ALL NIGHT
Show
$55 PER WEEK
for 6 one-minute spots!

This is a flat rate—for one week or a hundred weeks. These spots are going like hotcakes! There are still some choice ones left. See your Forjoe man at once for the exciting story!

RICHMOND, Petersburg and Central Virginia

TOM TINSLEY, President
IRVIN G. ABELLOFF, Vice President
WHEN DOES
300 Microvolts Per Meter = 100 Microvolts Per Meter?

Enlightened Timebuyers
Know This:

<table>
<thead>
<tr>
<th></th>
<th>Grade A Service</th>
<th>Grade B Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channels</td>
<td>Microvolts Per Meter</td>
<td>Microvolts Per Meter</td>
</tr>
<tr>
<td>2 to 6</td>
<td>2500</td>
<td>220</td>
</tr>
<tr>
<td>7 to 13</td>
<td>3560</td>
<td>630</td>
</tr>
</tbody>
</table>

DID YOU KNOW IT, and that it takes 630 microvolts per meter on Channels 7 to 13 to produce (at a TV receiver) the same results as 220 microvolts per meter produces from stations operating on Channels 2 to 6 for Class “B” service.

When the standard of 100 mv/m is used to describe a station’s service, it is of little value without considering the channel upon which the station is transmitting.

In other words, just as it takes 316 KW of power for stations on Channels 7 to 13 against 100 KW for Channels 2 to 6, it likewise takes approximately three times the signal strength to produce the same results.

THE FACTS TO REMEMBER

Whenever considering the power of stations operating in the upper and lower half of the Very High Frequency Bands, remember the lower half requires only 1/3 the power.

And

When considering field strengths in microvolts per meter for the upper half of the band, it will require approximately three times the value of the lower half.

When the 100 microvolt contours for the lower half, Channels 2 to 6, are being compared with the upper half of the same band, Channels 7 to 13, the 100 microvolts should be multiplied by 3 or 3 x 100 = 300 microvolts per meter. The end result is the same as saying - - - - -

\[300 \text{ mv/m on Ch. 7 to 13} = 100 \text{ mv/m on Ch. 2 to 6}\]

--- A Service of ---

"THE SOUTH'S FIRST TELEVISION STATION"

WTVR 100 KW
1049 FEET

RICHMOND, VIRGINIA

Represented Nationally By BLAIR TV INC.
on the Pacific Coast,

"Community Merchants prefer Don Lee..."

from a survey by Dr. Ernest Dichter

Grocers...and butchers and bakers and candle-stick makers...don't really have it this easy when Don Lee is working for them—a really accurate picture would show our grocer suffering from "cashiers' elbow" from ringing up sales.

In a survey of Pacific Coast network radio, conducted by Dr. Ernest Dichter and the Institute for Motivational Research, community merchants showed their preference for Don Lee by their answers to these questions:

**EXCERPT FROM THE SURVEY:** "What radio station reaches the greatest number of people? 68% named a Don Lee station. What radio station reaches the people who do the most shopping? 50% named a Don Lee Station?"

This is only one of many significant factors Dr. Dichter found responsible for the reputation of the Don Lee Broadcasting System on the Pacific Coast.

"The year that is drawing toward its close has been filled with the blessings of fruitful fields and healthful skies. To these bounties, which are so constantly enjoyed that we are prone to forget the source from which they came, others have been added... They are... gracious gifts... It has seemed to me fit and proper that they should be solemnly, reverently and gratefully acknowledged as with one heart and one voice by the whole American people."

From the first proclamation making Thanksgiving a national holiday, issued on October 3, 1863, by President Lincoln.
LUCKY SEVEN? • Ultimate target of ad hoc committee to be named by Office of Defense Mobilization Director Arthur S. Flemming understood to be at least seven new vhf channels for commercial use. These would come from spectrum-space occupied by military-government services, plus whatever can be carved out of fm space. Approach is to do job in three stages, with two channels in 132-172 mc band to be cleared initially. Quest also involves transition of one vhf channel from present fm band, which, in first phase, would add three channels to existing 12 ch. vhf spectrum (story page 7).

WHEN J. Walter Thompson Co., New York, switches soon to media buying by account group plan (CLOSED CIRCUIT, Oct. 31), following six buyers will become associate media directors, reporting to Arthur A. Porter, vice president and director of media department: James Luce, Anne Wright, Gerald Vernon, Alvin Dreyer, Jim Short and Richard P. Jones. Each will be assigned certain accounts with time and print buyers reporting directly to him.

THEY'RE GOING THATAWAY • KRMG Tulsa, 50 kw clear channel ABC affiliate, has notified network that following expiration of affiliation contract next March 31 station does not desire to renew but will go independent.

VAGARIES of network-affiliate relationships reflected in report from one Western broadcaster, on NBC Radio, who said his Mutual competitor received greater compensation check from network last month than did his NBC outlet. Extent to which line charges and co-op business may have been involved was not revealed.

RADIO POWER • Coming to head soon is quietly growing movement looking toward across-board power increases for am stations, with chance subject may receive FCC consideration. Topic is on agenda of NARTB Engineering Advisory Committee, meeting in New York today (Monday).

HARRY A. BERK, vice president and chairman of plans board, Warwick & Legler, expected to join McCann-Erickson as director and vice president as well as chairman of M-E's international plans board. Another appointment in radio-tv department is also expected to be made shortly.

TOLL TV TEMPERATURE • Heat being generated in toll tv controversy is indicated in report from Minneapolis, where CBS Inc. Vice President Richard S. Salant addressed Ad Club Nov. 9. Ted Leitzell, Zenith public relations director, set up tape recorder with result that chairman of meeting referred to incident as "bugging." Mr. Leitzell, who is scheduled to address same group this week, reportedly said he wanted tape recording so that Zenith's lawyers could listen to it despite offer by Mr. Salant to supply him with copy of talk. In question-answer session, it was view of some observers that several queries were well planted.

QUESTIONNAIRES to all radio and tv stations from Catholic Archdiocese of New York asking for accounting of religious programs broadcast or telecast during last year, along with breakdown by denomination, have caused considerable stir in broadcast ranks. Some station owners report they have not answered questionnaires on ground that request comes from non-official group and that to do so would make them vulnerable to requests for breakdowns in every conceivable programming category. Survey is being handled by Office of Radio and Television Communications of archdiocese.

MISSED DEADLINE • While there's satisfaction that AT&T didn't file notice of rate increase for tv traffic by Nov. 1 half-year deadline, station-network officials and special NARTB group working on subject aren't sitting idle. Disclosure of committee's plans expected within few days, following Friday meeting in New York.

GORDON BAKING CO., currently participating sponsor on Kukla, Fran & Ollie on ABC-TV, with advertising budget of approximately $1 million, is understood to be about to appoint Cunningham & Walsh, New York, as its advertising agency effective after first of year. D'Arcy Adv., New York, currently handles Gordon.

MOVIE JITTERS • Hollywood won't admit it and "surveys" won't show it, but theatre box office admissions are at low ebb. Film executives at 16mm antitrust trial put blame on tv for dip but movie makers are not helping exhibitors either. Product is being distributed in 15 different types of release prints with ten sizes of anamorphic (squeezed image) and five kinds of wide screen, latest being Todd-AO's "Oklahoma," requiring special equipment.

REPORTS of rationing of newspaper display this Christmas season because of tight newprint supply may give many stations local windfall, but not without digging for it. In newspaper trade, word is there will be severe shortage by Christmas, with many metropolitan papers now having only few days' supply rather than 60-90 day inventories. Some newspaper rate increases already have been announced.

SPOT TALK • Biow-Beirn-Toigo is calling meeting today and Tuesday with station representatives and representatives of Philip Morris and agency on account, in New York, to discuss mutual problems on spot campaign as well as to thank station representatives for past efforts.

FOR FIRST time, NARTB's Sports Committee will have tangible signs of support for its football tv Bartston when group meets in New York Dec. 13. While public officials and even colleges themselves are starting to resist college football "monopoly," NARTB group will find new problem dumped in its lap—charging of $500 fee for film telecast rights, enforced this season at Missouri U.

PAY LOAD • RCA's laboratory-equipped DC-3 carried unusual load last Monday from Washington to Teterboro, N. J., airport. Aboard as guests of Brig. Gen. David Sarnoff, chairman, and Pat Weaver, president, NBC, were Dr. Frank Stanton, president, CBS Inc., and Richard S. Salant, vice president, CBS Inc.; Robert E. Kintner, president, ABC, and Ernest Lee Jahncke, vice president, ABC. Group (except Jahncke) had conferred with FCC network investigating committee (McConnahy, Hyde, Bartston and Doerfer) and accepted invitation of Gen. Sarnoff to ride back with him. (Story page 64).

WHY does FCC continue to extend effective date of rule revision permitting Zone I vhf stations to use 1,250-ft. antennas with maximum power? Rule was amended last spring, has been postponed four times now to Jan. 9 (see story page 84). Unofficially, it's understood some commissioners want to withdraw action entirely, dump subject into general allocations rule-making. Others want to make it effective as decided previously. So, postponements continue.

SNEAK PREVIEW • Representing Hollywood's newest use for tv, B&B Productions is planning live dramas on small-market tv stations to test audience reaction to story properties before investing in big-budget movie version. Owned by actress Anne Baxter and Russell Birdwell, B&B will use "little theatre" talent cameo technique.
what do you buy by?

HOOPER?  
NIELSEN?  
PULSE?  
TRENDEX?  

\[ \text{all have \ WHB FIRST!} \]

WHB has run away with Kansas City’s radio day!

10,000 watts—710 kc

\[ \text{\(^{1}\) All day average Hooper: 46.4\%—First place!} \]
\[ \text{\(^{2}\) All day average area Nielsen: 39.2\%—First place!} \]
\[ \text{\(^{3}\) Pulse—every daytime 1/4 hour—First place!} \]
\[ \text{\(^{4}\) All day average Trendex: 42.8\%—First place!} \]

Call the man from Blair or WHB
General Manager George W. Armstrong.

---

\[ \text{President: Todd Storz} \]

\[ \text{WTIX, New Orleans} \]
Represented by Adam J. Young, Jr.

\[ \text{KOWH, Omaha} \]
Represented by H-R Reps., Inc.

\[ \text{WHB, Kansas City} \]
Represented by John Blair & Co.
FCC, MILITARY GET HEADS TOGETHER, SET UP UNIT TO STUDY CHANNEL SWAP

Big forward step toward acquiring more VHF channels for TV was taken Friday when FCC met with Defense Mobilizer Arthur S. Flemming and representatives of Defense and Commerce Deps.

It was agreed to appoint ad hoc committee to investigate possibility of swapping some VHF government frequencies for non-government spectrum space. Members of that committee not yet named, but FCC Chairman George C. McConnaughey will be FCC representative, with three others probably to be appointed, representing Office of Defense Mobilization, Commerce and Defense Deps.

Attending top level meeting with Mr. Flemming, who acted as chairman, were following:


From Defense Dep.—Assistant Secretary Thomas P. Pike; Major Gen. Francis L. Ankenbrandt, USAF, director, communications-electronics, Joint Chiefs of Staff; George B. Larkin, telecommunications specialist, office of Assistant Secretary of Defense.

From Commerce Dep.—Assistant Secretary George T. Moore; F. B. Lee, administrator, Civil Aeronautics and Lloyd Simon, communications liaison.

From ODM—Mr. Flemming; Maj. Gen. J. V. Matejka, USA, assistant to director for telecommunications; F. C. Alexander, deputy assistant director for telecommunications, and William E. Plummer, special assistant for engineering.

Details of what frequencies were discussed were not announced. It is believed that FCC offered portion of uhf television allocation in exchange for three or more vhf bands. Among subjects discussed was that of possible Congressional appropriation to recompense government users for changing over present equipment to other frequencies, if possible.

Idea of securing additional vhf channels has been broached by several Commissioners. Comr. Robert E. Lee during speech at engineering session of NARTB convention in Washington last May [B&T, May 30], suggested that problems of uhf stations might be alleviated if additional vhf channels could be obtained from government—to be used as replacement for present uhf channels. Mr. Lee suggested placing all tv in 47 channels in bands 60 mc to 342 mc (deleting present ch. 2, 54-60 mc). He also advocated reassigning fm to 342-362 mc (fm now in 88-108 mc). Mr. Lee suggested that uhf band, earlier in year, dissented in pending split channel proposal for mobile services, called for additional vhf bands from military and other government users.

Chairman McConnaughey took initiative last month, asked ODM for conference on swapping spectrum space [B&T, Oct. 10]. Friday's meeting was outcome of that request.

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**WFBG-AM-TV Sale Filing Shows Educational Tie-Up**

FCC Friday was asked to approve $3.5 million sale of WFBG-AM-TV Altoona, Pa., to Triangle. Sale application is triangle submitted copy of agreement with Dr. Milton S. Eisenhower, president of Pennsylvania State U. and active advocate of non-commercial, educational tv, for regular educational series on ch. 10 outlet.

Under agreement, subject to FCC approval of station transfer, Penn State will provide programs on regular basis, and Triangle will support programs with $10,000-per-year grant for five years plus use of equipment.

Agreement, made by Dr. Eisenhower and Walter H. Annenberg, president of Triangle, sets up regular midday half-hour, six days per week, to be filled by Penn State programs and hour each Sunday for telecast of Penn chapel. Triangle will build and operate microwave relay system between campus and WFBG-TV.

Of sale price application states "$2.25 million reflects the value of the CBS [TV] network affiliation..." Seller Gable Broadcasting (Gable department stores) lists assets $60,758 in assets, $51,287 liabilities to parent company. Triangle lists current assets of $19.1 million; plant and property, $25.9 million; goodwill, trademarks, publication rights, licenses, etc., $7.8 million, bringing total assets to $52.7 million. Current liabilities: $11.2 million.

Triangle, owned by Mr. Annenberg and family, owns WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; WLBX-TV Lebanon, Pa.; 500-watt WFBG Harrisburg, Pa., and is applicant for ch. 18 at Elmira, N. Y. Triangle interests include Philadelphia Inquirer, TV Guide, other publications.

Exchange of letters between Dr. Eisenhower and Mr. Annenberg, attached to FCC application, disclosed that Mr. Annenberg advised Penn State of Triangle's five-year grant after basic programming agreement was made.

Other applications filed Friday:

- **WILD** Birmingham, Ala.—Assignment of license from The Pilot Corp. to Gordon Alabama Broadcasting Co. for $175,000. President of Gordon Alabama is Sherwood R. Gordon (70%), who owns WSAT-AM-FM Cincinnati.

- **KFMA** Davenport, Iowa.—Transfer of control from Arthur D. Piercy (40%) and Dorothy R. Gould (60%) to Dorothy R. Gould and Mr. Gould for $50,000. Mr. Gould is 35% owner WLSF Wallace, N. C.

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**MEAT EXTENDS** American Meat Institute, which placed four-week radio spot announcement campaign in 70 markets, planning to extend campaign effective Dec. 9 for 15 weeks. Agency: Lennen & Newell, N. Y.

**SALT CAMPAIGN** International Salt Co. clearing nearly dozen markets for television spot announcement campaign to break after first of year. Length of contract still undetermined. Agency: BBDO, N. Y.

**SPAGHETTI BUYING** Campbell Soup Co. (Fanco-American spaghetti), Camden, N. J., buying four-week radio test campaign on four stations starting Nov. 28 in St. Louis and Cincinnati. Agency: Ogilvy, Benson & Mather, N. Y.

**SPEIDEL NAMES NC&K** Speidel Co. (watch bands), with overall advertising budget of $2 million, currently co-sponsoring Sid Caesar Show on NBC-TV, names Norman, Craig & Kummel Adv., N. Y., effective Jan. 1. SSC&B has been handling.

**INTERIM AGENCY** Advertising for Griff-fin Mfg. Co. (shoe polish), N. Y., $1.5 million tv-radio advertiser, recently bought by Boyle-Midway, division of American Home Products, N. Y., will be handled by John Murray Agency until Jan. 1, when new agency will be appointed. Present television and radio spot campaign will be cancelled as of Nov. 22. Birmingham, Campbell & Pierce had been servicing Griffin account for past 20 years. Firm's 1956 plans probably will include network programs.

**ANOTHER FLYER** Pan American World Airways, N. Y., has renewed co-sponsorship of Meet the Press (NBC-TV-Sun., 6-6:30 p.m. EST), starting Jan. 1. Agency: J. Walter Thompson Co., N. Y.

**Houston Takes Agency Chair, Hillenbrand Becomes President**

In ORGANIZATIONAL realignment at Bryan Houston Inc., New York, to be announced today (Mon.), William R. Hillenbrand becomes president and Mr. Houston moves up to chairmanship of board. Mr. Houston said step was taken to keep pace with agency's growth in past year from two clients and 12 products to six clients and 30 products.

Mr. Hillenbrand assumes general responsibility for administration of agency accounts, allowing Mr. Houston to devote more time to agency's plans board operations. Mr. Hillenbrand has been vice president and director of Bryan Houston (formerly Sherman & Marquette) for past three years, and formerly was with Procter & Gamble for 15 years. Mr. Houston has been president of agency for past five years, and previously was executive vice president of Lennen & Mitchell and executive vice president of Pepsi-Cola Co.
Try WSAZ-TV. Seems like there's just about nothing this remarkable station can't sell. Recently the Lehigh County Land & Trust Company bought itself a single spot announcement, presented at 10:35 p.m. on a Wednesday night. It was aimed at getting people around our Industrial Heart of America interested in half-acre plots at Lehigh Acres—850 miles away outside Fort Myers, Fla. Cost per plot: $10 down, $495 complete.

Almost before you could say "Lehigh land boom," things began to happen. Within two days, this one late-evening message had brought 135 mail inquiries (plus 32 phone calls to WSAZ-TV's Huntington studios and 36 to the Charleston studios). In all, 240 prospective purchasers were heard from.

Cost of spot: $150. Cost-per-inquiry: a down-to-earth 62 cents, which is mighty good for a $495 item of merchandise! (Small wonder, either, that the sponsor has renewed for another seven weeks!)

Here again is proof that with WSAZ-TV you tap a five-state market loaded with lots of buying power—and ready to spend it for all manner of things. Within viewing range of WSAZ-TV, there's four million dollars of potential…and no other medium covers this whole area. Ask your nearest Katz office to help plot you a profitable share of it.
NBC, Westinghouse Ask FCC
To Approve Station Exchange

JOIN REQUEST that FCC approve NBC-Westinghouse radio-television stations swap has been submitted in behalf of Gen. David Sarnoff, chairman of NBC board, and E. V. Huggins, chairman, Westinghouse Broadcasting Co.

Letter, signed by both officials, covered detailed response to FCC's McFarland letter last month stating swap arrangement indicated necessity of hearing [B&T, Oct. 24]. Involved is exchange of WBC's KYW and WPZT (TV) Philadelphia for NBC's WTAG-AM-FM and WNBN (TV) Cleveland. WBC also would get $3 million from NBC.

"The decision to make this exchange was arrived at after careful consideration of all factors at the highest management level of both companies," joint letter read. "It has the approval of our respective boards of directors and the agreement of the boards of directors of our respective parent companies."

Both NBC and Westinghouse, in separate formal answers to McFarland letter denied that exchange was result of NBC pressure. Network said it had been offered "opportunity" to buy a Philadelphia TV station, decided to do business with WBC first. WBC said NBC told it of chance to buy Philadelphia TV, decided better to sell Philadelphia stations and retain NBC affiliations than to retain Philadelphia stations and lose NBC affiliations.

In answer to questions raised regarding concentration of ownership in New York-Philadelphia-Washington-New Britain area, NBC claimed no such thing. Each of these stations, network said, is in different market, where competitive radio and TV services are greatest. There is no Grade A overlap between New York and Philadelphia, NBC stated and Grade B overlap is "insignificant." Nor is monopoly involved, NBC said, since exchange results in no change in number of radio and TV stations it owns. NBC purchase of WKNB-TV New Britain also pending FCC approval.

WBC denied concentration in Cleveland-Pittsburgh-Fort Wayne area. Pittsburgh and Cleveland radio overlaps in 5 mv, area, it said, but this is minor and most of population involved receives primary service from 50 other stations. Same thing is true of purported Cleveland-Fort Wayne overlap, WBC said. Grade B overlap involves 8% of population served by both stations, it said, and they get TV from 10 other stations. In reply to WSTV-TV Steuben objection to exchange on grounds WDKA-TV Pittsburgh and WNBK Cleveland, WBC pointed out. Grade B overlap only involves 8% of population served by both stations, it said, and they get TV from 10 other stations. In reply to WTST-TV Steuben objection to exchange on grounds WDKA-TV Pittsburgh and WNBK Cleveland, WBC said it had first call on all network programs, WBC said its Pittsburgh TV station has no such arrangement and that, with addition of other facilities in steel city, WDKA-TV will become basic NBC-TV outlet only.

Radio-TV News Directors
Name Baker as President

HAROLD BAKER, WSM Nashville, was elected president of Radio-Television News Directors Assn. at Denver meeting (early story page 56). Other officers elected were Ted King, CBS Washington, vice president for programming; Charles Day, WGAR Cleveland, radio vice president; Jack Knell, WBT Charlotte, N. C., tv vice president; Sheldon Peterson, KSLZ Denver, directors; two-year terms, John Maters, WLS Chicago; Walter Baker, WSM Nashville, Nashville; Ronald DeLain, WFCL London, Ont.

KOSA-TV to Join CBS-TV

KOSA-TV Odessa, Tex. (ch. 7), will join CBS-TV on or about Jan. 1 as primary affiliate, Herbert A. Akerberg, CBS-TV vice president in charge of station relations, announced Friday. KOSA-TV is owned and operated by Odessa Television Co.

WEAVER ADVOCATES U.S.-FINANCED TELEVISION NETWORK TO SPAN GLOBE

HALF-BILLION DOLLAR "international network" subscription and providing TV transmitters, stations and sets to individual countries which do not have television, was advocated Friday by NBC President Sylvester L. Weaver Jr.

Mr. Weaver, reporting to Grocery Mfrs. of America in New York on his "round-world trip completed few weeks ago, set forth master blueprint for project that could serve "the whole world outside the Iron Curtain. . .by an international network by nation-by-nation operation." As envisioned by Mr. Weaver, TV transmitter, station (and relays if necessary) and as many as 10,000 sets could be set up in each country. Through this "network," U. S. culture and information programs could be disseminated as method of combatting communism.

TV sets, Mr. Weaver said, could be placed in public meeting places attracting tremendous audience.

Said Mr. Weaver: "Incidentally, a television transmitter and 10,000 sets would not cost much more than a million dollars and for a few million dollars in each country one could even give them a color transmission closed circuit setup which would be even more fantastic and powerful a system," he said, that would "really leave the Russians gasping for breath and out of the running."

At luncheon, GMA awarded 1955 trophies and citations to women radio broadcasters. Top GMA award, silver trophy, went to Erma Pabst, WBHU Anderson, Ind. Special citations were made to Martha Brooks, WCY, Schenectady; Terre de Mer, WFT Wayne, and Irene Lindgren, WFBM Indianapolis. Awards were for telling story of how foods reach consumer from manufacturer.

UP Poll Picks Dr. Salk, Princess as Top News Copy

DR. JONAS SALK, developer of anti-polio vaccine, and Princess Margaret of Great Britain, voted "Man of the Year" and "Woman of the Year" as most newsworthy figures in United Press poll conducted among nearly 1,700 radio wire clients. President Eisenhower, winner of poll in three previous years, ran close second to Dr. Salk with Conrad Adenauer, West German chancellor, third, and Democratic candidate Adlai Stevenson, fourth.

Princess Margaret led far in voting for most newsworthy woman, followed by Claire Boothe Luce, ambassador to Italy, who received one-sixth of votes polled by princess. Mrs. Eisenhower, winner of poll two years ago, was third. Others in vote: Nancy Culp Hobby, former Secretary of Health, Education and Welfare; Florence Chadwick, who set new channel swim record, and Academy Award winner Grace Kelly.

Winners will be subjects of two year-end UP radio scripts. Last year's winners: State Secretary John Foster Dulles and Genevieve de Galard Teraube ("Angels of Dien Bien Phu"). About 300 ballots were cast this year.

Iowa Governor's Petition
Turned Down by NCAA

REQUEST of Gov. Leo Hoegh of Iowa to allow his state TV stations to carry Iowa-Notre Dame game Saturday was refused Friday by Walter Byers, executive secretary of National Collegiate Athletic Assn. (early story page 46). WMT-TV Cedar Rapids, Iowa, was allowed to carry game as Iowa's home station. Mr. Byers said it was impossible under NCAA tv rules to let other Iowa stations telescast game.

Paul Brechler, Iowa athletic director, told Associated Press, "We do not agree with the NCAA tv regulations" and will work "for a change in the rule when the next opportunity is presented."

Missouri U. $500 Grid Fee Termed Discriminatory

TV STATIONS in Big Seven Conference area have protested action of U. of Missouri levying $500 rights charge for tv stations filming its home football games. No other conference team has levied such fee.

P. A. (Buddy) Sugg, WKY-TV Oklahoma City manager, complained to Dr. Elmer Ellis, U. of Missouri president, that it is unfair to charge heavy fee for tv film reporting. He pointed out newspaper writers and photographers are not forced to pay fee. Dr. Ellis pointed to request to the Big Ten, and Missouri game at Columbia, Mo., with WKY-TV getting copy of film from Oklahoma athletic officials.

PEOPLE

SEYMOUR ABELES, former NBC and CBS radio announcer and now film salesman, appointed sales representative by Associated Artists Productions Inc., N. Y. Mr. Abeles has been assigned to AAP's southern sales department.

BONNIE DEWES, account executive, D'Arcy Adv. Co., St. Louis, appointed general national chairman of 1955 Advertiser of the Year award committee. Award is sponsored by Advertising Federation of America.

JACK DREES appointed sportscaster of Wednesday Night Fights over ABC-TV, effective Wednesday, succeeding RUS HODGES.

STEVE ELLIS named to succeed Mr. Drees as sportscaster on ABC Radio's Wednesday Pabst Blue Ribbon Bouts.

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INCREASED COVERAGE
From Our New Tower (1685 feet above average terrain)

Here is what it adds up to...

2,272,000 Population
552,740 TV Receivers
42 Texas and Oklahoma Counties
27,000 Square Miles within 100 uv/m

CITY GRADE SERVICE IN DALLAS AND FORT WORTH
BASIC CBS STATION

KRLD-TV
The BIGGEST buy in the BIGGEST market in the BIGGEST State
Channel 4, Dallas
MAXIMUM POWER

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

John W. Runyon
Chairman of the Board
Clyde W. Rembert
President

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HERE ARE THE facts ABOUT FOR TELEVISION

WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2 x 2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is newly designed, specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems do not exist.

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service now—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.

G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.
The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

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

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

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

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

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

Masking amplifier actually can make the final picture better than original film.

FREE BOOKLET, SPECIFICATIONS!
For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or write to: General Electric Company, Broadcast Equipment, Section X2115-21, Electronics Park, Syracuse, New York. In Canada, write to: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.
DATELINE II

"DATELINE II" was a competently handled, but not very sensational, variety show expressing the thanks, through radio-tv-movie personalities, of the American public to the members of the overseas press corps who risk their lives in a world wide effort to keep the people informed.

Milton Berle was fairly amusing and might have been more so had he not constantly made cracks about the audience being asleep. William Holden turned in a professional performance—one which might have been improved, however, with a bit more visual production on John Steinbeck's heartfelt tribute to his friend, the late Robert Capa.

Some phases of the program appeared somewhat incongruous. On the one hand there was Robert Frost's reading of a poem about freedom of the press excerpt from the experiences of war correspondent Margaret Higgins and on the other was Irving Berlin's song "Funnies" followed by a ballet based on the L'Il Abner comic strip.

It was an entertaining hour-and-a-half and one which the Overseas Press Club should have appreciated from both entertainment and publicity angles.

Production costs: approximately $142,000.

Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt on NBC-TV, Monday, Nov. 14, 8:30 p.m. EST.


Supervised by: Donald Davis and Dorothy Mathews; directed by: Alan Handley; associate supervisor: Andrew McCullough; associate director: Dean Whitmore; scenery: Jan Scott; costumes: Guy Kent; music conductor: George Bassman; comedy: Joseph Schram; Songs: "Funnies" and "Free"—composed by Irving Berlin.

IT'S ALWAYS JAN

SOMEHOW the idea persists in certain minds that a name entertainer can be dumped in front of the tv camera and score a hit regardless of the caliber of the material. In the case of CBS-TV's It's Always Jan, such success could come only in spite of the script.

In the brief portions when Janis Paige goes her acting in favor of her more-satisfying singing talents, there can be no criticism.

But other than that, the viewer is guided through a half hour of "Lucy" gestures and expressions, flat repartee, a few side characters reminiscent of Meet Millie and a story line in which the writers seem unsure whether they're offering comedy or serious drama. Example: The Nov. 12 show concerned a has-been writer who is inspired by Miss Paige's trust to overcome dipsomaniacal tendencies. As a climax he authors a song routine on "hope" that wows the critics. At this point, it would have been timely to have given a commercial offering an upset-stomach remedy.

Production Costs: Approximately $34,500.

Sponsored by Procter & Gamble Co., through Compton Adv., CBS-TV, Sat., 9:30 p.m.

Cast: Janis Paige, Patricia Bright, Merry Anders, Jeri Lou James and Arne Johnson.


MEDICAL HORIZONS

THE DRAMATIC and increasingly successful fight against tuberculosis managed to become a dull story indeed as told on Medical Horizons (ABC-TV), live documentary series showing progress being made by doctors and drugs.

The Nov. 14 offering had narrator Don Goddard, complete with hand mikes, making a tour of Seaview Hospital, Staten Island, N. Y., where he talked with Dr. Edward Robitzeck and Dr. Irving Selikoff, pioneering physicians at the noted TB clinic. Lines intended to reflect spontaneity instead came out as clumsy and plodding from Mr. Goddard and the two medical men.

Production costs: approximately $10,000.

Sponsored by Ciba Pharmaceutical Products Inc. in cooperation with the American Medical Assn. through J. Walter Thompson on ABC-TV.

Medical supervisor: Dr. William Strauss of Ciba Pharmaceutical Products; producer-director: Fred Carney.

BOOKS


DESTINED to become the literary tour-de-force of the communications industry for the fall season, this book will be damned up and down. The Madison Ave.-Michigan-Wilshire 8th, whose members will ravenously devour its contents nonetheless. Whether Mr. Spectorsky, senior editor of NBC-TV's Home, has done the industry a service remains to be seen, but he has set forth, in shocking and sometimes unbelievable details, the fiscal, social, sexual and psychological pitfalls "communicators" must endure day- unto- night. In order to qualify as Exurbanites—those people who make their geographical and mental homes somewhere between the suburbs and the American frontier. Facts are facts, and Mr. Spectorsky has milked those provided by the New York, New Haven & Hartford railroad, the Westport Parent Teachers Assn., Alfred Kinsey, et al, for all they are worth. A well-thought-out piece definitely not meant for the children or Christmas giving.


THIS DIRECTORY, containing some necessary and vital data heretofore missing in other reference books of its kind, lists radio-tv stations (by network or by city), newsreel services, and spokesmen for UN member-countries, U. S. federal, state, and municipal governmental departments. It does a particular service to purchasers of this book by listing what sort of tape and tv equipment the various stations have to offer to provide the fullest possible coverage, and goes so far as to list individual cameramen and film editors by name. The book also goes into the industrial field, breaking down, by industry, the various public relations firms and account executives handling the large U. S. corporations. The publishers also saw fit to print some of Edward R. Murrow's comments on the banning of microphones and cameras from various government functions (he is emphatically against the ban), and some advice by the editors on such diverse topics as printing picture stories, credits, handouts, and the general care and feeding of cameramen at official banquets.

If you want your share of NEW ENGLAND'S No.1 MARKET

use WEEI

BOSTON

Page 14 • November 21, 1955
What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv-spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

**BROADCASTING • TELECASTING** is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.

**BROADCASTING • TELECASTING**

1735 DeSales Street, Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the December 26th issue.

$...........enclosed □ Bill me in January

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REDUCED RATES GOOD ONLY THROUGH DECEMBER 1955
Unlimited Opportunity

EDITOR:

"The lady doth protest too much, methinks." That's the line from Shakespeare that came to my mind after reading your excellent report of the speech by Henry Clay, chairman of the NARTB Radio Board, to [the NARTB's] regional conference in Des Moines.

I, for one believe it is a mistake, an extremely serious mistake, for any spokesman for radio to even suggest that the FCC limit the number of radio licenses. It is one of those facts of life that for every tune you must pay the piper.

When you invite the government to limit competition you are in the same breath inviting the government to set rates. Every new station that has come on the market has created new radio advertisers. The more salesmen out on the street selling radio, the more radio prosperous. The more stations fight for business and audience, the better it is for all concerned.

Perhaps some areas actually have too many stations. But I believe that adjusting to competition, not the limiting of licenses, is the answer. . . .

Ben Strouse, V. P. & Genl. Mgr. WWDC Washington, D.C.

Judicial Deletion

EDITOR:

We recently forwarded to you the opinion of this Court in Jacova vs. Southern Radio and Television Co., which dealt with the question of television law. You are advised that in the middle of page 5 the sentence should read "And, since television is the latest medium for the," the words "most effective" having been deleted from the opinion.

B. K. Roberts, Justice Florida Supreme Court Tallahassee, Fla.

[EDITOR'S NOTE: Original language was quoted in report (B-T, Oct. 31) of Florida Supreme Court ruling upholding the right of a TV station to telecast news films without becoming liable for damages on invasion of privacy.]

Don't Give It Away

EDITOR:

If you have any copies of Worth Kramer's "If You Can't Sell It, Don't Give It Away," please forward three to WQTO.

This is real stuff, forcefully put, and should be required reading for every time salesman in the country once each quarter—in some cases more often.

Eugene D. Hill, Gen. Mgr. WQTO Haines City, Fla.

EDITOR:

This is in regard to "If You Can't Sell It, Don't Give It Away" appearing in the Nov. 7 issue of B&T. We applaud the idea of Operation Stature and wish to speak from our own experience that it works for us and can work for any station operator.

WTYN began operation about one year ago. It's only 250 watts and is located in the smallest market you can imagine. We are surrounded by numerous other radio stations that have been in business for many years. We began operation with the idea that we would not cut rates, make special deals or "give away" advertising. We have not relaxed that ruling for one moment. Your readers may be interested to know that WTYN has made money every day that it has been in existence and the billing is continuing to rise. Yes, it was a little difficult at first. Now, however, we have a reputation for honesty in business that makes selling a pleasure.

We feel that our particular "case" will offer encouragement to large and small stations who may be afraid to take the "clean up" step. It can be done and it doesn't cost money to clean up, it makes money.

Mildred Allen, Co-Owner WTYN Tryon, N. C.

Programs Count

EDITOR:

. . . Uhf's problem is programming, not channel allocations. Since the FCC does not control programming, the uhf solution must lie somewhere else. It does; it lies with the uhf operators.

Good programs are not necessarily expensive, but program directors' hands, calloused by network button pushing and handling of syndicated films, often seem to be insensitive to good original local production.

Uhf operators direct a lot of time and energy to influencing the FCC to make things easier for them. If they would band together with equal zeal in an effort to solve their own problems at their own level, their efforts might be rewarded. If they feel handicapped in competition, why not a video tape or film network of top quality programs available only on uhf?

Ray Stewart, P. R. Dir., Iowa State Medical Society Des Moines (formerly exec. producer, WOI-TV Ames, Iowa)

Missing Call Restored

EDITOR:

Thanks for the plug on your Art Magee story in your Oct. 17 issue; however, you merely mentioned the local radio station, which is, of course, KIUP in Durango, Colo.

R. E. (Pat) O'Brien, Mgr. KIUP Durango, Colo.

[EDITOR'S NOTE: The phrase "The local radio station," minus call letters, was Mr. Magee's, not B-T's. Thanks to Mr. O'Brien, the story, "How Radio Saved Frontier Airlines' Problem," is now complete.]

An Announcer Answers

EDITOR:

Enclosed please find a carbon copy of a letter sent to John C. Morgan . . . "I read your article in the Oct. 10 issue of B&T entitled 'How Not to Make an Audition Tape.'"

"I agree with you that any audition for a staff position should be commercial, but I resent announcers being referred to as 'golden voiced playmates' and 'naive individuals'; or the implication that announcers think there is something downright 'nasty' about a commercial; or your derogatory tone in writing that you had the 'dubious pleasure' of choosing a couple of announcers."

"Isn't it enough that the consensus of the industry regarding announcers is one of general disdain? Why contribute to the degradation? . . ."

Lou Douglas, Announcer Hudson, N. Y.

A Manager Rebuts

EDITOR:

I'm surprised to learn that a few individuals have construed my recent article "How Not to Make an Audition Tape" as an indictment of
None of the mature group of men who founded H-R "came along for the ride." Each partner was and is, a Working Partner. Each had a broad and varied experience in radio and TV, as well as a sound background in advertising and sales. Every man "knew the score."

As we have grown through the years—and have added to our staff—we have insisted that all our men enjoy similar experience and backgrounds. That is why the stations we represent, and the buyers of time we serve, can be sure that H-R will "Always Send a Man to do a Man's Job!"
all announcers as being naive or considering commercials "nasty." A re-reading will show that I said many, not all; although I'll admit the number is amazingly large. I have been accused of joining with a "consensus of the industry" in an attitude of disdain for announcers, and of "contributing to their degradation."

Quite the contrary, I and my colleagues in the six-station group of which this is one, are firmly convinced that to the listener, and therefore to the advertiser, the announcers are the station, and that by demanding the best, and paying top wages in order to get it is good business...

Finally: I'd hardly be the one to sneer at "announcers" as a class. Except for time out for wartime service in the Navy, I've spent the past 26 years as an announcer, and every executive in this organization entered it as an announcer. Nuff said?

John Carl Morgan, Mgr.
WFVA Fredericksburg, Va.

Mobile Feature Covers Ground

EDITOR:

Ever since you ran that grand full-page feature on the peripatetic activities of the KBIG Volkswagen mobile studio Oct. 18, we've been receiving requests for additional details from all over the United States and even a foreign country. Incidents like this are always coming along to jolt us to a renewed realization of the power punch that B&I delivers each week.

Because the story did get such wide readership, I'm especially anxious that two facts be inserted for the record. First, I don't deserve the title of KBIG manager which the story gives me. That's the spot held from the very beginning of the station by the man who conceived, founded and directed it, our President John H. Poole. Second, the man who organized and supervised the entire mobile project didn't get mentioned in the story. He's Cliff Gill, our vice president and operations manager, who deserves a lion's share of the credit.

KBIG Avalon, Calif.

Too Much Paper

EDITOR:

I found this on my desk this morning after instructing my engineers to find some place to stack our mountain of excess teletype paper...

There is a super salesman;
Of this I have proof.
He makes AP buy huge stacks of press paper;
He sells them loads of ribbons for the printers.
He never fails to ship;
He leads them to stack press paper 'till my back aches.
Yea, though I'm given an impossible task,
I fear no let-up;
For his boss doth prod him;
My boss and the PD, they comfort him.
He sendeth more supplies in the presence of his enemies;
He maketh my blood boil;
My news room runneth over.
Surely some station should hire him to sell air time;
And increase their billing a million,
Now and forever more.
Amen.

Anon E. Mus.
Edwin J. Powell, Ch. Eng.
WOHO Toledo, Ohio

WLW radio offers the only

By George, it's the truth! You get a pre-determined audience at a low one dollar per thousand home broadcasts or even less...
certified by the official NIELSEN REPORTS! That's WLW Radio's sensational new "Certified Audience Plan" with announcements to deliver the greatest possible unduplicated home coverage.

And this bang-up "C.A.P." is power-packed by WLW's dynamic new programming operation - "The World Now" - which brings home the biggest coverage of on-the-spot news and candid variety in broadcast booking. WLW's "The World Now" operation certifies to pack a bigger captive audience into every one of your ad dollars than any other broadcast media - ever!

So tune your "time" to WLW Radio for the spectacular "Certified Audience Plan" and "The World Now" powerful programming!

CROSLEY BROADCASTING CORPORATION, A DIVISION OF AYCO
CERTIFIED AUDIENCE PLAN in any broadcast media

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI.
DON McGANNON acknowledges some qualms about taking over the office of president of Westinghouse Broadcasting Co., which he did officially last Wednesday by a simple act that reduced discernible self-consciousness to no more than the trace that is becoming to a modest man. He just went in and went to work.

His slight embarrassment about the office refers not to the rank or responsibilities of being president of the company which counts its four television and five radio stations as representing one of the country's largest independent radio-tv ownership operations. It relates, rather, to the physical makeup of the presidential suite, a bright new layout which can best be described simply as swank. The offices are the product of almost three months' remodeling and redecoration in WBC's relatively new headquarters at 122 E. 42nd St., New York. Mr. McGannon's qualms stem from the fact that the offices were prepared for his predecessor, Chris J. Witting, whose unheralded elevation to the consumer products vice presidency of WBC's parent Westinghouse Electric Corp. [BST, Nov. 14] came after he had only two days in which to enjoy them.

While the offices are new, Mr. McGannon is no stranger to the responsibilities they represent. Since the first of the year, he has been vice president and general executive of WBC, a job that, in other companies, is more often called executive vice president. As such he has had broad administrative duties dealing with all aspects of WBC affairs, not only in station management but in acquisition of new properties.

Now 35 years of age, Donald Henry McGannon is a native New Yorker. He was born Sept. 9, 1920, the son of Robert E. and Margaret McGannon.

After graduation from the city schools he entered Fordham and was graduated with a bachelor of arts degree in 1940. He then moved into Fordham Law School, but his legal training encountered a military interruption that was to last for five years. He entered the Army in April 1941 as a second lieutenant and came out in July 1946 as a major after service in the coast artillery and the anti-aircraft artillery, including two years in the Aleutians.

During the military interval, he married Patricia Burke of New Rochelle, N. Y., on Aug. 22, 1942, and his return to civilian life seemed a timely occasion to add breadwinning to his activities, which he did by taking on a fuel salesmanship along with the resumption of his law studies at Fordham.

After getting his law degree in 1947 he deserted the oil and coal business and practiced law independently in New York and, subsequently, in Norwalk, Conn., where he makes his home. His departure from this placid pursuit came in October 1951, when "a casual conversation" led to his joining Mr. Witting at the DuMont network as assistant to the director of broadcasting, and he soon found himself working upwards of 15 hours a day.

