffer, WNHC-TV added.

The Dept. of Defense, in a letter signed by Assistant Secretary Thomas P. Pike, called attention to the immediate effect of this rule on "hazards to air navigation." Secretary Pike said "while the order is fully intended to permit maximum power at a higher altitude in Zone I, it is clear" the new ruling results in an incentive to build taller tv towers in an area of the "highest military and civil air traffic."

"The department cannot agree," he said, "that an increase in height to 1,220 ft. above average terrain instead of 1,000 ft. will have a negligible effect on problems relating to air hazard."

Voice of America Beans Speech by Soviet Official

THE U. S. Information Agency's international broadcasting service, the Voice of America, last week sheathed its claws in a turnabout maneuver—a broadcast behind the Iron Curtain by a Soviet official.

The Russian official, who recorded a broadcast to his homeland, was Vladimir Vladimirovich Matskevich, first deputy agriculture minister of the U.S.S.R., who has just ended a goodwill tour of inspection of U.S. farming methods as head of a 12-member Russian farm delegation.

The recording was made at the Soviet Embassy in Washington near the end of the delegation's visit, after the Voice of America had made an informal offer of its facilities for the broadcast. A spokesman for a corresponding U. S. group touring Russian farms had done the same thing over Moscow Radio.

In his broadcast, the Soviet agriculture official said his group saw many interesting farming methods which can be used in the Soviet Union, but "I wouldn't be frank... if I said that we liked everything that we saw." News reports indicated the Soviets did not let up on their jarring of VOA broadcasts for the special broadcast last week.

FIRST live radio or tv pickup ever to be originated from the Russian Embassy in Washington is claimed by CBS after CBS news correspondent Bill Shadel broadcast from a reception for the 12 visiting Russian farm experts. Here, Mr. Shadel interviews Vladimir Matskevich, head of the visiting delegation. The pickup was carried on the network's Aug. 22 Douglas Edwards & the News program.

Reds Like U.S. Farm TV

MEMBERS of a Soviet farm delegation which has been touring the U. S. looking at agricultural methods are impressed by the American use of television and other communications media for bringing word of better techniques and farm uses directly to the farmer, their spokesman said last week.

Vladimir Matskevich, acting Soviet minister of agriculture, made the statement in an address to Washington's National Press Club.
TRIANGLE REBUTS CHARGES OPPOSING WLBR-TV BUY

Firm denies that Lebanon, Pa., uhf would be WFIL-TV satellite and says there would be no overlap with other Triangle stations.

FCC approval to the purchase of ch. 15 Lebanon, Pa., should be granted without a hearing because the acquisition will provide an impetus to other uhf stations in the area and is in the public interest, purchaser Triangle Publications Inc., told the Commission last Friday.

Application for sale approval was submitted to the FCC two months ago (B'T, July 4). Triangle (WFIL-AM-TV Philadelphia and Philadelphia Inquirer) is buying the Lebanon uhf, which has suspended operations, for $115,000 plus assuming obligations totaling $125,000.

Following objections to the sale by three uhfs in Harrisburg (B'T, Aug. 1), the FCC sent WLBR-TV a McFarland letter indicating sale approval could not be given without hearing.

Last week's comments by Triangle were in reply to this letter. Objecting were WHP-TV, WCMB-TV and WTPA (TV).

Triangle said assumptions that WLBR-TV will be operated as a satellite of ch. 6 WFIL-TV are erroneous. A close examination of the application, Triangle said, discloses that about half (49.3%) of the proposed weekly broadcast hours will be devoted to locally originated programs. To this end, the firm said, it already has made arrangements with local educational and civic groups for weekly series.

said WLBR-TV will not be network-affiliated. Triangle, which also owns WNBF-AM-TV Binghamton, N. Y., and 50% of WEGB Harrisburg, said none of the Grade A contours of its tv stations comes within 12 miles of the Grade A contours of the others. The company noted that Binghamton is 155 miles from Philadelphia and 125 miles from Lebanon and that Philadelphia is 72 miles from Lebanon.

The Philadelphia firm stated this transfer will not cause any undue concentration of control of media of mass communication, asserting the grant of this application will improve competitive forces in the area. Triangle noted the sister station, WLBR, will remain under the present owners and will offer direct competition to WLBR-TV.

Contrary to allegations, Triangle said its proposed acquisition will have a beneficial effect on other operating uhfs in the area. By providing Lebanon with its own locally-originated programs, Triangle declared, WLBR-TV may well be expected to stimulate interest in uhf throughout its service area and thereby increase the sales of uhf receivers.

In a supporting legal memorandum, Triangle noted that the parties who have filed objections and requested a hearing have no basis, legal or otherwise, for such a request. It said, "They are attempting to go outside their own communities and prevent the people of Lebanon from enjoying the benefits of their own television station."

Early this month Triangle applied for ch. 18 at Elmira, N. Y., to be used as a satellite of ch. 12 WNBF-TV. The firm also has made known pending purchase of WFPB-AM-TV Altoona, Pa., for an aggregate $3.6 million.

Losers Belittle Color In N. O. Ch. 4 Case

THE PRESENT status of the color tv art has become a major issue in the New Orleans ch. 4 proceeding, with the two losing applicants in an FCC examiner's initial decision questioning whether color tv today is worthy of being a determining criterion in a comparative hearing.

Last week James A. Noe & Co. submitted to the FCC its objections to the initial ruling that favored the Times-Picayune Publishing Co. (WTPS) for ch. 4 in New Orleans (B'T, July 11). Noe's stand on color tv was similar to the objections of the other losing applicant, Loyola U. (WWL), which was submitted a fortnight ago (B'T, Aug. 22).

The Noe company (WNOE New Orleans and KNOE-AM-TV Monroe, La.) said the finding that local live color programs are practical "is not balanced by the examiner with any findings whatsoever as to availability and distribution of color sets."

Color Services Encouraged

Times-Picayune, however, in supporting the initial decision last week, said that awarding it a preference for its color tv proposals is clearly consistent with and necessitated by the public interest. WTPS went further and said such a preference "accords fully with established FCC policy to encourage the early development of new or improved broadcast services."

In reaching a decision, the examiner ruled the Noe company out of a comparative analysis with the other two applicants because it was held the firm did not establish its financial qualifications. Mr. Noe said this was based on the "unrealistic theory" that a partnership whose principals have a combined net worth in excess of $2.3 million lacks the financial resources to build and operate a tv station requiring a gross investment of $1.2 million.

For not finding that the Noe partnership can borrow $600,000, the firm told the FCC this disregards the prior experience in borrowing of James A. Noe; his successful operation of KNOE-AM-TV, and the net worth of partner Harry Allsman.

WTPS, which also supported the preference awarded to it for program proposals for outlying communities, notified the FCC of its intention to participate in any oral argument that may be scheduled following the exceptions to the initial decision.

The Broadcast Bureau has asked for an extension until today (Monday) to file its exceptions to the New Orleans decision.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

_We invite the station owner to take advantage of this dual coverage when considering the sale of his property._

<table>
<thead>
<tr>
<th>KIDDER, PEABODY &amp; CO.</th>
<th>NEW YORK</th>
<th>BOSTON</th>
<th>PHILADELPHIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOUNDED 1905</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OFFICES and correspondents in thirty other principal cities in the United States</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Address inquiries to:
ROBERT E. GRANT
Kiddor, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANDover 3-7330

Page 74 • August 29, 1955
WENS (TV) Asks FCC
Set Aside WWSW Grant

CH. 16 WENS (TV) Pittsburgh last week asked the FCC to set aside the grant of ch. 11 in that city to WWSW Inc. and order a new hearing. The Pittsburgh uhf further asked that, pending action on this petition, the FCC issue an order temporarily staying the effective date of that grant.

WWSW Inc., permittee of ch. 11 WJIC (TV) which is due to go on the air Nov. 15, replied that the petition should be dismissed because it fails to set forth facts sufficient to invoke the jurisdiction of the Commission.

WENS, which has a similar appeal to reopen the ch. 11 proceeding pending before the U. S. Court of Appeals in Washington, a fortnight ago was denied by the same court a motion to stay construction of the ch. 11 station pending outcome of that appeal (B&T, Aug. 22).

WENS last week repeated its charge that the merged applications of WWSW and WJAS represented a new application that should have been returned to the processing line. WENS said the FCC should determine whether, in the light of the merger agreement of June 2, 1955, the WJAS application should have been dismissed before any further action was taken on the WWSW application.

The Pittsburgh uhf also asked the FCC to determine whether the parties to the June 2 agreement are trafficking in broadcast frequencies and to study the effect a second commercial vhf in Pittsburgh will have on existing uhf operations.

In reply to this, WWSW Inc. said WENS cannot be considered a party to the proceeding. The ch. 11 permittee said in 1952 WENS had its chance to seek ch. 11, but instead of exposing itself to a drawn-out hearing, it sought ch. 16 unopposed and was thus able to get into commercial operation years ahead of any ch. 11 applicant.

Final grant of ch. 11 to WWSW Inc. was made last month (B&T, July 25).

Webster Heads U. S. Visit

FCC COMR. E. M. Webster left Friday for Stockholm to attend the North Sea & Baltic Marine Radiotelephone Conference to be devoted to safety at sea. Comr. Webster is one of five Americans going along as observers to study similar problems that face this country.

The conference will start Thursday and is expected to run for three weeks. Other American observers are: C. M. Jansky Jr., Jansky & Bailey, consulting engineers, who will represent marine interests on the Great Lakes; John Cross, State Dept.; Austin Bailey, AT&T, and Capt. G. C. Graves, Coast Guard.

WXYZ Asks Hearing on Bid

WXYZ Detroit last week asked the FCC to designate for hearing the application of News-on-the-Air Inc. for a new am station at Port Clinton, Ohio. WXYZ, operating on 1270 kc with 5 kw unlimited, said the proposed station, to operate on 1250 kc with 500 w day, will cause objectionable interference to WXYZ's daytime operation.

In reply to this, WWSW Inc. said WENS cannot be considered a party to the proceeding. The ch. 11 permittee said in 1952 WENS had its chance to seek ch. 11, but instead of exposing itself to a drawn-out hearing, it sought ch. 16 unopposed and was thus able to get into commercial operation years ahead of any ch. 11 applicant.

Final grant of ch. 11 to WWSW Inc. was made last month (B&T, July 25).

Webster Heads U. S. Visit

FCC COMR. E. M. Webster left Friday for Stockholm to attend the North Sea & Baltic Marine Radiotelephone Conference to be devoted to safety at sea. Comr. Webster is one of five Americans going along as observers to study similar problems that face this country.

The conference will start Thursday and is expected to run for three weeks. Other American observers are: C. M. Jansky Jr., Jansky & Bailey, consulting engineers, who will represent marine interests on the Great Lakes; John Cross, State Dept.; Austin Bailey, AT&T, and Capt. G. C. Graves, Coast Guard.

WXYZ Asks Hearing on Bid

WXYZ Detroit last week asked the FCC to designate for hearing the application of News-on-the-Air Inc. for a new am station at Port Clinton, Ohio. WXYZ, operating on 1270 kc with 5 kw unlimited, said the proposed station, to operate on 1250 kc with 500 w day, will cause objectionable interference to WXYZ's daytime operation.

In reply to this, WWSW Inc. said WENS cannot be considered a party to the proceeding. The ch. 11 permittee said in 1952 WENS had its chance to seek ch. 11, but instead of exposing itself to a drawn-out hearing, it sought ch. 16 unopposed and was thus able to get into commercial operation years ahead of any ch. 11 applicant.

Final grant of ch. 11 to WWSW Inc. was made last month (B&T, July 25).

Webster Heads U. S. Visit

FCC COMR. E. M. Webster left Friday for Stockholm to attend the North Sea & Baltic Marine Radiotelephone Conference to be devoted to safety at sea. Comr. Webster is one of five Americans going along as observers to study similar problems that face this country.

The conference will start Thursday and is expected to run for three weeks. Other American observers are: C. M. Jansky Jr., Jansky & Bailey, consulting engineers, who will represent marine interests on the Great Lakes; John Cross, State Dept.; Austin Bailey, AT&T, and Capt. G. C. Graves, Coast Guard.

WXYZ Asks Hearing on Bid

WXYZ Detroit last week asked the FCC to designate for hearing the application of News-on-the-Air Inc. for a new am station at Port Clinton, Ohio. WXYZ, operating on 1270 kc with 5 kw unlimited, said the proposed station, to operate on 1250 kc with 500 w day, will cause objectionable interference to WXYZ's daytime operation.

In reply to this, WWSW Inc. said WENS cannot be considered a party to the proceeding. The ch. 11 permittee said in 1952 WENS had its chance to seek ch. 11, but instead of exposing itself to a drawn-out hearing, it sought ch. 16 unopposed and was thus able to get into commercial operation years ahead of any ch. 11 applicant.

Final grant of ch. 11 to WWSW Inc. was made last month (B&T, July 25).

Webster Heads U. S. Visit

FCC COMR. E. M. Webster left Friday for Stockholm to attend the North Sea & Baltic Marine Radiotelephone Conference to be devoted to safety at sea. Comr. Webster is one of five Americans going along as observers to study similar problems that face this country.

The conference will start Thursday and is expected to run for three weeks. Other American observers are: C. M. Jansky Jr., Jansky & Bailey, consulting engineers, who will represent marine interests on the Great Lakes; John Cross, State Dept.; Austin Bailey, AT&T, and Capt. G. C. Graves, Coast Guard.

WXYZ Asks Hearing on Bid

WXYZ Detroit last week asked the FCC to designate for hearing the application of News-on-the-Air Inc. for a new am station at Port Clinton, Ohio. WXYZ, operating on 1270 kc with 5 kw unlimited, said the proposed station, to operate on 1250 kc with 500 w day, will cause objectionable interference to WXYZ's daytime operation.
Storer Denies Protest Of WJBK Interference

STORER Broadcasting Co. last week defended the operation of WJBK Detroit on 1500 kc, telling the FCC the station's antenna array is stable and that its signal is not causing interference to any station.

These remarks were in reply to charges made earlier by WTOP Washington and KSTP St. Paul, both operating on 1500 kc, that WJBK was not living up to engineering requirements in its 1500 kc permit [B&T, Aug. 8]. WTOP and KSTP said the Detroit station was not providing the proper protection to their signals and asked the FCC to cancel the WJBK authority issued last July 1 to conduct program tests on that frequency.

WJBK, licensed to 1490 kc, 250 w, has been seeking operation on 1500 kc since April 1952 when it was granted a change in permit to move to that frequency with 10 kw day and 3 kw night. The nighttime power later was changed to specify 1 kw.

Last week Storer said the arguments advanced by WTOP and KSTP "do not accurately and faithfully represent the technical objections reviewed in their attached engineering affidavits." These arguments "exaggerate" and "misrepresent" the conclusions of their engineering counsel, the firm said.

"Extreme care is being taken," Storer stated, in the building and operation of the antenna array to assure stability and required protection to other stations.

WJBK also received support last week from WABJ Adrian, Mich., which was granted program test authority to operate on 1490 kc full-time at the same time WJBK was switching from 1490 to 1500 kc. WABJ has been licensed for 1500 kc daytime and is seeking fulltime operation on 1490 kc. WABJ said that if the FCC cancels WJBK's authority for 1500 kc, the Adrian community will still be without its first nighttime outlet.