Both at DuMont and at WBC his work has been appropriate to the duties he now inherits as WBC president. By the nature of his jobs in both organizations he has had a large hand in reaching and implementing top-level decisions. He also has been close to the owned stations in each organization. From May 1953 until he moved to WBC last January, he was manager of owned-and-operated stations as well as assistant director of broadcasting for DuMont, and as vice president and general executive of WBC the major part of his time has been spent in supervising the WBC-owned stations operations.

Although his introduction to the broadcast media was through television, there is nothing secondary or tangential about his interest in radio. Perhaps it is typical of his attitude—as well as appropriate to balanced decor—that the principal radio in his new office is housed in a cabinet of exactly the same size as the television set, and in addition there is a "second set"—a clock radio—at his desk. A portable radio also accompanies him on his trips.

To him, radio and television are both powerful media, although in separate ways. To him, radio is in a period of rebirth after the impact of television. Its new role in the millions of American homes today is unique and cannot be filled by any other medium. It is no less dynamic but now operates in a different atmosphere than prior to 1950.

Mr. McGannon and his wife and their seven little McGannons—Donald Jr., 11 years old; Mary Laurie, 7; Kathleen, 6; Elizabeth, 4; Patricia, 3; Shelia, 2, and Michael, 1—live at Norwalk where, as time permits, he practices his chief outside interest: politics. For the past six years he has been Democratic state central committeeman for Connecticut's 26th senatorial district.

He also is a member of the Norwalk Exchange Club; has been active in the local Chamber of Commerce, belongs to the Radio-Television Executives Society in New York, and has served the broadcasting industry in several capacities including his current service on the NARTB Labor Advisory Committee; chairmanship of the committee which conducted the tedious and complicated negotiations for a new lease on the Empire State Bldg.; antenna site for New York's seven television stations, and membership on the industry committee which conducted the long-drawn-out contract negotiations with ASCAP.
ONLY WOWO covers the 4,000,000 market between

WOWO . . . and only WOWO . . . hits all of the rich market embracing southern Michigan, eastern Indiana and western Ohio. Nearly 4,000,000 WOWO listeners here spend nearly 4 billion dollars annually. And WOWO really goes after that bundle for you.

Proof? In the latest 26-county Pulse, WOWO takes all 476 firsts out of the total 476 weekly quarter hours. Put WOWO on your schedule. Bridge your sales gap in the lucrative “4,000,000 market between”! Get more facts from Tom Longsworth at Anthony 2136, Fort Wayne, or from Eldon Campbell, WBC National Sales Manager, at MUrray Hill 7-0808, New York.
NEW... RCA

All New Type

10,000 WATTS

Good Color Performance Depends on These Specifications

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

For descriptive literature on this newest of microwave systems or help in planning your microwave setup, consult your RCA Broadcast Sales Representative.
The TVM-1A is the only microwave equipment designed specifically as an integral part of a complete color TV system... from color originating equipment to color receivers. Whether you're a monochrome or color user, you will appreciate these special advantages:

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

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

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

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

*RCA Pioneered and Developed Compatible Color Television*

**RADIO CORPORATION OF AMERICA**
**BROADCAST EQUIPMENT**
**CAMDEN, N. J.**
Yes . . . we’re the BIG SHOT when it comes to play-by-play sports in Milwaukee.

Our Earl Gillespie does the Braves Broadcasts, Marquette University and Green Bay Packers football. And, for good measure, we round out the year with University of Wisconsin basketball.

To over a million “sports” in Milwaukee, radio means WEMP. So a pretty healthy hunk of the population is ready and waiting to receive your message . . . over WEMP . . . at the lowest cost per thousand. Local buyers know it . . . and take advantage of it. Why don’t you?

**Milwaukee’s Best Buy**

**WEMP**

5000 Watts at 1250

1935-1955 . . . 20 years of service to Milwaukee . . . Represented nationally by Headley-Neid

---

**John M. Cody**

On all accounts

REGARDLESS of the current controversy over program ratings and merchandising, these are the two factors which rate at the top of this agency executive’s list when he is buying radio and television time.

John M. Cody, manager of the Hollywood office of Grant Adv., and a stickler for following through to the final sale of the product he is advertising, wants to know first whether the radio or tv program has a “good audience” and second “can it be merchandised.” He wants facts, not generalities nor self-serving glamour adjectives.

His radio-tv buying at the present is confined to two major advertisers, Dodge Division of Chrysler Corp. and Dr. Pepper. Additionally, Mr. Cody serves as coordinator for Dodge on its two ABC-TV network shows, Danny Thomas and Lawrence Welk.

With Grant since June, Mr. Cody had been with The Caples Co. since 1948 as account executive on numerous accounts.

Born Aug. 16, 1916, in Rochester, N. Y., Mr. Cody attended public school there and Rochester Business College, where he majored in accounting. In 1935 he joined the former Rochester advertising agency of Hughes-Wolff, “where I did just about everything.” The following year he entered U. of Southern California, where he received a B.S. in merchandising in 1940.

His blood still refused to turn pure advertising red. His father was a railroad man, so he invaded the newest transportation field, aviation, as public relations writer for Lockheed Aircraft Co.

At the end of the war, Mr. Cody was transferred by Lockheed to its New York office as eastern advertising and sales promotion manager.

In 1947 he helped set up the Irish Airlines. From there, he joined Caples, taking to the agency various airline and foreign national travel bureau accounts, including Ireland.

Mr. Cody married Patricia Doyle of Los Angeles in 1944. They have three boys, John, 11; Kevin, 6, and Peter, 3. Mr. Cody is a member of the Wings Club of New York, the Los Angeles Press Club and Los Angeles Chapter of Catholic Press Council, Aviation Writers Assn. and American Society of Travel Agents.

The Codys make their home on a hillside overlooking the Pacific Ocean at Pacific Palisades, Calif. He plays golf “when I can get to it,” but spends more hours chasing the junior Codys up and down the beach, “just five minutes from home.”
Charles H. Crutchfield, Executive Vice President and General Manager of the Jefferson Standard Broadcasting Company, released today a complete list of newspapers carrying WBTV Program Logs and News Highlights. The eighty-three newspapers include:

THIRD CAROLINA
Memorial Enterprise
Umburak, N. C.
Ives News
Randleman, N. C.
Asheboro, N. C.
beville Citizen
Bevillia, N. C.
beville News
beville News
Asheboro, N. C.
Asheboro Times
Asheboro, N. C.
Selma Ranger
Selma, N. C.
terwiller News
terwiller News
Asheboro, N. C.
Charlote News
Charlotte, N. C.
Charlote Observer
Charlotte, N. C.
Charlote Post
Charlotte, N. C.
Cleveland Times
Shelby, N. C.
Concord Tribune
Concord, N. C.
Durham Morning Herald
Durham, N. C.
Durham Observer
Durham, N. C.
Elkin Tribune
Elkin, N. C.
Fayetteville Observer
Fayetteville, N. C.
Gaston Citizen
Gaston, N. C.
Gaston Gazette
Gaston, N. C.
Great Falls Press
Granite Falls, N. C.
Greenwood Daily News
Greenwood, N. C.
Greenwood Record
Greenwood, N. C.
Hamlet News-Messenger
Hamlet, N. C.
Headwaters Times-News
Hendersonville, N. C.
Hickory Daily Record
Hickory, N. C.
High Point Enterprise
High Point, N. C.
Hendersonville Times-News
Hendersonville, N. C.
Iredell Morning News
Statesville, N. C.
Kanawha Daily Independent
Kanawha, N. C.
Lexington News
Lexington, N. C.
Lexington Dispatch
Lexington, N. C.
Lincoln Times
Lincoln, N. C.
Lincolnton Post
Lincolnton, N. C.
Lincolnton Times
Lincolnton, N. C.
Mocksville Enterprise
Mocksville, N. C.
Monroe Journal
Monroe, N. C.
Montgomery Herald
Troy, N. C.
Morganton News-Herald
Morganton, N. C.
Mount Holly News
Mount Holly, N. C.
Newton Observer & News Enterprise
Newton, N. C.
Raleigh News & Observer
Raleigh, N. C.
Raleigh Times
Raleigh, N. C.
The Robesonian
Lumberton, N. C.
Roanoke Times
Roanoke, Virginia
Raleigh Times
Raleigh, N. C.
Rockingham Dispatch
Rockingham, N. C.
Spartanburg Journal
Spartanburg, S. C.
Spartanburg Herald
Spartanburg, S. C.
Pageland Journal
Pageland, S. C.
Lawrence Journal
Lawrence, N. C.
Newberry Times
Newberry, S. C.
Newberry Journal
Newberry, S. C.
New York Times
New York, N. Y.
Newspaper Journal
New York, N. Y.
Gaffney Ledger
Gaffney, S. C.
Greenwood News
Greenwood, S. C.
Greenwood Observer
Greenwood, S. C.
Greenwood Independent Journal
Greenwood, S. C.
Greenwood Times-News
Greenwood, S. C.
Hickory Daily Times
Hickory, N. C.
Hickory Times
Hickory, N. C.
High Point Enterprise
High Point, N. C.
Lincolnton News
Lincolnton, N. C.
Lincoln Times
Lincoln, N. C.
McKee Times
McKee, N. C.
Mocksville Enterprise
Mocksville, N. C.
Monroe Journal
Monroe, N. C.
Montgomery Herald
Montgomery, N. C.
Morganton News-Herald
Morganton, N. C.
Mount Holly News
Mount Holly, N. C.
Newton Observer & News Enterprise
Newton, N. C.
Raleigh News & Observer
Raleigh, N. C.
Raleigh Times
Raleigh, N. C.
The Robesonian
Lumberton, N. C.
Roanoke Times
Roanoke, Virginia
Raleigh Times
Raleigh, N. C.
Rockingham Dispatch
Rockingham, N. C.
Spartanburg Journal
Spartanburg, S. C.
Spartanburg Herald
Spartanburg, S. C.
Lawrence Journal
Lawrence, N. C.
Newberry Times
Newberry, S. C.
New York Times
New York, N. Y.
Newspaper Journal
New York, N. Y.
Gaffney Ledger
Gaffney, S. C.
Greenwood News
Greenwood, S. C.
Greenwood Observer
Greenwood, S. C.
Greenwood Independent Journal
Greenwood, S. C.
Greenwood Times-News
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Hickory Daily Times
Hickory, N. C.
Hickory Times
Hickory, N. C.
High Point Enterprise
High Point, N. C.
Lincolnton News
Lincolnton, N. C.
Lincoln Times
Lincoln, N. C.
McKee Times
McKee, N. C.

Most Unique and Effective Promotional Operation in the Business...

Advertisers launching campaigns over Station WBTV reap the promotional benefit of eighty-three Carolina newspapers which carry WBTV Program Logs. Twenty-nine of these newspapers regularly feature program news and photos in special television highlight columns.

This healthy viewer interest in television program news has been skillfully cultivated since 1949 by a full-manned WBTV promotion operation. Televiewers in this $2 billion retail sales market have requested logs and program highlights—newspaper editors have complied.

Judged to be one of the most unique and effective promotion operations in the business, the eight-man department provides full advertiser service in on-the-air promotion, publicity, research, merchandising, and newspaper-audience promotion.

Combine this great area station "impact" advertising with such potent promotion and watch sales "zoom" in this robust Carolina television market!
The space-devouring strides of KWKH range far out into rural areas, covering hundreds of places like Start (La.) in our big, 80-county daytime SAMS area.

We're first in the sprints, too. Latest Hoopers show that Metropolitan Shreveport prefers KWKH over the second station, morning, noon and night — up to 104%!

Cost-per-thousand listeners is far, far less than any other station in the area. Get all the facts from The Branham Company.

KWKH
Shreveport

DOESN'T STOP AT START!

Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)

KWKH
A Shreveport Times Station
Texas

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager
SURPLUS OF FILMS PORTENDS
ERA OF INTENSE COMPETITION

- O’Neil warns allocation plans may limit stations, markets
- Martin says film supply is double needs of stations
- Film council told of price-cutting practices by salesmen
- Community antenna groups charged with pirating films
- New tax ruling cuts rate on some sales of old movies

THE TELEVISION film business, operating in a steadily expanding station market, now faces an exciting but bitterly competitive future based on an over-supply of product, judging by a series of developments last week.

General Teleradio, now owner of the vast RKO film library and production facilities, brought the situation out into the open as:

- President Thomas F. O’Neil said proposals made to the FCC to limit the number of TV stations and markets would cut the sales potential for the RKO library. He said GT is following the MBS concept of strength through affiliates while subordinate to them [B+T, Nov. 14].

Film syndication will provide program means of increasing local and national spot sales in prime station time, he claimed (see text of speech to Texas Assn. of Broadcasters, page 30).

- Dwight Martin, GT vice president, said there are twice as many films available as the industry can use. He spoke at last week’s meeting of National Television Film Council (see story page 28). Many programs are better live, he said.
- Joining Mr. Martin in emphasizing the overloading of the syndicated film market was John Mitchell, Screen Gems sales vice president, who claimed price-cutting is rampant (see NFTC story).
- A survey by B+T shows that despite any surplus of films the average TV station spends 42 2/3 hours a week programming films compared to 32 2/3 hours six months ago. (See detailed study of film’s rising role in tv programming page 70.)
- Effectiveness of film programs cannot be measured by ratings, David Savage, Guild Films assistant president, told NTFC. He advocated a study of TV ratings and suggested sales should be the yardstick of effectiveness.
- More than 300 community antenna systems are pirating filmed shows, NFTC was told by Arche A. Mayers, Standard Television Corp.
- Ways of improving film commercials were reviewed by agency spokesmen at the NTFC meeting and recent developments in equipment, such as the Electroniacam and other processes, were reviewed.
- From another angle, the TV film industry is considering the impact of an Internal Revenue Service ruling that permits some sales of old films carried at a zero inventory figure under long-term capital gains, half the normal tax (see box, this page).

All these developments in the evolution of the vast new television film industry point to intensified activity in this field. The developments are unfolded in the following columns.

The demand for film programming is great but the supply of film programming is even greater, Dwight Martin, vice president of General Teleradio, said in a speech exploring ways of increasing demand.

In a reversal of the usual contention of film people, he also maintained that many programs would be better off live.

“In my opinion,” he said, “there are a great many programs that either are better shows when presented live rather than on film, or at least, filming lends nothing to their improvement. In these instances, I see no economic justification in filming since the end result is merely to afford the film distributor another program to put in the saddle bags of its salesmen.”

Mr. Martin also dismissed another approach “that has been suggested a couple of times”—that the discount of network time be reduced by legislative or FCC action or that the networks be eliminated. “This,” he said, “is a situation that just isn’t going to come to pass, and, frankly, I don’t believe that it should. Now this isn’t to say that I don’t deplore the invasion of station time by networks, or the abrupt dependency that some stations have on network programs. However, both the dictates of the FCC and the demands of the public require balanced programming on the part of each television station....

“We film distributors better resign ourselves to the fact that we will not supply, and should not supply, all of the programming that is presently being offered stations by networks. Moreover, if these [network programs] are to continue to be of good quality, which they admittedly are at the present time, then the organizations supplying them must be sound, healthy organizations, which means that they must operate at a profit. In order to operate at a profit, they must be given the opportunity to supply a sufficient amount of programming....

“All of this means that while we may look forward to an increase at the expense of the networks in the number of hours devoted by stations to local films, this increase in time is not going to be sufficient to solve our difficulties.”

He suggested (1) “that we as distributors confine our business to programs that are better shows when filmed than when exhibited alive;” (2) “that we strive to maintain a quality consonant with the best quality filmed programs now offered,” which he said is the way not only to increase demand generally but also to take over “some time now occupied by networks [that] can and should be captured” by film.

TAX ‘OUT’ FOR OLD FILM?

SALEx of old motion picture films for television is expected to receive a boost from an Internal Revenue Service decision handed down last week.

The ruling held that a particular sale of films carried at zero value on the books of a motion picture firm that ordinarily does not sell films outright is entitled to taxation as a long-term capital gain. This means that only half the profit is taxed as against the conventional income tax.

In the case involved film names are not divulged), IRS noted the firm had never before sold films but had rented them for a fixed fee or percentage of receipts. The firm sold about 200 films produced and released during the 1931–46 period. Motive for the sale was conversion of dormant assets to working capital. The purchasing firm, IRS said, “may possibly engage X corporation (the seller) to act as a distributing agent for some of the purchased films on the usual distribution fee basis charged for such a service.”

The sale was described as “isolated and unusual,” with the films “not property held primarily for sale to customers in the ordinary course of trade or business.” The decision was handed down under Sec. 1231 of the 1954 revenue code.

Since there is a limit to the amount of demand that can be created, and a limit to what an advertiser will pay regardless of a film’s high quality, Mr. Martin said, “We must look to an increasing use of re-runs to recoup the cost of quality film and realize a profit.”

He made clear, however, that “quality films are not in over-supply,” that the demand for quality product has been demonstrated, and that, instead of depending on legislative or other “artificial aids,” success in the film business as in other fields “varies in direct propor-
FILM: ITS SUPPLY AND DEMAND

HOW MUCH film programming is there and how much can be accommodated by the present tv market? Dwight Martin, vice president of General Teleradio, offered this appraisal in the course of his talk to the National Television Film Council's forum last Thursday.

Actually while the acceptability of film has established a market, the increase in the supply of tv film has far outstripped any growth in demand and this fact does not bode well for the film distribution business.

Let's consider a few facts: Approximately 451 commercial television stations are in operation today. These are located in 290 markets, and serve some 32 million television homes. These 450 stations spend about 30% of their operating hours programming with local film, sold to them by companies engaged in the business of distributing film. Stated another way, the average station uses film about 494 hours per week. This means that altogether in a year, the sum total of television stations on the air will use 685,756,000 hours of film.

At first blush, this seems like a lot of film but let's take a closer look. Suppose all this time were given over to half-hour syndicated programs, and each of these filmed programs represented one excerpt in a series of 39. Now if each of these series were to be shown on every station in the United States, this entire amount of time would be consumed by only 79 series. We know that no one series is going to be sold on every station. But assuming that the average series were sold on only 150 of these 450 stations, it would take only 237 series to occupy this entire sum of hours.

Moreover, these figures are based on the assumption that all of the time devoted by the local television station to film is occupied by half-hour syndicated programs. As a matter of fact, a little over one-half of the time, or 361,161 hours, is devoted to the showing of feature films. If we can assume that each feature film will be seen in one hour and a half, that no feature film were to be run by a station more than once a year, then a quick computation would indicate that if each feature were to be played by all stations, these 360,000 odd hours would be entirely used up by only 525 feature films.

Again, if we assume that a feature film were only shown on one-third of the stations, then 1,575 films could be shown in this quantity of time. Now should the 360,000 hours of feature film programming from the 685,000 hours of total local film programming, and divide the balance of time among half-hour syndicated features, and you find that the entire balance of time will be consumed by 111 series, even though each series is shown on only one-third of the stations.

To summarize, these figures seem to indicate that in one year television will use something like 1,575 feature films and the equivalent of about 111 series of half-hour syndicated film (each series consisting of 39 episodes).

This then is the demand. What about the supply?

There are approximately 3,362 features presently available, and this figure does not include 1,287 westerns. In other words, there are twice as many features available as past practice indicates stations will use.

There are 495 films or series of films, other than feature films, which are commercially available. I know that this figure of 495 is a catch-all, but quarter-hour and half-hour series are so predominant in this category, that for the purpose of my point I am making, we can assume that they are all half-hour series. The point remains, even allowing for 100% margin of error, for 495 represents more than 4 times 111, which as I stated before might well seem the number of half-hour series required to occupy the time presently devoted by stations to local non-feature film programming.

It is abundantly clear then that as of the present, the supply of film greatly exceeds the demand, and in the film business there is no mental giant to observe that either the supply must be decreased or the demand increased."

Mr. Martin

291/4 hours per week. The pitfall of motion with our efforts to improve the quality of our product."

In a discussion of what problems the motion picture director encounters in the tv commercial, Howard T. Magwood, a free lance film director, outlined six differences: Visual interpretation of the script and storyboard; the staging of the action; editing; use of optics; length of copy (working to the time limit), and diplomacy (the director at all times "keeps the agency representatives happy").

Mr. Magwood noted that seldom are script and storyboard similar when presented to the director. Usually, he indicated, the director must follow the latest script revision "while not departing too drastically from the storyboard.

In staging the action, Mr. Magwood observed, the director is hampered in his creative expression "all too often . . . by the well meant suggestions of not one agency representative but a bevy of beauties representing all departments of the agency plus an account executive and possibly a producer or sales manager," he said. In order to coordinate the production "and deliver the best film possible," he said, only one representative should be permitted to speak for the agency.

Editing of film is important, Mr. Magwood asserted, because the director must do as he

shoots the commercial. Because of many transitions taking place in very short sequences, the film director must be familiar with techniques. He warned that some new writers in the film business become fascinated with optical tricks, even in a one-minute film, but that this fascination can overload a film with unimportant opticals—"this over-use of opticals is really a substitute for trained visual imagination. Copy departments should be trained in motion picture writing so that the director does not constantly encounter radio scripts being used for television."

In tv commercials, Mr. Magwood said, the director finds himself working with seconds and that copy "invariably written too long" becomes another pitfall, emphasizing that the attitude of cutting copy on the set costs clients millions of dollars a year.

The pitfall of diplomacy—of keeping agency representatives "happy"—falls to the director who has all to do with the problems of props, dolls, lights, sets, wardrobe, costumes among others, he noted. The solution, he said, is simple: Let one agency representative who understands "thoroughly what the art department, copy writers and clients would like to attain," deal directly with the director—"too

Mr. Mitchell and Mr. Savage

David Savage, assistant to the president of Guild Films Co., devoted his talk largely to a complaint against the use of ratings in selling a filmed show. He claimed that if a detailed analysis were required, shortcomings of all the rating services could be presented. Insisting it was "not fair" to quote ratings as a basis for the acceptability of a program because there are "many other factors involved" in a rating achieved by a show, he cited adjacency influence, nature of the competition and the time period.

"Could you actually assess the value of a show," he asked, "if you pitted it against 'I Love Lucy,' in the days when that show was 'hot'"

Mr. Mitchell and Mr. Savage felt that certain trade publications, which publish the lists of rating services, are providing misinformation, because the mere listings do not consider these other factors he mentioned. He recommended that NTFC form a committee to explore the whole field of ratings, and perhaps attempt to "educate" trade publications on "fragrant misuse of rating information."

Mr. Savage said the impact of the sales a
Do Agencies Stifle?
SHARP differences of opinion arose at the one-day forum of the National Tele-
vision Film Council in New York last Thursday and Friday: agencies of film-
producer and distributors, stations and processing laboratories gathered under
one roof to discuss ways and means of improving all areas of TV film.

Perhaps the most provocative discus-
sion centered around the issue of the
division of responsibility by agencies and
producers concerned with film commer-
cials. A number of several production
men, including a number of producers indicating that agency sup-
ervision and direction led to stifling of
“creative effort” and delays in produc-
tion. Along with this development was a
seldom-voiced conviction by several pro-
gram producers that the market is glutted with film product but high-grade pro-
gramming is still needed.

A budget which includes “reasonable allow-
ances” for changes in the commercials. In turn,
Mr. Griffin continued, the producer is notified that
although the budget makes such an allow-
ance, it should not be exceeded and should be
used only if revisions be made as the com-
mercial is in production.

At some variance with the views expressed by
Mr. Griffin, Frank Brandt, art director of
Ogilvy, Benson & Mather, said that the
creative aspects of producing a commercial is
largely the agency’s function. At Ogilvy, Ben-
son & Mather, he said, the writer, artist and
agency producer work together as a team to put
together the campaign for the commercial.
He said that the art director often works
with an animation studio, and on occa-
sion forwards recommendations from the studio
to other agencies. “It is clear,” he said, “that the agency constitutes the main
area of responsibility for the commercial’s pro-
duction.

An appeal for copy writers to work closer
with commercial TV film producers was sounded by
Harry Bressler, tv copy supervisor for Mc-
Cann-Erickson Inc.

Mr. Bressler said: “Beneath the cynical ex-
terior of most of the commercial writers that I know beats an artist, a communi-
ty of men, whose sincerity and known
depth is often overlooked. Those who
have practiced the craft and learned the
art are convinced that it’s a calling that
is often taken for granted. It is
important that the creative people be
included at the very beginning of the
project and be fully informed about the
agenda and the objectives of the
agency. That is a clear line of communi-
cation which must be maintained to
avoid confusion and misunderstanding.

The television commercial film producer
today, in most cases, is—“a creative extension”
of the advertising agency for which he is pro-
ducing commercials, Robert H. Klaeger, vice
president of Transfilm Inc., said in tracing the evolution of
the present day relationship between the
business and the agency.

“Certainly,” he acknowledged, “certain prob-
lems exist and they always will . . . the
important fact is that we now recognize one another’s problems. The misunderstandings
and mistrusts have evaporated because of the
repeated contacts between the producer and
the agency, and each has a better under-
standing of the other. Because of this, we are
able to produce television commercials in
the volume that would have seemed impossible
just a few years ago, and the quality has steadily
improved in that period. The time has
been drastically speeded up.”

Orestes Calpini, creative head of Bill Sturm
Studios, New York, confessed that he often felt
“frustrated” by agency direction and super-
vision when producing a tv commercial. He
thought there was no clear cut area of respon-
sibility for the producer, and that agency di-
rection and supervision often resulted in delays in
completing the commercial.

Mr. Calpini suggested that the film studio be
given a copy of the script “in its infancy,”
so that it might visualize the commercial from
beginning to end. This move would prove to
the studio that the agency recognizes the pro-
ducer’s creative ideas, Mr. Calpini added that under the current practice, al-
though a studio may conceive an “excellent
idea,” it cannot be used late in the production
schedule because the agency often has to obtain
“too many okay’s” from its various executives.

Closers cooperation with optical effects com-
panies was urged by Sam Levy, president of
Eastern Effects, New York, as a means of im-
proving the finished product. He pointed out
that if a producer gives the optical house details
of a project, he often can make suggestions that will reduce the number of optics required. Mr. Levy also
said that an optical house could contribute a
more useful service, if producers would abandon the practice of “last-minute, rush work.”

Paul Kaufman of Tri-Art Labs, New York,
also sounded a plea for more planning on the
part of producers so that the laboratory proces-
sor would have more time to complete his
work. He said laboratories have devised several
methods to speed up tv film processing, and
have found quicker ways of expediting the
films on a more prompt delivery.

Stan Parlan, supervisor of broadcast film
for NBC-TV, said filmed commercials have not
kept up with the advancements made by tv film
programs. He claimed that the programs have stressed “entertainment,” while the commercials have accentuated “hard sell.

Mr. Parlan contended it is important to in-
ject the element of “entertainment” in
commercials, and that color tv commercials are utilizing this approach. “‘Art’ is more
real, white and sell.” He said there is more pre-planning of commercials in color and suggested that
producers of black-and-white commercials con-
sider altering their approach by embodying
“entertainment.”

Use of the DuMont Electromation tv film
system for recording commercials as well as
programs was outlined by Jack Bachem, general
manager of Electromation production services for
DuMont, who noted that “we have turned out dozens of commercials for
time-warp known products as Tempo
beer, Listerine, and Beech-Nut foods, at
an overall average cost of well under a
thousand dollars per commercial.”

Within the past week, he said, Electro-
man’s tv commercials for products produced, in two
studio days, eight 60-second and eleven 20-
second commercials whose total cost to the
“first fired” will be $16,150, or an average of
$850 per commercial.

Don McCollum, vice president of Schwerin
Research Corp., called for greater acceptance of
the filming of pre-test commercials by pro-
jessional film producers, and noted that such
serving would increase, rather than decrease, the
number of commercials to be made.

He said that Schwerin, in current pre-testing for
its clients, makes use of filming via closed
circuit kit and various other forms of inex-
ensively produced films. While these have produced “useful results” in aiding
the advertisers to produce more effective tv
commercials, he could not understand why
professional filming cannot be obtained by
“many of our clients.”

Testing the preliminary stages of a com-
mercial does not give the same results as a pre-
testing of the commercial itself and thus
Schwerin has found that the only way which
a commercial can be pre-tested is via the use
of an actual film representation, he said,
noting that the pre-testing service is “gradually
becoming a larger and larger share of our work as the number of television executives.

The pre-test of a commercial provides the
advertiser with a blueprint for the final product,
permitting him more effective production, he
said. He said the pre-test step permits com-
mercials to be seen in the “rough” at the crea-
tive level in the agency. He noted that the
limitations in pre-testing are that it can only evaluate the effectiveness of different, basic
themes or different, basic presentations of the

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CAN TV ADOPT THE MUTUAL CONCEPT?

IT COULD BE DONE WITH FILM, SAYS O'NEIL

POLICY of network subordinate to the station worked for radio and, if there are enough stations, the same might be evolved for tv, General Teleradio President Thomas F. O'Neill told the Texas Assn. of Broadcasters last week. This is his text.

IT OCCURRED to me that this might be a good opportunity to answer publicly a question that has been frequently put to me—one which I have been accused of begging or of vaguely responding. The question: What are General Teleradio's future plans and intentions with respect to the business of television film syndication? The question obviously has been prompted by our acquisition of RKO along with its library of fully amortized motion picture subjects and its facilities for motion picture production.

The answer with respect to the use of our production facilities is simple. We will make them available for the profitable production of film subjects, whether they are to be released over television or in motion picture theatres. Any profitable employment of our production facilities will be entertained and sought by us. Of that you can be sure.

Such a categorical answer cannot be given with respect to the disposition of the film library. Am I going to vaguely answer again? Perhaps so. But let me explain. Our intentions were relatively more firm when we negotiated and concluded the RKO contract than they can be today. We then anticipated constant growth in television stations and markets, which growth in turn would be nurtured and accelerated by our supplying new high-quality program product. Since then there have been serious proposals made to the Commission to modify its allocation plan in a manner that would greatly limit the number of future television stations and markets. Perhaps my answer would be clearer if I indicated the basis of facts and experience that influenced our initial judgment that film syndication had inviting future prospects. We relied substantially upon the success of the concept and policy of Mutual Broadcasting System in radio.

The Mutual policy and concept can be summarized as follows. Mutual proposed:
1. To be a substantial factor in the success of independently owned stations but nevertheless subordinate to their success and existence.
2. To achieve strength as a network from the independent strength of its affiliates.
3. To cover the nation principally through large numbers of local outlets.

Mutual was founded out of certain grave concerns and dissatisfactions of the independent stations that organized it. The founders were alarmed by the dependence and the insecurity they had experienced in their relations with existing networks. Local operations were too completely subordinated to network interests and demands. A sort of progressive muscular atrophy tended to set in at the local station level, which progressively increased the station's reliance upon the network and progressively decreased the station's self-reliance and independence.

Pardon the metaphor, but a network affiliation was like an opiate. The more network you had the more you needed it, the less you could do without it. This tended constantly to enhance the bargaining power of the network with respect to rates, free hours and station compensation.

There was also concern with the quantity of network programming that a station must take. A network sale is basically a wholesale transaction for the station, or perhaps, in most instances, it could more properly be called a loss leader. Local and network spot are retail sales. It's good business to sell a portion of your inventory at low mark-up in order to increase the yield of the balance. But it's curtains for a business that sells all of its inventory that way. The explanation of the cut-rate merchant who said he could afford to sell everything at less than cost because he had "such volume" is funny but no proof against an ultimate destiny in the unhappy hunting ground of insolvency.

These then were the problems and concerns out of which Mutual and its policy of operations were born. To some of you, this brief recitation of history may sound like a parable addressed to the television problems of today. If you thus react, then you will not feel that I am begging the question I undertook here to answer.

There were certain external conditions that had to exist before a radio network following such a policy could hope to survive. The most basic—there had to be a greater number of stations than could be served by networks following the policy of domination. This may sound like we were resigned to being the third or fourth network. Perhaps so—at least in volume of business. Perhaps that is the necessary result of a network being subordinate to, rather than dominant of, the independent stations.

The success of Mutual in terms of its objectives was not to be measured by comparing its billings with those of other networks. Though I must confess a covetous feeling with respect to CBS and NBC billings, Mutual's success was to be measured in the comparative strength, effectiveness and stability of its affiliates.

How do we rate in this measure? I think quite well. Over the years many of the outstanding station operations in the country have been—and are—Mutual affiliates. To give principal credit to Mutual as a network organization is to deny its avowed function. But to give basic credit to the mutual concept of a network's function is both consistent and right. I will match the capacity of Mutual affiliates to weather the last few difficult years of radio with that of the affiliates of any other network. You may say, without offending me, that the stations, not the network, deserve the credit. I would not be offended, because that is precisely what the Mutual idea intended—that the stations should be strong in themselves, not strong only because a network was supporting them.

Some have said that the Mutual affiliate is merely a station that couldn't get an affiliation with NBC, CBS, or ABC. However true this characterization might have been in some instances and times in the past, we all know of radio stations that right now have no desire for such affiliations and of stations that now have them but would just as soon be without. Why is this? I believe it is because many radio
stations have found that they can operate more profitably with greater stability and security as independents than as completely subsidized and subordinated parts of the national radio network. I further believe that the Mutual concept of station-network relationship deserves great credit for this development of relative independence of radio stations now as compared to pre-Mutual days.

I am here to suggest that short sight in radio might provide us with some foresight in television. Is there any basis to believe that the Mutual network concept can have successful application, on a modified basis, to television? I do believe so and have thought for some time. So strongly did I believe it, that I persuaded my company to stake a lot of dollars in the belief. If I am proven wrong, there may be a certain O'Neill who will be referred to as "formerly of the General Tire & Rubber Co."

Why do I believe as I do? I know there are a number of successful independently minded television stations in the country that would prefer to retain more of their independence than they can prudently do and still keep their current network affiliations; that would like to have more security and stability than a situation ridden with the constant fear of termination of the network affiliation and therefore of the profits, and that want to base their success as much as possible upon the efforts of their own employees in production and sales rather than upon the oft times fickle loyalty of a network. Also there are a large number of permittees who have not built because of poor prospects of program sources and revenue. The psychology of the situation is right for something in the nature of the Mutual idea. But what of the practicalities?

**NEEDED: MEANS OF ACQUISITION**

Obviously the most devout desire for a thing is not by itself sufficient in our temporal world to get the thing. To realize the hope, there must be, in addition to the hope, a means of acquisition. Before these stations and permittees can get what they demand, there must be a possibility of profit for the supplier. Here then is the crucial question: Can the industry now or in the near future support an additional source of high-quality revenue-producing programs? My answer is a qualified "yes." First may I state the reasons for the affirmative answer and then the nature of the qualifications.

While the national networks have worked the national advertising field so hard, and its limitations are such that the chances of measurably increasing its harvest are uncertain, the local field has lain fallow to a substantial extent. So long as the networks are the principal source of programs of high quality at low-per-station cost, this is the inevitable result. The networks cannot exhaustively work both fields at once. Successful network operations, under current policies, are conditioned upon success in clearing time. Substantial station sales of local or national spot by any affiliate create problems of network clearance. Conversely, obligations of network clearance create substantial obstacles to local and national spot sales by the affiliate. Our television station in Boston is affiliated with CBS and ABC. I cannot reasonably hope that those networks will furnish us with many good programs at low cost to sell to local and national spot advertisers in prime time. They would be stupid to thus compete with, and create problems for, themselves—and they give no indications of being stupid.

This is the area of greatest hope for film syndication. It need not stay out of the field in which the networks operate, but its predominant interest and best hope seem to lie in working the other field, i.e., providing the program means of increasing local and national spot sales in prime time. This is the Mutual idea applied on a modified basis to television.

The modification is in the different means of delivery that it employs. Mutual radio uses land lines of communication, whereas film syndication uses transportation. This modification results from the superior quality, assuming widespread distribution and markets, of film transport versus delivery by communication lines. RKO operates 40 domestic film exchanges to sell its products to thousands of theatre exhibitors. The total cost of operating this distribution system is substantially less than the amount that the network pays for interconnection alone. This fact seems to teach that through film syndication, programs of network quality can be distributed at a lower cost than by interconnection—again assuming widespread distribution and markets. This results in lower cost of programming to the station and, hence, a greater potential in the local field of station sales.

You will note that the conclusion just reached was conditioned upon the premise of widespread distribution and markets. Herein lies an important qualification to my bullishness with respect to the future of film syndication. To operate successfully, we must have a relatively high number of television stations and markets. Those in existence are those that are pre-empted and primarily supported by the networks, and the only markets are those that a network advertiser wants, then there is no substantial opportunity for film syndication. This has been the stunning factor in the growth of film syndication until just recently. Maybe until right now—maybe to infinity—because the continued station drop-outs and the proposals to the Commission to greatly reduce the allocated channels and television communities can make a great big bear out of me awkwardly quickly.

Now, I may have improperly given my friends here some concern about my loss of a job if film syndication doesn't work. Cease worrying. There was more than a little bit of license in that remark. While it is true that our initial and primary aim in the RKO transaction was to obtain a product package for television, we have a hedge. We have found an impressive potential for RKO in the production and distribution of product for theatre release. If television film syndication is a cropper, we can make out very well on our investment by carrying on and expanding the past business operations of RKO, which we will do in any event. So now, after too many words, I get back to the question I have undertaken to answer. We are going to release, directly or indirectly, films to television and will continue to do so unless television stations and networks become so scarce that there is no support or demand for our product. The qualification is necessary because it is beyond our control. The Commission will decide how many markets and stations to allocate; and station owners and permittees will decide when, where and whether they will risk operations. We are ready. I hope the other essential parties are, too.

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**Tv: It's Whatever the People Want**

WHY DOESN'T television do more to educate and uplift its viewers? Thomas F. O'Neill, president of General Teleradio, incorporating his views on this subject in a speech last Tuesday at St. Louis U., which conferred on him an honorary doctor of laws degree. His acceptance speech, broadcast by Mutual, dealt with the business world's role in the field of higher education. It stressed the need for "more cooperation, more contact between the business community and the university community," and had this to say about television specifically:

"In our country this communication medium [television] is principally operated by private enterprise. It is almost entirely supported by advertisers of goods and services. The motivation of its operators, as in all business, is desire for profits—cold, hard coin of the realm.

"Our value as an advertising medium depends on the people who view it. They will only view it if we give them something they want—not what we think they should want. We have a medium by which our cultural, moral and intellectual level could be measurably advanced. But whether it will be thus employed will not be decided by the broadcaster but by the viewer. To oversimplify—it's not the fisherman that determines the bait to be used—it's the fish.

"I have recently heard some outstanding leaders of our industry speak that television singlehandedly and overnight would bring about a moral, cultural and intellectual revolution; that it would fortify the genius homo sapiens to its ultimate destiny. It could do just the opposite. Like nuclear fission, television has great potential for either good or evil. We, as a business, deal primarily with wants as they exist. We can consistently perform on no higher plane than our people live, think and feel. If we do, we have no viewers, no business.

"The broadcaster can weave an intellectual thread here and a cultural thread there but these cannot form the basic design of his program fabric until the audience wants it. Our industry is not going to give the viewers Plato, Aristotle and St. Thomas Aquinas when the viewers want the $64,000 Question, Jackie Gleason and George Gobel. These are the realities of the situation."
same theme, and that no method has been devised for pre-testing full animation.

The importance of pre-tv documentary films in the production of historical presentations for television was stressed by Donald Hyatt, of the NBC Special Film Unit. "This vast and neglected area I am speaking of," he said, "constitutes the millions upon millions of feet of film which never saw the arc of a studio light, footage shot since the beginning of film, retaining the images of people that lived, events that happened, and the world that was."

He detailed the work of the NBC Special Film Unit in rounding up old films for such documentaries as the NBC Victory At Sea and Project 20 series, also emphasizing the need for "artistic integrity and intellectual creativeness" in using old footage.

"The special film unit research department," he said, "has become an efficient worldwide organization after five years of intensive training. While there is a great deal of film in the known archives and commercial vaults of the world, much of the truly valuable film exists in bits and pieces in the most unpredictable places. For a single-hour-long program we will generally consult over 250 film sources. Of these, there are perhaps a basic 50 that are consulted for each program as a matter of course. The other 200 are determined by the nature of the program itself."

One of the ways Revue Productions (subsidiary of MCA-TV Ltd.) secures film properties is to get ideas by scanning periodicals and books, "even the 'avant-garde' type of literature," William Morwood, scrip director of the production department, told NTFC. He said:

"We retain an unusually large staff of over 20 people to look through just about every piece of published material in search of good vidfilm materials." He added that there was a dearth of original works in the U.S. today, asserting that Revue deals largely through literary agents on both coasts, and is constantly on watch to develop "promising writers."

John Schneider, vice president of Biow-Beirn-Toigo, New York, and president of the NTFC, presided over the forum. Panel moderators were Albert D. Hecht of the Bill Sturm Studios; Marshall Roten of Kenyon & Eckhardt, and Messrs. Gold, Mayers and Goldsmith.

Film Council Nominates Slate, Sets Mail Vote

NOMINATIONS for officers of the National Television Film Council were made last Monday in New York to prepare the way for mailballoting, winners of the elections to be announced at the Dec. 15 meeting of the council. As the NTFC president was John J. Schneider, vice president of Biow-Beirn-Toigo Inc., New York. Other nominees: William Reddick, executive vice president; Sidney Mayers, executive secretary; Charles Carpenter, treasurer; Beulah Jarvis, general secretary; Arche Mayers, distribution vice president; Dave O'Shea, stations vice president; Ken Cowan, membership vice president; Lou Feldman, laboratories vice president.

Nominated for board members were Dr. Alfred N. Goldsmith, Harold DuMont, Sam Spring, Waldo Mayo, Robert Gips, Kern Moyse, Sally Perle, Stan M. Cole, David Savage, Marshall Roten and Herb Golden.

The slate was made by a special committee of Lou Feldman, Joe Dougherty, Bob Gips, Sidney Mayers, Bert Hecht, Herb Gelbspan, and Ken Colof.

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EMIL MOGUL, STORM & KLEIN MERGE; $10 MILLION COMBINED BILLINGS SEEN

Mogul agency name to be retained with Mr. Mogul keeping presidency. S & K President Allston E. Storm to leave agency field upon consummation of agreement. Tintex among accounts being transferred to new agency.

MERGER of Emil Mogul Co. and Storm & Klein Inc., both New York, effective Jan. 2 and retaining the former agency's name is being announced jointly today (Monday). In the process, it is expected that the Mogul agency will increase its estimated current billing of approximately $6.5 million to about $10 million next year. Two-thirds of Mogul's current billings are devoted to air media alone.

All of the accounts now serviced by Storm & Klein, including Tintex, a heavy radio-spot advertizer, will be transferred to Emil Mogul Co. when S & K ceases to function as a separate entity on Dec. 31. A Mogul agency spokesman said last week that "prior to this new development, we had expected to be billing somewhere in the neighborhood of $8 million in 1956."

No change in the Mogul executive structure is contemplated. Storm & Klein President Allston E. Storm will retire from the agency field Dec. 31. S & K's Executive Committee Chairman Charles M. Storm, is expected to assume an executive position in the new agency. Other S & K principals and their new positions with the Mogul agency are as follows: Executive Vice President and Treasurer Edward Klein to senior vice president and group head; Vice President George Balterman to vice president and account executive; Vice President Harry Chapperon to director of public relations, and Radio-TV Director Arthur Klein to assistant account executive. Other Storm & Klein personnel, including some departmental executives, are also scheduled to shift to Mogul.

Under the merger agreement the following accounts will be moved to the Mogul firm: Booth's Distilleries Ltd. (House of Lords Gin), London, England; John Harvey & Sons Ltd. (sherry and port), Bristol, England; Heidsieck & Cie. (Dry Monopole Champagne), Rheims, France; Luria Engineering Co. and Luria Building Products Inc. (construction), New York; Park & Tilford Distillers Corp. (imported perfumes, whiskies), New York; The Tintex Co. (tints and dyes), New York; William Sanderson & Son Ltd. (Vat 69 Scotch Whisky), Scotland, and the Metal Foil Products Mfg. Co. (aluminum foil specialties), Newark, N. J.

This line-up will greatly strengthen Emil Mogul Co.'s position in the field already bolstered by the acquisition seven months ago of part of the Revlon Products Inc. account (Silken Net, Aquamarine and men's toiletries). Listed among Mogul clients are: Adams Hat Mfrs. Inc., New York; Block Drug Co. (Omega Oil, Poslam Ointment, Alkaids, Central Tablets and Laxium), Jersey City; the Boisey Corp. of America (cameras), New York; Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn; Monarch Wine Co. (Mankschowitz wines), Brooklyn; Rayco Mfg. Co. (auto seat covers), Paterson, N., and the Ronzoni Macaroni Co. (macaroni products), Long Island City, N. Y.

Today's announcement had been expected for some time after it was reported that Storm & Klein had been exploring merger possibilities with several other agencies. In confirming this late last week, Mr. Klein said that "of the various interested agencies reviewed by us, Mogul stood out as the one with the most desirable talents and facilities for enhancing service to our present clients, and at the same time offering excellent potentiality for future growth."

Mr. Mogul also was pleased with the merger, saying that the development "brings great satisfaction to my associates and myself ... we look forward to a very pleasant, long and profitable association with Storm & Klein personnel and clients."

The move brings together an old-fashioned
WHO IS IOWA'S FAVORITE RADIO STATION FOR FARM PROGRAMS!

THE data above is taken direct from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—the 17th annual edition of this famed study.

Farming is big business in Iowa, and Iowans' overwhelming preference for WHO farm program is far from a freak. It's the result of heads-up planning—in programming, personnel and research... in Public Service and audience promotion.

Write direct or ask Free & Peters for your copy of the 1954 I.R.T.A. Survey. It will tell you more about radio and television in Iowa than you could glean from weeks of personal travel and study.

FREE & PETERS, INC.
National Representatives

BUY ALL of IOWA—Plus "Iowa Plus"—with WHO
Des Moines... 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
AD MEN ARE TALKING ABOUT

W·GTO
FLORIDA'S NEW STATION

from Gulf To Ocean • Gainesville To Okeechobee

Of course people in Florida are talking about this new station too. They like our excellent News coverage* our fine programming and our three outstanding disc jockeys, Dale Starkey, Dar Dodds and Bob Wery.

*Besides all available news wires, W·GTO employs correspondents in 27 towns within our coverage area, thus assuring our listeners of getting all important Florida, National and International news.

10,000 WATTS
540 KILOCYCLES

W·GTO
HAINES CITY, FLA.
PHONE 6-2621
owned and operated by KWK, St. Louis, Missouri
Represented by WEED & COMPANY
agency with a relative newcomer. Storm & Klein was founded in 1888 under the name of Julius P. Storm & Sons, becoming Charles M. Storm Co. in 1929, and upon the succession of Mr. Storm to chairman in 1948, the firm adopted its present name. Mr. Mogul organized his agency in 1940 with his wife Helene as secretary-treasurer. Other principals in the Mogul agency are Charles L. Rothschild, executive vice president; Myron A. Mahler, vice president and creative director; Seth D. Tobias, vice president and chairman of the plans board, and Nat C. Wildman, Rino Negri, Milton Guttenplan and William Jacoby, all vice presidents.

Storm & Klein will continue to operate at its present address, 331 Madison Ave., until Dec. 31. Emil Mogul Co., until larger quarters are occupied early next year, will remain at 250 W. 57th St.

Hadacol Says 304 Stations Accept Non-Card Proposition

Hadacol Inc., Lafayette, La., has percentage deals with 304 radio-stations, by-passing agencies and representatives, according to a letter to stations signed by O. C. Guilliot, Hadacol general manager.

"Believe it or not some are receiving more than card rates," he added, explaining "this is not a P. I. deal ... you are not required to handle mail or money."

"Here is the way the plan works," he said. "We pay you monthly, upon receipt of affidavit proving performance, 35% of our factory shipments into your primary area. For this you give us one-minute Hadacol spots run-of-schedule on your station."

He also added that the Hadacol product "has had more publicity than all other drug products combined."

DELTALE—DIST. OF COLUMBIA—MARYLAND

OFFICIAL tabulations of retail sales by counties for the calendar year 1954 are now being released by the U. S. Census Bureau. These preliminary data, subject to revision in the final report on the bureau's 1954 Census of Business, are the most reliable figures available on the amount of retail business in counties of the U. S. and are based on stores with paid employment that did a business of $2,500 or more in 1954.

BET will publish figures like those below for all states as they became available.

Sales include total receipts from customers after deduction of refunds or allowances for merchandise returned by customers. They include local and state sales taxes or federal excise taxes collected by the store directly from customers as well as gasoline, tobacco and other taxes paid by manufacturer or wholesaler and passed on to the retailer.

The figures do not include retail sales by manufacturers, wholesalers, service units and others not primarily engaged in retail trade. They do, however, include retailers' service receipts, sales to industrial users and to other retailers.

Copies of complete reports for each state, covering counties and cities, can be obtained for 10 cents each or $4 for all reports, from Bureau of the Census, Washington 25, D. C.

RETAIL SALES

MARYLAND:

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<th>County</th>
<th>Total Sales</th>
<th>Food stores</th>
<th>Eating, drinking places</th>
<th>General merchandise</th>
<th>Apparel, accessories</th>
<th>Furniture, home furnishings, appliance dealers</th>
<th>Gasoline service stations</th>
<th>Automotive service stations</th>
<th>Other retail sales</th>
<th>Nonstore retailers sales</th>
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<tr>
<td></td>
<td>All establishments</td>
<td>($1,000)</td>
<td>($1,000)</td>
<td>($1,000)</td>
<td>($1,000)</td>
<td>($1,000)</td>
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<td>Maryland, total</td>
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<td>Queen Anne</td>
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FLUFO SCHEDULES 'UNIQUE' COMMERCIALS

'Spectacular' ads for Procter & Gamble's shortening to use 20 minutes of live time on seven network TV shows, one network break in single day.

PROCTOR & GAMBLE CO., Cincinnati, will launch what it claims to be a unique television "commercial spectacular" today (Monday), using 20 minutes of live commercial time on seven CBS-TV and NBC-TV programs plus one CBS-TV network break.

The nationwide sales drive, for P&G's Fluffo (shortening) will cover 17 hours, with commercials in NBC-TV's Today, Home, Matinee, and Tonight, CBS-TV's Search for Tomorrow, On Your Account, I Love Lucy, and the 12:45 p.m. break with Bob Dixson.

All the commercials, which are being written especially for each program, will be produced live as contrasted with the filmed commercial usually used. For this feat, Bow-Bein-Toigo Inc. has designated two agency teams. The sales strategy and production work will be handled by Everett C. Bradley, vice president and account supervisor; Edward H. Meyer, account executive; Thomas Greer, vice president and copy group head; Mrs. Jean Brown, TV-radio copywriter, and Dr. A. F. Price, head of charge in the TV-radio department working with P&G brand and copy experts in Cincinnati.

The production team includes Lester P. Tomlin, radio-Television department head, and Lou Florence, television producer, who will coordinate activities of four other agency producers and three free-lance producer-directors. Olga Fabian, of the agency staff, is the stylist of the commercials.

Featured as the "thematic link" for the string of commercials will be pantomimist Jimmy Savo, dressed as a pilgrim urging housewives to stock their larders in anticipation of the 40 million turkeys to be consumed this Thanksgiving. Spokesmen for Bow-Bein-Toigo said that although P&G regularly sponsors Lucy and I Love Lucy, the majority of the purchases are new, on a one-time basis.

It was also pointed out that the "spectacular" will permit the equivalent of seven weeks worth of three-minute commercials in Lucy to be aired in one day.

Compton Names Kabaker As West Coast Director

ALVIN KABAKER, vice president and director of radio and television for Dance-Fitzgerald-Sample in New York, has been named director of West Coast operations for Compton Adv., effective today (Monday).

Mr. Kabaker had been with D-F-S for 18 years and was in charge of the Hollywood office prior to moving to New York. Before joining D-F-S, he was director of publicity for Montgomery Ward & Co.

Mr. Kabaker, time- buying supervisor, Benton & Bowles, New York, has been appointed time-buying supervisor on all accounts other than Procter & Gamble at Compton Adv. (Close-up, Circuits, Nov. 7), it was announced last week.

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**FLUFO SCHEDULES 'UNIQUE' COMMERCIALS**

'Spectacular' ads for Procter & Gamble's shortening to use 20 minutes of live time on seven network TV shows, one network break in single day.

PROCTOR & GAMBLE CO., Cincinnati, will launch what it claims to be a unique television "commercial spectacular" today (Monday), using 20 minutes of live commercial time on seven CBS-TV and NBC-TV programs plus one CBS-TV network break.

The nationwide sales drive, for P&G’s Fluffo (shortening) will cover 17 hours, with commercials in NBC-TV’s Today, Home, Matinee, and Tonight, CBS-TV’s Search for Tomorrow, On Your Account, I Love Lucy, and the 12:45 p.m. break with Bob Dixson.

All the commercials, which are being written especially for each program, will be produced live as contrasted with the filmed commercial usually used. For this feat, Bow-Bein-Toigo Inc. has designated two agency teams. The sales strategy and production work will be handled by Everett C. Bradley, vice president and account supervisor; Edward H. Meyer, account executive; Thomas Greer, vice president and copy group head; Mrs. Jean Brown, TV-radio copywriter, and Dr. A. F. Price, head of charge in the TV-radio department working with P&G brand and copy experts in Cincinnati.

The production team includes Lester P. Tomlin, radio-Television department head, and Lou Florence, television producer, who will coordinate activities of four other agency producers and three free-lance producer-directors. Olga Fabian, of the agency staff, is the stylist of the commercials.

Featured as the “thematic link” for the string of commercials will be pantomimist Jimmy Savo, dressed as a pilgrim urging housewives to stock their larders in anticipation of the 40 million turkeys to be consumed this Thanksgiving. Spokesmen for Bow-Bein-Toigo said that although P&G regularly sponsors Lucy and I Love Lucy, the majority of the purchases are new, on a one-time basis.

It was also pointed out that the "spectacular" will permit the equivalent of seven weeks worth of three-minute commercials in Lucy to be aired in one day.

Compton Names Kabaker As West Coast Director

ALVIN KABAKER, vice president and director of radio and television for Dance-Fitzgerald-Sample in New York, has been named director of West Coast operations for Compton Adv., effective today (Monday).

Mr. Kabaker had been with D-F-S for 18 years and was in charge of the Hollywood office prior to moving to New York. Before joining D-F-S, he was director of publicity for Montgomery Ward & Co.

Mr. Kabaker, time-buying supervisor, Benton & Bowles, New York, has been appointed time-buying supervisor on all accounts other than Procter & Gamble at Compton Adv. (Close-up, Circuits, Nov. 7), it was announced last week.

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EDGAR KOBAK has been named to the board of directors of Miles Laboratories Inc. (Alka-Seltzer), it was reported in a stock prospectus filed with the Securities and Exchange Commission last week in which the first public offering of the company's securities was made.

Mr. Kobak, former president of MBS, retired Nov. 1 from the presidency of the American Research Foundation (B&T, Nov. 14). He is a marketing consultant and the owner of WTWA Thomson, Ga.

In the prospectus Miles said its domestic and export sales during January-September 1953 were about $21 million and near $24 million with foreign production included. Worldwide Alka-Seltzer sales for all of 1954 were reported pushing $30 million and the sales total for all Miles products was $53.1 million. Exact figures were not given in the SEC filing, but it is understood the firm's expenditures for advertising and related servicing in 1954 were in excess of $8.7 million.

Present plans are to allow the current stockholders an option to purchase one new share (106,962 shares are being put on the market) for each 10 now held. Three family groups control 73% of the Miles stock. These are, with ownership in parentheses, as follows: Beardsley (34%), Miles (21%), and Compton (18%).

Revol Products Stock Offered for Public Sale

REVLON PRODUCTS Corp., believed to have the second largest cosmetic volume in the country, is offering 373,900 shares of stock for public sale, it was made known in a prospectus filed with the Securities and Exchange Commission last week. This is the first public offering made by the company.

In part the prospectus said: "In the year 1953 the company began a new domestic weekly TV program, produced by Louis Cowan Inc., entitled the $64,000 Question. The company believes that this program has been a substantial stimulus to the sales of its products, but since the company's sales have been rising continu-

Advertising Not Used As It Should Be—Lethen

SALES will go up and distribution costs will go down "when sales executives take a greater interest in advertising and use it as much as it should be used," Edward F. Lethen Jr., director of network sales development for CBS-TV, told the Minneapolis Sales Executives Club last Thursday.

"The most efficient single sales force is advertising," he said. "The most efficient advertising force is television. Very few companies make anywhere near enough use of this sales force—to anywhere near enough advertising."

Of the 100 largest companies, he said, less than one-fifth spend as much as 1% of sales for advertising, and about one-seventh spend less than one-tenth of 1%.

Textile Firm Joins Omnibus

IN ITS first use of television as an advertising medium, J. P. Stevens & Co. (textile manufacturer), New York, will become the third participating sponsor of Omnibus (CBS-TV, Sun., 5:6:30 p.m. EST) on Jan. 1, 1956. The agency is Bryan Houston Inc., New York. Other Omnibus advertisers are Alumium Ltd. of Canada and Scott Paper Co.

The advertising message on Omnibus for Stevens, which has been in business for 142 years and operates 48 mills, will be institutional in nature, outlining the textile manufacturing to dealers and consumers. Stevens is one of the few textile companies to use TV.

Vaughan Heads New Agency

FORMATION of a new advertising agency in Portland, Ore.—Advertising Counselors, Al Vaughan & Assoc.—has been announced by G. Deon Routh, general manager, and W. J. Abrams, president of Advertising Counselors Inc., of Seattle, and Mr. Vaughan, former employee of KOIN Portland and more recently manager of a Portland retail store. Mr. Vaughan is president and general manager of the new firm.

Personnel of the Portland agency also includes Julie Prise, copy chief; Paul Marcotte, TV director and accounts executive; and Sally Schilling, secretary.

Buick to Sponsor Orange Bowl

GENERAL MOTORS Corp., Buick Motor Div., Detroit, will sponsor the annual Orange Bowl game between the U. of Oklahoma and the U. of Maryland from Miami on CBS-TV Jan. 2, 1956, starting at 2 p.m. EST. Agency: Kudner Agency, N. Y.
Statistics compiled by U. S. Census Bureau as of July 1, 1955, with comparisons based on 1950 decennial census. Figures do not include persons in armed services stationed in each area. Percentages based on unrounded numbers.

**MID-DECADE ESTIMATES OF CIVILIAN POPULATION**

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<tr>
<th>Region, division and State</th>
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**'Scrooge' on MBS Dec. 24**

ALLIS-CHALMERS Mfg. Co. has signed to sponsor the traditional Lionel Barymore version of Charles Dickens' Scrooge on MBS Dec. 24, according to an announcement prepared for release today by Harry Trenner, Mutual vice president for sales. The program will be aired coast-to-coast on Christmas Eve, 7:30-8 p.m. EST, for the 22nd consecutive year on radio. Agency is Bert S. Gittins Adv. Inc., Milwaukee.

**SPOT NEW BUSINESS**

Bose Co. (milk fortifier), N. Y., expands its advertising by buying participations on children's shows on 16 tv stations in 14 new markets, bringing total stations used by firm to 79. Agency: Ruthrauff & Ryan, N. Y.

American Meat Institute, Chicago, through Lennen & Newell, N. Y., launched all-pork promotion campaign (hamp, bacon, etc.) in number of U. S. radio markets, effective Nov. 9 for four weeks.

**NETWORK NEW BUSINESS**

Loughnies-Wittnauer Watch Co., N. Y., sponsors its seventh Thanksgiving Day Festival on CBS-TV, Nov. 24 from 5-6 p.m. EST. Victor A. Bennett Co., N. Y., is agency.

**Ferry-Morse Seed Co.** has signed a 11-week sponsorship of CBS Radio Garden Gate (Sat., 9:45-10 a.m.; Sun., 8:30-8:45 a.m. EST), effective Feb. 25, 1956. Ferry-Morse has sponsored farm program during pre-planning season for the last 12 years. Agency is Products Sponsorship Inc., N. Y.

**Aluminum Cooking Utensil Co. (Hallite and Wear-Every lines), New Kentington, Pa., buys 19 participations on NBC-TV's Home (11 a.m.-noon EST) through Dec. 15. Agency, Fuller & Smith & Ross, N. Y.**

**No Agreement**

THE P. LORILLARD CO. (Kent cigarettes) through its agency, Young & Rubicam, New York, and Allen & Adams Inc., Bloomfield Hills,Mich., is agency.

Ralous-Purina Co., St. Louis, sponsors alternate Thursday, 2:2-1:5 p.m. EST portion of CBS-TV Robert Q. Lewis Show (Mon.-Fri., 2:23-3:30 p.m. EST), for Ry-Krisp. Lanolin Plus Inc., will renew its sponsorship of last 15-minute segment of show, effective Dec. 12. Agencies are Guild, Bascom & Biofilli Inc., S. F., for Ralston, and Duggan-Phebls Adv. Inc., Chicago, for Lanolin Plus.

American Home Products Inc. (Whitehall Pharmaceutical Co.) will sponsor two additional segments of Douglas Edwards and the News (CBS-TV, Mon.-Fri., 7:15-7:30 p.m. EST) for Anacin, starting Dec. 28, giving Whitehall Monday-Wednesday-Friday lineup. Agency is Biow-Beirn-Toigo Inc., N. Y.

**Monday-Thursday-Friday lineup. Agency is Biow-Beirn-Toigo Inc., N. Y.**
On stage at WBEN-TV... and a crew of experts goes to work! Experts because... WBEN-TV's well-knit team of directors, announcers and technicians have been with this pioneer station since its beginning in 1948. These TV veterans have had seven long years experience in the production of television commercials.

WBEN-TV scheduling assures enough rehearsal time for every commercial. Two fully equipped studios permit staging effects that are polished to perfection.

Standards like this cost no more,—that's why more and more time buyers buy WBEN-TV more and more often. Let quality production tell YOUR story in a quality way.

7 of 10
WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

in Buffalo-TV dollars count for more on channel 4

CBS NETWORK

WBEN-TV
BUFFALO, N.Y.

WBEN-TV Representatives
HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

Broadcasting • Telecasting
November 21, 1955 • Page 39
POWERS FREE MERCHANDISING 
BRINGS GAIN OF 
60% IN SALES!

Star-Kist Foods took advantage of KXLY-TV's big cooperative merchandise plan, "Telemarket." Following is an excerpt from a letter by Harold Shipley, local Star-Kist broker: 

"We secured very fine cooperation at retail level due to this program, indicating the willingness of the retailer to cooperate. We certainly are wholeheartedly enthusiastic about this help.

"We wish to advise that our overall increased movement throughout the 'Telemarket' period shows a gain of 60% above normal movement."

(signed) H. M. Shipley
Junge-McGregor Co.

Available at a discount when purchased in conjunction with the "XL" Network.
THE BIG STICK THAT PACKS A SELLING PUNCH

HEIGHT:
1685 feet above average terrain (tallest structure in Texas)

POWER:
316,000 watts

COVERS:
Dallas-Fort Worth, the nation's 12th ranking Metropolitan Market and its rich surrounding trade area.
TARGET DATE: "MID-DECEMBER"

BONUS SELLING PUNCH:
Programming designed with a "Feel for the Market"

WHICH MEANS:
To sell this rich market your only buy is WFAA-TV, Dallas
THEY'RE TAKING UP ARMS TO FIGHT NCAA GRID BAN

- Iowa, Ohio officials criticize NCAA tactics
- WMT-TV runs on-air protest of football blackout
- WJIM-TV sends new evidence to Justice Dept.
- CBS-TV stands firm on disregarding NCAA ban

PUBLIC OFFICIALS set the pace last week for a growing protest movement aimed at the array of football TV blackouts imposed by the National Collegiate Athletic Assn.

Among those reacting strongly to NCAA's tactics were Gov. Leo Hoegh of Iowa; Rep. William Denman, Iowa state legislator, and Rep.

James P. McGettrick, Ohio House minority leader.

Their criticism was directed at NCAA and its principal spokesman, including Asa S. Bushnell, TV director, and Walter Byers, executive secretary.

Developments in the controversy continued to move swiftly during the week as:
- WMT-TV Cedar Rapids, Iowa, after a Nov. 12 two-hour on-the-air protest against NCAA, agreed to carry the Notre Dame-Iowa U. game Saturday at heavy costs as Iowa U. home station. NCAA refused to let other Iowa stations carry the telecast.
- WJIM-TV Lansing, Mich., submitted an exchange of letters with NCAA to the Dept. of Justice, supporting its Oct. 22 protest to the department on a Michigan blackout.
- CBS-TV stood firm on its refusal to blackout the Nov. 12 Illinois-Wisconsin game from KTVT (TV) Sioux City, Iowa, because KRNT-TV Des Moines had defied an NCAA blackout.
- NCAA and Western Conference (Big Ten) officials explored possible legal reprisals against stations defying blackouts.

The Western Conference-CBS schedule of five regional telescasts has expired for 1955. It was understood the Big Ten would take no action on the KRNT-TV dispute because it feels the controversy is out of its hands, though it is a signatory to the contract with the network.

The Western Conference has met with NCAA representatives since the KRNT-TV dispute and is represented in some sources as having withdrawn its support from NCAA’s stand. NCAA, through Mr. Byers, declined comment to B&T on the legal grounds for blacking out the Nov. 12 contest.

At South Bend, Ind., Ed (Moose) Krause, athletic director of U. of Notre Dame, expressed support of Gov. Hoegh’s stand, stating “of course, we think the game (Iowa-Notre Dame) should be televised everywhere. If it were hurting some other school, or the NCAA felt it would, it might be different.”

Rep. James P. McGettrick, house minority leader in the Ohio Legislature, said many of his constituents were “genuinely outraged” because no telescast had been opened up, subject to last-minute change, on the Ohio State-Michigan game this past Saturday, despite widespread sentiment for TV coverage.

Last Monday William Quanton had wired NCAA for permission to telescast Iowa U.-Notre Dame game over WMT-TV plus KRNT-TV, KGLO-TV Mason City and KTVT Sioux City. He explained that because of heavy line costs and pick-up charges it would not be practical to carry the game merely on the “home station” and asserted “all of Iowa is interested in its university football team.”

Mr. Byers replied that the request had been transmitted to Douglas R. Mills, U. of Illinois, district member of the NCAA TV Committee, for approval. When permission was received to carry the game only on WMT-TV, Mr. Quanton filed another request Wednesday with Mr. Bushnell, explaining the Saturday afternoon UCLA-USC game, originating on the West Coast, would not start until 3:50 p.m. This, too, was denied but WMT-TV decided to bear the expense of a single-station feed.

Mr. Quanton decided Nov. 12 the Wisconsin-Illinois ban simply made no sense so he staged the two-hour WMT-TV protest that day. For two hours a card was shown on the WMT-TV screen with this message, “Wisconsin-Illinois game blacked out by NCAA.”

The protest card was supplemented each 15 minutes with a taped message by Mr. Quanton. It follows:

“The NCAA ruling to black out all Iowa stations is typical of their arbitrary attitude toward broadcasters and you, the public.”

The NCAA announced yesterday (Nov. 12) that the CBS telecast of the Wisconsin-Illinois game would be blacked out today in the state.

The Man Who Came to Breakfast Returns for “Afternoon Tea!”

ED MEATH

whose tremendous popularity on WHEC’s early-morning “Musical Clock” has made him Rochester’s foremost radio personality and favorite “breakfast guest,” is now fast becoming a smash success, afternoons, on “OPEN HOUSE” 4:40-6:00 P.M.

Thanks to a recent re-alignment of our afternoon program schedule, we’ve really got a many-splendoured thing for listeners and buyers from 3:00 to 6:00 P.M.:—Art Linkletter and “House Party”; Bob Tennant and “Tune Test”; the “Eddie Cantor Show”; and Ed Meath and “Open House”—Yes, the sun shines bright on WHEC in the afternoon, and if you’d like to bask in its golden (and we do mean golden!) glow, contact us for rates and availabilities! Do it NOW!

BUY WHERE THEY'RE LISTENING ... ROCHESTER'S TOP-RATED STATION

WHEC

Representatives: EVERETT; MCKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Page 42 • November 21, 1955
each one is different

The staff of life — despite its many origins and types — is a common need around the world. Quality television stations — just as diverse in their personalities and origins — share a common need for individualized representation.

Some of the most outstanding find their answer with Harrington, Righter and Parsons. If your standards are similar to theirs, this is the kind of quality representation worth investigating.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the only medium we serve

WROW-TV  Albany
WAAM    Baltimore
WBEN-TV  Buffalo
WJRT     Flint
WFMY-TV  Greensboro
WTPA     Harrisburg
WDAF-TV  Kansas City
WHAS-TV  Louisville
WTMJ-TV  Milwaukee
WMTW     Mt. Washington
WSYR-TV  Syracuse
of Iowa due to breaking of the NCAA rules by KRNT-TV Des Moines last weekend. According to the NCAA rules, KRNT-TV Des Moines could not carry last week's game because Iowa State College was playing a home game. KRNT-TV carried the game anyway. WMT-TV was ordered and carried it.

"The NCAA statement said, 'If this deprives other CBS affiliated television stations in Iowa from airing this game (that is today's Wisconsin-Illinois game) the NCAA Television Committee greatly regrets this inconvenience but wishes to submit that the fault does not rest squarely with the NCAA.' The management of WMT-TV feels that the fault does rest squarely with the NCAA as far as we are concerned for certainly this area located as it is, 25 miles from the university, should be considered in Big Ten Territory instead of the Big Seven Territory as the NCAA has it. The six other Big Ten states can all carry these games but here we sit practically next door to the university and are blacked out. This just doesn't make sense.

"It is perfectly obvious from the box office where your interest in football lies—with the Big Ten, but NCAA has a monopoly in football and apparently, doesn't care what the public, generally, desires to see."

"Apparently, Big Ten, the Pacific Coast Conference, Notre Dame and other large schools are in a hassle with the NCAA over their present policies. Obviously, the broadcasters and you, the public, are in the middle. The broadcasters don't like to be in the middle and, I am sure, you don't either."

Gow, Hoegh entered the scene Wednesday by asking NCAA officials to make the Notre Dame-Iowa U. game available to all TV stations in the state. Every Iowa citizen joins in representing NCAA to maintain its decision," he said, terming the whole situation "ridiculous" and noting that no games were being played in the state.

Deeman, Iowa state legislator, described the action as an "arbitrary blackout" made by a few people at the top echelon. He added, "If they want legislation, we'll give it to them next . . ."

CBS-TV authorities reported late Thursday they had heard nothing further from NCAA after notifying it, late the preceding week, that "we cannot accede to your request to 'black out' Iowa [on the Nov. 12 game between Illinois and Wisconsin] in violation of our contracts with the sponsor of the broadcast and our affiliated stations (KVTV TV)."

This notification was contained in a letter sent by Charles Woodward, CBS-TV senior attorney, to NCAA television director Asa Bushnell on Nov. 11 reiterating that "we regret the unauthorized action of KRNT-TV in carrying the Minnesota-Iowa game on Nov. 5th," but that:

"Our contract with the Big Ten grants us the right to carry the Illinois-Wisconsin game in Sioux City, we are contractually obligated to the sponsor of this game [Amana] to carry it in Sioux City, and we are contractually obligated to our affiliated station in that city to furnish the program to it. Accordingly, we do not plan to withhold the broadcast . . ."

CBS-TV's Stand

CBS-TV's position on the KRNT-TV incident was presented to NCAA by Judson Bailey, executive producer of sports, who said he "checked with the various persons involved and obtained the following information:

"1. Our order for KRNT-TV facilities for the broadcast of Big Ten games stated specifically that the station was not authorized to carry games not ordered, and the Iowa-Minnesota game was not ordered.

"2. Mr. Robert Dillon, vice president and general manager of KRNT-TV, requested permission to broadcast the games. We informed him that we could not grant such permission.

"3. When we asked why the station had carried the game without our permission, Mr. Dillon informed us that KRNT-TV was subjected to a great deal of public pressure to carry the game because of the fact that the U. of Iowa is a state supported university with a strong group of supporters in Des Moines, that the station finally decided to carry the game as a public service, and that KRNT-TV derived no income from the broadcast.

"4. We, of course, received no income from the broadcast of the game on KRNT-TV. "Station KRNT-TV is owned and operated by KRNT-TV Inc., a corporation in which CBS has no ownership interest and over which CBS has no control. However, we have advised KRNT-TV of our strong disapproval of their action which was a violation of our contract with that station. We have assurance from KRNT-TV that it will not broadcast any other CBS television network program without specific authorization."

Harold F. Gross, president of WJIM-TV Lansing, Mich., last week filed further material with the Dept. of Justice in connection with its Oct. 22 complaint that NCAA had refused to allow telecasting of the Michigan State-U. of Illinois game [B*T, Oct. 24].

Copies of an exchange of correspondence with Mr. Bushnell, Eastern College Athletic Conference, were filed with the department. The exchange included a letter to Mr. Gross from
portrait of a market

... where these factors combine for your sales' success

... a proven high-income industrial area ...

... a proven year-round vacationland ...

... where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

Serving Albany, Troy, Schenectady, N. Y. and 30 counties of New York and New England

WRGB

A General Electric Television Station * Represented Nationally by NBC SPOT SALES
Mr. Bushnell in which events leading up to denial of the telecast were recited, along with an explanation of NCAA policies.

In his reply Mr. Gross termed the "suppression of television coverage both very substantial and unreasonable," referring to the Sherman Act. As to NCAA's claim that three college games were being played at the time of the proposed telecast within 90 miles of Lansing, he said the three games involved were scheduled to be played at the time of the proposed telecast. Mr. Bushnell believed, one, all of the colleges would have consented to the telecast. He added the station "has no substantial audience in the Northwest."

Mr. Gross added, "Television is a great national industry impelled by a dominant public interest. College football has become a major business . . . as such it cannot be pampered as a sacred cow because colleges are somewhere in the background. When this combination abandons the field of education and sets out to regulate the football business and to basically restrain another and vital industry, it can hardly claim immunity from the laws that bind all alike."

RESOLUTION FAVORING REGIONAL MEETS PASSED BY NARTB CONFERENCE IN DALLAS

Action proves to be 'a fact,' with combined registration of 250 at three-day session of association members from states of Kansas, Oklahoma and Texas.

RESOLUTION favoring the regional conference type of meeting over the district meetings of the past was adopted unanimously by members of Districts 12 (Kansas and Oklahoma) and 13 (Texas) at the business session of the NARTB Region 6 meeting, held Tuesday-Thursdav in the Baker Hotel in Dallas, with Alex Keece, general manager, WFAP Dallas, Radio Board member from District 13, as host director.

Proving that their resolution was a fact and not mere politeness, the Districts 12 and 13 broadcasters amassed a registration of 250 at the three-day session, well ahead of the combined registration of their individual meetings last year. This was also true of the complete circuit of this fall's eight regional meetings which had a combined net registration (omitting the NARTB staff and the associate members who made most if not all the meetings) of 1,268, a gain of 272 or 27.3% over the 996 who attended the 17 district meetings last year.

Mr. Keece presided at the Tuesday (Radio Day) and Wednesday (Association Day) sessions, with W. D. (Dub) Rogers Jr., president, KDUB-TV Lubbock, Tex., member at large of the NARTB Television Board, as chairman for the Thursday (Radio Day).

Another resolution adopted by the Region 6 meeting put Districts 12 and 13 on record as opposing a change in the association's name

WHO PUT THE MUD ON RADIO'S SHOES?

FACE up to the realities and responsibilities of these times, John M. Butler, general manager of WSB-AM-TV Atlanta, told NARTB radio delegates last week in Dallas (story, page 27). Here's a condensed version of his address:

NO RADIO station in these United States is an entity unto itself. What we do in Georgia affects you here in the Southwest. The egocentric antics of a crackpot disc jockey in New Jersey have a chain reaction that reaches Split Lip, Nev. The small matter of a rate cut in Muleshoe, Tex., has a widening impact, and perhaps provides a great net with the idea and incentive to do the same thing — even though the network is at a rate adjustment.

Then another network feels compelled to meet the competition, and then another, and another. And those stations who had succumbed to the delicious anesthesia of network programming and network revenue get stripped and undressed just as definitely as the poor saps who accidentally flew into the badminton game. Some of the jackals will chortle with glee over the carnage, get a new supply of phonograph records — play "Rock and Roll" from sunrise 60 and make a few fast dollars on a fire sale philosophy and then wonder what the hell happened to radio.

Too many of us have forgotten the ominous threat of the FCC "Blue Book." Some of us have even heard of it. Back in the luscious days of the late forties government regulation of radio programs and commercial aspects was almost a shibboleth in government circles, and a representative group of broadcasters labored tirelessly in revising an instrument of self-regulation as a reasonable palliative. But those station people who held that a business conscience was a personal matter made a shambles out of it at the Atlantic City Convention. It was two years later before a watered-down code was adopted. Right now there are those in our present station population who haven't cracked its sacred covers in the last five years.

Since the advent of television competition, there has been a change in the scenery, a shift in the wind, a new set of coordinates, a different climate. Some of us have come face to face with the abhorrent thought that we have got to share the air waves with television, that old sources of revenue have dried up, that playing footsy with a network doesn't get you anything but exercise, and that hit-or-miss programming is just as fatal as hit-or-miss management. Some of us are reluctant to admit the hard facts of change — and resentful when we do.

Radio broadcasting has many staunch and understanding friends in the halls of Congress. But friends are properly concerned with the welfare of the whole, and if governmental regulation of rates and program content and other elements ever come about, it will be because of our failure to live up to the obligations inherent in our franchise.

Now, all of this may sound like a bare-footed aristocrat pleading for a return of the good old days, but it is not. It is a plea for radio, for good radio, for a stabilization of rates, practices, policies and principles. These are elements of good, sound business which will keep radio from being sold on the auction block to the lowest bidder and which will enable us to hold our heads high in the media field. It is a plea for programs and program practices which will justify the patient and sometimes-irritated work we are finding difficulty getting the old muscles limbered up again. Atrophy has set in from non-use. Those of us who once enjoyed the fiscal advantage of a network affiliation are somewhat frustrated and sometimes frantic over the diminution of network revenue. Those of us who once had a fair acceptance of our wares by the boys on Madison Ave., are now rather irked and peevd at this new crop of timebuyers who use a slide rule and a rating service to determine our worth — and who take full and unfair advantage of our stupidity and avidity in ever allowing radio to be bought or sold on a "cost per thousand" basis.

We are the ones who have made this bed we are lying in. Those of us who are privileged to heave a nostalgic sigh and yearn for the return of the good old days had best settle for the coordinates of today and either fish or cut bait. And those of us who have found passing prosperity in defiance of ob scure practices had best take inventory against the days ahead.
Within the past two months, local viewers have discovered that with the installation of an outside antenna or a slight adjustment on their present aerial, Boston actually has a third television station. The call letters are WMUR-TV in Manchester, N. H., operating on Channel 9.

This over-the-border station, currently carrying exclusive and “live” American Broadcasting Company (ABC) network programs, might well entice apartment house receivers that are equipped with only “rabbit ears” for an antenna when the station is authorized to assume full power about the first of December. The scheduled boost in power should increase the coverage of Channel 9 throughout New England, and should be noticeably felt in the heavily populated Boston and Worcester areas in Massachusetts and neighboring cities in New Hampshire, Maine and Vermont.

Currently, in many sections of Boston, viewers are regularly dialing Channel 9 with existing antennas, and reports, particularly from the south shore, have convinced executive Vice President and General Manager Norman A. Gitleson, that with the power increase WMUR-TV will figure prominently in the Boston viewing pattern.

Actually Channel 9 is serving a large territory with more than 14 hours a week of “live” local telecasting from its own Manchester studios and is bringing into this territory exclusive ABC network shows and other ABC shows relayed the night of their origination.

It is well known that the ABC network is making a firm bid to challenge the supremacy of both the NBC and CBS chains on certain nights of the week. Thus far ABC and WMUR-TV have been doing a good job and can point with pride to their Wednesday night folksy Blue Ribbon Lights, and their Sunday afternoon New York Giants professional football schedule, as examples of how they cater to the sport-minded viewers.

The first assault made by this Channel 9-ABC combine was on the Sunday night Toast of the Town and Variety Hour shows, by scheduling the “Famous Film Festival,” from 7 to 9 p.m., presenting a series of top British feature films never shown on TV. The first few have been good entertainment and have managed to hold the interest of many viewers through the popular 8 p.m. period.

Other exclusive ABC network shows distributed by Channel 9 in this territory every week are the Dotty Mack Show on Monday at 9 p.m., Warner Bros. Presents “Live,” Tuesday, at 7:30 p.m.; Green Pastures on Channel 7 Sundays at 3 p.m.; The MGM Parade with George Murphy as escase, featuring scenes from motion pictures and intimate interviews with limelight folk every Wednesday at 7:30 p.m., immediately following the hour-long “live” telecast of “Disneyland;” seen three days later on Channel 7, Saturday at 6 p.m.

Also on a live basis and this week originating from New York City instead of Chicago, Channel 9 presents “Super Circus” at 7 p.m.; Sunday, starring Mary Hirtle; Claude Kitchener, the clown and circus acts. Another of the most talked-about weekly presentations is the hour-long Saturday night Lawrence Welk Show at 9 p.m.; featuring the “Champagne Music” of his accordion-playing band leader, Alice Lon; his “Champagne Lady,” and Larry Hooper, a singer. This latter feature is getting justified raves and increasing good ratings against rather still Saturday night opposition.

In addition to this line-up Channel 9 also relays such additional exclusive “live” telecasts as “Ted Mack’s Amature Hour” at 9:30 p.m.; “Life Begins at 40” at 9:30, and “Big Bonfire at 8,” at 10 p.m., on Sunday; Voice of Firestone, at 8:30 p.m., and “Medical Missions,” at 9:30 p.m., on Monday; “Dupont Corvette Theatre,” at 9:30, and Tuesday; “Masked Pary,” at 8 p.m., and “Break the Bank,” at 9:30 p.m., Wednesday; “Stop the Music,” at 8:30 p.m., and “Star Tonight” at 8 p.m., on Thursday; “Cross Roads,” at 8:30 p.m., and “The Voice,” at 9:30 p.m., and “Ozark Jubilee,” at 7:30 p.m., on Saturday.

Coupled with this formidable array of “live” and exclusive network offerings WMUR-TV has done a remarkable job of promoting and developing local programming. The station has a nonpareil news staff headed by Tom Power Smith, with the exclusive nightly newscasts of John Daly from the network, keeps viewers abreast of both local and national developments. Among Channel 9’s local favorites are the ex-cantatians, “Hum and Strum,” Marvin Zides and Tom Currier, Buzz Whitenra, Gerry Kearney, Dean Tibbetts, Penny Beth and Fran Evans.

Channel 9 is a “live” television station in every sense of the word and with the forthcoming jump in power will provide another bright picture for thousands of additional viewers, whose entertainment has been confined to a couple of channels.

The Boston Sunday Post proclaims WMUR-TV

OCTOBER 30, 1955

Good local reception of exclusive and “live” programs from Manchester, N. H., promised Dec. 1

By WILLIAM HOWARD

Maximum Power in Dec. with a Grade “A” Signal in the Nation’s 5th Largest TV Market

WMUR-TV

Channel

MANCHESTER, N. H.

REPRESENTED NATIONALLY BY
WEED TELEVISION CORP.

ABC Affiliate

NORMAN A. GITLESON
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

GORDON E. MOORE
SALES MANAGER
from National Assn. of Radio & Television Broadcasters to its former title of National Assn. of Broadcasters, a move urged in resolutions adopted by several other regional conferences. Region 6 also endorsed NARTB's activities in promoting and expanding the use of remote control operation of transmitters of all stations, regardless of power and directional limitations. Meeting urged all broadcasters to support the Crusade for Freedom, financial organization for Radio Free Europe; requested Congress to enact legislation requiring all times in the country to be kept "in the same relation in which they have to our standard time zones," and adopted the usual resolutions thanking the speakers, NARTB staff and the hotel for their part in the success of the meeting. Best wishes for the continued good health of NARTB President Hall Fellows were extended by the meeting.

Five advertising agency executives discussed "What Radio-TV Timebuyers Want to Know" at The Tycoon, a Washington, D.C., meeting. They were: James Gaines, WOAI-AM-TV San Antonio, Tex.; back row, Howard O. Peterson, KTVH-TV Hutchinson, Kan.; Ben Ludy, WIBW-AM-TV Topeka, Kan.; Clyde W. Rembert, KRLD Dallas, and Ralph W. Nimmons, WFAB-AM.