Evansville Dismissal Request Granted to Consolidated

CONSOLIDATED Television & Radio Broadcasters Inc. was granted dismissal of its tv application for ch. 7 at Evansville, Ind., by the FCC last week.

Consolidated had requested dismissal because after its sale in May of WEOA Evansville to Ohio Valley TV Co. it no longer wished to pursue its tv application in Evansville. The firm has not participated in oral arguments in the Evansville proceeding.


Applications of Evansville Television Inc. and On The Air Inc. are still pending for ch. 7 in Evansville.

Sen. Morse Criticizes Booster Station Limitations

THE FCC was urged last week by Sen. Wayne Morse (D Ore.) to speed new regulations that will allow small communities to receive television programs by short-range booster stations. He called present FCC rules "a stumbling-block to the type of inexpensive, short-distance booster stations needed in many small communities," such as, he said, Oakridge, Prineville and Sheridan, Ore.

Sen. Morse said it was the FCC's responsibility to make tv service available to everyone and that citizens of small communities should not be "penalized because of the slowness of the Commission in formulating a set of regulations."

He praised Chairman Warren G. Magnuson (D Wash.) of the Senate Interstate & Foreign Commerce Committee for the latter's efforts to foster refector and re-radiation stations in the state of Washington.

WSAY Fights FCC Stay Plea In Rochester Ch. 10 Case

WSAY Rochester, N. Y., last week opposed the FCC's motion to have U. S. Court of Appeals in Washington stay the effective date of the court's decision in the Rochester ch. 10 tv case.

The FCC had asked the court to stay the decision until Sept. 11 so that the Commission can consider possible appeal to the Supreme Court [B&T, Aug. 22]. The appeals court last month ruled that the protest of Gordon P. Brown, owner of WSAY, against the 1953 grant to what are now ch. 10 stations WHEC-TV and WVET-TV should have been allowed. Under the present law, when a protest against a grant made without a hearing is accepted, the grant in question must be stayed.

The Commission has told the court that under the mandate, the ch. 10 stations, operating since November 1953, would have to close down for an indefinite period with a resultant loss of service to the public.

WSAY said the FCC counsel's request to have the decision stayed lacks weight because the Commission was fully apprised of the court's opinion.

Colorado Facilities Granted

AT&T Long Lines Dept. has been given FCC permission to construct additional facilities permitting KCSJ-TV Pueblo, Colo., to be interconnected for regular network operation. An additional frequency and transmitter has been assigned to Black Forest, Colo. As part of the interconnection setup, for which the tentative completion date is April 15, 1956, the FCC also is permitting expansion of AT&T's microwave radio relay station at Pinon, Colo.

Cost of the project has been set at $62,000. Black Forest is a point on the Denver-Colorado Springs video route.

Reno Antenna Move Sought

KZTV (TV) Reno, Nev., has filed application to move its antenna from in Reno to Slide Mt., 14 miles south of that city and increase visual power from 2.7 kw to 10.8 kw and antenna height from minus 520 ft. to 2,924 ft. above average terrain. Cost of the move would be $125,370, the application stated.
Historic Interview

FILMED INTERVIEW with two Americans brainwashed by the communists, made in Hong Kong last February by news analyst Dorothy Fulheim of WEWS (TV) Cleveland, has been accepted by the Library of Congress, Washington. The film, showing two Americans released after 3½ years of brain-washing in Peking Prison, was described by Librarian of Congress L. Quincy Mumford as a "unique documentary showing one of the worst casualties in the war for the minds of men." Adele Rickett, a Fulbright scholar, and Marvin Bersohn, an American doctor, in the interview with Miss Fulheim, praise communism, speak against the U.S. and "confess" that they were spies.

FTC Initial Decision Cites Kordolin Pill Exaggerations

A Federal Trade Commission hearing examiner issued an initial decision last Wednesday that would prohibit Kordol Corp. of America, New York, from "exaggerating the effectiveness" of Kordolin tablets in the treatment of arthritis and rheumatism.

The examiner, James A. Purcell, who based his findings in part from advertising in newspapers and on radio, found to be false representations that Kordolin is a "new" or "amazing" discovery and that it is seven times more effective than "old fashioned aspirin remedies." He pointed out that the ingredients of Kordolin "have been known for many years" and that the tablets actually contain less salicylamide (pain relieving agent) than an ordinary aspirin tablet.

The examiner's decision may be stayed, appealed or docketed for review by the full commission.

KAFR Gets Extension

FCC last week extended to Oct. 1 the outstanding special service authorization of KAFR Fairbanks, Alaska, to operate on 660 kc, 10 kw unlimited, pending action on an application to continue operating permanently on the same frequency with the same power [FCC, Dec. 6, 1954]. KAFR is licensed for 610 kc, 5 kw unlimited, but since 1943 has been using the frequency and power permitted by the latest SSA. The 660 kc spot is WRCX New York's Class I-A wavelength.

In 1953, the FCC issued a proposed rule to permit the use of U. S. Class I-A channels in territories outside the continental limits of the U. S. No final decision has ever been reached.

Wyoming Community TV Bid

A PERMIT for a new community TV antenna service for Riverton, Wyo., was applied for last week by Pioneer Transmission Corp., Worland, Wyo. The firm asked the FCC for permission to construct an experimental microwave relay station to operate as a common carrier in picking up the signals of ch. 2 KOOK-TV Billings, Mont., and feeding them to the Worland Television Corp., a community TV antenna operator, for reception in Riverton. Total construction costs were set at $13,165. Initially, Pioneer will charge Worland TV approximately $400 a month.

Best Bet to Get the Football Set!

in SAGINAW, only WSAM broadcasts Michigan’s most popular grid schedule...

Best Bet to Get the Football Set!

in SAGINAW, only WSAM broadcasts Michigan’s most popular grid schedule...

Best Bet to Get the Football Set!

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

WSAM.. Saginaw, Michigan

Best Bet to Get the Football Set!

in SAGINAW, only WSAM broadcasts Michigan’s most popular grid schedule...

Best Bet to Get the Football Set!

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

WSAM.. Saginaw, Michigan

— PERSONNEL RELATIONS —

NEW FILM STRIKES FEARED ON COAST

Screen Actors victory stirs other Hollywood unions, hopeful of attaining similar gains. IATSE Los Angeles pact expire Oct. 5, writers’ next February.

TELEVISION film packagers, having settled their residual pay differences with Screen Actors Guild—admittedly a victory for SAG (BET, Aug. 22)—now face the prospect of similar extra-money demands by other labor groups.

For west coast producers, International Alliance of Theatrical & Stage Employees, representing some 27 local unions in the Hollywood area, plus Writers Guild of America West, are reported hopeful of new gains in view of the SAG contract signed a fortnight ago after a 12-day nationwide strike against producers of TV entertainment films.

IATSE’s Los Angeles area contracts expire Oct. 5. The organization includes various locals comprising carpenters, electricians, camera-men, film editors and technicians and a score of other “back lot” workers whose technical skills are necessary to production of any kind of film in movieland.

IATSE is negotiating with major theatre film producers and late last week it was unofficially reported that a contract had been signed. By custom, the pact next will be presented to the Alliance of Television Film Producers, representing the TV packagers. In view of the trend of labor to demand—and receive—extra pay...
ments when films are used over again after the initial showing, it is speculated that IATSE will ask for restrictive payments in addition to a higher initial minimum scale and better working conditions. Heretofore, IATSE has not shared in residuals.

The Writers Guild contract with tv film producers expires next February, it was reported, and negotiations should begin later this fall after Guild talks with the majors are concluded. The latter should begin next month at present estimate.

Under the present contract, Writers Guild members receive 120% additional payment from tv packagers for the second through fifth run-re-run of a film, but they do not get any pay- ment for the first re-run. The first re-run pay- ment was the principle on which SAG struck and won. It is believed WGAW also will fight for first-re-run money, plus other new benefits.

John L. Dales, national executive secretary of SAG, announced the guild has mailed ballots to its members in a referendum for ratification of its new contract with the producers of television entertainment films. A letter from the guild's negotiating committee and board of directors, recommending approval of the new pact, accompanied the ballots. Votes must be cast by Sept. 12. A Hollywood membership meeting of the guild on Aug. 16 voted 735 to 307 to call off the 12-day strike and approve the contract.

The New York Council of SAG by unani- mous vote approved the guild's new contract last week, according to a telegram received by the guild's Hollywood headquarters Wednesday from Harold M. Hoffman, executive secretary of the organization's New York branch. The guild has approximately 2,000 members in New York.

---

**FUND FOR THE REPUBLIC CONTINUES TO EXPAND ACTIVITIES IN RADIO-TV**

Ford Foundation-endowed activity plans Herblock tv film series, announces winners of script competition. Report also shows status of other studies involving mass media.

The FUND for the Republic Inc., a non-profit corporation, which has received $4 million; not only is "studying" certain aspects of the radio-television field but is planning still other studies and additional use of the media.

Already, in the last quarter of a million dollars have been funneled into current or proposed activities connected in some way with the radio-television field. Here is a summary of plans, for the funds are readily available, some of them heretofore undisclosed:

- A $100,000 study of "blacklisting" in the motion picture, radio and tv industries. This study, authorized last May, had used all of its funds except $32,215 as of last May. A report by its director, John Cogley (formerly executive editor of Commonweal, and its principal assistant, Mr. Hutchins, is slated for publication early next year.
- An authorization last May of $25,000 for a "commission" to explore the possibility of a "continuing agency to appraise the performance of the mass media of communication." A meeting of this group will be held next month.
- A film series featuring Herbert L. Block, editorial cartoonist of the Washington Post and Times-Herald and twice-winner of the Pulitzer Prize. Details of the project, for which $200,000 has been appropriated, were announced last week.
- Also announced last week were winners of a contest for outstanding original drama and documentary scripts on civil liberties themes. By last May, all but $6,070 of a $75,000 allocation for this project had been expended. Also last May, the Fund authorized $65,000 for awards to be presented for outstanding dramatic and documentary tv shows already on the air, and last September allocated $200,000 for the production of pilot tv films and for participation in tv programs "of interest to the Fund." All but $8,169 of the $200,000 thus appropriated had been spent last May.

**Funds Authorized**

The Fund for the Republic's grants authorized, as of last May, include $5,000 to the American Friends Service Committee "for assistance to radio tape programs on civil liberties topics"; $40,000 to Columbia U. for activities including radio programs and $35,000 to the National Citizens Commission for the Public Schools for a radio series on "problems confronting public schools."

The $85,000 in grants, combined with the monies allocated for projects, brings the broadcast media-connected funds to a total of $745,000. Of the $665,000 authorized for these projects, the Fund had spent $193,586 as of May, leaving a balance of $471,414 unexpended.

The Fund for the Republic Inc., created by a $1 million grant of the Ford Foundation in October 1951 and made quite solvent with another $14 million of Ford monies about 16 months later, has as its objective the advancement of the understanding of civil liberties. As of last May, the non-profit corporation, which is independent of the Ford Foundation although financed by it, had assets of nearly $13 million.

Paul G. Hoffman, board chairman of the Studebaker-Packard Corp., is its chairman and Robert M. Hutchins is its president. Mr. Hutchins, formerly chancellor of the U. of Chicago, succeeded Sen. Clifford P. Case (R-N. J.) who in April 1954 resigned to run for the U. S. Senate.

In the May report of the Fund, Mr. Hutchins noted that the "citizen should know what his rights are and what is happening to them. This is the reason why the Fund has used all the media of communication—radio, television, newspapers, magazines, records and books—to arouse an interest in civil liberties and to encourage debate about them." Mr. Hutchins said that the Fund's board of directors "believes that the rights of Americans should not be compromised or lost through neglect or confusion."

In summarizing its activities, the report noted that among them has been the making available to educational institutions and public affairs groups an expanded version of the tv film of Edward R. Murrow's Interview with J. Robert Oppenheimer. The interview was first seen on Mr. Murrow's See It Now show on CBS-TV.

The tv series, the first commissioned by the Fund, will feature Mr. Block in a discussion of current events. It will be filmed in Washington, D. C., either at Mr. Block's home or at a studio, starting next month. First release of the initial films—the program later will be filmed on a weekly basis—is set for October. Reggie Schuebel, New York representative of agencies, will handle distribution of the series. The series can be sponsored locally.

Information Productions, headed by Alfred Schuebel, has now been brought in to handle the series. This group will take the new material and make it into a series of 26 15-minute tv films entitled Herblock's Week. Cartoonist Block is known professionally as Herblock.

**SUPERPOWER**


**HARDWARE DEPT.**

"KRIZ Phoenix says you have everything—please, sir, may I have a wolf-trap?"

Broadcasting • Telecasting
BUTTERFIELD and Thomas H. Wolf, has announced that Joseph Wershba, formerly of the CBS-TV See It Now staff, will direct the filming.

The exploration of what, if any, need there is of an agency to "appraise the performance of mass communication media, is one of the Fund's newest projects, authorized only last May. First report on this proposed commission is expected about the middle of next month.

Mr. Hoffman last Tuesday at a ceremony and party held at the Waldorf-Astoria in New York said that at the outset the Fund had planned to use a good amount of its $15 million to figure out ways to use this money effectively on television. Mr. Hoffman spoke at an awards presentation in the tv script contest held by the Fund. He said the contest and other projects—such as the Herblock show—were part of this overall program.

Suitable for TV Production

Mr. Hoffman said the Fund was "confident that the television industry will find many, if not all, of the winning scripts eminently suitable for production." He said the Fund would make efforts to obtain the production of as many as possible of the winning scripts.

Prizes totaling $25,000 were presented in two categories: Hour-long dramas and half-hour documentaries. Some 630 entries were received. First prize of $5,000 for the best documentary went to Burton and James Benjamin, two brothers, for their play, PEPITO, dealing with Puerto Rican youth during the first few days in New York. Mrs. Lillian Schoen Andrews won $5,000 for the best of the drama scripts. Her tv play, The CONSPIRATORS, is based on the last days of Elijah Lovejoy, abolitionist editor in Illinois who was murdered for insisting on the right of a newspaper editor to print "unpopular" ideas. Jo Sinclair won second prize, $2,500, in the drama class for her We Can't Be the First script dealing with prejudice against negroes in the matter of housing. All four authors are professional writers. Mrs. Andrews was a radio writer for ABC for many years. She is married to Martin Andrews, an ABC radio director.

Among the judges were news commentators Elmer Davis (ABC) and Eric Severeid (CBS). Millon Krents, former NBC producer and now handling radio-tv for Brandt & Brandt, literary agents in New York, was retained by the Fund as a consultant to assist in placing on the air the 19 award winning scripts. He will survey both commercial and sustaining tv shows in the search for placement of the scripts.

Toronto May Get TNT Bout

THEATRE Network Television reported last week that a closed-circuit program of a heavyweight championship bout may go international for the first time in history if Louie's Uptown in Toronto gains government permission to carry TNT's telecast of the Marciano-Moore bout on Sept. 20. Nathan L. Halpern, president of TNT, said advance sale of tickets for the closed-circuit telecast "is heavier than for any fight in TNT's history." He added that prospects of a million dollar gate looms bright, with the number of theatre bookings "rapidly approaching the 100 mark."

Religious Show Available

A WEEKLY religious program, The Hour of the Crucified, on 151 radio stations, is now available for requesting stations. The program is tape recorded at the Passionist Monastery in Springfield, Mass., under the direction of Rev. Fidelis Rice.