AMONG THE DELEGATES to the Region 6 meeting (1 to r): front row, W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; Alex Keele, WFAB Dallas, Tex.; P. A. Sugg, WKY-TV Oklahoma City; W. E. Walbridge, KTRK Houston, Tex.; Fred L. Vance, KWTY (TV) Oklahoma City; James Gaines, WOAI-AM-TV San Antonio, Tex.; back row, Howard O. Peterson, KTVH-TV Hutchinson, Kan.; Ben Ludy, WIBW-AM-TV Topeka, Kan.; Clyde W. Rembert, KRLD Dallas, and Ralph W. Nimmons, WFAB-AM.

said that newspapers, spot radio's greatest competitor, provide regular market surveys of purchase and other useful data, have influence with dealers and distributors and offer other merchandising services which stations will have to match to get business. He emphasized the need for telling an advertiser when a merchandising job has been done, citing a recent campaign in which 36% of the stations did provide merchandising help but forgot to report it to the agency, who could not therefore give them credit for doing any.

Morris Hite, president and general manager, Tracey-Locke Co., Dallas, talking about coverage, said for tv he liked engineering maps if they show dead spots within the overall contour and that mail maps are useful for both radio and tv.

But, he said, coverage of people is what counts, not of areas, and to find out who listens or watches is such a confusing problem that his agency frequently makes its own surveys. He cited an offer made on all tv stations in New Orleans and Dallas both day and night, to test the relative cost-per-thousand of the two times, knowledge he called essential to a regional agency which is having more and more difficulty in clearing tv time in the evening. Mr. Hite offered to match dollars with any station for such surveys, particularly when the question is which medium will deliver more sales per dollar.

With rates as his subject, Morelle K. Ratcliffe, owner, Ratcliffe Adv. Agency, Dallas, made a plea to stations to refuse program and announcements in calculating frequency and volume discounts. He urged against local and national rates on the basis that advertising time, like other commodities, should be priced the same for all buyers. And he asked that salesmen be informed as to whether talent and production costs as well as time charges are commissionable, so the agency can figure its charges to its clients accordingly. Mr. Ratcliffe also suggested that stations adopt standard discount schedules.

Ted Nelson, account executive, Jack T. Holmes & Assoc., Fort Worth, said that he saw little difference between promotion, his

THE TYCOON

Self-made man pugnacious about saying "I ain't" and "he don't." Can give you his opinion of anything in two words. Great authority in the kitchen; carefully guards secret of why his hollandaise never curdles. Saves string. Favorite song: "Rockin' the Cha-Cha." Yodeled his way to first prize in local Amateur Night in 1932.

And Washington advertisers are yodeling glee-fully about the results they're getting with WTOP Radio. Small wonder. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales
EXAMPLE...

WXLW changed its broadcast frequency on March 12, 1955, to 950 on the dial. To help Indianapolis area motorists convert their automobile radios to the new frequency, WXLW and 63 Texaco service stations in metropolitan Indianapolis promoted free push-button conversions. Eight one-minute spots a day announcing the WXLW-Texaco radio frequency conversion began March 5, 1955, and ran through April 22, 1955.

The 63 Texaco service stations averaged 50 to 60 radio conversions for each of the first ten days of the promotion. The IMPACT on Texaco's sales figures during that period? Here's what the "SELL STATION" did for Texaco!

"Our March, 1955, gallonage increased 10.07 per cent over March, 1954, at those stations participating in the program. During the same period, according to state tax figures, gasoline consumption was up only 5.95 per cent.

"During April, 1955, those stations participating in this joint program enjoyed an increase of 22.43 per cent over the same month in 1954; whereas, according to state tax figures, overall consumption was up only 6.92 per cent."

So says Mr. H. L. Knearl, Assistant Division Sales Promotion Manager of the Texas Company, Indianapolis, in his letter to WXLW of July 15, 1955.

Represented nationally by the John E. Pearson Company
Sponsor is mad ...

Copy delivery bad

**BUT - not with**

**TelePrompTer**

**SERVICE**

That's why —

**ADVERTISERS PREFER**

TelePrompTer stations like

**KABC-TV**
Channel 7
Los Angeles

**KPRC-TV**
Channel 2
Houston

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**TRADE ASSNNS.**

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assigned topic, and merchandising, each being an extra service rendered by a station to help its advertisers achieve their sales goals. He said he'd like stations to consider themselves as partners with the agency in obtaining more sales per dollar for its clients and asked that stations let the agency know what they can and will do specifically so that the agency can make plans accordingly.

Herb Plambeck, radio farm director, WHO Des Moines, said some farm program sponsors have been with the station for a quarter century. "One of your own Texas firms, the Texaco people, have been on the same farm station, KFBB Great Falls, Mont., for 25 years," he said. "The Keystone Wire & Fence people have been with WLW Cincinnati for 25 years. At WHO I had the honor of being the first man to be sponsored by the Pioneer Hybrid Corn Co. nearly 20 years ago. Today Pioneer spends $35,000 a year with us, and is also sponsoring broadcasts on many other farm stations. The DeKalb Agricultural Assn. has also continuously sponsored one of our farm programs for 18 years and we have close to a dozen other sponsors who have been with us 10 years or longer."

In his 20 years at WHO, he has seen the farm department grow from one man and one program a day to a five-man staff doing 30 farm radio and five half-hour tv farm programs a week, Mr. Plambeck said, all paid for with the revenue from the 30 radio programs, which are all sponsored.

Improving programming is the best type of audience promotion, it was agreed by the three broadcasters who comprised a panel on audience promotion which opened the Tuesday (Radio Day) afternoon session. Charles W. Balthrops, KITE San Antonio, urged stations to improve the sound of their output because "if you sound better you'll get more listeners and if you get more listeners you'll get more results and if you get more results you'll get more renewals and that's what we're all after."

The first step in good audience promotion is knowing what the listeners are, said David H. Morris, KNUZ Houston. A survey of the city's industrial workers by the station showed 100,000 are traveling to work at a very early morning hour, he said.

Most stations are overlooking a sizable segment of potential listeners in their promotion —the motoring public with its weekday commuters to and from their work and its weekday shoppers to and from market as well as the weekend drivers, said Robert E. Schmidt, KAYS Hays, Kan.

"Two points represent the real challenge of the television code to each individual station," Ralph W. Nimmons, WFAA-TV Dallas, said at the Thursday (Tv-Day) morning session on the code. "One: Are we keeping faith with the other subscribers to the code?" he asked.

"That is, are we setting and maintaining standards that will protect the reputation of the industry as a whole? Second: Are we carrying out any necessary policing without becoming censors—mere rule-makers who arbitrarily decide what is right and what is wrong. Certainly we must be strict enough to protect the public —but we must not be so unreasonable that we break the economic backbone of our industry.

"Expose the public to a certain brand of toothpaste, or canned beans, or gasoline, and sales go up. And right here is the fact on which our obligation to the public hinges. Expose your audience to excessive violence, corruption, or immorality and this same powerful and unexplained influence will lead viewers into those paths, too. That's why we have accepted the responsibility of expensive and
Announces the appointment of

**HOAG-BLAIR COMPANY**

as national representatives

Year in and year out, Iowa is a market far above average. And studying it closely, you find the finest part of the entire market, is east-central Iowa.

Here, Cedar Rapids-Waterloo is the heart of the section where Iowa’s tremendous industrial strides have been made. Here too is Iowa’s dairy-land, where “tall-corn” wealth is amplified by milk-and-cream-checks to produce extra-high income per farm.

In the center of this productive region rises the 1085-foot tower of KCRG-TV. Telecasting with 316,000 watts on Channel 9, KCRG-TV serves a market measured at more than a million in population, and ranking high in personal purchasing-power.

KCRG-TV is affiliated with the Cedar Rapids Gazette, one of the midwest’s great newspapers, founded in 1883. So the station’s operating policies are firmly based on a seventy-year tradition of public service.

For current data that bring KCRG-TV and the Cedar Rapids-Waterloo market into sharper focus, see your Hoag-Blair man. You’ll find him ready with facts on which to base sound plans for getting increased sales in Iowa.
which he described as the largest advertiser not now using any tv, following a TVB pitch, is now using spots in tv stations and when it finds the approach it likes will undoubtedly begin buying time.

Proposal to form a tv producers code [9•T, Nov. 7] is “disturbing,” President Harold E. Fellows told the Texas group. He said the plan was based on “over-commercialism in television,” adding that it did not say whether too much, too little or method of presentation is the basis of the idea. (The code was offered at a recent meeting of National Society of Television and National Audience Board, of which Peter Goelot is president.)

Mr. Fellows reminded that final responsibility for the nature and content of tv programming rests with the individual station and explained, “The existing code, to which the majority of tv stations have subscribed, should be a major consideration in the formulation of supplements standards.”

“In many parts of the nation,” Mr. Fellows said, “people who should be able to get tv signals with as much freedom of choice as their fellow-men located in the more densely populated sections of the country having to pay for such service as a result of a system of allocations which is said by many to be inadequate. I would defy any thinking American observer to debate the statement that this industry has made one of the most remarkable contributions to American culture, in a short time, known in the history of mankind. . . . I cannot believe that any broadcaster (particularly those among us who have grown with this industry through the years and been exposed to the tradition of free broadcasting) would find it possible to support a charge to the American listener and viewer.”

The American Association of Broadcasters has virtually 100% membership, the two stations that held out last year having come in for the year ahead and if no one drops out all 42 Kansas radio stations will be members, Robert Wells, president and general manager, KIUL Garden City, reported in the Wednesday afternoon session on state associations.

The Oklahoma Assn. of Broadcasters, with 43 out of 48 stations as members, can’t match the Kansas group’s record but its annual dues are the highest-quarter-hour rate against the flat $10 fee for Kansas, Frank S. Lane, general manager, Oklahoma Assn. of Broadcasters, said. The Oklahoma association has failed in two attempts to get the state legislature to adopt a liberal relief for stations, he admitted, but said they’ll try again next session. Mr. Lane also reported that a committee is preparing a kit for use by member stations in promoting radio broadcasting in general and individual stations in particular.

The promotion of listening campaign pro- muligated by the Texas Assn. of Broadcasters and other TAB achievements were reported on by Louis R. Cook, general manager, KNOW Austin (see story on TAB meeting, page 53).

Hovel to Head Wis. Assn.

BEN HOVEL, WKOW-AM-TV Madison, was elected president of Wisconsin Broadcasters Assn. at its Nov. 11 meeting in Milwaukee. Other officers elected were Robert Bodden, WIBB Platteville, vice president; Don Wirth, WNMN Neenah, secretary, and Mig Figi, WAUX Waukesha, treasurer. Edwin Conrad is executive secretary of the association. Directors named were Mrs. Jeanne Donald, WITC Shawano, and the new officers.

SDX MAY SURVEY ELECTION INFLUENCE

Sigma Delta Chi convention decides to explore further the desirability of huge research project determining press influence on national voting.

Whether a survey of the influence of the press upon national elections—which would constitute the biggest single project in news ever undertaken—and whether radio, television and newsmagazines should be included, will be determined early next year.

The 46th annual convention of Sigma Delta Chi, national professional journalistic fraternity meeting in Chicago Nov. 12, decided to continue its committee on Ethics and News Objectivity to explore further the desirability of making the survey, which would assess the degree of objectivity on the part of the American press during political campaigns.

Action came after consideration of a controversial report presented by the committee’s chairman, Norman E. Isaacs, managing editor of the Louisville Times (WHAS-AM-TV). Mr. Isaacs reported that a high level group of newspaper researchers had concluded the project was feasible and that he felt the minimum $650,000 budget would be forthcoming. It is understood the Ford Fund for the Republic has tentatively agreed to underwrite the project.

Considerable controversy developed, not only as to the desirability of having such a survey but also because it would be restricted to the newspaper press. Several delegates contended a newspaper survey would be meaningless because of the obvious influence of television, radio and newsmagazines in political coverage.

In authorizing the committee to proceed as the situation seemed to require, and with the understanding that SDX would get another look before giving its endorsement, the convention adopted compromise language providing that both the SDX committee and the Council on Communications be urged to give “every consideration” toward extension of this project to the related fields of radio, television and newsmagazines.

New officers elected for 1955-56 by the convention are:


Executive councilors: Alden C. Waite, publisher, Illinois State Journal and Register, Springfield, and president Southern California Associated Newspapers, Los Angeles (KCP-TV), retiring as Sigma Delta Chi president; was named chairman, said Lynn Day, editor, Lindsay-Schaub Newsgaps, Decatur, Ill.; James Pope, executive editor, Courier Journal, Louisville (WHAS-AM-TV); E. W. “Ted” Scripps, editorial staff, San Francisco News (Scripps-Howard stations); Robert W. White, II, editor, El Paso Statesman, El Paso, Tex., and Mexico (Mo.) Ledger; Oscar Abel, South Dakota State College.

Elected honorary president was Dr. Alberto Gaizta Paz, La Prenta, Buenos Aires.

Named Fellows—the fraternity’s distinguished services award—were Walter R. Humphrey, past national president, editor of the Fort Worth Worth (Texas) Press; Paul Bellamy, Cleveland Plain-Dealer, and Harold Cross, legal counsel, American Society of Newspaper Editors.

The 1956 fraternity theme adopted was “A free press—A free world.”

The vote on the theme came after Joel L. Priest, executive vice president, Utah Professional Chapter, said the committee had anticipated some question from broadcast delegates. He pointed out that the word “press” is generic and connotes all media. He cited the First Amendment as proof of this.

Winner of the Wells Memorial Key, awarded to the individual who had contributed most to the fraternity during the preceding year, was Alvin E. Austin, head, Department of Journalism, U. of North Dakota, who retired as vice president in charge of undergraduate chapter affairs.

Radio Is On Upsurge, Broker Blackburn Declares

Radio “is on the upsurge,” judging by a study of business conditions and “an intimate knowl-

edge of the going prices of radio and tv facili-

ties in today’s market,” according to James W. Blackburn, partner in Blackburn-Hamilton Co., broadcast-newsbroker brokers. He spoke Tuesday at a Baltimore meeting of the Mary-

land-D. C. Radio & TV Broadcasters Assn.

Mr. Blackburn predicted that 1956 should be radio and television’s greatest year, with the volume of local and regional business more than offsetting any declines in network revenue.

“After a period of self-examination in which we took inventory of its assets, selling methods and programming were geared to current conditions. The medium has realized it must now depend upon close-in rather than far-flung coverage to be successful. It has realized that its economy is a strong selling point. As a result, the local and much of the regional advertising dollar being spent in the broadcast media is going to stay for the simple reason that it is the lowest cost-medium.

As to tv, Mr. Blackburn said national budgets continue to swell its revenues. “It’s not likely that this trend is going to change in the near future,” he said, but they have evidence that radio having found the level of its greatest production in programming for the local and regional advertiser, now is beginning to get back on the national advertiser’s list.”

Strouse Heads Md.-D.C. Group

BEN STROUSE, WWDC Washington, was elected president of Maryland-D. C. Radio Broadcasters Assn. at the fall meeting held Tuesday in Baltimore. Other officers elected were William Paulsgrove, WJEJ Har-

erston, vice president, and Robert Cochrane, WMAR-TV Baltimore, secretary-treasurer. Robert C. Embry, WITH Baltimore, becomes chairman of the legislative committee and Irv Lichtenstein, WWDC Washington, is public-

ity director.

Elected to the board were Morris Blum, WANN Annapolis; Joseph Brecher, WGAY Silver Spring; Shelton Earp, WMDB Baltimore; John Elmer, WBCM Baltimore; Michael Hurst, WDKY Cumberland; Carleton Smith, WRCAM-FM-TV Washington, and Charles Truitt, WBOC Salisbury.
TEX. ASSN. PLANS WINTER PROMOTION

Program was outlined last week during Texas Assn. of Broadcasters meeting in Dallas. Media men also endorse daylight saving time, hear seven suggestions for station-agency dealings, and discuss scarcity of top personnel.

A PLAN for the statewide promotion of radio audiences, with the goal of having all radio stations in the state participating, was presented Monday to Texas broadcasters attending the one-day meeting of the Texas Assn. of Broadcasters at the Baker Hotel in Dallas. Plan involves the use of newspaper space, outdoor posters, counter cards, direct mail stuffers and gummed labels as well as on-air promotion of the idea, "Listen While You Work, ... Drive, ... Read, ... Sew," etc.

The joint audience promotion plan, presented by Alex Keese, WFJA Dallas, and Bill Santing, manager of the Dallas office of McCann-Erickson, WFJA's agency, is an outgrowth of an audience promotion plan for the station only, which both station and agency soon realized depended on multiple impact for its effectiveness. They urged all radio stations in a community to get together in using newspaper space and billboards, the most costly media, while bumper strips, envelope stuffers and, of course, recorded jingles, could be utilized by stations individually, including their own call letters in the advertising.

Because TAB underwrote the cost of developing the campaign, the promotion material is available to TAB stations at unusually low prices—$6.50 for a 24 sheet three-color poster with the "Listen While You Drive" theme, 25 cents each for "Listen While You Work" counter cards, 10 cents each for "Listen While You Go—To Radio" bumper strips, a penny each for two-color statement stuffers, gummed back labels at 1½ cents each and $10.25 for the radio spot recordings.

Early Planning Suggested

Stations were urged to get their plans under way fast, as it takes three weeks for material to be delivered and TAB has set Jan. 1, 1956, as kick-off day for the statewide audience promotion drive.

Successful conclusion of a campaign to reduce insurance rates for broadcast towers launched by TAB more than a year ago was reported by Louis Cook, KNOW Austin, retiring TAB president, who chaired the day's meeting. Mr. Cook read a letter from the state insurance commission reporting that instead of the flat rate formerly prescribed by the state, insurance rates for radio and TV towers and other equipment are now left open for individual negotiation between each broadcaster and his insurance agent.

A heated discussion of whether or not Texas should have daylight saving time, and more specifically whether the state's broadcasters should launch a campaign to get enabling legislation through the next session of the state legislature in 1957, concluded with adoption by a ten-to-one vote of a motion endorsing daylight saving time and authorizing appointment of a committee to study ways and means of attacking the problem and enlisting aid from other interested organizations.

TAB members also were urged to screen all

You need only buy WFBG-TV to cover all of central and Western Pennsylvania. With maximum power of 316,000 watts, WFBG-TV blankets the rich, heavily-populated areas between Pittsburgh and Harrisburg. In addition to the 537,452 tv sets in its coverage area, you get a bonus of 131,556 television homes in Metropolitan Pittsburgh.*
WE HAVE THE AUDIENCE!

HERE'S WKBN-TV'S SHARE OF AUDIENCE!

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Station B is Youngstown. Stations C, D, E & F are Cleveland. Station F is Pittsburgh.

CLEVELAND OR PITTSBURGH STATIONS DO NOT COVER THE YOUNGSTOWN MARKET! WKBN-TV SHARES OF AUDIENCE FAR SURPASS LOCAL AND OUTSIDE OPPOSITION. WHAT'S MORE, CHANNEL 27 HAS THE 16 TOP RATED PROGRAMS* IN YOUNGSTOWN AND 366 OF 442 QUARTER HOUR FIRSTS.*


You Name the Day... TOWN SURPASS Station Sunday 6 Saturday 6

Tom O'Neill, president of General Teleradio and MBG, told the luncheon session that General Teleradio intends to follow the same general theory in syndicating films for television that Mutual has followed in providing radio programming for its affiliates—the theory that the goal is strong stations, not stations utterly dependent on the network for both programs and revenue. (See text, page 30.)

Seven suggestions for stations in their dealing with advertising agencies offered by Lawrence E. DuPont, director, radio-television, Tracy-Locke Co., Dallas were:
1. Consider carefully the rating of times you offer as makegoods. Make sure that the make-good times compare favorably with that originally purchased by the advertiser.
2. If you offer bargain rates, be honest about it. If you can't do that, at least be discrete.
3. Have your bookkeeper check your billing before it goes out to make sure that it's right.
4. Don't make your merchandising efforts ridiculous by aiming them at the wrong people.
5. Generally we are concerned primarily with cost-per-thousand and buy on that basis. Cost-per-thousand is tied up directly with the ratings of the various shows. Therefore, don't be disappointed if we cancel schedules when our adjaceny changes bring us next to programs with a low rating.
6. Take the trouble to notify a client that his occasion has changed.
7. If you belong to NARTB, abide by its code.

In a talk, "Working Together," stressing the advantages of cooperative effort by stations at the local, state and national level, John Meagher, NARTB vice president, reported that 10 years ago there were 13 state associations of broadcasters, five years ago there were 31 and today every state in the land except Delaware has its own state association, plus Puerto Rico and Hawaii.

Difficulty in finding good personnel—announcers, salesmen, copywriters, engineers, and particularly announcer-engineers—was the most eagerly discussed topic at an open forum for radio broadcasters, with President-elect Rich- man Lewin KXTR Luikin, as chairman. Possible solutions, such as offering scholarships, setting up a clearing house for the state, hiring young men right out of high school and sending them to technical schools to learn enough to get an engineer's license, were among the suggested solutions. There was general agreement, however, only that something has to be done to develop station personnel in place of the prevalent practice of robbing each other of good help.

Concurrently, a similar session for tev broad- casters was held, with Ralph Nimmerman, WFAA TV, as chairman. The discussion sessions concluded with one for daytime stations, Joe Leonard Jr., KGAF, as chairman.

Mr. Lewin was elected TAB president. Barney Ogle, KKVW, was elected vice president and Dave Morris, KNUZ Houston, was elected secretary-treasurer. New directors are: Albert Johnson, KENS San Antonio; M. E. Dumas, KTBS Tyler, and Joe Leonard Jr., KGAF Gainesville. Continuing as directors are Bob Bradberry, KPHK Lamesa and Jack Hawkins, KIQN Pecos. Past-President Cook becomes an ex-officio board member.

TIMEBUYING ILLS DISCUSSION FOR RATES

Tv consultant Nelson recommends methods representa- tives should follow in making radio and tv easier to buy in speaking for agencies. Repre- sentative Young points out the salesman's responsibilities to the agency and criticizes habits of some timebuyers.

Much can be done by the station and its rep- resentative to make radio and tv easier to buy, Linnea Nelson, television consultant, Kudner Agency, New York, asserted last week.

Miss Nelson and Adam Young, president of Adam J. Young Jr. Inc. and Adam Young Tele- vision Corp., station representatives, discussed problems in agency timebuyer-station repre- sentative relationships at a Radio & Television Executives Society timebuying and selling seminar in New York last Tuesday.

Specifically, Miss Nelson called for wider accep- tance among station representatives of standard contract forms; less legal-type paper work ("let's cut out the unessentials"); more care in the submission of station data, including the need for increased business flow and that often, the representative must not only sell the idea of buying time to the agency but also sell the station on the idea of clearing the time for the sale.

In outlining what he called "points of fric- tion" between buyer and seller, Mr. Young re- viewed the need for the buyer, who at times doesn't know all the factors," to try to find out more information, the need for increased business flow and that often, the representative must not only sell the idea of buying time to the agency but also sell the station on the idea of clearing the time for the sale.

Agency buyers on campaigns prior to actual buying ("don't contact other people in the agency"), and need for awareness that buyers do not have full control ("because the money being spent belongs to the client and not the agency.)."

Young pointed out that it is the sales- man's responsibility to get "the right material to the right people" within the agency, not only to the timebuyer but also to the people who play a part in the decision.

Buyers, he said, must be aware that the "cli- mate, buying habits and the stations themselves change, particularly in radio." For example, he said, high-powered stations are not the only outlets which should be considered in timebuy- ing campaigns. Mr. Young said there also are increasing problems of time clearance on sta- tions because of increased business flow and that often, the representative must not only sell the idea of buying time to the agency but also sell the station on the idea of clearing the time for the sale.

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You Might Win 3 Wimbledon Titles*

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>6 a.m.</th>
<th>12 noon</th>
<th>6 p.m. midnight</th>
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</thead>
<tbody>
<tr>
<td>WKZO</td>
<td>41%</td>
<td>37%</td>
<td>35%</td>
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<tr>
<td>B</td>
<td>18</td>
<td>17</td>
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</tr>
<tr>
<td>OTHERS</td>
<td>14</td>
<td>18</td>
<td>24</td>
</tr>
</tbody>
</table>

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

You need WKZO radio to "net" big results in Kalamazoo-Battle Creek and greater Western Michigan.

If you want to star in Western Michigan, use the 5000-watt voice of WKZO—CBS radio for Kalamazoo-Battle Creek and greater Western Michigan.

Pulse figures, left, tell the story. WKZO is the big favorite 18 hours a day—actually gets more than TWICE AS MANY LISTENERS as the next station 75% of the time!

Your Avery-Knodel man has all the impressive facts.

The Felzer Stations
WKZO-TV — GRAND RAPIDS
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS
KOLN-TV — LINCOLN, NEBRASKA
Associated with WMBD RADIO — PEORIA, ILLINOIS

WKZO
CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan
Avery-Knodel, Inc. Exclusive National Representatives

* In 1920, Suzanne Lenglen of France won the Wimbledon Women's Singles and shared the title in the Women's Doubles and Mixed Doubles.
time, even when availabilities on a station other than the one considered are recognized to be better in a given market. Emphasizing that it is the function of the representative to make a "proper presentation of what he has to sell" rather than just act as a clearing agent for availabilities, Mr. Young said it was discouraging to the salesman when the buyer will not see him, particularly if he is new to the job. Mr. Young also said it would be helpful to the salesman if he can be told why or when a buyer will be unobtainable, particularly at the time the representative has been asked to go through much trouble to seek out data on stations the buyer had wanted quickly.

RTNDA STRESSES POWER OF NEWS

'Great audience-getter and builds character for station,' says WOW's Frank Fogarty at annual convention of Radio-TV News Directors Assn. in Denver. Other panelists agree.

"NEWS is a great audience-getter and builds character for the station; so management should budget for it accordingly." So spoke Frank Fogarty, manager of station WOW and WOW-TV Omaha, to the annual convention of the Radio-TV News Directors Association Thursday at Denver. Fogarty's views were generally endorsed by Hugh Terry, general manager of KLZ and KLZ-TV, Denver, who appeared on the same panel during the radio workshop, presided over by Harold Baker, news director of WSM Nashville, Tenn., and also a vice president of RTNDA.

Fogarty said a good news operation builds a reputation that makes the listener feel confident he'll never miss anything if he's tuned in. He spoke out in favor of an adequate, operating news department as against the so-called "rip and read" system of stations that have no news department.

Mr. Terry concurred by saying "we can't have amateurs messing up the news." He said his station tries to pay as much as it can to get the best people, adding that news personnel must have ethics and responsibility to do an honest and professional job. Terry stressed that news directors must remember that their department is a part of the overall station operation and must try to stay within their budgets. But he added that management owes full support to the news department in helping it to do the best possible job. Terry said management must not have a policy of telling the news department that it "must run" or "must kill" any items, a point endorsed also by Mr. Fogarty. Terry also said that if a station runs editorials, they should be the opinion of the management or licensee, not the opinion of any individual, and he stressed that editorials must be set apart from regular news reporting.

In concluding, Fogarty and Terry both said their stations were lowering money on their news operations, but Fogarty noted: "We have no regrets. News brings audience and prestige." To which Terry added: "If we expect to stay in tv, then we need to have news.

In another panel on "News as a Selling Vehicle," the speakers were Charles Harding, of the Buchanan-Thomas Advertising Co., in Omaha, C. J. Potts, Calkins and Holden, Inc., and Dean Dennis, of Kansas City. Harding said pure economics would indicate that saturation spots would be the best buy in radio, but he said his agency still prefers news for many accounts because news well done creates "believability" which can benefit the commercial.

Mr. Terry said that stations and news personnel should regard newscasts as a prime medium for selling products instead of something for selling time on the station, as is often the case.

At a later session of the convention, Jack Shelly, of Des Moines, a past president of RTNDA, delivered a talk in which he urged association members to "zealously guard professional competence and integrity in the radio-tv news field."

The opening session of the convention voted unanimously to establish the Paul White Memorial Award, to be given annually to the individual who makes an outstanding contribution to radio and tv news. Mr. White, a pioneer in the field of radio news coverage while director of news for CBS, died early this year.

Indiana Assn. Mulls Sports Controversy

SPORTS coverage was the subject of a controversy discussed by panelists taking part in the fall meeting of Indiana Broadcasters Assn. Inc. at Indianapolis Nov. 14. Eighty-five broadcasters registered at the Indianapolis Athletic Club for the one-day session under Edward G. Thomas, WKJG Fort Wayne, IBA president.

Various area groups within IBA have agreed they will not carry athletic events (football and basketball) of Indiana high schools where fees are demanded for rights. Panels on basketball, baseball and football canvassed the sports rights controversy. A committee was set up to nominate new officers at IBA's March meeting. Members include Daniel C. Park, WIRE Indianapolis; William Fowler, WBAT Marion, and Lester Spencer, WKBV Richmond.

RETMA Out to Broaden Scope of Radio-Tv Week

POSSIBILITY of additional sponsors for National Radio & Television Week in 1956 was discussed during a series of meetings of the Radio-Electronics-Television Mfrs. Assn. in Chicago last week.

Plans for broadening the scope of the industry activity, in view of acclaimed success this year at down to the grass roots level, were explored at a meeting of RETMA's public relations and advertising committee Thursday at the Palmer House. The national event probably will be held next September, with enlarged participation beyond the appliance-tv dealers and set manufacturing groups.

At the same time it was reported that Julius Haber, RCA, has been named to replace Ellis Redden, Magnavox Co., as chairman of the committee under RETMA's set division.

The set division committee has pledged itself to renew efforts, before the 1956 congress, for reduction of excise taxes on receivers and all other electronic products, including color sets, across the board, from 10 to 5% and to remove the 10% tax on color receivers.

Score of section and committee meetings were held Wednesday and Thursday, with RETMA's board of directors meeting Friday on the uhf-vhf frequency study, plans to argue the Federal Trade Commission's trade practice rules for the set industry, and the excise tax situation. H. Leslie Hoffman, RETMA's president, presided at the luncheon Friday.
Once upon a time almost every living room had a radio. And almost every night the family gathered 'round to listen. Today, almost every living room has a TV set. Radio has moved to other quarters. The kitchen, bedroom, den, workshop, car. Even an occasional bathroom. Who listens? The family does. Not as a group, but individually. Not indiscriminately, but selectively. NEW SOUNDS FOR YOU — ABC Radio's new concept of nighttime programing — was built for this new kind of listening. It's personal. It's bite-size. Regularly scheduled 5- and 10-minute segments. Each attracts its regular listeners. Each can be sponsored night-to-night or as a "strip." Only $800 buys a 5-minute segment full network. Your ABC salesman will be tickled to tell the full story.

LISTEN ... the new sound of ABC Radio
PR MEETING ASSAILS RADIO-TV PRACTICES

Public Relations Society of America hears lawyer, railroader, doctor and educator say that media are creating false impressions.

RADIO AND TELEVISION, accustomed to helping solve public relations problems, found themselves the subject of public relations problems last week in talks given before the eighth national conference of the Public Relations Society of America in Los Angeles.

E. Smythe Gambrell, president of the American Bar Assn., recounting the public relations pitfalls of the legal profession, said that "dramatizations on television and in the movies in which more often than not the lawyer is depicted in a villain's role, has made even more difficult the earnest efforts of the bar associations to demonstrate that self-discipline within the legal profession is a serious matter indeed." He said ABA is trying to "point out to leaders of the entertainment industry that these all too frequent portrayals, particularly of judges as unconscionable crooks and schemers not only constitute a serious libel upon an honorable group of men and women, but that over a period of time can undermine respect for law and authority, and in fact may already have done so."

"A strong case can be made, I think, for the contention that much of the violent juvenile crime we are experiencing these days—and the evidences of widespread defiance of police and judicial authority—may be traceable to this type of entertainment fare.

"I am not saying there is anything malicious or deliberate in these portrayals, but I do believe they reflect a dangerously careless disregard of the consequences. In our efforts to cope with this problem we have no thought of censorship; we believe in true freedom of the press and other media of information and entertainment. Rather, we are offering to cooperate with the media, by providing accurate information about the legal profession and the courts, and by offering consultative guidance to writers and producers, in the hope of eliminating inaccuracies and needless misrepresentation."

Mr. Gambrell reminded the group that on its own initiative, ABA has created "a national bar-media conference committee to establish a closer liaison between the bench and bar and the media, an agency through which mutual problems in such fields as fair trial and free press may be discussed frankly and unemotionally."

Thomas J. Deegan Jr., vice president-staff, New York Central Railroad, reviewing the public relations battle when Robert R. Young and Allen P. Kirby took on the "old" management in a proxy fight, included radio and tv in citing instances of "incoherent pressures" in various mass communication media. He recalled "the telephone call to the control room of an important tv production carried on a network which at the moment had the camera and sound track on Robert Young. The call was from one of the directors of the network, who said to the producer over the phone within my personal earshot, 'get the camera off Young this instant.' Mr. Deegan also listed "the abuse of television and radio news broadcasting by their sponsors who were adverse to our side, by summarizing the news regarding the proxy contest in a way which flattered the party line of the old management. Incidentally, we challenged all of these on the record, but never were given an opportunity for equal time." He did not make specific identification.

Dr. E. Vincent Ashley, speaker of the House of Delegates, American Medical Assn., Los Angeles, told PRSA that television and radio programs, along with magazine articles, have over "romantcized" the miracles of medicine. He said a public relations problem has occurred since the public now "believes implicitly that medicine is an exact science and that if only a doctor takes an interest in a case and does what is right that inevitably a cure can be assured." He said the many variables in human reaction, plus other changing factors, also must be acknowledged.

S. I. Hayakawa, semanticist, San Francisco State College, said writers, program directors, advertising men, and public relations men today "must think of the people to whom we communicate our ideas as being at least as intelligent as we are." He said the general public may have smaller vocabularies but are better informed on certain subjects. "But basically their evaluations are little different from yours or mine."

At the low extreme of the writer scale, Mr. Hayakawa listed "the fellow who is responsible for the semantic atrocities in behalf of soap, cigarettes, used car lots and finance companies, such as all US hundreds of times a day over radio and television."


New TV Film Industry Group Formed at New York Meeting

THE FORMATION of a new tv film industry group was announced Tuesday after more than 60 executives representing a major group of tv film distributors met in New York's Roosevelt Hotel.

The new organization tentatively will be known as the Assn. of Television Film Distributors (ATFD) with membership open to any firm engaged in the business of tv film distribution. A deadline of Dec. 31 for membership applications and fees was set to permit a year-end meeting for the election of permanent officers and the blueprinting of future action. ATFD plans an operating budget of more than $100,000 to carry out its announced purpose "to resolve the mutual problems confronting all tv film distributors."

Organization proposals submitted by the steering committee, were approved unanimously. The committee, under the chairmanship of Dwight Martin, General Teleradio, includes Herman Rush, Official Films; Dave Savage, Guild Films; Frank Reels, Ziff Television Programs Inc.; Saul Kunkis, Studio Films, and Ralph Cohn, Screen Gems.

Discussed also was the appointment of a board of directors, a permanent managing director and additional key personnel.

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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.

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Offices and correspondents in thirty other principal cities in the United States

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TRADE ASSNS.

BROADCASTING • TELECASTING
There's a BIG DIFFERENCE

between

NEWSCASTING

and

NEWS COVERAGE

You can hear newscasts on any radio station.
A newscast can be any announcer's voice reading the latest summary torn from a news machine.

It's news coverage which distinguishes a superior radio station from just another station!

At WSYR a staff of five newsmen produces a complete, distinctive news service. They gather and write the home town and area news. They edit the reports of the national news wires with an experienced eye for news that's important to the 1.5 million population of WSYR's service area. The result: complete news digests, reported ten times daily by men who know news.

Central New Yorkers have come to rely on WSYR for all the news, all the time. This kind of news coverage — like WSYR's distinctly superior geographical coverage — is one of the important reasons for WSYR's head-and-shoulders leadership in the $2 billion Central New York market.

WSYR

5 KW • SYRACUSE • 570 KC
NINE TV FILM PROPERTIES ACQUIRED
BY ABC-TV FOR ITS 1956-57 SEASON

Network apparently will rely even more on celluloid programs in future. Series shows of various lengths to be filmed both in Hollywood and in different foreign countries.

ABC-TV, already closely associated with Hollywood's film colony, apparently will rely even more on celluloid programs in the future. In an early dip into next year's network TV competitive swim, ABC President Robert E. Kintner announced Friday the acquisition of nine TV film properties to be utilized in the 1956-57 season.

The properties will be produced in Hollywood and abroad. The series will be of varying lengths, and the programs which comprise them will range from half-hour to 90-minute shows. Although costs were not disclosed, it was understood that if all the series run for their full scheduled terms and are sponsored throughout, ABC-TV's income from them could exceed the network's total gross billings for 1954. ABC-TV's 1954 total gross was approximately $34.5 million. The 90-minute filmed series will be a drama-anthology entitled Command Performance. To be produced by Meridian Productions Inc., the series will draw from the best of motion pictures, Broadway and literature for its story material.

Three half-hour film series will be produced by Louis F. Edelman, producer of two ABC-TV programs: Life & Legend of Wyatt Earp and the Danny Thomas Show. Two of the Edelman series are tentatively titled Jim Bowie and Semi Houston, and the third is titled It's a Great Country. The Bowie series will be based on the life and adventures of the Kentucky frontiersman of the early 1800's, and the Houston episodes will deal with the historic figure who figured in the establishment of the Lone Star Republic of Texas. Great Country also is an anthology dramatizing true to life stories of the U.S.

Another half-hour melodrama series, Fast Freight, will be produced for ABC-TV by Desilu Productions Inc. This series will base its material on the adventures of a trailer truck's co-owners.

A semi-documentary half-hour series, RED, USA, will be produced by Jerry Devine, an independent producer whose radio shows included FBI in Peace and War. These films will depict the life and customs in little-known communities in the U.S.

Another half-hour series, a western that is as yet untitled, will be produced by Jack Chertok, one of the producers of Cavalcade of America and producer of The Lone Ranger. The new Chertok films will deal with the adventures of an itinerant judge from the East who is charged with upholding order in the lawless West.

An hour-long anthology based on dramatic stories centering in Paris, Rome, London and other foreign cities will be produced abroad for ABC-TV by Sheldon Reynolds, producer of Foreign Intrigue. Mr. Reynolds will act as master of ceremonies of the series.

The ninth series, Wire Service, will be produced by Four-Star Productions, producers of Four Star Playhouse and Cavalcade of America. The series, first announced nearly a month ago [B+W, Oct. 31], will be filmed at RKO-Pathe, Culver City, Calif., as well as in Paris and London.

Mr. Kintner said that Robert M. Welsman, ABC-TV's vice president in charge of programming and talent, and Robert F. Lewine, the network's director of programming, will serve as liaison with the producers.

Mr. Kintner and John Gibbs of Meridian negotiated details for Command Performance, the contract of which calls for the production of 26 to 22 programs, each 90-minute dramas, and for a "continuing producing relationship projected over a long-term period."

Meridian, producer of The Schilts Playhouse of Stars, will start production of the first film in the series on the Goldwyn lot sometime next month. Delivery of the initial episode is expected at the end of February.

ABC-TV said it expects to sell Command Performance to three or four advertisers who will be guaranteed a minimum of 26 to 29 shows, with 13 or more available for summer repeats. The network said it plans to schedule this drama series on a 52-week basis.

ABC-TV hinted that Meridian may film a series of two-hour dramas but noted that the two-hour productions would not be scheduled until the initial 90-minute film has been seen by network and Meridian executives.

The network said that Meridian was selected to produce the series after ABC executives explored the gamut of live and filmed anthology series for TV. What worked in Meridian's favor, according to ABC, was the fact that Meridian has produced more than 200 stories of the anthology type on film with the use of top stars. John Gibbs Agency controls the list of authors from which the adaptations and originals for the series will be drawn. Gibbs' writers, operating on special assignment, are already preparing scripts. Directors will be drawn from Meridian's TV directors, who have included Robert Stevenson, Robert Florey and Roy Kelline.

In his talk to the Assn. of National Advertisers convention a few weeks ago, Mr. Kintner predicted that ABC might schedule the regular dramatic spectacular on a weekly basis.

Associated Artists Sales Up,
More Dept. Personnel Planned

CLOSE behind an announcement that the third-quarter business of Associated Artists Productions Inc., New York, exceeded that of the previous quarter by more than 300%, Elliot Hyman, president, disclosed plans for expansion.

Mr. Hyman said the company plans to hire additional sales personnel for the New York home office as well as regional branches in Los Angeles, Dallas, Atlanta and Chicago. He observed that this step "sets us at rest rumors that the distribution side of AAP was for sale."

In addition, Mr. Hyman said, AAP has plans for the production of films for both television and theatrical exhibition. He added that he will announce details of these plans before the end of the year.

Bardahl Buys 'File' in 30

BARDHAL Mfg. Corp. (auto lubricants and oil additive), Seattle, has purchased Guild Films' Confidential File for TV showing in 30 major markets on an alternate week sponsorship basis. The firm also will use a spot schedule in secondary markets. Time and program costs for the campaign will total $500,000. Agency is Miller, Mackay, Hoeck & Hartung, Seattle.
Follow-Through Service Announced by Bonded Tv

THREE MONTHS research has culminated in a new after-production film service for agencies and producers being offered by Bonded Tv Film Service, New York. Under the plan, the agency receives a one-price, single-packaged source for handling of all after-production details involving filmed commercials with the producer still maintaining complete control of the quality.

"With thousands of spots being produced annually and going out to hundreds of tv stations daily, this chore has developed into an important aspect of agency operations," the company stated. Don McClure, Bonded general sales manager, and Chester Ross, president, conducted the preliminary study behind the plan.

Response to the new service has been overwhelmingly favorable, Mr. McClure stated. One definite agency commitment is expected shortly and at least five others have expressed willingness. Also, 18 producers are participants.

Complete services which the plan will cover include follow-through of lab order, quality check of release prints, separation and mounting, packing, labeling, shipping, necessary materials and print record control. The plan will be coordinated so that agencies and producers will be able to get a full report on the status of an order at any time.

Telefilm Library Formed By Barry & Enright, Kapit

FORMATION of International Telefilm Library, New York, as a stock film library service was announced last week by Barry & Enright Productions, New York. The new company is a combination of N&E and Elbert S. Kapit, who has been in the stock film field for many years.

Mr. Kapit's library is said to consist of five million feet of film dating back to about 1900 with an index file of 500,000 references. A three-fold program is planned for the new company: Sale of stock shots to existing shows; suggestion of features, utilizing film in the library, to current tv programs, and creation of shows that would utilize the library's stock footage.

Pheelan Adds New Service For Independent Producers

RAYMOND A. PHEELAN, managing director of Pheelan Productions, tv feature and commercial film subcontractor, has launched a third co-production service for independent producers in New York.

The Pheelan system, which allows tv and film producers to utilize the company's equipment while contributing their talent, already operates two subsidiaries: Screen Tests to Order and Stock Shots to Order. The third service will provide independent producers with "one of the few" CinemaScope cameras and equipment on the east coast, Mr. Pheelan announced.

Lewis & Martin Films Inc. Reports 60% Sales Increase

LEWIS & MARTIN Films Inc., Chicago, has reported a 60% increase in dollar volume from production of tv films the past 12 months and an upswing in the use by advertisers of animation for commercials.

A report on the company's financial status was given to shareholders at a meeting the past fortnight, according to Herachell Lewis, gen-
Screen Gems Hires Five Men As Associates to Producers

UNDER a new personnel policy designed to develop producers and other key executives for its rapidly expanding production program, Screen Gems has engaged five men to serve as associates to present producers.


TCF Tv to Erect Sound Stage

AS PART of its continuing expansion program, TCF Television Productions will erect a new scoring and re-recording stage in Hollywood to cost approximately $757,000, it was announced by Irving Asher, general manager of 20th Century-Fox television activities. The two-story 60-by-130-foot stage will be erected at the corner of North St. Andrews Pl. and De Longpre Ave. Construction will start before Dec. 1.

FILM PEOPLE

Kaloza Worthy, head of accounting, Sterling Television Co., N. Y., appointed comptroller.

Tom Rook, creative director on production staff of Filmmack Studio Chicago, appointed tv sales representative of firm.

Charles D. McNamara, former account executive with studio films, has been appointed southern sales representative for National Telefilm Assoc. serving Alabama, Florida, Georgia, Louisiana, South Carolina, Tennessee, Arkansas, Mississippi and North Carolina from Memphis headquarters.


George Lynn, N. Y. Port Authority promotion department, to account executive with Collo- matic Corp., developer of live animation technique for tv and sales presentations.

William Burnham, sales vice president, Transfilm Inc., N. Y. production firm, elected secretary in Westton, Conn. Mr. Burnham and two other selectmen discharge duties ordinarily carried out by a mayor.

Bruce J. Thomas, WHIO-TV Dayton, Ohio, to Walter Harrison Smith Productions, N. Y., as associate producer.

JANSKY & BAILEY, General Communication Trade Stock

AFFILIATION of Jansky & Bailey Inc. with General Communication Co., Boston, through a tax-free interchange of stock of the two corporate entities, was announced last Thursday.

In a letter to broadcast and television clients, C. M. Jansky Jr., chairman of the board, and Stuart L. Bailey, president, said the arrangement involves no change in the corporate structure of Jansky & Bailey Inc. and no change in the management of the company or the professional policies it has established during the past quarter century. Each company thus will maintain its independent status, with no interchange in personnel, since the operations complement each other.

General Communication Co. manufactures and sells electronic equipment, including electromagnetic switches, coaxial switches, electronic test units, pulse modulators, power supplies, signal generators and related products. A substantial percentage of its products, Messrs. Jansky and Bailey advised their clients, are sold to the government and the balance to industrial organizations.

J&B, the letter pointed out, has rendered to clients service in three general categories: (1) radio consulting services to television and radio broadcast stations, (2) systems engineering, operations research and rate allocation engineering for a wide variety of nonbroadcast clients, and (3) applied research and development work on electronic and radio devices and systems. The affiliation with GCC, they said, will serve to increase the ability of both organizations to function in their respective fields.

Telecommunications Division Added by Gruen & Associates

ADDITION of a telecommunications division to its existing services as planners, architects and engineers has been announced by Victor Gruen & Associates.

The new division will be under the direction of Dr. Walter J. Duschinsky, who planned and designed the basic communications concepts of the United Nations headquarters building in New York and several tv stations throughout the nation. Assistance will be offered in creating new television and radio stations as well as in setting up telecommunications aspects of such projects as shopping centers and department stores.

The Gruen firm has headquarters in Los Angeles and offices in San Francisco, Detroit, Minneapolis, and New York.

Morgan Joins Gelb

GENE MORGAN, formerly with KGIL San Fernando, Calif., has joined the Walter Gelb advertising and public relations firm as a partner, and the name of the organization has been changed to Gelb & Morgan, Advertising and Public Relations. The firm is located at 5902 Van Nuys Blvd., Van Nuys, Calif.

Mr. Morgan, in radio and television work 10 years, headed the sales department at KGIL for the past three years.

PROFESSIONAL SERVICE PEOPLE

Dana Kavanaugh Bailey, National Bureau of Standards, to Page Communications Engineers Inc., Washington, D. C., as scientific director.

Page 62 • November 21, 1955
Cities Service researchers enter the minute world of the molecule and come out with new and better products . . . for example, 5-D Premium gasolene and 5-D Koolmotor oil. The superior performance of these new products has boosted sales of Cities Service gasolenes at double the rate of industry demand.
GOVERNMENT

FCC, NETWORKS DISCUSS PROBE PLANS

Four-man Commission commit-
tee and investigation staff
chief Barrow conferred with
representatives of four net-
works last Monday.

THE SCOPE, depth and tenor of the FCC's
inquiry into network-affiliate relations will be
determined shortly by its Network Investigating
Committee following informal discussions with
top echelon network representatives last week.

While no formal expressions were made fol-
lowing the meetings, it is understood that the
four-man FCC committee will give to its special
staff, headed by Dean Roscoe L. Barrow, a
directive to cover the scope of the inquiry, author-
ized by Congress at the last session through a
special $89,000 appropriation. The FCC's
study, designed to update the 1941 monopoly
regulations which applied only to radio, con-
stitutes one facet of the whole subject of
communications regulation.

At the three-hour Monday afternoon session,
presided over by Chairman George C. McCon-
noughy, were fellow commissioners Rosel H.
Hyde, Robert T. Bartley and John C. Doerfer,
and Dean Barrow. Brig. Gen. David Sarnoff,
RCA-NBC chairman, and Sylvester and
Hyde, Robert T. Bartley and
naughey, were fellow commissioners Rosel H.

of the

THE

FCC,

At the

representatives of

Chief Barrow conferred

Chairman George

McCon

and

Barrow.

Barrow,

ited by

Mr.

Kintner previously had been advised that only
one executive from each network could attend.

The precise focus and direction of the inquiry
were not determined at the virtually unprece-
dented meeting, so far as could be ascertained.
Chairman McConnoughy indicated that there
was no intention of disrupting normal network
operations in the quest for data. But network
representatives asserted that network profits,
compensation to affiliates, talent and other con-
tracts would enter into areas involving disclo-
sure of confidential information and likewise
would place a burden upon their staffs.

There was a disposition to question the need
for much of the material requested and the point
was repeatedly raised as to what such data would prove.

While the inquiry is designated to cover net-
work operations in both radio and tv emphasis
was placed upon the visual medium. One repre-
sentative questioned the presence of Mutual at
the conference, notably since it is not in the
television network field but is identified with
tv syndication and does have tv stations affili-
ated with other networks.

Midland Asks FCC Approval
To $700,000 KFEQ-AM-TV Buy

APPLICATION for FCC approval of the more
than $700,000 purchase of KFEQ-AM-TV St.
Joseph, Mo. (BT, Aug. 15), was filed last week.
Price was $550,000 plus assumption of over
$150,000 in liabilities.

Asking for the assignment of license from
Barton Pitts to Midland Broadcasting Co., were
Midland principals Kenyon Brown, broadcaster,

Buttered Side

THE distorted picture of newspaper
profits which occurs when income from
radio-tv stations under common owner-
ship are lumped in financial reports with
newspaper earnings has moved at least
one publisher-station owner to take cor-
rective action.

Here's one of the reasons given by the
Register & Tribune Co. (Cowles inter-
est), Des Moines, in an application to
the FCC requesting authorization to dis-
tribute all capital stock among share-
holders in the publishing firm:

"To improve employee-customer rela-
tions by removing the apparent over-
statement of newspaper profits hereto-
fore encountered by the inclusion of div-
idends from radio and television opera-
tions."

The Register & Tribune Co. publishes the
Des Moines Register and Tribune, Minneapolis
Star and Tribune and Look magazine. Cowles includes among its
interests KNRT-AM-FM-TV Des Moines; WCCO-AM-TV Minneapolis; KTVH
(TV) Hutchinson, Kan.; KVTN (TV) Sioux City, Iowa, and WNAX Yankton,
S.D.

Harry Lillis (Bing) Crosby, entertainer, and
George L. Coleman, automobile dealer. Messrs.
Kenyon, Crosby and Coleman, equal partners
in the applicant, also are associated in owner-
ship of KGLC Miami, Okla.

KFEQ, founded in 1923, operates on 680

1st Station
in Saginaw!

...and the 1st in RATINGS as well!

SAVE up to 15%
By buying any 2 or more of
these powerful stations.

<table>
<thead>
<tr>
<th>Station</th>
<th>Coverage Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSAH</td>
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</tr>
<tr>
<td>WMAF</td>
<td>Flint, Michigan</td>
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<tr>
<td>WKMH</td>
<td>Jackson, Michigan</td>
</tr>
<tr>
<td>WSAM</td>
<td>Saginaw, Michigan</td>
</tr>
</tbody>
</table>

That's Why Everyone Tunes To

WSAM

SAGINAW, MICH.

Fred A. Knorr, Pres.
Vincent Picard, Sales Manager

KNORR Broadcasting Corporation

Page 64 • November 21, 1955

Broadcasting • Telecasting
Officers of Midland are Mr. Brown, president; Mr. Crosby, vice president; Mr. Coleman, vice president, and Paul A. O’Bryan, secretary-treasurer. Mr. O’Bryan is senior partner in Dow, Lohines & Albertson, Washington law firm.

Mr. Brown is 33 1/3% stockholder of KWFT-AM-TV Wichita Falls, Tex., and 49% stockholder of KBYE Oklahoma City. He also is president of Vitapix Corp.

Negotiations are in progress for the sale of ch. 6 KWFT-TV to Syd Grayson, Nat Levine (KSYD Wichita Falls) and associates for $825,000 [CLOSED CIRCUIT, Nov. 7]. The KFEQ sale was negotiated through Kidder-Peabody & Co., station brokers.

FCC MAY END RULE ON ‘RECORDED’ TAG

Commission calls for rule-making on NARTB, ABC recommendations that programs need not be identified as recorded under certain conditions.

THE FCC has opened the way for a drastic revision of its regulation requiring that recorded programs be announced as such. It asked for comments by Dec. 15 on two proposals pending before it to change the rules to relax the mechanical recording announcement rule.

An NARTB rule-making petition, filed last January, recommended that announcements identifying a program as recorded be limited to those programs where the element of time is significant.

ABC requested last June that the provisions permitting the waiver of such announcements for delayed broadcasting during daylight saving time be extended where delayed broadcasts are used because of time differentials.

The NARTB proposal called attention to the strides made in recording fidelity and to the "more sophisticated" audiences today. It said that no deception would be practiced on the public by the omission of the present requirements, and that "rule-of-reason" be applied.

The public is more concerned with quality and content than with the method by which the programs reach it, NARTB said.

ABC called attention to the fact that the present waiver of the recorded announcement provision for daylight saving months has been in existence eight years. The public has benefited from the elimination of needless repetition of the announcements that a particular program is transcribed and presented one hour later, ABC said.

The present regulation requires that radio stations announce that a program is transcribed at the beginning, at each 30-minute interval and at the conclusion of a program. Where a program is less than 30 minutes, but longer than five minutes, the "this has been a recorded announcement" identification must be broadcast at the beginning and end of the program. Where the program is five minutes or less, the recorded announcement must be given at the beginning. Programs of one minute or less are exempt from this requirement.

Also exempted are mechanically recorded

(Government continues on page 83)
WE KNOW IT AS ASBESTOS, the naturally fibrous mineral which has the appearance of silk and cotton, yet will not burn.

One of the earliest references to asbestos was in the description of the golden lamp by the Greek sculptor Callimachus which burned before the statue of Minerva in Athens. The lamp, made about 430 B.C., had a wick “of Carpasian flax, which alone of all other things is inconsummable by fire.”

Research indicates that “Carpasian flax” was asbestos fibre. Asbestos, in those ancient days, was very rare and the Roman historian, Pliny, refers to it as “equal in value to the finest pearls.”

Today asbestos, while no longer so rare, has become one of man’s most useful minerals, serving him a thousand different ways.

In the past 100 years a vast industry has grown up in the mining of asbestos fibre and its fabrication into an enormous variety of essential products. These include industrial insulations; brake linings and friction materials; roofing materials, floor tile and other building materials; textiles; packings and gaskets; water and sewer pipe and electrical conduit... to name some major uses.

Johns-Manville, with nearly a century of experience in the manufacture of asbestos products, is also the world’s largest producer of asbestos fibre. Our mines in Canada serve manufacturers in the United States and the world over.

If you would like information, pictures, or research aid on asbestos, or any phase of asbestos exploration, mining or manufacturing, phone Johns-Manville’s Public Relations Department, at LExington 2-7600.

Johns-Manville, 22 East 40th Street, New York City
# THE 10 TOP FILMS IN 10 MAJOR MARKETS

## AS RATED BY ARB IN OCTOBER

### NEW YORK
**SEVEN-STATION MARKET**
- 1. Guy Lombardo (MCA-TV) Thurs. 7:00 WRCA-TV 12.3
- 2. Science Fiction Theatre (Ziv) Fri. 7:00 WRCA-TV 11.6
- 3. Sherlock Holmes (UM & M) Mon. 7:00 WRCA-TV 10.9
- 4. Superman (Flamingo) Mon. 6:00 WCBS-TV 10.1
- 5. Gene Autry (CBS Film) Sat. 7:00 WCBS-TV 10.1
- 6. D. Fairbanks Presents (ABC Film) Wed. 10:30 WNBC-TV 9.1
- 7. Texas Rangers (Screen Gems) Sat. 11:30 WNBC-TV 8.6
- 8. City Detective (MCA-TV) Sun. 9:30 WPIX 8.3
- 9. Looney Tunes (Guild) M.-F. 6:30 WABD 7.7
- 10. Dangerous Assignment (NBC Film) Fri. 10:30 WABC-TV 7.4

### LOS ANGELES
**SEVEN-STATION MARKET**
- 1. Badge 714 (NBC Film) Sat. 7:30 KTTV 21.2
- 2. Amos 'n Andy (CBS Film) Sun. 5:30 KNXT 17.9
- 3. Confidential File (Guild) Sun. 9:30 KTTV 17.6
- 4. Waterfront (MCA-TV) Tues. 7:30 KTTV 17.5
- 5. Life with Father (Guild) Fri. 7:00 KNXT 16.4
- 6. Superman (Flamingo) Sat. 7:00 KTTV 16.4
- 7. My Little Margie (Official) Mon. 7:30 KTTV 16.3
- 8. Annie Oakley (CBS Film) Thurs. 7:00 KTTV 15.9
- 9. Amos 'n Andy (CBS Film) Tues. 7:00 KNXT 14.3
- 10. Science Fiction Theatre (Ziv) Thurs. 8:00 KTTV 13.7

### MINNEAPOLIS-ST. PAUL
**FOUR-STATION MARKET**
- 1. Mr. District Attorney (Ziv) Thurs. 9:30 KSTP-TV 29.7
- 2. I Led Three Lives (Ziv) Tues. 8:30 KSTP-TV 25.1
- 3. Badge 714 (NBC Film) Mon. 9:30 KSTP-TV 21.2
- 4. Bandstand Review (Paramount) Sat. 9:00 KSTP-TV 21.0
- 5. Life of Riley (NBC Film) Sun. 9:00 KSTP-TV 19.1
- 6. Lone Wolf (MCA) Wed. 8:30 WCCO-TV 18.4
- 7. Science Fiction Theatre (Ziv) Fri. 9:00 WCCO-TV 18.2
- 8. City Detective (MCA-TV) Wed. 8:30 KSTP-TV 17.1
- 9. Studio 57 (MCA-TV) Wed. 9:30 WCCO-TV 16.8
- 10. Follow That Man (MCA-TV) Fri. 9:30 KSTP-TV 16.8

### SEATTLE-TACOMA
**FOUR-STATION MARKET**
- 1. Life of Riley (NBC Film) Thurs. 7:30 KING-TV 35.5
- 2. Badge 714 (NBC Film) Fri. 9:30 KING-TV 27.2
- 3. Waterfront (MCA-TV) Fri. 8:30 KOMO-TV 25.3
- 4. Wild Bill Hickok (Flamingo) Thurs. 6:00 KING-TV 24.0
- 5. Liberator (Guild) Mon. 7:30 KING-TV 23.7
- 6. Superman (Flamingo) Tues. 6:00 KING-TV 23.6
- 7. Cisco Kid (Ziv) Sun. 6:00 KOMO-TV 22.9
- 8. Eddie Cantor (Ziv) Wed. 8:30 KING-TV 22.9
- 9. Mr. District Attorney (Ziv) Fri. 9:00 KING-TV 22.1
- 10. Annie Oakley (CBS Film) Fri. 6:00 KING-TV 21.7

### CHICAGO
**FOUR-STATION MARKET**
- 1. Mayor of the Town (MCA-TV) Sat. 10:00 WBNQ 21.9
- 2. Science Fiction Theatre (Ziv) Sat. 10:30 WBNQ 17.1
- 3. Racket Squad (ABC Film) Tues. 8:30 WGN-TV 12.6
- 4. Annie Oakley (CBS Film) Sun. 2:00 WBKB 12.3
- 5. Amos 'n Andy (CBS Film) Fri. 9:30 WBKB 12.1
- 6. Badge 714 (NBC Film) Tues. 8:00 WGN-TV 12.0
- 7. Liberator (Guild) Wed. 9:30 WGN-TV 11.9
- 8. Dealin' Valley Days (McCl-Erick's) Mon. 10:00 WBKB 11.1
- 9. Superman (Flamingo) Sat. 5:00 WBKB 10.9
- 10. Highway Patrol (Ziv) Thurs. 9:00 WBKB 10.0

### WASHINGTON
**FOUR-STATION MARKET**
- 1. Waterfront (MCA-TV) Tues. 9:30 WTOPTV 20.2
- 2. Boston Blackie (Ziv) Tues. 10:00 WTOPTV 17.3
- 3. Mr. & Mrs. North (Loveeton) Wed. 10:00 WTOPTV 17.4
- 4. Superman (Flamingo) Tues. 6:00 WRC-TV 16.6
- 5. I Led Three Lives (Ziv) Mon. 9:30 WRC-TV 15.2
- 6. Amos 'n Andy (CBS Film) Tues. 6:30 WTOPTV 13.7
- 7. Buffalo Bill Jr. (CBS Film) Sat. 10:30 WTOPTV 13.6
- 8. Confidential File (Guild) Thurs. 9:00 WMAL-TV 12.7
- 9. Annie Oakley (CBS Film) Fri. 6:00 WTOPTV 12.6
- 10. Wild Bill Hickok (Flamingo) Thurs. 6:00 WRC-TV 12.3

### ATLANTA
**THREE-STATION MARKET**
- 1. Science Fiction Theatre (Ziv) Tues. 9:30 WAGA-TV 27.7
- 2. Racket Squad (ABC Film) Sun. 10:00 WSB-TV 24.4
- 3. Secret File, USA (Official) Sat. 10:00 WSB-TV 23.3
- 4. Amos 'n Andy (CBS Film) Sun. 6:00 WAGA-TV 21.7
- 5. Mr. District Attorney (Ziv) Fri. 6:00 WLWA 21.5
- 6. Wild Bill Hickok (Flamingo) Thurs. 6:00 WLWA 20.9
- 7. Kit Carson (MCA-TV) Tues. 6:00 WLWA 20.7
- 8. Ellery Queen (TPA) Wed. 10:00 WAGA-TV 20.5
- 9. City Detective (MCA-TV) Sat. 10:30 WSB-TV 19.1
- 10. Studio 57 (MCA-TV) Tues. 10:30 WSB-TV 18.7

### CLEVELAND
**THREE-STATION MARKET**
- 1. Badge 714 (NBC Film) Fri. 10:00 WXEL 33.6
- 2. Passport to Danger (ABC Film) Tues. 9:30 WXEL 23.4
- 3. Follow That Man (MCA-TV) Fri. 9:30 WEWS 21.3
- 4. Annie Oakley (CBS Film) Sat. 6:30 WXEL 19.6
- 5. Captured (NBC Film) Fri. 4:30 M-S. 18.5
- 6. Waterfront (MCA-TV) Wed. 6:00 WBNK 15.4
- 7. Liberator (Guild) Wed. 8:00 WEWS 15.1
- 8. Cisco Kid (Ziv) Thurs. 7:00 WXEL 15.0
- 9. Amos 'n Andy (CBS Film) Fri. 6:00 WBNK 14.4
- 10. Hopalong Cassidy (NBC Film) Sat. 6:00 WXEL 14.0

### BOSTON
**TWO-STATION MARKET**
- 1. Man Behind the Badge (MCA-TV) Sun. 10:30 WNAC-TV 25.2
- 2. Boston Blackie (Ziv) Fri. 10:30 WNAC-TV 24.9
- 3. Mr. District Attorney (Ziv) Fri. 10:30 WNAC-TV 23.9
- 4. I Led 3 Lives (Ziv) Mon. 7:00 WNAC-TV 20.8
- 5. Superman (Flamingo) Fri. 6:30 WNAC-TV 19.3
- 6. Studio 57 (MCA-TV) Tues. 10:30 WBZ-TV 19.3
- 7. Wild Bill Hickok (Flamingo) Tues. 6:30 WNAC-TV 16.8
- 8. Lone Wolf (MCA) Sat. 10:30 WNAC-TV 16.5
- 9. Buffalo Bill Jr. (CBS Film) Sat. 11:30 WNAC-TV 15.6
- 10. Badge 714 (NBC Film) Wed. 6:30 WNAC-TV 15.4

### DAYTON
**TWO-STATION MARKET**
- 1. Man Behind the Badge (MCA-TV) Fri. 9:30 WHIO-TV 32.5
- 2. Waterfront (MCA-TV) Sat. 9:30 WHIO-TV 22.7
- 3. Captain Video (Ziv) Sat. 10:00 WLWD 22.1
- 4. Mr. District Attorney (Ziv) Mon. 9:30 WLWD 21.1
- 5. Badge 714 (NBC Film) Sat. 10:30 WHIO-TV 20.4
- 6. Kit Carson (MCA-TV) Sun. 5:00 WLWD 20.2
- 7. I Led 3 Lives (Ziv) Tues. 8:00 WHIO-TV 19.0
- 8. Racket Squad (ABC Film) Fri. 10:15 WHIO-TV 18.6
- 9. Soldiers of Fortune (MCA-TV) Sun. 6:00 WLWD 14.3
- 10. Follow That Man (MCA-TV) Sun. 10:15 WHIO-TV 14.3
STEVE DONOVAN, WESTERN MARSHAL starring Douglas Kennedy
A rugged new Western star in 39 half-hour films of thundering action for youngsters and adults.

Star personalities head up these two new audience-pulling programs for your exclusive local sponsorship in your markets. Early ratings prove both shows have what it takes to bring in large audiences even against tough network competition.

And you get unprecedented merchandising rights at no additional cost. Use the name and character of Steve Donovan, Western Marshal, and The Great Gildersleeve to sell for you.
TV SALESemen...

two personalities... the same big payoff!

THE GREAT GILDERSLEEVE starring Willard Waterman—A favorite comedy star and program for the whole family. After 13 years as a top radio success, now even better in 39 half-hour TV films.

Put these great salesmen to work selling your products. For complete details and prices for your markets, phone, wire or write today.

NBC FILM DIVISION
serving all stations... serving all sponsors

IN THE six-month interval between spring and fall 1955 the time devoted each week by the average U. S. television station to film programs has risen from 32 hours and 38 minutes to 42 hours and 40 minutes, or from 36.8% of the station's air time to 45.0%.

Those figures are derived from the replies of 117 tv stations to a questionnaire sent to all operating video stations in the country asking for a breakdown of their time on the air for the week of Oct. 9-15, 1955, and from a similar breakdown for the tv networks. The station time analysis showed that the average tv station devotes 32 hours and 8 minutes a week to non-network film or 34.0% of its total air time. The average station also devotes 46 hours and 45 minutes a week or 49.2% of its time to network programs.

Since the networks report that 22.3% of their total programming is film, this adds 10 hours and 32 minutes, on the average, to the station's total weekly hours of film programming, or 42 hours and 40 minutes.

While film programs on tv have been increasing, both in actual hours per week and in percentage of the total tv air time, the average station also has increased its time on the air, the B&W survey shows. In March the average tv station broadcast 88 hours and 42 minutes of programs a week. By October the total had risen to 94 hours and 48 minutes a week, an increase of 6 hours and 6 minutes, or 6.9% over the March total.

Like film programming, network programming also has increased during the interval between spring and fall, accounting for 46 hours and 41 minutes of the average tv station's weekly broadcast hours, or 49.2%, up from 42 hours and 26 minutes, or 47.9%, as of last March. Local live programming has suffered a loss, however, dropping from an average of 19 hours and 14 minutes a week in March to 15 hours and 59 minutes a week in October, or from 21.7% to 16.8% of the average tv station's total air time.

‘ON-AIR’ HOURS INCREASE

All three types of tv stations—interconnected network affiliate, non-interconnected network affiliate and non-network stations—showed an increase in total hours on the air from March to October. The interconnected network affiliate, which as a class now accounts for the great majority of all tv stations, this fall is operating an average of 98 hours and 9 minutes a week, compared to 94 hours and 12 minutes last spring. The non-interconnected network affiliate's weekly hours on the air have risen from 59 hours and 52 minutes in March to 64 hours and 41 minutes in October. And the independent non-network station's average weekly air time now totals 71 hours and 40 minutes as against 41 hours and 43 minutes last March.

All three classes of tv stations have similarly increased the number of air hours and the percentage of all their time devoted to non-network film program fare. The non-network station naturally averages a greater amount of time—51 hours and 35 minutes—and a larger percentage of its total time—72%—to film than do the stations with network programs available. The non-interconnected affiliate ranks second in use of filmed programming, averaging 41 hours and 31 minutes a week, or 64.2% of the total air time, to this kind of tv programs. Interconnected network affiliates devote the least part of their time to non-network films—30 hours and 24 minutes a week, or 31.0% of their total time—but even that is an increase of more than three hours a week over the 27 hour and 11 minute average for this class of station last March.

Films made specially for showing on tv have increased their share of the average station's time from 12 hours and 12 minutes
THE GAIN IN TV

HAT FILM PROGRAMS MAKE UP ALMOST HALF OF BROADCAST TIME

<table>
<thead>
<tr>
<th>Survey Dates</th>
<th>Interc</th>
<th>Non-Interc</th>
<th>Non-Network</th>
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It's quite simple, if you know the trick. All you need is some of my secret potion which is a five-letter word spelled C-H-A-R-M. This powerful stuff does things in an amusing and pleasant way, and the beauty of it is it works so smo-o-o-oth.

Yes, it'll get a bird out of a tree, but more important, it will get a customer to listen to your sales talk. That's the stuff that made "Private Secretary" such a smash TV show.

for higher sales through quality programs...

Television Programs of America, Inc.

477 Madison Avenue, New York 22, N. Y.
360 North Michigan Avenue, Chicago 1, Ill.
5746 Sunset Boulevard, Hollywood 28, Calif.
down out of a tree!

The warm, easy humor of the show consistently charms the viewers, and puts them in such a warm, receptive mood that they even love to hear the commercials.

Call the TPA man and get the complete information on "Private Secretary" now being offered first-time-off-network under the title of "SUSIE."

*SUSIE

*known on its CBS network run as "Private Secretary", starring Ann Sothers. A Chertok TV production
in March, or 13.8% of the time, to 16 hours and 24 minutes, or 17.4% of the time, in October. Meanwhile, films made originally for showing in theatres have kept at an even level percentage-wise—16.6% in both March and October—although increasing their average station time a week from 14 hours and 50 minutes in March to 15 hours and 44 minutes in October.

In October, for the first time since B*W began its continuing survey of tv station time distribution in June 1953, the average station devoted more time to film programs made specially for television than to those made originally for use in motion picture houses. Of the three types of tv station, only the non-network stations continue to devote more time to theatrical films than to films made for tv.

The interconnected network affiliates devoted more time and a greater percentage of their total time to network programs in October than in March; the non-interconnected affiliates gave less time and a smaller percentage to network shows than formerly. And all types of stations gave less time and a smaller part of their time to local live programming than before.

DuMont's withdrawal from the tv network field, whatever its long-range effects, had not by October had any adverse influence on the amount of time given by the average station to network programs, 46 hours and 41 minutes a week, 4 hours and 14 minutes more, on the average, than in March.

TO ALVIN UNGER selling seems to come almost as naturally as breathing and to be as much a part of him as film is of television.

"We look on our programs as selling vehicles as well as entertainment," says Mr. Unger. "Our business is to sell." "Our business" is that of the Ziv organizations (Frederic W. Ziv Co., Ziv Television Programs, World Broadcasting System) of which Mr. Unger has been a veteran for 17 years. Early last month, he was placed in charge of Ziv's radio-tv activities in Chicago, with supervision of national, regional and local television program activity, tv shows and WBS properties. Previously, he had been vice president of radio sales for Frederic W. Ziv Co. for eight years.

Mr. Unger has his work clearly blue-printed for him as "sales film maker" in the new Chicago office set up to service Ziv programs and properties purchased out of the Midwest.

A native Cincinnatian (Sept. 29, 1911), Alvin Earl Unger started his career, as he describes it, for Curtis Pub. Co. ("peddling the Saturday Evening Post door-to-door"). After taking sales and merchandising courses, he became a slapping clerk and sold ladies ready-to-wear, among other jobs. Mr. Unger joined Frederic W. Ziv Co. in October 1938 as radio salesman (among properties: Zingo, Secret Diary, Freshest Thing in Town). He became sales manager of Ziv's Cincinnati office in 1941 (then went into military service in 1943, returning in December 1945). He was appointed vice president of radio sales in 1947. Mr. Unger moved from Cincinnati to Ziv's New York office in 1948 and returned in 1951.
INDEPENDENT tv stations programming syndicated film shows can win audiences despite network competition, according to Sales Vice President John R. Vrba, of KTTV (TV) Los Angeles. The key is to have enough stations to give the viewer a choice, he said in an address to the Ohio Assn. of Radio-Tv Broadcasters last month. Following is a condensation of his remarks.

I UNDERSTAND that I have been selected to discuss how an independent television station can compete against the networks because I come from KTTV in Los Angeles—a town where independent television flourishes and where the rating books seem to be printed upside down.

Now it is true that the viewing patterns which are pretty uniform throughout the country seem completely different in Los Angeles. But today I want to emphasize that Los Angeles' viewing preferences are just the same as viewing preferences throughout the country. The viewing preferences are the same but the choice of programs is different. If the audiences in other markets had the same choice of programs as they had in Los Angeles, the rating books would be upside down everywhere else as well.

It is our earnest contention that television programs in Los Angeles find their own level on their merits because they have an equal chance to win acceptance from the public. Television in Los Angeles is based upon free competition—the same kind of free competition which is basic to every form of American enterprise except television broadcasting. If your business is motion pictures, or making shoes, or publishing a newspaper, or selling groceries or automobiles, the public's decision as to whether or not they like your product will be based on the quality of that product and the skill with which you merchandise it. But in television, the public may never even have an opportunity to decide whether it likes your program or not, unless you can get a good network time period in which to display that program.

In Los Angeles prime time on three stations is controlled by networks, and only network programs can be sure of access to public viewing in those prime time periods. But Los Angeles has four independent stations which are free to place in prime time periods the programs they think Southern Californians will like. The result reflects a fundamental principle of American enterprise: Any program has equal opportunity to reach the public. The public is then free to decide which programs they like best.

As a result of this simple competitive condition, the popular choices in Los Angeles are tremendously different from popular choices in a controlled market where the public can choose between only two or three network programs.

I have here the current American Research Bureau Rating Book for Los Angeles. Each fall it is customary for the television broadcasting industry to present new programs. This book contains the first inning score on the new season in Los Angeles. It lists seven new programs which have just made their debut for fall: MGM Parade, It's Always Jan, Gunsmoke, Wyatt Earp, Warner Brothers Presents, The Perry Como Show, and Dr. Hudson's Secret Journal.

Six of these seven are network programs.
whose broadcast hour was determined on a network basis. One of them is a program which did not get a network release and is therefore in syndication on a spot basis. In most cities in the United States, if it is on the air at all, it will probably occupy a fringe time period when a great proportion of the viewing public will not be there to see it. But in Los Angeles it is placed in a prime time period on an independent station at 9 o'clock Sunday.

In this green book that rates the new fall programs in Los Angeles, the top rated program, and by a considerable margin, is this syndicated show—Dr. Hudson's Secret Journal.

Wyatt Earp 8:30 Tuesday 16.5
Gunsmoke 10:00 Saturday 12.4
The Perry Como Show 8:00 Saturday 14.7

It's Always Jan 9:30 Saturday 6.5
MGM Parade 9:00 Wednesday 11.9
Warner Bros. Presents 7:30 Tuesday 11.6
Dr. Hudson 9:00 Sunday 21

The lesson here is simple. Not all the creative talent is located in one company, or two, or three, or ten or twenty. Great shows, great talent, can come from a thousand different sources, individuals, independent companies, stations, movie studios large and small, and countless other sources. If every program has free access to the public, the public will soon decide on the merits of the programs it likes best. That is the only thing that is happening in Los Angeles which makes it different in its present day viewing habits. The public of Los Angeles is like the public of any community. But the public of Los Angeles has more programs to choose from in prime time, and therefore the box score is drastically different. You can't get a base on balls in Los Angeles television.

Of course there are many examples in other markets, where locally developed or syndicated programs outclass programming placed at the national level. In Houston, on Friday nights, local wrestling more than holds its own in the rating of Eastern boxing, and outpoints top network mystery and personality interview programs. In Portland, Ore., Waterfront on a "u" station, outrates its network dramatic show opposite. In Wichita, Kan., Badge 714 on a "u" gets a far higher rating than the two network shows opposite. There are many other examples throughout the country, but they all bear out the simple premise—let the show go on, and let the public decide.

Here's a case in point: Take 9 o'clock Monday. I Love Lucy and Medic have been fighting it out in that time spot, and even in Los Angeles, most of us have been afraid to enter that particular competition. We had been convinced that those two—the champion and the runner-up, were too tough. But we overlooked one point. If you only have two people in the ring, one is going to be champion and one is going to be runnerup—whether it be a fight of champions or stumblebums. Here was one time period when there was no real third choice, because no serious competition was being offered.

We decided to test that rugged half hour, and we presented to the Los Angeles viewers an opportunity to vote for a third candidate, the new syndicated film, Highway Patrol, starring Broderick Crawford. Naturally I am pleased to tell you that there is now a new runnerup Mondays at 9 in Los Angeles. Here's the run-down on the ratings:

I Love Lucy 23.9
Highway Patrol 17.4
Medic 11.9

Despite the strength of Lucy and the quality of Medic, 17.4% of the total television audience was ready and willing to see something else. Almost 400,000 homes in Greater Los Angeles—nearly a million people—voted for the third candidate on the first ballot. The question none of us can ignore is this: what happens to the equivalent of that million people in a two-station town when the choice is between Lucy and Medic? Or even worse, say the choice is between shows with much less intrinsic value. The answer is that the people either play bridge, read a book or condescend to watch a program by default—a program which is not their first choice.

Los Angeles' tastes are not different—but the public is being given an opportunity to indicate its taste. If the public had equal opportunity in any other community, the results would be substantially the same. On television we have a list of popular programs which are paper champions but never had a contest. In Los Angeles every half hour is a contest, and the best man wins.

To the station therefore, on the basis of the Los Angeles story, we would suggest that you put the prime programs in the prime time, no matter what their source. Make that the only test. The business we are in is programming. Nothing more, nor nothing less, and you'd better have the best programs regardless of where they come from, or your competitors will get there first.

**ACCURACY**

This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well, to answer that one would take a very long time. Suffice it to say here that it's summed up in all the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively shines when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the accurate, exact processing your films deserve to justify your best production efforts.

Accuracy is a must for TV—for industrials—for education—for all movies.

**PRECISION**

**FILM LABORATORIES, INC.**
21 West 46th Street, New York 25, New York

A DIVISION OF THE墜OWLER INC.

In everything, there is one best . . . In film processing, it's Precision.

**Page 76 • November 21, 1955**
First again!  
This time it's . . .

LOCAL COLOR

For the sixth time, WOAI pioneers a new service.  
The impressive list began 33 years ago when WOAI was  
FIRST with San Antonio radio — 1922  
FIRST with Network Radio — 1928  
FIRST with 50,000 watts, clear channel — 1930  
(the only station so operating in San Antonio today)  
FIRST with Television — 1949  
FIRST with Network Color Television — 1954  
NOW, FIRST with Local Color Television.

Add these "firsts" to consistent advertiser and  
audience preference, then it's easy to understand  
why WOAI Radio and WOAI-TV are  
always  

FIRST IN SAN ANTONIO.

NBC Affiliate  
represented by Edward Petry & Co., Inc.
AFRICA IN MEXICO

THE BROTHERS NASSOUR FIND MEXICO'S JUNGLES
GOOD ENOUGH FOR FILMING 'SHEENA' TV SERIES

YOU DON'T go to Africa to make a television adventure series about Africa.

There are lush green jungles, complete with winding river, a little south of the California border in Mexico. Actually, they are more like the American concept of a jungle than most of Africa itself—and a lot closer to Hollywood.

Yet it costs about 40% more to film an adventure series in Mexico than in the "jungles" of the canyons just north of Hollywood or the man-made version on a sound stage. Is it worth the difference?

Very definitely, say the Nassours, veteran motion picture producers, who ventured into television packaging this season with Sheena, Queen of the Jungle for ABC Film Syndication Inc. Hitting the air only last month, after the regular fall schedule was underway, Sheena already is sponsored locally in most major markets and in January is expected to spread into other areas. Just last week the package was signed for network showing in Canada and talks were underway for commercial release in England.

"It's an investment on our part, going to Mexico," according to Producer Edward Nassour. "We realize that if we expect to stay on the air we have to give our audience something different than just an ordinary show. We are staking our reputation and everything else in the television field, so we are making an investment in better production in this series and we feel it will pay off in the long run."

Aside from authentic jungle settings, the Nassours feel there is another quality to the series that may be of even more importance to sponsors. "As far as we know," Executive Producer William Nassour notes, "this is the first series that makes an appeal to the girls. There are just as many girls as there are boys. Before, adventure shows have been appeals to the boys. The girls have been left on the outside. But here is a series for both the boys and the girls—double value for sponsors."

Do boys like a show with a girl hero? According to reaction tests, William Nassour says, "the boys are just as interested in the series because it has all the elements that you would want."

You don't jump into the jungle and begin filming overnight. There is more than distance and capital investment involved. The other important factor is time.

For the Nassours, the Sheena tv show began three years ago when they negotiated with Fiction House, New York comic book publisher, for film rights to the female Tarzan idea. They worked out what amounts to a mutual promotion tie-in pact. As a comic book, Sheena circulates about a half-million copies a month. If the tv series boosts this to a higher circulation, the Nassours receive 5% royalty on the extra copies. In turn, Fiction House gets about $500 royalty on each tv show, which is credited against a substantial cash payment made initially by the Nassours for the rights.

The Nassours next interviewed 300 girls to secure the female lead. After screen tests on 200 of the candidates (quite an initial investment in itself), the selection boiled down to two—Irish McCalla and Anita Eckberg. Irish won out. Now 26, standing 6 ft, 1 in. and swinging her 40-24-36 through the trees with considerable ease, Irish seemed more adapted.

Scripts and a pilot film came next. The

Sheena and Friend
Irish McCalla and Neil the chimp settle far wilds of Mexico—rather than Africa—for jungle scenes such as this in the filmed tv adventure series.
Data above is taken from the Hector Blassingame survey—22nd annual edition of this famed study.

Hector was out to determine which Iowa station had the greatest number of box elders in the foyer, a study that would seem inconsequential on the surface, but one that's actually loaded with insignificance. Thing is, Hector is kind of a bug on box elders.

Please note low count for WMT. Our foyer is practically all jack* pine.

*Jack has long been one of our prime interests. We make it ourselves by making it for others. Ask the Katz man. There's one in every foyer.
pilot was made about a year and a half ago in Baldwin Park, a popular semi-tropical setting outside of Hollywood. Here the diverse talents of Executive Producer Don W. Sharpe were employed. Long in radio, Mr. Sharpe pioneered in tv film packaging and originated or shared in the credits for the initial production of such series as Four Star Playhouse, I Love Lucy, My Favorite Husband, Terry and the Pirates, Dangerous Assignment, Halls of Ivy and Douglas Fairbanks Presents, among others.

The Nassours worked out tv syndication plans with ABC, keeping feature movie rights for themselves. The network is financing the initial programs of such series and share income. The initial series is 26 shows, with option for more which may be officially signed soon.

A few of the initial programs in the series were filmed earlier this year in Bronson Canyon near Hollywood, but the suitable background is limited and other scenes are filmed on location outside of Hollywood. Here the setting is a Mexican jungle.

The Mexican filming also involves considerable "process shots" and "swish throughs" which later can be inter-cut into sound stage close-up shows filmed at Hollywood studios.

A swing through is just that. Sheena swinging from tree to tree or running through the underbrush. What's an adventure show without a chase? These shots are general background scenes which may be rear-screen projected on a sound stage to lend an "outdoor feeling" to close-up action.

Months of research and planning go into an adventure show before actual filming takes place. After casting all the actors and extras for a specific show, there are about 10 days of rehearsals and preparation. Actual filming of the half-hour show takes about four days.