Land-Line 'Stations' To Get NBC-TV Kines

KINESCOPES of regular NBC-TV programs, as well as filmed programs, will be supplied to the closed-circuit tv system of "stations" planned by Trans-Community Television Network Inc. of Beverly Hills, Calif., NBC-TV confirmed last week. Details of the circuit that would serve some 15 communities in western states were disclosed to BT a fortnight ago [At DEADLINE, Aug. 22].

Under the Trans-Community proposal, "stations" in each town would originate film and local live shows and sell local spots in addition to national accounts. Installations are underway in Douglas, Ariz., and Bishop, Calif.

According to NBC-TV, a one-year contract was signed July 15 with Trans-Community. As yet, the network and Trans-Community have not determined what programs will be supplied but network spokesmen said Trans-Community would be serviced on the same basis as non-interconnected network affiliates. Under that procedure, kinescopes must be shown within a 60-day period. Trans-Community, it was understood, expects to start its programming in the fall with programs shown from two to four weeks after they have been put on kinescope.

Problems of property rights and overlap had to be cleared, it was stated by network spokesmen, who noted this was standard procedure. Another problem—that of union clearance—is being solved by Trans-Community which is obtaining "letters of consent" from labor organizations involved, it was said.

NBC-TV's position, however, was not determined on another request of program origination by the Potomac Valley Television Co., a community tv system in Cumberland, Md. [BT, Aug. 22]. Potomac plans to run kinescopes of network shows, including commercials, without charge in the five-channel Cumberland system. The wired tv company plans to set up and relay each of Washington's four tv stations. Adjacencies would be sold to local dealers of program sponsors.

NBC-TV spokesmen indicated that the Cumberland operation differed from that of Trans-Community. The latter, they said, clearly operates out of range of tv signals and into markets where a community tv system could not be operated. Cumberland, on the other hand, is a community tv system that utilizes existing stations' signals. Stations of all four networks are in Washington.

'Ring' Editor Advocates Television Studio Boxing

STUDIO BOXING is here, says Johnny Salak in the current issue of The Ring, national magazine dealing with the sport of boxing.

Although there may still be doubt in the minds of some broadcasters and boxing promoters about the future of boxing strictly for tv, with little if any "arena" audience, The Ring points out, "If you can't budge the fans out of the living room with anything less than a stick of dynamite, don't fight them—join them."

"Which is just what is happening. Promoters are getting tired of seeing empty seats, by the thousand, costing them money, by the thousand. So why, if you can put the same fight on in...
a studio, go to the expense of a huge rental for an arena plus the additional cost of the hired help that goes with such a promotion? It all boils down to the fact that thirty million persons, give or take a few thousand, will see the bouts either way and it's cheaper if studio-produced."

Mr. Salak, The Ring's tv editor, suggests, admittedly with tongue-in-cheek, that all boxing events might be "canned"-filmed in a studio and then edited to fit television's time slots.

Autocue Corp. Reorganizes, J. Elroy McCaw Joins Firm

EXPANSION and reorganization of Autocue Sales & Distribution Corp. New York, visual prompting device service, was announced last week by Larry Merchant, president. In the reorganization, J. Elroy McCaw, president of WINS New York and associated in ownership of other stations, has joined the company on the executive level.

In addition to Mr. McCaw's affiliation with the company, Autocue has ordered more equipment amounting to $250,000, increased its staff and opened offices at 1600 Gower St., Hollywood, with William Gargan Jr. as manager. Mr. Merchant said the firm had quadrupled its overall billings on tv and film during the last six months.

At present, Autocue services shows on ABC-TV, CBS-TV, and NBC-TV and has an exclusive arrangement for all programming on WRCA-TV New York. Autocue also has contracts with 58 advertising agencies and 22 film producers.

---

**NETWORKS**

**DUMONT TURNS ITS CORPORATE BACK ON TV NETWORK, LEAVES IT TO DIE**

As of mid-September there'll be but one network show left. Still up in the air are approval of the stock spin-off proposal and the job futures of Ted Bergmann and Ted Cott.

THE DuMont TV Network is being left to peter out.

By the middle of next month, it'll be down to one network program—Monday-night boxing, a co-op feature. It dropped from three programs to two last Thursday, when Libby, McNell & Libby's weekly quarter-hour All About Beano went folded. The other program currently being networked, H. J. Heinz Co.'s Studio 57 (Tues., 8:30-9 p.m.), ends about the middle of September.

The weekly boxing co-op is slated to continue "indefinitely." In addition DuMont has set a fall football schedule, but this is on a regional lineup. It embraces about 15 or 16 stations in New York State and New England, and will be presented with Atlantic Refining Co. sponsoring half and the other half being offered on a co-op basis.

No known effort is being made to secure new network programs or network sponsors.

This, of course, is in line with the policy made known a few weeks ago in connection with the proposed stock spin-off—yet to be voted on by stockholders—under which Allen B. DuMont Labs and its broadcast division would be corporately separated. The announcement of that plan said the new broadcasting corporation would operate the DuMont owned outlets as "local stations"; it made no mention of the DuMont network, and top authorities agreed then that it might be assumed the network would be discontinued if the spin-off plan is approved (B+T, Aug. 15).

Bergmann Continues

Ted Bergmann, managing director of the broadcasting division, which includes the network as well as the owned stations, meanwhile is continuing in that position. His future plans have not been disclosed. Whether he would move into the new setup, assuming the incorporation plan is approved by the stockholders, has not been indicated.

On the other hand, sources among the Paramount Pictures interests, which represent about 29% of the DuMont stock and which appears to have got an upper hand in policy management of the company, have indicated that a key but otherwise unidentified post in the proposed new DuMont Broadcasting Corp. would go to Ted Cott, now head of the owned-stations operation.

The spin-off announcement said specifically that Dr. Allen B. DuMont, now head of the labs, would become board chairman of the new manufacturing corporation. It has been speculated that Paul Raibourn of Paramount Pictures and also currently secretary of DuMont Labs, might head the new broadcasting company. There also have been strong indications that Paramount is preparing for a major invasion of the tv network and film packaging field (B+T, Aug. 22).

While the DuMont network operation is dwindling away, its new Electronicam live-film camera system is reported making heartening progress. The first Jackie Gleason Honeymoons show recorded by the Electronicam system was viewed privately last week end was reported to have won enthusiastic reception.

Electronicam filming of a series of five-minute shows featuring Les Paul and Mary Ford and to be sponsored on a national spot basis by Lambert Pharmacal Co. through Lambert & Peasley is to start this week, and a number of film commercials for other national spot advertisers are being made by the Electronicam process. The Electronicam operation would be a part of the manufacturing corporation's functions under the proposed corporate split-up of manufacturing and broadcasting.

CBS Claims Major News Beat With Algerian Revolt Films

CBS-TV Thursday hailed what it called "some of the most sensational film to come out of terror-ridden Algeria" as a tv film news beat scored by CBS Newfilm cameraman and correspondent Jacques Alexandre. The 300 feet of news film was shot on Tuesday in the province of Constantine, more than 100 miles east of Algiers, as French soldiers flushed rebels out of hiding places.

Mr. Alexandre, according to CBS-TV, took his life in shooting the film, which was shown on the network's Douglas Edwards With The News program Wednesday (7:30-7:45 p.m. EDT), with portions on a late news show in New York that night. Early the next day, footage was placed on The Morning Show.

The film, which earned the cameraman an immediate $250 bonus from the network, depicted French soldiers shooting down rebels and recorded civilian and military personnel who were wounded in the massacre.

CBS-TV said stills of the film were placed on news photo wires by United Press and International News Service and that Life and Coronet magazines requested stills after a viewing.

---

**Fall Coverage of Sports On Intermountain Network**

LYNN MEYER, president of Intermountain Network, announced the sale of all U. of Utah football and basketball games on the network's eight Utah stations. Corresponding for the Utah Oil Refining Co. and the First Security Bank System. A 10-minute scoreboard program will follow the game broadcast, sponsored by Fisher Baking Co., Salt Lake City.

Coaches Jack Curtis and Jack Gardner will be featured on a sports program sponsored by Arden Meadowgold Dairies, which will follow the scoreboard. In addition, Burgermeister beer, San Francisco, will sponsor 19 pro-football games on the network's Nevada, Idaho and Montana stations, according to Mr. Meyer.

---

**MAGNIFY YOUR SALES IN THIS STABLE $140,000,000.00 MARKET**

**CBS KGO-TV MISSOULA MONTANA**

67 Miles From Spokane
CBS-TV SHOWCASES FALL PROGRAM PLANS

CBS-TV in the 1955-56 season will present an "exciting" list of special programs and continue to show programs of "muscle and merit" that make up the network's "steady weekly backbone," Hubbell Robinson Jr., vice president in charge of programs, said Thursday.

Mr. Robinson introduced newsmen and primary affiliates, via an hour-long closed-circuit telecast at 6 p.m. EDT [B-T, Aug. 22], to a sampling of upcoming shows: You'll Never Get Rich, starring Phil Silvers and set for the 8:30 p.m. EDT slot Tuesdays, starting Sept. 20; Joe & Mabel, starring Larry Bryden and Nita Talbot, also Tuesday and scheduled for 9-9:30 p.m., starting under alternate sponsorship of Carter Products on Sept. 20 and Grecitel on Sept. 27, and Gunsmoke, slated for three weeks out of four under sponsorship of Liggett & Myers on Saturday, 10-10:30 p.m., starting Sept. 10. The Silvers show will be sponsored on alternate weeks by R. J. Reynolds Tobacco and Amana Society.

Meas. Silvers and Bryden and Miss Talbot appeared on the telecast, which originated from New York studios. Newsmen in New York were on-stage guests, while affiliates invited newsmen from their communities to attend the stations' pickup of the special showing.

Situation Comedy Not Dead

In acknowledging that the Silvers show and Joe & Mabel were "situation comedy," Mr. Robinson said "there is nothing basically wrong with situation comedy. Situation comedy is not dead. Only the bad situation comedies are dead. Only the old euche approaches to them, the tired and repetitive writing of them are dead—and buried."

Mr. Robinson said that six months ago most in the industry would have written off the giveaway. "And then," he said, "along came the $46,000 Question."

Thus, he said, it is not "what you do but how well you do it." Formula, according to Mr. Robinson "is nothing. Execution is everything."

The CBS-TV schedule is made up of half-hour, full-hour and 90-minute shows "of every category from documentaries to rib-lickers...no one approach dominating," Mr. Robinson said. He also referred to the lineup CBS-TV plans for some of its special programs that will feature such stars as Judy Garland, Noel Coward, Mary Martin, Bing Crosby and Jack Benny.

CBS-TV, he noted, plans musicals, a story of rhythm (The Big Bang) and a dramatization of Jim Bishop's book, The Day Lincoln Was Shot. He noted that the proposed special See It Now series with three of the programs half-hours and two of them 90 minutes in length will permit Edward R. Murrow and Fred Friendly to "probe, analyze and reveal the 20th Century world with a thoroughness and completeness the half-hour series made impossible."

NBC Newsman Slain

ROLAND JOURDAN, 29, part-time NBC news cameraman, was killed Aug. 20 covering the Moroccan riots, the network announced last week. Mr. Jourdan was ambushed and killed on a road about 130 miles from Casablanca by a group of Zainames tribesmen. His camera and film were confiscated by the assailants.

Mr. Jourdan had been retained by NBC News' Rabat correspondent, Yves Ducygne, to help cover the riots. John Peters of the NBC London office, who was present at the time of the attack, reported that Mr. Ducygne had also received a head injury.

Intermountain Adds Eight

INTERMOUNTAIN Network has announced affiliation agreements with eight new stations, bringing the network's number to 57. New affiliates are: RBTK Missoula, Mont.; KRTR Thermopolis, KWOR Worland, KWRE Riverton, KGOS Torrington, KRAL Rawlins and KFBC Cheyenne, all in Wyoming, and KSID Sidney, Neb.

Levine on Red Facilities

IRVING LEVINE, NBC's recently-accredited Moscow correspondent [BT, Aug. 22], last Wednesday began to deliver regularly scheduled news broadcasts on a six-day-a-week basis using the facilities of Radio Moscow. He is said to be the first foreign correspondent since 1949 to broadcast from Moscow on a regular basis. Mr. Levine has been allotted 15 minutes at 9-9:15 a.m. EDT for his broadcasts. NBC News plans to present some newscasts live and some on tape for later news shows.

Mutual Changes News Format

MUTUAL's news broadcast schedule moves closer to the news-every-hour formula, starting Labor Day, when two of the five Kraft-Star Newscast weekday programs become on-the-hour presentations. The second and fourth Kraft newscasts will be carried in the 11-11:05 a.m. EDT and 2-2:05 a.m. EDT spots, making a total of nine daily newscasts to be presented over Mutual on an on-the-hour basis.

KCMO-TV Affiliates With CBS

AFFILIATION of KCMO-TV Kansas City with CBS-TV effective Sept. 28 was announced last week by Herbert V. Akerman, network vice president in charge of station relations. KCMO-TV, which operates on ch. 5, is owned and operated by Meredith Engineering Co. General manager is E. K. Hartenbower.
**Correction**

KFI-ZTV Fort Worth, Tex., which plans to commence telecasting Sept. 11, was incorrectly described in a picture caption [B&T, Aug. 22] as a CBS-TV affiliate. The new ch. 11 outlet will be affiliated with DuMont Television Network.

**Telerad Inc. Appoints Dennis Sales Director**

WALTER L. DENNIS, general manager of WINO West Palm Beach, Fla., has been appointed director of sales for Telerad Inc., radio- television management firm of Pueblo, Colo., according to Ray J. Williams, Telerad president.

Mr. Dennis is well known in the industry for his work on the Joske Retail Radio study and in the organization of the Radio Advertising Bureau and the Television Bureau of Advertising. Before his appointment, Mr. Dennis was with Wills-AM-TV (now WTM-AM-TV) Lansing, Mich.

**Public Relations Co. Formed**

A NEW public relations company has been formed in Hollywood by Fred W. Kline, former president of Walter E. Kline & Assoc., and Len Simpson, to be known as Modern Communications & Assoc. The new partnership will handle both commercial and entertainment accounts.

**PROFESSIONAL SERVICE SHORTS**

Bruce Compton, former national sales manager, KATV (TV) Little Rock, Ark., will publish new weekly magazine, *Tv Week* in Arkansas, starting about mid-September. Similar to other such publications, magazine will list program notes, schedules and highlights of Little Rock stations and will carry features on local performers and behind-scenes incidents at stations.

**Academy of TV Arts & Sciences has appointed Ettinger Co. (public relations), Hollywood.**

**David J. Jacobson & Co. (public relations), N. Y., has moved to 18 W. 55th St.: telephone Plaza 7-7680.**

**Booth Stack Assoc., N. Y., retained as public relations counsel for Dewey & Company Products Corp., West Orange, N. J., Radio-4-Y planned.**

**PROFESSIONAL SERVICE PEOPLE**


**Jack Pitman**, formerly with NBC Central Div., Chicago, to Herbert M. Kraus & Co. (public relations), Chicago, as copy chief and account executive.

Charles Levy, owner of N. Y. motion picture and tv public relations firm, retained as special consultant to direct all advertising, publicity and sales promotion activities for Cinema-Vue Corp. (tv film distributors), N. Y.

**Dunning Moves to CBS, Heads Network Programs**

APPOINTMENT of Harlan J. Dunning as network program supervisor for CBS Radio, effective immediately, was announced last week by Howard G. Barnes, CBS Radio vice president in charge of network programs.