The Nassours are disciples of movie technique (repetitive shots, close-ups) which is not possible in a Mexican jungle. What's more, the footage is coming from Mexico. Some actual African scenes are incorporated, such as wild animal sequences not possible even in a Mexican jungle.

Although the Nassours use movie technique in shooting the tv series, there still are wide ranges in the cost of a 90-minute feature movie and a half-hour tv show. Production "scope" is the difference, the brothers explain.

THE BROTHERS NASSOUR

Edward (l) and William go over one of the scripts for the Sheena film series.

"As an example," William Nassour says, "in our current feature production 'Beast of Hollow Mountain' we have a couple thousand head of cattle in a stampede. You can't put that in television because the stampede will cost more than two tv shows alone."

Sheena costs about $30,000-plus to produce each episode. A good black-and-white feature movie will hit $1 million, they note.

A half-hour tv show represents about 3,000 ft. of film. Using movie technique, it takes about three times that footage to get the finished product. The Nassours shoot even more, 12,000 to 15,000 ft., to provide the best selection of scenes for the film editors. Raw film stock is cheap, they explain. It's processing and editing which boost costs.

Edward Nassour favors a single camera in filming. "You can move it," he says, "and get as good results as with multiple cameras. However, when you have an action shot like a fight or cattle stampede, things you can't repeat without taking a lot of time, then we use multiple cameras." People are the major expense item in making a tv film.

In feature pictures, Edward Nassour points out, the star is a big single item of expense in comparison to technical help. But in tv, where there are so many shows in the series, "an actor doesn't get the kind of money he gets out of a feature. Like George Madison. He gets $125,000 for a feature picture. For a tv series he might get about $3,000 or $4,000 a picture."

William Nassour notes a top director in motion pictures may cost the producer anywhere from $5,000 to $200,000 a picture, while in tv filming he gets a deal scale ($650 a week) plus "a lot of the good directors you pay over guild. You are buying ability, what he can put on the screen," William Nassour says.

The Nassours didn't even go to Africa to make one of their most successful features, an Abbott & Costello picture called "Africa Screams." It was made from start to finish, including jungles, river, lions and alligators, on the Nassours' original Hollywood sound stage which the brothers subsequently sold to the Los Angeles Times KTTV (TV) for $2.25 million. Nassour Studios now are at 8460 West Third St.

William Nassour, aside from his studio interests, is chairman of the board and president of the Hollywood State Bank. Edward Nassour has been making movies for 20 years and built the studios sold to KTTV.

Aside from the Nassours and Mr. Sharpe, others identified with the production of Sheena include Arthur Pierson, director; Joel Murcott, story editor; Neil Sharp, cinematographer; Theobold Holthrop, production designer; John E. Pommer, production supervisor. Sheena's "leading man," known as Bob the white hunter, is Christian Drake. All are experienced in both movies and tv films.

How is a film package promoted and publicized?

ABC Film Syndication is supporting the series with extensive merchandising and promotion packets available to local sponsors. These include inexpensive self-liquidating premiums or give-aways such as a Sheena doll (movable head, eyes and mouth, and blonde hair, ivory detachable knife and holster), T-shirts hand-screened in three colors with Sheena and friends, and Sheena's jungle horn, a plastic item which looks like ivory.

There is a "Sheena Jungle Safari Contest" for local use, with ABC supplying full promotion materials and assistance. ABC also supplies product placement, promotion publicity releases, advertising mats, on-air radio or tv spots and tv trailers, Sheena letters to retail dealers, dealer give-aways and mailers, plus a complete line of product shelf-strips, streamers, posters, package and envelope stickers and sufflers, box end labels and bottle neck labels. Sheena is available for personal appearances at press parties, store promotions, or other events and she also films commercials for specific products.

Additional data: Sheena in real life is married to insurance man Patrick McIntyre. They live in Studio City, Calif., and have two sons, Kim, 2¾, and Sean, 1.

Swing through the trees, anyone?
The budget is set, the client has okayed the general plan, now the pressure is on to draw up space schedules, compare stations, the hour is late, but the agency men work on, work with Standard Rate, and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6630  •  CHI.—Hollycourt 5-2400  •  L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.
TO FILM
A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing success into focus.

MITCHELL The only truly Professional Motion Picture Camera

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

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
Will FCC Extend Comments Deadline?

MAJOR question rumbling through ranks of Washington lawyers and engineers last week—following issuance of FCC's proposed rule-making on TV allocations [BT, Nov. 14]—was whether the Commission would extend the Dec. 15 deadline for comments.

Thirty-day deadline is too short for so momentous a subject, these practitioners declare.

Best information from a BT check of some FCC commissioners is that there would be no strenuous objections to a 30-day extension.

Meanwhile a new move on the part of some UHF stations whose deintermixture petitions were denied in the Commission's broom-sweeping decisions of two weeks ago came to light. Petitions to intervene in the VHF cases, now pending final decisions, were filed by six UHF stations. They were:

WFIE (TV) Evansville, Ind., and WEHT (TV) Henderson, Ky., in the Evansville ch. 7 case.
KVDO-TV Corpus Christi, Tex., in the Corpus Christi ch. 6 case.
WNAO-TV Raleigh, N. C., in the Raleigh ch. 5 case.
KTVI (TV) St. Louis, Mo., in the Springfield ch. 2 case.
WEEK-TV Peoria, Ill., in the Peoria ch. 8 case.

Lamb Reply 'Outside Record,' Broadcast Bureau Charges

FCC's Broadcast Bureau charged last week that counsel for Edward Lamb, broadcaster-publisher under attack for alleged Communist ties, had gone outside the record in his reply comments to the Broadcast Bureau's proposed findings.

In a short, seven-page brief, the Broadcast Bureau held that the Lamb objections to the Broadcast Bureau's proposed findings "are primarily argumentative and only incidentally a presentation of proposed affirmative findings."

Mr. Lamb, owner of multiple radio stations, was charged with having failed to acknowledge alleged radical ties in previous applications with the FCC. At issue is the license renewal of WICU (TV) Erie, Pa. The controversy resulted in an eight-month-long hearing. Proposed findings, normally submitted by parties in an FCC hearing, were submitted by both the Broadcast Bureau and Mr. Lamb in August. Last month, Mr. Lamb's attorneys filed their objections to the Broadcast Bureau's recommended findings in a 115-page document [BT, Oct. 24]. Last week's Broadcast Bureau statement was in response to that attack.

Next move is up to FCC Hearing Examiner Herbert Sharfman, who will issue an initial decision in the case as a recommendation to the full Commission. This may be forthcoming within a month.
**FCC Withholds Action On WTOD-WTRT (FM) Sale**

**ACTION** will be held in abeyance on the $122,-500 sale of WTOD-WTRT (FM) Toledo, Ohio, and an application for ch. 11 there, by Edward Lamb to Booth Radio & Television Stations Inc. [B+T, Aug. 22], the FCC reports. The Commission advised Mr. Lamb that no action will be taken on the sale pending the outcome of the renewal hearing involving his WICU (TV) Erie, Pa.

The Toledo stations, thus fall in the same category as WHOO-AM-FM Orlando, Fla., which was sold for $295,000. Hearing the case, Mr. Lamb and Mowry Low, former manager of WEAN Providence, R. I. [B+T, Sept. 6, 1954]. That sale, too, was held up pending outcome of the WICU hearing.

The WICU renewal now is under consideration by Hearing Examiner Herbert Sharman, who conducted the eight-month hearing into a Broadcast Bureau charge that Mr. Lamb falsely told the FCC that he never had communist ties. Mr. Lamb recently has denied the Broadcast Bureau allegations, charging that the proceedings were a “political frameup.”

**WSPA-TV Transmitter Site Argued Before Commission**

**FIGHT** to prevent ch. 7 WSPA-TV Spartanburg, S. C., from moving its transmitter from Hogback Mt. to Paris Mt. entered a new arena last week when protestants WGVL (TV) Greenville and WAIM-TV Anderson, both S. C., argued before the FCC en banc against an examiner’s initial decision favoring the move [B+T, Sept. 26].

The protestants—both uhf stations—claimed the examiner was in error in finding that they had not proved their case against the WSPA-TV move. They maintained that the change revised the allocations table without benefit of rule-making in furnishing greater signal strength toward Greenville and Anderson, and that WSPA-TV had misrepresented its intent when it originally asked for and received permission to begin operation from Paris Mt. on an interim basis. They also charged that the examiner had failed to give them a fair and full hearing. Involved in the controversy is the CBS affiliation for that area.

In opposition, WSPA-TV and the Broadcast Bureau upheld the examiner’s findings.

The case, which will enter its third year in another two months, had its genesis early in 1954 when WSPA-TV received permission to switch its ch. 7 transmitter and antenna site from Hogback Mt. to Paris Mt. on an interim basis. Both uhf stations objected but were denied by the FCC. The uhf stations asked and received a stay order from the appellate court. WSPA-TV thereupon relinquished its temporary grant and filed for a formal modification of its CP to locate at Paris Mt. This was granted, again over the objections of the two uhf stations. After their protests were turned down, they went to court and received a stay order and, finally, a reversal of the FCC’s denial of the protest. The court-said the Commission must give the protestants a hearing. This was done before FCC Chief Hearing Examiner James D. Cunningham and his initial decision was rendered last September. The oral argument last week was on this document. WSPA-TV received its initial grant two years ago.

Arguing for WGVL was Ben C. Fisher; for WAIM-TV, Benedict P. Cottle; for WSPA-TV, William J. Dempsey, and for the Broadcast Bureau, Earl C. Walk.
"Our house blew away like a cardboard box"

"The noise was terrific. Our house was blown away like a cardboard box. The furniture went sailing through the air with it. But we were still lucky. I had the right kind of insurance, and for this I can thank my agent. He had told me that windstorms, like fire, can strike anywhere, and that I owed it to my family to be properly protected against disasters like these.

"But what really impressed me was how quickly my loss was paid. My agent explained this. Capital Stock fire insurance companies have a Catastrophe Plan. When any catastrophe occurs, specially trained insurance men—hundreds if necessary—are rushed into the disaster area so losses can be paid with as little delay as possible."

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**DOERFER DISCUSSES UHF-VHF PROBLEM**

FCC official shows concern at NARTB’s Dallas meet over suggestions that Commission provide minimum of three comparable channels in top 100 markets as primary solution.

CONCERN with suggestions that the FCC provide a minimum of three comparable channels in the top 100 markets as a primary solution to the uhf-vhf problem was expressed last week by FCC Comm. John C. Doerfer.

At the Dallas regional meeting of NARTB, (see story page 46), Mr. Doerfer discussed what he termed the conflict between the Communications Act’s requirement that there be an “equitable” distribution of frequencies among the states and the “inexorable” law of economics.

“In the face of present day economics,” Mr. Doerfer said, “it might be wholly unrealistic to attempt to provide for the development of ‘at least one service to all areas’ or ‘multiple services’ in more than the first 100 markets. But it would be a serious indictment of both the industry and the Commission to abandon 10% of our population, or 16 million people, to a second class citizenship so far as television facilities are concerned, or to fix an indelible pattern limiting multiple service to those markets containing no less than two or three hundred thousand persons without a clear showing that future economics and cost of saleable television operation won’t permit it.”

In Mr. Doerfer’s view, programming may be the answer to the problems of tv economics. Network affiliation may not be the solution, although it is now considered a necessity for successful tv operation, the Wisconsin FCC member said.

Not only is population increasing, which would change the status of communities in the future, but “film and magnetic tape may substantially alter the cost of programming,” he said. “Mobile units may become more important than studios,” he added.

“The strong preference for local news, sports and other local pictorials blended in with high grade entertainment on film may relegate the necessity for network programs for successful operation to secondary importance,” Mr. Doerfer declared.

The FCC cannot regulate the “business” practice of network affiliations, Mr. Doerfer commented. That is a matter for Congress, he said. But, he warned, “I doubt very much that with such extensive regulation, broadcasting can long remain in the field of free competition. To regulate network programming is tantamount to regulation of independent station programming—from there to terms and from terms to rate cards.”

In discussing suggestions that the Sixth Report and Order be scrapped, Mr. Doerfer entered a caveat. “Perhaps,” he said, “the Sixth Report and Order has outlived its usefulness. Perhaps it should be relegated to the limbo of other noble experiments. But those who advocate its repeal have the heavy burden of proving that the objectives can either be reached by a new approach or that they cannot be realized under any plan attempting to make use of vhf and uhf channels.”

The Sixth Report did serve to expedite the processing of tv applications, Mr. Doerfer declared. It has been instrumental in bringing tv to “85% and 90%” of the people, he said.

He continued: “A mere rearrangement of the Table of Assignments or its complete abandonment or a compromise of the principles of free competition merely to relieve some hardship cases would not solve the momentous problem now facing the Commission. Indeed such a course might well frustrate an efficient allocation of the spectrum, an equitable distribution of frequencies and place one of our cherished freedoms beyond recall.”

**WBAC Economic Protest Denied in Initial Ruling**

ECONOMIC INJURY as grounds for protest against a grant of a second broadcast station to a community suffered another setback last week. FCC Hearing Examiner H. Gifford Irion, in a Nov. 15 initial decision, denied the protest of Robert W. Roussaville (WBAC Cleveland, Tenn.) to the grant of a construction permit there to Southeastern Enterprises (WCLC).

“Only a fortnight ago, an “economic” protest by WJLN Harlan, Ky., to the grant of another station to Harlan was proposed to be denied” (BT, Nov. 14).

Last April Southeastern was granted a construction permit to operate on 1570 kc, 1 kw day. WBAC (1340 kc, 250 w unlimited) protested the grant, claiming a new station would degrade service to the community and might cause both stations to “go under.” The Commission ordered a hearing to determine whether the market could support two stations.

“Admittedly one station or the other might fail at some time in the future but this is an observation which could be made about any entrepreneur in broadcasting; it is certainly not proof of probability that either will do so,” Mr. Irion declared.

“Further,” Mr. Irion pointed out, “it is elementary that the Communications Act does not attempt to guarantee survival of any station nor does it postulate that adverse competition and economic loss are to be grounds for denying a license.”

In the Harlan initial decision, Hearing Examiner Basil P. Cooper found that not enough proof was shown that there would be insufficient advertising revenues to support two stations. Jack T. and R. B. Helms are 50% owners of WCLE, object of the Cleveland protest, and 50% owners of WJLN, protesters in the Harlan case.

Three other economic impact cases are pending before the FCC. These involve Laurel, Miss.; Tipton, Ga., and Statesville, N. C.

**GOP Says Labor Spent $2 Million in ’54 Campaign**

THE Senate Republican Policy Committee in a lengthy report, says organized labor spent $1,978,564 during the 1954 political campaign, mostly for Democratic candidates. The report, taken from financial reports required to be submitted to the House Clerk by federal law, did not break down the figures to show what amount was spent on radio and tv. GOP officials and candidates have made frequent complaints that labor unions, through their political subsidiaries, have spent the bulk of their political funds on Democratic candidates.
BAUDINO ADVOCATES LONGER LICENSES, AFFILIATION CONTRACTS FOR STATIONS

Westinghouse vice president in address at Dallas cites radio-tv outlets' position under three-year licensing as well as conditions under network contracts.

A 10-YEAR license term for radio and television stations, five-year affiliations with networks, and voluntary limitations on the amount of non-option time a network may use were proposed last Thursday by Joseph E. Baudino, Washington vice president of Westinghouse Broadcasting Co. He spoke at the Dallas NARTB meeting (story page 46).

These three changes and a Communications Act amendment to free stations from political liability were specifically advocated by Mr. Baudino in a speech stressing that the rapid growth of radio and television make it desirable to consider revisions and improvements in a great many current rules and regulations.

Regarding license periods, he noted that under the present three-year term "it is hard to attract investment capital to an enterprise which, in addition to its more than normal hazards, has a possible sentence of death hanging over its head through most of its existence." He conceded that "there is no point in asking for permanent licensing" and that "we are always going to have to make reports on our operations and live with the understanding that the Commission (FCC) can revoke or refuse to renew a license.

He proposed that the problem be solved by extending the license term to 10 years; that 10% of the stations be required to file complete operations reports with the Commission each year, the 10% to be chosen by random sampling from among those which did and those which did not report the preceding year; that upon receipt of complaints which investigation indicates are justified, FCC be allowed to call for a full report on operations from the station involved, and that if FCC finds a station is operating in violation of regulations "it can require that station to submit reports each year and be considered on probation with its license subject to suspension or cancellation."

Mr. Baudino said this proposal "has not been reviewed by our lawyers" but that the advantages appeared "obvious" in that "it would relieve (licensees) of a major hazard in our business that is not in accord with the economic situation of today" and "at the same time the industry would be supervised in a more effective, more efficient way than at present." The plan, he said, would reduce the FCC staff's workload "to reasonable proportions" and permit "more complete analysis of each report."

His proposal on affiliation contracts not only would extend affiliation terms from two years to five but would permit the signing of such contracts a year instead of six months ahead of the starting date.

"You are all certainly aware of the effect, in today's market, of an affiliation termination on a television station," he told the Dallas meeting. "In most cases it means severe hardship and in some cases it means ruin. . . . In other words, we are operating under the double jeopardy of loss of license and loss of network affiliation. In addition there is new joker in the deck in that many network contracts now contain a 90-day or 60-day cancellation clause."

"The effect of such an extension of network contracts would be to strengthen and stabilize the network affiliate, particularly in tv. We want that. The Commission wants it. I believe the networks want stability and strength in their affiliate."

Regarding network use of station time over, and above option hours, Mr. Baudino said:

"The fabulous success of television as reflected in the demand for time by sponsors has created the situation where the networks have sold all of their option time and clients still remain seeking segments beyond those hours."

"It is completely understandable that the sponsoring networks want to accommodate this business but this has an accompanying effect upon the time available for local programming and sale. This effect is extremely serious and difficult for the individual station to live with because as more and more network time becomes sold in excess of option hours, there is

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Shopper Stopper MINI-STUDIO Brings Station $7000 Net the First Year!

NEW PROFITS AND GREATER PROMOTION

Morton Henkin, President of KS0O, Sioux Falls, says: "MINI-STUDIO has already brought us $7,000 in new business from out-of-town remotes this year. Also, we feel it is bringing us a valuable new kind of promotion."

MINI-STUDIO IS A PORTABLE RADIO STUDIO

A handsomely designed "showpiece" cabinet housing an amazingly efficient miniature console. You get big-studio quality with the "45" playback piped into the rugged, high fidelity MINI-STUDIO mixer. Among the features—full size VU meter, mike switch, monitor speaker, voice and music mixer controls. No other remote equipment is necessary with MINI-STUDIO.

UNLIMITED APPLICATIONS

DJ and live talent shows from remote points such as supermarkets, theaters, nightclubs, restaurants. Originate regular neighboring town broadcasts. Terrestrial or satellite live audience appeal.

MERCHANDISING FEATURES

You can easily sell programs around MINI-STUDIO, offering your clients extra emphasis with promotion in the illuminated display compartment.

RUGGED AND SIMPLE TO OPERATE

Even a layman can operate it without station supervision. Rugged birch plywood cabinet (in your choice of colors or natural) with 1/4" thick call letters. Sturdy electrical section. Designed to withstand frequent moving.

SURPRISINGLY LOW COST

Combining high quality materials with simplicity and utility, MINI-STUDIO is priced lower than many remodle amplifiers. In addition, you get a tested program idea plus a unilised radio studio you can take anywhere.

PAYS FOR ITSELF

By adding a small service charge on your time sales, you can amortize your investment in a short time.

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a corresponding decrease in not only the productivity of that particular station but also in the ability to fulfill the responsibility to serve its community.

"The industry at large must recognize this problem so as to avoid any future need for regulation that would fix a limit on the amount of time which a network could use over and above that optioned under the affiliation agreement.

"Certain programs would be exempt and would not be counted in the limitation on the amount of network programming which a station can carry. Among these would be major sporting events, special events of national importance, elections, and political comment."

In the sequence of his proposed changes, the first listed was one "to free the station from liability for political matter which it must carry and cannot censor and to simplify the regulations governing political broadcasts."

Other areas which he said need examination with a view toward improvement were filing of financial reports and contracts; operating and program logs; station identifications; mechanical record and reproductions; sponsored programs and announcements; program definitions; re-broadcasts; lotteries, and multiple ownership.

WHPB Belton, S. C., Starts; Childress General Manager

WHPB Belton, S. C., owned by Community Broadcasting Co., has gone on the air as a 500 w daytime, independent operation, on 1390 kc.

General manager of the new station is JIMMY CHILDRESS, onetime owner of WIFM Elkin, N. C., and formerly vice president and general manager of WHCC Wayneville, N. C. Other staff members include Jim Brownell, commercial manager: Charles Smith, program director, and Mrs. Grace Brissay, receptionist.

Community Broadcasting Co. principals are Cleatus Brazzell and Otto McDonald, who also own WELP Easley, S. C.

WABC-TV Promotes Rice

GEORGE RICE, film director of WABC-TV New York, has been appointed program director, reporting to Robert L. Stone, general manager of the ABC o&o outlet. Mr. Rice, who succeeds Adrian Rodner Jr., will retain his duties as film buyer for the station.

Before he joined WABC-TV in August 1954, Mr. Rice was film director of WBKB (TV), the network's Chicago station.

Succeeding Mr. Rice as film director is Tak Kako, WABC-TV film editor. Mr. Kako joined WABC-TV (then WJZ-TV) in 1950.

McKinnon Named Manager Of WSGN Birmingham, Ala.

BEN K. MCKINNON, vice president-general manager of WQVL-TV Greenville, S. C., has been named general manager of WSGN Birmingham, Ala., and will assume his new duties Dec. 1, it was announced by James W. Coan, president of Winston-Salem Bstg. Co., which is new operator of the radio station.

Mr. McKinnon has been associated with WQVL-T-V since April, 1953, and before that was sales manager for WBT Charlotte, N. C. He is a graduate of the U. of North Carolina.

The Winston-Salem Bstg. Co. on Nov. 9 was granted an assignment of license by the FCC to operate WSGN for a total lease price of $250,000 with an option at the end of five years to purchase the station for $123,500. The company also operates WTOB-TV Winston-Salem, N. C., and WOTV (TV) Richmond, Va.

H. Leslie Atlass Suffers Arterial Attack in Chicago

H. LESLIE ATLAST, vice president in charge of CBS Central Div. and general manager of WBCN-TV Chicago, was reported resting easily last week after being stricken Wednesday evening.

Mr. Atlass was revived by an inhalator squad in his Ambassador East hotel room. H. Leslie Atlass Jr., son of the CBS executive and program director of WIND Chicago, quoted a physician's diagnosis as a "spasmodic arterial condition." Mr. Atlass has suffered four major heart attacks in the past nine years.

WMAQ, WNBQ (TV) Chicago Name Whalley to New Post

APPOINTMENT of John F. Whalley to the newly-created post of director of business affairs and financial planning for WMAQ and WNBQ (TV) Chicago was announced last Tuesday by Henry T. Sjorgen, assistant general manager.

A 25-year veteran of NBC in Chicago, Mr. Whalley has been serving as director of operations for the two stations. He joined WMAQ as office manager in 1930 and later became business manager for WMAQ and controller for both WMAQ and WNBQ. Before 1930 he was associated with General Electric Co.

Killgore Buys WKXV Knoxville

SALE of 1 kw daytimer WKXV Knoxville, Tenn., by Roy S. and Tom Carr to H. Scott Killgore for $100,000 was announced last week. Mr. Killgore owns WARE Ware, Mass., and WKXL Concord, N. H. He is a consulting radio engineer. Negotiations for the sale of the Knoxville daytimer were handled by Paul H. Chapman, Atlanta.
Charles Burge Appointed Sales Manager of KMOX

APPOINTMENT of Charles Burge as sales manager of KMOX St. Louis, Mo., has been announced by Robert Hyland, the station’s general manager.

Mr. Burge entered radio in 1940 with KFVS Cape Girardeau, Mo. He since has served as assistant sales manager for KXOX St. Louis and KWK St. Louis. He is a member of the St. Louis Assn. of Mfrs. Representatives and is active in Variety Club work.

WSB Stations Promote Daugherty, Holbrook

C. F. DAUGHERTY, for 24 years chief engineer of WSB-AM-FM-TV Atlanta, Ga., has been named manager of the facilities division, a newly-created position to handle the physical assets of the station, according to John M. Outler, general manager, who made the announcement yesterday (Sunday). Robert A. Holbrook moves up from assistant to chief engineer, replacing Mr. Daugherty.

WSB is building a new $1.5 million plant which will be ready for occupancy about Jan. 1.

Mr. Daugherty joined WSB in 1922, six months after the station went on the air. Since then he has built or supervised construction of six ever-larger transmitters, including the facilities in the new building. Mr. Holbrook joined WSB in 1932, after a short stint with RCA in Atlanta.

Broadcasters Win, Lose In Municipal Elections

TWO broadcasting executives were affected directly by Nov. 8 elections.

Democratic Mayor Earl J. Glade of Salt Lake City, a board member and minority stockholder of KSL-AM-FM-TV there, lost the mayoralty election in that city to his GOP opponent, Adiel F. Stewart. In Phoenix, Jack Williams, program director and part owner of KOY there, was elected mayor in a non-partisan election.

Other public figures in Phoenix radio and tv are former Gov. Howard Pyle, now an administrative aide to President Dwight Eisenhower and on leave as vice president-program director of KTAR Phoenix and the Arizona Broadcasting System, and Gov. Ernest W. McFarland, president of KTVK (TV) Phoenix. Democratic Gov. McFarland, who as a former U. S. senator was author of the McFarland Amendment to the Communication Act, unseated Mr. Pyle in the 1954 elections.

North Dakota Broadcasting Makes Personnel Changes

SEVERAL personnel appointments have been announced for the North Dakota Broadcasting Co. by Judy Lawton, operations manager. North Dakota operates KXJB-TV Valley City-Fargo, KSJB Jamestown, KCJB-AM-TV Minot and KBMB-TV Bismarck.

Appointments were Cis Hadley, KCJB-TV program director; Barbara Curran, promotion manager; Hal Kennedy, news and special events director; Ro Grignon, production manager; Jean Jones, continuity director, all KXJB; Dennis Falk, producer-director, and Pete Evenson, program coordinator, both KBMB-TV.
Roy D. Shotts, national sales manager, KTRM Beaumont, Tex., appointed station manager.

Steve Zinn, WVTY (TV) Tampa, Fla., returns to WITV (TV) Fort Lauderdale, Fla., as station manager. He was formerly operations manager of WITV.

H. A. Bridge Jr. named director of operations, KMTV Marshall, Tex. A 25% stockholder in station, Mr. Bridge formerly served in U. S. Navy producing radio-tv programs.

Ramon J. Stoupal, Conn Agency, Cleveland, Ohio, to WRSR Cleveland as promotion director.

Lou Corbin, director of special events, WFBR Baltimore, appointed news director.

William Hedgpeth, program department director of administration, WTOP-AM-FM-TV Washington, appointed film director, WTOP-TV. Joseph P. Dowling, Headley-Reed TV, N. Y. station representative, to WTOP-TV as director of sales promotion.

John E. Surrick, assistant to president, WAKR-AM-FM-TV Akron, Ohio, to WPEN Philadelphia as local sales manager. He formerly served as vice president-general manager, WFBR Baltimore, Md., and was first president of Maryland-D. C. Radio & TV Broadcasters Assn.

Robert S. Hallock, KPTV (TV) Portland, Ore. to KLEW-TV Lewiston, Idaho, as production manager.

Robert O. Edward, program director, KLER Lewiston, and Gene Wilson, KLER chief engineer-announcer, both to KLEW-TV as announcers-engineers. Mrs. Hilda Meek, formerly of Spokane, Wash., to KLEW-TV as secretary-receptionist.

Rod O'Conner, Hollywood actor-announcer, to KUTV (TV) Salt Lake City for two daily shows.

Lee Bery, newscaster, WOW Omaha, to KOA Denver as night news editor.

Carl Getschell, account executive, WOR New York, to sales staff, WOR-TV New York.

Harry W. Marble, CBS newscaster, to WGAN-AM-TV Portland, Me., news staff.

Allen Davis, announcer, WNIX Springfield, Vt., to program director. Fred C. Stevens Jr. manager, WTSV Claremont, N. H., to WNIX as sales manager.

Forrest N. Morgan Jr., news-continuity director WKBR Manchester, N. H., to WCCM Lawrence, Mass., as program manager.

Charles R. Mailet appointed production manager, WRNE Richmond, Va. He formerly served in managerial capacity at WFLO Farmville, Va., and WWOD Lynchburg, Va.

Jim Lucas, account executive, WRSR Cleveland, Ohio, to KCSB San Bernardino, Calif.

Lloyd B. Gibson, former sales manager, WBBF Rochester, N. Y., to WHAM Rochester sales staff.

Arthur T. Jones, news editor and account executive, WFOX Milwaukee, to WISN Milwaukee as account executive. Ray Probert appointed stage manager, WISN-TV.


Bill Cannady, Cleveland, Ohio, newscaster, to KNCM Moberly, Mo., to direct expansion of station news coverage, special events and publicity.

David A. Lindsey, national advertising manager, Omaha World Herald, appointed promotion manager of WOW Omaha.

Mr. Bridge

Mr. Surrick

Mr. Lindsey

Robert J. Dean, KM J-TV Fresno, Calif., to WFIE-TV Evansville, Ind., as general sales manager.

Richard Fraley, local sales representative, KFH Wichita, Kan., appointed sales manager, KTSW Emporia, Kan.

Clark Kelsey Jr., recently discharged from U. S. Air Force, to sales promotion-research staff of WBBM Chicago. Chuck Accree, entertainer, signed by WBBM for new series of programs, Something to Think About. Kenneth Dobbs, assistant director, NBC-TV New York, to WBBM production department.

Frank Delfino, WICC Bridgeport, Conn., announcer, to WRCA New York as staff announcer.

Beth Norman, former program director and broadcaster, KYA San Francisco, began new weekly program on KABC Los Angeles, Nov. 6.

John Corcoran, WPEN Philadelphia news commentator, resigned to devote full time to his restaurant business, Joe Brooks, publicist, to staff of WPEN 950 Club.

Gene Holli, WCOL Columbus, Ohio, to WTVN that city as staff announcer.

Mrs. Jack Gordon debuted on WOOD-TV Grand Rapids, Mich., Nov. 7, as "Miss Jean" on Romper Room show.

Harry Erdo, former announcer for KTLA (TV) Los Angeles and KRCU (TV) that city, to KGMB-TV Honolulu as producer-announcer.

Ellen Kehoe, radio sales dept., WTOP Washington, D. C., promoted to WTOP-AM-FM-TV music librarian.

Mrs. Norma Galloway, secretary, Huntington (W. Va.) Memorial Field House, to WHTN-TV Huntington sales and merchandising department.

John Gary, baritone, to WDSU-AM-FM-TV New Orleans.

Wendell D. Palmer, continuity manager, WTMJ-AM-TV Milwaukee, appointed assistant to Bruce Wallace, public service and promotion manager. William F. McCormick promoted to continuity manager and Richard C. Thomas assigned to sales contact work.
CBS RADIO NAMES FEIN, BECKER V. P.s

Radio network names executives to promotion-advertising-information and business affairs posts. Sales personnel named to new jobs.

ELECTION of Irving A. Fein and I. S. (Zac) Becker to newly created CBS Radio vice presidencies was announced Tuesday by Arthur Hull Hayes, CBS president, who said the appointments point up expanding operations of the past few months.

Mr. Fein, formerly director of public relations in Hollywood for the network, will take charge of sales promotion, advertising and press information, effective next Monday. Mr. Becker, who for a few months in 1952 was vice president in charge of business affairs for CBS Radio, returns to that post, effective immediately. He will continue to oversee Air Features Inc., a CBS property that packages radio shows, of which he was president before his return to the business affairs position.

In other changes, it is being announced today (Monday) that Bok Reitzel, manager of the Detroit office of CBS Radio Network Sales, is taking a year’s sabbatical and will be replaced by Bill Firman, now in the Chicago office of network sales; and that the post of Pacific Coast network sales manager, vacant since Mr. Reitzel’s move to Detroit about a year ago, is being reactivated “in recognition of the increasing importance of the West Coast in the network sales picture” and will be held by

Jack Donahue. Mr. Donahue has been with CBS since 1941, since February as an account executive in the Chicago office and before that as manager of the San Francisco office of CBS Radio Spot Sales. His headquarters will be in Los Angeles.

Mr. Fein was director of advertising and publicity for Amusement Enterprises Inc. when that organization was purchased by CBS in 1948, and came over to the network at that time. In 1951 he became director of publicity and exploitation for CBS Radio in Hollywood. This was followed in 1953 by his appointment as director of public relations there.

Mr. Becker was vice president in charge of business affairs at CBS Radio from Aug. 7 to Dec. 1, 1952, and held the same post with CBS-TV a year prior. He first became associated with CBS in 1934 as business manager and assistant director of Columbia Artists Inc., then a CBS division. He was moved into assistant director of operations at CBS in 1942 and in another round of promotions became director of operations in 1948.

Henry Howard, who had been director of business affairs for CBS Radio, last week was named to a new post with CBS-TV (see story page 92).
INGENUITY MARKS GETTYSBURG TELECAST

CBS-TV crew uses unconventional methods to bring exclusive showing of Eisenhower's new office. Town becomes communications center.

AN ELABORATE new communications center set up at Gettysburg, Pa., for radio, TV and press correspondents had a workout last Tuesday when CBS-TV presented an exclusive telecast of President Eisenhower's new office.

A CBS-TV crew headed by Ted Ayers, CBS Washington executive producer, utilized a rented Ford as a remote unit to patch up a circuit for the network feeds. The feature was carried live four times, starting with the Charles Collingwood Morning Show and winding up on the two Douglas Edwards news telecasts in the evening.

The CBS-TV technicians, including technical director Sandy Bell, New York, and Lou Scanna and Carl Prince, strung a one-inch coaxial cable from the President's office in the post office building across a main thoroughfare to the rented car. Power was obtained from a dentist's air-conditioning unit. The coaxial cable was strung back across the street and over several roofs to the American Legion building where ARTV has a TV and audio control center.

For the evening telecasts, the crew masked streetlights and traffic signals, and lighted the building from lamp sockets in a nearby home. Lou Shollenberger, CBS Washington associate director of public affairs, and Wells Church, CBS Washington correspondent, handled the commentary. They described the President's office and reception room from memory, listening in three blocks away on the camera cues fed by Mr. Ayers.

The pickup gave a view of the President's desk and office furnishings. On a sofa were unhang paintings of Washington and Lincoln, plus a group photo including Secretaries Dulles, Humphrey and Wilson.

A radio-press room has been set up in a basketball court behind the Hotel Gettysburg. Around 100 correspondents and technicians are stationed in the little town, which is having the most excitement since the famed Civil War battle.

The radio-press room has Western Union equipment capable of handling 50,000 words an hour plus wire photo and dark room facilities.

Two news conferences are held daily by James C. Hagerly, White House radio-press secretary. The office of the Gettysburg College president was selected last week by Robert Montgomery, NBC-TV producer and President Eisenhower's radio-TV adviser, as a studio site for Presidential telecasts and film programs.

Eight Hours of 'Monitor' To Be Dropped After Jan. 1

AN EIGHT-HOUR segment—midnight Saturday to 6 a.m. Sunday—of NBC Radio's weekend service, Monitor, will be dropped after Jan. 1, it was disclosed last week.

NBC spokesmen said the discontinuance was decided because not enough of the radio network's affiliated stations were picking up the segment for broadcast.

Monitor now runs continuously each weekend from 8 a.m. Saturday to midnight Sunday.

Robert E. Sherwood Dies

FUNERAL services for Robert E. Sherwood, 59, Pulitzer prize-winning playwright and author, were conducted in New York last Wednesday following his death Monday as result of a heart attack. Mr. Sherwood was signed by NBC in January 1953 to write nine original one-hour television plays over a five-year period. Two were presented, "The Backbone of America" on Dec. 29, 1953, and "Diary" on Sept. 20, 1954. In February of this year NBC released him from the contract in response to his desire to devote himself almost exclusively to writing for the legitimate theatre and motion pictures.

CBS News Plans Shift

THREE CBS foreign correspondents will be shifted next March, John F. Day, director of CBS News, said last week. Bill Downs returns to Washington after having served in Rome for more than two years; Winston Burdett, currently assigned to London, will return to Rome where he had been CBS' correspondent, 1948-1951, and Alexander Kendrick, now on roving assignment in Africa, returns to his former post in London.

WORA-TV Joins CBS-TV

AFFILIATION of WORA-TV Mayaguez, P. R., with CBS-TV as a non-interconnected outlet was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WORA-TV (ch. 5) is owned and operated by Radio Americanas Corp., of which Alfred R. de Arellano Jr. is president.

Army-Navy Game on MBS

FOR THE 14th consecutive year, MBS will cap its football coverage season with the play-by-play of the 56th annual meeting of the Army vs. Navy from Philadelphia's Municipal Stadium Nov. 26. Sponsor is the Allstate Insurance Co., Chicago, through the Christiansen Co., Chicago.
CBS Radio Affiliates
Schedule Board Meet

A SPECIAL all-day meeting of the board of directors of the CBS Radio Affiliates Assn. with key executives of the network will be held Dec. 8 in New York, Kenyon Brown of KWFT Wichita Falls, Tex., chairman of the affiliates board, and CBS Radio President Arthur Hull Hayes are announcing jointly today (Monday).

The meeting reportedly will be devoted to a general discussion of subjects of common interest to the network and its affiliates. In requesting the meeting, the affiliates group was said to feel such a session at this time would be especially productive because, unlike a number of earlier meetings, there are now no specific negotiations in progress—"no issues at stake"—to limit the joint quest for ways of improving network service and network-affiliate relationships. It also was pointed out that the meeting is timely in that it will be the first since the 1955-56 affiliates board was elected in Detroit in September [8&T, Sept. 19].

In addition to the day-long session, a dinner party will be held the evening of Dec. 8.

The 1955-56 affiliates board consists of Mr. Brown, who represents District 8 and who succeeded John Patt of WJR Detroit as chairman; J. Maxim Ryder, WBRY Waterbury, Conn. (District 1), who is secretary-treasurer of the board and who replaced Arnold Schoen, WPRO Providence; George D. Coleman, WGBI Scanton, Pa. (District 2); Donald W. Thornburgh, WCAU Philadelphia (District 3), who replaced C. T. Lucy, WRVA Richmond; John M. Rivers, WCSC Charleston, S. C. (District 4); F. C. Sowell, WLAC Nashville (District 5); Charles C. Caley, WMBD Peoria, Ill. (District 6); Hugh B. Terry, KLZ Denver (District 7); Saul Haas, KIRO Seattle (District 9); Worth Kramer, WJR, who succeeded Mr. Patt as director-at-large; Frank P. Fogarty, WOW Omaha, who succeeded Victor A. Sholis, WHAS Louisville, as director-at-large, and George B. Storer, Storer Broadcasting Co., who continues as director-at-large.

CBS Radio representatives at the meeting will be President Hayes; Administrative Vice Presidents James M. Seward and J. Kelly Smith; Station Relations Vice President William A. Schult Jr., and Station Relations Manager Ole Morby. CBS Inc. will be represented by Richard Salani, vice president.

'Queen for a Day' to TV

ACQUISITION by NBC-TV of the exclusive tv rights to Queen for a Day was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. The program is set to be carried during the day at a time not yet determined. Mutual carries the Queen for a Day radio show (Mon.-Fri., 11:30 a.m.-noon EST), which the network last week renewed for the 11th year. Robert Monroe, MBS vice president in charge of programs, said the program would continue to be scheduled on Mutual's morning program block.

NETWORK PEOPLE

Herman Lewis, former editor, Burbank (Calif.) Independent, to NBC press and publicity department, Hollywood.

Robert A. O'Conner, formerly with MBS engineering staff, to radio frequency division of CBS-TV engineering department.

Stan Morris, publicist, ABC-TV Hollywood, appointed trade news editor for ABC-TV Western Div.

From where I sit
by Joe Marsh

Last Word in Farm Machinery

Curly Lawson was first in this area to use one of those roadside vending machines. He's sold milk and eggs in one about a year now, and recommends them highly—but with reservations.

"Mine's the latest model," says Curly. "Built-in refrigeration unit—heater—an automatic sign turner-on for night. Takes any combination of coins—even gives change!"

"However," he warned, "those machines aren't cheap to buy . . . or operate. They run about $3500. If you're not on the main highway like I am—where lots of city people pass—you'd better stick to the old methods."

From where I sit, you have to admire Curly for his pioneering spirit. Of course, there's also plenty to be said for those who tend to stick to the old proven methods. People's ideas differ on the subject—on any subject. Like you may always drink buttermilk with your meals . . . while a glass of beer's the "automatic" choice with me.

Joe Marsh

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AFTRA Announces New Welfare Plan

Details of what were called "the first national welfare and pension plans for the entertainment industry" were announced last Thursday in New York by trustees of the American Federation of Television & Radio Artists pension and welfare funds. The plans cover live television performers from coast-to-coast, including those earning as little as $1,000 a year and those earning more than $100,000.

The program will be entirely financed by ABC, NBC, CBS, television producers and stations and other companies who employ performers in accordance with contracts signed in November 1954 between the industry and AFTRA. The employer contributions are equal to 5% of the gross pay of the performers.

Contributions to the reserves of the funds, made since Nov. 15, 1954, amount to more than $1.6 million as of Nov. 1, 1955, according to an AFTRA spokesman.

Under the welfare plan, each performer who earns at least $1,000 a year will remain insured for the subsequent year, even if he has had no work for the current year. Each performer will have life insurance of $3,000; accident, death and dismemberment insurance of $3,000; Blue Cross hospitalization for the member and his family; full maternity benefits and major medical insurance for the member and his family up to $5,000; and $3,000 of life insurance for each eligible dependent.

The AFTRA pension plan will make annuity payments available as early as age 55, and contains optional benefits to continue lifetime pension coverage to widows, widowers, or children of retired performers. It also provides death benefits. An annuity will be paid before retirement or during the early years of his retirement.

Payment of welfare benefits will commence Jan. 1, 1956, and pension benefit payments on Jan. 1, 1958. Under both plans, eligibility will be based on employment in the live television industry, rather than with a particular producer or company.