In his new post, Mr. Dunning succeeds Norman Frank, who left CBS Radio to join the NBC-TV program production staff. Most recently Mr. Dunning had been associated with Burroughs Corp., St. Louis.

**Cooperman to NBC-TV Sales**

APPOINTMENT of Alvin Cooperman as manager of program sales for NBC-TV was announced last week by Michael Dann, director of program sales. Mr. Cooperman, who joined the network in 1951 as unit manager of The Milton Berle Show, produced the network's *Color Caravans* in 1953 under the supervision of Barry Wood, director of special events for NBC. He also was associate producer of the network's *Wide Wide World*. Before his NBC association, Mr. Cooperman was with Shubert Enterprises as assistant to the chief booking agent.

**Don McNeill Plans TV Return**

DON MCNEILL, m.c. of ABC radio's *Breakfast Club*, will return to television on a limited scale for a series of special programs under plans being mapped by his Don McNeill Enterprises last week.

Plans call for Mr. McNeill to appear in four or six 60-minute presentations using the theme of selected holidays during the year, though format has not been determined. Programs would be packaged and produced by McNeill Enterprises, and offered to interested sponsors or networks.

**WITN (TV) Joins NBC**

AFFILIATION of WITN (TV) (now WTM-AM-TV) Lansing, Mich.

**'Matinee' Premiere Oct. 31**

NBC-TV's *Matinee Theatre*, daily half-hour drama series in color, will premiere coast-to-coast from Hollywood Oct. 31 instead of post-vious, tentative Oct. 3 date. World Series, Milton Berle color show and Daylight Savings Time problems in East required change. Color production executives have been moved to the west coast from New York to handle the show.

**NBC-TV Signs Max Siegal**

SIGNING of Max Siegal, writer-producer, as producer of the *Colgate Variety Hour* on NBC-TV has been announced by the network. For the past five years, Mr. Siegal has been associated with Max Liebman as a writer and associate producer of *Show of Shows* and *Tonight*. The first Colgate show he will produce will be broadcast Aug. 28.

**NETWORK PEOPLE**

Irving Ashley, radio producer-director, CBS Radio, appointed staff producer-director.

Russell Thorton, who portrayed, "Paul Barbour" character, NBC-TV *One Man's Family*, is replacing retiring Michael Raffetto, Barbour player in NBC Radio version.

Paul Levitan, general producer, manages and directs programs in charge of network. Mr. Levitan succeeds Michael Raffetto, former NBC producer, to be known as producer-director of Your Hit Parade, and continued to handle the radio advertising operations of Lucky Strike cigarettes, after the series went off the air.

**Correction**

KFI-ZTV Fort Worth, Tex., which plans to commence telecasting Sept. 11, was incorrectly described in a picture caption [B&T, Aug. 22] as a CBS-TV affiliate. The new ch. 11 outlet will be affiliated with DuMont Television Network.

**WITN (TV) Joins NBC**

AFFILIATION of WITN (TV) (now WTM-AM-TV) Lansing, Mich.
Electronic Firm Develops Tiny Silicon Rectifier

SILICON power rectifiers have been developed by Automatic Manufacturing Corp., subsidiary of General Instrument Corp., according to Monte Cohen, General Instrument president.

The tiny rectifiers, designed for use in equipment where miniaturization and high temperature reliability are vital, can do the power-conversion job of vacuum tubes 590 times their size, and will operate under shock and temperature stresses that would shatter vacuum tubes and render selenium and germanium rectifiers ineptive, according to the company. They take up only 3/100 cubic inch of space and weigh 7/100 of an ounce and will operate at temperatures as high as 200 degrees centigrade. They are available in six voltage ranges.

Automatic Manufacturing, and its parent General Instrument, produces radio, tv and electronic components for industrial, commercial and military uses. Responsible for planning and execution of the new semiconductor program are Maurice Friedman, Paul S. Heffin and Dr. Robert W. Hall.

Zenith Promotes Owen, Announces Dividends

ELECTION of Norman C. Owen as vice president in charge of distribution of Zenith Radio Corp. and declaration of a 75-cent-per-share dividend payable Sept. 30, were announced by the electronics manufacturer last Monday.

Mr. Owen was appointed Zenith distribution manager late last July after resigning as president of Webster-Chicago Corp. [DET, Aug. 1]. Mr. Owen had been active in sales and sales management 10 years. Payment of the dividend was announced by E. F. McDonald Jr., Zenith president, to shareholders of record Sept. 9.

Dresser-Ideco Promotes Mann

FREEMAN MANN has been appointed to the newly created position of chief engineer of the Dresser-Ideco Co. Prior to joining Dresser-Ideco a year ago, Mr. Mann was a sales engineer for International Research & Development Corp. of Columbus, Ohio. Mr. Mann will be in charge of production engineering for all the company's products, which include radio and tv towers, aircraft hangers, industrial buildings, substations and radar towers.

Raytheon Sales Increase

NET SALES of $182 million were reported for the year ending May 31 by Raytheon Mfg. Co., Waltham, Mass. This compares to $177 million for the same period a year ago. The report showed an increase in commercial sales, especially in receiving and special purpose tubes, transistors, picture tubes and other components. Sales of tv sets were higher in both units and dollar values.

DuMont Develops Oscillograph

NEW cathode-ray oscillograph, particularly well suited to field or laboratory testing and servicing of many types of electronic computers, was announced last week by the technical products division of Allen B. DuMont Labs. The instrument, designated type 331, weighs 19 pounds and reportedly offers many advantages for field or laboratory testing of television broadcasting and receiving equipment, for testing microwave equipment and for a wide variety of other field and laboratory test purposes.

Tv Telephone Demonstrated

MARRIAGE of the telephone to television was announced Wednesday in San Francisco where Bell Telephone Labs and Kay Labs of San Diego, Calif., gave a demonstration of the new device.

Called the Videophone, the device has a 10-inch viewing screen and both the caller and the listener can see each other. The unit is composed of a conventional dial telephone plus small size tv camera and screens. Its initial application will be in industry, Bell said.

Edward Breen, president, KVFD Ft. Dodge, Iowa, signs on for the Northwest Broadcasting Co. station to purchase a new Gates BC-250L transmitter, while Stanley Whitmon, Gates sales engineer, watches.

Manufacturing People

John F. Frazier, assistant manager, tv dept., research and development div., Corning Glass Works, Corning, N. Y., named dept. manager, succeeding Dr. John L. Sheldon, who has been named staff research manager, electrical products div.

William H. Eutzy, assistant to div. manager, radio-av div., Westinghouse Electric Corp., Pittsburgh, promoted to newly created post, div. sales administration manager; Gordon L. Jolly, field service representative, Westinghouse, Metuchen, N. J., promoted to product information manager.

James A. Frey appointed radio-tv merchandise manager, Stromberg-Carlson, Rochester, N. Y.

Jeff D. Montgomery, former sales engineer, Andrew Corp. (antennas, antenna systems, transmission lines), Chicago, named west coast engineering manager, Andrew California Corp., Claremont, Calif.

Roger Maclay, Edward Keesler and W. J. Monroe appointed manager, newly created Atlanta, Baltimore and Kansas City sales and service districts, respectively, equipment marketing div., Raytheon Mfg. Co., Waltham, Mass.; Joseph C. Profita, Emile J. Rome and Howard H. Ganson Jr. appointed Chicago, New Orleans and Seattle managers, respectively.

S. Pratt Culver, formerly with Edison Electric Institute, N. Y., to public relations dept., Sylvan Electric Products Inc., N. Y., as project manager.

Lloyd E. Swedlund, cathode ray tube engineering section, General Electric Co., Syracuse, N. Y., appointed monochrome tube product engineering manager, cathode ray tube sub-dept.

Manufacturing Shorts

Pilot Radio Corp. (hi-fi tuners, amplifiers, phonographs), Long Island City, N. Y., has appointed Howard C. Elliott Co., Cleveland, as sales representative for Ohio, west Pa. and W. Va.

Telex Inc., St. Paul, Minn., is marketing new device, "Tv Listener," to be attached to audio system of tv sets to permit listening by one person without disturbing others. Device consists of control unit with volume controls and on-off switch, connected to set's output circuit by 15-ft. cord, two jacks and Telex Earset receiver which plugs into jacks.

81.4% of radio homes in the Cincinnati area listen each week to WCKY

High Penetration & Low Rates puts your advertising message into the greatest number of Cincinnati homes at the LOWEST POSSIBLE COST

*Pulse C.P.A.
Dec. 1954
NYU Experimenting With TV Instruction

IN ORDER to determine whether television can be used to improve the educational process, New York U. will experiment with the teaching of college composition and English literature by means of closed-circuit TV, starting next month.

The experimental program, made possible by a grant of $52,359 from The Ford Foundation's Fund for the Advancement of Education, will be conducted at NYU's Washington Square College of Arts & Science under the direction of Dean Thomas C. Pollock and Prof. Oscar Cargill, chairman of the English department. Some 500 students and more than 40 members of the faculty will participate in the experiment.

College composition and English literature courses at NYU meet for one-hour periods three times a week. During the experiment, two class hours will be devoted to the television lecture-demonstrations and one tutorial hour to instruction in discussion groups of not more than 15 students each. Senior faculty members will give the lecture-demonstrations in a television studio now being constructed at NYU's Washington Square center. Students will see the lectures in eight classrooms. Each classroom will accommodate 25 to 45 students and will contain one or two 24-inch receiving centers.

Commenting on the project, Dean Pollock said that "Television has the extraordinary power of bringing the viewer into a close personal relationship with the performer." He said: "In our experiment, we hope to utilize this power for educational purposes by bringing the best teachers closer to the students than they are in a lecture hall. We are combining instruction in closed-circuit television with instruction in small discussion groups during tutorial hours. In this way, we hope to personalize education further than the usual classroom procedure permits."

NYU Adds Three Courses To Radio-TV Curriculum

EIGHTEEN evening courses in the fields of radio and television will be offered during the fall semester at New York U.'s division of general education, according to Dean Paul A. McGhee.

Three of the courses, radio and television commercials, designing for television and play evaluation roundtable, are being offered for the first time.

Broadcasting-Educ. Group States First Board Meeting

FIRST board meeting of the Assn. for Professional Broadcasting Education, joint university-radio-broadcasting industry group promoting college radio and training courses, will be held in October. Membership of the board was announced by NARTB President Harold E. Fellow.

APBE was set up last May during the NARTB convention to replace University Assn. for Professional Radio Education. Active membership includes NARTB and accredited colleges and schools with regularly established comprehensive courses in professional radio-television training. Associates are other accredited colleges and universities with radio-television instruction. Co-coordinator of APBE activities is Frederick H. Garrigus, manager of NARTB organizational services.


TV's Cultural Impact

A STUDY of the impact of television on the cultural life of America, with particular reference to educational tv, is underway under the direction of Dr. William Yaendell Elliott, professor of government, Harvard U. Associated with Dr. Elliott in the undertaking, made possible by a grant from the Old Dominion Foundation (Paul Mellon), are Dr. Harold Hunt, Harvard U.; Dr. Leon Martin, Boston U.; Dr. Keith Tyler, Ohio State U.; David Stewart, Joint Committee on Educational Tv, Robert B. Glyn, Harvard U., and Lawrence Laurent, radio-tv critic, Washington (D. C.) Post & Times-Herald. Dr. Elliott hopes that the book will be published sometime next year.

Educational WTTW (TV) Sets Limited Schedule

TEST PROGRAMMING will be launched by WTTW (TV) Chicago, non-commercial, educational station, on a two-day-per-week schedule starting Sept. 19 and continue on that basis until late fall, it was announced Wednesday by Dr. John W. Taylor, executive director.

Much of the initial two days of programming will be supplied by the Educational Tv & Radio Center in Ann Arbor, Mich. Aside from the kinescopes of these programs, also seen on other educational tv outlets, WTTW will include live programs and films.

The limited schedule calls for six hours (4-10 p.m.) every Monday and Friday from the Chicago Board of Education studio in the Bankers Bldg. at 105 W. Adams St. This fall, when permanent studios are completed in the Museum of Science & Industry, programming will be extended from 12 to 30 hours a week.

Missouri U. Clinic Adds 3

ADDITION of three consultants to the roster which will conduct the National Tv Clinic to be held Sept. 2-4 at the U. of Missouri (BET, Aug. 15), has been announced by clinic management. They are Dr. Herbert True, specialist in creativity from Notre Dame U. and author of two tv handbooks and a tv dictionary; Gerhart Wiebe, research psychologist for CBS, and Elihu Katz, sociologist, of the U. of Chicago. Agricultural TV personnel from more than 30 states, Canada and Puerto Rico will attend the clinic.

Three to Address NAEB

LUNCHEON speakers for the annual convention of the National Assn. of Educational Broadcasting were announced last Wednesday at the Del Prado Hotel, Chicago. They are Dr. John W. Taylor, executive director of the Chicago Educational Tv Assn.; Benjamin C. Willis, Chicago's superintendent of schools, and Dr. Frances "Miss Frances" of NBC-TV's Ding Dong School. Dr. Taylor, Mr. Willis and Dr. Horwich will address the NAEB Oct. 27, 28 and 29, respectively.

EDUCATION PEOPLE

Thomas Aldredge, formerly with WGN-TV Chicago; Joseph Bishop, tv and film production specialist; Theodore Gerachus, active in dramatic presentations, and Thomas K. Hull Jr., formerly ABC stage manager and Breakfast Club associate tv director, to WTTW (TV) Chicago, forthcoming educational station, as producer-directors; Robert A. Kostka, freelance designer, to WTTW as art supervisor.

Dr. Clarence Ablow to radio systems lab, Stanford Research Institute, Stanford, Calif., as senior research mathematician.
RCA to Demonstrate TV In Asia, Middle East

FIRST major demonstrations of television ever planned for Southeast Asia and the Middle East will be undertaken by RCA during the next five months, Frank M. Folsom, president of RCA, announced last week. The project has been launched under the auspices of the U. S. Dept. of Commerce. It is the feature of three international trade fairs which are being held Aug. 18 through Dec. 15 at Jakarta, Indonesia; Karachi, Pakistan, and New Delhi, India.

Approximately 12 million Asians will see tv for the first time during the exhibitions, Mr. Folsom said. The demonstrations will be held in specially designed and constructed pavilions, styled in a functional and ultra-modern manner, he said.

A selection of American products and skills will be shown in addition to the displays of live and filmed tv programs which will occupy a large percentage of the space in the American pavilions. Some 35 tons of equipment valued at approximately $500,000 will be set up and operated by a team of 15 RCA engineers and technicians who will work on the demonstrations. About six hours of tv programs will be shown each day to the American sections of the exhibitions. In addition to a large theatre-screen projection unit at each of the fairs, viewing will be possible on a lineup of 21-inch RCA Victor television receivers located for viewing by thousands of persons every day, Mr. Folsom said.

INTERNATIONAL PEOPLE

Gordon MacDougall, chief engineer, CJFX Antigonish, N. S., appointed managing director, succeeding Clyde Nunn, who has become minister of labor and welfare in Nova Scotia provincial government.

E. C. Barrett, Ontario sales manager, Addison Ltd. (CBS radio-tv receivers), Toronto, named national sales manager.

Martin Maxwell, president, Associated Broadcasting Ltd., Toronto, and Daphne Cohen were married Aug. 14.

Ian G. Murray, 25, cameraman, Canadian Broadcasting Corp., Toronto, died Aug. 21 following 20-ft. fall from skylift machine while preparing to take tv film at World Boy Scout Jamboree at Niagara-on-the-Lake, Ont.

Have you reserved your space in B&T’s Sept. 19 Radio Resurgence Issue?

Final deadline Sept. 9
Publication Date Sept. 19

BROADCASTING • TELECASTING

'KING FOR A DAY'

NELSON KING, disc jockey of WCKY Cincinnati, was made "King for a Day" Aug. 10 to honor his 10th anniversary with the station. The outlet feted him and his family to a luncheon at the Sheraton Gibson Hotel there after having treated them to a suite the night before. A remote broadcast was staged from the luncheon, attended by Mayor Carl Rich and radio editors. Station breaks announced that "Today—all day—is Nelson King Day" and previous promotion was supplied the milestone with tape recordings cut by the King family. A mammoth birthday cake ornamented with a figure of Mr. King was put on display in the hotel's lobby. Among other tributes, Mr. King, who is president of the Country Music Disc Jockey Assn., was cited in a resolution of Cincinnati's city council and was made an honorary Kentucky colonel.

JEFF KING, 7, uses a man-sized saw to cut the 10-year anniversary cake for his dad, WCKY disc m.c. Nelson King, who awaits the first piece.

HELPING SONG WRITERS

TO LEND a helping hand to Cleveland's song writers, WRSR there is starting a new program featuring the tunes of local writers. Tune Quest will be heard nightly from midnight to 1 a.m. and will be conducted by pianist Sammy Berk and Nate Kliot, head of a local recording firm, Triple A Productions. Local song writers send the station their unpublished tunes which are aired and tested for public acceptance.

RECORD RESPONSE

ANSWERPHONE Co., Miami, has reported to WGBS-TV there that the greatest response in its history was registered following one announcement over the station. Clearview Awnings Co., that city, offered a free hurricane map to those calling Answerphone's number and requesting it. The service received 965 calls following the announcement. An official of Answerphone wrote the station, "It is our feeling that a new local record in telephone replies was set by Clearview Awnings's advertisement emanating from WGBS-TV."

WNYC AIRS GREAT PLAYS

FIFTH annual Great Plays Festival at WNYC New York will be presented this week through Sept. 3, the station has announced. A different full-length drama classic is being presented every evening. Plays selected for this season are "Alcestis," "The Rivals," "Taming of the Shrew," "An Ideal Husband," "Everyman," "Edward II," "George Bernard Shaw—an Irish Portrait," a special documentary, and "Vulcan." The series is being presented in cooperation with the British Broadcasting Co.

'TODAY' AT POWERAMA

NBC-TV will originate Dave Garroway's early morning Today from the General Motors' Powerama exhibit on the opening day, this Wednesday. The 7:30 a.m. EDT program will be telecast from the Chicago lakefront site that day only. Two four-camera mobile units will be used. Features to be covered include a submarine, operating crane, Army tanks, earth movers and oil drilling rigs exhibits. The program also will draw from the stage show produced for Powerama by Richard and Edith Barstow.

RIVER POLLUTION SERIES

WRC-TV Washington is presenting for the second year Our Beautiful Potomac, the facts on pollution in the Potomac River, using film and guest experts to show the continuing health menace of the river. In a series of four one-hour half hours shows, the station will pinpoint some specific causes of the pollution. WRC-TV was presented the Sylvania Award last year for "outstanding public service by a local television station" in producing the program.

$16 BILLION GIVEAWAY

QUARTER of a million fake checks for $64,000 each were passed out a couple of weeks ago by WGBS-TV Guide's promotion emanating from WGBS-TV. On the back of the check is an advertisement of a Tv Guide issue with Hal March, $64,000 m.c.'s, featured on the cover. The magazine believes the promotion to be the greatest "cash giveaway" in all history, totaling $16 billion.
Davy Crockett

WFAA Dallas, Tex., staged a Davy Crockett Day on his birth date, Aug. 17. Throughout the day the station aired special announcements on the hour saluting the "Hero of the Alamo." In addition, a special station break was prepared and broadcast.

'Ear on Chicago'

DOCUMENTARY series titled Ear on Chicago has been launched by the Illinois Institute of Technology on WBBM Chicago. Commercial aviation and how Chicago would be defended in case of an enemy air attack have been featured as subjects. Other programs in the series will deal with rehabilitation of blind war veterans at Hines Hospital and other topics. The series is produced by Kirk Logie, IIT radio-tv supervisor, with Fahey Flynn as narrator.

KFAB 'Newseats'

A NUMBER of "major new beats" are claimed by KFAB Omaha's special events department in connection with the Nebraska penitentiary uprisings Aug. 16-17. The station reports it was the first to (1) air a bulletin of the riots and fires, (2) broadcast directly from the scene live, (3) air developments shortwave from the scene, (4) report that the riot had ended, (5) interview one of the rioting prisoners and (6) supply direct and live network features from the scene and feed area stations with exclusive reports. KFAB's Bill Macdonald informed listeners of developments with bulletins throughout early evening hours.

Timely Interview

AN EXAMPLE of how film programs can assume an element of timeliness, particularly when they involve sports, was shown recently in connection with the Jimmy Demaret golf series distributed by Sportsvision Inc. At WHBF-TV Rock Island, Ill., Sports Director Bill Lohmier interviewed Mr. Demaret by telephone from the All-American golf tournament at Tam O'Shanter for an audio insert at the start of the Demaret film series two days later. The program is sponsored locally by Schlitz Brewing Co.

Sheldon Airs from Roof

Plans were announced last week by WRCA-TV New York to originate Herb Sheldon's One Is for Sheldon from the roof of the station's studio building in mid-Manhattan. The rooftop origination is set to begin in five weeks and will continue, a spokesman said, no matter what the weather is, with Mr. Sheldon and his cameramen to be attired in costumes varying from a duck hunter's ensemble to an Eskimo parka. He added the "sky-high" origination will give the program "greater flexibility" and will permit the telecasting of parades on the street below, as well as showing the audience such vehicles as fire engines, hansom cabs and antique autos.

Pushmobile Derby

WINNING CAR in the annual Pushmobile Derby, a soapbox race for youngsters in Wilmington, Del., was sponsored this year by WTUX there. Fourteen-year-old Bobby Palmer, who has been sponsored by the station for the past four years, captured the honors by beating out 150 other boys after three straight years of ending up in fourth place. Among his prizes was a $1,000 savings bond. WTUX, which also sponsors a Little League baseball team, likewise a winner this year, broadcast the approximately four-hour remote as a public service.

Breakfast Club Tour

ABC Radio's Breakfast Club completed a 150-mile "showboat" tour down the Mississippi River Aug. 26-27, entertaining residents of seven Iowa cities. The programs on docks and in stadiums were recorded for editing and use on radio shows of Aug. 29-31.

WPAD's 25 Years

IN CONJUNCTION with its 25th anniversary last Tuesday, WPAD-AM-FM Paducah, Ky., has released a brochure trimmed in silver. The booklet contains pictures and biographies of station executives and personnel. A history of its operation from its first broadcast Aug. 23, 1930, until its installation of a new transmitter this year is included.

Culminating arrangements for two remote broadcasts by KOB Albuquerque, N. M., from the Gallup Inter-Tribal Ceremonial held Aug. 11-14 in Gallup, N. M., are (I to r): seated, Les Thomas, secretary, New Mexico Motor Carriers Assn.; sponsor; KOB's "Jonny G," narrator; standing, Mike Dillon, KOB program director; Duke Kerstein of Duke Kerstein Adv., and Bill Stevens, KOB account executive.
FOR THE RECORD

Station Authorizations, Applications (As Compiled by B • T)
August 18 through August 24

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
- CD—construction permit
- DA—directional antenna
- ERP—effective radiated power
- VHF—very high frequency
- UHF—ultra high frequency
- aural—speech
- visual—image
- kw—kilowatts
- mc—megacycles
- N—night
- LS—local sunset
- mod.—modification
- trans.—transmitter
- un.—unlimited
- kwh—kilowatt hours
- sta.—special temporary authorization
- STA—special temporary authorization
- rlc—radio license certificate
- T—transmitter
- mps—megapulses
- d—day
-

FCC Commercial Station Authorizations
As of July 31, 1955

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,754</td>
<td>525</td>
<td>150</td>
</tr>
</tbody>
</table>

Cps on air

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>12</td>
<td>231</td>
</tr>
</tbody>
</table>

Cps not on air

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>325</td>
<td>1</td>
<td>125</td>
</tr>
</tbody>
</table>

Total on air

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,748</td>
<td>538</td>
<td>461</td>
</tr>
</tbody>
</table>

Total authorized

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,794</td>
<td>558</td>
<td>194</td>
</tr>
</tbody>
</table>

Applications in hearing

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>180</td>
<td>3</td>
<td>162</td>
</tr>
</tbody>
</table>

New station requests

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>201</td>
<td></td>
<td>17</td>
</tr>
</tbody>
</table>

New station bids in hearing

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>91</td>
<td>6</td>
<td>169</td>
</tr>
</tbody>
</table>

Facilities change relative to hearing

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>174</td>
<td>5</td>
<td>35</td>
</tr>
</tbody>
</table>

Total applications pending

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>703</td>
<td>101</td>
<td>235</td>
</tr>
</tbody>
</table>

License denied in July

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Cps deleted in July

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

* Does not include noncommercial fm and tv stations.

Am and Fm Summary Through August 24

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,606</td>
<td>2,737</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>538</td>
<td>526</td>
<td>32</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>538</td>
<td>526</td>
<td>32</td>
</tr>
</tbody>
</table>

Applications

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>22</td>
<td>0</td>
</tr>
</tbody>
</table>

Pending hearing

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>13</td>
<td>0</td>
</tr>
</tbody>
</table>

FCC ANNOUNCEMENTS

New Tv Stations...

PETITIONS

Jacksonville, Fla.—Board of Public Instruction of Duval County, Fla., petitions FCC to amend tv allocation table so as to change reservation for non-commercial educational use from ch. 1 to ch. 30 at Jacksonville and to issue order to cause why WAJF-TV Jacksonville (ch. 30) should not be changed to specify operation on ch. 1 with 318 kw operating power (as received Aug. 15) and Amended Aug. 19.

Hobbs, N. M.—Monahans, Tex.—Video Independent Theatres Inc. petitions FCC to amend sec. 3.906, tv allocation plan, by adding ch. 8 to Hobbs, N. M., and deleting ch. 9 from Monahans, Tex., and adding ch. 30 to Monahans, Tex. Received Aug. 11; announced Aug. 19.

FCC TELECASTING

HALIFAX, NOVA SCOTIA

A CAPITAL Station

In A CAPITAL City gets

You CAPITAL Results!

Ask

JOS. WOOD & Co.

579 Fifth Ave., New York

P. S. We now have our 5000 Watt Transmitter in operation.

Broadcasting • Telecasting

August 29, 1955 • Page 77

Something you should know about TV in Washington, D.C.

Without changing its current rates, WMAL-TV will boost its power to 252,000 watts this Fall and spark the newest ABC-TV program with the greatest promotion campaign ever conducted by a Washington TV station.

Ask Katz about prime adjuacencies for the Fall... at current rates on

SUPERPOWER

WMAL - TV

Washington, D. C.

Represented by The Katz Agency

The Evening Star TV Station

Affiliated with ABC-Television

WTVD now has

2,165,580 TV SETS (Source: Television Magazine)

More Sets than Portland, Ore. or Richmond, Va.

WTVD

Durham-Raleigh

CHANNEL 11

NBC - ABC

Call HEADLEY-REED
**Morain resubmits application**

**New Am Stations**

**ACTION by FCC**

**APPLICATIONS**

Toccoa, Ga.—Stephens County Bscy. Co., 1590 kc. 1 kw D. Post office address 104 Maia Way, Toccoa. Estimated construction cost $17,125, first year operating cost $30,000, revenue $37,600. Equal partners are: Floyd H. Lackey, owner of WPDJ-AM, Athens, Ga., and C. L. Graham, a physician, and varied business interests; B. E. Shallen, physician, part owner of other parts firm; Ray E. Gales, employee of WDUN Gainesville, Ga., and Charles H. Gaines, employee of WLCI Toccoa. Filed Aug. 22.

Anna, Ill.—Anna Bscy. Corp., 1460 kc. 500 w D. Post office address P. O. Box 440, Pocahontas, Ky. Estimated construction cost $16,150, first year operating cost $30,000, revenue $35,000. Equal partners are: Fred C. Lee, owner of WPAJ-AM Paducah and P. K. Lackey, owner of WHPO-AM-FM Hopkinsville, Ky. Filed Aug. 22.


Morrilton, Tenn.—Clifford G. Frost, 1190 kc. 1 kw D. Post office address 1800 High St, Sevierville, Tenn. Estimated construction cost $22,130, first year operating cost $25,000, revenue $32,000. Mr. Frost owns four mill and ice company in Sevierville and is presently manager of WSEV there. Filed Aug. 22.


Weatherford, Tex.—Parker County Bscy. Co. resubmits application for cp to operate on 730 kc. 250 w D. Reprinted Aug. 22.

Ponce, Puerto Rico—Ponce Bscy. Corp., 1170 kc. 500 w D. Post office address Box 277, Ponce, P. R. Estimated construction cost $15,750, first year operating cost $30,000, revenue $42,500. Principals include Pres. Charles Conner (30%), Gen. Manager, WXRK Guayama; Pres. Luis I. Soto (20%), sales manager; Dr. Luis J. ~Soto (15%), surgeon; Sec. Dr. Jose Garcia (10%), and Julius H. Cueto (20%), chief engineer, WXRK. Filed Aug. 22.

**APPLICATION AMENDED**

York, Pa.—York County Bscy. Co. amends application for cp to operate on 1450 kc. 250 w D. To specify 1590 kc. 250 w; change trans-studio location. Filed Aug. 22.

**New FM Stations**

**APPLICATIONS**

Central City, Ky.—Muhlenberg Bscy. Co., 101.9 mc. 2,141 kw unl. Post office address P. O. Box 285, Central City, Ky. Estimated construction cost $10,200, first year operating cost $5,200, revenue $10,200. Applicant is licensee of WNBG Central City. Principal owner is V. A. Hardcastle; also owner of WMSG Bardstown, Ky. Filed Aug. 22.

Amherst, Mass.—Amherst College, 88 mc. 0.1 kw. Post office address Mr. J. Alfred Guest, Amherst College, Amherst. Estimated construction cost $3,855, first year operating cost $3,000, revenue none. Applicant is educational institution seeking non-commercial outlet. Filed Aug. 19.

**Ownership Changes**

**APPLICATIONS**

WANO Ananlina, Ala.; WETO Gadsden, Ala.; WMSC Jacksonville, Fla.; WDKL Columbus, Ga.—These stations are resubmitted from equal partnership of Edwin H. Ester and C. L. Graham, of Mr. Graham, owner of WJOX-AM Mr. Graham and Gadsden Radio Co. will own 100% of WANO and WETO, Mr. Graham and WMSC will own 90%, and WDKL will own 100% of WMSC. Consideration is involved. Filed Aug. 24.

KOLD Yuma, Ariz.—Seeks transfer of control to Henry S. Schechter and W. J. Hawthorne for $10,000. Hawthorne is presently in business of real estate. Filed Aug. 23.