The funds are governed by a board of trustees representing an equal number of industry and union representatives. The principal union trustees are Frank Nelson, national president of AFTRA, and Clayton (Bud) Collyer, first vice president. The first chairman of the board is Edward Wilson, vice president, and executive counsel of J. Walter Thompson Co.; I. S. Becker, president of Air Features Inc. and vice president of CBS Radio; and Emanuel Sacks, vice president of RCA Television. The alternate industry trustees are David Miller, vice president and general counsel of Young & Rubicam; Mrs. Geraldine Zorbaugh, general counsel, ABC, and Gordon Gray, general manager, General TeleRadio Inc.

AFTRA Vetoes Agents' Fee

The American Federation of Television & Radio Artists in Hollywood has voted to prevent talent agents from collecting fees on live tv or radio assignments negotiated at the minimum pay scale. The chapter turned down a proposal that the new fee structure AFTRA board recommends a rule prohibiting collecting of fees at minimum scale. It also voted $5 fines for members not reporting transcription or recording dates.

MANUFACTURING

Scatter Propagation May Be Means of Long-Distance TV

Fledgling art could open door to intercontinental television in near future, according to forecasts at Washington seminar on vhf-uhf distance coverage.

A NEW door is opening for long distance tv. The day may not be far off when intercontinental tv is an everyday routine.

The means? Forward scatter propagation. Latest advances in the fledgling art of forward scatter communications were revealed last week in Washington at the first seminar on this method of reliable vhf-uhf distance coverage.

The seminar was held under the auspices of the Institute of Radio Engineers and the George Washington U., Washington. It attracted more than 500 scientists and engineers from all over the U.S.

The seminar heard two dozen papers on various aspects of scatter propagation. It also heard:

Dr. Allen B. DuMont forecast that trans- oceanic tv is at hand—via a chain of scatter relay stations marching up the eastern coast of North America and over the Great Circle route to Greenland, Iceland, and Great Britain. Each station would cover 200-300 miles. Dr. DuMont explained, using uhf frequencies and signal ricochets from the troposphere.

FCC Comr. Edward F. Webster acknowledged that the growth of scatter systems undoubtedly will have an impact on spectrum allocation. He warned scatter advocates not to plunge into the commercial use of these new modes of transmission until something more is known of what frequencies are best and answers are at hand on what to do with radio services they may displace.

Called 'Freak' Reception

Until recently, the phenomena of receiving vhf and uhf signals at great distances were considered propagation aberrations. It was believed that the vhf and uhf frequencies permitted line of sight transmissions only. Depending on the location of the antenna and the power generated, these runs from 40 to 60 miles. Indications of a vhf or a uhf signal beyond the horizon were characterized as "freak" propagation. It was agreed that during certain portions of the day or of the seasons there was more "freak" reception than at other times. This is particularly true during the seven-year sunspot cycle, which is at one of its peaks now.

Only lately, however, it has been determined that these conditions are reliable enough to the extent that they can be utilized for long distance communications.

Leaders in this experimentation were the Na- tional Bureau of Standards, Lincoln Lab. of the Massachusetts Institute of Technology, Bell Labs, Collins Radio Co., RCA, and the military services.

The scatter signals are of minute strength. They require high powered transmitters and large extremely highly directrix antennas. These signals are refracted earthward from both the ionosphere and the troposphere. Both of these atmospheric layers act somewhat like a mirror to radio signals but it was long believed that the vhf and uhf radiations were not reflected in usable strength by these ionized blankets. The reflective capabilities of the ionosphere long have been used for short wave, overseas communications. It is also the means by which clear channel standard broadcast stations accomplish major land coverage.

Findings of Experiments

In the experiments on scatter propagation it was found that vhf frequencies (25-60 mc) using the ionosphere could be transmitted from 1,000 to 1,500 miles and reliably and basically 300-5,000 mc) and the higher vhf wavelengths (above 100 mc) can be used in conjunction with the troposphere to transmit distances up to 300 miles.

At the present time there is some question whether the ionospheric-uhf technique is capable of handling wide band intelligence (such as tape signals).

Bell Labs' propagation expert Kenneth Bullington told BWT that he did not see "any possibility in the next decade or more for a single high power trans-oceanic television relay.

Tremendous powers would be required, he pointed out, and the problems of fading, distortions, ghosting and other faults would indicate that the question of reliability may be insurmountable.

In his talk before the Sigma Delta Chi convention in Chicago two weeks ago, William R. McAndrew, NBC director of news, discussed the possibility of "blind force" scatter transmissions for trans-oceanic tv. He disclosed that at the present level of development, such a feat would cost $10 million (BWT, Nov. 14).

"Obviously," Mr. McAndrew said, "that is an impossible price. But it will not be long before the figure will be practical."

The probability of using a chain of relay stations, utilizing uhf frequencies and tropospheric propagation, is closer to realization, the experts stated.

Mr. Bullington referred to a video picture which had been sent over a 188-mile path between Holmdel, N. J., and Round Hill, South Dartmouth, Mass., on 5,000 mc and using 300 w transmitter and 28-ft. parabolas at the transmitting and receiving end. This was done by Bell Labs, and MIF, was explained, and proved that wideband signals could be transmitted over a tropospheric scatter medium.

There are still problems, it is said. These include such things as determining whether there is excessive group, whether the signal levels vary with distance and climate, overcoming receiver noise, and the question of economics.

Due to the extension of scatter use is the question of economics. Whether it is economically practical to use the scatter technique— with its requirements of high power and large,
high-gain, highly directionalized transmitting and receiving antennas for intercity tv relaying as against the shorter, line-of-sight microwave relays (30-60 miles apart) already in existence, is an unknown factor at this time.

Washington consulting engineer John Creutz, associated with E. C. Page Communications in forward scatter development, is dubious. It would cost a telecaster about $20,000 to put in his own microwave link over a 200-mile distance, he pointed out to B&T last week. To do the same thing with forward scatter, including the transmitter, antennas, and the complex receiving equipment, would cost close to $300,000. It's like using an elephant to pick up a toothpick," he said.

Scatter systems have been operating in the far north connecting military bases in Canada and Greenland, it is understood. Such systems are also planned for ship-to-shore circuits in conjunction with the Texas tower radar platforms being built off-shore U.S. These are all narrow band communications circuits (telegraph and voice), it is understood.

The major commercial scatter circuit scheduled to begin operation in about a year is that being constructed by AT&T to establish multichannel voice communications over the Florida Straits, between Miami and Havana. This is a distance of 300 miles. AT&T received authority to construct this facility under experimental authority from the FCC. In its application, the Bell company stated that it hoped to test out the relaying of tv programs also.

Military Use

In the military usage, it was pointed out, the extra expenses of scatter systems are offset by the necessity to traverse major uninhabited, mountainous land terrains and large water areas. Fewer intermediate links—with reduced equipment and personnel requirements—are also helpful in justifying the cost, it was stated.

In his discussion last week, Dr. DuMont declared: "I think we are on fairly secure ground when we assume that uhf signals incorporating sufficient information for television pictures will be able to be transmitted satisfactorily for distances of 300 miles."

He continued: "...the really important potential for the use of scatter transmission [for tv] must be in areas where it is impractical or impossible to install microwave or cable. No great vision or imagination is required to come very quickly to the conclusion that this new method for long-range transmission makes transoceanic television possible. ...Forward scatter' very definitely gives the industry the tool by which it can be accomplished."

Referring to the proposals for linking the North American continent to Europe, Dr. DuMont declared that Congress ought to study the feasibility of immediately establishing such a trans-Atlantic hookup. He alluded to the United Inc. proposals (William S. Halstead and associates) which envisage a chain of relay stations from the U.S. into the Canadian east coast and thence eastward over Greenland, Iceland, Faeroe Island and Great Britain. In 1953, Sen. Burke B. Hickenlooper (R-Iowa), chairman of a Senate Foreign Relations subcommittee, heard Mr. Halstead and others discuss their NARCOM (North Atlantic Relay Communications System) proposal. This was on the agenda of the short-lived Commission on

In an effort to achieve the finest in TV film quality at a reasonable price, Sarkes Tarzian engineers designed this complete film reproduction system.

The Tarzian designed, 16 mm. film projector incorporates many features usually found only in the most expensive machines. The vertical, panel-type construction of this well-styled system permits exceptional accessibility for maintenance. And, the special design permits long light application time which produces the ultimate in fine quality film reproduction when used with the Vidicon film camera.

The Vidicon film camera, when operated with the special multiplexer provided with the package, has more than 600 lines horizontal resolution, with no shading problems and no secondary reflections.

To complete the complement of this outstanding package, there is the remarkable automatic slide projector which holds 100 slides, anyone of which can be selected in any sequence. You can buy the complete package, consisting of two 16 mm. film projectors...1 automatic slide projector...Vidicon film camera chain...multiplexer...and all pedestals for approximately the price of the old Iconoscope film camera alone, $12,400.

Write for detailed information

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana

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International Telecommunications, established by a 1953 Senate resolution (S. J. Res. 96). This commission never received an appropriation.

Comm. Webster, who was the keynote speaker at the two-day seminar, called attention to the fact that there were no non-government frequencies available for fixed services in the 30-60 mc band, and only a few bands available in the area above 100 mc. These bands are pretty well occupied, he pointed out. FM broadcasting occupies the 88-108 mc region, and TV parts of the vhf and uhf portion of the spectrum.

TV's ch. 2 (54-60 mc) thus lies, it is believed in some quarters, under the gun of demands for this band if needed for long distance continental U. S. scatter communications systems. Trans-oceanic scatter communications using the 54-60 mc band would not conflict with TV's use of ch. 2 in the U. S., it was suggested.

The use of scatter propagation for international communications, Comm. Webster said, called for international agreements to permit these methods to be used without interference.

Last month, the FCC announced that it had no present intention of establishing frequencies for forward propagation by ionospheric scatter. At that time, FCC engineers pointed out that interference to TV's ch. 2 from scatter propagation should not be noticeable. The interference, they said, should be no more than already received by the 54-60 mc band from various types of skywave interference and in addition the scatter signals should be extremely weak.

Among other speakers at the seminar who touched on television were Kenneth A. Norton, Central Radio Propagation Lab., National Bureau of Standards, and William E. Gordon, Cornell U., Ithaca, N. Y.

Seidel Sees Electronics Jump

PREDICTION was made last week by Robert A. Seidel, executive vice president, consumer products, RCA, that the dollar volume of America's electronics industry will jump about 30% during the next two years to about $14 billion from the present $11 billion. Mr. Seidel told a luncheon meeting of civic and business leaders preceding the formal opening of a new distribution center of the RCA Distributing Corp. in Buffalo that 10 years ago the electronics industry had annual sales of about $1.5 billion and in 1950 the figure had passed the $6 billion mark.

SATELLITES AS TV RELAY POINTS PONDERED

Man-made vehicles circling earth could serve to beam television programs across the ocean. General Electric engineer tells American Rocket Society meeting.

POSSIBILITY of utilizing man-made satellites as relay points for beaming television programs across the ocean was advanced by a General Electric Co. research engineer at the 25th annual meeting of the American Rocket Society in Chicago last week.

Satellites circling the earth could serve as reflectors for television waves, according to R. P. Haviland, who discussed applications of satellite vehicles in weather forecasting and charting.

(A similar prediction was made by Sigma Delta Chi in Chicago last fortnight by NBC's William McAndrew [BT, Nov. 14].)

Mr. Haviland declared that the satellite "must compete on an economic basis with services now in existence."

"There are a few exceptions, of course, such as the transoceanic relaying of television signals, where present techniques are not adequate, but even these are marginal in cost," he asserted. Mr. Haviland suggested that in a later stage the satellite could be used with television and facsimile techniques to make "low detail large area investigations" for mapping and cartography.

Use of 10 Satellites

Some scientists have suggested intercontinental tv could be made a reality by using 10 satellites on different orbits and at various heights, Mr. Haviland said.

As to weather charting and forecasting, Mr. Haviland said a review of resolution and coverage curves indicates that "television relaying is very useful, although the greater resolution provided by facsimile would be helpful for some measurements, such as cloud height." Resolution of tv is about 400 lines and of facsimile about 1,000 lines per inch, he added.

In another paper, Andrew G. Haley, director and general counsel of the society and member of the Washington law firm of Haley, Doty & Wellenberger, also discussed the "unnamed earth satellite." He explored Dr. John R. Pierce's theory that the earth satellite program will aid transoceanic communications on earth with two systems:

(1) consisting of enough satellites in relatively near orbits so that one of them is always in sight at transmitting and receiving locations, and
(2) a single satellite 22,000 miles above earth and visible to all inhabited earth areas.

"A 5 mc television channel to be carried by the single satellite system would require a 1,000-ft. sphere repeater, and 10,000 kw power on earth. The same channel carried by a system of low level satellites would require only 10 kw power," Mr. Haley noted.

He declared:

"We must look forward . . . in the very near future to the advent of the manned, earth returnable satellite. We must also prepare to meet the well-founded contingency that states will not divert the use of the spectrum allocated on a government basis to the control of communication with either unmanned or manned earth satellites.

Mr. Haley urged a study of communications requirements on manned and unmanned satellites by the International Radio Consultative Committee (CCIR), which should be advised, he said, of available frequency bands for remote control of and communication with satellites.

He said UNESCO should send representatives to CCIR sessions and International Telecommunications Union to UNESCO — to discuss radio allocations in connection with satellites. ITU should initiate proceedings for allocation of frequencies in connection with control-communication aspects of satellites, he added.

Final Units Being Installed

For Dallas Candelabra System

DELIVERY by RCA of a 50 kw vhf transmitter to WFAA-TV Dallas has been announced by A. R. Hopkins, manager of RCA's broadcast equipment marketing department. Mr. Hopkins explained that the transmitter is virtually the final link in the installation of the candelabra transmitting antenna, which will permit WFAA-TV and KRLD-TV Dallas to share a common antenna site and tower.

A radical design, the candelabra-type construction provides separate antennas — a different type for each of the stations mounted 75 feet apart on a triangular platform atop a 1,438-ft. tower [BT, July 25]. The system, RCA said, already has been erected and electrically connected. The stations expect to begin operations at the site next month.

Mitchell Thinks Estimates On Electronics May Go Up

CURRENT volume estimates of the fast-expanding electronics industry may have to be revised upward because of the rapid growth of commercial and industrial electronics, Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., said Wednesday.

Mr. Mitchell's caution on projections was made during an address at an annual convention of the National Electrical Mfrs. Assn. in Atlantic City, N. J. He said that "current predictions" — which later probably would need revision — are for an annual volume of about $91 1/2 billion that will increase to $15 billion by 1960 and $20 billion by 1965. Mr. Mitchell stressed the anticipated need for stepped-up mechanization to meet both the electronic and electrical expansion.
DEBENTURE SALE STARTED BY RCA

Common stockholders of corporation offered right to subscribe for $100 million. Buying to be ended on Dec. 5.

RCA is offering its common stockholders the right to subscribe for $100 million of 3 1/2 percent debentures due Dec. 1, 1980, at the rate of $100 principal amount for each 14 shares of common held of record last Thursday, Brig. Gen. David Sarnoff, RCA board chairman, announced Friday. First public disclosure of the offering had been made by General Sarnoff last month (At Deadline, Oct. 3).

General Sarnoff said the debentures are priced at 102 1/2% with the right to subscribe expiring Dec. 5 at 3:30 p.m. EST. They are convertible into common stock at $50 per share at any time on, or before, maturity. Underwriter is a nationwide group of investment banking firms headed jointly by Lehman Bros. and Lazard Freres & Co.

Net proceeds of the debentures' sale initially will be added to RCA's working capital. RCA currently has $740 million in the past five years, the last five years, for additions and improvements to its properties, General Sarnoff said, and as of Sept. 30, about $28 million had been authorized for future additions and improvements.

Sales volume expanded from approximately $586 million in 1950 to approximately $941 million in 1954 and during the first nine months of this year, sales totaled about $740 million, the highest for any comparable period in RCA's history, according to General Sarnoff, who noted that the continued expansion will increase materially the needs for working capital.

The debentures have the benefit of a sinking fund under which $4.5 million principal amount of the debentures will be retired Dec. 1 in each of the years 1965-1979, inclusive. RCA also has the option to provide for retirement through the sinking fund of up to $4.5 million principal amount of debentures 1960-1979 inclusive.

Debentures comprise the only long term debt of RCA except for $150 million of promissory notes which are due 1970-1977, held by insurance companies. Outstanding also are 800,824 shares of $3.50 preferred stock without par value and 13,923,327 shares of common stock without par value.

Engstrom Appointment Tops RCA Executive Assignments

DR. ELMER W. ENGSTROM has been appointed senior executive vice president of Radio Corporation of America, and in this capacity will be in charge of RCA Laboratories, Defense Electronic Products, and Commercial Electronic Products. He also will oversee Engineering Services, Manufacturing Services, and Product Planning staff activities.

Other new RCA executive assignments on the staff of chairman of the board and president:


Robert A. Seidel, continuing as executive vice president, Consumer Products, placed in charge of RCA Victor Television Division, RCA Victor Radio and "Victrola" Divisions, and RCA Victor Record Division.

W. Walter Watts, named executive vice president, Electronic Components, in charge of the Radiomarine Corp. of America and the Tube Division.

Mr. Toney said the expansion would lead also to increased employment at the Cambridge plant which now has some 1,400 workers.
MANUFACTURING

RCA Vidicon Tubes Reduced

REDUCTIONS in the prices of RCA-6198 and RCA-6326 vidicon camera tubes have been announced by Lee F. Holleran, general marketing manager, RCA Tube Division. The 6326 type is employed in black-and-white and in color tv broadcast film cameras, while type 6198 is used extensively for industrial tv applications.

Suggested resale prices were reduced from $315 to $230 on type 6198 and from $565 to $515 on type 6326. Mr. Holleran said the new prices were made possible by "substantial savings in manufacturing costs."

MANUFACTURING SHORTS

AT&T last week announced it will offer for sale unsubscribed portion of its recent 657-165,800 convertible issue, starting tomorrow (Tues.) or shortly after. Spokesman said amount not subscribed is $3,518,000, about one-half of one percent of original amount offered.

Motorola Inc. announces preparation of high fidelity records to demonstrate its new line of phonographs. Record is produced by Columbia Transcriptions. Dealers and distributors are urged to enclose record with each machine.

Zenith Radio Corp. announces two new four-speed phonograph models in low-priced field as part of line for coming season. Speeds are conventional 33 1/3, 45, 78 and new rate of 16 2/3 rpm for Zenith "talking book" records. Models are designed as portables for AC operation.


Entron Inc. (electronics mfr.), Bladensburg, Md., appoints Electroline TV Equipment Co., Montreal, distributor for eastern Canada.

Perkin-Elmer Corp., Norwalk, Conn., announces motor-driven zoom lens with 30-130mm focal length range, applicable to 16mm tv use. Auto-Zoom Model 10TV lens, designed for use with vidicon tube, can focus from six feet to infinity. It can be controlled any distance from camera and features remote control for any number of cameras, permitting use in locations normally inaccessible to operator. Company has also developed motorless model of Auto-Zoom for use with lightweight, hand-held 16mm cameras.

David Bogen Co., N.Y., offers new line of custom hi-fi tuners and amplifiers for home music systems. New models include separate components and combinations of am-fm tuners, preamplifier and power amplifier on single chassis, available with optional enclosures.

Ultra Modulation Co., Red Bank, N. J., has introduced audio control system which permits use of high audio power levels. New system accomplishes complete control of negative half cycle of modulation envelope, company says, by electronic switching which reproduces on negative half cycle exact wave form achieved during 100% modulation.

Insuline Corp. of America (electronic parts, equipment), Manchester, N. H., has become subsidiary of Van Norman Co. (machine tools), Springfield, Mass. In his announcement, Samuel J. Spector, Insuline president, said no change in officers or personnel will be made.

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‘Commercial Killer’

FOR SEVERAL WEEKS now, all day long, six days a week at its display salon at 333 N. Michigan Ave., Zenith Radio Corp. has been beaming, via loudspeaker, the virtues of its new flashmatic "commercial-killer" device to passersby. The announcer invites them to come inside, in pitch black, and see the wonders of the product after delivering this pitch: "Are you tired of hearing 15- and 20-minute commercials on television?" The flash guns are made freely available to all interested parties on request, and they can sit and play with them for hours.

MANUFACTURING PEOPLE

Robert S. Saichek, previously advertising and sales promotion manager at Ampro Corp., and advertising and public relations director of Ecor Corp., appointed sales promotion manager of new Waltham (Mass.) Labs. of Sylvia Pan Electric Products Inc.

R. J. Sargent, manager of major appliances, Westinghouse Electric Corp. appointed general manager of newly-created major appliance division. He will headquarter in Mansfield, Pa., and report to J. H. Ashbaugh, vice president of Westinghouse appliance divisions.


Robert G. Beebe, distributor service manager, Ward Products Corp. (electronics), Cleveland, Ohio, to Thompson Products Inc. that city to promote Superotor, antenna rotator.

Dr. Heinz K. Henisch, transistor authority of U. of Reading, Great Britain, on one-year leave of absence to accept appointment as visiting scientist at Sylvia Pan Electric Products Inc. Physics Labs, Bayside, N. Y.

Seymour D. Gurian, former assistant N. Y. sales manager and senior engineer, Radio Receptor Co., Brooklyn, N. Y., appointed sales manager of company's engineering products division.

B. M. Barrett, general consumer products manager, RCA Victor Co. Ltd., Montreal, and J. A. O'Hara, southern region RCA Victor field representative, appointed to new posts in RCA's International Div. Mr. Barrett was named director of international marketing department, and Mr. O'Hara was appointed sales manager, military exchange services.

AWARDS

WMT, WCCO-TV WIN TOP NEWS AWARDS

Thirteen radio and tv stations singled out for news operations and reporting in 1955 competition conducted by Northwestern U. for news directors association.

WMT Cedar Rapids, Iowa, and WCCO-TV Minneapolis were judged the "outstanding" radio and tv news operations, respectively, in 1955, in the annual competition conducted by Northwestern U. for the Radio-Television News Directors Assn.

The awards, which singled out 13 radio and tv outlets as winners, were announced Saturday (Nov. 19) by Fred. Baskett Mosse, chairman of the radio-television department of NU's Medill School of Journalism, at the RTNDA convention in Denver. News directors of WMT and WCCO-TV are Richard Cheverton and R. G. Johnson, respectively.

WMAQ Chicago and its news chief, William Ray, were cited for the year's "outstanding news story broadcast"—coverage of the manhunt for Richard C. Sirmans, police slayer. The "outstanding tv news story" award went to KTIV (TV) Sioux City, Iowa, and News Director Ken Wayman for court reporting.

Among stations receiving "distinguished achievement awards" for news operation were: (for radio) WLS Chicago (news director, William J. Small); WHO Des Moines, Iowa (news director, Jack Shelley); WKBN Youngstown, Ohio (news director, Gene Starn), and 2GB Sidney, Australia (news director, Hugh Elliot). For tv were: WBAP-TV Fort Worth, Tex. (news director, James A. Byron), and KLZ-TV Denver, Colo. (news director, Sheldon Peterson).

In radio news reporting a similar award was presented to WJSJ Winston-Salem, N. C., and F. O. Carter, its news director, WIAF-TV Providence, R. I., and WFIL-TV Philadelphia won for "distinguished achievement awards" in television news reporting, citing Warren Walden and Charles Harrison, respectively, as news chiefs.

Serving as contest judges for the annual competition were Francis McCall, executive producer for news, NBC, New York; Howard Kane, CBS Newsfilm, New York, and Charles Day, news director, WAGA Cleveland.

Academy Seeks Cooperation In Choosing 'Emmy' Winners

PLANS were set in motion at a luncheon meeting in New York last week to insure more effective cooperation between the East and West Coasts in the organizational structure of the Academy of Television Arts & Sciences and in the selection of its "Emmy" Awards. Don De Fore, Academy president, called upon east coast executives to work more closely with their counterparts in Hollywood.

Ed Sullivan, CBS-TV personality, who has been a past critic of the Academy and of its system of selecting "Emmy" winners, claimed at the meeting that the Academy award program in the past had been "unfair," because of faulty classification of tv programs and lack of criteria for setting up eligibility of voters. Mr. Sullivan noted that Disneyland was given an award last year as "the best variety show." At Mr. De Fore's suggestion, a temporary
committee of east coast tv personnel was formed to recommend improvements in the structure of the Academy and its method of selecting winners.

Mr. De Fore also announced that President Eisenhower has been selected to receive a special Emmy award for "his distinguished use and encouragement of the television medium." The award will be made to the President sometime during his convalescence at his farm in Gettysburg, Pa.

The Academy’s annual awards dinner will be telecast by NBC-TV for the second time next March 17 under the sponsorship of the Oldsmobile Div., General Motors Corp. The event will be carried as a Saturday night color spectacular, with originations in both New York and Hollywood.

Conelrad Award Scheduled

CERTIFICATES of commendation from the United States Government will be presented early in December to approximately 1,300 radio stations throughout the nation participating in Conelrad, the emergency broadcasting system in case of enemy attack.

Formal presentation will be made to Washington, D. C., radio station executives, and the Federal Civil Defense Administration, which is arranging the event, said that it will publicly mark other presentations that of necessity will be made by mail.

AWARD SHORTS

WCBS New York received special citation by Greater New York Fund for volunteer work on Fund’s behalf.

WAVZ New Haven, Conn., cited on honor roll of United Fund of New Haven as "Pacesetter," for its contribution to annual campaign.

WATR Waterbury, Conn., received meritorious service award of Disabled American Veterans Oct. 25 for service to listeners during Aug. 19 flood. Waterbury Civilian Club also cited WATR for "beyond the call of duty."

WKNY-AM-TV Kingston, N. Y., received letter from Mayor Fred H. Stang commending station’s flood coverage. Station staff also was commended by Chamber of Commerce, telephone company and civil defense director.

Charles Shaw, news director, WCAU-AM-FM-TV Philadelphia, presented annual award. Better Understanding Award of English Speaking Union for "sincere and continuing effort to achieve better understanding between the English-speaking peoples." This is second consecutive year he has been cited by Union.

Frank E. Schooley, director of broadcasting, U. of Illinois, Urbana, presented citation by National Assn. of Educational Broadcasters in recognition of 20 years service to organization.

French Broadcasting System and British Broadcasting Corp. were honored during National Assn. of Educational Broadcasters' 31st annual convention with special recognition citations for contributions to educational broadcasting and other factors. FBS was cited for "program contributions to educational stations in America." Citation to BBC was "for its many noteworthy contributions to American education broadcasting."

Bob McDermott, farm director at WSBT-TV South Bend, Ind., presented certificate of award and recognition from Cass County (Michigan) 4-H Club for helping promote 4-H and other farm organization projects.

Jim (Ed) Erwin, WCUE Akron, Ohio, sports director, proclaimed honorary Kentucky colonel. He formerly broadcast sports in Owensboro, Ky.

"Outstanding" reporting of Trieste situation over period of years brought WOW New York, Italian-language station, silver medal award from Mayor of Trieste, Dr. Gianni Bartoli. He presented medal on visit to U. S.

William B. Caskey, vice president and general manager, WPEN Philadelphia, given Award of Appreciation by Junior Baseball Federation at banquet in his honor. Recognition was for services as chairman of 1955 Phillies-Washington Senators benefit game.

George Putnam, KTTV (TV) Los Angeles newscaster, selected "most outstanding local television newscaster" by Bell-Maywood Business & Professional Women’s Club.

WRBL-TV Columbus, Ga., Chattanoogaoochee RFD show cited by Georgia Farm Bureau Federation for service to agriculture.

WHLI Hempstead, N. Y., cited by American Cancer Society for "notable assistance in the 1955 crusade."

Bobby Edwards and This Is Your Life, NBC-TV, which he emcees, cited by National Assn. for Mental Health for show about man who recuperated from mental illness.

Cleo Craig, president, American Telephone & Telegraph Co., received Gold Medal Award of Achievement Nov. 14 from U. of Pennsylvania Wharton School alumni society. Presentation was broadcast by ABC Radio.

WMAQ Chicago and newscaster Len O’Connor presented citation by Back of the Yards Council for "distinguished service" in connection with juvenile delinquency series, They Talked to a Stranger.


Lawrence Christopher, B&T associate editor in Hollywood, awarded first place in non-fiction magazine writing division of national competition conducted by Sigma Delta Chi, professional journalism fraternity, at its convention in Chicago. Recognition was given Mr. Christopher for his B&T feature story "Radio in 1955: Grass Roots Giant" (B&T, April 18) analyzing the trend toward acquisition of small, community radio stations.

WHAM-TV Rochester, N. Y. commended by National Board of Fire Underwriters in citation for fire prevention promotion.
Color Tests Now Underway At BBC's London Station

COLOR television tests now are underway at the British Broadcasting Corp.'s London station at Alexandra Palace, with equipment being used generating a modified type of the color signal set up by the National Television Systems Committee in the United States.

Purpose of the tests is to explore the degree of compatibility of the system by making observations on some thousands of black-and-white receivers and to see whether the system is capable of producing a consistently good quality color picture.

Increase in Radio Set Buying By Canadians Told at Meet

SALES of home radio sets in Canada this year are up 15.6% and automobile set sales have risen 74.5%. These increases were told to Canadian advertisers and agency executives by A. McDermott, general manager of Radio and Television Sales Inc., at the French market conference of the Toronto Advertising and Sales Club.

French-Canadians have the highest ratio of radio receivers in Canada, Mr. McDermott reported, with 98% of all homes in Quebec province having at least one radio whereas the national Canadian average is 96%.

Mr. McDermott also pointed out that French-Canadians have the highest daytime sets-in-use figure anywhere in the world and that nighttime radio shows attract owners of at least half the sets in use.

Earlier at the conference, economist Valmore Gratton expressed the belief that advertising to French-Canadian families should differ from that directed to English-speaking Canadians. For example, he said, French-Canadian women are more style conscious and consequently will buy more frequently clothes and house furnishings.

Colombia Plans Radio Network

COLOMBIAN government has ordered equipment from the West German firm of Telefunken for a radio network to be made up of seven broadcasting stations, with the key station located in the capital city of Bogota, according to a news bulletin of the Bonn Government.

Initial order, the bulletin reported, calls for enough equipment to operate two medium-wave band stations and two short-wave outlets, with three additional stations planned to service Colombia's high altitude listening areas.

RCA Expands in Latin America

RCA International Div. has created two new sales posts in Latin America to improve its distribution facilities in Central and South America as well as the Caribbean area.

Named to head the new South American sales department in Bogota, Colombia, was Carl E. Treute, former general sales manager of Almasen Americano, Venezuelan RCA distributors. Appointed as regional sales manager for the Caribbean area as well as Central America, with headquarters in the Miami sales office, was Frank A. McCall, former RCA international manager of record sales and marketing.

INTERNATIONAL SHORTS

CKCO-TV Kitchener, Ont., Canada, boosted power Nov. 11 from 29 to 54 kw, using new 651-ft. tower. Mayors of ten communities in extended coverage area appeared on special show celebrating event.

CKNW New Westminster, B. C., Canada, has new 30-ft. mobile broadcasting studio. Trailer studio is used for promotion at store and service station openings, housing developments and public service events.

Uruguay has bought complete television station from International General Electric Co. for educational use. Servicio Oficial de Difusion Radio Electrica, country's communications authority, will locate new outlet at Montevideo. GE is building equipment at Syracuse, N. Y., for installation early next year.

CJMS Montreal has appointed Horace N. Stovin & Co., Toronto, exclusive representative.

Canadian Broadcasting Corp. has outlined in small booklet its needs for original plays and other program material for both radio and television. Booklet, entitled Writing for CBC Radio & Television, outlines all type of program material needed and rates of pay for scripts of all types. CBC this year requires over 500 half-hour and hour-long scripts and has enlarged its script editing staff to promptly handle program material. Inquiries should be addressed to Canadian Broadcasting Corp., Box 500, Terminal A, Toronto, Canada.

Canadian government, through the Department of National Defense, has started half-hour tv show, Dateline, alternate weeks on all Canadian tv stations, both French and English. Show deals with Canadian history and is produced by Canadian Broadcasting Corp. Commercials are for Canadian Army Recruiting. Walsh Adv. Co. Ltd., Montreal, placed account.

General Mills Ltd. (baking products), Toronto, Canada, has started weekly Celebrity Playhouse on 16 Canadian tv stations. Agency is E. W. Reynolds Ltd., Toronto.

INTERNATIONAL PEOPLE

Lionel Marin named general manager of CJMS Montreal and Paul Leduc program director.

Pat Freeman, formerly sales director of Canadian Assn. of Radio & Television Broadcasters, to executive secretary, Canadian Assn. of Advertising Agencies, Toronto.

William Falm, newscaster, CKFH Toronto, to program director of CJET Smith Falls, Ont.

Anne Sass-Wilson, formerly of CJON St. John's, and CJJOY Guelph, to promotion and publicity director of S. W. Caldwell Ltd., Toronto, program and equipment distributor.

Joe Carr, veteran singer of CFRB Toronto, died at his Toronto home Nov. 9 of throat cancer.
Will this blot spread... or shrink?

Nothing strikes so brutally at human lives as a slum.
Yet of America's many millions of homes, the blot that is a slum covers more than 1 out of every 10... and nearly one-half of all our homes are urgently in need of repair and basic improvements.
Will the blot go on spreading? Or will a concerted, nationwide attack on the causes of slums shrink it, year by year, until it is wiped out? Today, this is a challenge to every American... a challenge that must be met.

Your community... your problem!
A slum reaches across blocks, across miles, to sit on your doorstep and demand a price.
You pay it in the threat of crime and juvenile delinquency to your family. You pay the price in higher personal property taxes to fight the disease and crime and poverty that are slum-bred. You pay personally when the value of your home sinks as community deterioration takes another step closer.
Your firm pays when the community where you do business goes downhill. Slums automatically mean lower purchasing power and less effective labor.

Good citizenship is good business
It's good citizenship and good business both for your firm to join efforts to check housing decay... to stop slums before they start. In fact, it's the responsibility of every business, as it is of every other good citizen, to support community improvement efforts.

Some slums are beyond repair. They should be torn down and a fresh start made. Others can be remodeled, made to conform to better living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.
Adding your support to the efforts of the millions already attacking the problem, your firm can help stop slums cold and put America's housing standards at a new height.

How to get into action
A group of Americans from every walk of life has formed a new, non-profit organization to help combat home and community deterioration — The American Council To Improve Our Neighborhoods... A.C.T.I.O.N.
Send for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It also lists booklets, research reports, check-lists, and other material which can help you protect the housing health of your community. Address P.O. Box 500, Radio City Station, New York 20, N.Y.
BIGGEST newscast contract in the history of KBIG Hollywood, Calif., takes the biggest available pen and paper clip as E. C. Kennard, zone manager, Buick Motor Div. of General Motors Corp. for Southern California, signs for 25 newscasts per week on behalf of the Los Angeles Buick Dealers Assn. Assisting in the oversized task are (l to r) Art Trask, vice president of Dan B. Miner advertising agency; Phil Dexheimer, KBIG account executive; Kay Ostrander, Miner timebuyer, and Cecil Alboo, Buick assistant zone mgr.

PURCHASE of Official Film's My Little Margie by KOMO-TV Seattle completes the sale of the series in major Pacific Coast markets, according to Official. Discussing promotional plans for the series, which will be presented on KOMO-TV Mon.-Fri., 6:6:30 p.m., are Dave Crockett (l), program manager of the station, and Barney Mackall, northwestern representative of Official Films.

WPTZ (TV) Philadelphia Commercial Manager Alexander W. Dannenbaum Jr. claims that the hobby of foreign cars provides a new locale for contract negotiations. Mr. Dannenbaum (l), in his MG, and Jaguar-driver Edmund H. Rogers, senior partner of Gray & Rogers, Philadelphia agency, representing Fidelity Philadelphia Trust Co., complete arrangements for Football Preview. The 15-minute show will be on WPTZ prior to each NCAA telecast during the football season.

GOING OVER plans for a new half-hour series on KVOO-TV Tulsa, Okla., to feature Leon McAuliffe and his western swing band, popular southwestern aggregation, are (l to r) James S. Dugon, KVOO-TV account executive; Mr. McAuliffe; Ellis Moses, owner of Ellis Home Appliances, sponsor of the show; Bill Sadler, KVOO-TV program director, and Pete DeFelice, DeFelice Adv., agency for Ellis. Mr. McAuliffe is a KVOO radio veteran and is making his debut on KVOO-TV.
INDUSTRY IS ASKED TO BRING OUT VOTERS

Advertising Council calls for repeat of successful 1952 drive that helped bring 72.4% of eligible voters to polls.

ADIO-TV stations and networks again will be asked to take part in a "Register & Vote" public service campaign next year in an effort to bring out a record vote in the national elections. The Advertising Council said last week.

The Council said that as in 1952 it will back the drive spearheaded by the American Heritage Foundation. The campaign three years ago was believed to have had considerable success particularly in view of a 72.4% turnout at the polls of those eligible to vote in the national elections. This figure was 19% higher than the 1940 figure and 28.4% above the 1950 elections turnout.

All media will be contacted, the Council said, noting that a minimum of $10 million worth of time and space had been contributed by advertisers and media in the 1952 public service project.

Leo Burnett Co., Chicago, which served in 1952 as the volunteer agency, again will donate advertising free. Leslie R. Shope, manager of advertising and press relations, Equitable Life Assurance Society, has been named volunteer coordinator. The foundation, according to the Council, will cover out-of-pocket expenses for advertising materials which will go to the cooperating mass media.

The non-partisan campaign also will make use of civic, business and patriotic organizations to promote drives on the local, regional and national levels. The three phases of the campaign: encourage citizens to register for voting both in primaries and the general election; urge them to "listen, read, talk, argue and think" about candidates and issues; and muster every eligible voter to the polls next Nov. 6.

Advertising materials, the Council said, will be supplied cooperating media about a month in advance of respective primaries in the individual states, starting early next year.

DeMille Supervising TV Cancer Films

CECIL B. DE MILLE, Paramount studios producer, is supervising a series of nine promotional trailers to be shown on tv as well as in theaters for the Los Angeles County Chapter, American Cancer Society. Starring Robert Cummings, Ida Lupino and Mr. DeMille, films are designed to dispel "hopelessness" of cancer as a killer. Personalities involved with the trailers also will tape 20-second and one-minute radio spots for national distribution.

Bible Reading Gets Media Promotion

THE American Bible Society's 1955 Worldwide Bible Reading, held annually between Thanksgiving and Christmas to encourage spiritual unity, will be promoted via 32 one-minute filmed readings of Bible passages for U. S. tv stations, and by 20-second and one-minute radio spots.

WOKY Gives New Car

WOKY Milwaukee kicked off this year's Community Chest campaign in that city by giving a 1955 Plymouth to the Community Welfare Council.

Robin Hood Joins United Fund

MEMBERS of the Boys' Clubs of America, dressed in homemade Robin Hood costumes modeled after those worn by the cast of CBS-TV's Adventures of Robin Hood, have been appealing for United Fund and Community Chest funds throughout 25 major U. S. cities. In addition to spurring contributions for the drive with the Robin Hood theme, "Help the Unfortunate," the 25 clubs participating will submit contest entries under the heading "If I Were Robin Hood, I Would Do These Things for My Community." Winners will receive three-speed English "Robin Hood" bicycles and the grand winner will get an all-expense paid trip to Great Britain and Sherwood Forest.

MITCH MILLER (r), Columbia Records director, and John Scott, WEEI Boston disc jockey, get together for a "chin session" before an hour-long special program conducted by Mr. Miller, over nine Greater Boston stations on behalf of the United Community Services campaign. Disc jockeys from the nine stations brought their favorite recordings, all issued at least six years ago, to be played on the show. Others appearing on the program were Bob Clayton, WHDH; Alan Lory, WOR; Norm Prescott, WZB; Joe Smith, WYDA; Stan Richards, WTOP; Jay McMaster, WMEX; Fred Long, WNAC, and a representative from WBAM.

National Advertisers

When shopping for BIG RETURNS in the Maritimes, your best MARKET BASKET is CHNS... Ask JOS. W. CO. 579 Fifth Ave., New York They also know about our new 5000-WATT TRANSMITTER HALIFAX NOVA SCOTIA C H N S HALIFAX NOVA SCOTIA

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business... the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available... highly commercial.
ALBANY DECLARES ‘WPTR DAY’

IN RECOGNITION of WPTR Albany, N. Y.’s new affiliation with ABC Radio, the city’s mayor designated Nov. 15 “WPTR Day.” The special occasion got under way with a 7:40 a.m. “Gentlemen’s Foxhunt Breakfast” at the Hotel Sheridan Ten Eyck, featuring an interview of Gov. Averell Harriman by ABC newsmen Martin Agronsky. WPTR was formerly affiliated with MBS, while ABC Radio’s affiliate in the Albany area was WROW.

KMO TRIES MERCHANT TALENT

TACOMA, Wash., merchants and salesmen took over KMO Tacoma microphones Nov. 1 and gave their all, even to delivering a competitors’ commercials with enthusiasm. KMO turned over a whole day’s operation to the tradesmen to promote the Downtown Tacoma Sale, three-day promotion by 65 firms. The station says that guest broadcasters enjoyed their jobs, but chances are jeweler H. A. Mierz has mixed emotions about his. His newscast included a competitor’s commercial and news story about another jewelry store.

BIG BASKETBALL SCHEDULE

WATV (TV) Newark, N. J., announced last week that it would teletcast 80 college basketball games from 17 colleges throughout the New York metropolitan area beginning Dec. 1. Participating schools include Fordham U., Adelphi college, Columbia U., Queens college, City College of N. Y., Manhattan college, Seton Hall, Hofstra college, and a host of smaller institutions. Sponsorships of the telecasts will be shared by Pabst Blue Ribbon beer, Hoffman quality beverages, Paper-Mate pens, and Dolly Madison ice cream.

Boom in Butte

INCREASED TIME SALES, set sales and new viewership were reaped by the Ty Week promotion staged by KXLF-TV Butte, Mont., this fall. With an expenditure of about $250 the station dined local dealers, whipped up enthusiasm for Ty Week, got them to display banners plug- ping KXLF-TV shows, all backed up by an extra budget of show plugs on both KXLF radio and tv. Dealers had to get in extra stocks for resulting set sales and they came back after Ty Week to buy spot campaigns selling sets and shows as well, according to the station.