WRAS East Lansing, Mich.—Seeks cp to increase power from 5 kw to 10 kw. Filed Aug. 22.

**FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS**

1701 K St., N. \(\cdot\) Washington 6, D. C., N. A. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois, 6-4265

**FOR THE RECORD**

JKBs San Francisco, Calif.—Granted involun-

tary transfer of control of license to person who remain same as before reassigment except for the name of Mr. Clark’s (deceased) interest. Mr. Clark held 50% of the license. Filed Aug. 22.

KLOK San Jose, Calif.—Seeks assignment of license to R. L. Barker. Mr. Barker controls 40% of the license. Mr. Barker has and has been willing remaining 60% by Mrs. Barker. Filed Aug. 22.

KFRU Clinton, Iowa.—Seeks involuntary transfer of control of 56.5% interest of Harold H. W., deceased, to donors. Filed Aug. 22.

KFRH San Francisco, Calif.—Seeks assignment of unpaid balance of $25,000 due the United States of America. Filed Aug. 22.

**FOR R.C.M.—AM-FM Canton, Ill.—Seeks involuntary transfer of control of 39.6% interest of Paul C. H. D., deceased, to Mr. H. D. and wife. Filed Aug. 22.

KGBG Butler, Pa.—Seeks assignment of 33.4% interest of William S. S. B., deceased, to W. S. B. Filed Aug. 22.

**FOR R.C.M.—AM-FM Bellefonte, Pa.—Seeks transfer of control to Robert R. Richards and Walter Pat-

tere to Lexington Broadcasting Service, Inc. for $5,000. Filed Aug. 22.

John B. Rother of San Francisco, Calif.—Seeks assignment of unpaid balance of $25,000 due the United States of America. Filed Aug. 22.

**FOR R.C.M.—AM-FM Belleville, Ohio.—Seeks transfer of control to Robert K. Richards and Walter Pat-
tere to Lexington Broadcasting Service, Inc. for $5,000. Filed Aug. 22.

**FOR R.C.M.—AM-FM Canton, Ill.—Seeks involuntary transfer of control of 39.6% interest of Paul C. H. D., deceased, to donors. Filed Aug. 22.

**FOR R.C.M.—AM-FM Canton, Ill.—Seeks involuntary transfer of control of 39.6% interest of Paul C. H. D., deceased, to donors. Filed Aug. 22.

**FOR R.C.M.—AM-FM Canton, Ill.—Seeks involuntary transfer of control of 39.6% interest of Paul C. H. D., deceased, to donors. Filed Aug. 22.

**FOR R.C.M.—AM-FM Canton, Ill.—Seeks involuntary transfer of control of 39.6% interest of Paul C. H. D., deceased, to donors. Filed Aug. 22.

**FOR R.C.M.—AM-FM Canton, Ill.—Seeks involuntary transfer of control of 39.6% interest of Paul C. H. D., deceased, to donors. Filed Aug. 22.
250

Now in Bestg.

Now in operation with power increased from 250 w.

1150 kw

WJEM Valdosta, Ga.—w D. C. Class III. Now in operation.

WSUP Seabrook, N. C.—800 kw, 1 kw, D 14, unsl. Class III-B. Now in operation with D power increased from 250 w.

1290 kw

WPIE Ticonderoga, N. Y.—500 w, D C. Class III. Now in operation.

1299 kw

WSUX Seaford, Del.—(Change in call letters from KFXD).

1320 kw

WLLV Richmond, Va.—1 kw, D C. Class III. Now in operation.

1346 kw

WBBR Welch, W. Va.—(Delete assignment).

1178 kw

KUMA Pendleton, Ore.—(Change in call letters from KQOR).

1390 kw

WPLM Plymouth, Mass.—500 w, D C. Class III. Now in operation.

1410 kw

BBBK Brooklyn, D.—500 w, D C. Class III. Now in operation.

1490 kw

WBNT Wellborn, Pa.—250 w unsl. Class IV. Now in operation.

Routine Roundup...

August 18 Decisions...

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to Aug. 23 to file exceptions to initial decision re applications of Mid-Atlantic Bstg. Co. (WMUL) for renewal of license and for transfer of control. Action of 8/11.

By Hearing Examiner H. Gifford Iron

Taylor Bstg. Co., Colorado Springs, Colo.—Denied petition of Aug. 9 to hold comparative hearing re erection of tower at Duke and 7th Sts., to be held Aug. 20, and to Sept. 9 to file replies to such exceptions as may be filed.

Broadcast Bureau—Granted motion for extension of time to Aug. 18 to file exceptions to initial decision re applications of Mid-Atlantic Bstg. Co. (WMUL) for renewal of license and for transfer of control. Action of 8/11.

By Hearing Examiner Herbert Shauffman

KBOX Modesto, Calif.—Issued order following hearing Aug. 8 re application for broadcast license of KBOX Modesto, Calif. (formerly WCBM, Inc.) in Modesto. License granted as result of conference that shall govern course of proceeding unless changes made, and order Sept. 2, Indication of purpose of order by counsel for Commission's Broadcast Bureau of witnesses. If any, desired for cross-examination, and Sept. 14 for hearing commencement.

KDBA Medford, Calif.—Granted petition for continuance of hearing from Sept. 6 to Oct. 5 re order to show cause why license for KSDB at Medford should not be revoked.

By Hearing Examiner J. B. Bond

WOPA Oak Park, III.—Granted petition to accept late filing of appearance in proceeding re its am application and continuing hearing. Now scheduled for Sept. 16, to be fixed by subsequent order.

By Hearing Examiner Elizabeth C. Smith

Broadcast Bureau—Granted petition for extension of time to Aug. 22 to file proposed findings of fact and conclusions and to Sept. 1 to file reply re assignment of call letters for KLBN Camden, Ark.

August 18 Applications

ACCEPTED FOR FILING

Modifications of Cps

WFTG Long Island, N. Y.—Accepted application of mod. of cps which authorized new am station for extension of completion date.

WGNS Bethesda, Md.—Seeks mod. of cp (as mod. No. 1) to increase trans-station and station location, change from D to unsl., change license installation (DA-S) for extension of completion date.

WBBR Falmouth, Va.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WREX-TV Rockford, III.—Seeks mod. of cp to extend completion date to 3-15-56.

License to Cover Cp

WPFM (FM) Chicago, Ill.—Seeks license to cover cp which authorized changes in facilities existing tv station.

Renewal of License

WMRM-FM Marion, Ohio; WNAF-FM Normal, Ill.

Substantial Communications Authorization

WHFO-AM Orlando, Fla.

Special Authority

Detroit, Mich.—Interests of United Revelation People's Spiritualist Temple of Applied Christian Church seek authority to transmit programs to CBSP Lexington, Ont., Canada.

August 19 Applications

ACCEPTED FOR FILING

Modification of Cps

WTVN Columbus, Ohio—Seeks mod. of cp as mod. No. 2 to add new trans. and new fm ant. on top of NW tower (increase height) for extension of time to Feb. 10, 1957.

WMVA Martinsville, Va.—Seeks mod. of cp as mod. No. 2 to add new fm ant. and new tower with increase height and side mount fm ant.

WJNO-TV (TV) West Palm Beach, Fla.—Seeks mod. of cp to extend completion date to 3-15-56.

WJNB (TV) Buffalo, N. Y.—Seeks mod. of cp to extend completion date to 3-17-56.

WKX (TV) Bost., Mass.—Seeks mod. of cp to extend completion date to 3-14-56.

August 22 Decisions

ACTIONS ON MOTION

By Comr. Rosel H. Hyde

Consolidated Television & Radio Broadcasters, Inc. (formerly WFGM, Inc.) Evanston, Ill.—Granted petition for dismissal of tv application in 7 proceeding of August 18.

Mid-Florida Television Corp. Orlando, Fla.—Granted petition for extension of time until Oct. 10 to file exceptions to initial decision in ch. 9 proceeding. Action of August 18.

Broadcast Bureau—Granted petition for extension of time until Aug. 25 to file supplemental proposed findings of application re The Spartan Radiobcasting Co. (WSPA-TV), Spartbn, S. C., for mod. of cp. Action of August 17.

Air Transmission Bureau—Granted in part petition for extension of time to Sept. 13 to file exceptions to initial decision re application of Streets Electronics Inc. (KCEC-TV), Enid, Okla., for mod. of cp. Action of August 17.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Aug. 19

WLLY Bost., Mass.—Reconsidered action of 8-17-55 granting license to cover cp which authorized new tv station. License granted and assignments filed Aug. 17.

WJTE Riverside, Calif.—Granted cp to WJTN Riverside, Calif., for extension of time until Oct. 10 to file for license.

August 18 Applications

ACCEPTED FOR FILING

Modifications of Cps

WFTG Long Island, N. Y.—Accepted application of mod. of cps which authorized new am station for extension of completion date.

WGNS Bethesda, Md.—Seeks mod. of cp (as mod. No. 1) to increase trans-station and station location, change from D to unsl., change license installation (DA-S) for extension of completion date.

WBBR Falmouth, Va.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

WREX-TV Rockford, Ill.—Seeks mod. of cp to...
August 23 Decisions

BROADCAST ACTION

By Comrs. Hyde, Webster, and Bartley

KFAR Fairbanks, Alaska.—On Commission's own motion. extended to 1, outstanding SBA on operation to extend to 1,000 kw, the action on extension, and to make reasonable changes in Commission's rules. KFAR is licensed for 610 kw, 5,000 kw, Action of Aug. 22.

August 23 Applications

ACCEPTED FOR FILING

WCOJ Coatesville, Pa.—Seeks mod. of cp as mod. which authorized new power; change of hours; extension of completion date.

WBTL-TV Tampa, Fla.—Seeks mod. of cp to extend completion date.

KANG-TV Tulsa, Okla.—Seeks mod. of cp to extend completion date to 3-29-56.

August 24 Decisions

ACTIONS ON MOTIONS

By Comrs. Rosel H. Hyde

Broadcast Bureau.—Granted petition for extension of time of Aug. 22 to file motions to initial decision in New Orleans. La., ch. 4 proceeding, and to extend to 1, outstanding SBA.

Capital Bost. Co., Oregon, Ltd., Portland, Ore.—Granted time of 60 days to file reply to petition of Robert E. Bollinger to enlarge license area, proceeding involving an application of Capital Bost. and Bollinger, and Mercury Bost. Co. (KATU-TV Portland, Ore.).

By Hearing Examiner Herbert Sharman

Broadcast Bureau.—Granted petition for extension of time of Aug. 22 to file reply to petition of Robert A. Bollinger to enlarge license area, proceeding involving an application of Capital Bost., Bollinger, and Mercury Bost. Co. (KATU-TV Portland, Ore.).

August 24 Applications

ACCEPTED FOR FILING

KANG-TV Tulsa, Okla.—Seeks license to cover cp which authorized new tv station.

WRAD Newnan, Ga.—Seeks license to cover cp which authorized new tv station.

Two Texas Independents

$35,000.00

$40,000.00

Probable single station market. Combination operation, building nearly new, located at edge of city. The equipment is in excellent shape. Terms—one-half down to take place out over reasonable length of time.
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$8.00 minimum • Help Wanted 25¢ per word—$2.00 minimum.
All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch
No charge for blind box number. Send box replies to
Broadcasting • Telecasting, 1735 DeSales St. N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forwarded remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner’s risk. Broadcasting • Telecasting expressly repudiates any liability or responsibility for their custody or return.

Radio

Help Wanted

Managed

Wanted: Commerical manager for kilowatt Mutual affiliate in good, one station, non-tv southwestern market. Must be proven salesman with ability to cultivate regional and national business. Very attractive commission arrangement. Give complete resume of experience, photo, first letter, Box 485C, B-T.

Sales manager who can show solid accomplishment in that capacity and experience in small station operation, who wants to prove himself and take charge this daytime station in quarter million dollar market. Write with all essential details. Box 602C, B-T.

General manager for metropolitan independent operation with successful record as sales manager. Unusual opportunity. Box 660C, B-T.

General manager for Negro programed metropolitan station. Must have previous experience and be good salesman. Fine opportunity. Box 610C, B-T.

Leading fm station in one of the nation’s top five markets is looking for a station manager. Good opportunity. Individual will be affiliated with one of the area’s best radio properties. Write details first letter to Box 615C, B-T.

Sales manager, experienced in promotion and sales programming. Ability to cultivate local and national business. Reply Box 616C, B-T.

Sales manager needed by prominent network affiliate, 5kw regional station. Small Midwest city, not so badly off. Good wages, starting salary. But terrific future for worker, producer. Write fully to Box 619C, B-T.

Salesman—go getter can write own ticket. Must have man for Fall business in market of $35 million, population 50,000. Station is growing. Box 365C, B-T.

Experienced radio time salesman. Guarantee $300 and commission. Send references and photo. KCHJ, P.O. Box 262, Delano, California.

Experienced radio time salesman, sober... . . advance to sales manager... call, write. Manager, Radio Station KPEP, San Angelo, Texas.

Radio

Help Wanted—(Cont’d)

Are you a real radio salesman? Then you may qualify for expanding operation in Detroit Metropolitan Area. Join us if you have ambition and want to be with a progressive group of dedicated personnel. Very good commission. Contact Bill Lenard or Danny Shaver, WCAR, Pontiac, Michigan.

Announcers

Humorous DJ—flowing adlib, stage, tv acting experience. Informal, slang, versatile approach on chatter-Crosby-Wish. Midwest, single. Box 424C, B-T.

High market, midwestern station seeks top negro jockey. Keep, leaving for sure a lot in. Send tape, photo, resume first reply. Salary good... based on ambition. Box 420C, B-T.

250 watt Illinois station in town of 3,000 population wants an experienced announcer for night shift. Starting salary $75.00 per month. Send background, tape to Box 604C, B-T.

Ohio daytimer needs announcer with first phone ticket at once. Box 501C, B-T.

Wanted woman. Woman to do three hour record show. Voice must be mature, well modulated, flexible and with an intimate appeal. If you have the voice and ability, we can train you. Send letter, tape and photo to Box 500C, B-T.

Announcer: Good announcer, general staff work. Man with proven ability, please send resume. Box 599C, B-T.

Disc jockey for progressive southern medium market station. The man we want must have these qualities. He must be good, and of good character and bow-wow, bow-wow, bow-wow. If you can furnish us with a letter stating your qualifications, we will send you a resume of our station and we are building a better station, and the man we seek will be able to stay with us as long as he wants, but he must be the right one. We offer paid vacation, and life and hospital insurance at no cost to employee and excellent people to work with. If you meet these qualifications, send complete information along with application to Box 602C, B-T.

Ohio music and news station expanding. Need announcer for news and fill in work. Experienced in all fields to be considered. Station friendly and up-to-date. Send picture, resume and personal history, and tape to Box 666C, B-T. All tapes returned.

Looking for an Opportunity?

Executive & Staff Levels
Confidential Contact
Nationwide Service

It's simple prudence to utilize a skilled personnel specialist when seeking a new position.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio... Howard S. Fraizer.

Broadcasters Executive Placement Service, Inc.
708 Bend Blvd. Washington, 5, D. C.

Radio

Help Wanted—(Cont’d)

Wanted: Announcer with first class ticket, capable of handling news and play by play sports broadcasts. Midwest. State salary and qualifications in first letter. Box 254C, B-T.

Are you a good announcer with authoritative news presentation and a flair for play by play? Send resume to C. L. Hinkle, Radio Station KXTV, Waco, Texas.

Announcer-engineer, 1st class ticket. Experience in combo work and understanding of the classics helpful. Please send tape, background, photo and salary required. Please do not call. WAAB, 36th Street, Worcester, Mass.

Announcer: Immediate opening for man with thorough knowledge of hillbilly and pop music, showmanship for top-flight entertainment. Life and hospital insurance. Experience preferred. Prefer man from south or southeast. Send resume and contact, WACL, Waynesburg, Pennsylvania.

Program director: Excellent opportunity for advanced and good pay awaits ambitious man at leading network station in rural market. Excellent living and working conditions. Rush tape and letter giving each job held but can earn $200. WRUL, Cullman, Alabama.

Wanted: Announcer, independent, news, hillbilly, pop music, race show. Must have high school and college education at Mississippi State College. Joe Phillip, WSGO, Starkville, Mississippi.

Technical

Wanted: Chief engineer, announcer, sober. Box 467C, B-T.

Wanted immediately: Chief engineer with some announcing experience. Also staff announcer for small midwestern station. Send resume. Box 574C, B-T.

Chief announcer for 5 kw directional. Small amount announcing. $100 week. Send resume and tape. KQEE, Pueblo, Colorado.

Wanted: Combination engineer-announcer, permanent. Send tape and resume. KPOW, Powell, Wyoming.

Experienced first phone man who can announce needed by west Texas kilowatt daytimer for chief engineer. Engineering and announcing experience. Must be reliable. Send full details to Mike Barrett, KTFY, Brownfield, Texas.

Experienced chief engineer for remote controlled 250 watt am, 10kw fm station. Excellent working conditions. Work consists of maintenance and remote. Contact Manager, Station WMGW, Meadville, Pennsylvania.

Production-Programming-Others

Want to learn news? Young, single announcer, government agent. Excellent announcing ability. Edit, rewrite and some staff. Active and lively personality. 30,000 population. Must have full with brief tape if possible. Box 110C, B-T.

Experienced copywriter capable of handling desk work, in programming department. Send resume and copy specimens to Box 545C, B-T.

Program director for successful major market, news and music station. Only applicants with proven ability as PD in a like operation will be considered. Give complete background resume and advise in detail what you would consider your duties to be, if selected; state salary expected when available. Confidential. Box 595C, B-T.

Program director: Man with mature program planning, single station market, approximately 15,000 population. Prefer man with several years experience. emphasis on Announcing. Prefer man with air experience. Send resume and references. Box 885C, B-T.

Experienced male copy, traffic and merchandise. 50,000 watt radio in New York city. Resume and photo. Box 500C, B-T.

Need experienced continuity writer. Good station, good pay. WPBS, Clarksburg, West Virginia.

Situations Wanted

Managerial

Experienced sales manager with successful record in both radio and television. Good at organization and direction. Strong record with established national contacts. Sound company executive type, not a one-man operation. Now employed. Available in reasonable notice. Earnings requirements from $5,000. Resume and references available. Communications confidential. Box 495C, B-T.
**RADIO**

**Situations Wanted—(Cont'd)**

**Managerial**


Agressive manager. Why pay for inexperienced tried and trusted man. No experience producing manager now available. Strong on sales and organization. Good reputation and references. Radio or tv. Box 604C, B-T.

Young, aggressive, stable radio station manager, ten years successful radio experience, would like to move to northeasts, option to buy preferred but not essential. Fair return guaranteed. Box 605C, B-T.

Metropolitan and small market general manager. Strong on sales, economical. Highly qualified. Box 618C, B-T.

**Salesmen**

Experienced salesman desires television-radio sales opportunity. Aggressive. College graduate. Box 621C, B-T.

This may be just what you're looking for: 33 year old family man contemplating relocation due to retirement. Excellent opportunity. Has offer of 10 years of solid experience in every phase of radio. Has good appearance, charming background, and likes to sell. Excellent ability to handle play-by-play. Primarily interested in sports-sales position with progressive am or fm tv stations offering attractive proposition. Suggest you skip this and hold on to the third name if your staff is full the moment. Present managerial position pays $6,500. Box 636C, B-T.

**Announcers**


Combo announcer.—PD—7 years. 256 to 5kw. Prefer southeast. Consider all. Box 569C, B-T.

Announcer—DJ, strong news, good commercials, some experience, tape-resume. Box 535C, B-T.

Presently employed in New England as morning man, seeking opportunity with progressive operation. Authoritative news, play-by-play, football, basketball. Box 514C, B-T.

Announcer-engineer, experienced, emphasized announcing, first phone, minimum $450. Prefer Central time zone. Box 565C, B-T.

Radio school graduate, 22, male, seeks announcing position. Tape, photo, resume. Box 587C, B-T.


Experienced announcer in radio and television. Presently employed in radio, desires change to television. Tape to prove ability. Box 569C, B-T.

Major market DJ available September 5th. Six years experience. Box 570C, B-T.

Help east! Top-rate Mpls.-St. Paul DJ desires to locate in East, solid background. Seven years experience. Box 571C, B-T.

Attention Filedias! Veteran staff announcer-DJ seeks permanent position in south. Best references radio and tv. Box 572C, B-T.

Anxious to move to west coast. Much radio, some tv. P.O. 28. Top-notch announcer-DJ. Box 573C, B-T.

Attention metropolitan stations. Do you need a program-announcer-DJ who can do it all? A network—quality production? A top air salesman? Sixteen years in radio, including exhaustively answered to the above question. Box 574C, B-T.

Experienced, reliable announcer presently employed, seeks position with progressive organization. Excellent background and ability will please you. Box 576C, B-T.

DJ hibilly or top 3 years experience, also news, voice work. Box 577C, B-T.

Young radio announcer. (22) qualified all phases, DJ, control board. Willing worker, gets along well with people. Box 582C, B-T.

**RADIO**

**Situations Wanted—(Cont’d)**

Young, country announcer—musician with 1st ticket. 1½ years including construction experience. 3½ as chief. Looking for a small southern town to make a home for my family. A reasonable and average salary required. Personal interview preferred. Box 584C, B-T.

Have seen the world. Now ready to settle down and become part of a community. Most important—good people. Second—living wage. $100 minimum. Three months trial, then yearly increases. Four years experience and first phone. Box 585C, B-T.

Staff announcer—recent radio school grad. Strong news and commercials, good DJ. Write copy-board—thinking tape. Tape, resume on request. Box 594C, B-T.


Announcer, 17 months am-fm experience. Presently employed, draft exempt. Want 200 miles of N.Y.C. Box 600C, B-T.

Announcer with extensive metropolitan experience wishes to relocate. Heavy of DJ, commercials, staff, news. Married, stable, college. Looking for future. Box 611C, B-T.

Staff — sportscaster — DJ — football — baseball — play-by-play, clipboard, news—commercial—travel—tape. Box 620C, B-T.


Young and well versed in all phases, top DJ, strong news, commercials, will travel, looking for station with progressive operation. Strong DJ music background. Good news, commercials and possible sports. Recent graduate. Box 626C, B-T.

Sports—play-by-play country and hilly music. Southern background, experienced in sales. Recent graduate. Box 628C, B-T.

Announcer—taught all phases of radio by top N.Y. announcers—vet. Single, tape on request. Box 630C, B-T.


Grand, upright, square. That's the piano, noblest of all instruments. And, for a young guy announcer (21) who can handle zaws. DJ, and central board try Chris Caroli. 101 Starr Street, Brooklyn, N. Y. BV 5-6058 (after 6 p.m.).

Looking for staff opening. Fully qualified young, ambitious, accepting, play-by-play, radio and tv school training experience. Tape or in person upon request. Ottovitch, 1842 West 8th Street. Brooklyn 23, N. Y.

Announcer-DJ . . . presently employed at 10kw. contact Hugh Hau, KEXYD, Wichita Falls, Texas.

Fred Holland—radio personality—available. Experienced, seven years WCKY newscaster. Handles any experience. DJ, nominal salary expected. 2529 Hollenshead, Cincinnati, Ohio.

Anouncer, eight years, earning $375 monthly. Present five kilowatt employer says that's his top. Family man, 39, wants secure position good station midwest. Jack Larkin, 1332 Court, Merrill, Wisconsin.

**Technical**

Graduate engineer-announcer, plenty of experience. Box 375C, B-T.

Engineer, experienced, first phone, ham ticket, no announcing, southeast preferred. Box 577C, B-T.

Engineer, desires permanent position as CE or staff engineer with progressive station. 5 years experience. Good telephone. Consider any location, prefer south. Box 629C, B-T.

First phone, anxious to learn practical engineering either tv or radio. Then control room experience. 25 years, single. Box 631C, B-T.

First phone and combo men available for immediate employment. Grahntham, 737 11th Street, N. W., Washington, D. C.

**RADIO**

**Situations Wanted—(Cont’d)**

Programming-Production, Others

Program—at sports director, 7 years, all around experience, emphasis spots. Box 586C, B-T.

Experienced woman copywriter would like position at Birmingham, Ala. Has experience, 46. Box 587C, B-T.

Mr. Manager, if you fill your copywriter’s vacancy with me, I shall be happy. Qualifications include: Degree in Journalism. Imagination—yes. Creativity—yes. But I cannot afford the salary you advertised, but don’t let it stop you. I don’t. Prefer city 50,000 or smaller. Write J. E. McCauley, TV, Detroit, Miss., Kornell, Ohio.

Copywriter-announcer!! Commercial station experience. Resume on request. Jerry Nieniemi, 3637 5 Winchester Ave., Chicago 6, Ill. Phone: Virginia 7-1011.

**TELEVISION**

**Help Wanted**

**Salesmen**

Wanted: TV salesman for medium size, one station, uhf market. Must have uhf selling experience. Must be young and future oriented, plenty of prospects at established mid-Atlantic states station. Write Box 588C, B-T.


Account executive. WXEX Television, the 1069 foot tower, 218,000 watt basic NBC station, in the Richmond, Petersburg and central Virginia market. Seeks one top-notch experienced salesman. Salary plus commission. Write: George Oliver, Sales Manager, WXEX Television, Petersburg, Virginia.

**Announcers**

Announcer-director. Small southern market, two major networks, good opportunity for right man, must have some experience. Send complete resume with picture. Box 544C, B-T.

Need at once, tv announcer for vhf station in southwest. Send full details, “photo,” tape and salary, first letter. Box 547C, B-T.

Growing central California tv station needs two reliable, experienced on-camera announcers, who are capable of doing or learning camera work and writing copy. Excellent opportunity, ideal location. Send resume and photo immediately to Box 549C, B-T.

Sports director: One of midwest's most progressive television stations affiliated with ABC network to go 31kw needs top-notch experienced sports man with state of the art. Unlimited opportunities. Write Box 622C, B-T.

F. C. C. 1st PHONE LICENSES IN 5 TO 6 WEEKS

This we advertised and this our students have accomplished. We have enlarged our classes but maintained our success.

THANKS & YOUR MANY READERS FOR RESPONSE TO OUR ADS.

Such gratifying results from your fine advertising media compels us retaining an advertising listing beyond the time of current need.

ENROLLMENT CLOSED ‘TIL JAN. '56.

Except for a few possible openings in our Sept. 14 class, we can only reserve openings for classes starting after January 1, 1956.

WILLIAM B. OGDEN
RADIO OPERATIONAL ENGINEERING SCHOOL
1150 W. Olive Ave., Burbank, Calif.

More than 1700 Successful Students.
TELEVISION

Help Wanted—(Cont’d)

Technical

Maximum power vhf has opening for experienced studio and transmitter engineers. Emphasis on maintenance. Permanent positions. Apply Box 832C, B-T.

Chief engineer wanted: Need two good engineers badly for television. One to be chief and assume all responsibility for staying on the air. Will consider someone who has never been chief. Salary is open. Eastern USA will advance moving expenses. Box 833C, B-T.

Tv continuity director wanted. Send resume and sample copy to: Program Director, Cowles Broadcasting Company, KTVT, Sioux City, Iowa.

Production-Programming, Others

Copywriter—outstanding opportunity for experienced man with progressive midwest station, 6 years on air. Insurance, paid vacation, congenial surroundings. Starting salary in neighborhood of $325 a month, with excellent chance of advancement. Send complete information to Box 859C, B-T.

Situations Wanted

Salesmen

Announcer-salesman, tv and radio, local newsman. 1700 sponsored newscasts last year. 8 years’ experience. Box 566C, B-T.

Announcers

Talented metropolitan announcer with broad experience in sports, news, kid shows, seeks opportunity to specialize in tv. News or sports. College grad. 36, 4 years radio, 1½ years vhf tv. Box 607C, B-T.

Want a top local tv show—work with network schmaltz. Desire change. Mf. Go-Round...decade...low-budget show. Records...sketch-artist...randomline...etc. Pulchritude, radio, tv spots. Formerly WEEK-TV, Peoria...WTVJ-TV, Miami...WXIX-TV, Milwaukee. 12 years radio...2 years tv. Ad lib perfection. Hal Murray, 4604 West Forest Home, Milwaukee, Wisconsin.

Technical

Experienced, capable chief engineer desires position. Highest references. Emphasis on new construction. Will consider supervisory position with large established station. Box 856C, B-T.

TELEVISION

Situations Wanted—(Cont’d)

Engineers, first phone, control experience on studio, video projection and maintenance, also experienced as technician in school age children, permanent position desired. Box 850C, B-T.

Tv engineer desires supervisory position with new vhf. Five years experience all phases vhf, studio and remote operation and maintenance plus one year vhf. Have done construction. Excellent references. Box 852C, B-T.

Experienced tv engineer, 1st phone. All phases operations and maintenance. Box 855C, B-T.

Programming-Productions, Others


Program director-production manager, 3 years all phases tv. Currently employed at large vhf as producer-director, young, willing, not afraid of work. Box 852C, B-T.

Camerasman 3 years experience all studio operations. Seeking production opportunity. References. Box 851C, B-T.

Tv producer-director. 8 years station experience. Experienced all phases production, remote-studio, etc. Married. Seeks job station or agency. Presently employed major market station. Box 852C, B-T.

FOR SALE

Stations

Upstate New York independent, single station serving two principal cities, combined ownership, studio, office, transmitter, all located in center of city. 5 year lease with option for 5 additional years and opportunity to buy building. Rent $30 per month. Terrific opportunity to make money. $55,000. $55,000. 5. No brokers. Friend only. Strictly confidential. Box 979C, B-T.

Medium city. Nationally famous southwest tourist mecca. Delightful climate. Market over 200,000 per owner. $15,000 cash will handle. Ralph Erwin, Broker, Box 831, Tulsa.

FOR SALE—(Cont’d)

Free list of good radio and tv stations buys now Jack J. Steil & Associates, 4638 Melrose, Los Angeles 29, California.

Equipment, Etc.

RCA TVPSA superturnstile. Taped channel 5 but tunable 4 or 6. Box 360C, B-T.

RCA Houston Fearless studio camera dollie type TD10A. Rubber tired wheels. Cable guard on each wheel. No friction head included. Original price $2,500. Reconditioned within last 6 months. Box 57C, B-T.

Offers wanted: Two RCA pickups, filters and studio head MT-45962, distortion meter RCA 59A, oscillator RCA 833B. Box 952C, B-T.

AMPX 350 console, 250 two case portable, 600 and 800 portables. Also 450 playbacks. All like new—reasonable. Box 811C, B-T.