FREEDOM FESTIVAL ON WRC

WRC-AM-TV New York will air a special, seven-day “Freedom Festival,” starting Thanksgiving Day, Nov. 24, which will feature special documentaries covering U. S. history and traditions, a Spanish language telecast by Jinx Falkenburg McCrory addressed to New York’s Puerto Rico population, tv talks with celebrities, musical programs and station sign-on and sign-off messages stressing our national heritage, written especially for the Thanksgiving occasion by poet Archibald MacLeish.

SANTA HEARD IN ALL TONGUES

POLYGLOT Santa listened to Christmas pleas by children of many lands in Washington, D. C., Nov. 12, as WJAR'S Washington and the Voice of America broadcast the bale. He got his international welcome at the Hecht Co. department store which invited kids to see its miniature Disneyland at the same time.

JUST CALL ME ‘KIM’

PROMOTION campaign of KIMN Denver to establish itself as a new entity following switch from KFEL, using the theme of “Just call me Kim,” has proven so successful one listener wrote the Intermountain Network outlet that she named her baby “Kim.” Mrs. Robert C. Berg of Aurora, Col., wrote KIMN she made the decision while listening to her auto radio a week before the baby came. Station is distributing “Just call me Kim” buttons and organizing KIMN Contest Club for listeners to spark identification.

KIWANIS HONORS INDUSTRY

KIWANIS INTERNATIONAL, which earlier observed a Radio-TV Appreciation Week, now is recommending the idea to local Kiwanis clubs in a kit, “Radio-TV Appreciation Meeting.” The kit contains a letter from J. A. Raney, Kiwanis International president, commenting on the industry for its contribution to freedom of speech and service to Kiwanis, and suggesting the salute to local stations.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois 6-3688

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WCCW SATIRE ON RADIO

WCCW St. Paul-Minneapolis is spoofing radio generally and local stations specifically with straight-faced delivery of take-off slogans. One local station promotes "music, news and sports." WCCW sells "music, news and spots." Monitor may be "going places and doing things," but at WCCW it's "fanot." going nowhere and doing nothing but sweeping the Twin Cities with good music for you. (Bong.) The weather in Rangoon is still there. WCCW's satire reaped a column of favorable comment in the local daily press.

THANK-YOU'S FOR WICC

COMMEMORATIVE selection of thank-you letters from the people of Fairfield County, Conn., to WICC Bridgeport for its October flood coverage has been issued by the station. The folder holds photographic reproductions of letters from citizens large and small, from area police departments, business firms, schools and officials. WICC stayed on the air 72 hours the weekend of Oct. 14 during the emergency.

WEWS (TV) USES PONY EXPRESS

MOUNTED COWGIRLS came off the ranch and onto the streets of Cleveland, Ohio, in a WEWS (TV) promotion for its new western film series, Stories of the Century, sponsored by Krantz Brewing Co. through Marcus Adv. The ladies "hitched up" at newspaper offices to deliver press releases and baskets of tidbits to editors.

OFFERS NEW YEAR'S SPECIAL

WCBS-TV New York plans to repeat for the second year its New Year's in New York on Dec. 31, according to general manager Sam Cook Digges. Starting at 11:15 p.m. (EST) Saturday, and running through 1 a.m. Sunday, the program will headline various talent and pickups from Times Square. Mr. Digges noted the telecast will be offered for sale at $30,000 (including station time, productions, rehearsals and remote pickups), but excluding commercial handling. It also is available for segmented co-sponsorship at $17,500 for the 45-minute period preceding midnight, and at $12,500 between that time and 1 a.m.

KCRA (TV) Los Angeles contracts for June Box Jury, starring Peter Potter. Ch. 4 KCRA will present the program beginning Friday, Nov. 11 (10-11 p.m.). L to r: Thomas C. McCray, general manager of KCRA; Dean Craig, KCRA program director, and Mr. Potter. The program had originated on KNXT (TV) Los Angeles from August 1952 until Nov. 5.

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B•T)

November 10 through November 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:


FCC Commercial Station Authorizations

As of October 31, 1955

<table>
<thead>
<tr>
<th></th>
<th>Am</th>
<th>Fm</th>
<th>Tv</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>2,788</td>
<td>519</td>
<td>145</td>
</tr>
<tr>
<td>Cps on air</td>
<td>28</td>
<td>20</td>
<td>128</td>
</tr>
<tr>
<td>Cps not on air</td>
<td>110</td>
<td>14</td>
<td>110</td>
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<tr>
<td>Total on air</td>
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<td>533</td>
<td>173</td>
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<td>Total authorized</td>
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<td>533</td>
<td>173</td>
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<tr>
<td>Applications in hearing</td>
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<tr>
<td>New station requests</td>
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<tr>
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<tr>
<td>Facilities change requests</td>
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<td>2</td>
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<tr>
<td>Total applications pending</td>
<td>163</td>
<td>14</td>
<td>171</td>
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<tr>
<td>Licenses deleted in Oct.</td>
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</tr>
<tr>
<td>Cps deleted in Oct.</td>
<td>1</td>
<td>1</td>
<td>0</td>
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</tbody>
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* Does not include noncommercial educational fm and tv stations.
* Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Nov. 16

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<tr>
<th>On Air</th>
<th>Licensed</th>
<th>Cps</th>
<th>Am</th>
<th>Fm</th>
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<tbody>
<tr>
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<td>In Pendl. Hearing</td>
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<tr>
<td>Am</td>
<td>2,788</td>
<td>519</td>
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<tr>
<td>Fm</td>
<td>533</td>
<td>256</td>
<td>46</td>
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</tr>
</tbody>
</table>

FCC ANNOUNCEMENTS

New TV Stations . . .

APPLICATION


Wendell Elliott (25%), general manager KGNO Dodge City, Kan., Sec.-Treas. F. C. Walker (20%), insurance and farming and Jess C. Dehows Jr. (22%) KGNO owner. Station may be satellite of KTVH (TV) Hutchinsons, Kan. Filed Nov. 15.

Existing TV Stations . . .

ACTIONS BY FCC


WIL-TV St. Louis, Mo.—Station on ch. 42 de- leted for lack of prosecution by letter of Nov. 10. Announced Nov. 14.

WMUR-TV Manchester, N. H.—Granted ERP of 282 kw vis., 155 kw aur. Ant. height above

Gates Radio Company, Quincy, Illinois, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, AND LOS ANGELES

Gates Hi-Watter Series
MORE WATTS PER DOLLAR INVESTMENT

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applications amended

KWWG Coquille, Ore.—Amended application for new fm to change from 1450 to 1460 kc and power from 250 w to 5 kw. Granted Nov. 10.

WKXJ Paris, Ky.—Seeks mod. of cp (which includes increase of power). Granted Nov. 10.

WKMI Kalama, Wash.—Seeks to change from DA-112 to DA-114. Granted Nov. 14.

WGBK Canton, Ga.—Seeks to change from 1260 to 1290 kc, increase power from 3 kw to 50 kw in 15 hours from hours of specified station to change broadcast location to Oregon Coast Hwy, Coquille. Granted Nov. 14.

Call Letters Assigned

KRVW Lancaster, Calif.—Broacw Bstg, Co., 1350 kc, 1 kw D. Granted Nov. 14.

WMFJ Indianola-Melbourne, Fla.—Melbourne Oh. owner, 1800 kc, 1 kw D. Granted Nov. 14.

ENGINEERS

A top Washington engineering firm is looking for qualified engineers to join their staff. These positions have no limitations, financially or otherwise... your advancement depends upon your ability. We are interested in men who have experience in allocation engineering (both AM and TV), and particularly directional antenna design and adjustment, plus experience with television equipment. These openings are due to the expansion of our organization. All replies will be kept in strict confidence.

Box 536E, B-T

Situations Wanted—Managerial

General manager—ten years "am" experience all phases of independent station. Top salesman, experienced personal manager—excellent business details. Must operate medium western market. Desire permanent medium market. Married, children—will operate top station in your market for a long time with highest standards. No time limit, strong desire to sell. Please do not answer unless you want heavy general manager. Box 486E, B-T.

Manager, 18 years experience. Reliable. Take chance. Please refer. Box 192E, B-T.

Manager, top references, includes sales, programming, sports, announcing. Small and medium market. Must be assistant with metropolitan indie. Box 555E, B-T.

General manager, well known throughout industry, serves as liaison to progressive am-tv organization. Have one of the finest records in sales, management, programming and the business. Best of references. All replies kept strictly confidential. Box 555E, B-T.

RADIO

Help Wanted—Managerial

Southwestern location for a working sales manager good in non-competitive, small market. High degree of freedom, guaranteed list of accounts. Excellent working conditions. Send photo, resume Box 453E, B-T.

Manager-sales manager—midwestern net affiliate, small-medium market looking for good manager who can sell. Substantial income to right man. Send photo, complete resume, background and references. Confidential. Box 403E, B-T.

Wanted: An aggressive sales manager for 5 kilowatt progressive independent in the southeast. This man we seek is a hard working "idea man." He will supervise a small sales staff, and will devote a great amount of his time to selling. The amount of compensation is open, because we are looking for a "Sales Manager," not a public relations man. Excellent working conditions. Box 496E, B-T.

Immediate opening in fast growing Virginia town for manager-salesman with car. Market ripe for progressive man with initiative. Personal interview necessary. Reply Box 496E, B-T.

Salesmen

Successful, thoroughly experienced salesman, Michigan daytime independent. $400.00 guarantee. No competitive tv, great opportunity, resume and references. Box 464E, B-T.

RADIO

Help Wanted—Announcers

Can you sell a radio commercial—any commercial? Are you smart enough to pick your own music, do you make your own spots? A good, all around copy writer is needed. Do you want to work? We want a good community man who wants to make a new start, a permanent home. Send tape, photo, past earnings and references to Box 508E, B-T.

Actor—radio-tv, stage acting experience. Network radio serial soap opera (Les Tremayne type voice) for DJ-news, Ohio. Box 513E, B-T.

Personal—Ken Roberts of Atlanta. Larry Tune of Louisville, Kentucky. Get in touch with Box 513E, B-T.

Experienced announcer with first phone license. Immediate opening. 5000 watts, Great Lakes. Pleasant staff and working conditions. Tunes and a half after 40 hours. Start at $1.78 per hour. Must have complete resume and photograph. Box 522E, B-T.

$50—4100 weekly for experienced combination announcer-engineer at WPFR, Hammond, Louisiana. Must be sober, capable, hard worker. Contact Ralph Hooke, KTFA, Defidder, Louisiana. Phone 7600.

Announcer—engineer with 1st class ticket, $90 per week. Send tape and resume, KGGP, Pueblo, Colorado...

Need one announcer, experienced; one announcer-salésman and one combo man for daytime independent in Arizona. Send resume, photo and tape to WAAG, Adel, Georgia.

Announcer. Experienced in news, DJ, with ability to deliver selling commercials. Radio and tv. Send photo, tape and complete background references to A. R., Box 523E, B-T.


Wanted: Program Director. Somewhere there is an announcer with a good voice and delivery, who really knows his radio. This man may desire more responsibility. Also a possible vacancy in the program director to take charge inside operation. Send immediate and complete references. Box 496E, B-T.

This may be your chance to show what you can do. Dave Welborne, WDVM, Pocono City, Maryland. 927.

Announcer—engineer with emphasis on announcing. Immediate opening. Send tape and full particulars to V. G. Balkcum, WGEB, Goldsboro, N. C.

Network affiliate needs experienced announcer, strong on sports play-by-play and discs. WSOY, Decatur, Illinois.

Classified Advertisements

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted: 20¢ per word—$8.00 minimum • Help Wanted: 25¢ per word—$2.00 minimum.

All other classifications 30¢ per word—$6.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box number to BOXCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

Applications: If transcripts or bulk packages submitted, $1.00 per page for first 6 pages (minimum charge $5.00), 50¢ per page for each additional page (minimum charge $5.00). All transcriptions, photos, etc., next to box numbers are subject to owner's risk. BOXCASTING • TELECASTING expressly reserves any liability for their custody or return.

Radio

Help Wanted—(Cont'd)

Salesman wanted who loves to hunt and fish. Friendly fast growing progressive college town. Forget the rut-race of the big city, no pressure. Territory wide open, all accounts are yours, no house accounts. Single or married. Send photo, complete resume, background and references. Confidential. Box 403E, B-T.

Attention: Radio opening for salesman in southeastern market. 1000 watt NBC affiliate with emphasis on promoting. Income commensurate with capability, willingness and results. Box 502E, B-T.


Experienced announcer wanted to sell and service station's top local active and potential list of accounts. Weekly guarantee, 5% commission above guarantee. The present man is a $15,000.00 and up position. Michigan's second and most prosperous medium market. Immediate opening. Send full resume. Box 525E, B-T.

Immediate opening for chief engineer, first phone ticket in small Virginia town. Reply to Box 516E, B-T.

Wanted: Multiple opening—qualified transmission operator—contact Harold Broask, WOWO, Fort Wayne, Indiana.

Engineer—announcer immediately, WVOS, Liberty, N. Y.

Immediate opening Michigan 1000 watt fulltime directional needs experienced announcer. Excellent Insurance, pension and fringe benefits, call or write Kenneth Kunze, Chief Engineer, WTTW, Port Huron.

Programming—Production, Others

WANTED: Girl familiar with traffic and accounting. Unusual opportunity for advancement. Box 496E, B-T.

Experienced promotion—publicity man for major midwest radio-tv outlet, serving over two million. Must be ready to take over next aggressive department with initiative and confidence. Box 487E, B-T.

News reporter, writer, broadcaster for progressive midwest radio station. Working conditions and starting salary excellent. Send all replies to Box 492E, B-T.

Independent station in midwest community of 100,000. Good copy writer, male or female. Must be experienced. Salary open, opportunity for up and down right person. Send full details to Box 527E, B-T.

Experienced PD whose record proves he can make midwest independent a top station in metropolitan market a better station. Box 531E, B-T.

Southern California station in ideal climate needs experienced copywriter for one man department. Send background, samples and expected salary. KXOC, El Centro.

Broadcasting • Telescasting

Page 108 • November 21, 1955
RADIO

Situations Wanted—(Cont’d)

Salesmen

Announcer-salesman, married, veteran, degree, 1st phone, radio-television experience. Box 488E, B-T.

Earning excess of $12,000 this year—seeking to MC morning show and sell. Twelve years experience—excellent record—northeast—southwest only. Box 493E, B-T.

Sales engineer. Seven years radio-television broadcast technician. RCA graduate, 1st phone. No sales experience. Box 515E, B-T.

Announcers


Top DJ-announcer. Just left 500 watt southwest-east mid. Desire permanent relocation. Box 514E, B-T.

Announcer, versatile, DJ, news, three years college. $100 a week. Box 520E, B-T.

Five years experience, two years morning man, strong on news, run a pleasant disc show. Would like to locate within one hundred miles of Philadelphia. Box 546E, B-T.

Announcer—4 years experience—college training—reliable. Excellent diversified background—presently employed. Desire position with more challenge and opportunity. Box 498E, B-T.

Top play-by-play announcer, public relations man and sportscaster now available, will do staff. 5 years experience, vet, 24, college grad, prefers New England. Box 501E, B-T.

Two men morning disc show. Versatile, experienced, highly commercial, hungry! Box 542E, B-T.

Experience and know-how. Top morning man. Puts western. Selling job on air guaranteed. First ticket. Excellent references. Box 502E, B-T.

RADIO

Situations Wanted—(Cont’d)

Announcer-newscaster seeks permanent position with program-conscious am. central US or southwest. 5 years experience, 33, family, car. Box 531E, B-T.

Versatile announcer: 17 months experience, defines position with independent station. Box 517E, B-T.

Versatile announcer—strong on commercials—appearance—personality—college degree—mediatign—idees DJ. Veteran—will locate. Box 518E, B-T.

Newscaster available for east coast area. Some announcing. Agency references. Box 544E, B-T.

$55 a week—experienced announcer, for small station. Reasonable voice. News-sports-DJ, Board. Photo tape. Box 525E, B-T.

Experienced play-by-play man all sports. Have first phone, combine experience seven years interested security, opportunity. Available immediately. Box 526E, B-T.

Humorous DJ, presently employed, also play-by-play sports, staff announcer and program director available. Married, tape and references on request. Box 527E, B-T.

Announcer, married veteran. Knowledge all phases. Recent broadcasting school graduate. Will travel. Box 532E, B-T.

Trained experienced announcer, desires permanent settlement, Vermont, New Hampshire after Jan. 1. Box 533E, B-T.

Announcer, thoroughly trained, recent graduate, network potential, single, veteran, desires position in New England. Can start within week’s notice. My job will always come first before anything else. Box 534E, B-T.

Announcer, 11 years, special events, sports, deejay, staff. Presently with metropolitan independent. Box 535E, B-T.


RADIO

Situations Wanted—(Cont’d)

Seeking late or all night DJ? Good sell and news delivery. Experienced, vet. college, 10 years experience, plenty ideas. Newman, 312 E. Readstown, Wisconsin. Telephone 159-5.

Rock ‘em neat deejay, light experience. emphasis on commercial, night show. Boardman, DeeJay, Box 221, Sparshill, N. Y.

Top play-by-play basketball announcer. Available immediately. Five years experience, doing staff, baseball and football. Write, wire Mike Wynne, 501 St. 77th Street, New York City.

Technical

First phone. Experienced. Congenial, desires to relocate in North Carolina or South Carolina. Please write Box 506E, B-T.

Technician, 1st phone, 12 years experience am-tv engineer position with progressive station. Box 539E, B-T.

Engineer-announcer, 1st class phone, news, DJ, congenial, dependable, sober, married. Some experience. Locate anywhere, good opportunity, future and advancement. Jack Rosenwald, 501 Williams Avenue, Brooklyn, N. Y. Dickson 3-0772.

Production-Programming, Others

Program director—assistant sales manager, good commercial voice. Ad-lib. phone interviews and sales. Competent, intelligent assistant to manage, desire responsibility and $75.00 per week to start. 4 years college, 7 years radio experience—age 40 years. Available one week. Box 405E, B-T.

Need program manager? Radio, tv employed, 8 years highest references. Box 499E, B-T.

Automatically available, immediately. Program-director announcer, 3 years experience, relocate northeast permanently. Minimum $75.00. Radio or tv. Box 488E, B-T.


Here’s why Broadcasters prefer Northwest’s graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

You collect wire or call is always welcome. Call Northwest first. Our Employment Counselor, John Birrel, assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7266

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS 540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C. 1627 K Street N. W.
RE 7-0243

November 21, 1955 • Page 109

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest First. John Birrel, our Employment Counselor may have just the person you need. There’s no charge for this service and you are assured of well-screened, professionally trained people.
RADIO

Situations Wanted—(Cont’d)

Experienced radio-television production director, currently producing large volume for public service organization, seeks greater challenge. M.A. Degree. Solid knowledge of production, programming, and promotion. Salary open. Box 500E, B-T.

Program director-announcer seeks permanent location in northeast, independent and affiliate experience—sports, news, music, play-by-play. Box 500E, B-T.

TELEVISION

Help Wanted

Salesmen

WUSN-TV, affiliate, WSB-TV, seeking a program director-announcer. Please send complete background information, references, last three years earnings, recent photograph and resume. Positions available in major markets. Write Employment Counselor, WUSN-TV, 134 West Tabb Street, Petersburg, Virginia.

Wanted Immediately

Company operating three vhf stations in southeast interested in sales personnel. Excellent salary and commission basis. Send full details to WJTV, Box 8187, Jackson, Mississippi.

Announcers

Attention: Radio and television announcer in southwest area. Have excellent opening for television announcer. Please write or call Sherwood 4-1414, KCSB-TV, Lubbock, Texas.

Wanted immediately for 100,000 watt NBC affiliate, announcer with some directing experience. Pay commensurate with ability. Send picture and complete background to Program Director, WUSN-TV, P. O. Box 876, Charleston, S. C.

Technical

Southeastern vhf tv station has opening for first class engineer with tv experience. Send complete qualifications, references, photograph and salary requirements. Box 4617E, B-T.

TELEVISION

Help Wanted—(Cont’d)

Technical

Studied engineer, for all-around video work. Send complete experience, recent snapshot, salary expected, references. KXYL, 500 Lincoln Street, Denver, Colorado.

Experienced engineers needed to work with RCA 50 kilowatt transmitter and with RCA studio equipment. Contact Chief Engineer, WKXR-TV, 114 West Tabb Street, Petersburg, Virginia.

Programming-Production, Others

Advertising and promotion director. vhf, low power, good market. Need man experienced in advertising market data, sales promotion and publicity on both local and national level. Send sample of work, complete resume. Must have photo. Good salary to right man. Box 473E, B-T.

Program director—West Coast vhf station wants man who: 1. Has ability to manage capable and experienced crew. 2. Has ideas for local programming. 3. Can keep production at top level. 4. Rolls up his sleeves and spends more time on the floor than in his office. 5. Can win and keep respect of his employees and co-workers. 6. Cooperate fully with sales and engineering. 7. Has broad and successful experience as program director. 8. Can keep station No. 1 position in competitive market. 9. Is thoroughly familiar with all phases of film and news departments. 10. Can meet and work well with public and other stations. 11. Can make public service program an important factor in area. Send complete background information, references, last three years earnings, recent photograph and resume. Write Employment Counselor, WUSN-TV, 134 West Tabb Street, Petersburg, Virginia.

Situations Wanted

Managerial

Nations best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-versed throughout the industry. Available at once. Box 985C, B-T.

TELEVISION

Situations Wanted—(Cont’d)

Announcers

Announcer-producer, family man. 11 years radio and tv. Now with midwest largest tv doing regular 5 a week on-camera. Desire change. $175 week plus talent and travel. Box 511E, B-T.

Experienced announcer employed by established station wishes permanent relocation in northeastern. $100 minimum. Box 520E, B-T.

Programming-Production, Others

First phone, RCA graduate, first telegraphic, persistent. Electronic ten years. Permanently available metropolitan New York. Box 523E, B-T.


Outstanding, pioneer television program manager desires relocation due to climate allergy. Not interested in small or border-line operations. Dossier upon presentation of offer. Box 485E, B-T.

Can direct over-all programming-production for new or established television operation. 5 years experience production field. Will train personnel if necessary. Extremely loyal to good station. Box 490E, B-T.

TV STUDIO TRAINING NOW COMPLETED

IN ADDITION TO THESE PEOPLE’S SPECIAL QUALIFICATIONS LISTED, THEY ALL HAVE BEEN THOROUGHLY AND PROFESSIONALLY TRAINED IN ALL PHASES OF TV PRODUCTION, WORKING IN OUR COMMERCIALLY EQUIPPED STUDIOS. FOR QUICK, COMPLETE RESUMES WRITE, CALL COLLECT, JOHN BIRREL, EMPLOYMENT COUNSELOR . . .

NORTHWEST RADIO & TELEVISION SCHOOL

Page: 110 • November 21, 1955

HOLLYWOOD, CALIFORNIA 1440 North Highland
CHICAGO, ILLINOIS . . . . 540 N. Michigan Avenue
WASHINGTON, D. C. . . . . 1627 N Street, N. W.

BROADCASTING • TELECASTING
WE SELL SPOTS TO
SIMILAR TRAFFIC-OPERATIONS
WRITER. RADIO, BROADCAST, NATION. REFERENCES. BOX 515E, B-T.

WANTED TO BUY

FOR SALE

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New Fm Stations...

**FOR SALES**

**TOWERS**

-_ANTENNAS-CABLES_SALE_._

6100 N. Columbia Blvd.,
Portland, Or., Oregon.

EXECUTIVE SECRETARY

Experienced in radio and TV in all phases of business. Knowledge of German. Available immediately.

Box 537E, BtT

FOR SALE

**TELEVISION**

Situations Wanted—(Cont'd)

Program-Production, Others

**EXECUTIVE SECRETARY**

FOR THE RECORD

(Continues from page 106)

WPGH West Point, Ga.—Confederate Radio Co., 910 kc. 300 w. D.

**KTVG**—Vallejo, Calif.—J. S. Bratton, 500 kw. B.

KVHC O'Neil, Neb.—Hot Oil Co. 250 kw. W.

WHKU Columbus, Ind.—WNJW Inc., 120 kw. D.


**KEOR** Enterprise, Oreg.—Eastern Oregon Radio, 1250 kc. 25 kw. B.

WORF Aguadilla, P. R.—Joaquin Bstg. Corp., 1340 kc. 25 kw. W.

First year operating cost $12,000. revenue $12,000.

Mr. Finch is former majority owner WGFI (FM) New York, N. Y. Granted Nov. 16.

**APPLICATIONS**

Appleton, Wis.—Lawrence College of Wisconsin, B. J. McDonald, and Burton R. Kirk, Business Manager. Lawrence College. Estimated construction cost $11,000. First year operating cost $2,500. Applicant is seeking non-commercial educational outlet.

Austin, Tex.—J. E. Moore Jr., 98.3 mc. 252 w. un. Filed Nov. 9. Estimated construction cost $19,500. First year operating cost $12,000, revenue $13,000. Mr. Moore is wholesale radio supplier and tv manufacturer. Filed Nov. 14.

**EXISTING FM STATIONS**

**ACTION BY FCC**

**WBNT-FM Buffalo** N. Y.—Granted mod. of cp to change ERP to 94 kw, anth. height 590 ft. Granted Nov. 15.

**CALL LETTERS ASSIGNED**

KAMS (FM) Mammoth Spring, Ark.—Radio Station KALM, 101.3 mc. 348 w. un.

Ownership Changes

**ACTION BY FCC**

KFOX-FM Long Beach, Calif.—Granted transfer of control to W. T. McDonald for $75,000. Mr. McDonald is in business and will own 50% of outstanding stock. Granted Nov. 16.


KQTV (TV) Port Dodge, Iowa.—Granted relinquishment of license owner. Control of permissive corporation by Mr. asian 36 and Edward Breem through purchase of additional stock in station by other original owners. Applicant will have control. Granted Nov. 16.

KBIN Portland, Me., Granted assignment of license to Neosho Bstg. Co. for $35,000. Principals with equal signatory interest.

KUGG County, Mich.—Granted assignment of license to Ozark Airlines, approx. 15% owner Tuc-Drain Co., 56 owners in Spring- field, Mo., and KLHS Mountain Grove, Mo., Vice Pres. Lester Strauss, distributor paper and faci- tyr supplies, owner part kick and KLUA Sec. Roger H. Taylor, CPA, retail store stockholder, and partner KICK and KLHS, and Treas. Lloyd C. McKinley, owner KEMO Mo., and

KMDO Fort Scott, Kan. Granted Nov. 16.

WNRK-AM-FM New Rochelle, N. Y.—Granted transfer of control to Francis Daniels for $2,000. Transfer is from husband to wife. Mrs. Daniels already holds 47% interest in station. Granted Nov. 14.

**APPLICATIONS**

HERH Hamilton, Ala.—Seeks involuntary assign- ment of license to Hugh J. Hite for $20,000. Mr. Hite is purchasing interests of Ernest D. Hite, deceased, and Rankin Hite, with whom he was associated. Filed Nov. 15.

KVRD Arkadelphia, Ark.—Seeks transfer of control to John R. Dalton and John R. Higbie for $4,040.20. Manga. Division and Rigel are affiliated with station as executives. Filed Nov. 15.

KGPF Santa Paula, Calif.—Seeks assigment of license to John S. Salas for $25,000. Mr. Salas is owner-grantee in Santa Paula. Filed Nov. 10.

WSBP Penfield, Fla.—Seeks transfer of control of cp to equal partners Edwin V. Spencer, Rudolph K. Scharr, Riddell Co., and Vernon L. Besler for $5,550.41. Manga. Besler and Scharr are minority stockholders in Penfield, Fla. Others are engaged in non-broadcasting activities. Filed Nov. 15.

WPEO Picol, Ind.—Seeks transfer of control to John R. Besler and Robert R. Besler. Generally 60% station owner, is buying additional 40% from Ernest G. Bradbury. Filed Nov. 10.

KRTN Des Moines, KTVI (TV) Sioux City, both Iowa, and WNWA Yakima, B. —Seeks transfer of control to Alger Cawser, Garre Cawser Co., Vice Pres. Garre Cawser Co., and John Cawser, Sr. Corporation change only in ownership control. Filed Nov. 19.

WJEF Grand Rapids, Mich.—Seeks assignment from Errett G. Bradbury, wholly-owned sub- sidary, Amalgamated Properties Inc. Corporate change only; no control in change. Filed Nov. 10.

KAAA Red Wing, Minn.—Seeks assignment of license to H. R. Miller for $2,000. Equl principals are brothers Victor J. and Nicholas Frey. No major stockholder. Filed Nov. 10.

WKLa Sparta, Minn., Co-partners in applicant for new station. Owners include Mr. and Mrs. Robert R. Besler. Filed Nov. 15.

WHST Halfbush, N. Y.—Seeks transfer of $21,000, of station stock to Robert N. Robinson, WHST manager, for $2,000. Filed Nov. 15.

WNEW New York, N. Y.—Seeks transfer of control to WNEW Bstg. Co. Inc. for $4,976,817.87. Principals include M. P. Leis, (350), who has interests in KBME-AM-TV San Diego, a grant for ultimate ownership. Filed Nov. 12.

**Hearing Cases**

**INITIAL DECISIONS**

WCLE, WBAC Cleveland, Tenn.—Hearing Ex-aminer H. Gifford iron issued initial decision looking toward confirming Commission April 19 grant of cp to WCLE to operate on 1590 kc. in Cleveland, Tenn. and denying v. of WBAC in Cleveland, Tenn. to said grant. An- nounced Nov. 16.

**FINAL DECISIONS**

Local Deintermixture—FCC denied petitions seeking ch. 10 to Wills Mill, N. Y., as consistent with present rules. Announced Nov. 25.

KOTO Albuquerque, N. M.—Commission adopted decision revoking cp granted Wade R. King and W. Schilling for failure to file return and apply for extension. Filed Nov. 16.

**OTHER ACTIONS**

National Deintermixture—FCC instituted gen- eral rule-making proceeding to consider possible solutions, on nationwide basis, to deintermixture problem. Proposed rule was issued for public comment. Proposed rule was announced Nov. 16.

Bethley, Cove, Ark.—By order of Nov. 16 FCC denied petition by Charles E. Halstead, tras Voice of the Ryriiea, for permanent approval and grant without hearing of his application for new station to operate on 1490 kc. w. D. in Bethley. same channel. Filed Nov. 16.

**Routine Roundup**

November 10 Applications

**ACCEPTED FOR FILING**

WSYL Sylvania, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 31, 1957.

**ROK-D TV Sacramento, Calif.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to May 31, 1956.

**KFRD-TV San Diego, Calif.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to May 31, 1956.

**WFAM-TV Lafayette, Ind.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to March 1, 1957.

**KDLQ-TV Florence, Ala.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to May 31, 1957.

**WHIZ-TV Zanesville, Ohio.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to June 7, 1956.

License to Cover Cp

KGA-AM Sturgis, S. D.—Seeks license to cover cp which authorized new am station.

Removal of License

WNOK Metropolis, Ill.; WOKW Sturgeon Bay, Wis.; KFPE-TV St. Joseph, Mo.; KSD-TV St. Louis, Mo.

Remote Control Returned

KTBX Trenton, Conn.—Returned re studio location.

November 14 Decisions

By Comr. Robert T. Bartley

Broadcast Bureau—Granted petition for exten- sion of time to and including Nov. 10 to file ex-
November 14 Applications

ACCEPTED FOR FILING

KNOX Grand Forks, N. D.

KCMF-FM Elkhart, Ind.—Seeks cp to replace expired cp which authorized new fm station.

Renewal of License

KJFO-FM Mason City, Iowa; KDFP (FM) Des Moines, Iowa.

Modification of cp

KXAS-TV Dallas, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 15, 1956.

WDAY-TV Fargo, N. D.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 15, 1956.

November 15 Applications

ACCEPTED FOR FILING

WFBF Quitman, Ga.—Seeks license to cover cp which authorized new fm station.

WLTL Kendallville, Ind.—Seeks license to cover cp which authorized new fm station.

WHLP Clinton, Iowa—Seeks license to cover cp which authorized new fm station.

WCBC-TV Anderson, Ind.—Seeks cp to replace cp which authorized new tv station.


Modification of cp

KNTV (TV) Dallas, Tex.—Seeks mod. of cp to extend completion date to June 15, 1956.

KCTV St. Catharines, Ont.—Seeks mod. of cp (which authorized new non-commercial educational station) to extend completion date.

License to Cover Canceled

KVEE Roseburg, Ore.—Application for license to cover cp of vhf station returned. Balance dated after verification.

Renewal of License

KPIG Cedar Rapids, Iowa; KSHB Creston, Iowa; WSUI Iowa City, Iowa; KMFM Mason City, Iowa; KQOW Ocean Beach, Calif.; KOMO Seattle, Wash.; KDKO Carthage, Mo.; KCHI Chillicothe, Mo.; KWHO Des Moines, Iowa; KBTN Des Moines, Iowa; KTVI Roanoke, Mo.; KSTW Kansas City, Mo.; KTVJ Tulare, Calif.; KTHB Dubuque, Iowa; KGLY Mason City, Iowa; KCOV Iowa City, Iowa; KDOW Iowa City, Iowa; KDFX Minneapolis, Minn.; KGIL Seattle, Wash.; WRAM Des Moines, Iowa; KXRL Waterloo, Iowa; KXEL Waterloo, Iowa; KJEC Atlanta, Ga.; KRXV St. Louis; KATZ St. Louis, Mo.; KMFM St. Louis, Mo.; KICK Tempe, Ariz.; KSLK Los Angeles, Calif.; KLUP Union, Mo.; KWWM West Plains, Mo.

November 16 Decisions

ACTIONS ON MOTIONS

By Counsel Robert T. Bartley

WTRF (TV) Albany, N. Y.—Granted petition for extension of time to file exceptions to initial decision in re application for consent to transfer to cbr D: WOR-TV—AM-TV, Albany, N. Y.

By Chief Hearing Examiner James D. Cunningham

Elmira, N. Y.—Ordered hearing in proceeding involving applications of Central New York Bcast.

Corporation and Triangle Publications Inc. for ch. 28, Elmira, N. Y., New York, is continued from Jan. 2 to Jan. 3, 1956.

Milford, Mass.—Ordered that hearing shall commence Jan. 6, 1956, re application of James W. McDaniel, Milford, Mass., to erect and operate a commercial informative station (FM) at Milford, Mass.

Lorain, Ohio—Ordered that hearing shall commence Jan. 10, 1956, re application of Sanford A. Schaffler, Lorain, Ohio.

By Hearing Examiner Hugh B. Hutchinson

Valleymont, Co., Murphy, N. C.—Granted motion as to applicants that the hearing examiner issue notice to direct the Red River Bcast. Co., Murphy, N. C., to supply information requested in letter to counsel for that applicant, dated Oct. 16, on Cherokee TV station. That applicant is directed to supply such information to petitioner on or before Nov. 12; denied motion similar as it requested reconsideration of issues in this proceeding. Action Nov. 14.

By Hearing Examiner Basil P. Cooper

WPWL Laurel, Miss.—Upon consideration of motion to adjourn hearing examiner, as requested by applicant, and of findings and conclusions re am application. Action Nov. 15.

By Hearing Examiner Horace Sanford

Wolf Point, Mont.—Gave notice that prehearing conference will be held Nov. 18 at 2:30 p.m. re am applications of KPIG (TV), Mason City, Iowa; KBOE (FM), Portland, Ore.; KPIP, Basin, Okla. Action Nov. 15.

WIXX Seafield, Del.—Ordered that prehearing conference be held Nov. 21 re application of WUXK (FM), Juneau, Del. Action Nov. 15.

By Hearing Examiner Basil P. Cooper

Radio Suburbia Inc., Hopkins-Edina-St. Louis Park, Minn.—Granted petition for corrections in various respects to the transcript re am applications of Radio Suburbia Inc. and Suburban Bcast. Corp., both Hopkins-Edina-St. Louis Park, Minn. Action Nov. 18.

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Illegal Use of Bans

With every good reason, telecasters are beginning to revolt against the feudalistic monopoly of the National Collegiate Athletic Assn., and the revolt is picking up public support.

Although revolution is not our forte, we cannot but reach for the nearest pitchfork and join the march on the ivy-covered Bastille.

Retaliation against the NCAA began at KRNT-TV Des Moines which defied an NCAA blackout of the Iowa-Minnesota football game Nov. 5.

The next Saturday, in defiance of an imperious order from the NCAA, CBS-TV fed the Wisconsin-Illinois game in line with contractual obligations. WMT-TV, the network's affiliate in Cedar Rapids, Iowa, was blacked out by NCAA rules.

WMT-TV resorted to a most effective kind of passive resistance. For two hours that Saturday afternoon the station telecast a picture consisting only of a card reading: "Wisconsin-Illinois game blacked out by NCAA." At quarter-hour intervals, the station's audio carried a message by William B. Quarton, WMT-TV general manager, explaining the NCAA's monopoly.

Last Saturday, WMT-TV planned to carry the Iowa-Notre Dame game from South Bend, Ind., but noticed of the Iowa stations were blacked out. WJIM-TV Lansing, Mich., has complained of a blackout to the Dept. of Justice.

NCAA officials have been musing about legal action.

It would be beyond our competence to give legal advice, but as a matter of moral principle we should be disappointed if telecasters were turned back by NCAA threats. We suggest, indeed, that in any court action concerning the NCAA football policy, the NCAA itself would be vulnerable.

It would be hard to imagine a combination operating in a more rigid restraint of trade than the members of the NCAA are acting in their joint restrictions on football television.

Point of No Return

Whatever way the FCC might have gone in its determination to re-evaluate TV allocations it would have been in hot water. All viewpoints couldn't possibly have been reconciled, and if it had ventured in any other direction it just as surely would be called to the congressional carpet next session.

Chips fall where they may, the FCC at last did something, after having permitted the whole issue to languish for months. It acted unanimously on rule-making, looking toward a full allocations study. But it split 5-2 in denying all pending deintermixture petitions and 4-3 on the first clear-cut VHF drop-in case—regarded as an ominous sign by stations now on the air. The sharpness of the dissent, all by the FCC's senior members, augurs rough going ahead.

On deintermixture, the FCC majority must be taken at its word. These denials, on a package basis, are "without prejudice" to consideration of individual deintermixture petitions in the overall rule-making. There are those who believe—among them two dissenting commissioners—that the practical effect of the majority action is to sound the death knell for VHF.

Certainly UHF isn't helped. But to contend that UHF is abandoned is to accuse the majority of willful deception or abject ignorance.

There may be individual commissioners who feel that UHF is secondary, but we know of none who proposes that it be tossed back into the hopper for reassignment to other non-broadcast services—not at this stage.

The majority argues that by its action it has averted another freeze. Whether that is so depends upon how the FCC performs in the immediate future. It has reached the point of no return. Will it now act on hearing cases involving areas in critical need of additional service? It says it will.

Will it rush on deintermixture cases where, in its judgment, such action is warranted? It implies it will. Parenthetically, it should be observed that it is going to take courage to decide that one area should be made all UHF or all VHF. There are constant threats of court attack and political reprisal. These are the penalties of holding FCC office.

Unused education assignments no longer should be kept in cold storage, no matter how loudly the organized pedagogs may howl. Isn't three years long enough to deprive the public of service to which it is entitled when a scarcity exists? The era of artificial limitations on assignments anchored to a geographical table which no longer is realistic should end as speedily as the procedures allow.

Having decided on wide-open rule-making and preliminary exclusion of deintermixture, the FCC must move swiftly and wisely. It should not tolerate hinder-and-delay tactics. There should be no undue postponements of deadlines because such delays in themselves constitute a freeze.

The key, in whatever formula the FCC may finally evolve, is the maintenance of engineering standards. To deviate from standards once they have been set in the new rule-making or to allow indiscriminate drop-ins or squeeze-ins will destroy service to millions of rural or remote dwellers who then will get no TV at all. This lesson was learned in AM broadcasting, and the learning must not be forgotten now in TV.

Pictures Across the Seas

It may sound now like engineering doubletalk, but "forward scatter" is a term that promises some day to become as meaningful to television broadcasters and advertisers as "cost-per-thousand" or "rate card."

Forward scatter is a new method for shooting TV signals farther than they could be dependably sent until now. Much refinement needs to be done, but the technique may eventually become usable for intercontinental television relays.

Removing obstacles to live telecasting across oceans would profoundly affect the world. It would provide immeasurable expansion of national horizons.

But international television would be meaningful only if operated with something of the regularity of an international network.

Now international networking implies the presence of two conditions: technical facilities and commercial operation. It would be quite impractical to think of a regular network arrangement between a U. S. system carrying advertising and a system which shuns commercials, like the BBC.

An arrangement could be made, however, between a U. S. commercial system and a European counterpart. Indeed an advertiser who distributes products both in America and abroad should find such a network a medium of unparalleled effectiveness.

It is a happy coincidence that forward scatter is being developed at a time when commercial TV is beginning to take hold in Europe.

To be sure, there will be many problems to be solved—including some tough ones connected with forward scatter itself—before regular transoceanic TV service can be started. And there will be other problems that come up after the service is technically possible.

We feel sure, however, that the urge of people to communicate with one another will be great enough to force solution of the problems. It will not be unduly long before station relations departments will be worrying about time clearances in the 8 p.m. period in London, Rome and Berlin.

"He wants to know if you'd be interested in some prison riot films taken from the INSIDE!"

Drew for BROADCASTING • TELECASTING by BRIH His
**FIRST AGAIN IN MICHIGAN!**

Trailblazing is an old, familiar habit of Michigan’s First Television Station. And here we go again — this time with the first local color television in the state.

"Color Day" was Sunday, October 9, when WWJ-TV transmitted over four hours of station-originated film and slide features in tinted video. Plans call for a continuing and growing number of programs in the new medium, including local news coverage.

This important step forward—the first color film-and-slide installation in Michigan—is another example of WWJ-TV’s traditional policy of always being first with the finest...leadership that pays dividends to every advertiser.

In Detroit...You Sell More on Channel 4

WWJ-TV

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

FIRST IN MICHIGAN • Owned and Operated by THE DETROIT NEWS • National Representatives: FREE & PETERS, INC.
national advertisers rely on klac
local advertisers insist on klac
nielsen reports prove klac leadership
klac 570 on your dial

m. w. hall, president-general manager • felix adams, general sales manager • represented nationally by adam j. young, jr., inc.