New, in original crate, 265 feet. Andrew type 5-465. ½” coaxial cable. WFM, Elkin, N. C.

Used, Presto disc recorder type K $200.00. WFM, Elkin, N. C.

One RCA TTTU-B. One kw transmitter complete. One 110V-73 General Radio station monitor: One BWO-4A visual demodulator and 550 feet 6½ inch 75 ohm transmission line. This uhf equipment in excellent condition and priced at approximately 50% off. WTVY, P.O. Box 1649, Jackson, Mississippi.

Fm equipment offered for sale at public auction Tuesday September 26, 1500-1800, 240 Federal Building, Los Angeles, California. For inspection and viewing contact Fred E. Carr, 5461 Rountree, Riverside, California. Box 867, Phoenix Overland 8-8820. GE 350 watt transmitter 461H; GE 3000 watt fm amplifier 466A; GE 15 kw fm amplifier 465F; hit 10 kw gasoline-driven 115/220V generator with presto tank, as is; miscellaneous items. Opening bid of $2500.00 already received.

16 structural towers 165' to 250' batter leg derrick structure type. 15 Marconi tubular type mast 90F. Located former RCA Communications Center, New Brunswick, N. J. Contact RRepub 9-6414, 26-27, 19rd Floor, Rockefeller Bldg., New York City.


TOP FLIGHT TELEVISION PERSONNEL
PROFESSIONALLY TRAINED

These people are now available! And, they can save you Dollar$ as well as time because they have been thoroughly trained in the principles of TV broadcasting, they have had practical experience with standard equipment in our completely equipped studios under professional instruction, and yet they are entirely receptive to your station’s ideas and ways of doing things. From these two classes you will find individuals trained and thoroughly qualified for nearly any phase of Television work. Let us know of your needs. For IMMEDIATE resume and complete details, write, wire or call collect, John Birrel—BE 7246.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N. W. 21st Avenue, Portland, Oregon

WITH SCHOOLS IN

HOLLYWOOD • CHICAGO • WASHINGTON, D.C. • PORTLAND
WANTED TO BUY

Stations

Financially qualified, experienced and successful station owners want to buy for cash or terms—any station in one or two station market in Pennsylvania or New Jersey. No brokers. All replies confidential. Box 456C, B-T.

Experienced broadcaster desires purchase profitable small station northeast. Cash down payment. Will operate. Box 398C, B-T.

Florida, small efficient owner operator type station wanted by experienced operator. Box 601C, B-T.


Attention station owners. I have clients waiting for metropolitan stations, cities over 250,000. Current billings not important. Texas, Oklahoma, Arkansas, Missouri, Kansas. Ralph Ervin, Licensed Broker. Box 811, Tulsa, Oklahoma.

All or part of small am. Qualified all phases including engineering. Replies confidential. C. G. Huey, P. O. Box 611, Destrehan, La.

RADIO

Help Wanted—(Cont'd)

My name is "Willy." I'm a radio station. I pick only the best music—
The best sponsors—
And the best announcers.
Very capable, experienced.
Top quality announcer—
That's all I buy.
Excellent salary to—
Excellent announcers.
Send tape and resume to WLLY, Hotel Raleigh, Richmond, Virginia.

Situations Wanted

Do You Need A Man With These Qualifications?

An absolutely proven radio and television expert.
Thirteen years radio experience—all phases.
Seven years as radio and television director for a 4A agency.
Three years TV operation in a major market. Put station on the air...selected most of staff...programmed the station bought all film properties...supervised all phases of the operation.
He can be most proud of the regard of his business associates.
He won't work for peanuts...but he can fill the bill and you'll be happy you've got him.
If you need this man, give him a reply and he'll sell himself.
This message was not written by the applicant...but by one who knows and will guarantee his qualifications.

TELEVISION

Help Wanted

Salesman

TELEVISION

Situations Wanted

NEED FM EQUIPMENT

WANTED

WEST COAST STATION WANTS

10 KW FM Transmitter or Amplifier—
G.E. or R.C.A.

Preferred Side Mount Antenna—Four Bay or More

Frequency and Modulation Monitor

14" Rigid Coax. Feedline, Hangers, Mounting Accessories, etc.

If you have any or all of this equipment, write stating condition, location, and price.

Box 666C, B-T

FOR SALE

Equipment

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 E. Columbia Blvd.

Portland 11, Oregon

INSTRUCTION

Est. 1934

3338 16th Street N.W.

Starts new term Sept. 28

Enroll now... DE 2-5880

PLACEMENT SERVICE

EMPLOYMENT SERVICE

WE NEED

PROFESSIONALS

for positions as

Station Managers

Salesmen

Combo men (1st phone only)

2 years radio experience
under 30 years of age

Stable past

These jobs are tough—but good men will receive excellent salaries plus ownership in a growing chain of AM operations—

All replies held in confidence

Send complete resumes and tapes to:

Keith Moyer

1025 W. Market

Tulareville, Illinois

INFORMATION

Get your FCC first phone license quickly.


TWO TELEVISION ENGINEERS NEEDED

By WXEX, which serves the Richmond-Petersburg area. We are a basic NBC affiliate and operate on 316,000 watts from a 1049 foot tower. You must have TV experience and a 1st class license to qualify. Pay is commensurate with ability.

WRITE OR CALL

TELEVISION STATION WXEX

PETERSBURG, VIRGINIA

REGENT 3-7876
New Battle of the Quizzes

With depressing inevitability, a spate of loot-laden quiz shows is about to break out in television in a frenzied effort by rival networks to cash in on the fabulous success of The $64,000 Question on CBS-TV. It will be a case of recent, if gloomy, history repeating itself. It was only seven years ago that network radio engaged in a near-suicidal orgy of quiz shows that drove such reliable entertainers as Fred Allen into limbo.

It will be recalled that in June 1948 Mr. Allen plummeted from his traditional place in the first 15 Hooperatings to 35th and retired for the summer after bitterly announcing: "If the giveaway programs prevail, radio's few remaining listeners will get into the spirit of things and give away their radios."

The show that pulled the rug from under Mr. Allen's Hooper was Stop the Music, a program which since then has undergone a transition to television and, as reported here last week, will be spruced up for its return to ABC-TV this fall. Obviously it will have to offer more than the $20,000 jackpot it gave away in its radio heyday if it hopes to compete with a program that dangles $64,000 cash as first prize.

Meanwhile, NBC-TV this fall will be telecasting Big Surprise which promises to give winners their "lifelong ambition, regardless;" plus up to $100,000 in cash. It will be hard for any show to top that.

The hope must be held, of course, that the giveaway craze on television will wear itself out, and at an earlier stage of development than that reached by the eruption of giveaways on radio. In the summer of 1948 there were 48 regularly scheduled giveaway programs on the four radio networks. By conservative estimate they distributed a million dollars worth of prizes. The sheer abundance of such programs and the munificence of their charities eventually killed them off.

The same fate awaits the giveaways on television, if the trend toward imitation of The $64,000 Question gets out of hand.

Candidate Kefauver

Unfortunately for his political aspirations—which are intensifying by the hour—Sen. Estes Kefauver's report last week on "Television and Juvenile Delinquency" lacks the yeasty flavor of the goings-on before his Crime Committee of four years or so ago.

In last week's report by his Juvenile Delinquency Subcommittee, the old zing is gone. To be sure, the Senator is still coming out foursquare against crime, but in this case he has unearthed no criminals to match, for morbid appeal, those whom he presented in his 1951 pre-Presidential exertion. Reading the latest Kefauver report, one almost yearns to encounter a manicured underworld czar like Frank Costello, rumors of whose exploits are so abundant today that only the cell-

louidsy Hopalong Cassidy, a Roy Rogers with a box of crispy, crunchy cereal in hand. It is hard to work up a hate against even the bad guys that tangle at Eagle Pass with Hopalong and Roy.

In essence the Kefauver Subcommittee found that television and especially television cowboy shows are chocked with violence and sadism which are bound to have an undeniable effect on the impressionable young. If the report had not gone beyond such a palpably ridiculous finding, it could be dismissed as a desperate gropping for publicity by a man who cannot drive by the White House without breathing hard.

But the Senator's Subcommittee makes recommendations that television broadcasters and their advertisers will have to take seriously. Among the proposals: stricter FCC control of programming as well as FCC authority to levy fines and revoke licenses of stations that violate FCC-established standards; legislation to establish a Presidential commission to report on tv programs considered detrimental to the young; formation of local "listening councils" to monitor tv; 100% station membership in the NARTB as a means of obtaining "collective responsibility" for maintaining high program standards.

These proposals are variously illegal, silly and ominous. To urge the FCC to control programming is to flout the Communications Act which specifically prohibits FCC censorship of programs. To suggest that agency be given authority to levy fines is to propose its assumption of judicial duties which belong nowhere but in the courts.

It would be equally illegal for the government to try to force all stations to join any trade association.

Government-sponsored national and local watchdog committees are silly in the conception but ominous in the threat of organized pressure they could exert.

In all, the Kefauver Subcommittee recommendations add up to a vision of unbearable government control. Let the vision turn into reality, broadcasters must discourage Congress and the FCC from taking a cue from the ambitious Sen. Kefauver.

Certainly broadcasters have a responsibility to keep violence in programs to a sensible minimum, and we suggest they have been doing so. The true cause of juvenile delinquency is not crime shows on tv. It was identified accurately last week in a letter from former President Harry S. Truman to Sen. Kefauver. The way to cure delinquency, said Mr. Truman, was for parents to take more interest in their children, keep closer control over them in their developmental years.

The Next: Courtroom Telecasts

The unanimous acceptance of television—and radio, too—as well-mannered, efficient and unobtrusive members of the reporting profession at last week's American Bar Assn. convention can be interpreted as a major event in broadcasting history. Much more important, the admission of the electronic media into ABA's sacred halls can justifiably be called an outstanding, if tardy, step forward in legal history.

As explained elsewhere in these columns, tv and radio demonstrated convincingly that they can cover a public proceeding and even a court trial without using the usual glare and clatter of still and motion picture photography. No more difficult auditorium could have been picked for this demonstration of dignified and accurate reporting than the huge antique ballroom of the Bellevue-Stratford Hotel in Philadelphia, lighted only by scattered 15 and 25 w Mazda bulbs. The lighting was barely adequate for reading. Yet in this dim hall, three tv cameras fed clear, sharp closed-circuit pictures to a dozen tv receivers without the use of supplementary lighting.

Not a member of the ABA's House of Delegates, a dignified and solemn legislative body, was annoyed by the electronic equipment. The nation's top jurists have been notoriously anti-radio and anti-television every time courtroom coverage has been mentioned. A few years ago a request for closed circuit experimental telecasting wouldn't have received 10 votes, in the words of Lloyd Wright, retiring ABA president. Last Monday the House approved a petition by Judge Justin Miller, NARTB legal advisor and ex-board chairman and president, by a unanimous vote, an important victory in the long-time fight of NARTB's Freedom of Information Committee to obtain judicial notice of the existence of electronic media and of the public's right to know what is going on in the courtroom.

A generation of Americans is growing up accustomed to the presence of camera and microphone at public events. The legal profession clings to tradition and to centuries-old rhetoric and doctrines. It has adjusted slowly to progress. At last there are signs that lawyers and judges are learning the facts of modern life.
CORN,

Clearly Labeled

In England, it says here in our encyclopedia, corn means wheat. In Scotland and Ireland, corn means oats. In Iowa, corn means money, from the old Indian, wampum, not to be confused with maize, which was an old Indian term for a kind of grass a couple of Indian women domesticated so effectively that it will no longer grow wild. There is some sort of a moral here, like feeding the hand that bites you, but we won’t labor it because we have other corn to pop.

Net having been invented by Soviet Russia, corn has nevertheless come to Russian attention recently. A Soviet delegation of largeboreniks, or small bigshots, has inspected Iowa (invented by Rasputin just before he got overheated in 1916). One of the visiting group, on his return to the USSR, will shortly invent the hog, which is another story.

Corn, we read someplace, is the backbone of American agriculture. We’d be the last to deny it. Of some 3 billion bushels grown in the U.S. last year, 17% came from Iowa. The four-legged machine to be called hog by the Soviets gets about half of the corn crop, which, in turn is got by the two-legged homo sapiens, which isn’t a bad arrangement. The latter also gets a certain amount of corn without hog intervention: Iowa’s output of canned corn last year was large enough to supply each family in Iowa with 84 No. 2 cans of corn, which is a hell of a lot of starch.

There are other uses. Without corn, much radio and tv time wouldn’t be sponsored, and if you think that’s snide, stop. We mean corn makes corn flakes which makes sponsors. It makes the stuff laundries use too much of in men’s shirt collars. It makes an oil used in margarine. It makes dextrose, bourbon, and corn cob pipes. Corn cobs, among other things, also make C₆H₁₂O₆ an oily liquid called furfural, used to make plastics.

Corn, in short, makes us and our advertisers very happy. It makes purchasing power which makes sales.

WMT AM & TV

CBS for Eastern Iowa
AM: 600 kc
TV: Channel 2 100,000 watt
Mail address: Cedar Rapids
National Representatives: The Katz Agency
it started with snow tires...

Like many retailers, the 23-outlet chain of General Department Stores in West Virginia had looked upon television as a costly advertising medium. Predominantly, they'd used small weekly newspapers and small local radio stations. Then, early this year, an interesting thing happened. People besieged General's stores, asking for a brand of snow tires demonstrated over (of all things) television. "Hmmm," hummed General's merchandise manager, "we could try TV." So they did.

$296 ventured — $32,766.60 gained!

That's what happened! General selected a likely-looking bedroom suite, invested $296, and scheduled a single one-minute announcement on four consecutive days over WSAZ-TV. Well, sir, within 10 days they sold 147 bedroom suites at $159.95 each — plus 100 mattresses at $59.95 — plus 21 box springs (same price) — plus about $2,000 worth of bedding items . . all directly traceable to General's timorous toe dipped into the TV swim. Total sales: $32,766.60. "Wow!" said General. "Happens all the time," said WSAZ-TV. So . .

$410.30 more brings another $28,381.65!

This time the offer was a nationally-advertised wringer-type washing machine, priced at $169.95. Investment of $410.30 bought six one-minute commercials on WSAZ-TV — and the boys at General were outspokenly skeptical. But sure enough, within 10 days, 167 washing machines moved out of the stores and another $28,381.65 — credited to WSAZ-TV — had clanged up on the cash registers. (More, incidentally, than all wringer-type washers sold during all of 1954!)

$410.30 again — $22,305.15 sales in 10 days!

The next month this same surprised advertiser put another $410.30 to work on WSAZ-TV, promoting a 10-piece modern living room group. What happened? People (synonymous down here, 3 out of 4, with WSAZ-TV viewers) came in for 97 of these $229.95 sets, spending another $22,305.15. That did it! You can't keep General Department Stores off WSAZ-TV these days. Every month, a new promotion. Every month, new sales records for each item promoted!

say . . do you like to make money, too?

There's nothing mysterious about how this $83,453.40 was garnered from an $1,116.60 investment. WSAZ-TV is the one medium that covers the whole pulse-loaded market in our industrial heart of America — an area five states wide and four billion dollars deep in buying power. WSAZ-TV families want what you're selling. They have the inclination and the money to buy it. BUT you have to reach them to set off sales. Plenty of local and national advertisers know what the Channel 3 magic of WSAZ-TV can accomplish. With their successes to point the way, people will think you hate money if you don't get in touch with the nearest Katz office this very day!